

Assessing the Impact, Equity, and Reach of the Genesee County Senior Millage Michigan State University

Total Proposal Request: \$100,000

Purpose: To assess the extent to which the Genesee County Senior Millage is meeting the needs of older adults across the county, with a focus on whether funding distribution is equitable, effective, and aligned with current community priorities.

Overview of Approach: This evaluation will result in a comprehensive report to the Genesee County Board of Commissioners. The report will synthesize multiple data sources including financial records, spatial and service delivery data, and input from older adults and stakeholders to provide a clear understanding of how millage resources are used and experienced across the county.

Key Evaluation Areas

- 1. Use and Distribution of Funds:** Examine how Senior Millage funds are allocated and utilized across services, locations, and populations to understand overall patterns of investment.
- 2. Service Utilization and Value:** Assess how older adults use available services and which services they perceive as most valuable, including geographic patterns in access and use.
- 3. Experiences of Current Service Users:** Evaluate satisfaction with millage-funded services, including quality, accessibility, and relevance to seniors' needs.
- 4. Needs of Non-Users:** Identify gaps in service reach by understanding the needs of older adults who are not currently utilizing services and the barriers they may face.
- 5. System Coordination and Efficiency:** Explore how services are distributed across organizations to identify opportunities for improved coordination and reduced duplication.
- 6. Equity and Actionable Insights:** Apply an equity-focused lens to identify disparities in access and outcomes, and translate findings into clear, actionable insights to support decision-making.

Methods

This evaluation will use a mixed-methods approach, integrating quantitative data analysis with qualitative input from community members and stakeholders. Data sources may include administrative and financial records, service utilization data, and publicly available demographic and geographic information. These data will be complemented by surveys, interviews, and/or focus groups with older adults, service providers, and key stakeholders to capture lived experiences and perspectives. Findings will be synthesized to identify patterns, gaps, and opportunities across the system.

Deliverable: A final report that integrates quantitative and qualitative findings and presents them through clear visuals, summaries, and key insights to support transparent, data-informed decision-making by county leadership.

Itemized Budget and Justification

Period of Performance: 06/1/26-05/31/27

Personnel (\$60,250) will support the following staff time: Kent Key, Phd, MPH, Heatherlun Uphold, PhD, MPH, Dick Sadler, PhD, MPH, Victoria Nelson, PhD, Blair Warren, MPS, MPH, Alan Harris, and a TBD coordinator.

Fringe Benefits (\$19,362) MSU fringe benefits are based on a specifically identified rate for all employees. Under this system, costs are identified into four categories and accounts will be charged only to the extent that an employee is eligible. Categories are: Retirement; FICA; Other/Miscellaneous; and Health Costs. Summer salaries for Academic Year (AY) appointment faculty are calculated at a rate of 7.65% to cover FICA and Medicare. MSU charges fringe benefits as direct costs and charges sponsors for actual costs only.

Supplies (\$4,296) A total of \$4,296 has been budgeted for supplies and related project costs. This includes \$4,250 allocated for participant incentives (e.g., gift cards) to support recruitment and participation in surveys, interviews, and focus groups, as needed. The remaining funds (\$46) are designated for general project supplies.

Consultant (\$7,000) Funding for consultant support from Dr. Rodlescia Sneed is included in the amount of \$7,000. Dr. Sneed brings expertise in gerontology and community engagement, along with extensive experience working in the Flint and Genesee County communities.

Indirect Costs (\$9,091) Facilities and Administrative costs are limited to 10% per the Sponsor.