Welcome to the…

NYC Department for the Aging
NORC Supportive Service

Request For Proposals

Pre-Proposal Conference

October 29, 2026 | 10:00 AM

Naturally Occurring Retirement Communities (NORC) RFP Conference Agenda

- RFP Overview
- Funding and Service Units
- Program Expectations
- Proposal Submission Overview
- Q&A
- PASSPort Instructional Video

NYC Department for the Aging

RFP Overview

EPIN:12526P0003

RFP Release Date: October 20, 2026

Proposal Due Date: December 14, 2026, at 2:00pm

Questions must be sent in writing to NYC Aging: **RFP@aging.nyc.gov**

Substantive information/responses to questions addressed at the conference will be released in an addendum to the RFP to all organizations that are prequalified to propose through PASSPort.

To better understand the RFP process, see videos on NYC Aging's website at: https://www1.nyc.gov/site/dfta/community-partners/procurement-information.page

RFP Contract Awards

	NORC Services
Number of Awards	Anticipate 36 Contract Awards
Contract Term	July 1, 2027 – June 30, 2030
Option to Renew	Yes, up to 3 times for a period of 1 year each
Subcontracting	Yes, subcontracting is allowed

Proposer Minimum Qualifications

Proposed sites must meet the below definition of a Classic NORC:

1. Be a non-age restricted apartment building or housing complex, and have either:
   - At least 350 older adults (60+ years of age) residing in the apartment building or 500 older adults residing in the housing complex, in which at least 40 percent (40%) of the units within the building and/or complex have an occupant who is an older adult; or
   - A minimum of 1,500 residents aged 60+ years, regardless of the percentage of units they occupy.
2. The majority of older residents in the apartment building or housing complex must be of low or moderate income, as defined by the U.S. Department of Housing and Urban Development. (i.e., at or below 120% of the Area Median Income, or AMI).

Proposed sites must also:

- Be ADA-compliant for hosting the NORC
- Meet the Facility Compliance Standards set forth by NYC Aging

Proposer must have site control of the location by day one of the contract start date

Maximum Funding Available

FY28	FY29	FY30	TOTAL
$16,308,961	$16,308,961	$16,308,961	**$48,926,883**

NYC Aging will approve annual budgets for NORC contracts at the following amounts based on anticipated annual participants served by the NORC, unless a contractor offers a compelling reason to exceed the limit:

- **Small NORC: Up to 350 participants -> max of $400,000**
- **Medium NORC: 351-600 participants -> max of $500,000**
- **Large NORC: 601+ participants -> max of $600,000**

**This guidance does not account for meal and transportation costs and budgets may be augmented on a case-by-case basis depending on services proposed.*

Match Requirement: The NORC contractor must provide, with annual cash and/or in-kind matching funds, an amount equal to at least 50% of the annual NYC Aging funding for the NORC contract. Note: The match must be used for direct program costs only; the match may not be used for indirect or administrative costs.

Catchment Areas: Participants and Sites

Competition Pool	Total 60+ in Competition Pool	60+ as % of Total Population	Number of NORCs from FY22-26	Anticipated Number of NORCS FY27 onward
Manhattan North (CDs M7-M12)	233,063	24.2%	6	6
Manhattan South (CDs M1-M6)	139,456	23.5%	10	7
Bronx	254,920	19.4%	5	6
Brooklyn/ Staten Island	641,867	20.8%	6	7
Queens	540,968	23.5%	9	10
		TOTAL	**36**	**36**

Program Expectations

EXPERIENCE

- Minimum of 5 years working with the older adult population
- Minimum of 5 years providing all of the following:
  - Community-based social, educational, and wellness programming in a congregate and/or residential setting
  - Information on and assistance with applying for benefits and entitlements
  - Social support services
  - Social work/case management services or partnering/coordinating with an organization with such expertise.
  - Healthcare management or assistance services or partnering/coordinating with an organization with such expertise.
- Demonstrate experience with:
  - Establishing, leading, and working within a multi-disciplinary, collaborative partnership
  - Community organizing and identifying community needs
  - Knowledge of the different populations within the NORC community
- Prior or current NYC government contracting experience preferred

Program Expectations

SERVICE DELIVERY:

SPACE REQUIREMENTS



- The site must be a **housing entity** (apartment building, housing complex, or NYCHA development) that meets the definition of a Classic NORC
- Contractor must have **site control** of the site location by day one of the contract start date
- The site and the contracted program must comply with the **Americans with Disabilities Act** (ADA)
- Contractor must have an **onsite main office**
- Contractor must have **regular access** to a space that can adequately accommodate group activities (preferably on the premises, but dedicated off-site locations within a half mile may be utilized)
- While Older Adult Centers (OAC) are permitted to be co-located at the same location and/or within the same development as the NORC, the NORC program would only be **funded for services that do not overlap with the OAC**.

Program Expectations

SERVICE DELIVERY:

CORE SERVICES



- **Case Assistance Services:** assist individual older adult participants in obtaining appropriate services, benefits/entitlements, and other resources to address identified short-term needs.
- **Case Management Services:** engage older adult residents in an independent and ongoing process of identifying their needs and strengths, develop a plan to address those needs and build on identified strengths and capacities, and arrange and coordinate services on the resident's behalf. (Should be provided by staff who are themselves or supervised by trained professionals: someone with a minimum of a Bachelor's of Social Work degree OR have a high school diploma AND four years or more of casework experience in a community social service or social action program)
- **Healthcare Assistance:** provide health-related consultations and other assistance to older adults with specific, health-related issues or needs that are short-term, non-urgent, or require only routine monitoring. (Should be provided by nurses, nursing school interns, community health workers, nurse practitioners, or physicians' assistants)
- **Healthcare Management:** provide individual healthcare consultation and coordination and help NORC residents live with and manage chronic conditions, respond to acute episodes, and get the care they need from the healthcare system. (Should be provided by nurses, nursing school interns, community health workers, nurse practitioners, or physicians' assistants)
- **Health Promotion:** offer workshops and activities that promote chronic disease prevention and management, improve or maintain quality of life, promote physical and mental health, and increase awareness and understanding of healthy lifestyles.
- **Elder Abuse Educational Sessions:** provide at least two (2) sessions annually on elder abuse awareness and prevention

Program Expectations

SERVICE DELIVERY:

SUPPLEMENTAL SERVICES



- **Education and Recreation**: Scheduled and organized activities designed to foster the well-being of older adults through 1) satisfying use of leisure time; 2) social interaction; 3) development/enjoyment of interests, skills, talents, creative expression; and 4) participant leadership. (strongly encouraged to also offer individual and group technology services)
- **Transportation Services**: Primarily group transportation services for NORC residents to and from fixed destinations (e.g., recreational, cultural, educational, and social activities) to promote socialization and community involvement; individual rides may be provided, as capacity allows, for residents to access essential services such as medical rides
- **Meal Services**: Provision of an appropriate meal (breakfast, lunch, or dinner) to eligible participants (subject to NYC Food Standards and regular nutrition assessments)
- **Shopping Assistance**: Shopping on behalf of an older adult
- **Friendly Visiting Services**: Scheduled visiting service provided on a regular basis to older adults in their homes or virtually to: 1) help reduce social isolation, and 2) monitor the older adult's safety, well-being, and need for additional services.
- **Telephone Reassurance**: Scheduled calling service provided on a regular basis to older adults to 1) help reduce isolation, and 2) monitor the older adult's safety, well-being and, need for additional services
- **Personal Care/Home Health Care**: Some or total assistance with home care tasks (e.g., bathing, personal hygiene, dressing, preparation of meals)
- **Housekeeping**: Assistance with housekeeping support tasks
- **Other**: subject to availability of funds, justification of need, and alignment with NORC program

Program Expectations

PARTICIPANT CENTERED APPROACH AND OUTREACH

Participant Centered Approach

- Promote participant autonomy, independence, decision-making and social/civic engagement to the extent possible
- Maintain a written policy and procedure that covers responses to grievances
- Administer a customer satisfaction survey at least annually to solicit feedback from participants
- Administer Health Indicators Surveys of older NORC residents as directed by NYC Aging in collaboration with the NORC partners. (The NORC Health Indicators Survey is used to monitor and inform interventions and strategies that measurably improve the health status of older adults by guiding the delivery of NORC services for both individual and group programming)

Outreach

- Utilize multi-media methods and materials and traditional outreach and public information efforts to ensure that the residents are aware of the NORC's services and opportunities
- Target outreach to underserved NORC residents
- Maintain a digital presence (i.e. website)
- Maintain email/mailing lists for the regular dissemination of outreach materials



Program Expectations

UNDERSTANDING COMMUNITY NEEDS



- Demonstrate knowledge and an understanding of the community to be served (e.g., its diverse array of people, challenges, opportunities, service providers, historical background)
- Ensure that all service activities and information sessions:
  - Are provided with **respect** for cultural differences, preferences, and styles of communication, and with skill in assisting individuals in overcoming cultural and linguistic barriers
  - Are **equally accessible** to any eligible older adult resident without regard to race, color, creed, national origin, gender identity, age, non-citizen or citizen status, disability, sexual orientation, marital status, familial status, military status, arrest or conviction record, predisposing genetic characteristics or other categories protected by law against discrimination.
  - Reflect an **understanding of needs**, characteristics, cultural expectations, and preferences of different ethnic and religious groups residing in the community
  - Are **sensitive and responsive** to issues relating to culture, language, religion, socioeconomic status, gender equity, sexual orientation, and/or immigration status
  - Reflect knowledge of **linguistically and culturally competent** service providers in the community
- Address the needs of Limited English Proficiency (LEP) individuals
- Address the needs of persons with disabilities, including those with hearing and visual impairments

Program Expectations

PARTNERSHIPS AND LINKAGES



Provide appealing and varied services to the diverse group of older adults in the community via collaborative linkages and working in a multi-disciplinary manner.

- Maintain strong relationships with the **NORC housing partner and management entity**
- Reach out to **local healthcare providers**, medical centers, academic institutions, and other organizations to foster health-related services and programs
- Establish linkages and/or referral protocols with other **NYC Aging providers** and resources in the community
- Form an **Advisory Council**, consisting of older adult residents of the NORC
  - Meet at least twice annually
  - If the program is located in a public housing NORC, proposers will also adhere to NYCHA guidelines regarding advisory councils, which require that two older adult residents from the housing development are on the council, as well as the on-site housing manager.

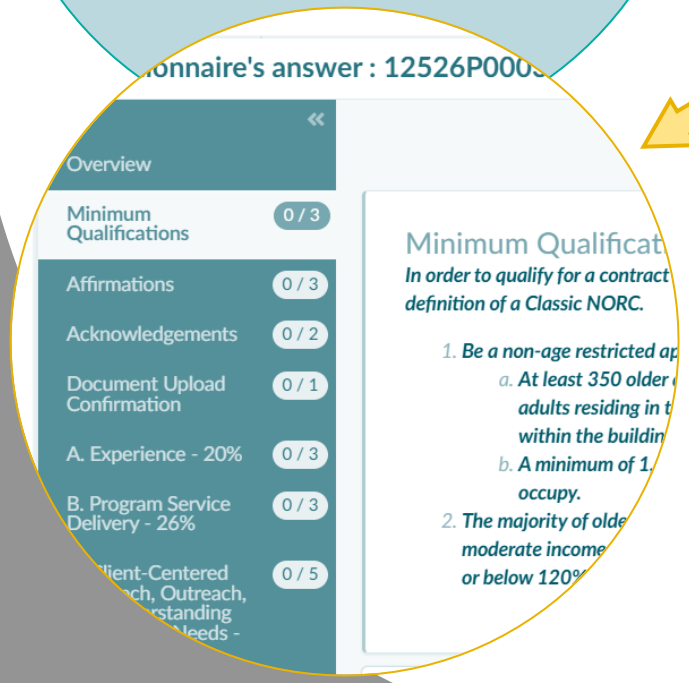
Program Expectations

BUSINESS OPERATIONS



- **Staffing**: Provide appropriate staffing, staff continuity, and staff training.
- **Data Management**: Use NYC Aging's participant information tracking system, and maintain complete, accurate, and up-to-date records of participants and service delivery.
- **Emergency Preparedness**: Work with NYC Aging to engage in emergency preparedness planning to help support the safety and wellbeing of caregivers and older adults
- **Financial**: Meet general financial requirements, which are outlined further in the NYC Aging Financial Manual.

RFP Proposal Submission



1. Find the RFP in **PASSPort**
2. In the **View RFx** tab, under the **Documents** section: download and read the RFP and all supplemental documents
3. In the **View RFx** tab, click **Participate in RFx**, then click **I acknowledge receipt of this RFx**
4. In the **Manage Responses** tab, start working on your "In progress" proposal:
   - **A.** **Your Proposal Info** tab: select the Competition Pool
   - **B.** **Questionnaire** tab:
     - Series of affirmations/acknowledgments
     - 16 proposal questions in the following sections:
       - **Experience** (20%)
       - **Program Service Delivery** (26%)
       - **Participant-Centered Approach, Outreach, and Understanding Community Needs** (24%)
       - **Partnerships and Linkages** (15%)
       - **Organizational Capability and Business Operations** (15%)
   - **C.** **Documents** tab: upload required documents

RFP Proposal Required Documents

Required Document	Description
Budget Worksheet	Completed **Document 11. Budget Proposal Worksheet.**
Budget Narrative	Completed **Document 12. Budget Narrative.**
Proposed Weekly Hours of Operation and Proposed Service Levels	Completed **Document 04. Proposed Hours of Operation and Proposed Service Levels Form.**
NORC Eligibility Verification Form	Completed **Document 05. NORC Eligibility Verification Form** certifying that the NORC site meets the definition of a Classic NORC.
Certificate of Occupancy (for each site contained in the proposal)	1) Certificate of Occupancy (C of O) for the premises and, 2) If applicable, the latest Fire Department of New York Place of Assembly Permit. Indicate the floor or floors the program occupies or will occupy.
Site Control Documentation (for each site contained in the proposal)	Documentation of site control of center premises (lease, license/occupancy agreement, or letter from the site owner) demonstrating that the proposer has or will have site control of the proposed program facility as of the anticipated contract start date and for a period of at least three years. Programs applying for NYCHA, City owned, or City leased sites will be exempt from this requirement.
Accessibility and Accommodation Attestation	Completed form **Document 09. Accessibility and Accommodation Attestation Form** certifying the site is ADA compliant.

RFP Proposal Required Documents

Continued

Required Document	Description
Organizational Chart	Organizational Chart demonstrating both accountability and supervisory structure.
List of Board of Directors Members	A list of current board members, including name, role and length of service.
Key Staff Resume(s)	Resumes and/or job descriptions of key staff members.
Telephonic Interpretation Services Documentation	Contract or quote for telephonic interpretation services for at least the first year of the proposed contract.
NORC SSP Partners' Statement of Commitment and Mission Statement	Statements from each of the core NORC partners* (other than the Contractor) that confirm support for the program and describe the active role they will play in assuring its success. These statements must include a formal statement agreed to by all of the NORC partners regarding the goals of the NORC SSP and the means of achieving those goals. **Core partners may include a housing entity, health care provider, and/or social service provider.*
Financial Documentation	The most recent organizational wide audited Financial Statements/programmatic audited Financial Statements. *(Note that proposers must have their FY25 audited financial statements submitted to the Agency prior to finalization of award selections. Failure to do so may result in a determination of non-responsibility and the proposer may not be considered for an award.)*
Current City of New York Contractors: Performance Evaluation and Corrective Action Plans	For City of New York Contractors within the last three years: NYC Aging will be pulling the past four (4) years' Performance Evaluations from City agencies directly from PASSPort. Please upload copies of any Corrective Action Plans (CAPs) or Performance Improvement Plans (PIPs) that were given as a result of Program Assessments or NYC Performance Evaluations from the previous four (4) years or upload a document saying there are no CAPs/PIPs.
Non-City of New York Contractors: Contact Information/ References	For Non-NYC Contractors: Please upload three (3) reference letters from organizations for whom the proposer currently provides services.

Please type questions in the comment section. Any questions not responded to at this Conference may be addressed in an addendum.



Use of PASSPort

Presentation by Mayor's Office of Contract Services



If you have any technical questions or concerns about PASSPort, please email **rfp@aging.nyc.gov** and submit an inquiry to the **MOCS Service Desk**.