



Atlanta
BeltLine
Partnership

Atlanta BeltLine Westside Trail Community Health Grant Program Application Technical Assistance

WEDNESDAY, FEBRUARY 8, 2017



ANDREW YOUNG SCHOOL
OF POLICY STUDIES



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Meeting Objective

- Technical Assistance Webinar (February 8)
 - To provide a detailed review of the Community Health Grant Program application questions and instructions.
- In-Person Technical Assistance (March 4)
 - To provide individualized consultation on completing the grant application and address specific questions related to program partnerships, outcome measurement and evaluation or the program budget and justification.

Award Types

- One-Year Grant Awards (maximum award \$30,000)
 - Up to **5-7** proposals will be funded
 - Deliverables must be met within one year from the grant start period
- Two-Year Grant Awards (maximum award \$100,000)
 - Up to **3** proposals will be funded
 - Deliverables must be met within two years from the grant start period

General Requirements

- Application must be submitted to healthgrants@atlblp.org by 11:59 pm on Wednesday, April 19, 2017.
- Applications must be saved in a Word Document format.
- Type and single-space all responses in 11 point font.
- Each question is limited to 300 words or less.
- Applications must be completed in full. Please answer all questions.

Overview of Application

SECTION 1: GENERAL INFORMATION

SECTION 2: PROJECT NARRATIVE

SECTION 3: PROJECT TIMELINE

SECTION 4: OUTCOME MEASUREMENT AND EVALUATION

SECTION 5: PROJECT BUDGET

Section 1: General Information

- **Organization Information**

- Basic details about the organization's tax registration and status, location, and website address. If the organization is not the fiscal agent, the tax information will not apply in this section.

- **Fiscal Information**

- This section must be completed if the applicant is NOT the fiscal agent.

- **Application Contact**

- The application contact person does not need to be the fiscal agent, however the grant will be awarded to the fiscal agent.

- **Organization Background**

- The organization's mission and goals should align with the focus for this project.

- **Project Information**

- This section includes the project title, projected start and end date, total project budget, the amount being requested and the project type.

Section 2: Project Narrative

- **Describe the need for this project in the community and why this program is important to the Westside Trail neighborhoods.**
 - Detail why this program is needed and what problem your program will address. Provide data or background information to support your case.
- **List the specific goals of this program and explain how the proposed program will involve the Westside Trail to address the community needs.**
 - Demonstrate how your program will have an impact on the Westside Impact Neighborhood(s) and how it relates to using the Westside Trail.
- **Describe the program design, including who the program will serve, the program services/components and program activities.**
 - Detail how the program activities and services directly involve the Atlanta BeltLine Westside Trail.

Section 2: Project Narrative

- **Describe the primary staff who will be involved in carrying out the program objectives/activities and their roles.**
 - Describe who will implement the program objectives and activities.
- **What is the target number of unduplicated participants that will be served by this program?**
 - Participants should be counted once regardless of how many direct services the client receives during a funding year. Indicate approximately how many unduplicated participants will be served or enrolled into your program.
- **At least 75% of program participants must reside in one of the 12 Westside Impact Neighborhoods. In what neighborhood(s) will your target population reside?**
 - Your program is required to target a minimum of 75% of program participants residing in one of the identified Westside Trail neighborhoods.

Section 2: Project Narrative

- **Describe (1) who your program plans to partner with, (2) how this partnership will be established or strengthened, and (3) why this partnership is critical to the success of your program.**
 - Describe who you will partner with, how you will partner and why the partnership is important to the program. It is important that you leverage partnerships with others in the community in order to maximize effectiveness of your program.
- **Identify existing and/or probable project challenges and how you will address them.**
 - It is expected that all programs will face probable project challenges. Describe your expected challenges and how you will address these challenges.

Section 3: Project Timeline

- The Project Timeline outlines major project tasks, including the start and end date for each activity/task.
- This section should detail all phases of the project (i.e., planning, implementation, evaluation, and the major tasks associated with each phase).
- Projected dates are estimates and do not have to be exact.

Section III: Project Timeline

List the proposed start and end date, as well as the responsible party, for each key activity/phase of the project. Add additional lines as needed.			
Key Activities and Major Tasks	Responsible Party	Start Date	End Date
<i>Example: Recruit and enroll program participants</i>	<i>Program Coordinator</i>	<i>September 2017</i>	<i>October 2017</i>

Section 4: Outcome Measurement & Evaluation

- **Describe your organization's capacity to conduct evaluation and data analysis for this project.**
 - Responses should demonstrate that staff are adequately trained and the program is appropriately staffed to evaluate the evaluation.
- **Select the applicable short-term outcome that your program will address. For each short-term outcome selected, describe how (and to what extent) your program will demonstrate impact in that area.**
 - Detail how the program will accomplish the applicable short-term outcome.

Increase use of the Atlanta BeltLine Westside Trail.

- a. How will your program increase use of the Westside Trail?

Increase physical activity levels of program participants through the use of the Atlanta BeltLine Westside Trail.

- a. How will your program increase physical activity levels of program participants through the use of the Westside Trail?

Improve program participant's perceptions about using the Atlanta BeltLine Westside Trail and/or decrease barriers to use of the Westside Trail.

- a. How will your program improve program participant's perceptions about using the Westside Trail and/or decrease barriers to use?

Section 4: Outcome Measurement & Evaluation

- **There will be two levels of outcome measurement:**
 - 1. Program-Specific Measures**
 - To be completed by the grantee using the table in Attachment I.
 - The table in Attachment I must include the program-specific measure(s), method of data collection, measurement frequency and projected target that will be used to measure the program's impact.
 - 2. Initiative-Wide Measures**
 - The standardized program measures listed in Attachment II, which will be reported by all grant recipients. Applicants are required to detail how the program will collect data on these measures, i.e. survey, initial assessment, etc.

Section 4: Outcome Measurement & Evaluation

Attachment I: Program-Specific Measures

Complete the table below and include the program-specific measure(s), method of data collection, measurement frequency and projected target that will be used to measure the program's impact. Program-specific measures should be grouped according to short-term outcome. Examples are provided for your reference. Please add additional lines as needed.

No.	Measure	Measurement Method/Tool	Measurement Frequency	Projected Target
Short-term Outcome: Increase use of the Atlanta BeltLine Westside Trail.				
<i>Example</i>	<i>Increase the number of participants that use the Westside Trail to travel to work compared to baseline</i>	<i>Survey</i>	<i>Baseline and after year one</i>	<i>25% of participants will report increased use of the Westside Trail</i>
1.				
2.				
Short-term Outcome: Increase physical activity levels of program participants through the use of the Atlanta BeltLine Westside Trail.				
<i>Example</i>	<i>Improve aerobic capacity of participants via biking on the Westside Trail</i>	<i>FitnessGram Assessment</i>	<i>Baseline and after year one</i>	<i>25% of participants will improve their aerobic capacity from biking on the Westside Trail</i>
1.				
2.				
Short-term Outcome: Improve program participant's perceptions about using the Atlanta BeltLine Westside Trail and/or decrease barriers to use of the Westside Trail.				
<i>Example</i>	<i>Improve participant's perception of the Westside Trail as a means for travelling to work</i>	<i>Survey</i>	<i>Baseline, 6 months, after year one, and after year two</i>	<i>50% of participants will report improved perception</i>
1.				
2.				
Please list any additional outcome measures that do not fall within the above short-term outcome categories.				

Section 4: Outcome Measurement & Evaluation

Attachment II: Initiative-Wide Program Measures

The following initiative-wide program measures will be reported by all grant recipients. Outcome measures are categorized by demographic information, physical activity and usage of the Atlanta BeltLine Westside Trail.

Demographic Information (reported quarterly)			
		Reporting Period:	
		Total Number of New Participants Served:	
		Total Count	Total Percent
Gender	Male		
	Female		
	Transgender		
Age	0-4		
	5-17		
	18-24		
	25-44		
	45-64		
	65+		
Race/ Ethnicity	Black or African American		
	White		
	Hispanic or Latino		
	Native Hawaiian or Other Pacific Islander		
	Asian		
	Other		
Participant Zip Code	Participant Zip Code:		
Impact Neighborhood Residence	Adair Park		
	Ashview Heights		
	Capitol View		
	Capital View Manor		
	Harris Chiles		
	Hunter Hills		
	Just Us		
	Mozley Park		
	Oakland City		
	Washington Park		
	West End		
	Westview		
	Other		

Section 5: Project Budget

- All grant applications **must** include a (1) budget and (2) budget narrative.
 - **Example of rationale for program materials:** *“Materials such as pedometers will be distributed among program participants during program enrollment. Based on the projected target of participants, a total of 300 pedometers will be purchased.”*
- If there is a monetary fee associated with participating in your program, you must demonstrate how the program will ensure access to the identified Westside Impact Neighborhood(s).

Section V: Project Budget

Your grant application must include a budget and budget narrative. The budget narrative provides context and explains the numbers in the budget and what assumptions underlie the budget. Enter subtotals in all budget categories and sum complete costs on the final lines of the template.

PROJECT COSTS	TOTAL BUDGET	AMOUNT REQUESTED
PERSONNEL/STAFFING EXPENSES (List title and % FTE on project)		
1.	\$	\$
2.	\$	\$
3.	\$	\$
SUBTOTAL: PERSONNEL EXPENSES (INCLUDE BENEFIT COSTS)	\$	\$
Subcontract/Consultant:	\$	\$
SUBTOTAL: SUBCONTRACT/CONSULTANT COSTS	\$	\$
Benefits (___ % of Personnel)	\$	\$

Project Budget Narrative

Provide details on each line item requested in your organization's project budget, (e.g., define staff roles on the project; provide detail on supplies and materials, or travel). Give rationale for budget estimates.

PERSONNEL/STAFFING EXPENSES	JUSTIFICATION
1.	
2.	
3.	
Subcontracts/Consultants	
DIRECT EXPENSES	
Project Supplies	
Travel	
Other:	
1. Equipment	
2. Meetings	
3. Incentives	

Important Dates

Tuesday, February 28th

Notification of change in application status (one or two year)

Saturday, March 4th

In-Person Technical Assistance Meeting

Wednesday, April 19th

Applications Due

