MINNEAPOLIS HEALTH DEPARTMENT
Request for Proposals for
Community-Driven Healthy Living Projects

The enclosed materials provide information to guide your application for the Minneapolis Health Department's **Community-driven Driven Healthy Living Projects** Request for Proposals (RFP). We suggest that applicants conduct the following process:

1. Review the enclosed application packet to determine your organization's eligibility and capacity to carry out required activities.
2. Review the Questions and Answers document that will be posted on the Health Department's website (www.minneapolismn.gov/health) between February 18 and March 12, 2014.
3. Use the application instructions as a guide during the proposal writing process.
4. Use the Proposal Cover Sheet as a checklist to ensure the inclusion of all required documents.

An information session for interested applicants will be held on:
Friday, February 14, 2014
9:00–10:30 a.m. at Bethlehem Lutheran Church, 4100 Lyndale Avenue South, Minneapolis

Attendance at the information session is not mandatory, but it is strongly encouraged as it will be the only opportunity to ask questions directly of staff. If you are unable to attend the information session, or have additional questions following the conference, questions may be submitted in writing to Contract Administrator, Fax 612-673-3866, or by email to health@minneapolismn.gov. (Please reference "Community-driven Healthy Living RFP" in the subject line). Staff will accept questions until Wednesday, March 5, 2014, and post answers to the questions on the website on Fridays through March 7th, 2014.

An original and seven (7) copies of the completed application are due no later than **4:00 p.m. on Monday, March 10, 2014.** Proposals received after the deadline may not be considered. Faxed or emailed copies of proposals will not be accepted. Proposals should be delivered to:

Minneapolis Community-Driven Healthy Living RFP
Minneapolis Health Department
250 South 4th Street, Room 510
Minneapolis, MN 55415

If you need this document in an alternative format, please notify the department by fax (612) 673-3866 or email at health@minneapolismn.gov, or TTY (612) 673-2157 (General City Information). Please allow a reasonable amount of time for special needs accommodation.

Attention: If you want help translating this information, call – **Hmong** – Ceeb toom. Yog koj xav tau kev pab txhais cov xov no rau koj dawb, hu 612-673-2800; **Spanish** – Atención. Si desea recibir asistencia gratuita para traducir esta información, llama 612-673-2700; **Somali** – Ogow. Haddii aad dooneyso in lagaa kaalmeeyo tarjamadda macluumaadkani oo lacag la' an wac 612-673-3500.

I. NOTICE OF REQUEST FOR PROPOSALS

A. BACKGROUND

The Minneapolis Health Department's (MHD's) Healthy Living Initiative works with community partners to create opportunities for everyone to eat healthy, be physically active, and live tobacco free. The goals of the initiative are to prevent obesity and tobacco use so that everyone has an equal chance to live a healthy and productive life, free from the long-term illnesses caused by poor nutrition, lack of physical activity, and harmful tobacco products. MHD thinks broadly about health and recognizes that many factors in a community affect a person's ability to lead a healthy lifestyle. For example, health is impacted by the way streets are designed; how new developments consider the needs of bicyclists, pedestrians, and gardeners; whether fresh produce is sold in the neighborhood; exposure to secondhand smoke and more.

MHD's Healthy Living Initiative is funded through the Statewide Health Improvement Program (SHIP) from the Minnesota Department of Health (the funding source for this RFP), the Center for Prevention at Blue Cross and Blue Shield of Minnesota, and the Community Transformation Grant from the Centers for Disease Control and Prevention.

The Health Department's Healthy Living Initiative is a collection of 14 projects focused on:

- **Improving citywide policies.** For example, developing a citywide Urban Agriculture Plan that set a policy framework to support commercial and non-commercial growing.
- **Improving policies and practices at worksites, schools, and other places**. For example, partnering with the Minneapolis Park and Recreation Board to pass and implement a healthy food policy; working with apartment building management to help them adopt tobacco-free policies.
- **Improving the places where people live, work, learn, and play to make them more supportive of health.** For example, working with corner stores to help them offer more fresh produce; partnering with Public Works to plan a greenway in North Minneapolis.
- **Changing systems to improve "how" things work.** For example, helping farmers markets set up systems to accept EBT (also known as food stamps); working with clinics to improve their screening and referral systems for diseases like diabetes.

Appendix A describes current projects of the Healthy Living Initiative. The Health Department implements some projects with its own staff; however, in most cases, it implements them in partnership with other entities (e.g., schools, neighborhoods, clinics, worksites). Because of their in-depth knowledge of the communities they serve and their relationships with residents, these partners are best positioned to successfully implement projects that improve healthy living opportunities for residents. The Health Department also recognizes that when community residents and organizations are involved in defining and carrying out community-specific solutions to the health challenges they face, the resulting changes are more impactful and sustainable.

While some Healthy Living work has focused citywide, most of it has been concentrated in areas of Minneapolis that have higher rates of poverty and chronic diseases, including the Near North, Camden, Powderhorn, and Phillips Communities and the following neighborhoods in Northeast Minneapolis: Beltrami, Holland, Logan Park, Marshall Terrace, Northeast Loop, Sheridan and St. Anthony East. When

possible, the Health Department layers its projects in these communities so that the same people are impacted by multiple projects.

B. Purpose of the RFP and Role of Selected Organizations

The purpose of this Request for Proposals (RFP) is to select three community-based groups that will improve community livability by making it easier for a clearly-defined group of residents to eat healthfully, be physically active, and/or live tobacco-free.

MHD will fund organizations to fulfill three functions:

1. Implement community-defined projects.
2. Assist the Health Department with its existing Healthy Living Initiatives.
3. Adopt or improve healthy policies and practices in their own organization.

Selected organizations will each receive up to $30,000 to carry out their work. Funding is expected to begin in April 2014 and will end on June 30, 2015. Eligible applicants include 501(c)(3) not-for-profit organizations, governmental agencies, and for-profits that serve Minneapolis residents. Applicants should be neighborhood- or community-based organizations and agencies with experience implementing community improvement projects and existing relationships with the residents they plan to target with their proposed projects. Applicants are not required to have experience in health promotion.

1. Implement community-defined projects

Each applicant must propose at least two projects that will meet one or more of the following intended outcomes:

- make it easier for residents to access and eat healthy foods;
- limit the availability of unhealthy foods or drinks;
- make it easier to bike, walk, and/or use transit;
- make spaces (like apartments or outdoor spaces) tobacco-free;
- limit youth access to tobacco through convenience stores or other sources;
- improve the availability or accessibility of recreation and other physical activity opportunities.

Appendix B includes some ideas, examples and questions to help you think about the types of projects that could be proposed. Applicants are encouraged to think about projects and initiatives that are priorities for their communities and how they impact health. Applicant creativity and innovation are welcome.

All proposed projects must do the following:

- <u>Benefit a small, distinct group of residents.</u>
  The Health Department recommends that project proposals reach 2,000-5,000 people. The target group could be defined by culture, ethnicity, age, and/or geography (e.g., a neighborhood, a housing site, seniors, a worship community). The targeted group must be primarily located within one of the Health Department's focus areas, which include the Near North, Camden, Powderhorn, University, Central, and Phillips Communities and the following neighborhoods in Northeast Minneapolis: Beltrami, Holland, Logan Park, Marshall Terrace, Northeast Park Loop, Sheridan and St. Anthony

East. A map of neighborhood and community boundaries can be found at http://www.minneapolismn.gov/maps/neighborhoods. The Health Department selected these communities because their residents have higher rates of poverty and chronic diseases. In Minneapolis, people of color and low-income individuals are at a higher risk of these diseases.

Table 1. Example Projects that are Ineligible and Eligible for Funding	
Ineligible Projects	*Eligible Projects*
Starting walking clubs	Identifying barriers to walking in your community and working to address the barriers (example activities: conducting walking audits to identify problem areas, holding community meetings to find solutions to problems identified, talking to Public Works staff about how pedestrian needs can be addressed on a specific street)
Hiring a gardener to grow fruits and vegetables	Working with landlords in a neighborhood to open up their land for gardening for residents and connecting residents to the newly available gardening space
Talking with people about how smoking tobacco is bad for their health	Organizing residents to talk with corner store owners in their neighborhood and to work with them to make changes that keep tobacco out of youths' hands
Hiring fitness instructors to hold Zumba and yoga classes	Working with a local park to improve its programming and services to better meet the interests of residents and to make them more comfortable accessing the park; convening partners that can bring other resources for providing fitness classes
Teaching people how to cook healthy foods	Working with local corner stores and food shelves to increase the amount of fresh fruits and vegetables available to residents

- Focus on making long-term, sustainable changes to the community to support healthy behaviors.
  Proposed projects must focus on changing the community (that is, the places people live, learn, work, and play) to increase opportunities for residents to eat healthy foods, be physically active, and live free from tobacco. **Projects cannot focus on offering programs or educating individuals.** Table 1 illustrates examples of projects that are eligible and ineligible for funding. The Health Department will fund proposals with a scope and scale that is likely to have a large impact. Impactful projects reach a large number of people in the target group, are likely to result in healthier behaviors among residents, and will have impacts that are likely to be sustained after funding ends.

- Inform and engage community residents.
  Organizations will be expected to implement a communications and engagement plan to increase resident awareness of the projects they work on. Organizations should engage residents in making the changes happen and/or in participating in the changes once they are implemented.

- Realistically be completed by the end of the grant period.
  Projects must be designed so that the intended changes can be realistically completed by the end the 14-month funding period, which ends in June 2015.

- Complement and add to existing efforts at applicant organizations.

Proposed projects should complement the work that applicants are already doing, but must have distinct outcomes separate from applicants' existing work.

2. Assist the Health Department with its existing Healthy Living projects

In most cases, community-based organizations have deeper knowledge of and closer relationships with communities than the Health Department does. To help the Health Department better serve communities through its work, each selected organization will provide a total of 25 hours of assistance to MHD's Healthy Living Initiative projects over the 14-month funding period. After they are selected, organizations will work with the Health Department to identify Health Department initiatives that are the most appropriate fit for the applicants' target group and develop a plan to support projects in areas of mutual interest. Example activities include:

- Promoting the Health Department's Plant a Row campaign encouraging residents to donate produce from their gardens to a local food shelf.
- Connecting the Health Department to a restaurant frequented by the targeted group of residents for its healthy restaurant program.
- Including information about Health Department initiatives in communications to the targeted group.
- Helping the Health Department convene partners who are interested in working together to improve community health.

Applicants should consider these 25 hours as part of the budget requests they submit with their proposals.

3. Adopt or improve healthy policies and practices in your own organization

Each selected organizations will make at least one improvement to their organization to make it a healthier place for employees and/or the people served by the organization. Example changes include, but are not limited to, adopting a healthy food policy for meetings, making your buildings and/or grounds tobacco-free, installing bike parking, or adopting a policy to allow employees to get exercise during the work day. The Health Department will provide assistance to organizations in identifying and implementing specific change(s).

C. Role of the Minneapolis Health Department

The Health Department will serve as an active partner to selected organizations and their activities. The Health Department will provide:

- Resources for implementing or tailoring projects (examples: templates for healthy food policies, resources for promoting tobacco-free multi-unit housing).
- Connections to community-based organizations, City departments, and others involved in related work.
- Assistance navigating City Departments, regulations and processes (for example: the process for leasing city-owned land for gardening, information about the staple foods ordinance for corner stores).
- Assistance evaluating project effectiveness.
- Assistance with communications planning and implementation.
- Participation in convenings held by selected organizations, if relevant.

Selected organizations will be expected to include health department staff in planning meetings and to be in close contact with the Health Department throughout the project period.

D. FUNDING

The Minneapolis Health Department will provide contracts for 3 organizations of up to $30,000 per organization to implement their proposed activities between April 2014 and June 2015.

Funding can be used for:

- Costs of staff and staff-related expenses (e.g. mileage and computer/phone expenses). Stipends or sub-contracts to partner entities (consultants, faith-based organizations, stores, clinics, etc.)
- Promotional activities and materials such as community engagement events, signage, and posters. Advertising and promotion must be tied to community change efforts.
- Food for taste-testing or demonstration projects; foods for community engagement events.
- Food preparation and storage equipment:
    - small appliances such as canning equipment, steamers, small refrigerators and dehydrators
    - Large appliances such as refrigerators or freezers
- Supplies directly related to sustainable fitness, nutrition or tobacco-free living efforts:
    - Start-up gardening supplies such as shovels, rakes, hoses, seeds, and dirt
    - Paint for marking walking paths, bike lanes, etc.
    - Office supplies, printing and postage
- Evaluation activities
- Administrative costs not to exceed 10% of direct costs.

Funding cannot be used for:

- Provision of direct service, clinical care, or treatment
- Transportation, except mileage expenses of project staff
- Capital improvements or construction projects such as building or improving a fitness center, buying or installing fitness or playground equipment
- Liability insurance to start/maintain a community garden, park, fitness center, or cooking class
- Programming expense including, but not limited to, physical activity programs, classes or camps, nutrition or gardening classes, and tobacco cessation programs unless they directly contribute to the implementation of selected strategies and sustainable funding is pre-identified for the program/classes' ongoing implementation.
- Instructors for programs, classes, and trainings
- Entrance fees or ongoing subsidies for facilities or equipment
- Lobbying or advocacy activities or materials that advocate for the adoption or rejection of an official action

Because of the strict requirements of its funder (Minnesota Department of Health), the Minneapolis Health Department will require that selected organizations seek prior approval for all programmatic and promotional expenses.

E. TIMELINE

February 14th	Information session: 9:00-10:30 am, Bethlehem Lutheran Church, 4100 Lyndale Avenue South, Minneapolis.
March 10th	Proposals due by 4:00 p.m. to the Minneapolis Health Department, 250 South 4th Street, Room 510, Minneapolis, MN 55415.
March 20th	Selected applicants notified by email; non-selected applicants sent a letter.
Early April	Contracts generated by the Health Department; work can begin once contracts are fully executed between the Health Department and selected organizations.

II. APPLICATION

A. INSTRUCTIONS

1. Complete the Application Cover Sheet (Attachment A).

2. Complete the Proposal Narrative. Respond to every question in the order presented (maximum 8 pages).

3. Complete budget form (Attachment B) and budget narrative

4. Assemble appendices (these documents will not count towards your page limits):
   - letters of commitment from entities listed as partners in conducting the proposed activities
   - resumes of key staff
   - organizational chart reflecting existing or new positions for this project

5. Administrative documents – include one copy only of each document:
   - most recent audit and management letter, or financial statements for the past three years
   - IRS determination letter for non-profits

6. Submit original and seven copies of #1-#5 above (Application Cover Sheet, Proposal Narrative, Budget Form, Budget Narrative, and Appendices) and one copy of the administrative documents (#6 above) to the Minneapolis Health Department. Proposals must be received no later than 4:00 p.m. on Monday, March 10, 2014. Proposals received after the deadline may not be considered.

B. PROPOSAL NARRATIVE

The Proposal Narrative should outline the applicant's capacity and experience related to the projects they propose. Please answer the following questions in the order they are presented. The Proposal Narrative must not exceed 8 pages (1-inch margins, single-spaced, minimum 12-pt.font).

Agency Description and Qualifications

1. What are the history, mission and major activities of your organization?
2. What are your organization's past experiences and accomplishments related to the focus of this RFP, specifically around community change efforts?

Target population

3. What small, clearly defined group of residents do you intend to target with your proposed activities? Please describe:
   a) How you define your targeted group (e.g., by geographic, culture, ethnicity, age, and/or other characteristics)
   b) How many people are in your target group
   c) The Health Department's target area(s) in which the targeted group can primarily be found
   d) The characteristics of your target group (e.g., where they live, what languages they speak, income levels, employment, or other characteristics relevant to this application).
   e) The challenges and barriers your target group faces to eating healthy foods, being physically active, and/or living tobacco-free

4. How is your organization connected to the group of residents you plan to target with your activities, how do you currently communicate with this group, and what is your past experience engaging them in your work?

Proposed Projects

5. What community-driven projects do you propose to accomplish with this funding? You must include at least two projects in your proposal. Be sure to describe:
   a) What you plan to accomplish in each project
   b) How the projects will result in community changes that support healthy eating, physical activity, and/or tobacco-free living
   c) How many people from your target population you expect to benefit from completion of the projects
   d) What entities and stakeholders you will engage in the proposed projects, if any
   e) How you plan to communicate with your target group about the projects, and how you plan to engage your target group in implementing the projects
   f) How you plan to sustain the impacts of your work after funding for this project has ended

6. How do your proposed projects complement and add to the work your organization is currently doing? Describe how the projects supported by this funding would result in tangible outcomes that are distinct from the work you are already doing.

Partnering with the Health Department and Making Healthy Policy and/or Practice Improvements

7. Make a statement committing to dedicate 25 hours of staff time to partner with the Health Department in areas of mutual interest and to work with the Health Department to develop a plan for how those hours will be used. If you have specific ideas of what you would like to partner on, please describe them. (See Appendix A for a list of current Health Department projects.)

8. What area(s) of healthy living (healthy eating, physical activity, and/or tobacco-free living) are you interested in improving within your organization? Include any specific ideas you have for changes you would like to make, and what impact you think these changes would have on staff and/or the people you serve.

Qualifications of Staff Carrying out Proposed Projects

9. What are the relevant qualifications and experience of the key staff who will work on this project? Please identify the staff person who will be primarily responsible for carrying out your proposed activities. (You are welcome to include resumes or other supporting documents of proposed staff as an appendix to your application. Appendices do not count towards your page limit.)

C. Budget and Budget Narrative

Budget

Please complete the Budget Form found in Attachment B. The proposed budget should cover the period of April, 2014 through June 30, 2015, and must not exceed $30,000.

Budget Narrative
Please provide the following information about the proposed budget:

1. **Personnel (Salary/Wages and Fringe Benefits)**
   For all individuals funded by the grant, describe their role on the project and their qualifications for this role. If an individual is to be hired for the project, describe the qualifications sought for the position. Justify the time allocated to the project for each individual (e.g., explain why a half-time position is needed, or a quarter-time position is adequate, to accomplish the assigned responsibilities). Describe how fringe benefits were calculated for each individual listed.

2. **Program Expenses**
   Stipends or subcontracts to partner entities: Please identify partners and the amount of the stipend or subcontract to each partner. Please specify stipend or subcontract.

   Project implementation activities: Describe costs related to implementing proposed projects (examples: costs of events, food, promotional activities, materials, etc.)

   Mileage: Describe the purpose for the travel; provide the anticipated number of miles and mileage rate using the annual IRS approved rate.

   Office supplies: Describe the supplies and their applicability to the project.

   Printing: Estimate costs for printing or photocopying and explain how the amount was derived.

   Postage/courier: If mailing costs are expected to be more than a minimal amount, provide an explanation for the amount requested.

   Other (specify): Add an explanation for any other categories identified in the budget table.

3. **Administrative Costs:** Specify the rate used (not to exceed 10% of the direct costs) and indicate agency costs covered by the rate (example: rent, computer services, phone, etc.).

III. REVIEW PROCESS AND SCORING CRITERIA

Proposals will be reviewed by a panel of representatives from the Minneapolis Health Department and members of the Minneapolis Healthy Living Leadership Team. The panel's recommendations will be forwarded to the City of Minneapolis Commissioner of Health for final approval.

Proposals will be scored according to the following criteria:

- Applicant's past experience with community change efforts and demonstrated capacity to implement proposed projects, and the fit of this proposal with the applicant's mission, vision, and other initiatives.
- Identification of a clear, appropriately-sized target group that is within the Health Department's priority communities and that experiences challenges and barriers to being healthy.
- Past experience successfully working with the target group.

- Selection of at least two impactful projects. Together, the proposed projects will be assessed on their scope, scale, and the impact they have on the community. They will be scored on how well the they:
    - Result in community changes that are likely to improve health behaviors in the applicant's target group
    - Reach a large number of people in the target group
    - Result in sustainable impacts after funding ends
    - Include a plan to successfully communicate with and engage the target group in the projects
    - Are designed to be realistically completed during the funding period
    - Result in tangible, distinct outcomes that are above and beyond the applicant organization's existing efforts
- Willingness to partner with the Health Department on its efforts.
- Selection of impactful improvement(s) to healthy living policies and/or practices within the applicant organization.
- Appropriateness of proposed budget and staffing.
- Overall quality of the proposal and fit with the Health Department's Healthy Living goals.

Administrative Requirements

Selected agencies will be required to comply with the general terms and conditions of the City's Standard Agreement Form, which can be viewed here:
http://www.ci.minneapolis.mn.us/www/groups/public/@health/documents/webcontent/wcms1p-120415.pdf
Please review the document carefully, particularly the insurance requirements. All agencies receiving a contract must provide documentation of insurance coverage or assume responsibility for Workers Compensation (including coverage for subcontractors), General Liability, Commercial Auto Liability, and Professional Liability. Failure to maintain required insurance coverage may result in contract termination.

Additional information may be required from agencies awarded funding, including but not limited to:

- Articles of Incorporation
- List of Board of Directors
- Most recent programmatic Annual Report of agency activities and services provided
- Copy of written policies and procedures for handling client complaints

Appendix A: Minneapolis Health Department Healthy Living Initiative

The Minneapolis Health Department's Healthy Living Initiative pursues healthy weight and tobacco-free living for all Minneapolis residents. Through improvements in policies and practices in schools, neighborhoods, child care programs and other settings, the Health Department and its partners will make it easier for Minneapolis residents to eat healthy, be active and avoid the harms of tobacco. For more information, visit the website at www.minneapolismn.gov/health/living/index.htm. Current Healthy Living projects include:

Tobacco Use and Obesity in Minneapolis

- In some Minneapolis communities, nearly one-quarter of adults smoke. Cigarillos and small cigars are increasingly popular among youth with rates as high as 24% among White, 12th grade boys.
- Childhood obesity is at historically high rates and half of Minneapolis adults are overweight or obese, greatly increasing their risk for diabetes, heart disease and other chronic diseases.

Healthy Eating Projects

Corner Store Program-Training and store enhancements to increase the amount and quality of healthy foods and fresh produce.

Minneapolis Healthy Food Shelf Network- Assistance with communications, policies and practices to increase healthy food donations and preparations at food shelves and meal programs.

Community Gardening- Connecting residents to resources for gardening and supporting landlords and tenants with gardening on rental property.

Healthy Beverage Campaign- Partnerships with community organizations to implement a campaign to reduce consumption of sugary drinks and promote healthy beverages.

Restaurant Initiative- Training and technical assistance to help small, non-chain restaurants adopt healthy food practices such as menu labeling, portion sizing, and recipe modifications.

Park Healthy Food Policy- Partnering with the Minneapolis Park and Recreation Board to develop and implement a healthy food policy in all park properties.

Physical Activity Projects

Active Living for Seniors- Improvements to the walkability around senior buildings and on-site fall prevention and physical activity classes for public housing residents.

North Minneapolis Greenway- In partnership with Public Works, engaging residents and developing plans to convert streets into a bicycle and pedestrian friendly greenway in north Minneapolis.

Tobacco-Free Living Projects

Tobacco-free Housing- Protecting public housing residents and young people from secondhand smoke through tobacco-free policies in rental properties.

Prevention of Youth Tobacco Use - Partnering with community groups and youth to educate community members about little cigars, cigarillos, electronic cigarettes, and other tobacco products.

Comprehensive Strategies
healthy eating + physical activity + tobacco-free

Healthy Schools- Support for bike-walk to school programs, wellness councils, active school day programs, and salad bars in Minneapolis public, charter and alternative schools.

Healthy Child Care- Development of neighborhood-based learning groups to help child care providers improve nutrition, physical activity and breastfeeding-friendly practices.

Worksite Wellness- Improvements to City of Minneapolis tobacco, food, and breastfeeding policies and practice and support to small employers that want to adopt wellness practices.

Health Care- Training and support to health care providers in community clinics to support patient goals around weight loss and smoking cessation.

Community and Youth Driven Healthy Living- Outreach, technical assistance and funding to youth, cultural and neighborhood organizations to implement community-driven health improvement initiatives around healthy food, physical activity and tobacco-free living.

Appendix B: What is possible? Help in designing a proposal*

Every community should be a safe and healthy place where children and adults can be physically active, access healthy food, and live in tobacco-free environments. You may find that people in your community face challenges to being healthy. There are many projects that can improve livability and support healthy communities; this section will help you think through what kinds of projects might fit your community needs and could be included in your proposal. You will find examples of questions to ask when assessing your community and selecting a project, as well as examples of projects that could be proposed for this grant opportunity. This list is not meant to be exhaustive, however, and applicants may propose other ideas not included in this appendix.

When designing a proposal it is important to consider who the intended users of your projects are and whether your projects meet their needs, functionally and culturally. Considering these questions will lead to more successful project proposals.

Physical Activity

Physical activity is anything that gets your body moving; walking, biking, playing, stretching, and strength training are some examples. Communities need to have safe and inviting options for all community members to be physically active. Physical activity projects are typically categorized into three areas: a*ctive transportation*, a*ctive recreation,* and *active buildings*.

Active Transportation

Active transportation most often refers to walking or bicycling. It includes all modes of transport that use human energy and effort to get from one place to another. Public transit is also considered active because walking or biking is typically part of transit trips. When thinking about whether your community provides a safe and attractive environment for pedestrians, bicyclists and transit users, consider the following:

- Are plazas and streets easily accessible for pedestrians?
- Are sidewalks and crosswalks clean and well-maintained?
- Do streets include traffic calming features to slow down traffic speeds?
- Are streets pleasant for walking, including greenery and shade?
- Are public spaces well lit, clean, and inviting?
- Are there bike paths and bike lanes, are they well-connected to each other, and are they comfortable to use?
- Is bike parking available at community destinations?
- Are bus stops comfortable for public transit users, and do they include things like benches and shelters?

*Portions of this appendix were adapted from New York's *Active Living Guide for Community Groups*.

Here are some ways you can make your community more supportive of biking, walking, and transit use:

- Encourage businesses, agencies, places of worship, and other locations to install bike parking
- Participate in street planning processes and advocate for bicycle and pedestrian improvements
- Make landscapes more appealing through things like public art and planting gardens
- Make high use transit stops more comfortable by installing things like benches and shelters nearby
- Improve signage that helps people know how to get to places in your community by biking, walking, and transit
- Support your local school's Safe Routes to School efforts to get more kids walking and biking to school
- Install bike tool stations at easily accessible locations in your community
- Ask businesses in your community to provide discounts to people who use active transportation
- Provide bike locks for people to borrow
- Provide information (such as timetables and transit stop locations) for nearby transit stops
- Encourage community members to join and use the Nice Ride bike share program
- Start a bike library where community residents can borrow bikes

Active Recreation

Active recreation means physical activity during leisure time so children can have unstructured play time and adults can relieve stress and feel good. When thinking about whether your neighborhood has access to recreation space consider:

- Are there parks, plazas, playgrounds and other spaces for children's play that neighbors can easily walk or bicycle to and use?
- Do the existing spaces and activities in your neighborhood respond to the unique local and cultural preferences of the community?
- Do people in your community feel safe using nearby parks and other open spaces?
- Do the spaces and activities available in your neighborhood allow people of all ages to be active?
- Do multi-unit housing sites in your area have spaces for active play?
- Can previously closed off spaces (like playgrounds or gyms) be opened up for community use?

Here are some ways you can make your community more supportive of active recreation:

- Work with your local park to make the park activities and amenities more culturally accessible to the people in your community
- Work with community members and other partners to identify ways to make parks feel safer
- Work with the owners of existing closed-off spaces (like playgrounds, tracks, and gyms) to make them open to the community

- Lead placemaking activities with neighborhood residents to identify ways to increase the use of existing space
- Create new spaces for play

Active Buildings

Active buildings are designed to support physical activity among the people who use the buildings. This could mean providing space for recreational exercise or even small things like encouraging people to use the stairs. When thinking about whether buildings in your community support physical activity, consider these questions:

- Are stairways easily accessible, attractive, well-lit, and comfortable to use?
- Are there spaces for both children and adults to be physically active?
- Is the building easily accessible by bicyclists, pedestrians, and transit users?
- Does the building offer ample, secure bike parking, both indoor and outdoor?

In businesses, agencies, multi-unit housing complexes, places of worship, and other large buildings, you can:

- Install signs by elevators encouraging people to use the stairs
- Make stairways more attractive (e.g., paint them, hang art)
- Encourage developers to incorporate active design into their developments. Some examples:
    - Build stairs so that they are open and easily accessible
    - Provide ample bike parking, including secure, indoor bike parking
    - Install fitness rooms (and consider including children's play areas near fitness rooms)
    - Install outdoor play spaces
    - Provide space for gardening for residents and/or neighbors
    - Locate new developments to that they are easily accessible by transit
    - Provide benches and trash receptacles near transit stops

Healthy Eating

In order to eat healthy, residents should have the option of choosing healthy food such as fresh fruits and vegetables, whole grains, and healthy beverages in their own neighborhoods. Community members can work together so healthy food is available and represents the cultures within the community. Healthy eating projects are typically divided into two categories: *Access to Healthy Food and Beverages* and *Gardening.*

Access to Healthy Food and Beverages

Community residents and visitors get their meals and snacks from many different outlets, like stores, vending machines, restaurants, and food shelves. Some communities face limited options in the types of healthy food and healthy beverages available in these outlets. When thinking about how your community supports healthy food and beverages, consider the following questions:

- Do neighborhood stores offer fresh fruits and vegetables that customers want?
- Are there options such as farmer markets for residents to purchase fresh food?
- Do vending machines at community organizations and businesses offer healthy snacks and healthy beverage options?
- Are food shelves able to collect and offer fresh food?
- Do local organizations promote healthy snacks and healthy beverages?

Here are some ideas that can support greater access to healthy food and beverages:

- Adopt-A-Shop! Work with a local corner store to increase and promote healthy food options such as fresh produce that community members are interested in purchasing
- Partner with a local farmers market or mobile produce cart to promote it and make it more community-friendly
- Collect surplus produce from farmers markets or retail stores and arrange regular donations to local food shelves or emergency meal programs
- Support local institutions in adopting a healthy food and beverage policy so that they serve healthier options at events and meetings
- Encourage businesses, restaurants, and organizations to make water easily accessible and available free of charge
- Encourage local restaurants to offer healthier meal options by:
    - Offering healthy foods at comparable or lower prices than less healthy foods
    - Offering smaller portion sizes
    - Limiting the size of sugary beverages
    - Including healthy sides as the default option in kids meals
    - Clearly designating and promoting healthy menu options
    - Providing calorie information on menus

Gardening

Gardening has many community benefits: residents can grow their own healthy food, surplus produce can be donated to others (such as a food shelf), and it is a good way to get exercise. In high-density communities, available land can be hard to find, but there are usually some hidden opportunities for gardening. When thinking about your community, consider the following:

- Do apartment residents have access to land on the rental property for gardening?
- Could vacant lots become community gardens?
- Is unused land at schools, businesses, places of worship, and other spaces made available for community members to garden?
- Are residents interested in gardening able to connect to gardening resources?
- Are gardeners aware of opportunities to donate their produce to food shelves?

Here are some projects that can support gardening in your community:

- Encourage rental property owners to provide gardening space for tenants
- Work with community institutions to open up their land for community gardens
- Start a new community garden on a vacant lot
- Encourage local businesses and institutions to create a "giving garden" where produce is donated to a local food shelf
- Encourage local gardeners to "plant an extra row" in their gardens for donation to a local food shelf
- Connect residents to existing gardening resources in the community, like Gardening Matters' Local Food Resource Hubs Network

Tobacco-Free Living

Tobacco-Free Living is when residents have the ability to be free from second-hand smoke where they live, work and play. It also means protecting young people from being lured into life-long tobacco use that strips their health and wealth. Many Minneapolis communities have been pioneers in the fight for tobacco-free communities, but many neighborhoods still face challenges. Tobacco-Free Living projects are typically categorized into two categories: *Tobacco- free Buildings and Outdoor Spaces* and *Preventing Youth Access to Tobacco.*

Tobacco-free Buildings and Outdoor Spaces

There is no safe level of secondhand tobacco smoke, yet many Minneapolis residents are still routinely exposed to smoke in places throughout their communities and in their homes. Eliminating exposure to second-hand smoke is an important strategy to support tobacco-free living. When thinking about tobacco-free living in your community, consider the following:

- Are community festivals and events tobacco-free?
- Are residents exposed to secondhand smoke in their apartment buildings?
- Are institutions or building campuses tobacco-free?
- Are community parks promoting/enforcing the Minneapolis Park and Recreation Board policy, which requires no smoking in the bleachers or stands; no smoking within 50 feet of any youth athletic field or youth athletic contest; and no smoking within100 feet of the entrance to Park-owned buildings or the perimeter of any playground, beach, wading pool, or water play area?

Here are some projects that could promote tobacco-free housing, properties and outdoor spaces, and events:

- Engage residents in asking their property management (landlords) to pass a tobacco-free policy
- Hold a workshop for landlords to educate them about the benefits of tobacco-free buildings and support them through the process of adopting a policy
- Work with building management to expand indoor tobacco-free policy to their outdoor property
- Work with community event organizers to institute tobacco-free events

Preventing Youth Access to Tobacco

81% of adult smokers in Minnesota started smoking by the age of 18. It is estimated that about 118,000 kids now under 18 and alive in Minnesota will ultimately die prematurely from smoking. Despite much success in reducing youth access to tobacco, youth tobacco use is still a problem, and there are disturbing new youth trends emerging. Tobacco-related illnesses are the leading cause of death in the United States. Among Minneapolis adults, smoking rates are higher among low-income populations. And, nearly 1 in 5 youth under age 18 use tobacco. Shisha (smoked in hookah pipes) and e-cigarettes are becomingly increasing popular. In a recent survey by NorthPoint Health and Wellness, many teens who smoke reported that they were able to purchase tobacco directly from stores. They preferred flavored cigarillos and little cigars, which are inexpensive (cheaper than a pack of gum).

When thinking about how your community prevents youth access to tobacco, consider the following:

- Are you aware of stores (convenience, grocery store, pharmacies) in your community where youth can buy tobacco?
- Do stores heavily advertise tobacco products on the interior and exterior? Minneapolis ordinance restricts advertising of any kind to 30% of exterior windows and doors.
- Are new tobacco outlets, outdoor shisha bars and electronic cigarette stores, opening in your community?

Here are some projects that could reduce youth access to tobacco

- Conduct an audit of stores in your community to determine signage; encourage stores to follow the ordinance or report violations to Minneapolis Business Licensing.
- Educate residents and community leaders about problems related to youth tobacco use and potential solutions.
- Work with the Minneapolis Health Department to educate tobacco retailers on tobacco-related laws, encouraging them to protect youth by not selling to minors.

Attachment A

Minneapolis Community-driven Healthy Living Projects RFP

COVER SHEET AND CHECKLIST

Applicant Agency Information	
Agency name	
Agency address	
Agency telephone number	
Agency fax number	
Agency Director name	
Agency Director telephone number	
Agency Director e-mail address	
Contact Person for this Proposal (if different from Agency Director)	
Name	
Title	
Telephone number	
Fax number	
e-mail address	

<u>Checklist for Required Documents</u>

Original + seven copies of the following:

- ☐ Cover sheet
- ☐ Proposal narrative
- ☐ Budget form and budget narrative
- ☐ Letters of commitment
- ☐ Resumes of staff members implementing the proposed activities
- ☐ Agency organizational chart

One copy of each of the following required documents (or provide an explanation as to why any of the documents cannot be provided):

- ☐ Most recent audit and management letter, or financial statements for the past three years
- ☐ IRS determination letter

Attachment B

BUDGET FORM

MAXIMUM $30,000 TOTAL PROJECT COSTS

PERSONNEL	Role on project	Base salary or annual wage	% time on project*	Salary/wages charged to project	Fringe Benefits
Name 1 (or "To be named")	e.g., Project Director	$0		$0	$0
Name 2		$0		$0	$0
Name 3		$0		$0	$0
Name 4		$0		$0	$0
TOTAL SALARY/WAGES				$0	--------
FRINGE BENEFITS				---------	$0
TOTAL PERSONNEL COSTS (TOTAL SALARY PLUS FRINGE)				$0	
PROJECT EXPENSES *[categories below may be modified as needed]*					
Mileage				$0	
Office supplies				$0	
Printing				$0	
Postage/courier				$0	
Other (specify, e.g., contracts/stipends to partners, food for events, etc.)				$0	
Other (specify)				$0	
TOTAL PROJECT EXPENSES				$0	
TOTAL DIRECT COSTS	(sum of Total Personnel and Total Project Expenses)			$0	
ADMINISTRATIVE COSTS	(not to exceed 10% of Total Direct Costs)			$0	
TOTAL COSTS	(sum of Total Direct Costs and Administrative Costs)			$0	

Note: You may add or delete lines as needed.