

## Land Use/Built Environment and Food Access Innovation Fund

### REQUEST FOR PROPOSALS (RFP)

RFP Date of Issue: **Monday, May 11, 2009**

Deadline for Proposal Submissions: **Monday, June 22, 2009**

#### RFP OVERVIEW

The Healthy Eating, Active Living Convergence Partnership<sup>1</sup> invites local and regional grantmaking foundations to submit proposals that will support innovative new projects or entire new grantmaking initiatives involving multi-field community partnerships aimed at enhancing the land use/built environment and/or expanding food access efforts to improve health and equity. Projects funded by the matching resources of the Innovation Fund must be focused on environmental and policy change strategies to achieve health and equity outcomes. The term of the grant will be a maximum of 50% matching dollars, up to \$100,000 per year for a two-year period. Awards are anticipated for **October 2009**.

#### PRE-PROPOSAL DEADLINE TELECONFERENCE

All prospective applicants are invited to attend an informational teleconference. This conference call will provide the opportunity for questions to be answered in the same manner for all prospective grantees about the application process and the objectives of the Innovation Fund.

Applicants interested in joining should email Shireen Malekafzali at [shireen@policylink.org](mailto:shireen@policylink.org). Specify *Innovation Fund Teleconference* in the subject of the email.

Pre-Proposal Teleconference: **Thursday, May 21, 2009, 12pm -1pm Pacific / 3pm -4pm Eastern**

Teleconference number: **1-800-794-6702**

Participant passcode: **8347633**

#### DEADLINE FOR PROPOSAL SUBMISSIONS

Proposals must be received by the close of business **5:00 PM Pacific Standard Time on June 22, 2009**. Proposals received after 5pm PST on the 22<sup>nd</sup> will not be accepted. Submissions before the deadline are encouraged.

Submit Proposals via email to: [ConvergenceInnovationFund@gmail.com](mailto:ConvergenceInnovationFund@gmail.com). Please place your organization's name in the subject line.

#### QUESTIONS

Questions regarding this Request for Proposals may be directed to [shireen@policylink.org](mailto:shireen@policylink.org).

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<sup>1</sup> The Healthy Eating, Active Living Convergence Partnership is a consortium of funders who have come together with the shared goal of changing policies and environments to better achieve the vision of healthy people living in healthy places. The steering committee includes representatives from The California Endowment, Kaiser Permanente, Kresge Foundation, Nemours, the Robert Wood Johnson Foundation, and the W.K. Kellogg Foundation. The Centers for Disease Control and Prevention serve as critical technical advisors on the committee. For more information visit [www.convergencepartnership.org](http://www.convergencepartnership.org).

## **Innovation Fund Specifications**

### **A. Innovation Fund Description**

The Healthy Eating Active Living Convergence Partnership is seeking to engage local and regional grantmaking foundations in multi-field, policy and environmental change efforts emphasizing equity and community partnerships. The Partnership will provide resources for two strategies that hold long-term promise to create healthy places. These include land use/built environment planning and design, and access to healthy foods.

The Convergence Partnership will support grantmaking foundations interested in creating a robust portfolio in land use/built environment strategies and/or access to healthy foods. The fund will be used to support innovative projects which demonstrate new ideas or methods to address issues of health and equity through policy and environmental change.

The Partnership will provide up to 50% matching dollars, for a maximum of \$100,000 per grantmaking foundation for a two year period. There may be an opportunity to apply for additional years of matching funds, but that decision has not been made yet.

### **Goals**

- 1) Engage community and regional grantmaking foundations in multi-field, policy and environmental change efforts emphasizing equity and community partnership.
- 2) Create more resources for two strategies that hold long-term promise to create healthy places – land use/built environment planning and design, and access to healthy foods.

### **B. Relevant Background of the Convergence Partnership**

In 2006, a collaboration of funders created the Healthy Eating, Active Living Convergence Partnership, with the shared goal of changing policies and environments to better achieve the vision of healthy people living in healthy places. The steering committee of the Convergence Partnership includes representatives from The California Endowment, Kaiser Permanente, Kresge Foundation, Nemours, the Robert Wood Johnson Foundation, and the W.K. Kellogg Foundation. The Centers for Disease Control and Prevention serve as technical advisors. The work of the Partners is supported by PolicyLink, a national research and action institute dedicated to advancing economic and social equity.

### ***Healthy People in Healthy Places Vision***

The Convergence Partnership's vision is *Healthy People in Healthy Places*. This vision will be realized when:

- Safe neighborhoods, communities and buildings support physical activity as part of everyday life.
- Fresh, local, and healthy food is available and affordable in all communities and neighborhoods.
- Healthy foods and beverages are promoted in grocery and other food stores, restaurants, and entertainment venues.
- Schools offer and promote only healthy foods and beverages to students.
- Schools promote healthy physical activities and incorporate them throughout the day, including before and after school.
- Workplaces and employers offer and promote access to healthy foods and beverages and opportunities for physical activity.
- Health care organizations and providers promote healthy eating and active living in their own institutional policies and in their clinical practices.
- Government and the private sector support and promote healthy eating and active living environments.
- Organizations, institutions, and individuals that influence the information and entertainment environments share responsibility for and act responsibly to promote healthy eating and active living.
- Childcare organizations, including preschool, after-school and early childhood settings, offer and promote only healthy foods and beverages to children and provide sufficient opportunities for, and promote, physical activity.

### ***Healthy People in Healthy Places Strategy***

The Convergence Partnership supports multi-field, equity-focused efforts to create environments that support healthy eating and active living. To this end, the Convergence Partnership is pursuing four core strategies:

1. Build support for environmental and policy changes that promote healthy eating and active living.
2. Promote and support coordination and connections within the healthy eating and active living field.
3. Optimize and increase investments to expand the intensity, reach, and number of community-based initiatives focused on environmental and policy change to increase opportunities for healthy eating and active living.
4. Foster market-based change so that healthy food and opportunities for daily physical activity are available, affordable, safe, convenient, and attractively presented and marketed to all residents.

The Convergence Partnership promotes policy and environmental changes that increase equity and reduce health disparities, strengthen connections and collaboration across fields and in communities, support innovation and creativity in making environmental and policy changes in institutions and organizations, and leverage resources to help address uncovered and under-funded issues.

### ***Additional Information***

Further information about the Convergence Partnership is available online at [www.convergencepartnership.org](http://www.convergencepartnership.org). A document called "Introducing the Healthy Eating Active Living Convergence Partnership" is available for download by clicking on "National Partnership" in the left column of the home page.

### **C. About Healthy Land Use/Built Environment Strategies and Access to Healthy Foods**

Where we live impacts how we live. The retail food outlets we have access to and the way we use our land and create our built environments impact our opportunities to eat nutritious food and be active. Healthy places offer affordable choices for healthy foods and infrastructure that safely inspire physical activity. Healthy places are defined broadly and cannot be measured by one or two characteristics or a chronic disease outcome alone. Rather, they describe a set of elements which, together, create a place that supports health and wellbeing. These elements include economic vitality, access to goods and services, social networks and social cohesion, affordable well-connected transportation options, safety, environmental sustainability, and affordable and adequate housing.

A dramatic shift is underway in who participates in land use planning and who decides how our built environments are shaped and designed. Across the country, community leaders, advocates and practitioners working on issues of health, equity, environmental justice, parks, bike and pedestrian access are becoming engaged in land use planning processes and other community design forums such as park and recreation and transportation planning. They are demanding more responsive processes and results that reflect community needs. For example, in San Francisco, the health department led a multi-stakeholder health impact assessment of proposed zoning changes and made recommendations for healthier more equitable land use policies. In other examples, a group in Portland is working to ensure health is considered in regional transportation planning efforts, and a diverse coalition in Los Angeles has been successful in building parks in communities with limited green space. While many of these efforts are still in their infancy, they hold great potential for showing how community infrastructure can foster health, equity, sustainability, and economic vitality.

Many of the elements that foster good health can be supported or hindered through land use or built environment policies and planning. For example, wide sidewalks, short blocks, mixed-use development, street lighting, two-way streets, landscaping, and the availability of public transportation are some of the environmental characteristics that foster walking as a mode of transportation. These elements increase physical activity and social cohesion and create safety and security. Land use, built environment –including transportation and community design –policies can support these characteristics.

Our basic need for healthy food is compromised in many communities by the lack of healthy food outlets. Communities are developing innovative new policies to ensure healthy food access. For example, a neighborhood in Los Angeles has instated a moratorium on fast food outlets. Pennsylvania has created a fund to facilitate the development of grocery stores in low-income communities. Other communities have pushed for EBT access at farmers' markets and conversion of liquor stores to fresh food outlets.

Just as land use and built environment efforts have motivated non-traditional partnerships among advocates, diverse actors are partnering to create healthy food access. Community economic development leaders, community residents, anti-hunger groups, sustainable agriculture advocates, urban planners and health organizations –to name a few –are banding together to pursue innovative policy and environmental change strategies in many cities and states to ensure all families have access to healthy foods.

#### **D. Eligible Applicants**

##### ***Applicants must:***

- Be a local or regional grantmaking foundation.
- Have a limited existing portfolio in land use/built environment efforts and/or access to healthy food grantmaking and be interested in expanding the portfolio to create a long-term commitment to these efforts.
- Plan to sustain engagement beyond the initial two years of matched investment to create a long-term commitment.
- Be dedicated to equity.
- Have experience in environmental and policy change efforts, and/or interest in expanding these efforts.
- Have experience or interest in funding multi-field collaborations and community partnerships.
- Have mechanisms in place to ensure implementation of project criteria listed below.

#### **E. Eligible Projects**

##### ***Projects funded by the matching resources of the Innovation Fund must meet the following criteria:***

- Projects must be new. Expansion of existing projects will not be considered.
- Projects must demonstrate innovative strategies and approaches for achieving health and equity outcomes through policy and environmental changes.
- Projects must be in defined communities which show one or more of the following:
  - o Poverty rates above 30% (an indication of concentrated poverty).
  - o Obesity rates above the national average, either community-wide or within a targeted constituency (e.g. the African American or Latino communities).
  - o Asthma rates above the national average, either community-wide or within a targeted community. This is relevant for projects focused on community design.
  - o Lack of food retail outlets within a community.
  - o Abundance of vacant land within the community.
- Be a multi-field collaborative. This includes two or more organizations of differing overall disciplines (i.e. public health, planning, food access, agriculture/food systems, community development, community organizing, transportation, and parks and recreation).
- Include in-depth community involvement from representative community organizations (for example, if the community is predominantly African American, ensure African American community representation in project decision-making).
- Have health and equity as key outcomes in community design and healthy food access efforts.
- Have clear policy and environmental change targets.
- Demonstrate a comprehensive understanding of how community design and healthy food access impact health and equity.

Innovation Fund projects will not fund any of the following:

- Curriculum development
- Research studies
- Clinical interventions
- Educational programs
- Capital construction costs
- General operating support
- In-kind support from foundation staff

Applications that do not specifically support policy and environmental change will not be considered for this reward. All activities funded by this grant must support and strengthen policy, systems or environmental change strategies.

## **2. Application Instructions**

Applicants should provide the following information, addressing all of the categories in the outline below. Applications should be no more than 10 pages in length, using 12-point type and one-inch margins.

1. Complete the RFP Cover Sheet (this will not count towards the 10 page limit)
2. Brief organizational information (1 page)
  - a. Organization background/history
  - b. Overview of foundation goals and any specific programmatic goals and strategic direction.
3. Description of how the organization meets the applicant criteria described in Section 1D. (4-5 pages).
  - a. Demonstrate the organization is a local or regional grantmaking foundation.
  - b. Establish that the foundation has a limited existing portfolio in land use/built environment efforts and/or access to healthy food grantmaking.
  - c. Demonstrate how engagement in land use/built environment and/or access to healthy food efforts would represent a significant expansion of your existing work.
    - i. This fund is designed to encourage the development of a robust portfolio in either land use/built environment or access to healthy foods in order to expand the funder's existing involvement and create sustainable, long-term engagement with collaborative efforts in the community.
  - d. Explain how the foundation plans to sustain engagement beyond the initial two years of matched investment to create a long-term commitment.
  - e. Demonstrate a dedication to equity.
  - f. Show experience in environmental and policy change efforts, and/or interest in expanding these efforts.
  - g. Demonstrate experience or interest in funding multi-field collaborations and community partnerships.
  - h. Indicate ways to ensure implementation of project criteria listed in 1E.
4. Proposal for funding the development of a grantmaking initiative or project(s): (3 – 4 pages)
  - a. If you plan to launch an initiative, submit a brief work plan and timeline that explains how you will create and administer the initiative and discuss how you will identify multi-field collaboratives and projects that meet the criteria specified in Section 1E.
  - b. If you do not plan to launch an initiative, but plan to fund one or more specific projects using these funds, provide a brief work plan and timeline that explains how you will identify, create or recruit multi-field collaboratives and projects which meet the criteria specified in Section 1E.
  - c. Budget, with a narrative.
5. Proposed Foundation Team (1 page)
  - a. Names, titles and responsibilities related to recruiting, identifying and administering the matching funds
  - b. Brief Biographies. No more than one page each (this will not count towards the 10 page limit).

## **3. RFP Selection Processes**

Convergence Partnership members will review and evaluate the applications. Incomplete applications will not be considered. Applications will be judged based on the following: 1) whether the applying foundation meets the applicant eligibility criteria, and; 2) the foundation's ability to target grants for project(s), which meets the criteria listed in Section 1E –either as part of an initiative or as individual projects. The applicant's adherence to the application instructions set forth in this RFP will also be considered. Applicants will be notified by **October 2009**.