

# Play Streets Request for Proposal July 18, 2012

# **Play Streets Overview**

The Partnership for a Healthier America (PHA) invites cities and towns across the United States to apply for \$50,000 in funding to get kids and communities active as part of the nationwide PHA Play Streets program.

Play Streets close specific streets to traffic on a routine basis and open that space to the community to encourage physical activity. They offer a high-impact, low-cost approach to encouraging and increasing physical activity, particularly in neighborhoods that often lack sufficient open space for activity.

The program can be successful by closing as few as 1-2 blocks at a time or many miles of area streets. Another strategy is to partner with farmers' markets or parks to maximize space. Each city or town has the ability to build and sustain a program that works within the parameters of its unique design. Cities around the country have experienced the benefits of the Play Streets concept. "Open Streets" in Chicago, IL and Fort Worth, TX, "Sunday Parkways" in Portland, OR, and "Sunday Streets" in San Francisco, CA are a few examples.

Play Streets are based on the tenet that cities and towns are incubators for change and action. City or town leaders, local nonprofits, communities and private sector businesses are in a unique position to promote social efficacy and cohesion in communities across the country, thereby positively impacting the current physical inactivity crisis among our children.

The goals of PHA's Play Streets program are to:

- Establish a venue for children, families and communities to be physically active;
- Promote sustainable public/private partnerships that promote social change and efforts to support physical activity among children;
- Encourage economic development by showcasing local businesses and other key partners; and
- Motivate and guide action by community leaders to strengthen communities and build social capital.

To support the expansion of the Play Streets concept to as many places as possible, PHA will award \$50,000 to each of ten (10) qualified cities or towns to plan and implement four (4) Play Street events over a one (1) year period.

Each city or town is encouraged to utilize existing resources and community organizations to assist it with this task and will be responsible for coordinating all of the programmatic elements related to each Play Street, as well as the on-the-ground work involved in implementation. Only one submission per city or town will be accepted. Submissions will only be accepted from Mayoral or City Council offices.

Proposals must be received by 12 p.m. (noon) Eastern Time on Wednesday, August 29, 2012, to be eligible.

# **Required Proposal Format**

Proposals must include responses to each section detailed in "Required Proposal Content" below. Proposals must not exceed twelve (12) pages in length and must follow these guidelines:

- Word document
- Single spaced, Arial font size 12 with 1-inch margins
- Include the section headers outlined below

Any additional pages, beyond the allowable twelve (12) pages, will not be considered.

## **Required Proposal Content**

### Page 1-3: Signed Cover Letter and Agreement

Proposals must include a signed letter from a Mayor or City Council Member authorizing the submission. This page should also include contact information for the primary point of contact as well as the fiscal agent, if different than the primary point of contact. Please include name, title, address, phone and email address for each point of contact.

Additionally, proposals must include a signed agreement with PHA as provided in Exhibit B. Applicants should provide the information highlighted in yellow, sign and date. If selected for funding, PHA will countersign.

## Page 4: Vision and Goals

Proposals must provide a clear vision for the Play Streets program, including how the program will achieve the provided PHA goals during the project period. Proposals should describe how the program will encourage physical activity among kids, emphasize family and social cohesion, engage multiple stakeholders, including the public and private entities, and how this funding will lay the foundation for a sustainable Play Streets program (i.e. for years to come beyond this seed funding).

# Page 5-10: Technical Approach

Using the questions provided below as a guide, proposals must include specific details regarding the various components of the planned Play Streets program.

## <u>History</u>

This section should detail a city's or town's previous experience with Play Streets-type events, if applicable.

- 1. Will this be your city's first event of this type?
- 2. If no, please describe current events (including frequency, design, partners/sponsors involved, programmatic elements, promotion and advertising efforts and attendee numbers) and how additional funds will be used toward expansion of such events.

# Frequency/Design

This section should discuss the frequency and design of a city's or town's proposed Play Streets program. Preference will be given to those applicants who attract residents and children within low-income neighborhoods, including holding the events in areas currently without adequate access and opportunities to play spaces.

- 1. Please specify the number of Play Streets you intend to hold from November 2012 to October 2013 and the anticipated event dates and times. Preference will be given to those applicants who are able to maximize the funding beyond four (4) events.
- 2. Please describe the proposed design of your Play Streets program, including proposed route type, setting and length (i.e. park, residential neighborhood, downtown area, etc.) Please include a map highlighting the proposed area.
- 3. Will your Play Streets program take into account low-income and/or low-access neighborhoods or routes? If so, please explain how.
- 4. Will your Play Street program incorporate, or encourage participation from, residents within a Promise Neighborhood or an area that has previously applied for Promise Neighborhood funding? If so, please explain how.

### Partners/Sponsors

This section should include a list of any current and/or projected local partners or sponsors for planned Play Streets events and their anticipated participation level. Preference will be given to those proposals that incorporate a large mix of stakeholders and public and private partnerships.

- 1. Please list all organizations that will be involved in the planning and execution of your Play Streets program, including public and private entities.
- 2. Please outline specifically how each organization will be involved in the program, including which will provide in-kind support for your events and which will provide financial support for your events.
- 3. Please describe actions that will be taken to heighten visibility and awareness of all partner or sponsor organizations.

Note: The Blue Cross and Blue Shield Association (BCBSA) will be the PHA presenting national sponsor. The local Blue Cross Blue Shield health plan will have a premiere presence at each Play Street event in the PHA program. Please see Required Activities section for additional information.

## Programming

This section should include information regarding the anticipated programming for each Play Street event. Preference will be given to those proposals that place an emphasis on activities designed to get kids physically active.

- 1. What physical activity programming will be included in your event, including programming designed specifically for kids? Please provide as much detail as possible.
- 2. What other programming will be included in your event? Please provide as much detail as possible.

### Sustainability

This section should include information on how the events will emphasize the importance of physical activity beyond the event day and how this program will lay the foundation for a sustainable Play Streets program for years to come. Preference will be given to those proposals that provide a 3-year plan.

- 1. How will your Play Streets program increase and sustain physical activity levels within the community beyond the event?
- 2. How do you intend to continue your Play Streets program into future years without the support of this seed funding?
- 3. How do you intend to maintain the support of any current and/or projected local partners or sponsors?

## Promotion/Advertising

This section should include information on proposed promotion and advertising for the events. Preference will be given to those proposals that show how various channels will be engaged to publicize their Play Streets program.

- 1. Please outline your plan for promoting your Play Streets program.
- 2. Will city leadership and/or government promote your event? Will private businesses assist in advertising your event?
- 3. Please note any other groups or individuals who will assist with the promotion or advertising of your events.

Note: Please see Marketing and Communications section for additional materials that will be provided by PHA at no cost to the selected cities and towns.

### Food/Nutrition

This section should discuss the types of foods that may be incorporated into the events. Preference will be given to those proposals that take into account nutrition education and align with PHA's food and nutrition guidelines as outlined in Exhibit A.

- 1. Will your Play Streets program incorporate any farmers markets or other product vendors?
- 2. Will you use PHA guidelines or have your own guidelines on food that vendors will offer or sell at your events? If your own guidelines, please describe.
- 3. Will your event include nutrition education for participants?
- 4. Please list all anticipated vendors who will be included in your Play Streets events and the foods they will sell.

#### Measurement and Reporting

This section should include information regarding how event success will be measured.

- 1. Please describe how you will evaluate the success of each event and the Play Streets program in its entirety.
- 2. Please describe how you will use lessons learned from the first event to improve the subsequent events.

Note: Each city or town will be responsible for providing key data and information from each event to PHA and our third-party verifier, Altarum Institute. Please see Measurement and Reporting section for additional information.

### Additional Comments

Please provide any additional information you would like to include that is not addressed in the above.

# Page 11-12: Detailed Budget and Budget Narrative

Ten chosen cities or towns will be awarded \$50,000 each to plan and implement at least four (4) Play Street events over a one (1) year period.

Proposals must include an itemized budget for the entire project. Preference will be given to those proposals that include the following:

- Detailed cost estimates for all categories of planning and implementation such as event planning and production, programming, promotion and advertising and other expenses.
- Cost justification demonstrating in detail how each budget line item relates to the success of the program.
- Budget calculation illustrating how each line item was calculated.

# **Additional Required Activities**

Upon selection by PHA, cities or towns must adhere to the following:

- 1. City or town will have its Mayor or representative participate in a local announcement in October 2012. The form of this announcement will be discussed among the locality, PHA and BCBSA to determine the best execution.
- 2. City or town must execute a minimum of four (4) Play Streets by October 31, 2013. City or town must provide PHA with a final schedule of events as soon as possible after selection but no later than December 31, 2012.
- 3. City or town must agree to provide premiere and ample space for Blue Cross Blue Shield's local health plan for onsite activation at each Play Street. Once the winners are selected, PHA will host a conference call with BCBSA and the city or town to discuss collaboration.
- 4. City or town will be responsible for utilizing the marketing materials provided by PHA. Please see Communications and Marketing section for additional details.
- 5. City or town will be responsible for completing the reporting requirements as outlined by PHA. Additionally, the Play Street program and the selected cities and towns will be featured in PHA's Annual Report. Please see Measurement and Reporting section for additional details.

## Marketing and Communications

Each city or town will be responsible for a base level of promotion through the channels available to it as outlined in its proposal however PHA will also provide communication and marketing tools to the selected localities.

Each city or town will be responsible for utilizing the provided promotion and onsite event materials and coordinating with PHA regarding local media activities and social media elements.

PHA will provide the following materials to the selected cities and towns (subject to change):

- Promotion Materials: Event specific postcards, posters, door hangers and flyers for distribution. Email template for blast email communications and designed print and outdoor ads for local placement.
- Onsite Event Materials: Cross street banners, flags, t-shirts (both for children attendees and staff) and stickers.

To lend additional support to the selected cities and towns, PHA intends to have a local individual who may assist with communications activities, including supporting pitching of local media, helping ensure placement of Play Streets on appropriate calendars, encouraging press to cover the Play Streets themselves, and ensuring signage is designed and that branding is optimally leveraged.

Upon winner selection, a conference call with PHA and the selected cities and towns will serve to outline these activities and expectations in greater detail.

## Reporting and Measurement

Each city or town will be responsible for providing key data and information from each event, including a summary of planned versus executed Play Street activities, event photos, marketing materials used and estimated number of attendees. PHA and our third-party verifier, Altarum Institute, will provide guidance as to how to submit this information and the timeline for completion.

Additionally, attendee and local business/vendor surveys may be conducted at select Play Streets events. PHA and Altarum will handle the creation of this component, however some support by the city or town will be required for implementation.

Finally, the Play Streets program and the selected cities and towns will be featured in PHA's Annual Report.

Upon winner selection, a conference call with PHA, Altarum and the selected cities and towns will serve to outline these activities and expectations in greater detail.

## Awards and Award Payment

PHA will notify awarded cities and towns via phone in early October 2012. Upon selection, a payment constituting 50 percent of the program award (\$25,000) will be advanced to the city or town. Upon completion of all four (4) required Play Streets events, or March 1, 2013, whichever comes later, payment constituting

the remaining 50 percent of the program award (\$25,000) will be provided to the city or town.

Cities or towns will be required to submit a fiscal statement detailing actual expenses as compared to the budget estimate provided in this proposal. Upon PHA's receipt of this documentation, the second and final payment will be sent.

The PHA-provided funds may not be used for the following:

- Fees for street closures, permits, law enforcement, barricades and any other related locally owned logistics;
- Purchasing office equipment, such as computers;
- Purchasing equipment or materials for the Play Streets program, including athletic or recreational equipment, food or beverages; and
- Staffing or salaries for any other position not related to Play Streets, although funds may be used for a contract position with sole responsibilities for working to promote and execute Play Streets programs.

### **RFP Questions**

PHA will host a Q&A session on Monday, July 30 at 12:00 p.m. (noon) Eastern Time. Applicants interested in joining this session should email playstreets@ahealthieramerica.org by Wednesday, July 25 to register and receive dial-in information. All questions and answers will be posted to the PHA website following the session.

### **Submission Information**

Proposals must be submitted by 12:00 p.m. (noon) Eastern Time on Wednesday, August 29, 2012, via email to playstreets@ahealthieramerican.org.

### **Timeline**

The current schedule for this program is as follows:

July 18, 2012RFP Released

July 25, 2012 Deadline to Register for Q&A Session

July 30, 2012
RFP Q&A Session

August 29, 2012 Deadline for Submission of Proposals

Early-October 2012 Notification of Awarded Cities

Mid-October 2012
Winner Announcement

November 2012 – October 2013 Project Period

#### DISCLAIMER

This Request for Proposals is not binding on PHA, nor does it constitute a contractual offer. PHA reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. Under no circumstances shall PHA be liable for any costs incurred by any person in connection with the preparation and submission of a response to this PHA. Awarded city must agree to indemnify PHA and BCBSA and the local Blue Cross and Blue Shield plan from any causes of action arising from or relating to the Play Streets events.

### ABOUT PARTNERSHIP FOR A HEALTHIER AMERICA

Partnership for a Healthier America (PHA) is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. PHA brings together public, private, and nonprofit leaders to harness the resources, expertise, and free-market creativity that drive this nation to broker meaningful commitments and develop strategies to end childhood obesity. Founded in 2010 in conjunction with – but independent from – *Let's Move!*, PHA is a nonpartisan nonprofit that is led by some of the nation's most respected health and childhood obesity advocates. Supporting our effort is our honorary chair First Lady Michelle Obama, alongside our honorary vice-chairmen The Honorable William H. Frist, MD, and The Honorable Mayor Cory A. Booker of Newark, NJ. Our board of directors also includes nationally-recognized business leaders, advocates, health professionals and thought leaders from a variety of backgrounds. Our website is www.ahealthieramerica.org.

#### Exhibit A

PHA recommends the Institute of Medicine's (IOM) and the Center for Disease Control's (CDC) standards<sup>1</sup> on healthy vending and competitive foods as a guideline for any foods and beverages sold or offered at Play Streets Events.

# Food and Nutrition Standards

- Fruits including:
  - Individual fruits;
  - Fruit cups packed in juice or water;
  - Dried or dehydrated fruits; and
  - 4 oz 100% fruit juice.
- Vegetables including:
  - o Individual vegetables; and
  - 100% vegetable juice (low sodium)
- Fat-free or low-fat milk or milk products including:
  - 8-oz serving unflavored or flavored milk (less than or equal to 22g total sugars); and
  - 8-oz servings of plain or fruit-flavored low-fat yogurt (less than or equal to 30 grams of total sugars).
- Packaged Foods (e.g. granola, crackers, chips, cereal, bagels) with the following nutrient profile:
  - Less than or equal to 200 calories;
  - Less than 10% of calories from saturated fats:
  - o Zero trans fats (less than or equal to 0.5 grams per serving);
  - Less than or equal to 35% of calories from total sugars; and
  - Less than or equal to 200mg sodium.

# Additional Standard

 Make plain, drinkable water available throughout the event at no cost to participants.

<sup>&</sup>lt;sup>1</sup> Based on the 2007 Institute of Medicine (IOM) report entitled *Nutrition Standards for Foods in Schools: Leading the Way Toward Healthier Youth* and CDC, Nutrition Standards for Food in Schools, December 2009.

#### **Exhibit B**

#### **AGREEMENT**

#### Between

#### PARTNERSHIP FOR A HEALTHIER AMERICA INC.

#### And

### [CITY]

This Agreement is entered into by PARTNERSHIP FOR A HEALTHIER AMERICA, INC. ("PHA"), a nonprofit charitable organization organized under the laws of the State of Delaware, located at 2001 L St. NW, Suite 750, Washington, D.C. 20036, and [city or town] ("City"), located within the State of [insert], with principal City offices located at [insert].

On July 18, 2012, PHA issued a Request for Proposal ("RFP") to cities and towns across the United States, inviting them to apply for funds to support local Play Streets programs. This RFP is hereby incorporated by reference into this Agreement. On [date], City submitted its proposal ("Proposal"), which is also incorporated by reference herein.

By signature on this Agreement, PHA signifies that City's Proposal has been selected and City will receive fifty thousand dollars (\$50,000), as set forth in the RFP, to support its Play Streets program.

By submitting the Proposal and by signature on this Agreement, City agrees that, if selected by PHA to receive funds to support its Play Streets program, it will meet the requirements set forth in the RFP and execute the program as set forth in the Proposal. In addition, City agrees to the following provisions:

- <u>Insurance</u>. City shall maintain, at its own cost and expense, a program of insurance for general liability within the limits established by the state in which it resides throughout the performance of this Agreement. Documentation regarding such liability insurance shall be provided to PHA upon request. City agrees to notify PHA of any changes in coverage of such insurance and will provide PHA with written notice of cancellation thirty (30) days prior to the effective date of such cancellation.
- <u>Indemnification.</u> City agrees to indemnify, defend, and hold harmless PHA, and its directors, officers, employees, volunteers, agents, and sponsors, from and against any and all liabilities, demands, claims, actions, or causes of action, assessments, judgments, losses, costs, damages or expenses, including reasonable attorneys' fees, sustained or incurred resulting from or arising out of the Play Streets program and events and activities funded by PHA's financial award. The obligations set forth in this section shall survive termination of the Agreement.

- <u>Use of Name and Marks</u>. Any use, or authorization of use, by City of PHA's name, logos, trademarks, or service marks in marketing or other materials must first be approved in writing by PHA.
- <u>Default</u>. Should City fail to meet the requirements set forth in this Agreement, PHA shall be entitled to a return of all funds or to reduce or withhold future payments.
- Entire Understanding. This Agreement supersedes any and all prior understandings and agreements, oral or written, and all amendments to and modifications of this Agreement must be in writing and signed by an authorized representative of each party.
- <u>Waiver</u>. A waiver of any breach of any provision of this Agreement shall not be deemed a waiver of such rights, nor shall the same be deemed to be a waiver of any subsequent breach, either of the same provision or otherwise.
- <u>Severability</u>. If any provision of this Agreement is found to be illegal, invalid, or unenforceable, such determination shall not affect the validity, legality, or enforceability of any other provision of this Agreement.
- <u>Governing Law</u>. The Agreement shall be governed by, interpreted, and construed in accordance with the laws of the District of Columbia.
- Representations and Warranties. City warrants that: (i) it is duly authorized and existing under the laws of its jurisdiction and is in good standing under the applicable laws of such jurisdiction; (ii) it has the authority and power to enter into this Agreement; (iii) the person executing this Agreement on behalf of the City fully authorized to do so; and (iv) there are no legal restrictions or bars to City entering into this Agreement.

**IN WITNESS WHEREOF**, the parties hereto have hereinafter executed this Agreement on the last date and year written below.

FOR [CITY]:	FOR PARTNERSHIP FOR A HEALTHIER AMERICA, INC:
[Name, Title]	Lawrence A. Soler, President & CEO
Date	 Date