



University of Massachusetts Boston  
Gerontology Institute  
John W. McCormack Graduate School of Policy Studies

## PROFESSIONAL SERVICE AGREEMENT

Town of Maynard

This Professional Service Agreement (“Agreement”) is made as of this September January 1, 2024 (“Effective Date”) between the Town of Maynard, (“Town”), and the University of Massachusetts (“UMass Boston”), represented by its Gerontology Institute (“Institute”), having an address of 100 Morrissey Blvd, Boston, MA 02125-3393 (“the Parties”).

The Institute has technical expertise, resources, and capacity available to it, and the Town wishes to engage the Institute to provide the Town with technical services. UMass Boston has determined that the proposed services to be provided are consistent with its research, economic development, educational, and public service missions.

Therefore, the Parties hereto mutually agree as follows:

1. Professional Services. The Institute agrees to provide the professional services described in Exhibit A, which is attached hereto and incorporated herein by reference (“Services”). Trained personnel of the Institute shall render the Professional Services.
2. Term. The Institute will use reasonable efforts to provide the Professional Services during the period from the date of this Agreement until August 31, 2024. Unless the parties agree to extend the term in writing, this Agreement shall expire at the end of the term or upon the completion of the Professional Services, whichever shall first occur.
3. Confidentiality. To the extent allowed by law (MGL Chapter 66A), the Institute agrees that any data provided to it by the Town in order to complete the Services (“Data”) are the confidential information of Town. The Institute agrees to hold these in confidence and to use them solely for the purpose of rendering the Services. Data collected by the Institute from publicly available sources can be shared.
4. Payments. The Town agrees to pay to UMass Boston an all-inclusive fee of \$35,000 for these services. This cost shall include all Institute staff time and overhead. The Town agrees to make payments upon receipt of invoices. The Institute reserves the right to discontinue work if the Town fails to pay invoices within forty-five days of receipt. Payments shall be made to “University of Massachusetts Boston” and shall be sent to:

University of Massachusetts Boston  
Gerontology Institute  
Attn: Caitlin Coyle  
100 Morrissey Blvd.  
Boston, MA 02125-3393

5. **Warranty Disclaimer.** The Institute shall perform the Services in a professional and workmanlike manner. The Institute shall endeavor to perform the Services within the schedule set forth herein, but is not liable for failure to meet the schedule. The foregoing warranties are in lieu of all other warranties, express, implied or statutory, including without limitation any implied or express warranties of merchantability, fitness for a particular purpose, or non-infringement of a patent or other intellectual property right.

6. **Limitation of Liability.** In no event shall UMass Boston be liable for any loss of profits, loss of use, loss of data, cost of cover, indirect, special, exemplary, punitive, incidental or consequential damages of any kind in connection with or arising out of this Agreement or the Services, even if UMass Boston has been advised of the possibility of those damages. Notwithstanding the foregoing, in no event shall its liability arising out of this Agreement or relating to the Services exceed the amounts actually paid.

7. **Use of Names.** The Town agrees that it will not utilize the name or seal of the University in any advertising promotional material or publicity, without the express written consent of UMass Boston. Reciprocally, UMass Boston will not utilize the name or corporate seal of the Town in any advertising promotional material or publicity, without the express written consent of the Town.

8. **Termination.** This Agreement may be terminated by either of the Parties upon thirty (30) days written notice of termination to the other. If either of the Parties defaults in the performance of any of its material obligations under this Agreement, then the non-defaulting party may give written notice of the default to the defaulting party. Unless the default is corrected within thirty (30) days after the notice, the notifying party may terminate this Agreement immediately upon written notice. Upon termination of this Agreement by either party, UMass Boston will be reimbursed for all costs and non-cancelable commitments incurred in performance of the Professional Services prior to the date of termination in any amount not to exceed the total commitment set forth in Section 4 of this Agreement. Provided, however, that if professional services are not complete, then UMass Boston will return any pro rata share of payment to the Town not otherwise expended, to the extent permissible.

9. **Survival.** The obligations of the parties under Sections 3, 4, 5, 6, 7, 8, and 9 survive termination of this Agreement.

10. **Independent Contractor.** Nothing contained in this Agreement shall be construed to constitute the Institute or UMass Boston as a partner, joint venture, employee, or agent of the Town, nor shall either party have the authority to bind the other in any respect, it being intended that each shall remain responsible for its own actions.

11. **Governing Law.** This Agreement is governed by the laws of the Commonwealth of Massachusetts without regard to any choice of law rules. The Parties agree to exclusive jurisdiction and venue in the Massachusetts Superior Court in Suffolk County.

12. **Entire Agreement.** This Agreement constitutes the entire agreement between the Parties with respect to the Services, supersedes all prior oral and written agreements with respect to the subject matter, and can be modified only by a written instrument signed by both of the Parties which references this Agreement.

UMass Boston and the Town have caused this Agreement to be executed by their duly authorized representatives as of the Effective Date.

Town of Maynard

BY:



NAME:

Gregory W. Johnson

TITLE:

Town Administrator

DATE: July 13, 2023

University of Massachusetts Boston

DocuSigned by:

BY:



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Caitlin Coyle, Director, Center for Social and Demographic Research on Aging

DATE:

DocuSigned by:



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NAME: Matthew Meyer

Office of Research and Sponsored Programs

7/21/2023

DATE:



University of Massachusetts Boston  
Gerontology Institute  
John W. McCormack Graduate School of Policy Studies

## **Exhibit A: PROPOSAL FOR CONSULTING SERVICES**

**Title:**

Aging in Maynard: A Community Needs Assessment

**Client:**

The Town of Maynard

**Commissioned By:**

The Town of Maynard

**Proposer:**

The Center for Social & Demographic Research on Aging  
Gerontology Institute  
McCormack Graduate School of Policy and Global Studies  
University of Massachusetts Boston

**Proposal Date:**

June, 27 2023

**Proposed Start:**

January, 2024

**Proposed Duration:**

10 Months

**Brief Description:**

In cooperation with the Town of Maynard, researchers at the Center for Social & Demographic Research on Aging at UMass Boston will conduct a study focusing on the needs and interests of Maynard's adult population, as they shape the planning and development of Maynard's Council on Aging and Senior Center.

CENTER FOR SOCIAL & DEMOGRAPHIC RESEARCH IN AGING  
GERONTOLOGY INSTITUTE, UMASS BOSTON  
CONTACT: [CAITLIN.COYLE@UMB.EDU](mailto:CAITLIN.COYLE@UMB.EDU)  
VOICE: 617.287.4059

# **Aging in Maynard: A Community Needs Assessment**

## **1. Overview**

The Town of Maynard, led by resident advocates, has requested a study of the needs and interests of Maynard's current and future older adult population (age 50 and over). The requested study will inform the Town of Maynard's planning for programs and services meant to address the evolving needs and interests of Maynard's older residents. The proposed scope of work outlined in this document addresses the needs assessment will inform planning for programs, policies and other Town-wide efforts meant to ensure that Maynard is a friendly, accessible and inclusive place for residents to grow up and grow old.

## **2. Facility & Key Personnel**

The principal place where research will be conducted is the University of Massachusetts Boston (UMB) Campus (100 Morrissey Blvd, Boston, MA 02125). Since its establishment in 2012, the Center for Social and Demographic Research on Aging (CSDRA) within the Gerontology Institute at UMB has focused on developing applied research and evaluation capacities to support communities and their aging residents throughout the Commonwealth. To this end, CSDRA has conducted multicomponent community needs assessments on a contract basis, aimed at identifying gaps in programs and services targeting older adults. In these projects, CSDRA researchers have used multiple applied research methods, including surveys, focus groups, key informant interviews, and analysis of secondary data from the U.S. Census and other sources, to assess unmet needs of older adults and to support communities during their planning for future service provision.

Dr. Caitlin Coyle serves as the principal investigator on this project. Her expertise in gerontology and public health and applied qualitative and quantitative evaluation offers a strong basis for leading and supervising the proposed project. All projects are supported by additional research staff from CSDRA.

In addition to these staff, CSDRA also employs doctoral students from the gerontology department who have experience conducting needs assessments. Student participation in community projects will include assisting in protocol and tool development, serving as note-takers in focus groups, and assisting in report production.

## **3. Scope of Service**

The CSDRA at the University of Massachusetts Boston ("Institute") proposes to conduct all components of the study as described below. Specific elements of the study will be finalized in consultation with representatives from the Town of Maynard and residents. To the extent required by University policy, approval of the University of Massachusetts Boston Institutional Review Board will be obtained prior to beginning the study.

- **Prepare a demographic profile of the age 50+ population in Maynard, based on existing data from the U.S. Census Bureau**— Data from the U.S. Census Bureau will be analyzed using conventional demographic methods in order to generate a limited profile of the Town of Maynard’s population aged 50 and over (the “older adult” population). Special emphasis will be placed on describing projections and demographic factors that may have implications for the community in the coming years. Further, comparisons across varying age-specific segments of Maynard’s population will also be used to inform an understanding of the community context in which Maynard’s older residents are embedded. As an initial step toward understanding the characteristics of Maynard’s population through quantitative data, we will use data from the American Community Survey (ACS)—a large, annual survey of the population, conducted by the U.S. Census Bureau. For purposes of this assessment, we will primarily use information drawn from the most current 5-year ACS files (2017-2021), along with U.S. Census data for the Town of Maynard to summarize demographic characteristics including the growth of the older population, shifts in the age distribution, gender, race and education distributions, householder status, living arrangements, household income, and disability status. Data are publicly available for download on the U.S. Census website (<http://www.census.gov/>). The University and the Gerontology Institute within the University provide computer/software support for analyzing Census data. Additional demographic data are drawn from projections generated by the Donahue Institute at the University of Massachusetts (<http://pep.donahue-institute.org/>) and the Metropolitan Area Planning Council (<http://www.mapc.org/>).
- **Prepare written and web versions of a questionnaire designed to be used in a survey of the age 50+ population**—A resident survey questionnaire will be developed by the research team at UMB, in consultation with the Town. The questionnaire will include quantitative and open-ended questions chosen based on their salience with respect to the planning needs of the Town. This questionnaire will be developed in cooperation with the Town and any working group assembled for this purpose, and is expected to be roughly 8 pages long, and include approximately 45 questions. Questions typically cover topics like caregiving, health and functioning, use of senior services and long terms services and supports. Specific questions about the preferences for the composition of a senior center and/or a community space will be included in the survey.

The survey will be a mail-in survey, with a web response option. The Town will obtain an electronic copy of local census information from the Town Clerk, to be shared with the Consultants, including the following information: name, mailing address, gender, and age. Consultants will use this list exclusively for research purposes relating to this project. The CSDRA will coordinate with the mail house chosen to print and mail the postcards and survey to all residents age 50 and older; this is approximately 4,000 residents or approximately 37% of the population of Maynard. As well, the survey will be made available online to residents who may be seasonal or otherwise not reflected on the Town Census list. The online survey will be distributed via the Town website, social media pages, and email lists.

Project staff have extensive expertise in creating and administering surveys, as well as collecting and analyzing data, and interpreting results. The University and the Gerontology Institute within

the University provide computer/software support for analyzing secondary data, including the statistical program (i.e., SPSS). Our experience suggests that the return rate for a community survey such as this is approximately 25%; in Maynard this return rate would result in roughly 1,000 returned questionnaires.

- **Conduct 3 focus groups in support of the study**—For the purposes of hearing about issues relating specifically to the age-friendly domains, the Consultants will conduct three focus groups. Membership of the groups and topics to be covered will be determined in consultation with the Town. Currently, we anticipate that each group will include 8-12 participants and be comprised of a combination of Town staff, residents of varying ages, and community stakeholders. Focus groups will be held at a public location in Maynard. The Town is responsible for providing space for the groups and facilitating recruitment of participants
- **Conduct up to five one-on-one interviews with Town officials or other Key Informants**  
One-on-one in-person interviews with five key informants will be conducted. Key informants will be identified jointly by the Town and the Consultants, and may include representatives of key offices and organizations such as the Town administrator, the Board of Selectmen, nursing home or hospital administration, other Town offices, and Town nonprofits. The purpose of key informant interviews is to gain perspective on the adequacy of older adult services in Maynard, identify key service gaps, and to identify ways in which Town leaders are planning for growth in the aging population.
- **Provide an electronic version of the report to the Town of Maynard**—The final report produced in this project will represent collaborative efforts by the Town of Maynard and the University of Massachusetts Boston. The Consultant will compile data from all sources developed for this project into a report. The Consultant will meet with the the Town and appropriate partners to review the draft report prior to its finalization. The Consultant shall deliver a .pdf version of the report for further distribution as desired. The Consultant may reserve the right to use this report in its materials and to post the report on its website after providing a copy for review and approval by the Town of Maynard.
- **Deliver a presentation of the report to the local leaders and the community at large**— Key results and implications/recommendations will be presented using PowerPoint slides to key stakeholders.
  - A PowerPoint slide deck will be provided in electronic form to the Town of Maynard for unlimited use and distribution.

#### 4. Project Timeline

Dates	Scheduled Activities
January, 2024	Meet to finalize a scope of work and timeline. Obtain Institutional Review Board approval through UMB

	Assess usage trajectories for Senior Center programs and services
<b>February, 2024</b>	Draft and review questionnaire content
<b>March, 2024</b>	Prepare demographic information Obtain mailing list and prepare mailing Survey is distributed and returned
<b>April 2024</b>	Identify and invite key informant interviews Conduct 5 key-informant interviews
<b>May 2024</b>	Identify and invite focus group participants Conduct 3 focus groups
<b>June 2024</b>	Data entry and analysis
<b>July 2024</b>	Data entry and analysis
<b>August 2024</b>	Data entry and analysis
<b>September 2024</b>	Report writing
<b>October 2024</b>	Public presentation of findings

## 5. Budget

The proposed budget of \$35,000 includes all costs associated with data collection, data analysis, report production, and presentation. All other project meetings or correspondence will occur via phone and email.

The Consultant will bill twice during the project period, with 50% billed upon the completion of the survey development (February 2024) and the remaining 50% to be billed upon delivery of the final report (October 2024).

*Notice: Agreements between local governments and the Center for Social and Demographic Research on Aging (CSDRA) are exempt from the provisions of Chapter 30b, the Uniform Procurement Act, since the University of Massachusetts is an instrumentality of the Commonwealth. Municipalities may negotiate a scope of services and a price with CSDRA directly, saving both time and money.*

### Samples of prior reports

Relevant sample reports are available on the website of the Center for Social and Demographic Research on Aging (<http://www.umb.edu/demographyofaging/community>)

### References

References are available upon request.