



**Executive Office of Elder Affairs**  
RESPECT INDEPENDENCE INCLUSION



# Hybrid Programming for Councils on Aging Grant Bidders Conference

August 29, 2023

# Thank You for Joining Us!

- **Molly Evans**, EOEA
- **Adam Frank**, EOEA
- **Peter Buzby**, PCG (*grants administrator*)
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- **Shawn Fenn**, Collins Center (*planned Technical Assistance provider*)

Reminder: For any questions related to this grant, please contact



[MAHCBSGrants@pcgus.com](mailto:MAHCBSGrants@pcgus.com)

**These slides will be available on COMMBUYS soon after the Bidders Conference. Questions and answers from today's Conference, in addition to other questions submitted prior to Friday, September 1, will also be posted on COMMBUYS by Wednesday, September 13.**



**PUBLIC**<sup>TM</sup>  
CONSULTING GROUP

- [Public Consulting Group](#) (PCG) is a public sector consulting firm that works with health, education, and human services agencies
- EOEA has contracted with PCG to help administer this grant
- PCG will provide technical assistance to applicants throughout the application, award, and payment process



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# Grant Overview

Who can apply, how to apply, and important deadlines

# Details of the Grant Program

- \$1.45 million program designed to help Councils on Aging (COAs) provide high-quality hybrid programming for Massachusetts residents 60 years of age and older
- Grants of up to \$100,000 each are available for COAs in Massachusetts for:
  - Purchasing technology or equipment to deliver high-quality hybrid programming
  - Hiring or training staff to manage hybrid programming
  - Covering program-related expenses (e.g., software fees, program materials, etc.)
- You can find more information, FAQs, and the official RFA on the [grant webpage](#)

# What is Hybrid Programming?

- Classes or events that are run both in-person and virtually
  - Participants are free to choose the setting that works best for them
- Programs can be either:
  - **Synchronous**: virtual and in-person programs happen at the same time
  - **Asynchronous**: virtual and in-person programs run on different schedules



# Who Can Apply?

- **Open to all COAs in Massachusetts**
- Applicants can also create partnerships or regional coalitions to apply together
  - If applicants apply together, the financial agent for the grant submits one application on behalf of the entire partnership
- Two COAs applying together can request up to \$200,000
- Three or more COAs applying together can request up to \$300,000





# Priority Criteria

- EOEA will prioritize the following when awarding grants:
  - COAs that serve [Gateway Cities](#) or [Rural Communities](#)
  - COAs that do not currently provide hybrid programming
  - COAs with a detailed plan to start grant activities within the first three months of receiving funding
  - Applications that include synchronous programming
  - Applications that limit indirect costs to less than 10% of the overall project budget

**Proposals that meet multiple criteria will be given preference in the award selection process.**

# How to Apply

- Apply online before **5 PM on September 25, 2023** using the MassGRANTS portal
  - [Maanfgrants.my.site.com/s/loginpage](https://maanfgrants.my.site.com/s/loginpage)
  - Step-by-step directions for using MassGRANTS are in the FAQ on the [grant webpage](#)
  - You will need a Massachusetts Management Accounting & Reporting System (MMARS) vendor code and tax identification number (TIN) to register for an account
  - Instructions on finding your vendor code and TIN are also in the [FAQ](#)
- You cannot make any changes to your application after it is submitted

## Questions about the MassGRANTS Portal:



866-406-2170



[MassGrantsSupport@mtxb2b.com](mailto:MassGrantsSupport@mtxb2b.com)

# Important Dates and Deadlines

Request for Applications Released	August 14, 2023
Deadline for Written Questions	By 5 PM on September 1, 2023
Answers to Questions are Posted	September 13, 2023
<b>Deadline for Applications</b>	<b>By 5 PM on September 25, 2023</b>
Awardees Selected (anticipated)	Week of November 27, 2023
Contract Start Date (anticipated)	January 8, 2024

# **Eligible Activities and Expenses**

Equipment, Staff, and Programming Expenses

# Eligible Activities

- Applicants must use grant funds on **at least one** of the following activities or expenses:
  1. Purchasing technology or equipment to deliver high-quality hybrid programming
  2. Hiring or training staff to manage hybrid programming
  3. Covering program-related expenses



# 1. Purchasing Hybrid Programming Equipment

- Applications should focus on purchasing equipment for the COA, but may include limited purchasing of equipment to help older adults access programming
- Equipment given to an older adult for permanent use cannot exceed \$500 per recipient
- Applications must explain how older adults are selected to receive equipment
- Eligible expenses include but are not limited to:

## Technology for the COA

- Camera/tripod
- Laptop/tablet
- Monitor/screen
- Projector
- Microphone
- Speakers
- Video conferencing devices
- Headphones

## Extra Equipment for the COA

- Cables/adaptors
- Room darkening shades
- Rolling cart/podium
- Storage bins

## 2. Staff to Manage Hybrid Programming

Applicants can use grant funds to hire and train COA staff, interns, and/or third-party vendors to:

- Provide technical assistance
- Help with troubleshooting
- Serve as in-room or online moderators



## 3. Programming Expenses

- Grant funds can also be used to cover other expenses related to your programming
- Eligible expenses include but are not limited to:
  - Platform/software expenses
    - Virtual engagement/activity platform
    - Scheduling software
    - Virtual meeting software
  - Other program-related expenses
    - Presenter/class facilitator fees
    - Class materials
    - Travel
    - Marketing
    - Mailing (i.e., distributing class or marketing materials)



# Ineligible Expenses

- Grant funds cannot be used for:
  - Internet, hot spots, or data plans for individuals who qualify for the [Federal Communication Commission \(FCC\) Affordable Connectivity Program](#)
  - Televisions or streaming services (e.g., Netflix, Hulu, Disney Plus)
  - Smartphone, tablet, and internet app fees
  - Copiers, scanners, and printers
- Grant funds can be used to supplement, but not supplant, existing Medicaid HCBS or any other state-funded initiatives
- Expenses before the contract start date or after the contract end date are not permitted
- Grant funds also must not overlap with:
  - Center for Medicare and Medicaid Services (CMS) waiver extension proposals
  - Activities funded through a different [Massachusetts Home and Community Based Services \(HCBS\) Grant Program](#) (e.g., Enhancing Digital Literacy for Older Adults grant)

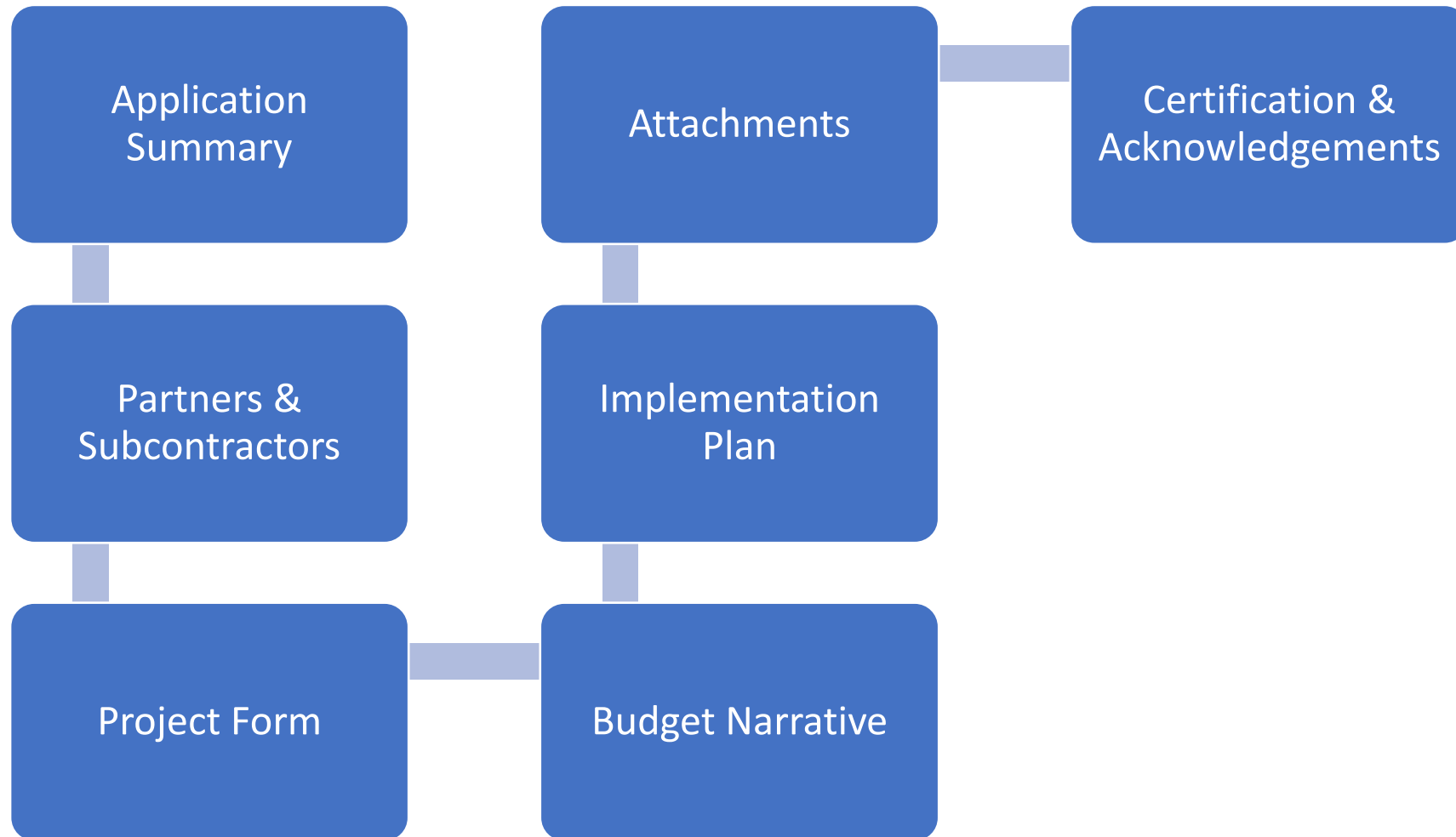
# **The Application**

Application Steps and Process

# Application Overview

- All applications must be submitted through the [MassGRANTS](#) portal before 5 PM on September 25, 2023
- EOEA expects to award all the grant funds this round
  - If all funds are not allocated, the application may open again for additional applicants
- Any questions must be submitted to [MAHCBSGRANTS@pcgus.com](mailto:MAHCBSGRANTS@pcgus.com) by 5 PM on September 1
  - Answers to all questions will be posted on COMMBUYS before 5 PM on September 13

# Application Steps



# Step 1: Summary and Step 2: Partners & Subcontractors

## Application Summary

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- Information about your organization
- Two contacts for your COA
- Total requested funds for this application

## Partners & Subcontractors

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- Optional section for applicants working with subcontractors or applying as a partnership
- Description and contact information for each partner

## Step 3: Project Form

### Current State

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- Description of the organization at present
- Includes information on any hybrid programming you currently provide
- Describes current programming, including virtual programming, you provide for older adults

### Project Description

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- Describe your proposed project, including:
  - Summary of goals and how your COA will use grant funds to achieve goals
  - Summary of services, activities, and purchases
  - Plan to start services within three months of receiving grant funding
  - How you will define and measure success
  - How you may sustain hybrid programming after the grant period ends
  - How you will market and promote hybrid programming resulting from this grant

# Step 4: Budget Narrative

Detailed summary of all the costs for developing and implementing your program

- Must show that the majority of the funds will be used to achieve the grant goals
- Must include at least one cost for each grant category chosen in the application
  - Grant categories include the following three types of eligible activities/ expenses:
    1. Purchasing technology or equipment to deliver high-quality hybrid programming
    2. Hiring or training staff to manage hybrid programming
    3. Covering program-related expenses

Provide a justification of each cost and select the cost category:

- **Direct Costs** are directly attributable/traceable/chargeable to this grant initiative (e.g., costs for technology purchases or program staff)
- **Indirect Costs** cannot be directly attributable/traceable/chargeable to this grant initiative (e.g., administrative expenses)

## Step 5: Implementation Plan

List of the steps to complete your proposed program, including:

- Activity/Task
- Description
- State Date
- End Date
- Responsible Party





## Step 6: Attachments and Step 7: Certifications

### Attachments

- All applications may include a letter of support from one of the following:
  - COA Executive Director
  - COA Board Member
  - Municipality Manager
  - Another member of the leadership team
- Letters of approval from any partner organizations
- Other documents to support your proposal as necessary

### Certifications & Acknowledgements

- Certify that you are eligible for the grant
- Acknowledge that you will meet all conditions of a grant award

# Reporting

Baseline, Interim, and Final Reports

# Reporting Requirements

- Awardees must provide reports to show the impact of the grant funds and progress towards program goals
  - **Baseline Report:** due 60 days after contract start date (inclusive of data from SFY23)
  - **Interim Report:** due on September 1, 2024
  - **Final Report:** due on May 31, 2025 (60-days after the grant period ends)
- Required metrics for each report are available in the RFA on the grant webpage
- EOEA is interested in accurate data
  - Awardees will not be penalized or need to return funding if the data shows the program did not produce the expected results
- EOEA will work with awardees who are worried they will not be able to provide the required reports

# Other Requirements

In addition to the required metrics, awardees must propose, track, and report on two custom metrics based on goals of the grant; for each custom metric, awardees must provide:

- Description of the metric
- Explanation of its significance
- How the metric is calculated
- Instrument(s) used to gather data

Sample custom metrics include:

- The number of older adults new to the COA who participated in COA's Hybrid Programming
- Demographics of older adults new to the COA who participated in COA's Hybrid Programming
- Self-reports of using technology in ways that decrease isolation and increase social connection with family, friends, and neighbors
- Retention of older adults participating in Hybrid Programming
- Usage of devices purchased with grant
- Hybrid Programming participant satisfaction survey results

Awardees must also participate in up to three focus groups held by EOEA or its designee during the grant period



# **Planned Technical Assistance**

# Technical Support

## Questions about the Grant Program:



[MAHCBSGrants@pcgus.com](mailto:MAHCBSGrants@pcgus.com)

## Questions about the MassGRANTS Portal:



866-406-2170



[MassGrantsSupport@mtxb2b.com](mailto:MassGrantsSupport@mtxb2b.com)



# Questions

- We will do our best to answer as many questions as we can
- Stay muted if you are not asking a question
  - Please raise your hand if you have a question to ensure everyone does not speak at once
  - You can also add your question to Chat
- All questions asked will be saved and used for the development of future support materials

