

**NOTICE**

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Western Reserve Area Agency on Aging  
Request for *Letters of Intent* to apply for 2011 and 2012 Funding

## I. Introduction

The Western Reserve Area Agency on Agency (WRAAA) issues this *Notice* describing the conditions under which *Letters of Intent* and proposal applications will be received for two (2) areas of regional service system development. These two (2) areas are briefly described below; detailed program descriptions are provided in a separate *Program Description Document*.

### *Access to Services and Supports*

This initiative provides a structure for the development of a system of access to information and services in a five county region of Cuyahoga, Geauga, Lake, Lorain and Medina counties. The system will include *Aging and Disability Resource Centers, Benefits Enrollment Centers and Information and Referral Assistance providers*.

### *Evidence Based Health Promotion Programs*

This initiative provides for the development of evidence based programs for Chronic Disease Self Management Programs (CDSMP) and Injury Prevention Programs through Matter of Balance (MOB) in a five (5) county region of Cuyahoga, Geauga, Lake, Lorain and Medina counties.

When submitting *Letters of Intent*, applicants should consider their agency's capacity to participate in a five county regional system as described within this *Notice* and in the separate *Program Description Document*.

## II. Overview of Process

All prospective applicants for the 2011-2012 funding must submit a *Letter of Intent* prior to submitting a formal application proposal. The submission and review of the *Letters of Intent* enable a prospective applicant to describe their experience and capacity to participate in the defined initiatives. The WRAAA staff will review the *Letters of Intent* and identify those applicants that have a reasonable chance of success in the competitive proposal process. The WRAAA will solicit full proposals from only those applicants that have a reasonable chance of success in the competitive process based on WRAAA analysis of the information provided in the *Letters of Intent*.

The format and content of the *Letters of Intent* must conform to the requirements specified and outlined in this document. Applicants are encouraged to read all instructions before making a decision to apply. The WRAAA is not liable for any costs incurred or associated with the preparation of any applicant's submission.

### III. Application Process Timeline

Request for Letters of Intent	July 23, 2010	
Letters of Intent Due	August 6, 2010	4:00 pm
<i>Notice to Successful Letters</i>	August 13, 2010	
Proposal Applications Due	September 3, 2010	4:00 pm
<i>Notice of Awards Announced</i>	September 23, 2010	
Program Planning Meetings	Begin October, 2010	
Provider Agreements Complete	November, 2010	
First Day of Service	January 1, 2011	

### IV. Funding Availability

Funding for this initiative is provided through the Older Americans Act, Medicare Improvement for Patients and Providers Act (MIPPA) and the National Council on Aging.

Approximately \$1 million will be available for awards through this application process. However, total available funding has not been determined. Therefore, funding may be less than projected when awards are granted. This may result in fewer awards, smaller awards, or no awards to applicants. In addition, awards may be reduced at any time if federal or state funding is reduced, even during the contract period.

### V. Description of Funded Initiatives

Agencies are expected to review the separate *Program Description Document* to gain a full understanding of the initiatives outlined below.

#### **Category I: Access System**

This systems development initiative includes three (3) components:

- Aging and Disability Resource Centers (ADRC)
- Benefits Enrollment Centers (BEC)
- Information and Referral/Assistance Programs (I&R/A)

#### **Category II: Evidence Based Health Promotion Programs**

This systems development initiative includes two (2) components:

- Chronic Disease Self Management Program (CDSMP)
- Matter of Balance (MOB)

### VI. Letter of Intent Requirements

#### Letter Content

A separate *Letter of Intent* (LOI) is required for each of the two initiatives described in this *Notice*. Therefore, one *Letter of Intent* is required for **Category I: Access System Initiatives** and one *Letter of Intent* is required for **Category II: Evidence Based Health Promotion Initiatives**.

Applicants may address more than one category component in each *Letter of Intent*. Therefore, a maximum of two (2) *Letters of Intent* will be accepted.

Each *Letter of Intent* must include the following components:

**1. Authority to Submit Letter and Primary Contact Information**

- Each *Letter of Intent* must be addressed to Ronald Hill, Chief Executive Officer of the Western Reserve Area Agency on Aging.
- The letter must be signed by the applicant Agency Director or Chief Executive Officer.
- *Primary Contact* information must be clearly indicated in the letter.
- The primary contact does not need to be the Agency Director or Chief Executive Officer.
- The *Primary Contact* name, address, phone number and email address is required. This contact information will be used by WRAAA staff if more information is needed about responses.

**2. Statement of Interest**

Please indicate which initiative category your agency wishes to apply for and specify which program component(s) you wish to participate.

**3. Agency Description and Experience**

Please describe your agency and how your agency's experience in delivering services relates to the initiatives described in the *Program Description Document*. Include the types of services your agency currently delivers, number of consumers served annually and the geographic area served.

**4. Target Populations**

Please describe specific target populations your agency currently serves. Describe outreach efforts your agency utilizes to reach targeted consumer groups. Indicate whether your agency would serve new target populations as a result of participating in the selected initiatives.

**5. Evaluation**

Describe methods your agency currently uses to evaluate program effectiveness and how this would add value to the selected initiative.

**6. Benefits of Program**

Describe specific ways your agency's participation in the initiatives will increase or improve services to consumers and/or enhance the effectiveness and efficiency of current program operations.

**7. Major Partners**

Identify organizations that are expected to be important partners in the initiatives of interest and describe your experience working with those partners.

## 8. Staffing and Resources

Describe the capacity of your staff to participate in the selected initiatives and special qualifications that will add value to the success of the program.

### Evaluation Criteria

Agencies selected to participate in any of the initiatives listed in this *Notice* must demonstrate experience and the capacity to fully operationalize the program components described in the *Program Description Document* and participate in the development of a regional system of services.

### Non - Conforming Letters of Intent

The Western Reserve Area Agency on Aging will initially review all *Letters of Intent* to determine whether they conform to the required format and clearly present all of the required elements. These requirements are listed and described in this *Notice*. Failure to meet these requirements may result in rejection of the *Letter of Intent*.

The WRAAA reserves the right to reject any *Letter of Intent* received in response to this *Notice*; to request additional information from any or all applicants; and to conditionally select applicants.

### Due Date

One (1) complete *Letter of Intent* must be received by the Western Reserve Area Agency on Aging (WRAAA) at 925 Euclid Ave., Suite 600, Cleveland, Ohio 44115 **by 4:00 p.m. on August 6, 2010.**

**The Letter of Intent must be sent either by certified mail with return receipt or overnight mail with proof of delivery or hand delivered with duplicate receipt provided to applicant by WRAAA.** Please do not fax or email the letter.

## VII. Next Steps for Successful Applicants

The Western Reserve Area Agency on Aging will notify successful *Letter of Intent* applicants by **Friday August 13, 2010**. Successful applicants will have until **4:00 p.m. on Friday September 3, 2010** to complete a full proposal application.

## VIII. Application Questions

All questions about the application process or document must be sent via email to Julie Jarvis, Director Program Development and Planning, Western Reserve Area Agency on Aging at [jjarvis@psa10a.org](mailto:jjarvis@psa10a.org).