Request for Application (RFA)
Safe Streets for Seniors – Vision Zero Community Awards

Date: August 2, 2016
To: Interested Applicants
From: San Francisco Study Center in partnership with Community Health Equity and Promotion Branch, San Francisco Department of Public Health

I. Overview of Requested Services
Every year in San Francisco, approximately 30 people lose their lives and over 200 more are seriously injured while travelling on city streets. Seniors are five times more likely than younger adults to be fatally injured as pedestrians. Often, injuries to seniors are more serious than would be the case with younger pedestrians, and their recovery time is longer. These deaths and injuries are unacceptable and preventable, and San Francisco is committed to eliminating them.

Vision Zero is the City’s commitment to eliminate traffic-related deaths by 2024. San Francisco is committed to building better and safer streets, educating the public on traffic safety, enforcing traffic laws, and prioritizing resources to implement effective initiatives that save lives. By working to equitably protect our most vulnerable road users, San Francisco is creating a culture whereby city residents, workers and visitors prioritize traffic safety to ensure mistakes that happen on our streets do not result in serious injuries or death.

Safe Streets for Seniors is an initiative of Vision Zero (http://visionzerosf.org/) focused on addressing traffic-related fatalities specifically to seniors. The San Francisco Study Center, in partnership with Community Health Equity and Promotion Branch, San Francisco Department of Public Health, is now accepting applications with the intent to fund up to seven (7) community-based organizations (CBOs) for Safe Streets for Seniors projects from Fall 2016-June 30, 2017. A total of $180,000 is available.

Collaboration among agencies is encouraged. The priority for these funds is for projects that focus on seniors as well as people with disabilities.

Two types of funding are available:

Citywide Focus - $80,000 total
1. Two (2) grants for $40,000 each. These funds will be awarded to two (2) community-based organization(s) addressing traffic-related fatalities to seniors and people with disabilities on the Vision Zero High Injury Network citywide.

Neighborhood focus - $100,000 total
2. Five (5) grants for $20,000 each. These funds will be awarded to community-based organizations proposing projects that will increase traffic safety on the Vision Zero High Injury Network in specific neighborhoods and diverse communities.

Organizations may submit applications for both of the two types of funding but only one award will be made per agency/organization. A separate application must be submitted for each project. Collaboration across agencies is encouraged.

Awards will fund a 9-10 month grant implementation period that will run from approximately September 15, 2016 through June 30, 2017. Awardees will negotiate a Memorandum of Understanding (MOU), workplan and budget with project staff. The MOU will further specify deliverables and ensure that the project meets all San Francisco Study Center requirements. Funds will be distributed through the San Francisco Study Center, a fiscal agent selected by the San Francisco Department of Public Health.
The **Safe Streets for Seniors Project** is part of the Vision Zero initiative in San Francisco. The Project is responsible for organizing local neighborhoods and community-based organizations to work on traffic safety throughout San Francisco. Preference will be given to groups that reach underserved neighborhoods and special populations at risk, especially seniors and people with disabilities. Funding is restricted to non-profit community-based organizations. Groups that are not established non-profits may apply with a 501(c)3 non-profit as fiscal sponsor.

Project requirements include: a designated project coordinator, submissions of brief monthly progress updates, and one final report to describe what has been accomplished during the project period. Community agencies must keep and provide accurate records of all funded activities. Expenditures must be fully documented and comply with San Francisco Study Center requirements. Funds are distributed as reimbursement of expenses in carrying out the project.

Each grant is for a community-focused outreach, education, and organizing project by a community group or agency. The project must meet the following criteria:

1. Project focuses on corridors or intersections on the Vision Zero High Injury Network,
2. Project addresses multiple levels of the Spectrum of Prevention,
3. Project will have a significant impact by addressing two or more strategies within the Education, Engineering, Enforcement, and/or Policy strategies, and
4. Project addresses seniors and people with disabilities.

Project examples include:

- Identify traffic safety hazards near senior centers or organizations serving people with disabilities. Ask for identified engineering improvements and/or increased enforcement near these facilities.

- Conduct community-based social marketing campaign targeting monolingual non-English speaking populations in San Francisco, such as Spanish, Cantonese, and Russian.

**II. Important Dates and Times:**
2. August 8, 2016: Informational Meeting, 1:30 PM-3 PM at 30 Van Ness Ave., Suite 2300, Training Room. Questions about the RFA will be answered here. If you cannot attend this meeting, please email your questions to Ana Validzic at ana.validzic@sfdph.org, so the questions can be answered and recorded in the meeting minutes.
5. September 6, 2016 (Tentative): Award Notification letters sent out.
6. Week of September 6, 2016 (Tentative): project negotiations, MOUs developed and signed.

**III. Application Process**
To apply for funding, complete the attached application and submit one hard copy (1) original and three (3) copies by 12 noon on August 25, 2016 to: Ana Validzic, SF Department of Public Health, 30 Van Ness Avenue, Suite 2300, San Francisco, CA 94102. Applications will be read and scored by a panel of three people. The project start date is tentatively set for September 15, 2016.

All applications will be evaluated using the criteria below in Section IV. Organizations receiving the highest scores will be funded. Funded organizations will then work with staff to create an MOU, detailed work plan, and final budget.
There will be one informational meeting on August 8, 2016 from 1:30PM – 3PM to answer any questions about the services and the process. This meeting is the only time questions can be answered. If you cannot attend this meeting, please email your questions to Ana Validzic at ana.validzic@sfdph.org so the questions can be answered at the meeting and recorded in the meeting minutes. Meeting minutes will be available to all interested parties.

IV. Evaluation Criteria. Note: A rating of “not at all” by 2 or 3 of the panelists in any criteria within Section C or D below shall be sufficient to drop an application from consideration.

A. Organizational Focus: 10 points
   A. Does the organization’s mission include community education, support for seniors or people with disabilities, health, and/or safety?
      Not at all Somewhat Very Much
      0-4 5-7 8-10

B. Organizational Experience Working on Community Issues: 20 points
   A. Does the organization have experience in traffic projects or programs?
      Not at all Somewhat Very Much
      0-4 5-7 8-10
   B. Does the organization have experience with seniors or people with disabilities?
      Not at all Somewhat Very Much
      0-4 5-7 8-10

C. Proposed Project or Program Description: 40 points
   A. Is the project or program focused on corridors or intersections on the Vision Zero High Injury Network?
      Not at all Somewhat Very Much
      0-4 5-7 8-10
   B. Does the project or program address multiple levels of the Spectrum of Prevention?
      Not at all Somewhat Very Much
      0-4 5-7 8-10
   C. Does the project or program have the capacity to make a significant impact by including 2 or more strategies with the Education, Engineering, Enforcement and/or Policy?
      Not at all Somewhat Very Much
      0-4 5-7 8-10
   D. Does the project or program address traffic safety specific to seniors and people with disabilities?
      Not at all Somewhat Very Much
      0-4 5-7 8-10

D. Administrative Capability: 30 points
   A. Based on the experiences with other funding sources, is the organization or fiscal sponsor capable of administering the project or program?
      Not at all Somewhat Very Much
      0-4 5-7 8-10
   B. Is the budget reasonable, do budget line items match proposed activities?
      Not at all Somewhat Very Much
      0-4 5-7 8-10
   C. Is the applicant an official 501(c)3 non-profit or have a fiscal sponsor that is one?
      Not at all Somewhat Very Much
      0-4 5-7 8-10

E: Project based in Supervisorial District 1: 10 bonus points
   A. Is the proposed project or program located in Supervisorial District 1 (Inner and Outer Richmond)?
      Not at all Somewhat Very Much
      0-4 5-7 8-10
V. Additional Information

Traffic-related deaths in San Francisco impact pedestrians, bicyclists, motorcyclists, and motor vehicle occupants. Of all fatalities, pedestrians are the majority of fatalities. Seniors make up approximately 50% of all pedestrian fatalities.

To inform targeted, data-driven traffic safety initiatives to achieve zero deaths by 2024, the City has identified the Vision Zero High Injury Network. This network represents 12% (125 miles) of the city’s surface streets, where injuries, including severe and fatal injuries, are most concentrated:

- 70% of people severely or fatally injured in vehicles,
- 76% of people severely or fatally injured on motorcycles,
- 72% of people severely or fatally injured while walking, and
- 74% of people severely or fatally injured while riding bikes.
The Spectrum of Prevention is a systematic tool that promotes a multifaceted range of activities for effective prevention. It shows the layers and levels of activities and strategies that need to occur at the same time in order to make a large impact on a complex social issue such as traffic safety. Prevention comes from social norms change and environmental change. To effectively create a paradigm shift (i.e. a culture of traffic safety) supportive of prevention efforts, change must occur on both the macro and micro levels of the spectrum.

Traditional prevention efforts have focus on the micro levels (levels 1 through 3), targeting individuals, communities, and direct service providers. While direct service work is crucial to educating and empowering individuals, macro level efforts (levels 4 through 6) institutionalize and sustain social norms change. The Spectrum of Prevention has been used nationally in prevention initiatives targeting traffic safety, violence prevention, injury prevention, tobacco control, nutrition, and fitness. More information available at: http://www.preventioninstitute.org/component/jlibrary/article/id-105/127.html
APPLICATION FORM

To apply, please answer all of the questions in this application and submit one (1) original and three (3) copies, by 12 noon on August 25, 2016 to Ana Validzic, SF Department of Public Health, 30 Van Ness Avenue, Suite 2300, San Francisco, CA 94102. All applications must be received by this date and time. Please use this sheet as a Cover Page and attach numbered answers to questions below.

1. Name of the Organization: ____________________________

   Address: __________________________________________

   Telephone: __________________ Fax: __________________

   Contact Person: __________________ Email: _____________

2. Indicate the type of funding your organization is applying for through this application (check one only)

   □ Citywide Safe Streets for Seniors award for $40,000
   □ Neighborhood Safe Streets for Seniors award for $20,000

3. Briefly describe:
   a. Your group or agency’s mission or focus.
   b. Your group’s activities or programs.
   c. The community (ies) your organization serves.
   d. A non-profit organization needs to either apply for or be the fiscal sponsor of each applicant. If your group or agency is not registered as a 501(c)3 non-profit, please describe briefly your fiscal sponsor, its mission, goals, and objectives. Please include the tax identification number and a copy of the 501(c)3 letter or equivalent.

4. Please describe what type of project or program you are planning to implement in your community. Be as specific and detailed as you can. (This is the KEY question. Please be as detailed as possible.) Be sure to address all the evaluation criteria on page 3, including:
   a. The outcomes your project will achieve in a 9-10 month funding period.
   b. How the project addresses locations on the Vision Zero High Injury Network.
   c. How the project will address multiple levels on the Spectrum of Prevention.
   d. How the project can make a significant impact by including 2 or more strategies within Education, Enforcement, Engineering, and/or Policy.
   e. How the project prioritizes the needs of seniors and people with disabilities.
   f. For neighborhood applications: In which neighborhoods or communities your project will be based.

5. Has your organization done any projects on traffic safety in the past?
   a. If yes, please describe the projects.
   b. If no, please describe the steps your group would take to build your agency’s capacity and start such a project.

6. Include a budget and budget justification using the attached forms.

Contact Person (print) __________________ Signature __________________ Date ____________
**Contractor Name and Address:**

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**Contract Term:**

September 15, 2016 to
June 30, 2017

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**BUDGET FORM**

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<th>EXPENDITURES</th>
<th>September 15, 2016 to June 30, 2017</th>
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<td>Consultants</td>
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Contact Person (print) ____________________ Signature ____________________ Date ______________
Salaries & Fringe Benefits Expenses:

Salary
- $20/hr x 400 hrs for Community Organizer = $8,000.00
- $15/hr x 200 hrs for administrative support = $3,000.00

Total Salary = $11,000.00

Fringe Benefits (FICA, Social Security, Pension) at 25% = $2,750.00

Total Salaries & Fringe Benefits Expenses ........................................... $13,750.00

Operating Expenses:

Material & Supplies
- Office supplies (paper, pens, envelopes, etc.) = $250.00
- Printing materials such as brochures and flyers = $2,000.00
- Mailing(s) materials to residents in specific neighborhoods = $500.00

Total for supplies = $2,750.00

Meeting Space
- 3 workshops in communities x $400 per workshop = $1,200.00

Consultants
- $20/hr for 50 hrs for Spanish translation = $1,000.00
- $20/hr for 50 hrs for Chinese translation = $1,000.00

Participant incentives:
- 15 participants x 2 workshops x $10 gift certificates = $300

Total Operating Expenses ............................................................... $6,250.00

TOTAL EXPENSES: ........................................................................... $20,000.00