2018 Request for Proposals

Funded by LiveWell Colorado’s HEAL Cities & Towns Campaign, supported by founding partner Kaiser Permanente

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DEADLINE FOR SUBMISSIONS: August 22, 2018

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LIVEWELL COLORADO
LiveWell Colorado increases access to healthy eating and active living by removing barriers that inequitably and disproportionately affect low-income communities and people of color.

HEAL CITIES & TOWNS CAMPAIGN OVERVIEW

The HEAL Cities & Towns Campaign is a partnership between LiveWell Colorado and the Colorado Municipal League. The Campaign provides free training and technical assistance to help municipal leaders adopt policies in three primary areas: active community, healthy food access, and healthy workplace. Through these policies, the Campaign’s goal is to assist and support municipalities to increase access to biking, walking, recreation, healthy food, and a healthy municipal workplace—attributes that make any town healthier and more economically successful. The Campaign is supported by founding partner Kaiser Permanente.

For more information about the HEAL Cities & Towns Campaign, please visit www.livewellcolorado.org/healcampaign

GRANT PROGRAM

The HEAL Cities & Towns Small Grants Program will provide a total of up to $20,000 to HEAL cities and towns to implement policies that increase opportunities for healthy eating and/or active living in the community and/or government workplace. Grants will be disbursed in amounts up to $5,000 to assist cities in adopting and/or implementing HEAL policies. These grants support the HEAL Cities & Towns Campaign’s goal to support local leaders’ efforts to create communities where residents and municipal employees can eat better and live more active lives. These grants are intended to provide resources for cities and towns to implement an adopted HEAL policy in their community and increase access to nutritious food and/or physical activity. Grant recipients will have approximately three to six months to complete the grant-funded project. Grantee will be awarded 100% of project funds at the start of the project.

I. HEAL PRIORITIES

All funds awarded under the grant program must be used to implement an adopted HEAL policy that uses a policy, systems change, and/or environmental approach to increase access to healthy, affordable foods, or opportunities for physical activity for residents and employees of Colorado’s cities and towns. This means that rather than educating individuals about what healthy choices to make, funds should be used to improve the community context to make healthy choices practical and available to all community members.

HEAL policies are organized into three categories: Active Communities, Healthy Food Access, and Healthy Workplace. In particular, we are seeking proposals in the areas of complete streets, healthy food procurement, healthy workplace, and comprehensive plan updates to include HEAL elements. However, Campaign members may propose implementing a different HEAL strategy tailored to their community’s specific needs. The applicant’s request should clearly specify which policy the project plans to adopt or implement. Proposals that include an emphasis on increasing access to healthy eating and active living for low-income and/or communities of color will receive priority scoring as indicated in the scoring matrix found on page four.
Included are examples of how funds can be used to implement HEAL policies. Applications should not be limited to these examples.

<table>
<thead>
<tr>
<th>Small Grant Examples</th>
<th>HEAL Policy:</th>
<th>Adopt/Implement Policy by using Grant Funds to:</th>
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<tbody>
<tr>
<td>Inclusion of performance measures in a Complete Streets policy (Active Community)</td>
<td>Collect data on one or more <a href="#">performance measures</a> such as sidewalk</td>
<td>Complete Streets policy that encourages biking and walking (Active Community)</td>
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<td>conditions, students walking/biking to school, bike route connections to off-road trails, bicycle and pedestrian counts in high need areas.</td>
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<td>Complete Streets policy that encourages biking and walking (Active Community)</td>
<td>Create and implement an education campaign for motor vehicle drivers, bicyclists</td>
<td>Complete Streets policy that encourages biking and walking (Active Community)</td>
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<td>and pedestrians on state and local bicycle and pedestrian laws, as well as recent infrastructure improvements.</td>
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<tr>
<td>Complete Streets policy that encourages biking and walking (Active Community)</td>
<td>Install/build bicycle parking infrastructure such as bicycle racks, bicycle</td>
<td>Food Access and Availability (Healthy Food)</td>
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<td>parking stations or on-street bicycle parking.</td>
<td>Install Electronic Benefit Transfer (EBT) machines at farmers’ markets to increase participation among SNAP (or food assistance) customers.</td>
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<td>Food Access and Availability (Healthy Food)</td>
<td>Implementation of the Water First Initiative consisting of one or more of these components:</td>
<td>Accessibility of water in the workplace (Healthy Food/Workplace)</td>
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<td>a. installation of water bottle filling stations; b. removal of soda and sugary</td>
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<td>beverage machines; c. educational campaign including signage, speakers and trainings; and d. healthy meeting policy supporting healthy beverages.</td>
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<td>Nutrition standards for food sold or served on municipal property and at events</td>
<td>Create a marketing plan for implementation of nutrition standards that may include surveys, taste tests, and promotional materials.</td>
<td>Nutrition standards for food sold or served on municipal property and at events (Healthy Workplace)</td>
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<tr>
<td>(Healthy Workplace)</td>
<td></td>
<td>Create a marketing plan for implementation of nutrition standards that may include surveys, taste tests, and promotional materials.</td>
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<tr>
<td>Creation of a formal Worksite Wellness Committee (Healthy Workplace)</td>
<td>Implementation of a “next level” wellness initiative that may include a training on best practices in worksite wellness for wellness committee members; conducting an employee wellness survey and follow-up strategic planning; branding/logo; and marketing materials.</td>
<td>creating a marketing plan for implementation of nutrition standards that may include surveys, taste tests, and promotional materials.</td>
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<td>Comprehensive plan addresses equitable access to HEAL resources (parks, bicycle and pedestrian facilities, land access to grow food, etc.) (Equity)</td>
<td>Conduct focus groups/community input sessions with people from low-income and communities of color and service providers who work with at-risk individuals to gather information about opportunities and barriers to, and equitable distribution of HEAL resources.</td>
<td>Comprehensive plan addresses equitable access to HEAL resources (Equity)</td>
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<td>Comprehensive plan addresses equitable access to HEAL resources (Equity)</td>
<td>Build capacity and a plan to address the disproportionate impact of social determinants of health on low income residents and/or residents of color.</td>
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II. ELIGIBILITY

Proposals will be accepted from:
• Municipalities that have joined the HEAL Cities & Towns Campaign by August 1, 2018.

If your community would like to apply for a future grant and is not already a HEAL city or town, the first step is to join the Campaign.

What does it mean to join the HEAL Cities & Towns Campaign?
To join the Campaign, a community must adopt a resolution with at least one specific policy goal that aims to increase opportunities for healthy eating and active living. For assistance developing a HEAL Resolution for your community, contact Julie George at juliegeorge@livewellcolorado.org or 720-573-3628. In order to be eligible for 2018 funding, localities have until August 1, 2018 to join the Campaign.

III. APPLICATION REQUIREMENTS AND FORMAT

Applications will be reviewed according to the established criteria below and the associated scoring system with a maximum of 25 points. Each proposal should be no more than five single-spaced pages, not including attachments or letters of support. Proposals exceeding the page or budget limits will not be considered.

Often low-income neighborhoods and communities of color have few healthy options and there is a correlation between lack of HEAL options, poverty, and poor health outcomes. Applications that focus on policy implementation aimed at serving low-income and/or communities of color in order to address health inequities are highly encouraged.

1. Cover Page
   a. Applicant Information
   b. Project Description – describe HEAL policy to be informed or implemented
2. Project Narrative
   a. Project purpose and HEAL outcomes (5 points)
   b. Project addresses low-income and/or communities of color, please include details of the demographics the proposal is focused on (6 points)
   c. Cross-departmental approach/community support – describe the role of partners, internal or external (3 points)
   d. Sustainability – for example, if the proposal funds infrastructure, how will the infrastructure be maintained; if other than infrastructure, how will the project inform future work or priorities (3 points)
3. Proposed Work Plan/Timeline (5 points)
4. Proposed Budget – Including how grantee and its community partners will provide resources that amount to at least 50% of the total grant funds requested. These resources may be cash or in-kind. (3 points)
5. Supplemental Materials (scored as part of Cross-Departmental Approach/Community Support)
IV. BUDGET EXCLUSIONS & REQUIREMENTS

Every project must implement an adopted policy that helps to create a community or government workplace where residents and employees can make healthy choices about physical activity and nutrition. Specify how grantee and its community partners will provide resources that amount to at least 50% of the total grant funds requested. These resources may be cash or in-kind.

Implementation projects will not be considered if they consist of:

- One-time events or programs such as youth or adult teams, travel costs, runs, walks, classes, fairs, fundraisers, conferences, competitions, or memberships;
- Endowment or general capital improvement expenses (but a proposal to fund a specific capital improvements is acceptable);
- Debt retirement;
- Grant writing;
- Political expenditure in support of a candidate or lobbying expenditure; or
- General or operating funds.

If you are unsure about allowable uses of the grant funds, please contact us. LiveWell Colorado reserves the right to determine other disallowable uses of funding not listed above.

V. GRANTEE ACCOUNTABILITY REQUIREMENTS

- Grantee will be awarded 100% of project funds at the start of the project and will be responsible for providing an interim update and a final report.
- Grantee and its community partners will provide resources that amount to at least 50% of the total grant funds requested. These resources may be cash or in-kind.
- Grantee will complete the project by February 28, 2019, and submit a final project report by March 15, 2019.
- Grantee will return any unexpended grant funds to LiveWell Colorado on or before March 15, 2019.

Failure to meet accountability requirements will jeopardize future HEAL Campaign funding opportunities.

VI. REPORTING REQUIREMENTS

Grantees will be required to provide an interim update and a final report to the HEAL Cities & Towns Campaign in the form of a written progress report, including photographs of activities or completed project.

- An interim update will be due to LiveWell Colorado on November 9, 2018. This update should include a summary of project progress and funds expended to date.
• **A final report will be due to LiveWell Colorado on March 15, 2019. This report should include budget to actual reconciliation of funds, HEAL outcomes accomplished, and photos as applicable.**

**VII. SUBMISSION DEADLINES**
Applications must be received by 5:00 PM on Wednesday, August 22, 2018. **Late applications will not be accepted.** Applications must be submitted via email to Julie George (juliegeorge@livewellcolorado.org) in PDF form.

**VIII. SELECTION PROCESS**
Your application will be reviewed by a team from LiveWell Colorado and local partners.

The estimated selection/award process timetable is as follows:
- Applications due: August 22, 2018
- Application Review Process: August 30, 2018
- Award Notification: August 31, 2018

**IX. ADDITIONAL INFORMATION**
For questions regarding the grant application process or eligible activities, please contact Julie George at juliegeorge@livewellcolorado.org or (720) 573-3628.