

Frequently Asked Questions PAUG CFP

Q: Could you clarify what types of entities are eligible for the CFP?

A: Nonprofit organizations, public entities (including local and state government agencies), and private sector entities are eligible. However, preference will be given to lead applicants that are either public entities or nonprofit organizations. For profit entities could serve as one of the collaborative partners on the applicant team, however with greater scrutiny. The Foundation's limitations on indirect rates will apply to subcontractors. With regard to state and local agency applicants, please note that this is an opportunity for an organization to help the Foundation design a national initiative to advance park equity. It is not an opportunity for individual cities or communities to apply for funding to address their own parks and green space needs. Such an opportunity may emerge from this planning phase, but is not the subject of this Call for Proposals.

Q: Are statewide or regional organizations eligible to apply?

A: Please see the answer above. While statewide and regional organizations are technically eligible, the applicant should be positioned to develop and implement a national initiative.

Q: Do "low income" communities include communities that are predominantly white as well? Or must our proposal include the intersection between low income AND people of color?

A: Yes, low income communities include communities that are predominantly white as well. The planning work that is being funded through this CFP will further clarify and refine the specific geographies and populations we hope to reach during the implementation phase.

Q: What can funds be used for?

A: Grant funds may be used for project staff salaries, consultant fees, data collection and analysis, meetings, supplies, project-related travel, and other direct project expenses, including a limited amount of equipment essential to the project, and indirect costs to support the general operations of the applicant organization. In keeping with RWJF policy, grant funds may not be used to support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for lobbying, for political activities, or as a substitute for funds currently being used.

Q: Can you share some of your initial learnings?

A: Please see the Call for Proposals under the section "Program" for a summary of relevant Foundation grants and key learnings.

Q: Will the Foundation recommend a list of stakeholders and key informant interviewees or will this be a collaborative effort between RWJF and applicant?

A: The Foundation will share the stakeholders that have been engaged through previous research and the results of those interviews. We will collaboratively consider additional stakeholders that need to be engaged to address knowledge gaps and refresh our learning given the challenges presented by COVID-19.

Q: Can this grant support a new initiative of an existing national campaign?

A: The Foundation's intention is to co-create a program that meets the near and long term objectives outlined in the Call for Proposals. A consideration during the design should be synergies with existing efforts. However, the objective of this project is not to scale existing initiatives. If existing work is foundational, the expansion of it would need to align with the goals of the CFP and be designed in collaboration with the Foundation.

Q: Is the Foundation only focused on small and mid-size cities? And how does the Foundation define small and mid-size cities?

A: The Healthy Communities Theme at the Foundation, which is where this work fits, has a particular interest in small and mid-size cities, which we define as having a population of 50,000-500,000. Part of the design task will be to determine the city size scope for the work. For example, smaller communities within larger cities might be considered.

Q: Why is the Foundation focused on planning an initiative rather than implementation?

A: The COVID-19 pandemic and resulting economic fallout has increased recognition of the crucial role that parks and green spaces play as they provide an outlet from the stress of indoor confinement. We created an initial design for the program before the onset of the pandemic and the associated economic consequences. We need to reimagine the approach keeping in mind the new landscape. For example, we understand that many city parks agencies have had to reduce or redeploy staff. And, we understand that many community organizations have had to shift to response efforts on basic needs such as housing, food, and income. We want the design of this initiative to be responsive to the current situation and to provide the right type of resources at the right time.

Q: If six months isn't sufficient time to complete the work, is it possible that an extension will be granted?

A: The Foundation is interested in a thoughtful planning process and is ready to implement the program that is being designed. While it is possible that the initial work could be extended, our preference is to complete the work within 6 months and we would like applicants to plan accordingly.

Q: How likely is it that the entity designing the initiative will receive an award for implementation?

A: The Foundation is seeking an organization or collaborative of organizations to plan the initiative that also has the capacity to implement it. However, if the design of the initiative recommends a different set of partners for implementation, we are open to that. As stated in the Call for Proposals, a separate application will be required for implementation.

Q: Are there any particular aspects of parks and green spaces that the Foundation is interested in elevating?

A: We believe parks and green spaces play a vital role in the social, economic and physical well-being of America's cities and their residents by providing access to recreational opportunities, improving physical and mental health, spurring local economies, facilitating social cohesion, improving safety, mitigating stormwater runoff, and providing protection from heat islands and other environmental threats. We are interested in designing an initiative that will help disinvested communities realize these benefits through

elevating community voice and policy and system changes. Beyond the tangible features of parks and green spaces, the initiative that the Foundation is co-creating with the successful applicant should support communities in leading parks and green space efforts and to have an integral role in decision making about them.

Q: What does it mean that the Foundation will “co-create” the initiative with the applicant?

A: Because the Foundation has undertaken several years of research in the parks and greening space, we would like to facilitate the translation of those field learnings into the design of the initiative. The Foundation is also keenly interested in ensuring that the design elevates equity – both as a process and an outcome. Finally, the Foundation is seeking an initiative that will catalyze policy and system level changes. In our experience, these concepts can be complex to implement, benefit from multiple perspectives, and can require some interpretation. This design phase provides an opportunity for the Foundation to have a thought partner(s) in collaboratively exploring options and approaches for an initiative that advances equity, and policy and systems change.

Q: What is the allowable fringe rate and indirect rate for this CFP?

A: RWJF does not cap the fringe benefit rate for different organizations, however, we would appreciate having a breakdown of a rate of 40 percent or more. The allowable indirect rate varies by type of organization, with different rates for colleges/universities and health systems; nonprofit organizations, and governmental entities. Please see the budget guidance accompanying the CFP for additional information.

Q: Is the initial design by the Foundation available online?

A: The initial design documentation will be made available to the awardee. We did not share the pre COVID 19 program design as we do not want to bias applicants regarding their approach to the project.

Q: The CFP says that the foundation has a 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. Does that mean that private foundations or Type III supporting organizations are eligible just not preferred?

A: Correct

Q: Is the Foundation using a two-step process for this award?

A: No, this is a one step process with the full proposals due on September 9, 2020 at 3pm EST.

Q: When will we be notified?

A: We anticipate notifying applicants in October.

Q: How does the Foundation imagine co-applicants working together?

A: We are hoping applicants for the planning stage of this initiative will model a shared leadership and governance approach that would also be adopted for the implementation phase. For example, although only one organization will serve as the lead applicant for purposes of administering this grant we are looking for an applicant that will share decision-making and funding with its partners as part of an

overall team-based or shared leadership approach. We want to avoid token representation of either equity or content expertise on the applicant teams.

Q: Can you point to any specific examples where you have seen policy and systems change successfully reverse the trend of fewer parks in low-status communities?

A: There are many examples of work at the federal, state, and local levels that have advanced equitable parks and greening efforts. One local effort is the [Healthy Equitable Active Land Use \(HEALU\) Network](#), which was formed in response to structural barriers to equity in Los Angeles' land use arena, and in an effort to strategically and collaboratively promote systems change. Other examples come from cities that have operationalized equity in deciding about allocations of funding and effort for parks and green spaces.

Q: Can you elaborate on the "implementation" phase? When will that award be made and if subgrants to communities are part of the final design, when will those be available? Also, how much is available for implementation? How long is the implementation phase?

A: We anticipate making the implementation award at the end of the six-month planning period. If subgrants to communities are part of the final design, we anticipate the availability of those grants being announced in the summer of 2021. In terms of the funding amount available for implementation, part of the scope of the design phase is to determine the resource needs for implementing the initiative. While the design will ultimately dictate the timeframe for implementation, our initial thinking is that the implementation work will be carried out over 2-3 years.

Q: Could you clarify the Foundation's expectations around evaluation? Do we need to hire an evaluator?

A: The Foundation is not expecting to conduct a formal evaluation of the planning phase. We will however engage a third-party evaluator for the implementation phase. The cost of the evaluation firm will be covered by the Foundation. The grantee should plan to dedicate staff time to participating in the evaluation. Please see the "Evaluation" section of the Call for Proposals for additional information.