

Request for Proposal
2016 Atlanta BeltLine Partnership's Westside Trail Community Health Grants Program

A. Purpose

The Atlanta BeltLine Partnership's Westside Trail Community Health Grants Program is a funding initiative to improve the health outcomes and quality of life in Atlanta's Westside communities through the integration and utilization of the Atlanta BeltLine Westside Trail. Through generous support by Kaiser Permanente of Georgia (KPGA), the Atlanta BeltLine Partnership is soliciting small and large grant proposals from eligible organizations to develop and deliver innovative programs that will support the mission of improving health outcomes in the communities surrounding the Atlanta BeltLine Westside Trail. This grant program is intended to foster collective, collaborative efforts throughout the Westside Trail communities in the interest of creating the greatest impact and improving quality of life.

B. Background

The Atlanta BeltLine is a series of rails, multi-use trails and greenspaces throughout the city of Atlanta that will ultimately connect 45 neighborhoods across Atlanta. The Atlanta BeltLine will consist of approximately 33 miles of multi-use trails with the goal of increasing neighborhood connectivity, improving health outcomes and encouraging long-term, sustainable growth. Four segments of the Atlanta BeltLine trail have already been built across the city and construction is now underway on the Westside Trail with construction set to complete in 2017. In order to ensure that the Westside Trail is inclusive of the interests of Westside community residents, the Atlanta BeltLine Partnership is committed to working with neighborhoods, businesses, community and faith based organizations, as well as other community groups to raise general awareness and build support for the Atlanta BeltLine as a way to improve health outcomes and encourage healthy living.

Over the last year, the Atlanta BeltLine Partnership and KPGA have worked hard to understand the unique strengths and challenges that impact the future success of the Atlanta BeltLine Westside Trail. Through analysis of a community needs assessment and input from multiple stakeholders in the Westside community, a number of important findings outline the current socioeconomic and health status of the Westside Trail communities:

- The median household income of \$26,035 is almost half of the Atlanta average (\$46,631).
 - Nearly 50% of children <18 yrs of age are living in poverty.
- Approximately 25% of neighborhood residents have less than a high school degree, over double the Atlanta average (12%).
- The top two causes of death in the Westside Trail neighborhoods are heart disease and hypertension, respectively, highlighting the importance of increased physical activity and healthy living.
- Diseases of the musculoskeletal system and connective tissue is the number one cause of emergency room visits, underscoring the need for healthier lifestyles.
- A Community Leadership Group was established to ensure that programs are reflective of the specific needs of the community. The Leadership Group, comprised of community members and residents, provided feedback and insight into the top priority areas to focus strategies and efforts. Synthesis of the qualitative research conducted suggests that initial programs for the Westside Trail focus on improving the health and wellbeing of adults, youth and seniors.

These findings have led to the creation of a set of short-term core measures and priority program areas to guide early programming on the Westside Trail (described in Section D below). The Atlanta BeltLine Partnership and KPGA are committed to supporting community organizations and programs that will effect change in these priority areas and measures in order to improve the health of the Westside Trail neighborhoods.

C. Grant Funding

KPGA has committed \$500,000 to this initiative to be distributed through grant awards. The two types of program awards that will be made are outlined below:

- One Year Small Grant awards: up to 5-7 proposals will be funded up to \$30,000 each and successful applicants will be expected to fulfill deliverables in one year.
- Two Year Large Grant awards: up to 3 proposals will be funded up to \$100,000 each and successful applicants will be expected to fulfill deliverables in a two year period.

D. Funding Guidelines and Eligibility

Grants are limited to organizations that are exempt from federal tax under section 501(c)(3) of the Internal Revenue Code and governmental entities. If a group of individuals or organizations are applying, at least one will need to qualify as a non-profit organization in order to serve as the fiscal agent for the award. Applicant organizations will also be required to demonstrate that they are based in, or provide programs and services to the defined Westside Trail neighborhoods (see below).

The following criteria highlight the requirements for organization and program eligibility:

1. *The program has strong potential to impact most of the following short-term core outcomes for the Atlanta BeltLine:*
 - a. *Increase use of the Westside Trail.*
 - i. *Applicants should demonstrate measurable ways that the proposed programs will increase use of the Westside Trail. Strong applications will clearly outline the methods in which Westside Trail utilization will be recorded and evaluated.*
 - b. *Increase physical activity levels of program participants.*
 - i. *Applicants should clearly describe structured physical activity programming that will measurably improve physical activity levels among Westside Trail residents. Strong applications will provide clear performance targets and goals.*
 - c. *Improve program participant's perceptions about using the Westside Trail, specifically around areas that promote their use and decrease barriers to use.*
 - i. *Applicants must clearly define baseline perceptions about the Westside Trail and outline a clear plan for measuring improved perceptions through the development and implementation of proposed programs. Strong applications will define the perceptions of interest and include measurement plans for both pre- and post-program implementation.*

The above short-term core outcomes have been deemed top priorities relative to this grant proposal. In order for organizations to be eligible to receive funding, applicants must demonstrate how the organization and/or program will impact the priority areas. Importantly, the applicant must clearly define how impact will be measured and evaluated, with clear goals and performance target measures.

2. *A minimum of 75% of program participants reside in Westside Trail communities:*
 - a. *Adair Park*
 - b. *Ashview Heights*
 - c. *Capitol View*
 - d. *Capitol View Manor*
 - e. *Harris Chiles*
 - f. *Hunter Hills*
 - g. *Just Us*
 - h. *Mozley Park*
 - i. *Oakland City*
 - j. *Washington Park*
 - k. *West End*
 - l. *Westview*

The neighborhoods above have been identified as Westside Trail neighborhoods for the purposes of this grant proposal.

Subsequently, eligible organizations and programs must have a minimum of 75% of enrolled participants living in one or more of these communities. The Atlanta BeltLine Partnership recognizes that many other Westside neighborhoods will utilize and be affected by the constructions of the Westside Trail, but for this grant proposal it has been narrowed to include the neighborhoods above.

3. *The program has a preliminary and thoughtful plan for the program's continued operation after grant funding ends.*

This grant funding is intended to support the development and implementation of programs directed towards improving the health outcomes of Westside neighborhood residents through the utilization of the Atlanta BeltLine Westside Trail. However, this is a fixed amount of funding for a finite period of time. Eligible organizations must show the intent, through a detailed plan, to continue program operations after the grant funding period ends. Strong applications will clearly demonstrate additional revenue sources and/or additional funding that will support the program after the end of this grant period. These processes are critical to ensure sustainability and continued impact for Westside communities.

4. *The program includes partnership and collaboration with other community organizations to promote greater program reach and diversity across the neighborhoods on the Westside.*

Importantly, eligible organizations must demonstrate how programs will promote and support impact across a range of Westside neighborhoods. For example, a program that integrates partnerships with community organizations across multiple Westside neighborhoods, as opposed to localized in one neighborhood, will better encourage community connectedness and cohesion. This program diversity will ultimately help to sustain impact, as residents and community organizations will become more collaborative. As previously mentioned, a major goal of this grant award is to foster collaboration between community members and community organizations with an emphasis on sustainability. It is critical that funded programs are committed and dedicated to providing sustainable impact.

E. Short Proposal Submission

The Atlanta BeltLine Partnership and KPGA have determined the importance of a short proposal process to understand the interest and number of potential applicants. A primary goal of this process will be to identify potential opportunities for collaboration ahead of an invitation to prepare a more comprehensive formal proposal. A review process will be conducted through which all submitted proposals will be carefully and thoughtfully reviewed by a committee; the strongest short proposal applicants will be asked to formally submit a request for grant funding. Not all short proposal applicants will be asked to formally submit a grant proposal. Short proposals will be due by October 17th, 2016 at 5:00 PM EST. Informational webinars to help guide applicants will be held in August 23rd, 2016 at 6:30 PM EST and September 8th, 2016 at 10:00 AM EST.

F. Scope and Categories of Activities

As previously stated, proposals should focus on demonstrating impact in the short-term core measures (repeated below):

- a. *Increase use of the Westside Trail.*
- b. *Increase physical activity levels of program participants.*
- c. *Improve program participant's perceptions about using the Westside Trail, specifically around areas that promote their use and decrease barriers to use.*

However, the following list of additional core measures were developed by the Atlanta BeltLine Partnership and its health partners to reflect goals across four broad topic areas that can be affected by the construction and presence of the Westside Trail. The strongest proposals will also highlight measurable ways in which their organization/program may impact one or more of the areas below:

1. Improve Health Outcomes
 - Decrease the prevalence of chronic disease
 - Decrease emergency room visits
 - Decrease rates of injury, violence and crime
2. Improve Health Behaviors
 - Increase physical activity
 - Increase healthy eating
 - Increase self-efficacy
3. Improve the built environment surrounding the Atlanta BeltLine
 - Improve physical access to Atlanta BeltLine Trails
 - Decrease air pollution around the Atlanta BeltLine
 - Increase access to nutritious food
4. Improve perceptions of the Atlanta BeltLine
 - Increase sense of community and social capital surrounding the Atlanta BeltLine
 - Improve perceived facilitators and decrease perceived barriers to access and use
 - Increase use of the Atlanta BeltLine

Furthermore, strong applicants will clearly demonstrate the methods of program evaluation. It is critical that applicants be prepared to report to the Atlanta BeltLine Partnership and KPGA measurable results to demonstrate impact. Please include a measurement outline with relevant indicator, measurement methods and performance targets.

There will be a technical support and assistance period to help guide applicants through the proposal process. The Atlanta BeltLine Partnership and KPGA want to ensure that all interested organizations have equal resources and information necessary to submit a strong application. There will be technical support provided throughout the grant application process. Additionally, informational webinars will be held in August and September of 2016 to provide additional information.

G. Selection Criteria

A group of up to 9 reviewers will participate in the review of final proposals. Reviewers will be comprised of representatives from the Atlanta BeltLine Partnership, KPGA, the Atlanta BeltLine Partnership Health Steering Committee, Westside Trail Neighborhoods, GA Public Health Department and various community businesses. Scoring criteria will inform decision making and site visits will be conducted after review of finalist candidates.

Projects will be reviewed and evaluated based on:

- The fulfillment of all eligibility criteria;
- The measurable impact in at least one of the listed core measures, including an evaluation plan;
- The outline of clearly defined goals and outcomes;
- Organizational capacity and program efficacy;
- The extent to which the applicant demonstrates collaboration with other organizations and communities;
- Whether the organization demonstrates the programs and efforts are well-planned and organized;
- A match between the scope of the organization, current funding, staff qualifications and timeline;
- A clear outline for sustainability after the grant period ends.

Supporting Documents:

- One-page cover letter on organization’s letterhead describing the program, need for funding, goals and expected results
- IRS 501(c)(3) letter (governmental entities: submit a letter from the CFO or CPA indicating exemption)
- W-9 Form completed and signed (<http://www.irs.gov/pub/irs-pdf/fw9.pdf>)
- Most recent strategic plan and executive summary
- Most recent board-approved current year organizational budget, and previous year actuals
- Most recent organizational financial audit
- Most recent IRS Form 990 (governmental entities exempt)

H. Timeline - we will notify applicants of any changes in the planned schedule

August-September 2016	Informational webinars to guide applicants
October 17 th , 2016	Short Proposals Due
January 2017 - Application Close	Technical assistance period
April 15 th , 2017	Full applications due for selected applicants
Summer 2017	Award announcements