



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**

2018

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.

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

1. Background

Since 2014, the Pennsylvania Department of Health (Department or PA DOH), 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 24 community-based partners, 82 walking routes have been created in 17 Pennsylvania counties. The program through which the routes and walking groups have been formed is WalkWorks. In the fall of 2017, WalkWorks began offering financial assistance to municipal entities for the development of active transportation plans (ATPs) and related policies. For information about WalkWorks, including the location of our partners and walking routes as well as the four funded municipalities, please visit the pawalkworks website.

Studies indicate active transportation, such as walking and biking, reduces the risks of being overweight and having hypertension, diabetes or heart disease. Childhood and adult overweight and obesity rates have reached epidemic proportions in Pennsylvania and across the nation. In Pennsylvania, 30.3 percent of adults were obese and 35.2 percent were overweight in 2016.ⁱ Between 2014 and 2016, a significant obesity disparity existed for Hispanics (40 percent) and Blacks (37 percent) compared with non-Hispanic Whites (29 percent).ⁱⁱ In the 2015-2016 school year, 18 percent of school-aged children in grades K through 12 were obese and 15.8 percent were overweight.ⁱⁱⁱ In addition, 27.8 percent of children ages 2-4 years old had overweight or obesity in 2014 (WIC). In 2016, 22.9 percent of Pennsylvania adults indicated participating in no physical activity in the past month.^{iv}

In April 2018, the Centers for Disease Control and Prevention released “Be Active: Community Routes + Destinations,” a package of resources designed to advance the findings of the U.S. Community Preventive Services Task Force,^v which recommends built environment approaches that combine interventions to improve transportation systems with land use and community design interventions to increase physical activity. The combined interventions connect friendly, active means of traveling to everyday destinations so that it is safe and convenient for people of all abilities to walk, bike and use wheelchairs.

While community design has long been the domain of land use and transportation planners, it has become increasingly obvious that 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, wheeling and public transit for a healthier population. This shift requires policy – the basis for this funding opportunity.

2. Purpose of Funding Opportunity

WalkWorks is pleased to be able to provide financial assistance to communities to develop plans that will, when implemented, enable/enhance pedestrian and bicycle connections to vital local destinations transportation systems (if applicable) and increase safe and accessible opportunities for residents to be physically active. This funding opportunity, by increasing opportunities for physical activity, aims to address major risk behaviors that contribute to chronic disease.

3. Eligibility

This program is to assist municipalities with enhancing the built environment of their communities by increasing active transportation and connectivity to common destinations. In this context, active transportation includes walking, biking and public transit.

Eligible applicants are municipalities, Metropolitan and Rural Planning Organizations (MPOs/RPOs) and similar types of organizations with the capacity to accomplish the proposed project.

4. Eligible Projects

Funds will be available to a limited number of municipal or multiple-municipal applicants (hereinafter referred to as municipalities or applicants) to assist with:

- a. The development of a transportation plan, which will identify and prioritize projects related to modes of active transportation with an emphasis on walking and biking; and/or
- b. 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. If stand-alone, the plan must be consistent with the comprehensive plans of the municipality and/or county; if not consistent, the reasoning should be included (e.g., the age of the comprehensive plan). See Appendix A for guidelines pertaining to both options.

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.

5. Award Information

Funding for the awards is made possible by the Pennsylvania Department of Health through the Preventive Health and Health Services Block Grant from the Centers for Disease Control and Prevention and will be administered by the University. Awards will range between \$10,000 to \$20,000 for the development of the transportation plan and between \$3,000 and \$5,000 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 the applicant's documented ability to meet the criteria set forth in this announcement.

Applicants should indicate whether the grant will be the sole source of funding or whether it will be supplemented with other funding. Matching funds are not required, though proposals that include commitments of local funding, the leveraging of concurrent grants, in-kind contributions or other resources that will support this effort are encouraged and will receive credit for such.

The University will provide applicants written notice of the status of their applications on or about November 30, 2018. The anticipated term of the award is December 2018 thru September 2019.

6. Application Submission Procedures

- a. To assist the University with projecting the number and types of applications, potential applicants are encouraged to submit a Letter of Intent by October 19, 2018; see Appendix B for template and submittal information. This letter is not required nor will it obligate you in any way. If it

becomes necessary to revise any part of the application guidelines or process, those who have submitted Letters of Intent will be notified.

- b. Applicants are required to use the application form that is included with this Announcement and submit it to pawalkworks@pitt.edu **no later than 5:00 p.m. on October 26, 2018**; applications received at 5:01 p.m. or after will not be considered. See Appendix C for application.
- c. The decision of the University with regard to selection of grantees is final.

7. Evaluation of Applications

Applications will be reviewed by a team of representatives of the Departments of Health, Transportation and Conservation and Natural Resources, the University and others whose input is determined, by the PA DOH and University, to be objective and valuable. Following are the elements on which the applications will be evaluated:

- a. Proposed scope of work addresses the need for the plan or policy with regard to the community (i.e., depending on applicability to proposal: demographics, pedestrian and bicycle facilities, crash data).
- b. Proposed scope of work refers to how project is expected to improve outcomes/benefits – i.e., how the plan or policy will enhance the built environment to increase opportunities for physical activity with potential connections of transportation systems such as sidewalks, public transit, bicycle facilities, and trails to community destinations (e.g., schools, libraries, grocery stores).
- c. Compliance with or relationship to county or MPO/RPO plan.
- d. Commitment of resources – i.e., qualified internal personnel and/or engagement of a consultant with experience in the field of active transportation – is appropriate. Note: The engagement of a professional planning or engineering consultant is encouraged. Staff or the consultant should be skilled in eliciting public participation.
- e. Realistic timetable proposed.
- f. 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 (and any other documentation of support the applicant wishes to include).
- g. Estimated project costs consistent with those on the application form and that justify the amount of requested funds.

Applications accompanied by letters or resolutions documenting supplemental funding, including the amount of contribution, will receive additional credit.

Communities with documented health disparities and/or communities located in counties with documented health disparities will receive additional consideration.

8. Grantee Expectations

- a. The grantee will be required to enter into an agreement with the University.
- b. The grantee agrees to assume responsibility for tasks outlined in a letter provided by the University, which will include the organization and use of a stakeholder group to ensure support and optimize collaboration. The stakeholder group should include, though need not be limited to, representatives from the following sectors:
 - i. Health;
 - ii. Education;
 - iii. Economic development;
 - iv. Planning (municipal, at a minimum; county, if deemed appropriate);
 - v. Department of Conservation and Natural Resources;
 - vi. PennDOT Bike/Ped Coordinator (District Office);
 - vii. Advocacy groups (e.g., bicycle, pedestrian, disability);

- viii. Community-at-large; and
- ix. The governing body (i.e., a minimum of one member of the council or board of supervisors of the municipality).
- 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 requested 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 brief progress reports (template to be provided by the University) and draft and final plans in accordance with the following dates:

<u>Reporting Period*</u>	<u>Report Due</u>
January 1, 2019 – March 31, 2019	April 15, 2019
April 1, 2019 – June 30, 2019	July 15, 2019
July 1, 2019 – September 30, 2019	October 15, 2019**

*Subject to amendment, based on effective date of award.

**Plan to accompany or be submitted in lieu of report.

- 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.*

9. Overview Webinar

An overview webinar to review the goals of this funding opportunity, the application process, expectations of grantees and any questions from interested parties is scheduled to be held October 9, 2018 from 1:30 p.m. to 2:30 p.m. At least one grant recipient from the 2017-18 funding opportunity will be available to share their experience. 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 materials. To connect, link to: <https://marphhc.adobeconnect.com/r5nwb1lnzh8/>. Participation in the webinar is not required.

10. Contact Information/Questions

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: pawalkworks@pitt.edu. Questions may be sent up to 7 days prior to the application deadline.

ⁱ Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. BRFSS Prevalence & Trends Data [online]. 2015. [accessed Jul 18, 2018]. URL:

https://nccd.cdc.gov/BRFSSPrevalence/rdPage.aspx?rdReport=DPH_BRFSS.ExploreByLocation&rdProcessAction=&SaveFileGenerated=1&irbLocationType=States&islLocation=42&islState=&islCounty=&islClass=CLASS14&islTopic=TOPIC09&islYear=2016&hidLocationType=States&hidLocation=42&hidClass=CLASS14&hidTopic=TOPIC09&hidTopicName=BMI+Categories&hidYear=2016&irbShowFootnotes=Show&rdICL-iclIndicators= BMI5CAT&iclIndicators_rdExpandedCollapsedHistory=&iclIndicators= BMI5CAT&hidPreviouslySelectedIndicators=&DashboardColumnCount=2&rdShowElementHistory=&rdScrollX=0&rdScrollY=0&rdRnd=71473

ⁱⁱ Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. BRFSS Prevalence & Trends Data [online]. 2015. [accessed Aug 08, 2018]. URL:

https://nccd.cdc.gov/BRFSSPrevalence/rdPage.aspx?rdReport=DPH_BRFSS.ExploreByLocation&rdProcessAction=&SaveFileGenerated=1&irbLocationType=States&islLocation=42&islState=&islCounty=&islClass=CLASS14&islTopic=TOPIC09&islYear=2016&hidLocationType=States&hidLocation=42&hidClass=CLASS14&hidTopic=TOPIC09&hidTopicName=BMI+Categories&hidYear=2016&irbShowFootnotes=Show&rdICL-iclIndicators= BMI5CAT&iclIndicators_rdExpandedCollapsedHistory=&iclIndicators= BMI5CAT&hidPreviouslySelectedIndicators=&DashboardColumnCount=2&rdShowElementHistory=divTopicUpdating%3dHide%2cislTopic%3dShow%2cdivYearUpdating%3dHide%2cisYear%3dShow%2c&rdScrollX=0&rdScrollY=0&rdRnd=66761

ⁱⁱⁱ Pennsylvania Department of Health. Growth Screens/BMI-For-Age Percentiles by Health District, County and Education Institution. Pennsylvania Department of Health. Harrisburg, PA; December 2017. URL:

[http://www.health.pa.gov/My%20Health/School%20Health/Documents/DataReport_GrowthScreens_BMI\(2015-2016\)_ByCounty.pdf](http://www.health.pa.gov/My%20Health/School%20Health/Documents/DataReport_GrowthScreens_BMI(2015-2016)_ByCounty.pdf)

^{iv} <https://www.cdc.gov/physicalactivity/community-strategies/beactive/index.html>

Appendix A – Expectations for Plans for Policies

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 Active Transportation Plans (ATP), 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.

Based on previous funding for the development of active transportation plans, WalkWorks encourages applicants to utilize the funds to engage a qualified consultant to perform the work. To the extent that it is known at this time, 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

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 ATP 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 plan will identify current and future needs and solutions pertaining to active 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 applicable to the community). The resulting plan must illustrate/incorporate, though not be limited to:

- Utilization of a stakeholder group (specific categories of representation to be addressed with awardees of funds);
- Public involvement;
- Data gathering;
- Analysis of current and future conditions;
- Identification and prioritization of specific infrastructure projects to enhance these modes of transportation, which may involve both on-street and off-street infrastructure, including a cost opinion for each priority; and
- An implementation process for future design/construction activities and funding (though there is no expectation that this be an implementation plan).

Complete Streets Policy (CSP)

Complete Streets is a transportation policy and design approach that calls for streets to be planned, designed, operated and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. A CSP identifies a community's commitment to providing future opportunities to implement walking and biking infrastructure on current and/or future streets. Because most streets are shared by vehicles, pedestrians and bicyclists, many communities have adopted or 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 the recommended elements and 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 Policy (VZP)

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proven successful across Europe and is now gaining momentum across America – not only in major cities as any more than zero deaths – regardless of location – is too many.

A VZP is an *actionable* set of policies calling for zero deaths from traffic crashes 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.). For more information about and examples of Vision Zero policies, see [Vision Zero Network](#).

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 be adopted by locally elected officials through an ordinance, resolution, policy or executive order.

Rev. September 2018

Appendix B – Letter of Intent

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

Carol Reichbaum
University of Pittsburgh
Center for Public Health Practice
130 DeSoto Street, A726
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 an application to pawalkworks@pitt.edu no later than October 26, 2018.

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 5:00 p.m. October 26, 2018.

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 you are confident that you will engage a consultant and are aware of the name of the firm, please provide.	

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

- The need for and anticipated benefits of the plan, including – though not limited to – demographic characteristics of the community to be served;
- How the plan will enhance the built environment to increase opportunities for physical activity through connectivity;
- Examples of data to be collected;
- The means by which community input will be obtained;
- Broad description of major tasks and estimated duration of each task leading to the accomplishment of the proposed plan within the grant period ending September 30, 2019; and
- Support for the proposal.

See section 7 of the Funding Opportunity Announcement for elements against which applications will be evaluated and Appendix A for additional guidance.

Provide cost estimates, including whether this award will be supplemented with additional sources of funding.

Potential award amount

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

Total requested amount	
Personnel (including staff and benefits or consulting services)	
Travel	
Supplies	
Indirect	
If additional funds will be made available, attach any relevant documentation.	

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

- The need for the policy, including characteristics of the community to be served;
- How the policy will enhance the built environment to increase opportunities for physical activity;
- Examples of data to be collected;
- The means by which community input will be obtained;
- Major tasks and estimated duration of each leading to the accomplishment of your proposed policy within the grant period ending September 30, 2019; and
- Support for the proposal.

See section 7 of the Funding Opportunity Announcement for elements against which applications will be evaluated and Appendix A for additional guidance.

Provide cost estimates, including whether this award will be the sole source of funding.

Potential award amount

Complete Streets or Vision Zero Policy(ies): \$3,000 - \$5,000 per policy

Total requested amount	
Personnel (including staff and benefits or consulting services)	
Travel	
Supplies	
Indirect	
Source and/or amount of additional funds	

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

You are invited to participate in a web-based conference call on October 9 from 1:30 p.m. to 2:30 p.m. To participate, call 877-262-2695; access code, 4979341.

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

Rev. 09.13.18

Appendix D – Resources

In addition to the endnotes on page 6 of the Funding Opportunity Announcement, the following are resources available for consideration 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](#)
- [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