

Expression of Interest (EOI)
Age-Friendly Community Assessment & Action Plan
Town of Marystown

Background

The Town of Marystown has received funding under the Age-Friendly Newfoundland and Labrador Communities Program – Stream 1 (Planning) to undertake a comprehensive Age-Friendly Community Assessment and develop a corresponding Action Plan.

The Town is seeking expressions of interest from qualified consultants or firms to lead the assessment process, facilitate community engagement, and develop a final Age-Friendly Assessment Report and 3–5 Year Action Plan with measurable recommendations.

Project Purpose

The purpose of this project is to:

- Assess Marystown’s current age-friendliness across key domains (housing, transportation, social participation, outdoor spaces, communication, health services, respect and inclusion, civic participation, etc.).
- Identify service gaps, infrastructure barriers, and opportunities.
- Engage seniors and key stakeholders in meaningful consultation.
- Develop a clear, measurable Action Plan to guide the Town’s future planning and policy decisions.

The overall goal is to support aging in place and improve quality of life for older adults in the community.

Scope of Work

The successful proponent will be responsible for:

1. Project Planning & Framework Development

- Develop an engagement strategy
- Design survey tools and consultation materials
- Establish evaluation and reporting framework

2. Community Engagement

Engagement must include multiple methods to ensure accessibility and inclusion.

Target participants will include:

- Seniors (independent and assisted living)
- Caregivers and family members
- Local businesses
- Indigenous groups and representatives
- Health organizations and service providers
- Community and volunteer organizations
- Municipal staff and Council
- Housing and transportation providers

Engagement methods must include, at minimum:

- Community-wide survey (online and paper format)
- Public Town Hall sessions
- Focus groups (targeted groups such as caregivers, businesses, Indigenous representatives, and health providers)
- Written submissions
- Phone consultations for isolated seniors or those unable to attend in person

The consultant must demonstrate how they will ensure accessibility, inclusion, and diverse participation

3. Data Analysis & Reporting

The consultant will:

- Analyze qualitative and quantitative data
- Identify key themes and priority areas
- Prepare a comprehensive Age-Friendly Community Assessment Report
- Develop a 3–5 Year Action Plan including:
 - Clear actions
 - Responsible parties
 - Proposed timelines
 - Measurable indicators of success

Deliverables

1. Community Engagement Summary
2. Age-Friendly Community Assessment Report
3. 3–5 Year Action Plan with measurable recommendations
4. Presentation of findings to Council and community

Proposed Timeline

- Project Start: May 2026
- Community Engagement: June – September 2026
- Data Analysis & Draft Report: October – November 2026
- Final Report & Action Plan: January 2027

The consultant must provide a detailed work plan aligned with this timeline.

Submission Requirements

Interested consultants or firms must submit:

- Company profile and relevant experience (particularly with age-friendly planning, municipal planning, or community engagement)
- Proposed methodology and engagement approach
- Proposed project timeline
- Team qualifications
- Budget breakdown (including HST)
- References from similar projects

Evaluation Criteria

Submissions will be evaluated based on:

- Demonstrated experience in age-friendly or community planning initiatives
- Quality and inclusiveness of engagement methodology
- Understanding of rural Newfoundland and Labrador communities
- Ability to deliver measurable and actionable outcomes
- Cost effectiveness

Submission Deadline

Expressions of Interest must be submitted to:

Debbie Fitzpatrick

Town of Marystown

dfitzpatrick@marystown.ca

March 19th, 2026 at 3:00 PM