

## 2019 Recreation Nova Scotia Walkability Grant

Recreation Nova Scotia, in partnership with Nova Scotia Communities, Culture and Heritage, are committed to encouraging Nova Scotians to include more movement in our daily lives. We are also working to improve engagement in recreation and increasing physical activity, through the *Shared Strategy for Advancing Recreation in Nova Scotia* and *Let's Get Moving Nova Scotia*.

Being physically active and moving helps us prevent and manage disease. It makes us happier and helps us do better at school and work. It builds stronger communities and keeps the economy healthy too.

To help kick start physical activity and walking among Nova Scotian communities, Recreation Nova Scotia is pleased to offer the annual Walkability grants. These grants are awarded to Nova Scotian organizations, groups and individuals that pledge to take steps to increase walking participation. The deadline for submissions is **4.30pm on Tuesday, February 26, 2019**, and applicants will be awarded their funds no later than March 31<sup>st</sup>, 2019.

**Grant Categories:** Grant applicants must indicate their specified initiative among the following four categories:

1. **Infrastructure:** Increased accessibility or physical improvements to basic, existing walking infrastructure to encourage Nova Scotians to walk more (e.g. signage, aesthetic features, safety features etc.). Grant does not include funds for major construction projects or creating new infrastructure.
2. **Marketing:** Innovative marketing and encouragement strategies (e.g. new media, community based social marketing, incentive programs, etc.) that link with *Let's Get Moving*, the *Shared Strategy for Advancing Recreation*, and encourage Nova Scotians to walk more. Grant does not include funds for human resources.
3. **Advocacy:** Communication or other activities addressing a local issue (e.g. lack of crosswalks) or projects that would promote walkability, such as engaging with decision makers to advance policy change or changes in infrastructure; with a goal to create long-term change for better walkability. Grant does not include funds for human resources.
4. **Programming:** Population based programming which allows large groups within a community to benefit. Grant does not include funding for-profit business and cannot include funds for human resources.

### Eligible groups

Those eligible to apply for this funding include organizations, groups of individuals or communities within Nova Scotia. Those who have previously received a Walkability Grant may re-apply for the 2019 funding cycle. For profit groups or groups which only deal with small numbers within the community will not be considered.

### Level of support

With a total of \$50,000 available funding for distribution, grants of \$500 to \$3,000 will be awarded to successful applicants. Three grants will be awarded at a level of \$5,000; these three grants at \$5000 each will be offered to applications with the largest reach and impact. The remaining \$35,000 will be dispersed dependent on various applicants' requests and potential impact.

Funds will be distributed by March 31, 2019, and applicant's completed spending is required by August 31, 2019. A final report must be submitted to Recreation Nova Scotia by September 30, 2019. If final reports are not passed in on time, the applicant will not be able to reapply in the future. Successful applicants will receive a package of promotional items to enhance their project.

### Criteria

Priority will be given to proposals that:

- **Clearly and effectively link with goals of *Let's Get Moving* ([here](#)) and the *Shared Strategy for Advancing Recreation* ([here](#))**
- Are action and results oriented, with an achievable work plan displayed
- Communicate a clear purpose for activities that are reasonable and can be evaluated for their effectiveness

- Build public support and involvement
- Engage local or regional leaders and decision makers (e.g. informing municipal councilors of your plans)
- Build on existing community support or physical activity strategies (e.g. Municipal Physical Activity Leadership strategies; school or municipal active transportation plans)

### **Questions?**

Any grant-related inquiries should be communicated to Recreation Nova Scotia at [gmounsey@recreationns.ns.ca](mailto:gmounsey@recreationns.ns.ca) or call (902) 425-1128 ext. 4



## Walkability Grant Application

Please adhere to the word limits. Applications must be submitted by 4:30 pm (Atlantic) on **Wednesday February 26<sup>th</sup>, 2019**. Submit the application to [gmousey@recreationns.ca](mailto:gmousey@recreationns.ca).

### 1. Organization or Group Overview

Organization or Group Name:	
Website (if available):	
Address:	
Town, Province, Postal Code:	
Proposal Title:	

Grant Amount Request:	\$	Start Date:	
		End Date:	

Primary Contact:		Title:	
E-mail:		Phone:	

### 2. Grant Information

Have you applied for a Walkability grant in the past?

Yes       No

If so, was your application successful?

Yes       No

How did you hear about the grant? Please indicate the source from which you received the information.

<i>Source</i>	<i>Y/N</i>
Recreation Nova Scotia Website	
Facebook	
Twitter	
Instagram	
Word of Mouth	
Recreation Nova Scotia Staff	
Email/Newsletter	

### **3. Project Overview**

A. What is the purpose of this project (300 word limit)?

B. What will you do? Please outline key activities with timelines and anticipated results to be achieved by the end of the project (300 word limit):

C. How will your project increase or improve walking in your community (200 word limit)?

D. How will your project meet one (or more) of the categories for the Walkability grant? **Please check all that apply and explain.**

- **Infrastructure:** Increased accessibility or physical improvements to existing walking infrastructure to encourage Nova Scotians to walk more (e.g. signage, aesthetic features, safety, cost, scheduling). This does not include major construction projects or creating new infrastructure.

**If applicable, please explain:**

- **Marketing:** Innovative marketing and encouragement strategies (new media, community based social marketing, incentive programs, etc.) that link with *Let's Get Moving, Shared Strategy for Advancing Recreation*, and encourage more Nova Scotians to walk more. Grant does not include funds for human resources.

**If applicable, please explain:**

- **Advocacy\*:** Communication or other activities addressing a local issue (e.g. lack of crosswalks) or projects that would promote walkability, such as engaging decision makers to advance policy change or changes in infrastructure, to create long-term change for better walkability. Grant does not include funds for human resources

*\*The Term "Advocacy" refers to promoting an issue and gathering support to affect change. Advocacy, in the context of improving walking opportunities and community design, will typically involve acting individually – or collectively – to influence public opinion about a policy and motivate decision makers to support policy. Advocacy is how we transform attitudes into action. Advocacy is essential if we are to inform others about policy, effect community change and improve the health and well-being within our communities. Depending on the issue, advocacy could be directed towards decision makers in schools, municipalities, workplaces or other settings.*

**If applicable, please explain:**

- **Programming:** Population based programming which allows large groups within a community to benefit. This does not include for-profit business and cannot include funds for human resources.

**If applicable, please explain:**

E. Who is your target audience and how will you engage them? What is a realistic estimate of the percentage of people in the target audience (in a particular population, school, town, or municipality) that will be regularly impacted by this project (200 word limit)?

F. Why is your organization or group best suited for this project (200 word limit)?

G. In what region of Nova Scotia will this project take place? (Please list in bullet form)

H. Do you have any partners on this project, if so who? And how is the partner contributing (200 word limit)?

I. Please describe **specifically** how your project will connect with the *Let's Get Moving* ([here](#)) and the *Shared Strategy for Advancing Recreation* ([here](#)). Consider how you can integrate with the five goals of each of the above strategies. (300 word limit)

J. Evaluation: How will you evaluate your success (300 word limit)?

K. **Budget:** Please outline how you will spend the requested funds. Outline funds that will be contributed from other sources or in-kind contributions, as well as those requested from *Walkability Grant Funds*.

Item	Cost	Funds from "Other"	<i>Walkability Grant Funds</i>

Applications must be submitted by 4:30pm (Atlantic) on **Tuesday February 26<sup>th</sup>, 2019**  
Submit the application to [gmounsey@recreationns.ns.ca](mailto:gmounsey@recreationns.ns.ca)