

City of Rockville
Senior Citizen Needs Assessment and Gap Analysis
Stakeholder Interview Guide

Interviewer Name: _____

Date of Interview: _____

Organization/Agency Name: _____

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- B. Background Data
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A. Introduction

Thank you for taking time to speak with me today. As you know, RTI International is working with the City of Rockville to create an inventory of existing services for seniors age 60 and over in Rockville. The purpose of this research is to conduct a needs assessment and gap analysis of Rockville's senior services. We are also looking at regional and national trends and best practices in senior services to better inform the future of senior services in Rockville.

During our conversation today I will ask you questions about the organization/agency for which you work or are affiliated, including:

- Services available to seniors
- Populations served
- Barriers to care
- Gaps in services for seniors
- Innovation in services for seniors, and
- Local, regional and national trends

We are interviewing representatives of organizations/agencies to better understand the range of services available to people age 60 and older in Rockville, Montgomery County, and within the state.

Not every question will be relevant for everyone we're speaking with or for every organization, so please don't hesitate to let me know if/when I ask a question you're not able to answer. None of my questions are meant to evaluate you personally or the services your organization/agency provides.

Our discussion today will take about an hour. Your participation in this research is voluntary. With your agreement, I will audio record our conversation to ensure that I capture all of the important information you share with me.

Do you have questions for me before we begin?

[IF RESPONDANT INDICATES HE/SHE DOES NOT WANT TO BE RECORDED LET HIM/HER KNOW THAT YOU WOULD LIKE TO RESCHEDULE IN ORDER TO HAVE ANOTHER PERSON FROM THE RESEARCH TEAM JOIN THE INTERVIEW TO TAKE NOTES]

B. Background Data

Let's begin with some basic background questions.

B1

What is your title at this organization/agency?

B2

How many full-time employees serve senior programs at your organization/agency?

B3

Do you have volunteers who assist with senior services at your organization/agency?

[IF SO] How many volunteers assist with senior services?

B4

How does your organization/agency market, or inform people of the services you provide to seniors (PROBE on social media vs. traditional marketing techniques)?

B5

Do you feel knowledgeable about all of the senior services and programs offered in Rockville?
And how about county-wide?

C. Service Provisions

C1

We are interested in learning about all of the services your organization/agency provides to seniors in Rockville. Please tell me the name of each program and service and a description. We are also collecting contact names and phone numbers for programs and services, but depending on how many programs your organization/agency provides, it may be best if you emailed this information to me after our call today.

[INTERVIEWER: IF THE ORGANIZATION/AGENCY OFFERS NUMEROUS SERVICES DISCUSS DETAILS AND DESCRIPTION OF SERVICE AND OFFER TO SEND A FORM VIA EMAIL TO COMPLETE CONTACT INFO]

[AFTER TRANSCRIPTION OF INTERVIEW RECEIVED AT RTI, RECORD ALL INFO ON PROGRAMS IN THE ASSOCIATED SENIOR SERVICES SPREADSHEET – NAME, DESCRIPTION, FULL CONTACT FOR PROGRAM/SERVICE]

C2

Which of the services that your organization/agency provides seniors are most popular?

- Why are they most popular?
- What are their strengths?

C3

Are there other programs/services that are also very popular?

- Why are they popular?
- What are their strengths?

C4

Which services are least popular or utilized?

- Why are they underutilized?
- What are their weaknesses?

C5

What is the age of eligibility for your programs or services?

C6

Do program users pay out-of-pocket for the services your organization provides?

[IF YES]

- Is there a sliding scale for those unable to pay?

C7

Do you provide seniors with transportation to your programs?

[IF YES]

- Do you charge seniors for this transportation? If so, how much?

C8

Does your organization offer evening or weekend services?

C9

By 2020, it is anticipated that the Rockville senior population will experience 100% growth, reaching more than 15,000 seniors. As the City's senior population increases, the demand for senior services will also increase.

As a result, how do you think programs/services will need to evolve to meet the increasing demand?

- Do you think you can meet the increasing demand?
- What are you planning for the future of senior services given this increasing demand?
- What are the top priorities for your organization/agency in planning for the future?

D. Populations Served

The next few questions are about the senior populations your organization/agency serves.

D1

How would you describe the senior population your organization/agency serves in terms of race, ethnicity, socio-economic status, or other characteristics?

D2

Are there any senior populations that you do not serve?

D4

Where do your program users live? Do they live independently, in an assisted living facility, a nursing home, or somewhere else?

D5

Which populations of seniors in Rockville do you think are underserved (e.g., homebound, oldest seniors, ethnicity, language, geographic locations)?

E. Barriers to Care

We understand that seniors may face a variety of challenges in terms of getting to and participating in the programs and services. This next series of questions asks about barriers to care.

E1

What are some of the barriers to services seniors encounter in Rockville?

E2

How has your organization/agency been able to address these barriers?

E3

What barriers are not being addressed?

E4

Is there a lack of awareness among seniors of the services your organization/agency provides?
Is there a lack of awareness among other senior service providers?

F. Gaps in Service

Next I will be asking you questions about gaps in senior services in Rockville.

F1

How does your organization identify the need for new programs?

F2

Other than funding, what challenges do you have starting new programs?

F3

What are some things you'd like to do for your clients that you aren't able to do? Why aren't you able?

F4

What senior services are needed, but currently not available in Rockville?

F6

What do you think are the resulting implications of these unmet needs on seniors (NOTE: unmet needs due to the lack of services)? What are the implications for the City of Rockville?

F5

What senior services are available, but not meeting the current demand of Rockville seniors (e.g., demand exceeds availability of services)?

G. Coordination/Collaboration of Care

We are interested in learning about the coordination and collaboration that occurs between organizations/agencies that provide senior services.

G1

Does your organization/agency collaborate with other organizations/agencies providing senior services? If so, how?

G2

Does your organization experience barriers to collaboration with other organizations? If so, what are the barriers?

H. Innovation, Local & National Trends and Best Practices

This last of the questions are about innovation and local and national trends and best practices in senior services.

H1

What if anything is your organization/agency doing in senior services that you consider innovative?

H2

What are the most innovative organizations in Rockville providing services to seniors?

- What makes this organization/agency innovative?
- What services provided by this organization/agency do you consider innovative?

H3

What are some of the local trends and best practices in senior services in Rockville?

H4

Are you aware of any state or national trends or best practices in senior services?

I. Closing the Interview

Before we close, what other organizations or individuals do you think we should look into and/or speak with about senior services in Rockville, Montgomery County, or the State of Maryland?

Those are all the questions I have for you today. However, I may have missed a topic that is important to you or relevant to your organization/agency. Is there anything we have not discussed that's important to understand about senior services in Rockville, your organization/agency, your clients, or the environment for organizations like yours in Rockville?

If you think of something you forgot to mention and would like to bring to our attention, please feel free to either call or email Ariana Napier, the project director, or myself. You can email Ariana directly by responding to the email she sent you introducing the study. Alternatively, I can be reached at the email and toll-free number included in the meeting invitation Ted Dunmire sent you to schedule this call.

Thank you for your input and time today.