



MEMORANDUM

Date: November 3, 2015
To: Park District Oversight Committee
From: Kelly Guy, Recreation Division Director
Lakema Bell, Recreation Program Coordinator/Grant Administrator
Subject: Get Moving Initiative/Grant

Abstract

Investment Initiative Title and Reference Number: 3.7 Get Moving Fund

Schedule: Funding becomes available 6 months in 2015 to establish criteria 2016 fully funded;

2016 Budget: \$256,218 annually

Requested Committee Action

1. Approve current scholarship process at the November 10th Park District Oversight Committee meeting.

Staff Recommendation (if applicable)

Recommend announcement of grant in November so that awareness campaign can begin two months earlier than when the proposed fund application opens in January 2016.

Investment Initiative Description and Background

Purpose of Grant Fund:

- To provide support to local non-profit organizations and local community based groups, in offering programs, events and or projects to increase participation in community sports, recreation and physical activities for communities of color, English as a second language, and low income populations.
- Increase participation in recreational opportunities, physical activities and events for communities with a priority on youth, seniors, and underserved populations.
- Further strengthen the collaborative working relationship between Seattle Parks and Recreation, community organizations and business owners while building new and innovative partnerships to increase healthy activities and services offered to the community.
- In the first year, establish a timeline and outreach engagement plan for grant funding responsive to community needs.

Eligibility

Non-Profit organizations, small businesses and local community-based groups representing communities of color, English as a second language, and low income populations are encouraged to apply. All physically active focused workshops, sports events, festivals, and events will be considered.

Groups applying are not required to be 501(c) (3) nonprofits and may use a fiscal agent although this is not a requirement. If funded, groups will need to have a City of Seattle Business License.

Qualifying events or programs must:

- Have a significant physical component.
- Be open to the public.
- Take place in the City of Seattle between April and December 2016.
- Have a representative participate in both the planning committee and event day for Seattle Parks and Recreation's Big Day of Play Event.
- Not have any outstanding debts with Seattle Parks and Recreation's Business Service Center (BSC).

Funding Awards

Funded organizations will receive one (1) year of funding support (for events in 2016) to go towards: instructor fees, marketing and promotional fees, project management and personnel costs, supplies, equipment rentals or other production-related costs, and fitness certifications and no more than 10% for food related costs during the event/program. Funds may not be used for fundraising, gifts, or organizational administrative costs.

Applicants can apply for the following levels of funding:

- \$2,500 (No previous track record required at this level only)
- \$5,000
- \$10,000
- \$15,000

Criteria for Selection

Quality of Project: clear, well-conceived, authentic relationship to the community, promotes physical participation and community relations.

Community Impact: project plan describes meaningful efforts to increase community participation in sporting and recreational activities through innovative programs and activities that will reach diverse and underserved audiences. Priorities will be given to projects that run in one or more of the identified preferred neighborhoods and/or serve youth, seniors or underserved populations.

Feasibility and Organizational Capacity : the organization/community group has a proven track record of presenting programs, activities and/or other event(s) and/or demonstrated ability to produce the program or event; evidence of community involvement and support; and clear realistic budget for the program or event.

Sustainability: projects will have a plan to sustain program beyond funding; this could be through partnership development, in-kind donations, fitness certifications or other identified means.

Aligns with the mission of Seattle Parks and Recreation: Provide welcoming and safe opportunities to play, learn, contemplate and build community, and promotes responsible stewardship of the land.

Review of Applications

An independent peer panel of non-profit organization members, community members, and Seattle Parks and Recreation representatives will review and evaluate applications according to the Criteria for Selection and recommend funding. The Superintendent of Parks and Recreation will approve the final grant allocations.

Criteria for Selection Score System

Quality of Project (20 points)

Excellent (19-20), Very Good (17-18), Good (14-16), Adequate (10-13), Questionable (6-9), Unacceptable (0-5)

- Clear, well-conceived, authentic relationship to neighborhood or other community of interest.
- Significant physical activity component that has emphasis with youth, senior or underserved populations.
- Promotes physical participation and community relations.

Community Impact (20 points)

Excellent (19-20), Very Good (17-18), Good (14-16), Adequate (10-13), Questionable (6-9), Unacceptable (0-5)

- Project plan describes meaningful effort to create community participation.
- Clear community partnerships and support.
- Reaches diverse audience.
- Demonstrates significant impact for community served. (Cultural, Educational, etc.)

Feasibility and Organizational Capacity (10 points)

Excellent (10), Very Good (9), Good (7-8), Adequate (5-6), Questionable (3-4), Unacceptable (0-2)

- Includes a realistic, reasonable and relevant project budget that includes evidence of alternative and or complimentary funding sources.
- Demonstrates organizational fiscal stability, accountability and need.
- Evidence of experience in implementing this or similar event.

Sustainability (10 point)

Excellent (10), Very Good (9), Good (7-8), Adequate (5-6), Questionable (3-4), Unacceptable (0-2)

- Evidence that this event is or can be an ongoing fixture of the community with continue outcomes or benefits.
- Demonstrates an innovative approach to grow and sustain event. ie; acquiring fitness certifications, sponsorships etc.

Location (3)

- 3 points added to average score for selecting one of the preferred neighborhoods listed below.

List of Preferred Neighborhoods

In order to target the Get Moving Fund to underserved communities the following data sources were used to identify preferred neighborhoods:

- Department of Neighborhood demographics data
- King County Health Profile 2014 (Health Risk Factors and Chronic Diseases)
- Review of current physical activity programs offered at community centers

In addition, Parks and Recreation will convene a focus group of community leaders to gain more feedback.

Priority will be given to those applicants that choose to program in one of the neighborhoods below. We anticipate this list will change with each year of funding.

List of Preferred Neighborhoods for 2016 Get Moving Fund				
North	Northwest	Southeast	Delridge	Greater Duwamish
<ul style="list-style-type: none"> •Cedar Park •Jackson Park •Lake City •Maple Leaf •Meadowbrook •North Matthews Beach •Northgate •Olympic Hills •Pinehurst •Victory Heights •Magnuson Neighborhood 	<ul style="list-style-type: none"> •Bitter Lake •Green Lake •Greenwood •Haller Lake •Licton Springs/Aurora Licton 	<ul style="list-style-type: none"> •Brighton •Columbia City •Dunlap •Genesee •Hillman City •Lakewood •New Holly •North Rainier •Othello •Pritchard Beach •Rainier Valley •Rainier Vista 	<ul style="list-style-type: none"> •Cottage Grove •High Point •Highland Park •Pigeon Point •Puget Ridge •South Delridge Triangle/White Center •Sunrise Heights •Westwood •Youngstown 	<ul style="list-style-type: none"> •Georgetown •North Beacon Hill •SODO •South Beacon Hill •South Park

Inclusive Outreach and Public Engagement Strategies or Implications

Outreach and Engagement Objectives

- Involve community groups and non-profit organizations not typically involved in stakeholder conversations in providing feedback on implementation plan.
- Inform communities, community groups and non-profit organizations of the initiative, encouraging those that represent priority neighborhoods and under-represented populations to apply.
- Conduct workshops at non-traditional locations (i.e. coffee shops, churches, etc.) and provide ongoing technical assistance throughout application process utilizing Outreach Ambassadors.

Outreach Plan

- Convene community organizations, non-profits and local business owners in November to receive feedback on the implementation plan. This will likely take the form of 1:1 conversations due to short timeframe.
- Expand this engagement in 2016, to inform the implementation of the 2017 award application cycle.
- Host six workshops in 1st quarter of 2016 to provide support, assistance and equity in the 2016 application process to potential applicants.
- Partner with other city departments to conduct outreach to under-represented communities and organizations, to inform them about the program and encourage them to apply. (see below list)
- Translate application materials into different languages, as the budget permits.

City Departments and Offices that can connect us with key communities

- Seattle Office of Immigrant and Refugee Affairs
- Department of Neighborhoods
- Office of Arts & Culture
- Seattle Parks and Recreation
- Seattle Police Department – Office of Emergency Management/ Public Education

Key Stakeholders

Key stakeholders are identified as community groups and non-profit organizations who are:

- Under-represented in other city grant opportunity allocation.
- Interested and passionate about engaging communities of color, youth, seniors and other under-represented populations in physical activity.
- Interested in increasing the health and wellness of community residents.
- Seattle Park and Recreation users.
- Residents of listed preferred neighborhoods (see table below).
- Ethnic, Cultural, and Religious groups not typically engaged in city grant opportunities, but who would be interested in producing events/programs for their communities.
- Individuals from emerging ethnic, cultural, and religious populations who would be interested in recreational activities.

Timeline

- November: Announcement of Upcoming Get Moving Fund Opportunity
- November-February: Extensive Marketing and Outreach with Six community workshops hosted in preferred neighborhoods
- January 2016: Application Opens (Annual Scholarship)
- February 22, 2016: Application deadline
- February 23-March 4th, 2016: Review Panel
- March 16th: Superintendent approval of funding allocation
- March 22nd: Notifications
- March 28th: Start contracting
- April – December 2016: – Seattle Gets Moving!

Proposed Process

1. Application process - as outlined above.
2. Allocation of resources
2016 Implementation: \$125,000

Target Population	Percentage	\$ amount
Youth-serving organizations, businesses	40%	\$50,000
Senior-serving organizations, businesses	30%	\$37,500
Businesses, Organizations serving Underserved Populations	30%	\$37,500

Fund allocations will provide funding for up to 10 new programs or services and events to help at least 1,000 participants to “get moving” with healthy activities (assume \$10k per partnership and 100 people served by each).

Data Tracking/Outcomes –

Data Tracking will include (but not exclusive to list):

- # of applications received
- # of applicants funded
- Demographic info –
 - Age
 - Gender
 - Ethnicity if available
- Program Type
- Program Location
- Program Minimum/Maximum
- Number of Program and Activities Offered
- Evaluation data from grant awardees and members of the public participating in funded programs, as available.
- Allocations by target population and preferred neighborhoods
- Descriptions of activities receiving awards

Outcomes

- Grant allocations will be funded to community groups, business organizations and non-profits that represent neighborhoods with high percentages of no physical activity and obesity.
 - Comparison of King County Health Profile risk factors and chronic disease report
- Priority neighborhoods and communities will access programs and services offered.
 - Customer survey
 - Survey will include questions related to quality of program, quality of customer service, impact of experience.

Performance Measure and Reporting Requirements:

Seattle Parks and Recreation will create an annual report on the program, activities and events that include the following performance measures:

- Demographics of awardees and the communities they intend to serve
- Level of participation in community activities
- Descriptions of activities receiving awards
- Number and locations of activities and projects funded
- Evaluation data from grant awardees and members of the public participating in funded programs, as available.