



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

March 5, 2021

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Not to be removed from the
Office of the
Legislature Of
Monroe County

Committee Assignment

HUMAN SERVICES -L

WAYS & MEANS

To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

Subject: Authorization to Contract with United Way of Greater Rochester, Inc. for the Age Friendly Livable Community Initiative for Older Adults

Honorable Legislators:

I recommend that Your Honorable authorize a contract with United Way of Greater Rochester, Inc. in an amount not to exceed \$75,000 to administer the Age Friendly Livable Community Initiative for Older Adults for the period of January 1, 2021 through December 31, 2021.

United Way of Greater Rochester will create a three year action plan, with support provided by AARP, in order to implement an Age Friendly Livable Community for people of all ages, with a specific emphasis on, but not limited to, black and brown low-income older adults, people residing in rural areas, people with disabilities, and other marginalized populations. Part of this initiative will include recommendations for Monroe County to carry out "Health Across All Policies" as put forth by Executive Order 190, in efforts to improve the health and wellness of County residents through various partnerships within Monroe County.

A request for proposals was issued for these services and United Way of Greater Rochester, Inc. was the sole responder to provide this service.

Please refer to the attached Purchase of Service Information form for disclosure of information required pursuant to Resolution 223 of 2007, as amended by Resolution 11 of 2008.

The specific legislative action required is to authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with United Way of Greater Rochester, Inc., 75 College Avenue, Rochester, New York, 14607, to administer the Age Friendly Livable Community Initiative for Older Adults in an amount not to exceed \$75,000 for the period of January 1, 2021 through December 31, 2021.

This action is a Type II Action pursuant to 6 NYCRR § 617.5(c)(26) ("routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment") and is not subject to further review under the State Environmental Quality Review Act.

Funding for this contract is included in the 2021 operating budget of the Monroe County Department of Human Services, Office for the Aging, general fund 9300, funds center 5501030000, support services contracts. No additional net County support is required in the current Monroe County budget.

United Way of Greater Rochester is a not-for-profit agency and the records in the Office of the Monroe County Treasury have indicated that it does not owe any delinquent Monroe County property taxes.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,



Adam J. Bello

Monroe County Executive

PURCHASE OF SERVICES INFORMATION FORM
Per Resolution 223 of 2007 as amended by Resolution 11 of 2008

Re: Authorization to Contract with the United Way of Greater Rochester, Inc. for the Age Friendly Livable Communities Initiative for Older Adults

Total Served 2019 - 2020: N/A – New grant
Proposed \$ Amt. 2021: \$75,000

SECTION I

PROGRAM: Age Friendly Livable Community Initiative for Older Adults

CONTRACTOR: United Way of Greater Rochester, Inc., Jaime Saunders, President/CEO

PROGRAM DESCRIPTION: The project will establish activities that replicate the Governor's Executive Order to infuse "Health Across All Policies" into County work, develop a County roadmap with goals and metrics for Age Friendly activities, convene county, local, and municipal leaders to discuss approaches to incorporate Age Friendly considerations into governance decisions, and expand and enhance Age Friendly programming and activities throughout the community. An additional emphasis is on reaching low- income, people of color older adults in addressing their needs, with a goal of planning for a Livable Community for all.

**PRIMARY OBJECTIVE(S)/
DELIVERABLES:** United Way, in partnership with other civically engaged partners, will develop and facilitate the implementation of a realistic and actionable plan that promotes age-friendliness as defined by the WHO's eight domains and helps improve the health and wellness of people of all ages in Monroe County.

**PERFORMANCE
MEASURE/INDICATOR:** Develop a written 3-year age friendly, livable communities action plan based on extensive engagement by older adults, stakeholders, and AARP guidance.

	Current Year Projection
Program Year	1/1/21-12/31/21
Deliverables	<ol style="list-style-type: none">1. Develop outreach strategies to ensure input from older adults and community stakeholders.2. Facilitate workgroups and collect community data based on WHO's eight domains.3. Draft and finalize three (3) year action plan based on outreach and community data.4. Provide Monroe County with recommendations to embed "Health Across All Policies" into departmental policies and decisions.

**OUTCOME ASSESSMENT
METHODOLOGY:** United Way will provide quarterly reports to MCOFA via the ContractHQ performance outcomes measures section.

BOARD MEMBERS: Laura Dixon, Carrie Andrews, Daniel J. Burns, Melisza Campos, Mona Chitre, Donald Culeton, Jean Ellefson, Dave Fiedler, Emerson U. Fullwood, George Grobe, Ph.D., Rufus M. Judson, Dolores Kruchten, Dr. Heidi Macpherson, Faheem Masood, Dr. Robert Mayo, Fabricio S. Morales, Mary O'Connell, Esq., Matt Parrilli, John P. Pusloskie, Peter G. Robinson, Donna M. Shultz, Mark Siwec, Naomi Silver, Deborah Stendardi, Timothy Thaney, Maria Thomas Fisher, Joe Wesley, Edward White, Dr. Kevin Williams, Laurie L. Zucha

SECTION II

SOURCE MATERIAL: Annual Evaluation will be on file with the Clerk of the Monroe County Legislature.