



Juneau Senior Housing and Services Market Demand Study Q&A

Questions submitted prior to the Pre-Proposal Teleconference

Geographical Scope

Q: What are the geographic boundaries of the Northern Southeast Alaskan region?

A: The communities outside Juneau which should be considered as potential market for Juneau-base services are listed in the footnote at the bottom of page 6 of the RFP. These communities need only be considered to the extent the demand from those communities would materially impact the economic feasibility of a Juneau based housing development.

Survey/Community Outreach

Q: Can resident surveys be accomplished at the discretion of the market research firm?

A: Yes. The RFP will be amended to reflect the survey is optional.

Q: The RFP states, "Proposals must include a statistically relevant household survey...." Given the budget and the list of study goals, objectives, and methods, will reviewers consider proposals that do not include a survey as part of the core workplan?

A: Yes.

Q: Are focus groups mandatory?

A: Yes. How many and who the participants are is up to the consultant. Let us know what how many focus groups you propose and how you will identify and select the participants. We'd like the groups to be as unbiased as possible and yet still help determine the senior housing and service options that are the best fit for Juneau.

Q: When you mention focus groups, do you anticipate outreaching to a broad and new set of seniors?

A: Yes.

Q: or is it possible to draw from either the ALTF?

A: No.

Q: or the 120 participants who attended the workshop?

A: Yes. JEDC will make the participant contact info obtained at the workshop available to the consultant.

Q: You mention a required survey. Do you know if the ALTF has a preference regarding a telephone or mail-in survey? Or are you looking for the contractor to advise on that topic?

A: The survey will be optional. If you propose one, please say how you propose to do it and why you selected the method.



Proposal Development/ Presentation

Q: Taken together, the Study Purpose, Study Objectives, and Study Methodology cover a good deal of territory. Does JEDC wish to prioritize the analyses and deliverables as a way to provide guidance on how best to focus a workplan within the budget? If not, can JEDC say more about what the primary uses will be for the completed study?

A: The "Study Objectives" Section on Page 13 is the most concise statement of what we want to know. The primary purpose of the study is to inform and encourage developers and service providers who may be interested in pursuing investment or business opportunities in Juneau. It will also be used to inform the community about existing senior housing and services supply and current and projected demand. The first priority is to assess the demand for senior assisted living. If the work cannot be done for \$45,000, please see Cost proposal Page 17 for additional guidance.

Q: The RFP mentions that we should use a "point-by-point" method to prepare the proposal according the RFP requirements. Page 16, item 3 includes the "proposal submission requirements" and identifies 5 items. I don't see the scope of work listed in those items. Can you clarify the order of the proposal and where the scope of work should be included?

A: The RFP will be amended so that Item 4 on Page 8 reads, "Proposals shall include a detailed Table of Contents." The Proposal Submission Requirements that start at Page 16 were intended to help us evaluate the qualifications of the consultants and let us know how you plan to engage with us and the community. Please be as descriptive as you can be when you detail your work plan so the evaluation committee can understand your approach, methodology, allocation of resources and communication plan. There is no fixed prescription on how you order or present your proposal.

Miscellaneous Topics

Q: Are there any studies that have been previously done that are available to the public for assistance in developing the RFP?

A: In 2011, the Juneau Commission on Aging published results of a mail survey in 2010 that covered needs of older residents. It is on the CBJ website.

http://www.juneau.org/assembly/COW/documents/2010_Final_Juneau_Senior_Needs_Survey.pdf

Q: For example, was there a report from Retirement Housing Foundation 3 day facilitated discussion that can be shared?

A: No. We did not receive and did not prepare a report.

Q: There are terms and conditions we are not to agree to - indemnification and insurance. Would the Juneau Economic Development Council be willing to remove or revise the language in the RFP?

A: JEDC needs to be protected from general business liability risks related to your workers, meeting venues, and interactions with the public. If you cannot provide the indemnification and insurance required but have a substitute mitigation method appropriate to the risks, please highlight what that is in your proposal. If we determine your proposal is the best one and the mitigation or other assurances are deemed reasonable, we will work with you on appropriate language revision.



Q: Are there any consultants currently under contract conducting studies or supporting either the SCSSI, the ALTF, or the JEDC on topic of senior housing and assisted living? If so, are you able to provide the names of these firms?

A: No.

Q: Does JEDC have any information regarding the number of Juneau households who use social media?

A: No.

Q: You list a series of statistics on page 3 of the RFP. Can you tell me the source of those statistics, particularly the source of the following:

- It is estimated that Juneau's retired seniors, age 65 and over, contribute over \$100 million annually to the local economy.
- 49% of Juneau's seniors volunteer regularly in the community; 72% belong to local groups and charitable organizations.

A: The estimate of how much Juneau seniors contribute to the local economy was developed by the Juneau Commission on Aging from the Alaska Commission on Aging's 2013 estimate of the total amount of money seniors contribute to the economy statewide. Together with ACOA staff, the Juneau Commission on Aging calculated the percentage of that total comparable to Juneau seniors' percentage of the statewide senior population.

The figures regarding Juneau seniors' volunteerism and organizational membership came from the 2010 Juneau Commission on Aging senior survey cited above.

Questions posed at the Pre-Proposal Teleconference

Q: Are you interested in looking at the assisted living needs of other populations than seniors?

A: Given the resources available, we want to limit the study scope to the demand for senior housing and services.

Q: Can you clarify the cost/value evaluation criteria?

A: We will look at how the deliverables and effort correspond to the cost proposed. Often, when a price cap is stated, the proposals all come in at that price, so we would look favorably on proposals that deliver the most for the money. We will look favorably on especially cost-effective solutions proposed as well as unsolicited "value added" deliverables which enhance the purpose and objectives of the study. These elements will be evaluated within the cost/value portion of the proposal's overall score.

Q: At the bottom of page 15, regarding the universe of income-qualified seniors, are you looking for a stratified analysis of household income vs. costs of various types of senior housing?

A: The examples that start at the bottom of Page 14 are suggested as possible acceptable approaches. We will rely on the consultant to describe and explain why the work plan proposed will best meet our needs.