ATTACHMENT A: APPLICATION

AARP Community Challenge 2021
Grants to make communities more livable for people of all ages

SAMPLE APPLICATION AND BUDGET OUTLINE

All applications must be submitted through the online application at www.aarp.org/communitychallenge by April 14, 2021, 8:00 p.m. ET

NOTE: All fields must be filled out completely in order for the application to be accepted. Please use “n/a” for “not applicable” where appropriate.

BASIC INFORMATION

1. Name of Applicant Organization:
   ______________________________________________________________________

2. Amount of this grant request:
   ______________________________________________________________________
   NOTE: AARP reserves the right to award less funds than requested, so applicants should be prepared to discuss how they would scale down their proposals if asked.

3. Organization Profile. How has this organization been involved in work to make this community more livable? Please briefly describe and include the issues that the organization has worked on.
   ______________________________________________________________________

4. Organization Address:
   Address: ______________________________________________________________________
   City: __________________________ State: __________ Zip: __________
5. **Organization tax status.** Please check the one that best applies:
   - [ ] 501(C)(3) Nonprofit
   - [ ] 501(C)(4) Nonprofit
   - [ ] 501(C)(6) Nonprofit
   - [ ] a municipality
   - [ ] another unit of government
   - [ ] other (Please Describe) _______________________________________________________________

6. **Organization Website:** ________________________________________________________________
   *(if none, enter n/a)*

7. **Organization Twitter Handle:** __________________________________________________________
   *(if none, enter n/a)*

8. **Organization Facebook Name:** __________________________________________________________
   *(if none, enter n/a)*

9. **Did your organization apply for an AARP Community Challenge grant in 2017, 2018, 2019 or 2020?**
   - [ ] Yes – Selected more than once
   - [ ] Yes – Selected once
   - [ ] Yes – Not selected
   - [ ] No – did not apply

10. **How did you hear about this grant opportunity?**
    - [ ] The AARP State Office in my state
    - [ ] The AARP Livable Communities e-newsletter
    - [ ] An organizational newsletter or conference
      - [ ] 880 Cities
      - [ ] American Planning Association or State Association of Planners
      - [ ] American Society for Landscape Architects
      - [ ] America Walks
      - [ ] Congress for New Urbanism
      - [ ] Federal or State Government Agency
      - [ ] Land Trust Alliance
      - [ ] League of American Bicyclists or local bike/ped advocacy organization
      - [ ] LOR Foundation
      - [ ] Metrolab
      - [ ] National League of Cities or State League of Cities/State Municipal League
      - [ ] National or State Association of Counties
      - [ ] National Main Street Center or local Main Street Organization

Learn more at [AARP.org/CommunityChallenge](http://AARP.org/CommunityChallenge) Questions? Email [CommunityChallenge@AARP.org](mailto:CommunityChallenge@AARP.org)
AARP Community Challenge 2021

- Rails to Trails
- Smart Growth America
- Strong Towns
- Trust for Public Land
- Other

☐ A local event or newsletter
☐ Word of mouth in the community
☐ Social Media
☐ Other: ________________________________

POINT OF CONTACT

11. Organization Contact:
   Name:______________________________________________________________
   Title:______________________________________________________________
   Address:___________________________________________________________
   Phone:___________________________________________________________
   Email:___________________________________________________________

COMMUNITY DETAILS

12. Name of municipality where project will be physically located/delivered:
   ____________________________________________

13. Approximate address where this project will be delivered:
   NOTE: This information is for AARP’s analysis purposes only and will not be used in award information, etc.
   Address:___________________________________________________________
   City:_________________________State:_________________Zip:________________

14. Approximate population for the city/town/area where this project will be delivered:
   NOTE: Please do not enter population ranges. We recommend a quick Internet search of the municipality and population.
   ____________________________________________
15. Would you describe this community as:

- Rural
- Suburban
- Urban

**PROJECT DETAILS**

16. **Project Description.** Please provide a description of your project in 2,000 characters or less (including spaces).

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
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**NOTE:** This grant may NOT be used for the following activities:

- Partisan, political or election related activities
- Planning activities and assessments and surveys of communities without tangible engagement
- Studies with no follow-up action
- Publication of books or reports
- The acquisition of land and/or buildings or a vehicle purchase
- Solely to sponsor other organizations’ events or activities
- Research and development for a nonprofit endeavor
- Research and development for a for-profit endeavor
- The promotion of a for-profit entity and/or its products and services

Learn more at AARP.org/CommunityChallenge Questions? Email CommunityChallenge@AARP.org
17. **Project Short Summary.** In under 250 characters (including spaces), please describe your project and the impact it will have on the community. Think of it as a one or two sentence summary you would include in a press release.

   *For example: This project will turn overgrown vacant lots into community gardens, and install artistic benches and murals at a park frequented by older adults and children.*

18. **Social Impact Goal.** Which of the following social impact goals *best* describes your project?

   - [ ] increasing social connections between residents
   - [ ] improving the health and wellness of the community
   - [ ] increasing economic activity in the area that will lead to improved economic conditions for residents.
   - [ ] increasing ways to safely get around the community
   - [ ] creating a range of housing options for people to safely live
   - [ ] strengthening connections between government and residents leading to improved community relations
   - [ ] improving ways for the community to recover from the coronavirus pandemic
   - [ ] making the community more inclusive and meeting the needs of diverse populations

19. **Project Category.** Please select the category below that best describes your project, along with the primary corresponding sub-category.

   *Note: We understand there is some crossover between categories and that several might apply to your project. Please select the main category that closest aligns with your initial goal.*

   - [ ] **Create vibrant public places** in the community through permanent or temporary solutions that improve open spaces, parks and access to other amenities.
     - [ ] Activities to engage people in vibrant public places (e.g., open streets events)
     - [ ] Public space activation (e.g., public plaza improvements, parklets, street trees, alleyway activation, seating and games in public spaces, seating along Main Street corridors, signage in neighborhoods)
     - [ ] Public art installations that make a space more inviting (e.g., murals and sculptures that are connected to a broader plan for the public space)
     - [ ] Park enhancements (e.g., park equipment improvements, new structures, dog parks)
     - [ ] Playgrounds (e.g., intergenerational play spaces)
     - [ ] Community gardens (e.g., building accessible community garden beds)
     - [ ] Accessibility of amenities (e.g., increasing accessibility features of park equipment)
     - [ ] Public safety interventions (e.g., proper lighting, landscaping, block revitalization/maintenance)
☐ Other (please only select if your project does not fit into one of the above categories and please describe in detail) _______________________________________________________

☐ Deliver a range of transportation and mobility options through permanent or temporary solutions that increase connectivity, walkability, bikeability and access to public and private transit and safety.
☐ Activities to engage people in transportation options/safety (e.g., open streets events)
☐ Roadway/sidewalks/crosswalk improvement and beautification (e.g., markings for crosswalks, traffic calming pop-ups at intersections)
☐ Bikeability (e.g., bike sharing options, temporary bike lanes)
☐ Public or private transit access and safety (e.g., transit shelters, activating and improving transit stops)
☐ Micro-mobility enhancements/management (e.g., parking and training on scooters, e-bikes, etc.)
☐ Expansion and enhancement of existing transportation options (e.g., adding volunteer-led transportation programs, enhanced coordination of existing transportation resources)
☐ Improved wayfinding (e.g., signage and markings)
☐ Trails (e.g., completing and connecting trails, signage)
☐ Accessibility of transportation amenities (e.g., increasing accessibility features of transportation options for people of all abilities, including ADA compliance, etc.)
☐ Other (please only select if your project does not fit into one of the above categories and please describe in detail) _______________________________________________________

☐ Support a range of housing options in the community through permanent or temporary solutions that increase the availability of accessible and affordable choices.
☐ Accessory dwelling units and tiny homes
☐ Co-housing programming and resources
☐ Resources about housing options and available services
☐ Innovative or new home maintenance, repair and support services
☐ Lifelong housing and accessibility
☐ Other (please only select if your project does not fit into one of the above categories and please describe in detail) _______________________________________________________

☐ Increase civic engagement and demonstrate the tangible value of “Smart Cities” with innovative and tangible projects that bring residents and local leaders together to address challenges and facilitate a greater sense of inclusion.
☐ Developing projects based on residents’ priorities (e.g., participatory budgeting efforts)
□ Bringing resident insight and volunteer power into local government (e.g., citizen academies, local volunteers supporting City Hall efforts)
□ Engaging residents alongside thought leaders in problem solving (e.g., hackathons)
□ Tools and programming to capture data and resident feedback
□ Activities that highlight the use of data to improve decision-making in local government
□ Other ideas that improve civic engagement in the community (please only select if your project does not fit into one of the above categories and please describe in detail) ________________

□ Support local recovery from the coronavirus pandemic with an emphasis on economic development, improvements to public spaces, and transportation services.
□ Expanding the availability of outdoor public space and seating for safe gathering and dining (e.g., parklets with additional seating, etc.)
□ Offering new programs to foster local economic assets (e.g., activating makers’ spaces in homes, how-to programs on entrepreneurship, repurposing of existing commercial space to adapt to new needs/modes).
□ Activating streets for safe exercise and activity (e.g., slow streets programs, etc.)
□ Piloting innovative community solutions to share in arts and culture while social distancing, e.g. pop-up drive-in-movies or other art/performance events.
□ Developing innovative techniques to engage people in assessing the pedestrian safety of their communities, and collecting input to shape community response as a part of economic recovery efforts.

□ Ensure a focus on diversity and inclusion while improving the built and social environment of a community.
□ Inclusive housing solutions that meet the needs of diverse populations
□ Inclusive transportation solutions that meet the needs of diverse populations
□ Inclusive public space improvements that meet the needs of diverse populations
□ Inclusive civic engagement efforts that meet the needs of diverse populations
□ Inclusive supports to help family caregivers, allow residents to live independently
□ Other changes to make a community more inclusive and meet the needs of diverse populations (please only select if your project does not fit into one of the above categories and please describe in detail). ________________________________________________________________________________

□ Other
□ Connectivity improvements, including broadband access
□ Activities that increase access to healthcare services
□ Activities that support family caregivers
Activities to support entrepreneurship and economic development
☐ Other (please only select if your project does not fit into one of the above categories and please describe in detail) __________________________________________________________

20. Project Deliverables. Please specify the individual deliverables of your project. Quantify and provide as much detail as you can about any physical structures (such as benches, lighting, signage, etc.), events, dates, addresses, communications, people reached, volunteers involved, etc. within 300 characters (including spaces) for each deliverable.

Before you enter your answers, PLEASE READ the examples below and review Attachment D.

For example:

I. The Organization will purchase and install structures with LED lighting with custom side panels at (ADDRESS)
   a. Quantity: 3

II. The Organization will purchase and install ADA compliant benches at (ADDRESS)
   a. Quantity: 7

III. The Organization will purchase and install AARP branded signage at (ADDRESS)
   a. Quantity: 15

IV. The Organization will purchase and install raised garden beds
   a. Quantity: 10

V. The Organization will hold event on (DATE) (event examples: workshops, hackathon, trainings)
   a. Quantity: 1

VI. The Organization’s goal is to have community members to be trained at workshops
   a. Quantity: 250 goal

VII. The Organization will hold a (kick-off, ribbon cutting, etc.) event on November 1, 2021.
    a. Quantity: 1

VIII. The Organization has a goal of attendees at event
    a. Quantity: 400

IX. The Organization will engage volunteers over the course of the project – including painting benches, installation, and the kick-off event
    a. Quantity: goal of 70

Deliverable 1: __________________________________________________________________________
   Quantity: __________

Deliverable 2: __________________________________________________________________________
   Quantity: __________

Deliverable 3: __________________________________________________________________________
   Quantity: __________

Deliverable 4: __________________________________________________________________________
   Quantity: __________

Deliverable 5:

Add more deliverables as necessary
21. Project Type:

PLEASE NOTE: Proposals for the project types described below will be prioritized over those that support ongoing programming or events.

☐ Permanent physical improvements in the community
☐ Temporary demonstrations that lead to long-term change
☐ New, innovative programming or services

PROJECT NARRATIVE AND BUDGET

Please complete each section with 2,000 characters or fewer (including spaces).

22. Livable Communities Activities. Please provide a brief summary of the ongoing efforts to make this community more livable for all ages and share how the Community Challenge project will support that effort and have a lasting impact.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

23. Community engagement. Please describe how residents and local organizations have been engaged in the area’s livable communities' activities to date. How will you engage the community and involve older adults as you execute this grant?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

24. Role of volunteers. Will volunteers play a role in the implementation of the Community Challenge project?

☐ Yes
☐ No

Learn more at AARP.org/CommunityChallenge
Questions? Email CommunityChallenge@AARP.org
a. Do you anticipate volunteers age 50 and older playing a role in the implementation of the Community Challenge project?
   □ Yes
   □ No

b. Please describe the role that volunteers (particularly those 50+) will play in implementing the Community Challenge project.
   
   ________________________________________________________________
   
   ________________________________________________________________

25. Diversity and Inclusion. Regardless of your project category, will your project focus on, impact or benefit a specific multicultural population in the community?
   □ Yes
   □ No

   a. If so, please select the one or two who will be primarily impacted below.
      □ African American/Black
      □ Hispanic/Latino
      □ Asian American Pacific Islander
      □ Native American
      □ LGBTQ+
      □ Other: ____________

   b. Please describe how the effort focuses on or impacts this multicultural or diverse population(s).
      
      ________________________________________________________________
      
      ________________________________________________________________

26. Disparities. Will your project improve or address existing disparities (including racial or economic) in the community?
   □ Yes
   □ No

   Please describe: ________________________________________________________________

27. Accessibility. Will your project focus on improving accessibility for people of all abilities?
   □ Yes
   □ No

   Please describe: ________________________________________________________________
28. **Matching Funds and In-Kind Support.** Matching funds are not required. However, please detail any matching funds or in-kind support the organization will receive to contribute toward this project.

<table>
<thead>
<tr>
<th></th>
<th>Matching Funds ($)</th>
<th>In-Kind Support</th>
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<tbody>
<tr>
<td>Nonprofit</td>
<td></td>
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<tr>
<td>Private</td>
<td></td>
<td></td>
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<tr>
<td>Public</td>
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</tbody>
</table>

29. **Project Budget.** Please specify what expenses will be covered by the grant. Itemize anticipated expenses and income (if any) for this proposal.

<table>
<thead>
<tr>
<th>Expense</th>
<th>Additional information</th>
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</thead>
<tbody>
<tr>
<td>Contracted services costs</td>
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</tr>
<tr>
<td>Staff costs, if any</td>
<td></td>
</tr>
<tr>
<td>Materials &amp; supplies, if any</td>
<td></td>
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<tr>
<td>Travel expenses, if any</td>
<td></td>
</tr>
<tr>
<td>TOTAL REQUESTED</td>
<td></td>
</tr>
</tbody>
</table>

30. **How will you use AARP branding?**

31. **Other Funding.** AARP might be contacted by other potential funders that could be interested in funding projects that were not funded through the AARP Community Challenge. The potential funders may have additional process steps and funding requirements than those of the AARP Community Challenge. If requested, AARP would like to send your contact information, organization name and a short description of your proposal, including the community where the project would take place (“Project Information”). Please note that these projects will be subject to any potential funder’s own terms, conditions and review. Please indicate in your application whether or not you give permission to AARP to share your
Project Information with other potential funders. If you select “yes,” you agree on behalf of yourself and your organization to release AARP and its affiliates and their respective officers, directors, employees, contractors, agents and representatives from all liability associated with sharing the Project Information with potential funders. We will alert you before this Project Information is given to potential funders. **Do you give AARP permission to share this Project Information with other organizations that might be interested in funding your project?**

☐ YES

☐ NO

**An opportunity for other possible AARP funding.** Please note that by submitting a proposal for the AARP Community Challenge initiative, you and your organization give AARP permission to reach out to you and others at your organization about other possible AARP funding opportunities that your proposal may be eligible for based on the AARP Community Challenge criteria. However, please note that AARP is not obligated in any way to consider your proposal for any additional AARP funding.

**NOTIFICATION**

When you SUBMIT this application, you will receive a confirmation email within the hour.
If you do NOT receive a submission confirmation, you may not have submitted successfully. Please go back and make sure you completed ALL required questions and did not go over the text box character limits.

All applicants will be notified of their funding status by email in June. In order to receive funding, selected applicants must execute and return a binding Memorandum of Understanding and completed financial forms to the AARP National office.