

# People, Parks, and Power: A National Initiative for Green Space, Health Equity, and Racial Justice

2021 Call For Proposals Webinar

September 29, 2021

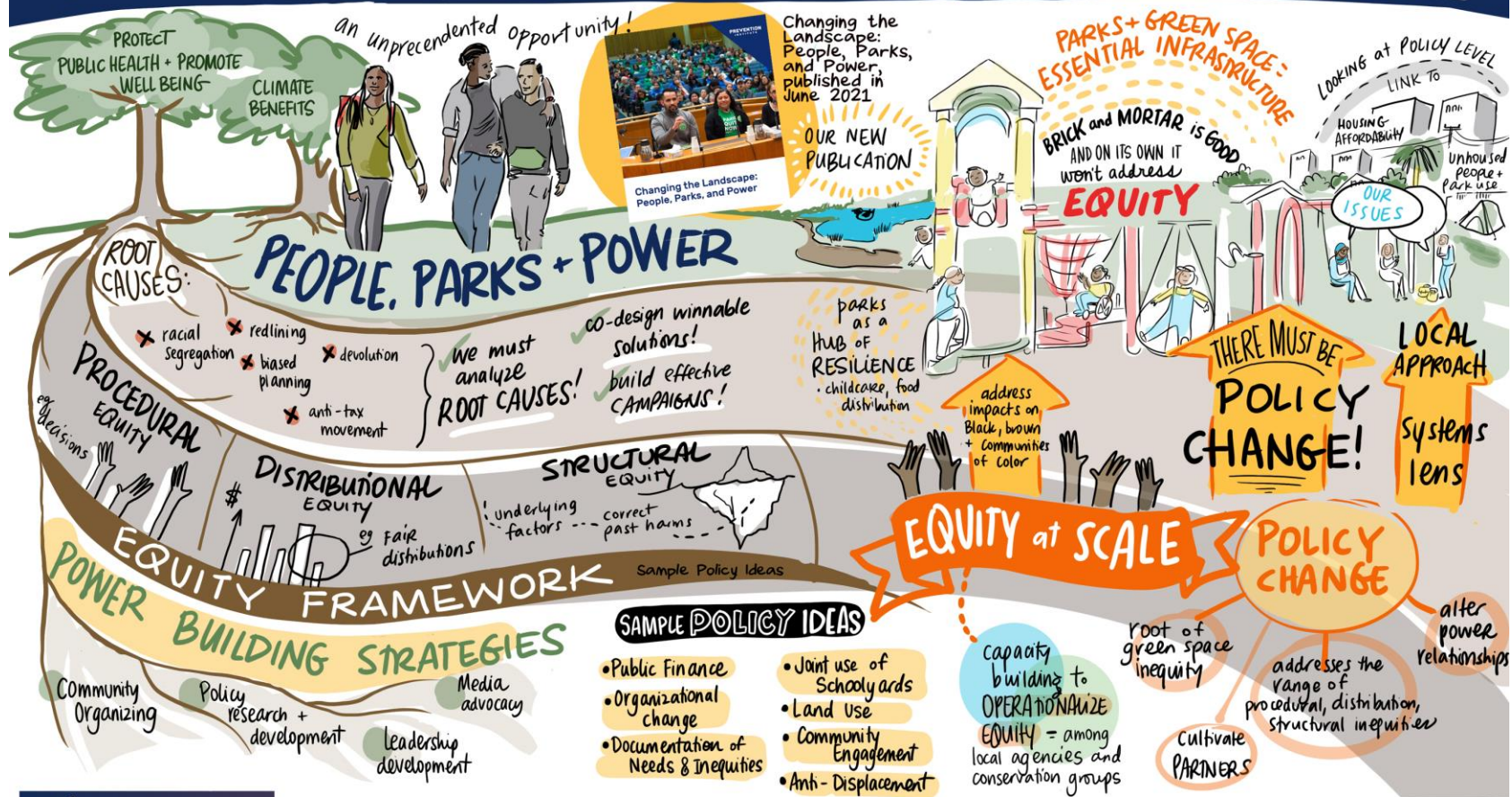


DORIS DUKE  
CHARITABLE FOUNDATION



PREVENTION  
INSTITUTE

# CHANGING THE LANDSCAPE: EQUITY AT SCALE



# Today's Speakers



Manal J. Aboelata  
Deputy Executive Director  
Prevention Institute



Elva Yañez  
Director of Health Equity  
Prevention Institute



Rachel Bennett  
Program Manager  
Prevention Institute



Pamela Russo  
Senior Program Officer  
RWJF



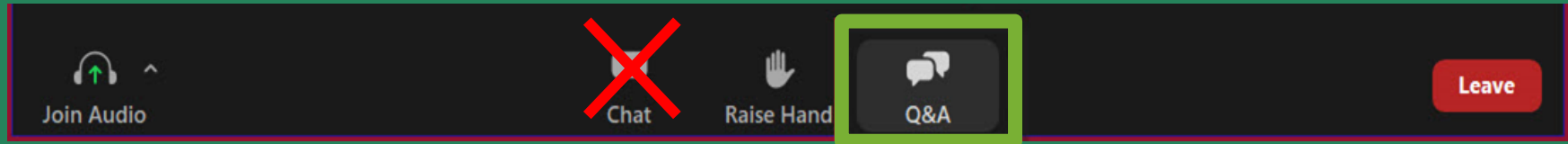
Rebecca Morley  
Consultant  
RWJF



Sean Thackurdeen  
Program Associate, Environment  
DDCF

# Questions?

Submit your questions using the Q&A button on Zoom



Or by email following today's webinar at: [P3info@rwjf.org](mailto:P3info@rwjf.org)

**FAQ, Call for Proposals, and all P3  
documents are available at:**

**[www.rwjf.org/cfp/p3](http://www.rwjf.org/cfp/p3)**

Robert Wood Johnson Foundation



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# Goals of Today's Webinar

1. Introduce the People, Parks, and Power (P3) national funding initiative
2. Provide details on the P3 Call for Proposals and how to apply
3. Answer questions about the funding opportunity





# THEORY OF CHANGE:

## People, Parks and Power National Funding Initiative



The Problem	The Strategy	Indicators of Progress	Long-Term Outcomes
<ul style="list-style-type: none"> <li>• Racist public policies (e.g., segregation, redlining, etc.)</li> <li>• Exclusionary practices within the traditional conservation movement</li> <li>• Park and green space inequities contribute to poor community health outcomes</li> <li>• African Americans, Latinos and low-income communities marginalized in park and green space work</li> <li>• Limited public agency leadership and capacity to operationalize park and green space equity*</li> <li>• Flawed narratives</li> <li>• Research gaps</li> </ul>	<ul style="list-style-type: none"> <li>• Build power and invest in African American, Latino, and low-income communities</li> <li>• Marginalized groups advocate for local policy change focused on park and green space equity</li> <li>• Enhance public agency &amp; conservation leadership and capacity for parks and green space equity</li> <li>• Formalize inclusive national network for park and green space equity</li> <li>• Bolster strategic communications and support narrative change</li> <li>• Conduct timely and authoritative research</li> </ul>	<ul style="list-style-type: none"> <li>• Groups led by African Americans, Latinos, and other people of color organizing and advocating for park and green space equity</li> <li>• Communities most impacted by park and green space inequities lead efforts to define the problem and implement solutions</li> <li>• Measurable progress towards strong, effective public policy and institutional practice change</li> <li>• Increased capacity and leadership among public agencies &amp; conservation organizations to operationalize equity in their work and serve as effective allies</li> <li>• Representative national network for park and green space equity established</li> <li>• New narratives that support park and green space equity</li> <li>• Improved and actionable data for park and green space equity</li> </ul>	<ul style="list-style-type: none"> <li>• Increased power and capacity among marginalized communities</li> <li>• Local policy change victories, e.g., <ul style="list-style-type: none"> <li>• Increased resources for parks in high need urban communities</li> <li>• Community engagement units established within agencies</li> <li>• Anti-displacement provisions included in park equity policies</li> </ul> </li> <li>• Reduced park and green space inequities and measurable steps toward health equity made</li> <li>• Equity is effectively operationalized by public agencies &amp; conservation organizations</li> <li>• New narratives widely adopted that support park and green space equity</li> <li>• Growing body of research and evidence to advance park and green space equity</li> <li>• Innovation and expansion of park and green space equity action across the U.S.</li> </ul>



“Philanthropy has long thought about the social determinants of health, but not always what determines the social determinants – and that’s power and policy.”

–Manuel Pastor, PhD, director of the University of Southern California’s Equity Research Institute

FUNDING OPPORTUNITY

People, Parks, and  
Power



# Call for Proposals

Released September 15, 2021

# Total Awards

- A total of \$7 million is available
- Up to \$500,000 each (up to \$250,000 per year)
- 24 months in duration
- Start date: May 15, 2022
- Awards will be made to up to 14 sites

# Lobbying Guidelines

- P3 grant funds may not be used for lobbying
- Activities that involve advocacy, base building/community organizing, coalition building, community engagement, data collection, education of key stakeholders and decision-makers, and leadership development can be conducted in ways that do not constitute lobbying
- Please see RWJF's Lobbying Guidelines for more information



# Focus of the P3 Initiative

- ✓ **Policy and systems change**
- ✓ Community power building
- ✓ Urban areas
- ✓ Community-driven policy action



“We can be building, opening, and operating parks for 100 years and it’s not going to move the needle as much as through policy change and system change.”

—Subject matter expert as quoted in  
*Changing the Landscape: People, Parks, and Power*





## Changing the Landscape: People, Parks, and Power

© June 2021

[www.preventioninstitute.org](http://www.preventioninstitute.org)

<https://preventioninstitute.org/publications/changing-landscape-people-parks-and-power>

# Focus of the P3 Initiative

- ✓ Policy and systems change
- ✓ **Community power building**
- ✓ Urban areas
- ✓ Community-driven policy action



“Community power is the ability of communities most impacted by structural inequity to develop, sustain, and grow an organized base of people who act together through democratic structures to set agendas, shift public discourses, influence who makes decisions, and cultivate ongoing relationships of mutual accountability with decision-makers that change systems and advance health equity.”

–RWJF’s Lead Local initiative

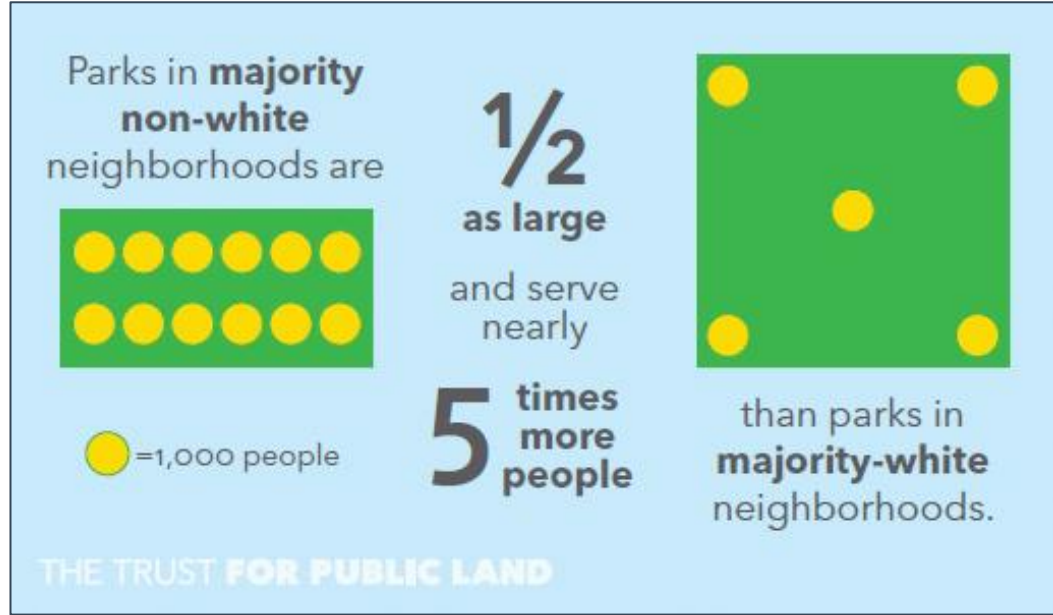
# Focus of the P3 Initiative

- ✓ Policy and systems change
- ✓ Community power building
- ✓ **Urban areas**
- ✓ Community-driven policy action



- African Americans, Latinos, and people who live in low-income, urban neighborhoods have less access to green spaces than people who live in more affluent or predominantly white communities

*Source: Rigolon, A. (2016). A complex landscape of inequity in access to urban parks: A literature review. Landscape and Urban Planning, 153, 160-169.*



Source: Trust for Public Land. (2020). *The Heat Is On*.  
<https://www.tpl.org/heat-trust-public-land-special-report-2020>



# Focus of the P3 Initiative

- ✓ Policy and systems change
- ✓ Community power building
- ✓ Urban areas
- ✓ **Community-driven policy action**





*Image source: Office of Los Angeles County Supervisor Hilda Solis*

# Promising Policy and System Change Examples

1. Public Finance
2. Organizational Change
3. Documentation of Needs and Inequities
4. Joint Use
5. Land Use
6. Community Engagement
7. Anti-Displacement

# Eligibility Criteria

- Nonprofit organizations/public entities that are tax-exempt under Section 501(c)(3)
- Awards will be made to organizations, not to individuals
- Organizations that are fiscally sponsored by a 501(c)(3) entity are eligible
- Coalitions are eligible if the lead applicant organization meets all other eligibility criteria
- Applicant organizations must demonstrate the capacity to manage awards of this size
- Applicant organizations must be based in the U.S. or its territories



# Selection Process

The selection process will involve the following steps:

1. Letters of Intent (LOIs) submitted and reviewed
2. Selected applicants invited to submit full proposals
3. Full proposals submitted and reviewed
4. Grants awarded to up to 14 applicants



# Selection Criteria

Review will be based on the following criteria:

- Demonstrated capacity to work on equity-focused policy advocacy, either on park/green space or adjacent issues
- Track record of organizing & advocating for equity-focused public, administrative, or agency policies
- Experience implementing power-building strategies & tactics
- Skill in establishing collaborative relationships with elected officials & government agencies





# Selection Criteria (*continued*)

- Clear description of how: a) existing park inequities affect the community, and b) how these inequities link to other health, social, environmental, and economic needs of the community
- History working in/with urban, low-income communities of color, and staff & board representation of population served
- Organizational commitment to equitable policy & systems change
- Administrative infrastructure & fiscal management capacity to manage the grant and conduct policy advocacy



# How to Apply

- Applications must be submitted via the RWJF online system: visit [www.rwjf.org/cfp/P3](http://www.rwjf.org/cfp/P3) and use the “Apply Online” link
- You’ll be required to register at [my.rwjf.org](http://my.rwjf.org) before you begin the application process





Funding Opportunities

SHARE



# People, Parks, and Power: A National Initiative for Green Space, Health Equity, and Racial Justice

## 2021 Call for Proposals

Release Date: September 15, 2021 | Application Deadline: Thu, 4 Nov 2021

Urban parks and green spaces—playgrounds, pocket parks, outdoor recreation facilities, open spaces, trails, gardens, and green infrastructure—are crucial for community health and well-being, a fact made clear during the COVID-19 pandemic. Despite widespread appreciation for the health and environmental benefits of urban parks and green spaces, evidence shows persistent inequities in access, availability, quality of facilities, and programming, by race, place, and income. The Robert Wood Johnson Foundation (RWJF) is working to build a Culture of Health where everyone in America has a fair and just opportunity to live the healthiest life possible. Park equity is a key component of this vision. This call for proposals seeks especially small and mid-sized urban communities most impacted by park and green space inequities to participate in People, Parks, and Power: A

### Application Deadline

November 04, 2021, 3:00 p.m. ET

[APPLY ONLINE](#)

### Key Materials

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

## Sign In to **MyRWJF**

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### First time visitor?

**MyRWJF** is the Robert Wood Johnson Foundation portal for applicants, reviewers and grantees. Use the **Register** button below to set-up your profile for this portal.

[Register](#)

# How to Apply – Phase 1: LOI

All applicants must submit a Letter of Intent (LOI), including:

1. Project Title
2. Project Summary (1,500 characters max.)
3. Narrative (3 pages max., 11-point font, single-spaced, following the headings provided in the Call for Proposals)



# How to Apply – Phase 1: LOI (*continued*)

- Organizational background and experience
- Strategies and tactics
- Need
- Vision





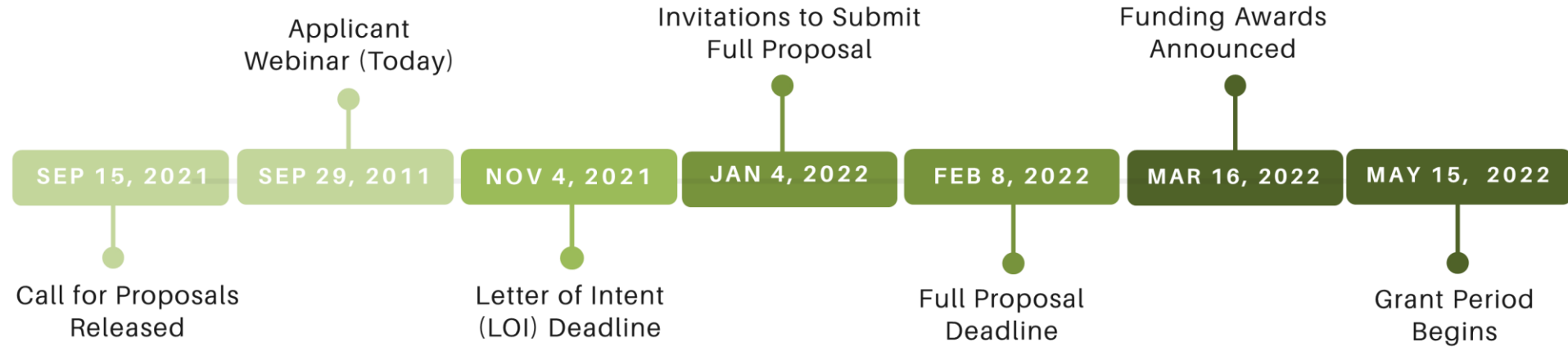
# How to Apply – Phase 2: Full Proposal

All applicants will be notified of LOI status in early January 2022; selected applicants will be invited to submit a full proposal (template will be provided at that time)

1. A proposal narrative
2. A budget and budget narrative
3. Supporting documents: CVs/resumes/bios, project timeline
4. Optional: letters of support from key partners



# Application Timeline: Key Dates



FUNDING OPPORTUNITY

People, Parks, and  
Power

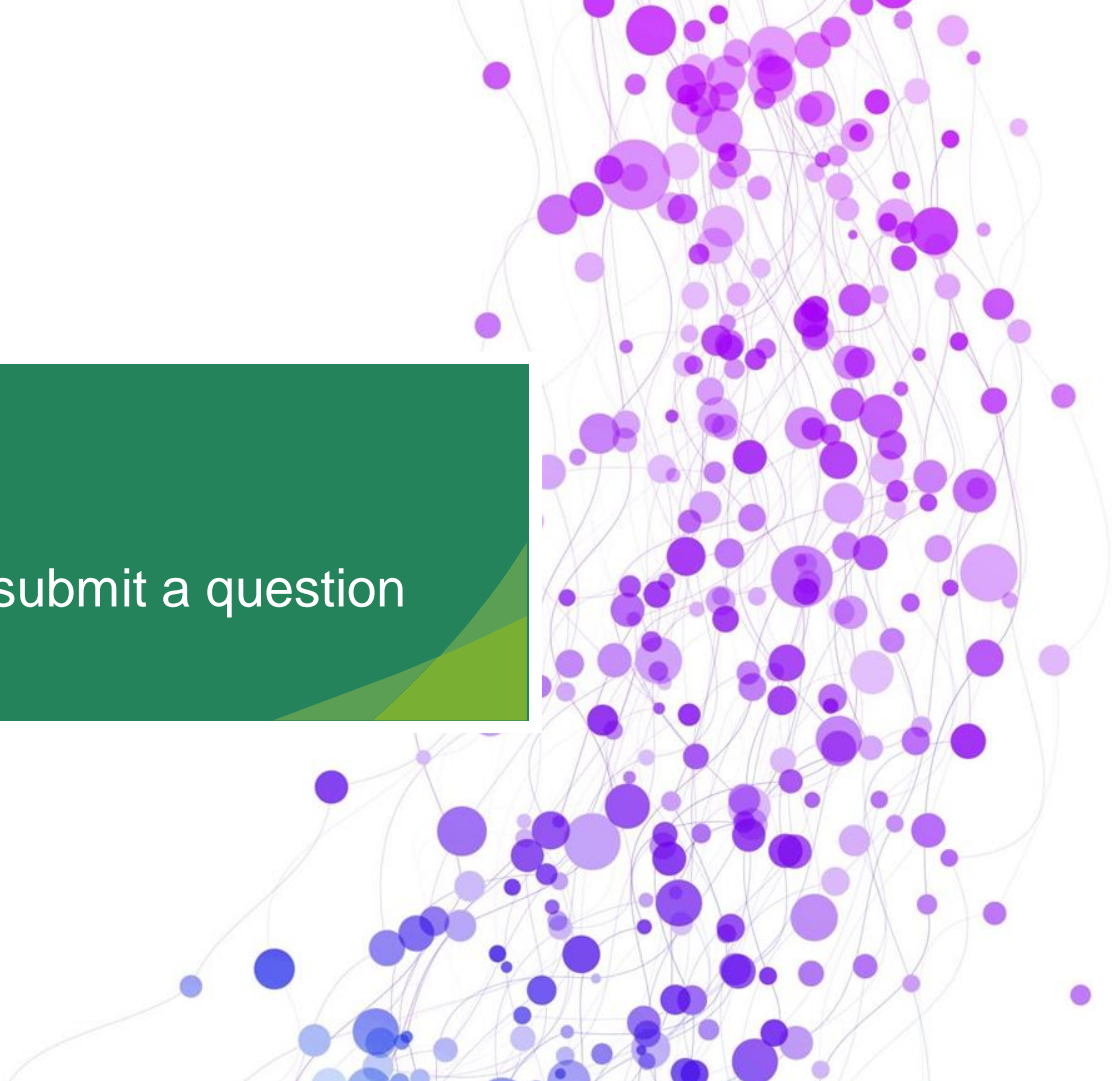


# Call for Proposals

[www.rwjf.org/cfp/p3](http://www.rwjf.org/cfp/p3)

# Q&A

Click on the Q&A button to submit a question



# People, Parks, and Power: A National Initiative for Green Space, Health Equity, and Racial Justice

For more information visit: [www.rwjf.org/cfp/p3](http://www.rwjf.org/cfp/p3)

Questions? Email: [P3info@rwjf.org](mailto:P3info@rwjf.org)

