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Information on Funding and Program Opportunity for District Councils

Do you have an underperforming commercial corridor in your community?
Participate in a ULI project to reinvent it in healthy ways!

Funding Available for Three District Councils

ULI is receiving funding from the Robert Wood Johnson Foundation to implement a new project focused on reinventing underperforming suburban and urban arterials in health-promoting ways. ULI District Councils will be integral to the success of this project. The ULI Building Healthy Places Initiative will be the content lead for this project, working in partnership with the Rose Center.

The ULI Building Healthy Places Initiative is seeking three District Councils to work with in close partnership for this project. Other District Councils and local leaders will also be engaged throughout the project. Applications are available at uli.org/healthycorridors.

Many arterials across the country prioritize automobiles over pedestrians.
About the Project
Nearly every community is plagued by auto-dominated arterials and commercial corridors that add pollution, ugliness, and danger to the metropolitan landscape. This project will advance efforts to foster places that promote health for the people who live, work, travel, and access services on these streets and help knit together communities that corridors have separated.

Through this project, communities will receive support and advice to advance efforts to reinvent commercial corridors in healthier ways. District Councils will play an integral role in developing new approaches to healthy corridor redevelopment, and will help develop strategies that can be replicated nationwide.

Through this project, ULI will:
- Develop and refine a replicable typology for a holistically healthy corridor.
- Identify approaches that work for spurring real health-promoting change along the corridors.
- Identify external funding sources to implement these approaches.
- Leverage new understanding among the ULI networks, nurturing and informing a community of practice around effective approaches to creating healthy corridors.
- Disseminate lessons learned from demonstration corridors throughout the ULI networks.

National Working Group and Forums
Commercial corridors in need of redevelopment and health-promoting approaches exist all over the country, and there are important roles to play within this project for all District Councils.
- A group of ULI members and Rose Fellow alumni will be selected to form a National Working Group. District Councils can nominate members to be part of this working group.
- District Council staff and members will be invited to participate in national forums—convened during Spring Meeting 2015 in Houston and Fall Meeting 2015 in San Francisco—to provide perspectives and input on corridor redevelopment.

“Demonstration Corridor” District Councils
Selected District Councils will organize local stakeholders to engage in an in-depth and collaborative exploration of opportunities and challenges along one or more “demonstration corridors,” galvanizing action for change, and sharing experiences across the ULI networks and with external partners.

Among other activities, selected District Councils will:
- Organize and regularly convene a healthy corridor leadership committee, comprised of non-profit, public, community, and private sector leaders.
- Organize leadership committee members and other partners to participate in national forums held during Spring Meeting 2015 in Houston and Fall Meeting 2015 in San Francisco.
- Organize a local workshop in Spring/Summer 2015 with stakeholders to gather data and explore corridor issues and opportunities.
- Organize a national workshop and study visit for the corridor and prepare a report in Fall/Winter 2015.
- Serve as champions for and galvanize local efforts to make concrete and lasting changes along the corridors.

Selection Process
Three District Councils will be selected to participate as “Demonstration Corridor” District Councils. All interested U.S. District Councils are invited to submit an application, available at uli.org/healthycommunities. We will be seeking to work with a variety of different corridors types (urban, suburban, etc.). ULI staff and advisors will select District Councils based on the following factors:
- Executive capacity and member enthusiasm.
- Demonstrated commitment to or recent work focused on improving corridors, especially those in lower-income areas.
- Existing partnerships with local governments and other potential partners on corridor- or health-related projects.
- Past Rose Center fellowship cities.

Funding
Participating District Councils will be provided with $20,000 each to support related activities ($5,000 is allocated for the local workshops and $15,000 for the national workshops and corridor study visits).

Funding will also be available to offset travel costs of District Council staff, public leaders, and corridor partners to ULI meetings. District Councils are expected to leverage these resources with funding from other sources, such as local foundations or governments.
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