



Massachusetts Councils On Aging

Request for Proposals

History

Massachusetts Councils on Aging traditionally provided grants to councils on aging (COA) and their centers to host walking clubs. In 2019, we began to rethink this program, and changed the model from a walking club to a walking challenge, remaining available to all COAs/centers and older adults in the Commonwealth. We had over 500 older adults and center staff participate the first year. Due to COVID-19 restrictions, we were not able to run the program in 2020, but came back in 2021 with an expanded program, with over 800 people signed up. In 2022, we are once again expanding this program, titled the Walk Massachusetts Challenge, and need a dedicated website from which to run the program.

Program Details

- Runs from May 1 to October 31, 2022
- People choose from one of five walking challenges tied to Massachusetts fun facts:
 - Walk 88 days, at least 30 minutes per day (Fun Fact: Did you know . . . Massachusetts became a state in 1788)
 - Walk 126.5 miles (Fun Fact: Did you know ... It is 126.5 miles from Boston to Lee along the Massachusetts Turnpike)
 - Walk 192 miles (Fun Fact: Did you know ... The Massachusetts shoreline is 192 miles long)
 - Walk 692,600 steps (Fun Fact: Did you know ... Approximately 692,600 people reside in Boston)
 - Walk 351 miles (Fun Fact: Did you know ... There are 351 cities and towns in Massachusetts)
- Everyone who completes a challenge is entered into a drawing for a gift card. Eighty-five prizes were awarded in 2021. There are first, second and third level prizes based on random drawing.
- For everyone who completes a challenge, their COA is entered into a drawing for a cash prize for future programming. Sixteen COAs were awarded prizes in 2021. There are first, second and third level prizes based on random drawing.

New in 2022

- Students and younger adults will be able to join the walk
- Students and younger adults will need to sponsor an older adult (60+ years old) to walk for or with (example: every child in Mrs. Smith's 3rd grade class can sponsor Jessica's grandpa)
- There will be multiple sponsors and more prizes

Dedicated Website Requirements

- Offer online registration for the walking challenge by individual including name, age range, email, address, and sponsored older adult (if applicable)
- Have a return login and easy-to-use forgot password reset – must not be based on a unique email address as many older adults will use the COA email
- Option to choose your challenge
- Offer an easy-to-use, online tracking (input) system of walks taken by option of days, miles or steps depending on challenge chosen
- Keep a running tally of miles/days/steps and present number left to go in the challenge (e.g. You've walked 35 days! Only 48 more to go.)
- Present leaderboards of walkers by age group (example: most days/miles/steps walked this week, total days/miles/steps walked, etc.) and by Town/COA (total number of days/miles/steps walked by COA)
- Be able to push out emails to walkers with reminders and encouragement, or ability to export in Excel or csv files for use in Constant Contact
- Have the ability to run a final report on who met their challenge and export their data for prize fulfillment
- Present sponsors throughout site and link to more information

Budget: \$10,000

Timeline:

RFP Issued	October 26, 2021
Proposals Due	November 12, 2021
Agency Selection	November 24, 2021
Project Kickoff	Week of December 6, 2021
Website launch	March 21, 2022

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