

**City of Falcon Heights
2077 W. Larpenteur Ave
Falcon Heights MN 55113**

**City Council Workshop
June 6, 2007
6:30 p.m.
City Hall**

WORKSHOP AGENDA

- 1. Fulham Avenue Discussion**
- 2. Joint Blue Cross/Blue Shield Communities on the Move Grant Application**

**TO: Mayor Gehrz, Council members Harris, Kuettel, Lindstrom and Talbot
Mayor Dains, Council members Christensen, Doherty, Gill-Gerbig, and
Hawkinson**

**FROM: Justin Miller, Falcon Heights City Administrator
Brian Heck, Lauderdale City Administrator**

Re: Fulham Avenue Discussion

Explanation:

The City of Lauderdale has been discussing with Ramsey County over the past several years the turn back of Roselawn, Eustis, and Fulham. Lauderdale met with Ramsey County Officials in January of this year to discuss the issue. At this meeting, the County informed Lauderdale that the turn back of Fulham might be somewhat problematic as it is jointly “owned” by Lauderdale and Falcon Heights. What makes this particular segment of road is that Falcon Heights receives Municipal State Aid dollars and Lauderdale does not. Before Lauderdale can continue to discuss the turn back of Fulham, we need to work out with Falcon Heights the “ownership” of this segment of road. The segment in question is between Larpenteur Avenue and Roselawn Avenue.

Justin and I discussed this issue briefly and the City of Lauderdale proposes “ownership” of this segment of road revert to Lauderdale. The major reason for this is only one property owner, the U of M golf course, is on the Falcon Heights side where as there are several residential units on the Lauderdale side. We also discussed the potential for Falcon Heights to become responsible for the segment of Fulham south of Larpenteur Avenue. Falcon Heights applied seal coating to this section last summer and regularly sweeps this area as well.

WKSP 2
6/7/07

**TO: Mayor Gehrz, Council members Harris, Kuettel, Lindstrom and Talbot
Mayor Dains, Council members Christensen, Doherty, Gill-Gerbig, and
Hawkinson**

**FROM: Justin Miller, Falcon Heights City Administrator
Brian Heck, Lauderdale City Administrator**

Re: Joint Blue Cross/Blue Shield Communities on the Move Grant Application

In January 2006, Blue Cross Blue Shield of Minnesota launched a long-term health improvement program called Prevention Minnesota. This program is supported by the \$241 million lawsuit with the tobacco industry.

Prevention Minnesota is designed to address the root causes of the state's deadliest and costliest diseases – heart disease and cancers. Experience in Minnesota and around the country shows that community-based efforts to improve health can be extremely effective. Prevention Minnesota's community funding helps provide the resources and support necessary for successful community health initiatives in Minnesota.

Blue Cross/Blue Shield of Minnesota has recently issued a new RFP for Communities on the Move – Small Programs. They intend to fund 20 to 40 applicants that are working in their communities to increase the physical activity levels of sedentary and insufficiently active adult Minnesotans by enhancing access to and support for physical activity. They have encouraged local governments to apply for this grant cycle.

Both Lauderdale and Falcon Heights staffs have discussed this project and believe that a joint application may be appropriate. Ideas for funding requests include:

- Purchase of pedometers to measure walking distances
- Formation of walking clubs/competitions between the two cities
- Pre-paid passes to the State Fair coliseum for climate controlled exercise areas in the winter months

Selected applicants will receive between \$2,000 and \$4,999. The next deadline for submission is June 29th, with awards being announced in August 2007. We would appreciate any feedback or suggestions before submitting an application.

PHYSICAL ACTIVITY PROMOTION

PreventionMinnesota

Request for Proposals # 559

Communities on the Move—Small Programs

Open Application Period:
Applications Postmarked between
March 1, 2007 and September 28, 2007



**BlueCross BlueShield
of Minnesota**

An Independent licensee of the Blue Cross and Blue Shield Association

Prevention Minnesota

Prevention Minnesota is Blue Cross and Blue Shield of Minnesota's (Blue Cross') unprecedented, long-term commitment to tackle preventable heart disease and cancer by addressing their root causes—tobacco use, physical inactivity, and unhealthy eating.

Prevention Minnesota employs science-based strategies to tackle the leading preventable causes of death and disability in Minnesota and to control health care costs through prevention.

The overarching goals of Prevention Minnesota are to decrease significantly the prevalence of tobacco use and other risk factors for heart disease, significantly decrease the prevalence of other risk factors for cancer, and increase early detection of cancer.

We aim to accomplish these goals by reducing tobacco use, reducing exposure to secondhand smoke, increasing physical activity, and increasing healthy eating.

To achieve these outcomes, Blue Cross, through its Center for Prevention, employs a comprehensive, science-based approach that includes clinical strategies, community strategies, outreach to high-risk groups, public awareness campaigns, workplace strategies, and health behavior change services for individuals.

Prevention Minnesota focuses on root causes—the factors that lead to preventable diseases.

- Smoking causes heart disease, cancer, and other serious illnesses and is linked to more than 5,600 deaths statewide each year.
- Physical inactivity and unhealthy eating combined contribute to obesity, cancer, cardiovascular disease, and diabetes. Together, they are the second leading cause of preventable death and disease in the country.
- In 2001, more than 23,000 Minnesotans were diagnosed with cancer, and nearly 9,000 Minnesotans died from cancer-related causes.
- All of these diseases have a huge economic toll as well. A recent study commissioned by Blue Cross documented that smoking now costs Minnesota \$1.98 billion in health care expenses each year.
- The Minnesota Department of Health estimated that \$495 million was spent in 2000 to treat diseases and conditions caused by physical inactivity.

Prevention Minnesota seeks to improve the health of all Minnesotans. To learn more, please visit www.preventionminnesota.com.

I. RFP DETAILS

Purpose

Blue Cross and Blue Shield of Minnesota (Blue Cross) invites sealed proposals from qualified Applicants who are working in their communities to increase the physical activity levels of sedentary and insufficiently active adult Minnesotans by enhancing access to and support for physical activity.

Overview

Eligible Applicants include local nonprofit organizations, local governmental agencies, for-profit entities, partnerships, and coalitions. In 2007, approximately 20 to 40 Applicants across the state of Minnesota will be funded on a contract basis to support this work. The foundation of this initiative to improve the health of Minnesotans is described in the Blue Cross publication, "Consequences of Physical Inactivity" (Appendix A). The overarching goal is to reduce preventable heart disease and cancer.

Despite all that is known about the health benefits of physical activity, few Americans meet the levels of physical activity recommended by experts. The Centers for Disease Control and Prevention (CDC) recommend that adults engage in 30 minutes of moderately intense physical activity on five or more days per week. Yet according to the CDC, only 51 percent of Minnesota adults met this standard in 2005.

Physical inactivity is second only to tobacco use in its contribution to serious health problems. Millions of Americans put themselves at greater risk of chronic illness and premature death each year because they are not physically active.

In this Request for Proposals (RFP), Blue Cross seeks to support Applicants who have sound plans to strengthen access to physical activity and social support so that less active adults (primarily ages 18 to 64) can become and remain more physically active. All selected Applicants will develop projects that promote moderate to intense physical activity relative to the capacity level of projected participants. These projects will be conducted in an environment that provides social support to encourage consistent levels of participation. Activities at these intensity levels have been proven to benefit cardiovascular health. Examples of moderate to intense activities include:

- Walking briskly (3 to 4.5 miles per hour on a level surface)
- Bicycling
- Dancing
- Swimming
- Running
- Other aerobic activities

Number of Contracts	<p>A more comprehensive list of appropriate activities is included in Appendix B.</p>
Award Amount	<p>Selected Applicants will propose programs that strengthen social support for adults to become and remain physically active. The intent of the funding is to build the Applicant's capacity to develop and maintain long-term initiatives that increase the physical activity levels of adults in their communities. The contracts awarded to selected Applicants may cover staffing, administrative overhead, communications, and all other costs directly associated with such efforts, as justified in the Applicant's cost proposal.</p>
Deadline	<p>Blue Cross expects to fund approximately 20 to 40 projects in 2007. Awards are subject to contract negotiation.</p>
Scope of Work	<p>Contracts will be awarded in amounts between \$2,000 and \$4,999.</p> <p>We request that all applicants submit an Intent to Apply notice per the submission timeline on page 9. (The Intent to Apply notice is available at www.preventionminnesota.com.)</p> <p>Proposals postmarked between March 1, 2007 and September 28, 2007 will be accepted and reviewed on a quarterly basis in three review cycles as described in the submission timeline on page 9.</p> <p>Blue Cross expects to fund proposals with contract awards commensurate with project scope. Contract periods may last for up to 12 months. All projects must engage participants in at least <i>weekly</i> physical activities for a <i>minimum of six months of activity</i>.</p> <p>Please note that the primary focus of this RFP is on reaching sedentary and insufficiently active adults, ages 18 to 64. However, proposals that reach adults aged 65 and older will also be considered, provided that they meet all other proposal requirements.</p> <p>Applicants may request funding for one of the following two types of proposals designed to encourage adults to increase their level of physical activity:</p> <ul style="list-style-type: none"> ▪ Funding to develop a new physical activity initiative ▪ Funding to expand the number of participants in an existing program <p>Core aspects of this work include recruiting participants (sedentary and insufficiently active adults), engaging them in physical activity, providing motivation for consistent participation in physical activity, retaining participants, and sustaining the program:</p>

1. Recruit. Selected Applicants will provide a recruitment plan with an identified target audience (i.e., specific demographic/geographic segment of the population) to participate in the physical activity program. Plans will also include methods used (for example, printed flyer, newsletters, “invite a friend,” or door-to-door community involvement).

A minimum of 40 participants in the physical activity program is recommended for a strong proposal. However, Applicants may offer justification for an activity engaging fewer participants if they can provide a convincing rationale, particularly for services targeting hard-to-reach populations.

2. Engage. Selected Applicants will ensure that participants in their program engage in moderate to intense physical activity. Active participation *at least once a week* is essential. Engagement strategies will include getting a signed commitment from participants to participate a minimum of one time per week. Blue Cross expects that Selected Applicants will use this level of engagement as a starting point for further increasing participants’ individual levels of physical activity, with the ultimate goal of successfully encouraging participants to meet the CDC’s recommendation of 30 minutes of moderately intense physical activity, five or more days per week.
3. Motivate. Selected Applicants will describe their strategies for motivating potential participants to become more physically active. Applicants will also provide support for becoming more active in a social setting. Blue Cross encourages Applicants to consider a broad range of strategies to motivate participants, including identifying participants’ personal health improvement goals, incorporating social support that connects the participant to the group, and encouraging participants to consider the role their community can play in promoting physical activity.
4. Retain. Selected Applicants will develop creative strategies to retain participants over the contract period and will set a goal for the number of participants to be retained. Again, barring mitigating circumstances, at least 40 individuals are expected to participate in the program on a weekly basis for the duration of the program. Applicants are encouraged to provide participants with the opportunity to become more involved in how their community promotes and supports physical activity as a strategy for retaining participants. For example, retention strategies can include walkability assessments and other activities that help identify opportunities for and barriers to physical activity in their community.
5. Sustain. Blue Cross is interested in funding programs that will be able to continue beyond the contract period. A plan for sustaining the program is an essential component of the proposal.

Eligible Applicants

Examples of appropriate programs include, but are not limited to, the following examples:

- A weekly walking club for adults
- A bicycling club for adults
- A dance class for adults
- A beginners' running club for adults interested in training for their first 5K
- A mother/baby stroller walking club
- Extension of the hours of the local high school athletic facilities to serve the needs of a specific population
- A buddy walking program for residents in an urban neighborhood
- Payment for an off-duty police officer to accompany an urban walking club
- A Spanish language aerobics class

See Appendix C for more detailed project examples.

Eligible Applicants for these contracts include nonprofit organizations, for-profit entities, local government agencies, and partnerships. Applicants must be formal legal entities; no contracts will be awarded to individuals or groups of individuals.

Previous recipients of Communities on the Move Contracts are eligible to apply for new contracts assuming they meet all requirements.

Organizations seeking to increase the physical activity levels of employees are not eligible for this RFP. Any employer (for-profit or not-for-profit) that proposes to support employee physical activity programs is encouraged to monitor www.preventionminnesota.com for an upcoming RFP that invites proposals for workplace strategies to increase physical activity.

Blue Cross membership or insurance status is not a factor in an Applicant's eligibility.

Application Qualifications

Proposals are being solicited from Applicants that are committed to one or more of the following activities:

- Health promotion and/or education about health-related issues, such as the importance of physical activity in maintaining good health
- The creation of successful, sustained social clubs/groups organized around a physical activity focus (e.g., walking clubs, exercise groups)
- Evaluating and addressing barriers in the community that limit opportunities for adults to engage in physical activity

The most competitive Applicants will be able to demonstrate some knowledge about the role of physical activity, including:

- The health benefits of physical activity and the health risks of inactivity
- Barriers to physical activity specific to the Applicant's target audience

- The role of social support in increasing and maintaining physical activity levels for sedentary or insufficiently active adults

Selected Applicants will also have a demonstrated commitment to promoting increased physical activity within their target audience, not just for the length of the contract period, but permanently.

Lobbying is not allowed within the scope of this contract.

Proposal Review Process

Proposals will be evaluated on the basis of a proposal application form, staff qualifications, cost proposal, and supporting materials, as described in detail in Section II of this RFP. Review points will be awarded to the proposal application form and cost proposal portions of the proposal based on the criteria defined in Section II.

The most significant portion of the proposal is the proposal application form, found in Appendix G. This form allows the Applicant to present its qualifications and plans for effectively completing the contract with Blue Cross.

Awards shall be made to those Applicants whose proposals best convey the plans, qualifications, and staffing needs of the project projected at an appropriate budget level, as well as the short-term and long-term commitment and leadership needed for this project. In making funding decisions, Blue Cross will also consider factors such as geographic reach and distribution, other resources available to the target population of a proposal, and the level of project innovation.

All eligible proposals will be reviewed and rated by a team of experts who have no conflict of interest with any Applicant. Final decisions will be made by Blue Cross' Center for Prevention staff.

Small Businesses, Small Disadvantaged Businesses, Women Owned Businesses

Blue Cross is committed to the development of Small Business, Small Disadvantaged Business, and Women Owned Business (SB, SDB, and WOB) suppliers. If subcontracting is necessary, the contractor will make every effort to use SB/SDB/WOB suppliers in the performance of the contract.

Reporting Requirements

Blue Cross will establish a contract with the selected Applicants, which will delineate the reporting schedule and requirements for the contract period, including but not limited to a report on progress and use of funding. Selected Applicants will be required to participate in an evaluation process developed and conducted by Blue Cross or an evaluation consultant.

Timeline

Intent to Apply Form: Applicants are encouraged to submit an Intent to Apply form indicating their intended date of submission. This form is available online at www.preventionminnesota.com.

Proposal Due Date: Proposals must be postmarked between March 1, 2007 and September 28, 2007. Blue Cross will hold three review cycles, as shown in the chart below.

Review Cycle: Proposals will be reviewed quarterly, per the following chart.

Review Cycle	Intent to Apply Form Due	Postmark Deadline	Awards Announced	Estimated Date Selected Applicants Can Begin Work
Review Cycle 1	2/28/07	3/30/07	May 2007	July 2007
Review Cycle 2	5/25/07	6/29/07	August 2007	October 2007
Review Cycle 3	8/31/07	9/28/07	November 2007	January 2008

Appendix A The Consequences of Physical Inactivity

Sedentary Trends

The trend is clear: today, Americans work in less physically demanding jobs, use our free time for more sedentary activities, and increasingly live in communities that make it difficult to incorporate physical activity into our daily lives.¹

Despite all that is known about the health benefits of physical activity, few Americans meet the levels of physical activity recommended by experts. The Centers for Disease Control and Prevention (CDC) recommend that adults engage in 30 minutes of moderately intense physical activity on five or more days per week. Yet according to the CDC, only 49 percent of Minnesota adults met this standard in 2003.²

Grave Health Consequences

Physical inactivity is second only to tobacco use in its contribution to serious health problems. Millions of Americans put themselves at greater risk of chronic illness and even premature death because they are not physically active.

- Physical inactivity is responsible for at least 200,000 deaths annually from chronic illnesses such as heart disease, stroke, and diabetes.³
- Adults who are not physically active are nearly twice as likely as those who are active to suffer from heart disease.⁴
- More than one-third of deaths from heart disease can be attributed to physical inactivity.⁵
- Research has shown that many cases of heart disease, hypertension, type 2 diabetes, colon cancer, stroke, osteoporosis, depression, anxiety, breast cancer, and falls among the elderly can be attributed to inactive lifestyles.⁶

The financial impact of physical inactivity is substantial as well. The Minnesota Department of Health has estimated that \$495 million was spent in 2000 to treat diseases and conditions that could have been avoided if all Minnesotans were physically active.⁷

1. Transportation Research Board, Institute of Medicine of the National Academies. *Does the Built Environment Influence Physical Activity? Examining the Evidence—Special Report 282*. Washington D.C.: TRB, 2005:5.

2. Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention. *Prevalence Data: Minnesota-2003 Physical Activity*. Department of Health and Human Services. Available at <http://apps.nccd.cdc.gov/brfss>. Accessed November 29, 2005.

3. U.S. Department of Health and Human Services. *Physical Activity and Health: A Report of the Surgeon General*. Atlanta, Ga.: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. National Center for Chronic Disease Prevention and Health Promotion, 1996.

4. Powell KE, Thompson PD, Caspersen CJ, et al. Physical activity and the incidence of coronary heart disease. *Ann Rev Public Health*. 1987;8:253-287.

5. Ainsworth BE, Macera CA. Physical Inactivity. In: Brownson RC, Remington PL, Davis JR, eds. *Chronic Disease Epidemiology and Control*. 2nd ed. Washington D.C.: American Public Health Association, 1998:191-213.

6. Minnesota Department of Health. *Minnesota Department of Health Fact Sheet: Health Care Costs of Physical Inactivity in Minnesota*. Minnesota: MDH, Family Health Division; 2002.

7. Minnesota Department of Health. *Minnesota Department of Health Fact Sheet: Health Care Costs of Physical Inactivity in Minnesota*. Minnesota: MDH, Family Health Division; 2002.

Appendix B General Physical Activities Defined by Level of Intensity

The following examples are derived from CDC and American College of Sports Medicine guidelines.

<p style="text-align: center;">MODERATE ACTIVITY 3.0 to 6.0 METs (3.5 to 7 kcal/min)</p>	<p style="text-align: center;">VIGOROUS ACTIVITY Greater than 6.0 METs (more than 7 kcal/min)</p>
<p>Walking at a moderate or brisk pace of 3 to 4.5 mph on a level surface inside or outside, such as</p> <ul style="list-style-type: none"> ▪ Walking to class, work, or the store; ▪ Walking for pleasure; ▪ Walking the dog; or ▪ Walking as a break from work. <p>Walking downstairs or down a hill Racewalking—less than 5 mph Hiking Roller skating or in-line skating at a leisurely pace</p>	<p>Racewalking and aerobic walking—5 mph or faster Jogging or running Wheeling your wheelchair Walking and climbing briskly up a hill Backpacking Mountain climbing, rock climbing, rappelling Roller skating or in-line skating at a brisk pace</p>
<p>Bicycling 5 to 9 mph, level terrain, or with few hills Stationary bicycling—using moderate effort</p>	<p>Bicycling more than 10 mph or bicycling on steep uphill terrain Stationary bicycling—using vigorous effort</p>
<p>Aerobic dancing—low impact Water aerobics</p>	<p>Aerobic dancing—high impact Step aerobics Water jogging Teaching an aerobic dance class</p>
<p>Calisthenics—light Using a stair climber machine at a light-to-moderate pace Using a rowing machine—with moderate effort</p>	<p>Calisthenics—push-ups, pull-ups, vigorous effort Karate, judo, tae kwon do, jujitsu Jumping rope Performing jumping jacks Using a stair climber machine at a fast pace Using a rowing machine—with vigorous effort Using an arm cycling machine—with vigorous effort</p>
<p>Ballroom dancing Line dancing Square dancing Folk dancing Modern dancing, disco Ballet</p>	<p>Professional ballroom dancing—energetically Square dancing—energetically Folk dancing—energetically Clogging</p>
<p>Table tennis—competitive Tennis—doubles</p>	<p>Tennis—singles Wheelchair tennis</p>

MODERATE ACTIVITY 3.0 to 6.0 METs (3.5 to 7 kcal/min)	VIGOROUS ACTIVITY Greater than 6.0 METs (more than 7 kcal/min)
Softball—fast pitch or slow pitch Basketball—shooting baskets	Most competitive sports Football game Basketball game Wheelchair basketball Soccer Rugby Kickball Field or rollerblade hockey Lacrosse
Volleyball—competitive Badminton Fencing	Beach volleyball—on sand court Handball—general or team Racquetball Squash
Downhill skiing—with light effort Ice skating at a leisurely pace (9 mph or less) Snowmobiling Ice sailing	Downhill skiing—racing or with vigorous effort Ice-skating—fast pace or speedskating Cross-country skiing
Swimming—recreational Aquatic aerobics Canoeing or rowing a boat at less than 4 mph Kayaking—on a lake, calm water	Swimming—steady paced laps Water jogging Water polo Water basketball Canoeing or rowing—4 or more mph Kayaking in whitewater rapids
Roller-skating or in-line skating—leisurely pace	Running Skipping Jumping rope Performing jumping jacks Roller-skating or in-line skating—fast pace

Source: U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Nutrition and Physical Activity. *Promoting Physical Activity: a Guide for Community Action*. Champaign, Ill: Human Kinetics; 1999. (Table adapted from Ainsworth BE, Haskell WL, Leon AS, et al. Compendium of physical activities: classification of energy costs of human physical activities. *Med and Sci Sports Exercise*. 1993;25(1):71–80. Adapted with technical assistance from BE Ainsworth.)

Appendix C Project Examples

These are just two examples to illustrate potential ways this funding could be used. We will consider many other possible project ideas as well.

EXAMPLE A:

Walking Club for Older Adults in an Urban Neighborhood

A community organization receives funding to establish a year-round walking club in an urban neighborhood. The club is organized with older adults in mind, but all will be welcome. Program information will be provided to neighborhood residents through door knocking, yard signs, flyers, and press releases. The club meets at a centrally located coffee shop on Saturday mornings. The organization identifies one- and two-mile routes, so that walkers of differing abilities can participate.

The community organization uses Blue Cross funding to provide a small stipend to a coordinator, who is a peer of the older walkers. The coordinator participates in the walks and sends weekly email reminders to participants. Funding is also used to pay for the group to use the local YMCA's walking track when weather prohibits walking outdoors. The community organization uses Blue Cross funds to publicize the club through various avenues—in local church bulletins, the community newspaper, on message boards in local senior citizen centers, and a radio announcement.

Once the walking club has been established, the members conduct a group “walkability” assessment—identifying problem areas with sidewalks, crosswalks, streetlight timing, etc., along the route. The coordinator summarizes the results and invites a city council member to join the walkers and hear a presentation of the findings.

Partners in this scenario include: the sponsoring community organization, the coffee shop, the YMCA, and the local senior center. As the walking club presents information to the city regarding the walking route, the city agrees to provide additional support by putting up signs to identify the walking route and promote regular use.

EXAMPLE B:

Indoor Walking Club in Greater Minnesota

The Parks and Recreation department of a town in Greater Minnesota receives funding for an effort to create a walking club and meet the need for an indoor walking space during the darker, colder months. Previous ad hoc efforts to utilize a new high school during the evenings and weekends so that people could walk the hallways or use the weight room have failed because of concerns about staffing costs and other unresolved questions.

The Parks and Rec department uses funds to launch a walking club that meets in the high school during evenings. The walking club utilizes the school five nights per week for 45-minute walks. The funds are used to support facility fees and the Parks and Rec department provides in-kind matching funds in the form of staff time to oversee the school. Additional funds are used to create flyers and place newspaper ads. A local radio station agrees to promote the walking clubs. Over time, participants agree to pay a minimal fee (\$1–\$2 per week) to support the use of the school and sustain the program.

Appendix G Proposal Application Form

Please feel free to re-create this form on your word processor, within the space provided. 4 page maximum.

Please refer to the information in Section II of this RFP when filling out this form.

Communities on the Move — Small Programs RFP # 559

Date of application: _____

Organization name: _____

Section One: Commitment to the Promotion of Physical Activity (25 points)

Briefly describe your organization and the level of experience you have working to increase physical activity levels among adults.

Briefly describe staff and/or volunteer qualifications for conducting the proposed project.

Describe any funding your organization currently receives to conduct similar work. Describe how any such funding would complement rather than duplicate the work funded by Blue Cross.

Communities on the Move — Small Programs

Proposal Application Form, Page 2. Organization Name: _____

Section Two: Work Plan (60 points)

What physical activity is the focus of your project? Be specific. _____

Check if this is a new project ___ or an expansion of an existing project ___

If funding is requested to expand an existing project, briefly describe current programming and the proposed expansion.

How many participants do you anticipate? _____

If the total number of participants is less than 40, provide a convincing rationale for focusing on fewer participants.

How frequently will participants engage in this activity? (e.g., two times per week) _____

For what length of time? (e.g., 1 hour, 30 minutes) _____

Where will the activity take place? _____

If applicable, what is your contingency plan for inclement weather?

Communities on the Move — Small Programs

Proposal Application Form, Page 3. Organization Name: _____

How will your project increase access to and social support for physical activity?

Describe your target audience for this project (e.g., age of participants, geographic area, demographic data, current activity level, other relevant details).

What are the biggest needs and barriers to increased physical activity for your target group and how does your project address these needs and barriers?

Communities on the Move — Small Programs

Proposal Application Form, Page 4. Organization Name: _____

What strategies and methods will you use to recruit sedentary and insufficiently active participants?

What are your strategies for motivating and retaining program participants?

How will you pursue long-term sustainability of the project beyond the contract period?