

# County Administrator Action Report - October 20, 2009

## Add to Authorized List

### **TITLE IX LABOR, HEALTH AND HUMAN SERVICES, EDUCATION**

#### Centers for Disease Control and Prevention

**09.16 Human Services and Public Health & Public Works Communities Putting Prevention to Work \$10,000,000**

This is a funding opportunity through The American Recovery and Reinvestment Act of 2009 (ARRA). Funds in this category are \$373 million, and are being distributed by the Centers for Disease Control and Prevention (CDC). This request is for authorization to seek up to \$10 million through a national competitive application process under our health jurisdiction, which includes all areas of suburban Hennepin County other than Bloomington, Edina and Richfield. This opportunity requires no matching funds. A letter of intent to apply is due on October 30, 2009 and the application is due to CDC on December 1, 2009.

Seven out of ten deaths in the United States and over 75% of healthcare expenditures are spent on persons with chronic conditions. The purpose of the grant is to address obesity, physical activity and nutrition through sustainable, proven approaches such as policy, systems, organizational and environmental changes in communities. This would be an expansion on what we're already doing through our active living work. We must incorporate five strategies to address the above issues.

1. Access – This grant would enable us to conduct joint bicycle and pedestrian planning to comprehensively plan for Complete Streets and identify gaps in existing infrastructure. We are waiting for word from CDC on whether or not we will be allowed to use funds to stripe new bike lanes and crosswalks in targeted areas in communities and around schools. We also would work with our partner cities on ordinances to increase density of grocery stores and community gardens, and decrease access to fast food as required by the grant. (estimated funding: \$1.1 million)

2. Point of Purchase – We already are convening a regional group on 10/29/09 to discuss collaboration on wayfinding, and this grant will pay for the cost of planning a comprehensive bicycle/pedestrian wayfinding system on our roads and trails. We also would like to develop a comprehensive bicycle/pedestrian/transit commuter support program to manage travel demand and decrease congestion. (estimated funding: \$3.1 million)

3. Price – This grant would allow us to provide commuter incentives, such as subsidized bicycles, helmets, walking shoes, and transit passes for those who walk/bike or take transit to work and school. (estimated funding: \$2.7 million)

4. Social Support – We already are planning a meeting with the Hennepin County Police Chiefs' Association to strategize on traffic education and enforcement for vehicles, bicyclists and pedestrians to increase safety for all modes of transportation. This grant would allow us to do more work in this important area. It also would link the bicycle/pedestrian/transit commuter support program to targeted schools based on need, and partner with Safe Routes To Schools (SRTS) initiatives. (estimated funding: \$1.9 million)

5. Media – Use marketing and paid media to promote biking, walking and taking transit. We already have an Active Living Communications Plan and could greatly expand our media outreach with this funding. (estimated funding: \$1.2 million)

The work to be done under this grant will consist of both grant employees and consultants. Consultants would provide outside expertise on wayfinding, media messaging and marketing. The workforce and work plan details will be developed during the next 6 weeks and will presented to the Board for approval as part of the approval of the grant funding agreement should the application be funded. An indirect rate would be included in the grant to ensure that the space, computer, IT, and other costs associated with any new employees would be covered by the grant.

New County Positions?  New program area?  Potential need for post-stimulus funding?

No continuation of the work will be required as a condition of ARRA funding.

Centers for Disease Control and Prevention (1 project) \$10,000,000

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