

Healthy Corridors Funding and Program Opportunity
Frequently Asked Questions
Information for Interested District Councils
www.uli.org/healthycorridors

What is the District Council selection process?

Many District Councils have already been engaged in work on local corridors; this project is a way to help move some of that work forward. Three District Councils will be selected to participate as “demonstration corridor” communities. We are looking to work with a variety of corridor types (e.g. urban, suburban, rural) and will base the selection of the District Councils on the following:

- Executive capacity and member enthusiasm
- Demonstrated commitment to, recent work, or momentum around improving the identified corridor
- Corridors that are in lower-income areas
- Existing partnerships with local governments and other potential partners on corridor- or health-related projects
- Past Rose Center fellowship cities.

Each interested District Council should submit an application, available at www.uli.org/healthycorridors to sara.hammerschmidt@uli.org by the deadline of December 5, 2014 at midnight EST. A committee made up of staff and ULI members will select three District Councils, who will be notified by December 19, 2014.

Selected District Councils and ULI national will sign a simple “memorandum of understanding” laying out roles and responsibilities under this project.

Only U.S. District Councils are eligible for selection. However, internationally-based members can participate in the Working Group if interested (see below.)

What do you mean by “corridor” and what is a “healthy corridor”?

For this project, we are thinking of corridors as one to two miles of an urban, suburban, or rural arterial that is generally auto-dominated, with disparate land uses and a lack of safe and accessible transportation options (transit, bike lanes, and sidewalks).

For this project we are not just concerned with the transportation right of way, but will also be looking at adjacent land uses and neighborhoods. We are interested in helping connect people living along corridors with enhanced economic opportunities and chances to be healthy.

Through this project, we will be developing typologies for healthy corridors. But healthy corridors may incorporate the following:

- Land use patterns that are conducive to active transportation and recreation
- Connections to jobs and neighboring communities
- Safe and affordable housing and transportation options
- Social cohesion along and across the corridor, knitting disconnected communities back together
- Environmental sustainability to improve air and water quality, including trees and low impact design
- Upgraded utilities and lighting to enhance safety

What is a “demonstration corridor”?

The “demonstration corridor” is the corridor that you are seeking to focus on. Each of the three District Councils who are selected for this project will be referred to as “demonstration corridor” communities or District Councils. These are the corridors where efforts will be focused for the duration of the project. We recommend that District Councils focus their energy on one corridor, but they can propose two if they feel that they have the capacity.

What are the key activities for demonstration corridor District Councils?

Demonstration corridor District Councils will work with ULI national to implement this ambitious program. Selected District Councils will be responsible for:

- Convening a local leadership group with a chair (see below).
- Organizing a local workshop in Spring/Summer 2015, gathering data, local stakeholders, etc., to explore how best to approach health-promoting corridor improvements. ULI national staff will participate in and support these local workshops.
- Organizing a national workshop and study visit on the selected corridor in Fall/Winter 2015. This workshop will have input from members of the National Working Group and ULI national. The District Council will be responsible for preparing a summary report of this workshop/study visit.
- Supporting the production of a national summary report.
- Participating in the national forums in Houston and San Francisco and the National Working Group.
- Serving as champions for change along the corridors, collecting outcome metrics, conducting satisfaction assessments, etc.

What are the roles and responsibilities of the local leadership group?

Each selected District Council should convene a local leadership group, with potential members identified in the application. The group should include approximately six people representing public health and health care providers, the public sector, development community, design and planning disciplines, community groups, etc. Each group should have a designated Chair. The leadership group will serve as local champions for the project and, with District Council staff, will be responsible for convening the local workshops, gathering relevant data, organizing the technical assistance panels, and seeking to move the recommendations from paper into action.

Working group members will be invited to attend the two national forums (May 2015 in Houston and October 2015 in San Francisco), and should commit to attend at least one of these forums. Funding for travel will be provided offset the cost of travel to these forums for public sector members of the local leadership group.

The chair of the local leadership group or his or her designee will participate in the National Working Group.

How much money will District Councils receive?

“Demonstration corridor” District Councils will each receive \$5,000 in Fiscal Year 15, to offset the costs of the local workshops that need to be held in Winter/Spring 2015. Participating District Councils will also receive \$15,000 in FY16 to help cover the costs of the Technical Assistance Panels that they will need to hold in the Fall/Winter of 2015.

What is the National Working Group?

The National Working Group will provide strategic advice to the effort overall. It will consist of about 20 people drawn from a range of disciplines, including past Rose Center fellows who have focused on corridors, District Council leadership group chairs, and other leaders. Internationally based members can participate in this group. District Councils can nominate people to be National Working Group members, even if they are not participating as demonstration communities, by emailing sara.hammerschmidt@uli.org or filling out a form here: <https://www.surveymonkey.com/s/HealthyCorridors>.

Working Group members will meet via phone periodically throughout the project, and will be invited to attend the two in person forums (May 2015 in Houston and October 2015 in San Francisco), and should commit to attend at least one of these forums. Working Group members will also participate as outside experts on the national workshops and study visits. Funding will be available to offset costs of travel by public sector National Working Group members and study visit participants.

What are we really trying to do?

We are trying to promote health by changing transportation, land use, and economic conditions along the demonstration corridors, and through the experiences of this project craft models and approaches that will work nationally, in a variety of contexts. We are expecting and hoping for real change along the demonstration corridors, which could include shifts in transportation and land use patterns and plans, increased social cohesion, enhanced economic development, more vitality and beauty, and other conditions that add up to healthier and more vibrant communities.