

# King County Food and Fitness Initiative

## Focus Communities Request for Qualifications (RFQ)

Release Date: December 31, 2007

Application Deadline: January 31, 2008

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Creating vibrant communities that support access to locally grown, healthy, affordable food and safe places for physical activity and play—for everyone

## Initiative Description

The King County Food and Fitness Initiative (KCFFI) is one of nine projects across the United States selected to participate in the W.K. Kellogg Food & Fitness Initiative. The goal of the KCFFI is to help communities find ways to create access to locally grown, healthy, affordable food, and safe and convenient places for physical activity and play - for everyone. Examples of potential activities include creating and promoting farmers' markets and community/school gardens; improving parks and playgrounds; and making neighborhoods more walkable, bikeable and accessible to public transportation.

KCFFI is currently in the middle of a two-year planning phase to develop a strategic community action plan for promoting access to locally grown, healthy, and affordable food and improving places for physical activity in King County. This plan will be developed in two focus communities: one in South King County and one in Seattle. The plan will be submitted to the Kellogg Foundation on **January 15, 2009**. If approved, KCFFI would receive from \$300,000 to \$500,000 per year over 8 years from 2009 to 2017 to implement the community action plan in the two focus communities.

### ► Focus Community Selection Process

Eight communities were identified as potential focus sites based on size (fewer than 120,000 residents) and health data that shows the prevalence of health disparities, high levels of overweight/obesity and related chronic diseases, and high levels of reported physical inactivity and poor diet. These communities are: Federal Way, Kent, SeaTac, Tukwila, White Center, Seattle: Delridge/West Seattle, Seattle: Central Area, and Seattle: Beacon Hill/SE Seattle. With this Request for Qualifications, each community is now being invited to be considered as a KCFFI focus site by submitting a description of their qualifications.

A Site Selection Committee including representatives from the candidate communities, the KCFFI Assessment Team, youth, and other KCFFI collaborative partners with expertise in food and/or fitness will oversee the process and make the final selections.

### ► Resources Available

**Planning Phase:** If your site is selected as one of the two focus communities, resources for the planning phase (i.e., through January 2009) include stipends for community participants on the Leadership Council. Additional funding may be available for a pilot project, but cannot be guaranteed at this time. KCFFI staff will support planning in the focus communities and leverage technical assistance from Kellogg Foundation supported Technical Assistance Providers, the KCFFI Leadership Council, and other KCFFI Collaborative Partners.

**Implementation Phase:** If the KCFFI is awarded funding for implementation, each of the two focus communities will likely be awarded \$50K - \$100K per year for 8 years. These funds will include direct budget support to the focus communities as well as staff support for the overall Initiative (e.g. to help with advocacy and to provide technical assistance).

Additional funding will be sought to support Implementation Phase activities.

Learn More . . .

**About the Food and Fitness Initiative**

**King County Food and Fitness Initiative**

<http://king.wsu.edu/foodandfarms/KCFFI.html>

**W.K. Kellogg Foundation**

<http://www.wkcf.org/faf>

## Selection Criteria and Review Process

The two focus communities will be selected based on their demonstrated ability to work collaboratively, their plan to engage residents and community-based organizations in the work, and their commitment to food and fitness improvements in their community.

### Three specific areas will be evaluated:

1. History of food and fitness-related efforts - evidence of past work related to KCFFI goals of promoting access to healthy, affordable food and creating safe and convenient places for physical activity.
2. History of collaboration - evidence of community partners and residents working well together including how long and how effective the partnerships and resulting accomplishments were.
3. Community engagement - evidence of effectively involving diverse residents and community members in past projects, and quality and feasibility of plans to engage residents in KCFFI.

The Selection Committee will review applications and assign a preliminary ranking based on the three areas above. A half-day meeting will then be held in which (1) all applicants will be asked to send one or more representatives to answer clarifying questions from the Selection Committee about their written proposals; (2) reviewers will revise their rankings based on the responses to the questions; (3) final rankings will be compiled and selections made.

## Application Process

Each community should submit a single application that includes the completed form and responses to the questions below. The response narrative should be no more than four (4) pages using Times New Roman 12-point font and one inch margins.

Email the complete application package no later than **January 31, 2008** to:  
Maggie Anderson, [maggie.anderson@kingcounty.gov](mailto:maggie.anderson@kingcounty.gov).

Request for Qualifications Announced	December 31, 2007
Technical Assistance to Communities	January 2008
Application Deadline	January 31, 2008
Application Review	February 1-10, 2008
2 Focus Sites Selected and Announced	Mid February 2008

## Contact Information

Organization Name (Legal name of grantee)	
Address	
City	
State	
Zip code	
Phone	
Fax	
Website	
Contact Name/Title	
Contact Phone	
Contact Email	

## ► Application Questions

1. History of Food and Fitness Efforts. Describe any current or prior partnerships to promote access to healthy food and safe places for physical activity in your community. For these activities, identify partners and describe how they were or are involved.

2. History of Collaboration. Describe the history of collaboration among your community partners and residents, and if possible, as they relate to goals of the King County Food and Fitness Initiative.

3. History of Community Engagement. Describe how diverse community members have been actively engaged in past projects, including how they were invited and encouraged to participate, and how they have been involved in decision-making. How have you engaged youth? Given this experience, how would you ensure adequate involvement of community members including youth in KCFFI?

THE COMPLETE APPLICATION MUST BE RECEIVED NO LATER THAN **January 31, 2008** in order to be considered. Receipt of all applications will be acknowledged in writing.

## Opportunities for Assistance

### ► Co-Convener Contact Information

#### King County Food and Fitness Initiative Co-Conveners

- King County Food and Fitness Initiative Program Coordinator  
Contact: Maggie Anderson  
maggie.anderson@kingcounty.gov; 206-205-3186
- Public Health - Seattle & King County  
Contact: Erin MacDougall, Program Manager, Healthy Eating and Active Living Program,  
erin.macdougall@kingcounty.gov; 206-263-8804
- Washington State University King County Extension  
Contact: Sylvia Kantor, Extension Educator, Small Farms and Food Systems  
sylvia.kantor@kingcounty.gov; 206-205-3131

### ► Technical Assistance

The co-convener staff and members of the Assessment Team will be available to answer questions and facilitate connections to community members and existing Collaborative Partners who can assist with preparation of the application.