

Equitable Parks and Green Spaces in Small and Midsize Cities: Planning Grant

Applicant Webinar

Pamela Russo, *Senior Program Officer*

Chris Phares, *Financial Analyst*

Rebecca Morley, *Consultant*

August, 2020



Presentation Overview

- Opportunity in Brief
- Why Parks & Green Spaces
- Goals
- Focus & Strategy
- Scope, Budget, Timeline
- Applicant Information
- Eligibility
- How to Apply

Opportunity in Brief

- This call for proposals (CFP) is seeking an entity or collaborative of entities to plan a national initiative
- Not intended for individual cities and communities to apply for funds for parks and green spaces in their locales
- Separate Relevant Funding Opportunity for Place-based Work: Partners for Places [Green Stormwater Infrastructure](#)
 - Invitation Released: July 30;
Proposals Due: **Sept 18**;
Informational webinar: **Thursday, August 27 at 2:00pm ET.**



Why Parks & Green Spaces?

- Vital role in the social, economic, and physical well-being of America's cities and their residents and they promote climate resiliency.
- COVID-19 underscores their critical role.
- Inequitable distribution of quality parks and green spaces in low-income communities and communities of color within cities.



Goals

- To build on prior learning
- To respond to COVID-19 challenges to program activities
- To co-create a plan for an initiative that will
 - Catalyze community led parks and green spaces
 - Support more equitable funding and access to parks and green space
 - Lead to park and green space features and programming that are inclusive,
 - Advance climate resiliency in places disproportionately burdened by climate risks.



Focus and Strategies

- Our focus for the planning is low-income communities and communities of color in urban places, including (but not necessarily exclusively) small and mid-size cities (population: 50,000-500,000)
- To elevate the role of communities in park planning, design and activation because parks and green spaces best address community priorities when they involve those who will use them at all stages.
- To support local governments in increasing consideration of equity in decisions and resource allocation
- To scale and spread community-driven solutions



Scope, Budget, and Timeline

- **Review and synthesize prior research**, scans, and design documents to inform a new strategy. Identify gaps in knowledge.
- **Develop a plan** for the effort, including a description of the key components, co-creating with RWJF
- **Consult with stakeholders**—either through an advisory body or key informant interviews—to iterate and finalize the plan.
- **Develop an implementation strategy**, timeline, and resource needs.
- **# of Awards/Award Amount:** One award, Up to \$400,000
- **Duration:** 6 months
- **Start date:** December 2020



Applicant Information

- Seek applicants that are dedicated to advancing equity.
- Desire for parks and green space content knowledge on applicant team.
- Expect that the selected organization(s) will apply for a grant to implement the planned effort or program.



Eligibility

- Nonprofit organizations and nongovernmental organizations. Preference for public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and are not private foundations or Type III supporting organizations.
- Awards will be made to organizations, not to individuals.
- Applicant organizations must be based in the United States or its territories.
- Applicant can be one organization/partnership between up to three organizations.



How to Apply/Key Dates

How to Apply:

- Due Date: September 9, 2020 (3 p.m. ET)
- Apply online:
www.rwjf.org/cfp/paug
- Also see links to key Materials on this page: Full CFP, FAQs, and webinar recording & slides

Funding Opportunities

Equitable Parks and Green Spaces in Small and Midsize Cities: Planning Grant

2020 Call for Proposals

Release Date: July 29, 2020 | Application Deadline: Wed, 9 Sep 2020

City parks and green spaces play a vital role in the social, economic, and physical well-being of America's cities and their residents. They provide access to recreational opportunities, improve physical and mental health, spur local economies, facilitate social cohesion, improve safety, mitigate storm water runoff, and provide protection from heat islands and other environmental threats.

The COVID-19 pandemic increased recognition of the crucial role that parks and green spaces play as they provide an outlet from the stress of indoor confinement. However, parks and green spaces are not equitably distributed across cities. Low-income communities and communities of color experience a range of negative effects from disinvestment, including the availability of quality parks. Green infrastructure is particularly needed in low-income neighborhoods and communities of color, which—due to historic housing discrimination and residential segregation—often are located in flood-prone areas; are exposed to disproportionately higher heat levels; air pollution and other environmental risks; and have fewer resources to prepare for and recover from extreme weather events and climate change.

Application Deadline

September 09, 2020, 3:00 p.m. ET

[APPLY ONLINE](#)

Key Materials

[Preview a sample proposal before submitting →](#)

[Full Funding Opportunity \(PDF\) →](#)

[Frequently Asked Questions →](#)

SHARE

[Twitter](#)
[Facebook](#)
[Instagram](#)
[LinkedIn](#)
[Email](#)



Contact Information

Questions?

Email: Pauginfo@rwjf.org

