



CITY OF NORTHAMPTON
COLLABORATIVE FOR EDUCATIONAL SERVICES
AMHERST
BELCHERTOWN
NORTHAMPTON
WILLIAMSBURG
HILLTOWNS

Request for Proposals, Round 3 (Oct. 9, 2017—Sept 15, 2018)

Projects increasing access to physical activity through policy or environmental changes

Date of Release: August 4, 2017

Released by: Wayne Feiden, Office of Planning and Sustainability, City of Northampton

Proposal due date: Sept. 22, 2017

Amount: Up to \$9,999

Project period: Oct. 9, 2017 – Sept. 15, 2018

Eligible towns: Amherst, Belchertown, Williamsburg, Huntington, Chester, Russell, Middlefield, Blandford, Worthington, Cummington, Chesterfield, Plainfield, and Goshen

Source of Funding: Massachusetts Department of Public Health's *Mass in Motion* program.

I. SUMMARY

Healthy Hampshire is a regional collaboration of communities in Hampshire and Hampden Counties funded to decrease the burden of chronic disease by effecting changes in policy, systems and the environment that better support healthy eating¹ and active living (especially walking) for all residents, and particularly for those most at-risk for chronic disease, including low-income residents and older adults.

The City of Northampton, on behalf of Healthy Hampshire, has received funding from the Department of Public Health's *Mass in Motion* program to promote physical activity in the eligible towns through

¹ While this RFP is not requesting proposals for healthy eating projects, Healthy Hampshire is also funded to work with small food retailers, grocery stores, food pantries, and large food-serving institutions on enhancing stocking, pricing, placement, and promotion of healthy foods. If you are interested in Healthy Hampshire exploring this work with a particular retailer, pantry, or institution in your community, please contact Caitlin Marquis at (413) 588-5562 or cmarquis@collaborative.org

CONTACT:
Sarah C Bankert
Collaborative for Educational Services
97 Hawley Street
Northampton, MA 01060
413.588-5581
sbankert@collaborative.org
www.HealthyHampshire.org



Northampton Planning and Sustainability

policy and community-wide approaches. This RFP will serve as the method by which we determine which projects are the best fit given our timeframe and grant guidelines.

II. PROJECT SCOPE

Healthy Hampshire invites individual municipalities, groups of municipalities, and community nonprofit organizations to apply for funding to undertake a community project related to one or more of the following strategies, as outlined by our workplan:

- (1) Promoting walking by creating maps and/or public signage;
- (2) Assessing barriers to pedestrian safety and accessibility, such as through an infrastructure assessment, community surveys, walk audit or other methods;
- (3) Promoting town center infrastructure design that supports safety and accessibility for pedestrians and people with disabilities, such as passing a complete streets policy at the municipal level, application to the [MassDOT Complete Streets Funding Program](#), concept designs for complete streets treatments or creating a disability plan;
- (4) Creating or formalizing existing community use agreements for the purposes of supporting increased access to recreational opportunities for residents
- (5) Evaluating the success of a project previously funded through this RFP process (will include guidance from Healthy Hampshire evaluators)

Priorities

We will entertain all eligible projects but we will prioritize projects that do one of the following:

1. Identify specific barriers to walking, such as streetscape disability access assessments, sidewalk gap inventories, side trail pavement opportunities.
2. Take concepts from the [Urban, Rural, and Suburban Design Manual for Hampshire County](#) and assess how those concepts could be applied in specific locations.
3. Create a tactical urbanism streetscape, a very low-cost temporary installation that can show community members and decision makers how street improvements can make it safer and more desirable to walk (see Northampton's Demonstration Day video for an example of this approach: <https://www.youtube.com/watch?v=z47lvli7YgE&feature=youtu.be>)
4. Any eligible project where the community or another funder has made a clear commitment to fund the next stage (engineering studies or implementation) if we fund this first phase.

Funding restrictions

The Department of Public Health has outlined the following purposes for which funds can be spent:

- (1) Staff time
- (2) Consultants developing concept plans and assessment and analysis of infrastructure issues as they pertain to walkability and town center design and development

- (3) Assessments & data collection
- (4) Supplies such as paper and printing
- (5) Funds *cannot* be used for equipment (cones for walking clubs, etc)
- (6) Funds *cannot* be used for engineering study or design.

Healthy Hampshire Staff Resources

Healthy Hampshire staff are available to provide the following types of assistance to projects. Please indicate in your application what staff resources you may require:

- Collecting and analyzing data
- Offering technical assistance to individuals or groups on a variety of topics related to pedestrian safety, accessibility and healthy town center design
- Identification of funding sources and grant-writing expertise
- Facilitating community meetings
- Project management

III. SUBMISSION PROCESS

Applications are due by 5pm on September 22, 2017 to Wayne Feiden, Director of Planning and Sustainability, City of Northampton: wfeiden@northamptonma.gov

PROCESS FOR NEW APPLICANTS:

Applications should include the following information in the form of a letter of three pages or less:

- (1) Lead applicant (will act as fiscal agent)
- (2) Project partners and their role (if any)
- (3) Geographic scope
- (4) Project concept
- (5) Anticipated outcomes or deliverables
- (6) A budget and amount of funds requested
- (7) Plan for how grant funds will be used to leverage other resources in the form of staff time, other grant funds, volunteer involvement, in-kind contributions or other resources
- (8) Plan for how the project will leverage new actions, policies, regulations, or investments that will directly result in active living that will improve public health
- (9) What type of assistance you will need from Healthy Hampshire staff
- (10) How will the requested investment will directly improve public health through the built environment?

IV. SELECTION PROCESS

The City of Northampton and Healthy Hampshire staff will review applications and notify recipients of grant award by Oct 6, 2017.

Applications will be considered based on the following criteria:

- (1) How the project best fits with Healthy Hampshire's Project Scope (above)
- (2) The anticipated impact on pedestrian safety and accessibility
- (3) The necessary collaborations in place for a successful project
- (4) How the applicant will use Healthy Hampshire funds to leverage other staff time, funds, volunteer involvement, in-kind contributions, political commitments, or other resources
- (5) That the project has clear local champions who are able to move the project forward after Healthy Hampshire funding, with the necessary political or institutional commitments

We welcome questions, and are happy to discuss project proposals. Please contact:

Sarah C. Bankert, MPH,
Program Manager, Healthy Hampshire
Collaborative for Educational Services
Phone: (413) 588-5581
sbankert@collaborative.org
www.healthyhampshire.org