

To: HONORABLE MAYOR AND CITY COUNCIL.

FROM: Dave Maroney, City Administrator.

SUBJECT: Support BCBS Grant Application.

DATE: August 15, 2019.

BACKGROUND.

David Anderson (Live Well Coordinator for Goodhue County – SHIP) is preparing an application to *Blue Cross Blue Shield Minnesota (BCBS)* for grant funds that are available through their *Catalyst Funding Initiative Program*. If the application is approved, funds would be available to engage professional services and provide guidance to prepare a *Bicycle Master Plan* for Cannon Falls. These efforts are consistent with recommendations that resulted from the *Bikeable Community Workshop (May 2019)*. With your consent, I will prepare a letter of support for inclusion with the application.

The accompanying information provides further explanation of the *Program*.

REQUESTED COUNCIL ACTION.

The City Council is asked to support preparation and submission of an application to *BCBS Minnesota* for grant funding to pay costs incurred to prepare a *Bicycle Master Plan* for Cannon Falls.



Center for
Prevention

Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are nonprofits
independent licensees of the Blue Cross and Blue Shield Association

CATALYST FUNDING RFP

WHO WE ARE

Access to affordable, healthy food. Tobacco-free air. Walkable and bike-friendly neighborhoods. These are some of the hallmarks of a healthy community. In some places in our state, these things are a reality. But in others, they're simply what could be, fueling health inequities across the state. At the Center for Prevention at Blue Cross and Blue Shield of Minnesota, we're working to change that.

Our funding comes from the proceeds of Blue Cross' [historic settlement](#) with the commercial tobacco industry, and we use those resources to help fight some of the leading causes of unhealthy living in Minnesota. Every year, more than 20,000 preventable deaths happen due to a lack of physical activity, unhealthy eating and commercial tobacco use.

We're dedicated to changing community health by investing in community funding programs, public awareness campaigns, evaluation, and actively advocating for policy, systems and environmental changes to advance community health and health equity across Minnesota.

Our communities — the people and places we surround ourselves with — drive health outcomes. Through collaboration and funding, we work with community partners that share our mission and strive for health equity across the state.

OUR MISSION

We make healthy choices possible for all Minnesotans. By tackling the leading causes of preventable disease—commercial tobacco use, physical inactivity and unhealthy eating—we advance health equity to transform communities and create a healthier state.

OUR VISION

We make a healthy difference in people's lives: Creating health equity by supporting Minnesota communities to achieve their full health potential.

Visit www.CenterforPreventionMN.com for more information.

INVITATION TO PROVIDE INFORMATION

Blue Cross is excited to ask for proposals for our 'Catalyst Funding Initiative.' We are seeking to fund organizations working on a variety of projects from across Minnesota between \$5,000 to \$25,000 to support creative ideas that may lead to sustainable community health changes related to the Center for Prevention's core issue areas: increasing access to physical activity, increasing access to healthy eating, and decreasing commercial tobacco use.

PROJECT OVERVIEW

The Catalyst Funding Initiative is designed to support the implementation of creative solutions to health inequities and jump-start community initiatives. Catalyst will fund community-driven, culturally specific efforts that advance health equity.

Organizations may propose ideas that address either physical activity, healthy eating, reducing commercial tobacco use or any combination of these areas. We believe that communities most impacted by health inequities are the best equipped to lead work that will help overcome the systemic barriers they face. Proposals may involve (but are not limited to) activities such as:

- Pilot projects to test and demonstrate an idea or solution
- Campaigns to shift dominant narratives about health and health outcomes
- Engaging community members to inform a decision-making process
- Advocacy for public policy to advance community health
- Using data or research to engage in advocacy
- Using arts and culture to engage in advocacy
- Leveraging innovative partnerships between systems (e.g., community-based organizations and schools, parks, clinics, etc.)

Successful project proposals will:

- Clearly describe scope of work, timeline, and activities
- Address at least one of the Center for Prevention's core issue areas (physical activity, healthy eating, prevention of commercial tobacco use)
- Integrate engagement as part of planning and/or implementation
- Emphasize health equity priorities
- Demonstrate support and trust of the communities they propose to serve
- Articulate how it will build capacity to support future change(s) in policy (organizational practice, rules or laws), systems (decision-making, or the process of how things are done) or environments (what one's setting looks and feels like)
- Initiate activities between **January 1, 2020** and complete all work by **December 31, 2020**. Projects may encompass a yearlong initiative or short-term activities.

Blue Cross will give preference to applications focused on communities experiencing barriers to health, such as structural racism, poverty, discrimination and limited access to resources. Our selection process will take into consideration a broad geographic representation of the state (e.g., rural, suburban, urban), as well as balancing work in our core areas of physical activity, healthy eating, and commercial tobacco.

An informational webinar will be held on Monday **July 8, 11:00 a.m. Central Time**. This informational webinar will offer more details about the Catalyst Funding Initiative and provide an opportunity to ask questions. Applicants are strongly encouraged to participate.

<https://bluecrossmn.zoom.us/j/620633615>

Blue Cross will also make a version of the webinar available on the Center for Prevention's website.

Applications must be submitted via Blue Cross' online application system at <https://bcbsmn.smartsimple.com> no later than **Friday August 23, 2019 1:00 p.m. Central Time**. Partial submissions will not be accepted. You must complete the full online application to be considered for funding. For more information, visit <https://www.centerforpreventionmn.com/our-approach/available-funding/>

ELIGIBILITY CRITERIA

Funding will be provided only to Minnesota-based organizations that meet the following criteria:

- **Eligible applicants must be one of the following:**
 - Nonprofit organization with 501(c)(3), 501(c)(4), or 501(c)(6) classification with the Internal Revenue Service
 - Federally recognized Minnesota Tribal Nation
 - Unit of local government (for example, city, county or grouping of cities)
 - An organization with a fiscal sponsor that meets the requirements above
- **Non-eligible applications include:**
 - Current recipient of Catalyst Funding
 - Partisan organizations/Political Action Committees; fundraising, capital, or political campaigns.
 - For-profit entities
 - Initiatives based solely on promoting individual behavior change
 - State or federal level lobbying
 - Capital improvements
 - Paying off debt
 - Non-project related activities
 - Replacing current funding sources
- Applicants must be able to demonstrate the staff or volunteer capacity necessary to plan and stage the project.

KEY DATES

July 8th, 2019 at 11:00 a.m. Central time: Optional information session for applicants.

<https://bluecrossmn.zoom.us/j/620633615>

Or join by phone:

Dial (for higher quality, dial a number based on your current location):

US: +1 929 205 6099 or +1 669 900 6833 or 888 475 4499 (Toll Free) or 877 853 5257 (Toll Free)

Webinar ID: 620 633 615

Friday, August 23, 2019 at 1:00 p.m.: Deadline for submission of proposals.

Friday, October 4, 2019: Notification of funding decisions.