



Funding Opportunity Announcement

Development of Plans and Policies to Enhance the Built Environment and Expand Opportunities for Physical Activity

**Pennsylvania Department of Health
Bureau of Health Promotion and Risk Reduction
Division of Nutrition and Physical Activity**

**University of Pittsburgh
Graduate School of Public Health
Center for Public Health Practice**

August 2017

Funding is provided by the Pennsylvania Department of Health through the Preventive Health Services Block Grant from the Centers for Disease Control and Prevention.

CONTENTS

A.	Background
B.	Purpose of Funding Opportunity
C.	Award Information
D.	Eligibility.....
E.	Application Submission Procedures.....
F.	Evaluation of Applications.....
G.	Grantee Requirements.....

Appendix A: Expectations for Plans and Policies

Appendix B: Letter of Intent (template)

Appendix C: Application Form

Appendix D: Resources

Funding Opportunity for the Development of Plans and Policies to Enhance the Built Environment and Expand Opportunities for Physical Activity

A. Background

Since 2014, the Pennsylvania Department of Health (Department), Division of Nutrition and Physical Activity, has been collaborating with the University of Pittsburgh Graduate School of Public Health Center for Public Health Practice (the University) in conjunction with the Swanson School of Engineering Center for Sustainable Transportation Infrastructure to increase opportunities for physical activity utilizing the built environment. To-date, with the engagement of community-based partners, 67 walking routes have been created in 14 counties. The program through which the routes and walking groups have been formed is WalkWorks. Briefly, WalkWorks partners work diligently to engage walking groups to utilize the routes as research reflects the social support helps to increase physical activity. For more information about the location of the routes and partners, please visit the pawalkworks website.

Many studies show that active transportation, such as walking and biking, reduces the risks of being overweight and having hypertension, diabetes or heart disease.ⁱ Childhood and adult overweight and obesity have reached epidemic proportions in Pennsylvania and across the nation. In Pennsylvania, 30% of adults were obese and 36.2% were overweight in 2015.ⁱⁱ In the 2012-2013 school year, 39% of school-aged children in grades K through 12 were either overweight or obese and, of that, 17% were obese.ⁱⁱⁱ In addition, 12.9% of Pennsylvania children ages 2-4 years enrolled in the Special Supplemental Program for Women, Infants and Children (WIC) were obese.^{iv} In 2015, 27.8% of Pennsylvania adults indicated participating in no physical activity in the past month.^v

Communities can encourage physical activity by prioritizing active transportation, which enables residents to be more physically active in their daily routines.^{vi} Planning healthy, compact, complete communities is needed to support active transportation. Doing so will not only lead to improved health, it will also address other major concerns, including congestion, economic vitality and sustainability. Making active transportation easy, safe and convenient meets a critical need in communities that benefits everyone. While community design has long been the domain of land use and transportation planners, it has become increasingly obvious that our communities will benefit from greater collaboration of public health practitioners and municipal planning entities and other partners to create built environments that better support health. This Funding Opportunity Announcement (FOA) is responsive to the shift that must be achieved with regard to how we plan and design communities to increase walking, cycling and public transit for a healthier population. This shift requires policy, which is the basis for this funding opportunity.

B. Purpose of Funding Opportunity

In an effort to further expand opportunities for physical activity in the built environment, the University will fund a limited number of municipal or similar local governmental entities (hereinafter referred to as municipalities or applicants) for the purpose of assisting with:

1. The development of a transportation plan with an emphasis on walking and biking; and/or
2. The development of policies – such as Complete Streets or Vision Zero – that include language in support of environmental changes for enhancing places for physical activity with an emphasis on walking.

The transportation plan may be a component of a comprehensive plan as required by the Municipal Planning Code or a stand-alone document. See Appendix A for more detail regarding both options.

C. Award Information

Funding for the awards is made possible by the Pennsylvania Department of Health through the Preventive Health Services Block Grant from the Centers for Disease Control and Prevention and will be administered by the University. Awards will be within a range of \$10,000 to \$20,000 for the development of the transportation plan and between \$3,000 and \$6,500 to assist with the development of Complete Streets and/or Vision Zero policies. The number of awards for each will be dependent on the number of applications received, the amounts requested and documented ability to meet the criteria set forth in section F of this announcement. Note that applicants should indicate whether the grant will be the sole source of funding or whether it will be supplemented with other funding.

A web conference to address the goals of this funding opportunity, the application process, expectations of grantees and any questions from interested parties is scheduled to be held on August 24 between 11:00am and Noon. To participate, call: 877.262.2695; access code, 4979341. Adobe Connect will be used to administer the web conference for those who wish to view PowerPoint slides; this will require a high-speed internet connection. To connect from your computer or mobile device, link to: <https://marphhc.adobeconnect.com/r5nwb1lnzh8/>. Participation in the web conference is not required.

The University will provide applicants written notice of the status of their applications on or about October 9, 2017. The anticipated term of the award is October 16, 2017 to June 30, 2018.

D. Eligibility

This program is intended to assist municipalities to enhance the built environment of their communities in an effort to increase active transportation. In this context, active transportation includes walking, biking and public transit. Note that the funder is particularly interested in increasing opportunities for walking.

Eligible applicants are municipalities, Metropolitan and Rural Planning Organizations (MPOs/RPOs) and similar types of organizations able to effectuate the task. Applicants are encouraged to coordinate and collaborate with other stakeholders in their community, county or region and may include, as attachments to the application, signed letters of commitment or memorandums of understanding to demonstrate collaborative activities.

An applicant may submit more than one application. For example, an MPO may submit applications on behalf of two municipalities. A single municipality may submit one application for the development of a transportation plan and another for the development of a policy. Applications for multi-municipal plans or policies are encouraged.

E. Application and Submission Procedures

1. Potential applicants are encouraged to submit a Letter of Intent by **August 31, 2017**; see Appendix B for template and where to submit. If it becomes necessary to revise any part of the application guidelines, those who have submitted Letters of Intent will be notified. This letter will not obligate you in any way. It is merely to assist the University with projecting the number and types of applications.
2. Applicants must use the application form that is included with this Announcement to pawalkworks@pitt.edu **no later than 5:00 p.m. on September 18, 2017**; see Appendix C. Applications received at 5:01pm or after will not be considered.
3. The decision of the University with regard to selection of grantees is final.

4. Questions about this FOA should be directed to Carol Reichbaum, WalkWorks Project Director, University of Pittsburgh Graduate School of Public Health – Center for Public Health Practice; email: pawalkworks@pitt.edu. Questions may be sent up to 10 days prior to the application deadline.

F. Evaluation of Applications

Applications will be reviewed by a team of representatives of the Department, the University and others whose input is determined, by the Department and University, to be objective and valuable. Applications will be evaluated, based on the following criteria:

1. Justification of need (40%): The applicant must document the rationale for and benefits that will result from the project, specifying characteristics of the community(ies) to which the funds would be applied. For example: Any discussions that have taken place at the municipal council level or among planning staff regarding the means to increase active transportation and/or to make changes to the built environment should be described.
2. Capacity (40%): The applicant must document its ability to commit appropriate and sufficient personnel for the size and scope of the proposal – i.e., development of plan versus that of policy. To the extent that additional resources are required (e.g., consulting services), the applicant should indicate such – including the ability to engage such services in an expedited manner. Given the brevity of the project period, it is expected that the applicant will show capacity for continuing the effort and future sustainability. A proposed schedule should be submitted with the application. Examples of similar work products should be referenced.
3. Documentation of support (20%): A letter from or resolution by the governing body, in support of the application and commitment to carry out the project – if awarded the funds – should be provided. Documentation of support from stakeholders and others may be submitted.

G. Grantee Requirements

- a. Grantees will be required to sign a letter, itemizing its responsibilities as well as those of the University.
- b. The grantee shall create a stakeholders group to increase collaboration. Participating sectors may include, though need not be limited to:
 - i. Education;
 - ii. Public health;
 - iii. Economic development;
 - iv. Planning; and
 - v. Governmental.
- c. The University shall require a minimum of one grantee to apply for a Peer-to-Peer Grant, a program of the Department of Conservation and Natural Resources. The University will provide technical assistance and help to facilitate the submission of the application.
- d. The grantee will be required to participate in bi-weekly calls with the University.
- e. All grantee organizations will be expected to adopt a Health in All Policies resolution – one whereby the decision-making body of the organization agrees to consider health in its future deliberations as well as include multiple collaborators in appropriate situations; the University will provide a template.

- f. The Grantee shall submit a progress report of activities accomplished in accordance with the following dates:

<u>Reporting Period</u>	<u>Report Due</u>
October 16, 2017 – December 31, 2017	January 31, 2018
January 1, 2018 - March 31, 2018	April 15, 2018
April 1, 2018 - June 30, 2018	June 30, 2018

- g. The University will provide a draft press release to grantees after official written notification of award. Any subsequent publication or media release issued by the grantee throughout the life of the grant must include the following language: *Funding is provided by the Pennsylvania Department of Health through the Preventive Health and Health Services Block Grant from the Centers for Disease Control and Prevention.*

Appendix A – Application Guidelines

Funding Opportunity for Policies in Support of Enhancing the Built Environment and Expanding Opportunities for Physical Activity

The following guidance is provided for applicants seeking funding to implement Transportation Plans (TP), Complete Street Policies (CSP) and Vision Zero Policies (VZP). The expectations for use of the funding and information required to be addressed in the application are described.

Common Elements

The purpose of this funding program is to enhance the built environment and, thereby, increase opportunities for physical activity, with an emphasis on walking, through plans and policies that promote a safe and equitable built environment. Creation or enhancement of the environment begins with a plan or policy that documents a community commitment to this goal. The plan or policy should create a roadmap for a safe walking infrastructure network through identification of specific projects. The application shall identify *how* the plan or policy will create the roadmap for future enhancements.

If the applicant does not have the staff resources or wishes to supplement its resources, the funding may be used to engage a consultant to perform the work. Applications should document the qualifications of internal staff and/or consultants. This funding may supplement or be supplemented by internal or other external funds. If that is the case, please address that in your application.

Applicants are encouraged to consider the relationship of public health in their plans and/or policies and, thus, their applications for funding. Applicants should address ways in which their proposed planning and policies will enhance the built environment so that opportunities for physical activity are increased and the health of residents improved as well as adherence to requirements of the American Disabilities Act.

The recent proactive steps taken by PennDOT to better enhance communities and mobility through a more collaborative planning effort are also relevant for consideration. PennDOT Connects looks to connect PennDOT, planning partners and communities at the beginning of the construction planning process to learn what elements may be important to include in the specified project, such as bicycle, pedestrian, community health and green infrastructure, to support a community's vision. This commitment to bettering the transportation system and communities builds partnerships that invest in sustainable transportation, leverages resources to improve communities and improves economic competitiveness, access to work and overall quality of life.

Finally, be realistic about what you propose to accomplish with the funds and within the project period.

Transportation Plans (TP)

In accordance with the [Pennsylvania Municipal Planning Code](#), every community must have or be covered by a comprehensive plan, including an evaluation of transportation issues. In the case of this funding opportunity, the TP may be incorporated into a current or future comprehensive plan or it may be a stand-alone document. Either way, it is expected that the TP will identify current and future needs and solutions pertaining to important transportation issues.

Historically, these plans have focused on vehicular transportation. Given the source of this funding and the important relationship of population health and connectivity, funded plans will focus on active transportation – walking and bicycling, at a minimum – rather than primarily roadway improvements. Upon completion, the plan should be formally adopted by the elected body of the community.

Again, the plan should embrace walking, wheeling (bicycles and wheelchairs) and public transportation (if appropriate in the community). It must incorporate the elements of data gathering, analysis of current and future conditions and the identification of specific infrastructure needs to enhance these modes of transportation. This may involve both on-street and off-street infrastructure. A public involvement process must also be identified. The result must be a plan that determines the needs of specific infrastructure for the community and identifies an implementation process for funding and future design/construction activities.

Complete Streets Policies (CSP)

A CSP identifies a community's commitment to providing future opportunities to implement walking and biking infrastructure on current or future streets. Because streets can be shared by vehicles, pedestrians and bicyclists, many communities have adopted and are adopting policies that guide the evaluation and design of these shared transportation spaces. Typically, a CSP identifies general goals and principals to promote complete streets in a community and then determines specific actions or guidelines to evaluate and implement shared spaces for vehicle, pedestrians and bicycles. For examples of complete street policies, see [Smart Growth America](#).

The application must identify the process by which the municipality (i.e., the applicant) will obtain input from the public and specific interest groups and the means by which the policy will be drafted and adopted. The expectation is that the policy will be adopted by locally elected officials through an ordinance, resolution, street design policy or comprehensive transportation plan. The policy must specify how the community will plan, design and maintain streets so they are safe for all users.

Vision Zero Policies (VZP)

A VZP is an *actionable* set of policies calling for zero deaths from traffic incidents by a specified year. It is an ethics-based approach to strategizing to achieve no fatalities or serious injuries. Depending on the community, strategies might include a plan for speed management on streets used by pedestrians and bicyclists, requiring taxi companies to manage their employees or vehicles to prevent speeding and prioritize pedestrian safety and/or implementing a shift from road lighting to human-centric lighting. Today, road users bear complete responsibility for safety; Vision Zero changes this relationship by emphasizing responsibility must be shared by transportation system/providers (e.g., elected officials, city planners, transportation and traffic engineers) and road users (e.g., obeying speed limits, not texting, etc.).

The application must identify the process by which the municipality (i.e., the applicant) will obtain input from the public and specific interest groups and the means by which the policy will be drafted and adopted. The expectation is that the policy will be adopted by locally elected officials through an ordinance, resolution, street design policy or comprehensive transportation plan. The policy must specifically identify how the community will plan, design and maintain streets so they are safe for all users.

Appendix B – Letter of Intent

This letter should be submitted on your letterhead and may be sent, electronically, to:
pawalkworks@pitt.edu.

Carol Reichbaum
University of Pittsburgh
Center for Public Health Practice
130 DeSoto Street
Pittsburgh, PA 15261

Dear Carol:

Please be advised that (name of municipality or organizational entity) anticipates submitting an application for funding to assist with the development of:

___ A Transportation Plan (e.g., transportation a component of comprehensive plan, standalone pedestrian/bicycle plan);

___ A Complete Streets Policy;

___ A Vision Zero Policy; or

___ A combination of the above (please explain _____).

In accordance with the Funding Opportunity Announcement, it is our intent to submit the application to pawalkworks@pitt.edu by September 18, 2017, if not sooner.

Name and contact information of person submitting this letter:

Appendix C – Application Form

**Development of Plans and Policies
to Enhance the Built Environment and
Expand Opportunities for Physical Activity**

If applying for funds for the development of a transportation plan and/or related policies, in accordance with the Funding Opportunity Announcement, please complete the following application and submit to pawalkworks@pitt.edu by 5:00pm on September 18, 2017.

The boxes within this form will expand to accommodate your responses.

Applicant Organization:	
Please check the option that best describes your organization: <input type="checkbox"/> Municipality <input type="checkbox"/> MPO/RPO <input type="checkbox"/> Other (Please specify.) _____	
Primary Contact:	Primary Contact email/phone number:
Please check the opportunity(ies) for which you are applying: <input type="checkbox"/> Transportation Plan <input type="checkbox"/> Complete Streets Policy <input type="checkbox"/> Vision Zero Policy	
Will your plan and/or policy be a standalone document or a component of a larger plan? Please explain.	
Please describe the extent to which you anticipate relying on in-house staff and/or consulting services to accomplish your proposed project.	

If requesting funds for the development of a **Transportation Plan (TP)**, please define your proposal, below. At a minimum, your response should address the following:

- The need for the project, including characteristics of the community to be served;
- How the project will enhance the built environment to increase opportunities for physical activity;
- The means by community input will be obtained;
- Major tasks and estimated duration of each leading to the accomplishment of your proposed project within the grant period ending (June 30, 2018); and
- Support for the proposal.

Provide cost estimates and indicate whether the award will be the sole source of funding.

Potential award amount

Transportation Plan: \$10,000 - \$20,000

Total Requested Amount	
Personnel (incl. staff and benefits)	
Subcontracts	
Travel	
Supplies	
Indirect	
Source and/or amount of additional funds	

If requesting funds for the development of a **Complete Streets Policy (CSP)** and/or **Vision Zero Policy (VZP)**, please define your proposal, below. At a minimum, your response should address the following:

- The need for the project, including characteristics of the community to be served;
- How the project will enhance the built environment to increase opportunities for physical activity;
- The means by community input will be obtained;
- Major tasks (including types of data to be collected) and estimated duration of each leading to the accomplishment of your proposed project within the grant period ending (June 30, 2018); and
- Support for the proposal.

Provide cost estimates and indicate whether the award will be the sole source of funding.

Potential award amount

Complete Streets or Vision Zero Policy(ies): \$3,000 - \$6,500 per policy

Total Requested Amount	
Personnel (incl. staff and benefits)	
Subcontracts	
Travel	
Supplies	
Indirect	
Source and/or amount of additional funds	

Describe your organization's qualifications and capacity to accomplish and implement the proposed project. If applicable, provide examples of previous projects. Does this application serve to help complete or continue a previously initiated project?

If you have any questions, please participate in a conference call at on August 24 at 11:00am.

To participate, call: 877.262.2695; access code, 4979341. Adobe Connect will be used to administer the web conference for those who wish to view PowerPoint slides; this will require a high-speed internet connection. To connect from your computer or mobile device, link to:
<https://marphtc.adobeconnect.com/r5nwb1lnzh8/>.

Finally, thank you for your interest in making your community more accessible to active transportation!

Appendix D – Resources

The following are resources available for you to consider in the development of your application and future work:

Policy and Plan Resources:

- [Smart Growth America: Complete Streets Policy Development](#)
- [American Planning Association: Complete Streets](#)
- [ChangeLab Solutions: Model Laws and Resolutions: Complete Streets](#)
<http://www.changelabsolutions.org/publications/laws-resolutions-cs>
- [Vision Zero Network: What is Vision Zero](#)
<http://visionzeronetWORK.org/about/what-is-vision-zero/>
- [Vision Zero: New York City](#)

Health Disparity Data:

- [County Health Rankings](#):
 - Adult obesity rates
 - Physical inactivity rates
 - Median household income
 - Access to parks
- [Rural Pennsylvania Counties](#)
 - 2014 rural vs. urban data
- [Pennsylvania Crash Information Tool](#)
 - Pennsylvania crashes by county
 - Pedestrian fatalities by county

ⁱ <https://www.census.gov/quickfacts/fact/table/PA,US/PST045216>

ⁱⁱ https://nccd.cdc.gov/BRFSSPrevalence/rdPage.aspx?rdReport=DPH_BRFSS.ExploreByLocation&rdProcessAction=&SaveFileGenerated=1&rbLocationType=States&islLocation=42&islClass=CLASS14&islTopic=Topic09&islYear=2015&hidLocationType=States&hidLocation=42&hidClass=CLASS14&hidTopic=Topic09&hidTopicName=BMI+Categories&hidYear=2015&rbShowFootnotes=Show&iclIndicators_rdExpandedCollapsedHistory=&iclIndicators= BMI5CAT&hidPreviouslySelectedIndicators=&DashboardColumnCount=2&rdShowElementHistory=&go=GO&rdScrollX=0&rdScrollY=265&rdRnd=57682

ⁱⁱⁱ <http://www.health.pa.gov/My%20Health/School%20Health/Pages/Quick%20Links/Mandated%20School%20Health%20Program/Growth-Screen.aspx#.WUPS4aDD-Ah>

^{iv} <http://stateofobesity.org/states/pa/>

^v https://nccd.cdc.gov/BRFSSPrevalence/rdPage.aspx?rdReport=DPH_BRFSS.ExploreByLocation&rdProcessAction=&SaveFileGenerated=1&rbLocationType=States&islLocation=42&islClass=CLASS15&islTopic=Topic23&islYear=2015&hidLocationType=States&hidLocation=42&hidClass=CLASS15&hidTopic=Topic23&hidTopicName=Exercise&hidYear=2015&rbShowFootnotes=Show&iclIndicators_rdExpandedCollapsedHistory=&iclIndicators= TOTINDA&hidPreviouslySelectedIndicators=&DashboardColumnCount=2&rdShowElementHistory=&go=GO&rdScrollX=0&rdScrollY=265&rdRnd=67360

^{vi} <http://www.daviscountyutah.gov/docs/librariesprovider5/davis4health-docs/active-transportationalkingpoints.pdf?sfvrsn=0>