

2022 Parks as Community Wellness Hubs RFA Scoring Guide

RFP Review Criteria	Application Question	Application Section	Minimum and Maximum Scoring Guide
The project team includes a community-based partner* with intentional roles for advancing this project	Describe their community wellness hub project team members (inclusive of CBOs/partners) and describe how each will contribute to the project?	Organization Information-Project Management	<ul style="list-style-type: none"> 0- No response. 1- One or two organization staff are listed without community partner* and without describing role contribution. 2- Project team members are provided and how their role will contribute to the wellness hub is described. Does not include a community partner. 3- Project team includes a diversity of members (e.g. different staff positions, levels and skills) and a community partner, and their role descriptions clearly demonstrate how each will work together to support an effective community wellness hub.
Commitment to justice, diversity, equity, and inclusion (JEDI), and a desire to deepen JEDI practices through this grant	Please describe your agency's commitment to prioritizing justice, diversity, equity, and inclusion and how you hope to grow in that commitment through this project.	Organization Information-Organization's DEI Commitment	<ul style="list-style-type: none"> 0- No response or does not state their commitment to JEDI. 1- <i>States</i> a commitment to JEDI but does not describe how they practice JEDI nor how they want to grow in JEDI through this project. 2- <i>Vaguely describes</i> their commitment to JEDI and how they want to grow in it through this project. 3- <i>Clearly demonstrates</i> a commitment to JEDI and how they want to grow in it through this project.
The proposed wellness hub project aligns with agency goals and community priorities	How does this project support your agency's long-term goals? How will this project advance community initiatives and priorities?	Organization Information-Organization Goals	<ul style="list-style-type: none"> 0- No response. 1- Agency goals are <i>stated</i> without mention of how this project will support agency or community priorities. 2- Agency goals are <i>described</i> but demonstrates minimal alignment with the project or community priorities. 3- Agency goals are clearly described and the project <i>demonstrates clear support</i> of agency goals and will advance community and agency priorities.
Community assets, challenges, and leadership are guiding forces in project plans	What are the three greatest strengths of the community served by your organization to improve health and nutrition outcomes?	Organization Information-Community Strengths and Challenges	<ul style="list-style-type: none"> 0- No response. 1- Community strengths and challenges are <i>stated</i> but do not demonstrate alignment with health and nutrition outcomes.

	What are the biggest health and food access challenges faced by the community your organization serves?		<p>2- Community strengths and/or challenges are <i>described</i> but their ability to guide this project is not made clear.</p> <p>3- Applicant <i>demonstrates an understanding</i> of community challenges and strengths, or demonstrates an authentic desire to learn community challenges and strengths through this grant, and describes their importance for influencing health and nutrition outcomes.</p>
Demonstrated readiness to effectively implement and sustain the project with significant impact	<p>What are the greatest strengths your organization has for supporting community health and wellness? Based on these strengths, what areas could you support other grantees through peer sharing? What challenges has your agency experienced in supporting community health and wellness? Based on these challenges, what areas would you like to receive assistance in through this grant?</p>	Organization Information- Organization Strengths and Challenges	<p>0- No response.</p> <p>1- Organization strengths and challenges are <i>stated</i> but do not demonstrate alignment with health and nutrition outcomes.</p> <p>2- Organization strengths and/or challenges are <i>described</i> but their ability to guide this project is not clear.</p> <p>3- Organization strengths <i>demonstrate a capacity</i> to support a community wellness hub, and challenges demonstrate an opportunity for this grant to support them in advancing community health and wellness.</p>
Demonstrated readiness to effectively implement and sustain the project with significant impact	Describe your overall goal(s) for the community wellness hub and your food access strategy(ies). Include your anticipated tasks and outcomes for advancing this goal within one year, two years, and a longer time frame, such as five years.	Project Information- Project Goals and Details	<p>0- No response.</p> <p>1- Project goals are <i>stated</i> but anticipated outcomes are not provided.</p> <p>2- Project goals and anticipated outcomes are <i>described</i> but do not reflect intention for sustaining goals in the long term.</p> <p>3- Project goals <i>demonstrate intention and capacity</i> for long-term advancement.</p>
Community assets, challenges, and leadership are guiding forces in project plans	Please describe the population that will be actively engaged through your community wellness hub, and the organization/project team's experience or familiarity working with this community. If the project team does not have familiarity or experience with the community, please explain your intention for working with the described population. Include demographic	Project Information- Target Community Description	<p>0- No response.</p> <p>1- Target community is not yet defined, or demographic description is not provided.</p> <p>2- Target community is described with demographic description but does not demonstrate experience, familiarity, or intention for working with the target community.</p> <p>3- Target community is clearly described with supporting information and demonstrates either experience, familiarity, or clear intention for working with the described population.</p>

	information such as race, ethnicity, age, income, zip code, etc.		
Health equity* is central to the community wellness hub vision.	Describe how this project is grounded in health equity*. How will you learn from past efforts to center community and address equity? How will you apply an equity lens throughout the planning and implementation process?	Equity and Community Prioritization- Focus on Equity	<p>0- No response.</p> <p>1- Health equity* is <i>stated</i> as a priority but how it will be addressed and applied is not described.</p> <p>2- Health equity* is <i>described</i> as central to the project with limited description of past efforts to center equity and vague description for how it will be applied in the planning and implementation process.</p> <p>3- Health equity* is <i>demonstrated</i> as central to the project. Past efforts to center community and address equity are described and intention for applying equity in the planning and implementation is demonstrated.</p>
Community assets, challenges, and leadership are guiding forces in project plans	How does your agency work to engage members of the community (people who will benefit from the hub, not partners) to ensure programs and policies are determined by the community? Describe the methods your agency will use to prioritize community involvement in the planning, implementation and stewardship of this project? How will they inform, contribute and lead the project?	Equity and Community Prioritization- Community Prioritization	<p>0- No response.</p> <p>1- Community engagement is <i>stated</i> as a priority, but methods and anticipated contributions are not described.</p> <p>2- Community engagement is valued, and methods are <i>described</i>, but community involvement in guiding the wellness hub is not clear.</p> <p>3- Community is clearly prioritized, and methods of community engagement <i>demonstrate</i> capacity for community members to guide the project.</p>

Clear interest and commitment to implementing a community wellness hub	Please describe your agency's experience/interest and capacity for implementing a nutrition literacy program.*	Nutrition Literacy Implementation	0- No response. 1- Does not have experience or interest in nutrition literacy. 2- <i>States</i> interest in nutrition literacy but does not demonstrate experience or capacity for implementing a nutrition literacy program. 3- <i>Demonstrates</i> experience implementing curriculum (nutrition or other) and demonstrates capacity and interest for implementing a nutrition literacy program.
	Do you recommend this applicant for the Parks as Community Wellness Hubs Grant of \$90,000?		0- I do not recommend this applicant to be awarded. 1- Not a priority applicant, but does demonstrate capacity for grant activities, and would benefit from the grant opportunity. 2- Priority applicant with significant opportunity to benefit from the grant opportunity.

*Definitions for community-based partner and health equity are included in the FAQ and provided here for convenient reference:

Community-based partner: a public or private nonprofit organization of demonstrated effectiveness that— (A) is representative of a community or significant segments of a community; and (B) provides educational or related services to individuals in the community. Examples include but are not limited to: community coalitions, councils, organizations, institutions, etc.

Health equity: Everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty and discrimination and addressing the lack of access to healthy food and safe environments, including parks and recreation, healthcare, good jobs with fair pay, and quality education and housing.

The following verbs are italicized in the scoring guide column to provide a clear distinction between point levels. Responses that provide general statements but do not describe or demonstrate their answer will be graded lower than responses that state and describe their response. The highest scores will be provided to responses that state, describe, and demonstrate their response. that lack descriptive detail and demonstrate their state or provide blanket affirmations for graded criteria will be scored lower than responses that describe *why* they affirm the criteria. Responses that demonstrate *how* they affirm the criteria will receive the highest scores.

States: The response vaguely answers the question with limited detail but is not descriptive and does not demonstrate through specific practices, past actions, current plans, examples, etc.

Ex: Our agency values health equity and all programming will be grounded in the principles of health equity.

Describes: The response answers the question with descriptive detail but does not demonstrate the response through specific practices, past actions, current plans, examples, etc.

Ex: Our agency values health equity because everyone deserves access to services and resources that will support their health and well-being. Health equity is a central tenet to our agency and will be a guiding principle for learning how to reach and serve our community members who are food insecure.

Demonstrates: The response answers the question with descriptive detail and demonstrates the response through specific practices, past actions, current plans, examples, etc.

Ex: Health equity is one of our three guiding organizational pillars and will be written into partnership agreements with all wellness hub partners. Health equity will be a guiding principle for improving how our services can benefit community members who are most affected by historic and present-day systems that create local disparities in who has access to nutritious food in our community. Through this wellness hub, our project team will work with community members to develop solutions for reducing health inequities throughout our municipality.