AARP VERMONT
Placemaking Projects for Changing the Built Environment
Short-Term Action for Long-Term Change
2019

REQUEST FOR PROPOSALS

BACKGROUND

AARP is a national non-profit, non-partisan organization for people 50 and older with a Vermont state office located in Burlington. AARP is dedicated to enhancing the quality of life for all as we age. We lead positive social change and deliver value to people 50+, including our members through information, advocacy and service. Since 2006, AARP Vermont has led efforts in the state to promote livable communities for older adults to live and thrive. AARP defines a livable community as one that has affordable and appropriate housing, supportive community services, and adequate mobility options, which together facilitate personal independence and the engagement of residents in civic and social life.

AARP Vermont provides communities with educational workshops and funding opportunities for demonstration projects that focus on creating public spaces that are vibrant, welcoming, safe and accessible for everyone. These projects will employ temporary changes with the goal of leading to permanent change that supports healthy active lifestyles for people of all ages and abilities.

This is your chance to “start small” by test-driving a process or material in your community with the expectation that the ‘test drive’ will be further improved upon and refined over time to progress permanent change. Your project will be aimed at temporarily reinventing a space that improves the safety, accessibility and overall appeal. Simple modifications can powerfully alter the health, economic, social, and ecological value of a community.

The objectives of the Placemaking Demonstration Projects are to help participants:

- Enhance perceptions and attitude toward community change.
- Recognize how placemaking and community design influence successful aging, health and overall livability.
- Give participants an expanded toolkit to draw from to build healthier more vibrant public spaces.
- Emphasis will be made on initiatives that demonstrate inclusive, multi-modal infrastructure and placemaking concepts that can be practically applied within the community.
AARP knows that great communities take a long time to build and sustain. But, we also believe “quick actions” can be the critical spark for longer-term progress. We will support up to three communities efforts to spearhead a demonstration project that will help build momentum. The Placemaking Project is intended to inspire and educate community leaders and residents.

AARP Vermont will provide the following support for the project:
- Publicity to help turn out residents and provide visibility through media outreach.
- Provide technical assistance when needed and available.
- In collaboration with the community and agency leaders, support stakeholder outreach and engagement in the process.
- Public support from AARP for implementation of recommendations including letters of support, local level advocacy, and communications with AARP members as appropriate.

FOR MORE INFORMATION

AARP’s vision of livable communities can be found at http://www.aarp.org/livable-communities/

Consider your community’s Livability Score by visiting AARP’s Livability Index which can be found at http://livabilityindex.aarp.org/

For questions about this program or guidance on how to complete a competitive application, contact Kelly Stoddard Poor at 802-951-1313 or kstoddardpoor@aarp.org.

ELIGIBILITY

Statewide, regional and local government entities and non-profit organizations located in Vermont are eligible to apply. Statewide and regional organizations must specify a municipality in which project activities will take place and demonstrate a commitment from local officials and collaborating organizations to participate in a community demonstration project by the fall of 2018. Following completion of the demonstration there will be an after action report due one month following the completion of the project.

AARP will not fund the following types of proposals, activities, or organizations:
- Partisan, political or election related activities
- Studies with no follow-up action
- Publication of books or reports
- Acquisition of land and/or buildings
- Research and development for a for-profit endeavor
- Individuals
- For-profit entities and projects that promote a for-profit entity and/or its products and services.

AARP reserves the right to reject a proposal that does not align with its mission or policies in its sole discretion. Community matching funds are not required. However, applicants are encouraged to describe how the funding will be used to implement the Demonstration, further educate and engage community members in livability.
PROPOSAL REQUIREMENTS

Applicants must comply with these requirements, including without limitation, the eligibility requirements. Applicants must submit an electronic proposal using the application form provided to kstodddardpoor@aarp.org with all pertinent information. Applicants are advised to participate in the Placemaking Workshop held on March 13, 2019 to deepen their understanding and skills to better utilize placemaking in their community project.

GRANT AMOUNT

We will select up to three (3) communities for funding of up to $3,000 each. This is a one-time opportunity with no further expectation or commitment of additional funds.

DEADLINE

All proposals should be received by Kelly Stoddard Poor from AARP VT at kstodddardpoor@aarp.org by 5:00 p.m. Eastern Standard Time on Friday, April 12, 2019 to be eligible for consideration.

COMMUNITY SELECTION – WHAT TYPES OF PROJECTS ARE ACCEPTABLE?

Communities will be selected by a panel with significant knowledge in aging issues, public health, community development, transportation and livable communities. Deadline for implementing the community demonstration project is October 15, 2019.

In general, successful projects will demonstrate strong community and municipal leadership, diverse buy-in from the public, and a clearly expressed desire for change and the need for a catalyst to get started. More specifically, the judging for the program will be evaluated based on a weighted point system for a total of 100 overall points (“Judging Criteria”). Successful applicants will have:

- Articulated how the community as a whole, or a section of the community, stands to benefit from a demonstration project by describing the need for this project (25 points);
- Described how the community and local conditions demonstrate a clear, reasonable chance of creating a successful project to improve livability as a result of the project (35 points);
- Identified ways to work with AARP to implement recommendations and ways to engage residents and stakeholders in the process (15 points);
- Demonstrated collaboration with stakeholders and partners to assist with the project and follow-up activities (15 points);
- Provided a clear and concise timeline with an appropriate budget for the scope of the project (10 points).

Projects need to utilize placemaking effort to improve a community's built environment to benefit people of all ages and ability. Projects can include but are not limited to projects such as:

- Activating a vacant or underutilized public space through public art and activities that are permanent or temporary solutions aimed at improving open spaces, parks and access to other amenities.
- Creating opportunities for intergenerational activities that promote healthy active lifestyles.
- Experimenting with complete streets and public transit options to expand transportation modes that will increase connectivity, walkability, bikeability, and/or access to transit.
• Enhancing indoor and/or outdoor public spaces with programming and activities to engage and support social connectivity.

Additional Selection Requirements:
• Each applicant will need to provide a representative that is willing if needed to be interviewed by the panel as part of the judging process.
• Each applicant will need to provide at least one (1) letter of support from:
  o Town Manager, Mayor (if applicable), or Legislative Body (Select Board, City Council)
  o Other letters of support are encouraged (not required) to demonstrate community buy-in for the project. *Examples include:* the public works director, senior center director, disability advocate, municipal planner, Regional Planning Commission, business owner, staff or chairperson of state designated downtown, representative or advocate of the low-SES population, and an influential community advocate or non-profit organization representative.

**NOTIFICATION**

Selected applicants will be notified by telephone by April 26, 2019. Potential selected applicants must sign and return a Letter of Agreement to the Vermont state office of AARP within seven (7) days of notification. Noncompliance with this requirement may result in disqualification, and the applicant with the next highest score could be selected.

**ADDITIONAL TERMS AND CONDITIONS**

All decisions by AARP regarding the eligibility of participants and the validity of entries shall be final and binding. All submissions will be judged by AARP whose decisions and determinations as to the administration of the application process and selection of communities shall be final. All submissions shall be the sole property of AARP and none will be returned. AARP reserves the right, in its sole discretion, to cancel, or suspend implementation of the Demonstration.

AARP and its respective affiliates, parents, subsidiaries, agents and employees are not responsible for late, lost, illegible, incomplete, stolen, misdirected, illegitimate, or impermissible submissions or mail; postage due mail; or any other error whether human, mechanical or electronic.