



November 26, 2018

**ANNOUNCEMENT of a Request for Proposals:
Building Healthy Communities Greenspace Improvement Projects to Increase
Physical Activity**

To Whom It May Concern:

You are invited to submit a proposal for **up to \$15,000** through the Building Healthy Communities Greenspace Improvement Projects funding opportunity in accordance with the requirements set forth in the Request for Proposals (RFP), available at www.nwhealth.org/gip.html.

This RFP seeks competitive proposals for the implementation of infrastructure, policy, and educational improvements to public greenspaces, such as parks and trails, in order to create or enhance access to safe and enjoyable sites for physical activity in Northwest Michigan. By improving the aesthetics, accessibility, and safety of public greenspaces, the project aims to increase the percentage of adults and youth who meet federal physical activity guidelines, ultimately reducing poor health outcomes and health disparities in Michigan.

Key dates are below:

Letter of Intent Due (See page 7 of the RFP)	Friday, December 14, 2018
Application Information Conference Call (See page 8 of the RFP)	Monday, December 17, 2018 RSVP by Friday, December 14, 2018
Submission Deadline (See page 7 of the RFP)	Friday, January 4, 2019

For additional assistance, please email k.horan@nwhealth.org. Thank you for your time, effort, and interest in the Building Healthy Communities Greenspace Improvement Projects funding opportunity.

Sincerely,

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Building Healthy Communities Greenspace Improvement Projects to Increase Physical Activity

A Request for Proposals Issued by the
Health Department of Northwest Michigan

2018-2019

Issue Date	Monday, November 26, 2018
Letter of Intent Due	Friday, December 14, 2018
Application Information Conference Call	Monday, December 17, 2018 from 1-2 PM (RSVP by Friday, December 14, 2018)
Submission Deadline	Friday, January 4, 2019

For assistance, please email questions to k.horan@nwhealth.org with the Subject Line "RFP."

Health Department of Northwest Michigan

220 W. Garfield Ave.

Charlevoix, MI 49720

www.nwhealth.org

Background:

Communities are the places where we live, learn, work, and play. The physical environments and local policies governing our communities can directly influence our health. The Health Department of Northwest Michigan is working toward improving our environments, policies, and physical activity opportunities to ensure that all residents are surrounded by communities that support healthy lifestyles.

In October 2016, the Health Department of Northwest Michigan received a Building Healthy Communities grant opportunity from the Michigan Department of Health and Human Services to fund the implementation and evaluation of infrastructure, policy, and educational interventions in the region. These interventions are designed to prevent chronic diseases through community based population health improvements that promote healthful eating and physical activity amongst disparate population groups. Specifically, Building Healthy Communities has two primary goals:

- 1) To reduce unhealthy eating by increasing fruit and vegetable access, availability, and consumption
- 2) **To increase physical activity by improving safety, access, and availability for daily recreation and transportation.**

The program aligns with national strategies, the Michigan 4 x 4 Health and Wellness Initiative, the Guide to Community Preventive Services, and objectives of Healthy People 2020 as outlined below:

- Promote quality of life, healthy development, and healthy behaviors across the life span;
- Achieve health equity and the elimination of health disparities;
- Create social and physical environments that promote good health

Grant Focus:

The current Request for Proposals (RFP) encompasses the physical activity component of Building Healthy Communities' initiatives. Specifically, this RFP seeks competitive proposals for the implementation of sustainable and equitable infrastructure, policy, and exercise opportunity improvements to greenspaces, such as parks and trails, in order to create or enhance access to safe and enjoyable public spaces for physical activity in Northwest Michigan. By improving the aesthetics, accessibility, and safety of public greenspaces, the project aims to increase the percentage of adults and youth who meet federal physical activity guidelines, ultimately reducing poor health outcomes and health disparities in Michigan.

This grant seeks the implementation of improvements to public greenspaces through:

1. **Infrastructure.** This grant's primary focus is to promote physical activity through improvements to public greenspace environments.

Examples of infrastructure enhancements include (this is not an exhaustive list):

- Installation of lighting sources to improve safe walking and biking conditions
- Renovation or development of fencing, walking paths, trails, and/or signage
- Addition of crosswalks to connect nearby neighborhoods to park or trailheads
- Installation of bike racks, drinking fountains, and benches

The funds cannot be used to purchase playground equipment, but can be used to enhance playground landscaping, such as to install rubber flooring for injury prevention purposes.

2. **Physical Activity Programming.** Organized exercise opportunities in parks has been shown to further connect public greenspaces to improved community health. Evidence-based recreational activities showcase how to use public greenspaces for physical activity, promote a sense of community around outdoor exercise, and provide an opportunity to evaluate greenspace usage. Within the grant period, it is an expectation that grantees will host physical activity programming within greenspaces. The Health Department, in partnership with the Michigan Recreation & Park Association (mParks), will assist awarded sites in the implementation of *Come Out & Play* or *Walk Michigan*.

Each proposal **must** include one of the following Physical Activity program options:

Come Out And Play (Youth-focused):

Come Out and Play (COAP) is an evidence-based program developed by mParks to meet the Physical Activity Guidelines for Americans. The guidelines suggest that youth get the most health benefits by doing 60 minutes (10,000 steps) or more of moderate- or vigorous-intensity aerobic activity daily. Unlike other play-based programs for youth, COAP encourages youth to be active in nature through Activities (both play and educational) using Michigan's natural habitats, while also tracking steps through pedometers.

Designed to be easy and fun to implement, COAP is a beneficial addition to existing events, camps, clubs, and other youth-focused groups. To reach these goals, COAP is comprised of Activities, Lessons, and Quests that are spread out throughout a 6-day schedule. Adaptable by design, COAP can be implemented as a drop-in based program, one-time event, or a weekly addition to your youth program. COAP is not a stand-alone program, rather works best when embedded into existing events or programs. The "6-day schedule" allows you to utilize COAP in the best manner that fits *your* community, agency capacity, and youth programming/events.

For this reason, there are no requirements for the duration and/or frequency to which you implement COAP. For example, COAP can be implemented a one-time event (i.e, "Come Out and Play Day") with a community-wide event, as a drop-in program at a summer camp or afterschool program, or a weekly addition to an existing youth program.

To measure impact, COAP teaches youth the importance of being active and using a pedometer to track steps. As a well-received and fun addition to COAP Activities, youth use pedometers during COAP Activities and staff simply record the number of steps youth take while playing these Activities. We recommend that youth do not take pedometers home, nor do they wear pedometers all day, mainly due to concerns of them being lost or not returned. Youth steps are recorded by staff using a template provided, and recording steps anonymously. As staff track steps, youth can also be accountable at home with our Activity Records. These are a fun way for children to record their daily step counts after COAP events, while also encouraging families to participate as well through Quests.

Activity Records are provided to youth at each agencies discretion, depending on how frequently you implement COAP. But keep in mind to give youth a new Activity Record on the first day of youth participation in COAP. Activity Records allow youth to set their own daily goals, while adding in a family component through Quests to visit parks, trails and greenways to be active and track steps. It's a family-fun way to set goals, motivate each other, and have a little competition to be the most active. Likewise, it inspires families to visit their local parks to play and be active as a family, thus reducing screen-time and getting back to nature.

COAP packages include the following:

1. COAP Components (4):
 - a. Activities (6 total), Quests (2 total), Activity Records (one/youth), Step Tracker Recording Sheet (staff collects step counts)
2. Pedometers (one/youth)
3. Equipment (5 pieces of play equipment provided)
4. In-person, live or recorded training
5. Facilitator Manual
6. Completed evaluation and summary of findings

mParks will assist awarded greenspaces in the implementation of COAP.

Walk Michigan (Adult/Senior-focused):

Walk Michigan is an eight-week program designed to help seniors, adults and families establish the habit of regular physical activity using a fun and motivating team approach. Each team may include an unlimited number of participants, all working together towards the goal of virtually walking the Iron Belle Trail (1,259 miles).

Walking outdoors in parks and on trails is the central activity of Walk Michigan. As a Michigan-based program, participants virtually walk the 1,259 miles of the Iron Belle Trail by tracking steps during group and individual walks. Building on the importance of walking, Walk Michigan also includes health education, stretching exercises, and motivational strategies for participants to stay physically active throughout their lifespan. Unlike other walking programs, Walk Michigan seeks to leverage community parks, trails and greenways to improve public health. Program objectives include:

- Integrating good form walking principals through Walk Michigan program materials;
- Collecting metrics on distance (steps), flexibility and strengthening assessments through social walking groups; and
- Strengthening the collaboration between health care, public health, and parks and trails for implementation.

The Walk Michigan program is for anyone who wants to use a fun and motivating team approach to being more active. There is a beginner, intermediate and advanced version of the program, each designed to meet participants at their activity level and to build teams to work together towards the goal of 1,259 miles. Teams can also compete against other teams to see who can get the farthest!

Don't enjoy walking? You can do just about any type of physical activity to record a mileage for Walk Michigan! We recommend the following four options to record your miles:

1. 20 minutes of a moderate activity (generally, any activity that makes you breathe hard and sweat) = 1 mile
2. A measured mile like a track, treadmill, etc.
3. 2,000 steps on a pedometer
4. Our convenient mileage equivalents calculator located on the Walk Michigan homepage to help you estimate a mileage output for a variety of activities

We recommend Walk Michigan be implemented with teams to encourage social support and reduce loneliness and isolation in older adults. However, individuals can walk without a team and be just as successful. Creating fun competition between teams or personally is a great way to motivate, while also discovering new parks, trails and greenways in your community.

Walk Michigan packages include the following:

1. Walk Michigan Components:
 - a. Participant Guide & Activity Records (one/participant)
2. Pedometers (one per participant)
3. In-person, live or recorded training
4. Facilitator Manual
5. Marketing Materials
6. Completed evaluation and summary of findings

mParks will assist awarded greenspaces in the implementation of Walk Michigan

3. **(Optional) Policy.** Amendments and/or additions to policy in enhanced public greenspaces can support the overall health and safety of our communities. If applicants propose a health-related policy for the greenspace, such as a Complete Streets or Tobacco-Free policy, or if a health-related policy already exists at the site, then funds could be used to support the adopted policy for items such as signs, crosswalks, or sidewalks. Policy improvements are encouraged but not required.

This grant opportunity maintains the following goals:

1. Develop and/or implement transportation and community plans that promote walking and biking
2. Strengthen community promotion of physical activity through signage, policies, and social support in communities

The Health Department of Northwest Michigan will work with awarded communities to promote physical activity at their enhanced public greenspace and market their site improvements.

The timeline for this project is January 28, 2019 through August 30, 2019.

Eligibility Criteria:

1. Eligible sites include parks, trails, and other public greenspaces with existing infrastructure, such as playground equipment, walking paths, etc. New public greenspaces that will be developed in 2019 with secured and existing funds are also eligible to apply.
2. Eligible applicants include any department, agency, special purpose district, or other instrumentality of a local government. Other eligible applicants include public school districts, Indian Tribal organizations, or 501(c)(3) non-profit organizations.
3. Greenspace sites must be open and free for the public. Funds will not be awarded to sites that collect money for greenspace use.
4. Greenspace sites in the following counties are eligible to apply for this funding opportunity:
 - Emmet
 - Charlevoix
 - Antrim
 - Otsego
 - Kalkaska
 - Grand Traverse
 - Benzie
 - Leelanau
 - Missaukee
 - Wexford
 - Manistee

These counties were selected based on rates of obesity, rates of physical activity, and existence of ongoing chronic disease interventions.

5. Applicants must be financially and managerially responsible for the proposed greenspace
6. Applicants must demonstrate the capacity to implement and sustain proposed site changes
7. Applicants must demonstrate the capacity to implement mParks' *Walk Michigan or Come Out & Play*.
8. Applicants are permitted to apply for funds to enhance ONE (1) public greenspace

Funding:

Communities are invited to apply for up to **\$15,000** to implement infrastructure, policy, and exercise opportunity enhancements that promote usage and access to increase physical activity at the greenspace.

This grant aims to fund sustainable public greenspace improvements to create a lasting impact on the health of our communities. Applicants will be asked to authorize a statement confirming their capacity to sustain ownership of the enhanced greenspace, so that communities can benefit from the improvements for years to come.

Submission Deadline & Process:

Please send a brief letter of intent to k.horan@nwhealth.org by **Friday, December 14, 2018**.

To be considered for funding, proposals must be received at the Health Department of Northwest Michigan by **5 PM on Friday, January 4, 2018**. Applicants may submit completed proposals via email to k.horan@nwhealth.org or by U.S mail or overnight carrier—provided it is received by **5:00 PM on Friday, January 4, 2018**. Mail submissions must be addressed to:

Health Department of Northwest Michigan
ATTN: Kirstyn Horan
3434 M-119, Suite A
Harbor Springs, MI 49740

Selection Criteria:

Priority will be given to applicants who:

- Evidently consider equity and health promotion to be the primary motives and frameworks guiding all proposed site changes
- Provide concrete ideas that prioritize expanding site access to marginalized populations, including low income families, people of color, people with disabilities, and seniors
- Propose health-related policy improvements
- Clearly demonstrate advanced capacity to complete the proposed changes within the grant period and sustain the improvements thereafter
- Secured additional grant funds or matching funds to expand the greenspace improvement project if needed.
- Maintain collaborative partnerships with community members, agencies, or organizations that would aid in the development and sustainability of greenspace enhancements, physical activity programming, and/or policy development/enforcement
- Incorporated (or would incorporate) community feedback into proposed site changes

Proposal Content:

To be considered for funding, proposals must include the following:

1. Cover letter
2. Completed Application Form signed by greenspace manager (see page 17)
3. Work plan outlining proposed infrastructure changes, responsible persons, and timeline. (Template is included in Application Form)
4. Budget and budget justification. If additional grant funds or matching funds are anticipated, please include them in the budget. (Template is provided in Application Form)
5. Letter(s) of support

Request for Assistance:

An optional application information conference call is scheduled to assist prospective applicants with RFP questions on **Monday, December 17, 2018 from 1-2 PM**. If you wish to participate in the conference call, please RSVP to k.horan@nwhealth.org by close of business on **Friday, December 14, 2018**. To join the Application Information Conference Call, call 641-715-3836; code 456534.

For additional assistance, please email questions to k.horan@nwhealth.org with the Subject Line "RFP."

Application Form

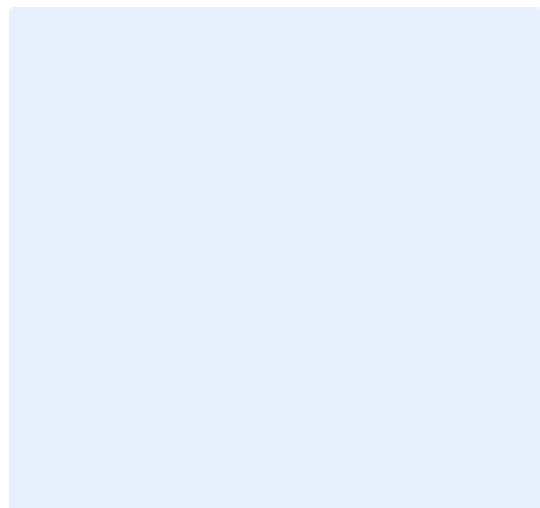
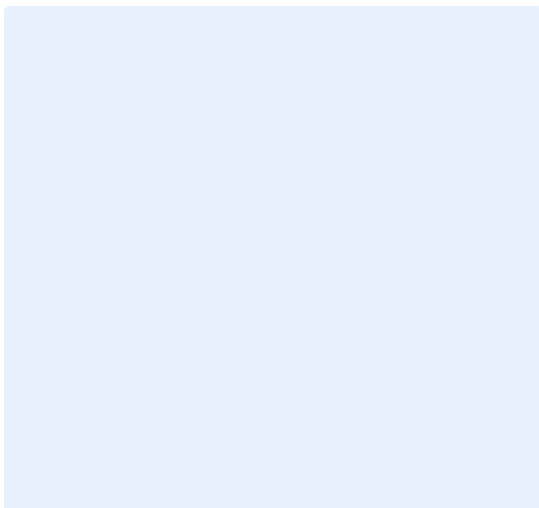
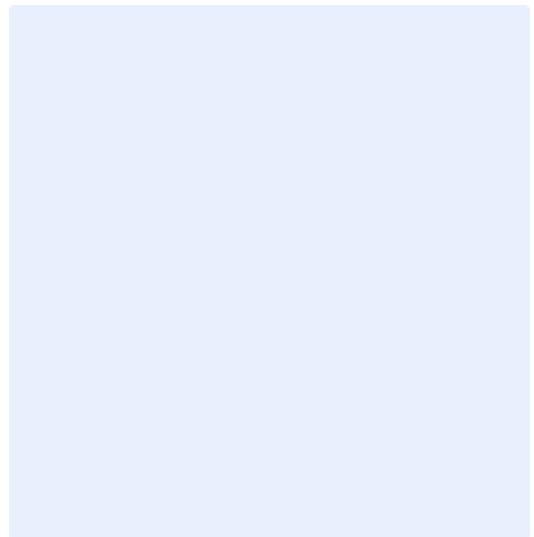
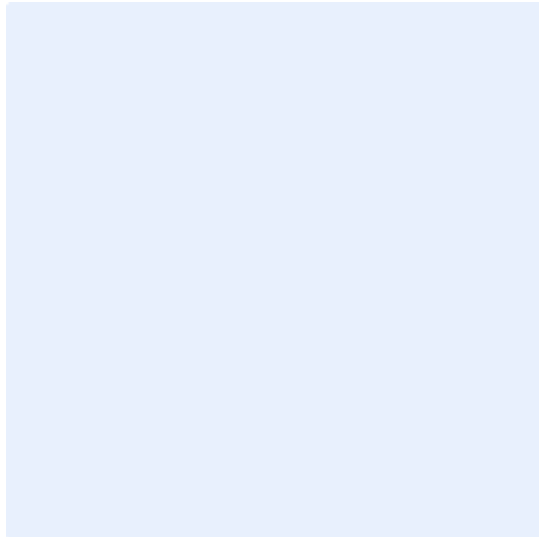
Building Healthy Communities Greenspace Improvement Projects

(Please type information into form)

Applicant Information	
Agency	Applicant/Contact Person
Name:	Name:
Address:	Affiliation/Position:
City, State, Zip:	Phone:
Website:	Email:
Questions	
<p>Are you and/or the agency you represent financially and managerially responsible for the proposed greenspace site?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Other:</p>	<p>Are you seeking additional grant funds or providing matching funds to complete this project?</p> <p><input type="checkbox"/> Yes</p> <p>Source:</p> <p>Amount:</p> <p><input type="checkbox"/> No</p>
Proposed Site Information	
Name:	Address/Location:
City, State, Zip:	

Description of current site (prior to site changes) and of the population living 5 – 10 miles from the greenspace, including demographic characteristics if known:

Picture(s) of current site:



Please describe your proposed infrastructure enhancements to be completed with this grant. How would these environmental changes promote physical activity? How did you (or would you) seek community feedback on proposed changes and adjust plans accordingly?

Work Plan Template for Infrastructure Enhancements

Building Healthy Communities Greenspace Improvement Projects

Please use the following format to develop your work plan for greenspace infrastructure enhancements, and attach the completed document to the end of this Application Form. You will have the opportunity to detail your proposed physical activity programming and/or policy improvements later in the application.

Agency Name: _____

Greenspace Site Name: _____

Site Change	Responsible persons	Timeline			
		January-April	May-June	July	August
Example: Install Welcome Sign	Communications Coordinator	Work with sign company to design and produce sign	Install sign		

How will you ensure that your proposed infrastructure enhancements meet community needs, and that the public greenspace is accessible to everyone, regardless of income, race, physical ability, age, etc.?

Please describe current activities that demonstrate your capacity to complete and sustain the proposed infrastructure changes. Discuss the availability of necessary support, staffing, expertise, funding, and technology to implement and sustain greenspace improvements.

The Health Department of Northwest Michigan has partnered with mParks, Michigan's Recreation and Park Association, to assist awarded greenspace sites with the implementation of physical exercise programming. Specifically, each site **must** select *Come Out & Play* or *Walk Michigan* (see page 3 for detailed program descriptions).

Please describe your capacity to implement *Come Out & Play* or *Walk Michigan* as physical activity programming in the public greenspace. What type(s) of exercise opportunities would best meet your community's needs? Describe the group(s) you would target for programming (e.g. youth, seniors, families, etc.). Based on your community's needs, target population(s), and greenspace capacities (following infrastructure enhancement).



Interventions that combine multiple types of changes can create a larger impact on the health of communities. For example, a greenspace that implements infrastructure changes (e.g. lighting, signage) in combination with interpersonal engagement opportunities (e.g. an educational walking group) as well as policy improvements (e.g. a smoke-free policy) will be more effective at increasing physical activity than a greenspace that only changes their infrastructure. Policy enhancements are encouraged but not required for this RFP.

Are you proposing any amendment(s) and/or additions to health-related policy in the greenspace? If so, please detail your plans. How might the proposed policy changes impact health? How would you use grant funds to support the adoption or enforcement of health-related policy? If you do not plan to adopt or amend health-related policy in the greenspace, please leave this question blank.

If you plan to collaborate with an existing or prospective partner on the implementation of the proposed greenspace enhancements, please describe the partnership. How do you plan to share and delegate tasks?

Please explain how you would market your proposed greenspace enhancements and why you think your promotion approach could effectively increase greenspace usage in your community.

“I am an official representative of my organization, and I endorse this grant proposal. I agree that my organization is eligible to apply for funding, and if a grant is awarded, my organization will carry out the project as outlined in this proposal. On behalf of my organization, if a grant is awarded, I am providing assurance that we are responsible for sustaining the improved greenspace through financial and personnel resources, and we are committed to supporting the improved greenspace as a benefit to the community for years to come.”

**Applicant
Signature:** _____

Date: _____

Budget & Budget Justification Template

Building Healthy Communities Greenspace Improvement Projects

Please use the following format to develop your budget sheet and attach the completed document to the end of this Application Form.

Agency Name: _____

Proposed Site Name: _____

Amount Requested from this Funding Opportunity: _____

Total Project Cost: _____

Estimated Revenues for Total Project (including any additional and/or matching funds):

Source	Amount
Example: Greenspace Improvement Projects Grant Request	\$15,000
Example: Agency Contribution	\$2,000
Example: Community Foundation Grant Request	\$5,000
Total:	Example: \$22,000

Estimated Expenses for Total Project:

Expense	Amount	Justification
Example: Welcome Sign	\$2,000	Design and production
Total:	Example: \$22,000	