



Local Data for Equitable Communities

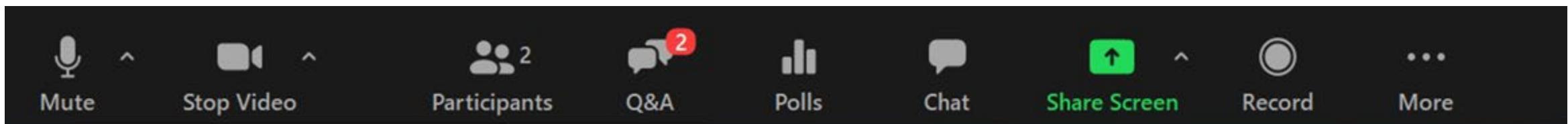
CFP Overview Webinar
Information for Interested Applicants
February 5, 2026

URBAN
INSTITUTE • ELEVATE • THE • DEBATE

rwjf robert wood johnson
foundation

Housekeeping Items

- Cameras and microphones will remain turned off for attendees.
- We are recording the webinar and will post the recording and the slides on the grant application website on RWJF.org.
- For closed captioning, click the three dots at the bottom of your screen and click “turn on live captions.”
- Enter questions throughout the presentation through the Q&A box.



Agenda

- Welcome
- CFP and Grant Program Overview
- Project Topics and Activities
- Drafting a Successful Application
- Submitting an Application
- Q&A

Robert Wood Johnson Foundation Welcome



**George
Hobor**

Senior Program
Officer



**Katie
Corbit**

Program Officer

Urban Institute Welcome



Leah Hendey

Principal Research Associate
Co-director, National
Neighborhood Indicators
Partnership (NNIP)



Jake Cowan

Consultant
NNIP Alumni



Kathy Pettit

Senior Fellow
Co-director, NNIP



Alexa Kort

Research Associate

CFP and Grant Program Overview

Local Data for Equitable Communities

- Everyone deserves access to what they need for a healthy life, like clean water, parks and green spaces, high-quality and affordable housing, and laws that are applied fairly to everyone.
- To advance health equity, RWJF invests in creating communities with the physical, economic, and social conditions for residents to live their healthiest lives.

Grant Purpose

To provide support for collecting, analyzing, and using data to **catalyze action** on **timely issues** within communities and help develop capacity in communities to use data as a tool in transforming inequitable institutions, policies, and practices. Projects will inform public policy and improve the physical, social, and economic conditions of place.

Physical, Economic, or Social Conditions of a Place

- Eligible Conditions in **2026**:

- Built environment
- Climate and environment
- Community safety
- Healthy food access
- Housing
- Transportation

Grant Overview

- \$50,000 in grant funding
- Expect to award up to 30 grants
- 9 month grant period (July 1, 2026 – March 31, 2027)
- A peer learning community for grantees across 4 to 6 virtual sessions (encouraged but not required)
- Light technical assistance available from the Urban Institute, including:
 - Reviews of data collection instruments and protocols
 - Consultations with subject matter experts
 - Referrals to relevant tools and examples

Organizational Eligibility

Tax-exempt organizations under Sections 501(c)(3) or 501(c)(4) of the Internal Revenue Code, or organizations fiscally sponsored by a tax-exempt organization.

Based in the United States or its territories.

Universities (public or private) and governments agencies are not eligible as lead applicants.

Each lead organization can submit only one proposal.

Who Can Be Partners to Lead Grantees

- We do not have a preference on whether partners are included, but if included, the applicant organization must have substantial role in leading project activities.
- Organizations can be a partner on more than one application.
- Types of partners (not exhaustive)
 - Other nonprofits
 - Universities or colleges
 - Local government agencies
 - Private firms
 - Individual consultants

Eligible Geography

- The program does not have priority areas of the country.
- The "geographic focus" in your application is the entire geographic area that your project will use for analysis and engagement.
- Eligible geographies include:
 - Neighborhood(s) within a city or county (do not need to be contiguous)
 - City, county, or other municipality (must be contiguous if multiple are identified as the focus)
 - A single metropolitan area
 - A tribal area
- There is not a minimum or maximum population size of the focus area.

Allowable Uses for Funding

- Grant funds may be used for:
 - project staff salaries
 - consultant fees
 - meetings and supplies
 - other direct project expenses
 - indirect costs
- The RWJF indirect policy for all its grants lists rates by organizational type at https://www.rwjf.org/content/granteeresources/legal-and-policy/Indirect_Cost_Rate.html.
- No match is required.

Prohibited Uses of Funding

- General operating support
- Subsidizing individuals for the costs of their health care
- Supporting clinical trials of unapproved drugs or devices
- Constructing or renovating facilities
- Substituting funds currently being used to support similar activities
- Lobbying, advocacy, or political activities

Reminder on Lobbying

- Lobbying is prohibited – please review policy at <https://www.rwjf.org/content/granteeresources/legal-and-policy/lobbying-advocacy.html>.
 - Direct lobbying (specific pending or proposed legislation or officials working on the legislation)
 - Grass roots lobbying (urging residents to comment on legislation or contact legislators)
- Permitted activities
 - Advocacy on nonlegislative actions
 - Analysis & research with clear educational purpose
 - Technical advice or assistance

Project Topics and Activities

Example Activities

- Examine the experience of renters in corporate-owned housing to develop policy recommendations to improve housing quality and reduce displacement risk.
- Conduct a windshield survey of homes to document occupancy and exterior conditions and survey residents about their views to inform government actions and support homeowner improvement efforts.
- Conduct bus stop audits and participatory mapping with residents to determine the accessibility of transit infrastructure and to advocate for improvements.
- Advance access to recreation by mapping the distribution of recreation spaces and conducting parent focus groups about their quality to identify priorities for investment.
- Analyze data on traffic stops by race and ethnicity to understand patterns of policing in a city and advocate for equitable practices and policies.

Examples from the 2025-26 Grant Cycle

Past Grantees: <https://urbn.is/MeetGrantees>

Blogs: <https://urbn.is/LocalDataBlog>



JACKSON, MS

Center for Community Progress

Housing *Built environment*

CHICAGO, IL

Center for Neighborhood Technology

Housing *Transportation*

SAN FRANCISCO, CA

Chinese for Affirmative Action

Transportation
Community safety and policing

OAKLAND, CA

Communities United for Restorative Youth Justice

Climate and environment
Community safety and policing
Built environment

BEXAR COUNTY, TX

Community Information Now

Housing

BIRMINGHAM, AL

ConnectionHealth

Transportation

Activities This Grant Will Not Fund

- Programmatic evaluations
- Comprehensive community needs assessments, community health needs assessments, or health impact assessments
- Data collection to support grant writing for other opportunities
- National or state level activities (or international activities)
- Research or data capacity building that is disconnected from near-term decisions and action
- Data tools or dashboards without designing for specific audiences
- Lobbying or political activities
- Data analyses that address individual social needs or medical treatments

This program focuses on places, not on individual-level interventions

- This grant **will not support** projects that focus on:
 - analyzing and addressing individual social or medical needs
 - the social or economic circumstances of a person or family that affect their health
 - health care access
- Examples of ineligible projects addressing individual social or medical needs:
 - Linking data to facilitate referrals for housing or food assistance.
 - Using pre-and post-data to measure progress in a fitness training program.
 - Using program data to improve delivery of health or social services to clients.

Ineligible vs. Eligible Project Activity Examples: Food Access

Ineligible project examples

- Map SNAP data to determine location for new food pantry.
 - *Why? The focus is on individual social or medical needs and on services.*
- Survey residents about how food insecurity affects their health and economic opportunities.
 - *Why? It aims to show the relationship between economic conditions and health outcomes, not about or changing the conditions.*

Eligible project example

- Conduct walk audits or resident surveys to document challenges to travelling to healthy food to inform solutions and local policies such as improvements in transportation.
 - *Why? This assesses systems-level food environment challenges and aims to propose community-level solutions.*

Ineligible vs. Eligible Project Activity Example: Community Safety

Ineligible project examples

- Evaluate a resident-led neighborhood safety initiative.
 - *Why? Programmatic evaluations are not eligible.*
- Survey justice-involved individuals and their families to inform re-entry services.
 - *Why? This focus is on individual social needs.*

Eligible project example

- Conduct a resident survey for recommendations on investments in community conditions that improve public safety to inform upcoming city budget deliberations.
 - *Why? This analysis seeks to improve safety with opportunity for a community-level intervention (in built environment, housing, transportation, etc.).*

Topics This Grant Will Not Fund

- Childcare access or small business and economic development (change from 2024)
- Health outcomes, including identifying relationships with physical/economic conditions
- Access to healthcare or human services (mental, behavioral, or maternal health)
- Public benefits received by individuals or households (Medicaid, SNAP, TANF, etc.)
- Homelessness
- Civic engagement and voting
- Job training and workforce development
- Education, including any project focused on schools as a geography
- Immigration or migration

Drafting a Successful Application

Selection Criteria

Locally Relevant Project Question

Poses a clear question that addresses inequitable institutions, policies, and practices tied to the primary condition in the applicant's geographic focus area.

Connection to Opportunities for Action

Communicates clearly that answering the project's primary question corresponds to new opportunities or momentum for local action related to the primary condition.

Selection Criteria

Activities, Methods, and Data Sources

Describes project activities that will produce information to effectively answer the project's primary question and the reasoning for selecting the data sources and methods.

Community Participation

Demonstrates that the people who are affected by the condition the project addresses have meaningful roles in activities such as shaping data collection tools, collecting data, interpreting data, and communicating and using findings.

Selection Criteria

Feasible Timeline and Scope

Provides a timeline and scope of work is feasible for completion in nine months.

Relationship with Key Audiences

Details clearly the project team's existing relationships with specific audiences, and how these audiences will use or act on the project's data analyses.

Selection Criteria

Impact and Change

Identifies the impact and/or change that will result from the project.

Project Team Capacity

Demonstrates that the project team (the applicant organization and any partners) has the experience, expertise, and relationships to perform the activities proposed, including experience related to the primary condition and experience in collecting and analyzing data and engaging communities. Applicant organization has a substantial role in leading the proposed activities.

Guidance on Generative Artificial Intelligence (Gen AI)

- Gen AI tools can be useful, but may produce errors or result in text that is overly generic and inauthentic; these could put your application at a disadvantage during review.
- If you use Gen AI tools, we **strongly** encourage you to review the text to ensure that the application
 - reflects your local context;
 - is specific about your proposed project activities;
 - and is feasible for the budget and period of performance.

Submitting an Application

How to Apply

- Applications are accepted through the RWJF system.
- Application deadline is **Tuesday, March 3, 2026 at 3:00 pm Eastern** time. **No late applications will be accepted.**
- Applicants should review the application system ***as soon as possible***.
- Applicants should allow for time to prepare for and complete organizational and financial questions.
- Applicants should only draft their proposals after they have read the instructions in the application system.
- Application questions are in the CFP.

Applying on the RWJF System

Applicants are expected to complete 11 sections, including the project information questions

Status	Section	Description
<input type="radio"/>	Organizational Eligibility Checklist Part One	Review the organizational eligibility criteria/Part One and indicate whether the applicant meets these conditions.
<input type="radio"/>	Organizational Eligibility Checklist Part Two	Review the organizational eligibility criteria/Part Two and indicate whether the applicant meets these conditions.
<input type="radio"/>	Applicant Organization	Provide information specific to the applicant organization.
<input type="radio"/>	Key Contacts	Provide contact information for key project members.
<input type="radio"/>	Project Title and Summary	Provide project title and summary information for the proposed project.
<input type="radio"/>	Applicant Organization Questions	Provide responses to questions specific to the applicant organization.
<input type="radio"/>	Demographics	Enter organizational demographics data.
<input type="radio"/>	Project Information Questions	Project Information Questions
<input type="radio"/>	Financial Information Questions	Provide responses to questions about your organization and experience with RWJF funding.
<input type="radio"/>	Financial Documents	If appropriate, provide additional financial documents.
<input type="radio"/>	Budget Worksheet	Provide a budget for the proposed project.

Applying on the RWJF System

Two-part eligibility section
will help you determine
if your organization is
eligible to apply.

Status	Section	Description
<input type="radio"/>	Organizational Eligibility Checklist Part One	Review the organizational eligibility criteria/Part One and indicate whether the applicant meets these conditions.
<input type="radio"/>	Organizational Eligibility Checklist Part Two	Review the organizational eligibility criteria/Part Two and indicate whether the applicant meets these conditions.

Applying on the RWJF System

Project Title and Summary Section

These elements are all set/fixed and cannot be changed.

Total Amount of RWJF Funding Requested: \$ [?](#)

50,000

Proposed Project Start Date: [?](#)

07/1/26

Number of Months Anticipated to Complete Project: [?](#)

9 months

Budget Worksheet Section

Enter the amount \$50,000 in the project budget field below. No other information is required - there are no uploads needed.

Period 1	Duration*	Total
	9 months ▼	
Project Budget	<input type="text" value="50,000"/>	
Total		

Applying on the RWJF System

Demographics Section

Please enter whole numbers below as decimals are not accepted.

Race/Ethnicity	Board		Senior Staff	
	100	100%	100	100%
Total	100	100%	100	100%
American Indian, Alaska Native, or Indigenous	0	0%	0	0%
Asian or Asian American	0	0%	0	0%
Black or African American	0	0%	0	0%
Hispanic, Latino, or Latin American	0	0%	0	0%
Middle Eastern or North African	0	0%	0	0%
Multiracial, Multi-ethnic	0	0%	0	0%
Native Hawaiian or Pacific Islander	0	0%	0	0%
Prefer not to answer	0	0%	0	0%

Applying on the RWJF System

Financial Documents Section

- Two most recently completed fiscal years
- Detailed instructions in RWJF system
- Uploading documents can be tricky

If you experience difficulties uploading your document(s), please be sure the file name is not too long and does not include any special characters. If the file name is too long and contains special characters, the system may prevent you from uploading the file. Also, the **application & review system will not accept documents that are locked or password protected**. This security feature must be removed from your files prior to uploading.

Applying on the RWJF System

Resources

Resources

[Local Data for Equitable Communities](#)

[Applicant Guide](#)

[Applicant Webinar](#)

[Call for Proposals](#)

[Applicant Deadline Policy](#)

[How To Avoid Missing the Application Deadline](#)

[FAQs](#)

[Troubleshooting Tips](#)

[Contact Us](#)

FAQs

Frequently Asked Questions

FAQs about the process and RWJF's commitment to provide a fair review of all applications are listed below.

If you have questions about the program, please click on [program-specific FAQs](#) or contact the Program Office by selecting the "Contact Us" (link on the left) to send an email.



Resource: Grant Program Frequently Asked Questions



Local Data for Equitable Communities

Call for Proposals (CFP) 2026

Program-specific Frequently Asked Questions (FAQs)

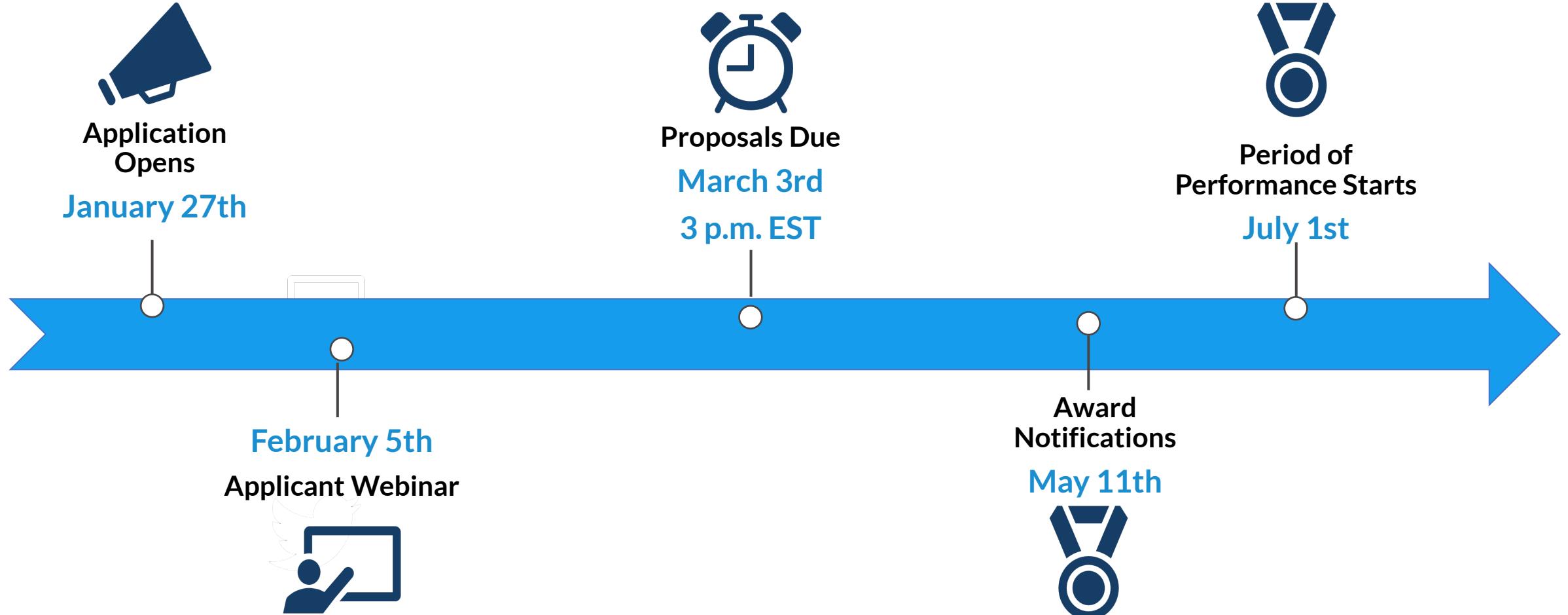
Revised 1/15/2026

For more information about the Local Data for Equitable Communities program, to view the CFP, or apply, visit <https://www.rwjf.org/cfp/DHC4>.

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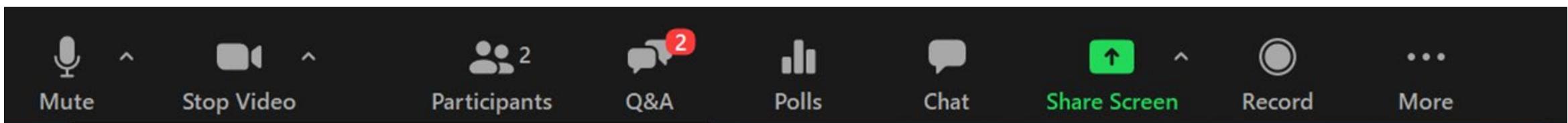
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Timeline



Questions and Answers

Please use the Q&A box to ask questions



Questions and Answers

What's Next?

Apply by March 3, 2026!

**Email your questions
to localdata@urban.org**