



UNILEVER'S DEGREE DEODORANT AND BLUE ZONES, LLC
#MadeToMove Grant Program
Application Guide

+ **Overview of Grant Process**

Communities throughout the United States now realize that growing a program in active transportation is an essential way to help all citizens live fuller, healthier, longer lives. The #MadeToMove grant program from Degree and Blue Zones, LLC, is a competitive funding opportunity to assist communities in advancing active transportation through local project development, implementation and supporting policies. With the ultimate goal of promoting more walkable, bikeable, transit-friendly environments for all ages, incomes and abilities, this funding opportunity will be awarded to five mid-sized communities (details included in "Who Can Apply" section of document) in the United States. Each community will receive \$100,000, plus technical assistance from the Blue Zones, LLC, Built Environment team. The funding period is divided into two phases, outlined below.

○ **What is Phase 1?**

+ *Phase 1* of this work will occur over the first 90 days of community effort and will include workplan development to incorporate time-based goal setting, including the details of community engagement, partner involvement, required resources, and specific outcome goals. During Phase 1, representatives from selected communities will travel to Minneapolis for a 2-day workshop on advancing active community environments. During follow-up on-site consultation, communities will decide on the location, materials and other specifics for advancing design efforts, as well as indicate relevant agencies and community policies necessary to ensuring and sustaining progress. Funding for Phase 1 will be awarded upon executed agreements. Funding for this phase is \$10,000 and is to be spent on planning efforts such as blueprint development, charrettes, training, and community engagement – which can include meetings, open street events and pop-ups.

○ **What is Phase 2?**

+ *Phase 2* is ten months in duration and will include implementation of the approved community project and policies and will be funded only after Phase 1 planning and resources are demonstrated. Community efforts will include both demonstration projects and long-term policy or systems improvements. Phase 2 will also include the development of a Monitoring and Evaluation Plan. Funding for this Phase is \$90,000.

○ **Terms**

Transit-friendly

This term refers to environments that enable and support – through design and programs – accessible and efficient transit, making it an easy to use option for all.

Active Transportation

Otherwise known as 'non-motorized transportation', active transportation refers to modes that involve a person using their own, self-generated energy to get from one place to another, such as walking, biking, skateboarding or using a scooter.

+ **What Does an Awarded Community Receive?**

Awarded communities will receive both grant funding for specific projects and technical assistance to ensure success:

- + 2-day orientation workshop and networking event in Minneapolis, Minnesota, with the Blue Zones Built Environment Team;
- + 2-day on-site workshop within each community with experts and resources selected to refine the work program, confirm the steering committee, engage the community, develop the implementation plan, inspire teams and build capacity;
- + Ongoing coaching and mentoring by the Blue Zones, LLC, Team as project-specific challenges and opportunities arise; and
- + Iterative and summative project evaluations and the development of an impact case study for each project.

+ **What do we mean by Projects and supporting Policies?**

- Eligible projects include, but are not limited to:
 - A pavement-to-parks project;
 - Curb extensions and chicanes;
 - Crosswalks and crossings;
 - Gateway features;
 - Protected bike lanes;
 - Pocket parks and plazas;
 - Roundabouts and mini-circles;
 - Neighborhood traffic calming;
 - First- and last-mile transit projects;
 - Road rightsizing projects (lane reductions);
 - Bike parking and street furniture;
 - Bike and pedestrian-oriented signage and wayfinding; and
 - Non-motorized trail linkages.
- An eligible policy effort can be:
 - Development and adoption of a street design manual that localizes active transportation tools;
 - An update of zoning ordinances to support healthy design;
 - Updating a permitting process to allow interim design;
 - Adoption of a Complete Streets policy and implementation plan; or
 - Revising Capital Improvement Plan project selection to support active transportation (e.g. this may include training of local or regional public works, planning, transportation, emergency responders and other staffs to implement innovative design features).

+ **Who can Apply?**

This opportunity is geared towards communities with a population between 100,000 and 300,000. This funding opportunity is open to all non-profit groups – agencies, companies, and

local and regional governments - serving, and located in, communities of this size. Regardless of team lead, all teams must have the required sectors represented on their team.

+ **What are we looking for?**

The following attributes will be considered as applications are reviewed:

- + Foundational **policy and planning** efforts to support active transportation;
- + **Clear objectives** for impact with **appropriate key performance indicators** to measure success;
- + A commitment to **equity**;
- + **Demonstrated reach** across sectors, departments and agencies **to build capacity for active transportation in the community**;
- + Collaborations and/or partnerships in place that demonstrate **a local commitment to advancing active transportation**;
- + **Letters of support and/or other commitments from key players** (e.g. relevant departments, agencies, organizations, city/county councils, planning commission, and others);
- + Feasibility of project and policy implementation **within the 12-month timeline**;
- + A **pathway for project sustainability** post-award.

+ **Funding Timeline and Important Dates**

Timeline (Date by)	Activities
April 2019	Partnership Contract Award & Media Release
April 22, 2019	Grant Announcement & Request for Proposals Issued
May 31, 2019	Grant Closing Deadline
Week of June 3 rd - Week of July 15, 2019	Applicant Review, Short List Selected & Skype Interviews
Week of July 29, 2019	Awardees Announced (5) & Media Releases
September 2019	2-Day Orientation Workshop & Networking Event
October + November 2019	2-Day On-Site Workshop in Each Community
Fall 2019	Project Steering Committees Formed & Work Plans Confirmed
July 2020	Projects Completed & Impact Case Studies Developed
August 2020	Program Evaluation & Final Reporting

+ **For More Information:**

Contact the team at madetomove@bluezones.com with any questions. FAQs and answers will be posted weekly while the application is open.

+ **Sample Letter of Commitment**

A sample letter of commitment is included below. This document is a template that applicants should feel free to customize with supporting details, but the called-out commitments (bullet points) **must** be included for team leads and team members.

UNILEVER'S DEGREE DEODORANT AND BLUE ZONES, LLC
#MadeToMove Grant Program
Sample Letter of Commitment [On letterhead of Organization]

Date

Director of your Organization

Your Organization's Name

Your Organization's Address

Blue Zones, LLC
323 N. Washington Ave. 2nd Floor
Minneapolis, MN 55401

To Whom It May Concern:

Please consider this letter as our agency's commitment to partner with [lead organization's name] in their efforts to see [name of project], an active transportation project, implemented in [community]. We believe in increasing active lifestyles in [City, State] through policy and on-the-ground efforts and are committed to implementing this project with [partners listed on application]. [Insert a brief overview of your agency's/organization's/community's efforts around active transportation planning, programming and project implementation].

By signing this letter, we acknowledge, and commit to, the following in our [partnership with lead agency] [or, if lead – in leadership of the team]:

- [If lead] Leading the local team's efforts, including:
 - Directing communications and meetings locally and with the Blue Zones, LLC team;
 - Attending on-site training in Minneapolis within 90 days of Notice to Proceed;
 - Being an active participant in monthly team calls; and
 - Scheduling and coordinating the Blue Zones, LLC, team site visit and events.
- All team members involved will participate in the following:
 - Being present for all calls with Blue Zones, LLC, Built Environment Team;
 - Participating in project design and implementation;
 - Participating in all local team efforts, including:
 - Calls;
 - Planning meetings;
 - Community engagement; and
 - Relevant policy efforts.

This letter conveys our full commitment to this endeavor and acknowledgement and understanding of the full details included in the Terms & Conditions. We look forward to the opportunity to partner with [lead agency partner] along with Blue Zones, LLC, and Degree to make [community] a more activity-friendly community.

Sincerely,
Lead for Organization
Organization



**UNILEVER'S DEGREE DEODORANT AND BLUE ZONES, LLC
#MadeToMove Grant Program
Grant Application**

Application Due: May 31, 2019

This form is to be completed and signed by an authorized team lead with supporting documents attached and emailed to: madetomove@bluezones.com by the application due date.

Application Summary

Application # (for reviewer to complete)	
Project Name	
Location (city, state)	
Lead Applicant	
Project Partners	
Letters of Commitment Attached (Yes/No)	Yes ____ No ____
Short Project Opportunity Description (100 words or less)	
Impact Statement: How will this funding opportunity impact active transportation (short-term and long-term) in your community? (100 words or less)	
Key Words: Please describe the proposed project opportunity with five key words.	

Overview:

The **#MadeToMove** grant program from Degree Deodorant and Blue Zones, LLC, is a competitive funding opportunity to assist communities in advancing ***on-the-ground projects and related policies to promote more walkable, bikeable, transit-friendly and connected environments for all ages, incomes and abilities***. Please reference the **#MadeToMove Application Guide** for an overview of this funding program and required application support documentation.

Application Sections:

1. The Team
2. The Policy Landscape and Local Context
3. Taking the Temperature
4. Project Opportunities
5. Evaluation

Please do not disclose any confidential or protected information, including but not limited to personal identifiable information, protected health information or third party confidential information as part of the application.

Section 1. The Team

Teams **must** have representation from health, local planning and engineering, and include elected officials. Teams may have additional members from areas such as administration, economic development, housing, transit, healthcare, parks and recreation, schools (including universities and colleges), major employers and advocacy organizations. Teams **must designate a team lead who has full authority to submit this application and enter into contracts.**

Please complete the following for each team member and attach a letter of commitment for each, on agency letterhead (*See template*). Please add **extra tables** for supplemental team members; four representatives is the minimum requirement and teams are encouraged to include additional members.

Health Representative:

Name	
Title/Agency	
Email	
Phone (for lead only)	

Check if Team Lead.

Planning Representative:

Name	
Title/Agency	
Email	

Check if Team Lead.

Engineering Representative:

Name	
Title/Agency	
Email	

Check if Team Lead.

Elected Representative:

Name	
Title/Agency	
Email	

Check if Team Lead.

Section 2. The Policy Landscape and Local Context

In this section, we would like to hear about your community context, including the plans, practices and procedures that are shaping your community's active transportation environment. Please respond to each question, using a **maximum of 300 words for each response (for Section 2)**. *The first response will not have bearing on community selection; it is meant to help us better understand your community.*

1. Please tell us about your community, including size, location, and demographics (not limited to percentage of age, ethnicity, average income, etc.).

Demographic information is gathered to ensure that Blue Zones, LLC understands the needs of a selected community when developing a program for such community.

2. Please describe your community's policy and planning efforts around active transportation. What plans are in place or anticipated? What policies are in place or anticipated? Please address both transportation and land use in your response.

Please include links to existing documents, plans or practices that confirm the focus on policy and systems level change. Examples include:

- Community vision statement or document;
- Comprehensive Plan; Downtown or other Master Plan; Growth Plan; Parks, Open Space and Recreation Plan; Sustainability Plan or equivalent; and
- Existing plans such as Active Transportation Plan; Pedestrian Plan; Bicycle Plan; Sidewalk Inventory; or Safe Routes to School Plan.

3. Please describe how your community recognizes social, economic and/or racial equity as priorities in its active transportation efforts.

Please include links to plans, documented practices and procedures that establish equity as a strong contributing factor to transportation funding and implementation decisions. Examples include:

- Project selection criteria;
- Designated staff; and

- Plan and policy language.
4. Please describe your community's demonstrated intent and ability to advance project and policy outcomes aligned with this grant opportunity. *Examples include:*
- Staff dedicated to active transportation, sustainability, or equity;
 - Partnerships focused on health and equity that are already formed or underway (committee, task force, etc.); and
 - Existing grants, upcoming funding opportunities (Including Capital Improvement Program, Transportation Improvement Program, or other local, state or federal funding source).

Section 3. Taking the Temperature

Please answer the following questions about achievements, partners, and volunteer opportunities that are relevant to your community. Do not expand on answers which are not relevant to your community; e.g. if the private sector has not yet actively engaged on this topic (question c) simply state this.

Maximum 100 words each (for Section 3).

- a. Within the past five years, have achievements in active transportation been demonstrated in your community?
- b. Has the school system embraced sustainability, health, and/or active transportation as priorities and is this demonstrated through investments in and placement of neighborhood schools, curricula, extra-curricular, or volunteer activities?
- c. Has the private sector (major employers, developers or businesses) demonstrated support for community health, sustainability and/or active transportation?
- d. Have nonprofits, community service or other non-governmental organizations actively engaged in community health, sustainability and/or active transportation?
- e. Has the health community formally recognized the public health benefits of active transportation? Do they actively advocate for and support pro-walking and biking policies and environmental changes?
- f. Are there strong volunteer supports that are being, *or could be*, employed to further the active transportation efforts in your community?
- g. Please describe the public engagement strategies being implemented in connection to active transportation efforts in your community.
- h. Please describe the level of support for active transportation received from your local elected officials and note if any are champions.

Section 4. Project Opportunities

In this section, we would like you to describe **up to three** opportunities to advance active transportation in your community. Feel free to describe one or two. These should be examples that your team feels

reflects the needs of your community and have potential to become model projects that might inspire comprehensive capital projects.

1. Potential projects that advance active transportation in our community are listed below. Please keep in mind the set project budget (\$90,000), and timeline (10 months) as you consider potential projects. Note that you will be receiving \$10,000 for planning and your community demonstration day as outlined in Phase 1 of the Application Guide.
 - a. _____
 - b. _____
 - c. _____
2. For each project, please describe the desired impact in the community. This can be a variety of influences, including improving access, network connectivity, diversity in representation across active modes, improved safety, etc. **Maximum 300 words each.**
3. Please describe any policies, plans, processes or awards that will support these projects and ensure long-term sustainability of this investment. **Maximum 300 words.**

Section 5. Evaluation

1. The goal of this award is to advance active community environments. Please describe your desired shorter-term outcomes and longer-term impacts, including the process and outcome evaluation indicators you have selected for demonstrating success. **Maximum 300 words.**

DRAFT

UNILEVER'S DEGREE DEODORANT AND BLUE ZONES, LLC
#MadeToMove Grant Program
Terms & Conditions

The following questions require your agreement and acknowledgement to the following statements as similar terms will be also be included in the Grant and Master Services Agreement to be executed by all participants at the time of award:

- a) I understand that the selected cities will be determined by Blue Zones, LLC and Unilever and its brand, Degree Deodorant ("Degree") in their sole discretion and agree to accept the decisions of Blue Zones, LLC and Degree as final and binding as it relates to the program.

Agree **Disagree**

- b) I understand by submitting this application, that my community and team members agree to release and hold harmless Blue Zones, LLC, Degree and their parent organization, shareholders, subsidiaries, affiliates, directors, employees, promotional agencies, attorneys, representatives, agents, successors and assigns (the "Indemnified Parties") from any liability, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not from your application, participation in the program and the administration of the program by the Indemnified Parties.

Agree **Disagree**

- c) I understand that the #MadeToMove grants program is governed by Minnesota (Blue Zones, LLC headquarter location) law without regard to conflict of laws principles. As a condition to submitting my application, my community and team members agree that any disputes arising out of the program shall be resolved, without resort to any form of class action, exclusively before a court located in Hennepin County, Minnesota. Further, in any such dispute, under no circumstances will my community or team members be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, special or consequential damages, including attorneys' fees.

Agree **Disagree**

- d) I understand my community and team members will be required to participate in media and press opportunities to promote their participation in the program, including providing short stories of local impact, providing photos and video if requested, participate in interviews, and provide quotes and content for public relations and marketing purposes. I further understand that my team members may be required to provide consents related to the use of their name and likeness in any of the foregoing.

Note: Applicants or applicant's team members should not disclose any proprietary, protected or otherwise confidential information.

Agree **Disagree**

- e) I understand that it is a requirement that any winning communities and team members will integrate a leave-behind such as an installed sign or plaque that shows projects were supported by Degree and Blue Zones, LLC.

Agree **Disagree**

- f) I understand that as a condition to receiving the grant and related services that my community and team members must be willing to engage Blue Zones, LLC (or its designee) and enter into a Grant and Master Services Agreement with Degree and Blue Zones, LLC. I also understand that my community and team members shall use the grant funds only for the program and agreed upon projects as outlined in the Grant and Master Services Agreement with Degree and Blue Zones, LLC.

Agree **Disagree**

- g) I understand that my community will need to work in collaboration with Blue Zones on measuring the anticipated and ongoing community impact of the final project as set forth in the Grant and Master Services Agreement.

Agree **Disagree**