



## 2005 Allstate Safe Playgrounds Request for Proposals

The Injury Free Coalition for Kids® (IFCK) is a national program of The Robert Wood Johnson Foundation headquartered at the Columbia University, Mailman School of Public Health. The Injury Free Coalition for Kids driving force is a desire to reduce the number of children injured and killed in the United States. Across the United States, injuries are the number one cause of death and hospitalization of young people. Based on a 60% reduction in the Harlem injury rate following various injury prevention interventions, Injury Free Coalition for Kids has proven that through research, education, community-based activities, and evaluation, each member site can make a difference in the community it serves.

One of the most important and effective means of injury prevention has been the creation of safe environments through the renovation of playgrounds. In New York City, Injury Free Coalition for Kids has focused on Parks Department playgrounds and those located at public schools and pre-schools. Additionally, community-built playgrounds have been constructed in cities across the country such as Atlanta, Austin, Chicago, Cincinnati, Detroit, Kansas City, Lexington, Los Angeles, Miami, Pittsburgh, Providence, San Diego and St. Louis. Through these experiences, it was discovered that playground projects that involve a broad coalition of community members serve to rebuild distressed communities and reestablish community spirit while providing safe places for city children to play. Coming together to plan ways to improve neighborhoods and harness the positive abilities of children and adults, it empowers the community to make a difference in their lives and neighborhoods. Furthermore, a safe play space created by community members themselves for the benefit of their children serves as a visible and tangible example on which to build for long-lasting improvement.

It has been documented that urban children are frequently injured as pedestrians because they have a high level of exposure to traffic while they play on the streets and sidewalks. A recent study by Injury Free Coalition for Kids of Philadelphia discovered that a majority of children injured as pedestrians were using the streets and sidewalks as their only play areas. These results suggest that designing and building safe play areas for urban children can be effective in reducing pediatric pedestrian injury. The effectiveness of this approach has already been demonstrated in Harlem, where over 55 playgrounds have been built, and a 45% reduction in pedestrian traffic injuries achieved (Durkin MS, Laraque D, Lubman I, and Barlow B; Epidemiology and prevention of traffic injuries to urban children and adolescents. *Pediatrics*, 1999; 103:e74).

Since 2002, in order to encourage Injury Free Coalition for Kids member sites to develop safe play areas and improve their communities, the National Program Office obtained grants from The Allstate Foundation to provide seed funding for building "Little Hands" playgrounds in the communities of thirteen (13) Injury Free member sites. Injury Free Coalition for Kids sites compete for the grant funding of \$60,000 per site. The site selection committee reviews each proposal and selects the sites that will enter a subcontract agreement with the Trustees of Columbia University in the City of New York and the Injury Free Coalition for Kids, National Program Office in order to complete the project. The site selection committee consists of the following people: Jan Epstein, Director of the Allstate Foundation; Vanessa Martelli, Playground Project Coordinator, Universal Play Systems, Inc. and the Injury Free Coalition for Kids, National Program Office staff, Dr. Barbara Barlow, Executive Director; Sally Jacko, Deputy Director; E. Lenita Johnson, Communications & Marketing Director, DiLenny Roca-Dominguez, Administrator.

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**PROPOSAL:** Include the following information using a maximum of 3 pages on your proposal narrative. **Note:** page limit is for the proposal only. It does not include the playground design, budget, or the required attachments)

1. Contact and partner with your Regional Allstate Foundation representative from the beginning of the planning process.
  - a. See attached list of Allstate Regional Representatives.
  - b. A letter of support from the Allstate Regional Representative is required. Proposals cannot be considered without this. A template is available for your use in this Request for Proposals where your Allstate Regional Representative agrees to provide \$10,000 to aid in 5 years of annual maintenance of the playground and to support the community relationships that will be formed with the inception of this project. The Allstate Representative also agrees to work with the staff of Injury Free Coalition for Kids in the entire process of a community-built playground. This process includes: site selection, playground design development, community build, media launch event, community leader outreach, playground dedication ceremony, and any media activities associated with the playground
  
2. For liability reasons, projects on private land may not be funded. Identify a site on public land, such as a public school or public park.
  - a. Describe the physical site you have identified. Explain how and why you chose the particular site.
  - b. Obtain approval, in the form of a Letter of Support, to build a playground on the identified site from all persons responsible for the site (e.g. Board of Education, School Facilities, Department of Parks and Recreation, owner/manager of the property). Letters of support are required. The letter of support should address that the responsible person(s) agrees to proceed with the project, agrees to include the uniform recognition signage and agrees to complete the playground by the end of the 2005 calendar year, should it be funded.

Note: The playground designer will assist you with a site evaluation. Be sure to have the trained playground designer evaluate the chosen site. When working in a public space such as a park or school, you must also contact the owner/manager of the property under review. Many times a municipal agency will have stipulations that dictate where a playground can be installed. A major priority is to bring all parties involved together to discuss a site in advance of any playground plans.

3. Identify the community partners you plan to work with and describe how you will work together to complete the community built playground project.

4. Prove the need for a safe playground in the community of choice using data from the injury surveillance system. Describe the injury types and rates and provide information regarding the population density and demographics of the community served. You may include charts and graphs to illustrate the data as attachments. Also, indicate the proximity of other play spaces in the area and describe their condition (attach a map illustrating the proximity of other play spaces to the site of choice.) Substantiate the need for a safe playground at the particular site chosen with photographs that show the site and a site evaluation survey to point out any apparent hazards.
5. Describe the sources from which you will obtain the difference between the \$60,000.00 of this award and the total cost figure in your playground budget. Include a line item budget with the proposal.
6. Identify the individual in the department at your institution (e.g. marketing, public relations, or communications) who will work with your site, the National Program Office staff and The Allstate Foundation staff to develop and implement the media launch event that will accompany the playground build and dedication.
7. Develop the proposal, budget and budget narrative to apply for the Allstate Safe Playgrounds Grant. Include a line item budget that indicates funding from The Allstate Foundation and other sources of funding.

**PLAYGROUND DESIGN:** Vanessa Martelli will recommend a local Little Tikes playground equipment representative in your area who can assist you in the design of the playground and who will coordinate the construction end of your community built project. A playground designer is someone that holds a current certificate in playground inspection from the National Recreation and Park Association. The playground designer will provide you with the following items to be submitted with the proposal:

- ❑ 2-D rendering of playground equipment
- ❑ 2-D rendering of safety surface
- ❑ 3-D color rendering of proposed playground equipment that shows placement of the uniform recognition signage.
- ❑ A written site evaluation/survey addressing issues such as drainage, grading, lighting, traffic, sub-grade conditions and accessibility
- ❑ A list including product literature of any additional playground site amenities (e.g. benches, trash containers, murals, etc.)
- ❑ Complete and detailed budget for the project
- ❑ Resume of previous playgrounds built at your site (if applicable)

**UNIVERSAL SIGNAGE:** Every playground funded through this RFP must include the uniform recognition signage. This signage will provide recognition to the funders of the playground as well as multilingual playground safety information. Vanessa Martelli can provide you with specifics regarding the uniform recognition signage.

**2005 Allstate Safe Playgrounds, Request for Proposals (RFP)**  
**Safe Playgrounds 2005 RFP: Checklist**

- ❑ COVER PAGE
- ❑ PROPOSAL (Includes proposal narrative, playground design, budget, budget narrative and other required attachments)
  - ❑ Narrative (Maximum of 3 pages)
    - ❑ Public land site chosen: \_\_\_\_\_
    - ❑ Description of the physical site identified
    - ❑ Identify community partners involved
    - ❑ Need proven with data from injury surveillance system. Describe the following:
      - ❑ Injury Types
      - ❑ Injury Rates
      - ❑ Population density of community served
      - ❑ Demographics of community served
      - ❑ Proximity and condition of other play spaces
    - ❑ Identify sources of funding for the playground project
    - ❑ Individual identified to assist with media launch event
  - ❑ Playground design
    - ❑ Playground designer: \_\_\_\_\_
    - ❑ Design includes:
      - 2-D rendering of playground equipment
      - 2-D rendering of safety surface
      - 3-D color rendering of proposed playground equipment that shows placement of the uniform recognition signage.
    - ❑ A written site evaluation/survey addressing issues such as drainage, grading, lighting, traffic, sub-grade conditions and accessibility
    - ❑ A list including product literature of any additional playground site amenities (e.g. benches, trash containers, murals, etc.)
    - ❑ Complete and detailed budget for the project
    - ❑ Resume of previous playgrounds built at your site (if applicable)

**2005 Allstate Safe Playgrounds, Request for Proposals (RFP)**  
**Checklist Continues**

- ❑ **Budget and Budget Narrative**
- ❑ **Required Attachments**
  - ❑ Letter of support from your Regional Allstate Foundation representative
  - ❑ Letter of agreement from entity with which Columbia University will subcontract for funds if awarded
  - ❑ Letter of agreement from hospital administration
  - ❑ Letter of agreement from the responsible person(s) at the chosen site
  - ❑ A directory with the contact information of the people responsible for the chosen site (e.g Directory of the Parks and Recreation Department, Directory of Office of School Facilities and the name and contact information for the Principal of the school)
  - ❑ Photographs of the site to substantiate the need for a playground
  - ❑ Map(s) indicating site and the proximity of other play spaces
  - ❑ You may include charts and graphs to illustrate the data as attachments.
- ❑ **Submission:** Send two originals and 4 copies for delivery on or before April 1, 2005 to the Injury Free Coalition for Kids, National Program Office, C/O DiLenny Roca-Dominguez.
- ❑ **Contact Information:**

<p style="text-align: center;"><b>DiLenny Roca-Dominguez</b>  Administrator  Injury Free Coalition for Kids, NPO  Columbia University/ School of Public Health  722 West 168<sup>th</sup> Street, Room 1709  New York, NY 10032  Tel (212) 342-0514 Fax (212)342-0519  dr146@columbia.edu</p>	<p style="text-align: center;"><b>Vanessa Martelli</b>  Project Coordinator  Universal Play Systems, Inc.  83 Lincoln Avenue  Pelham, NY 10803  Tel (914) 576-0666 *16  Fax (914) 576-0238  <a href="mailto:Vmmartelli@universalplay.com">Vmmartelli@universalplay.com</a></p>	<p style="text-align: center;"><b>E. Lenita Johnson</b>  Communications Director  Injury Free Coalition for Kids  Columbia University/School of Public Health  2639 Charlotte  Kansas City, MO 64108  Tel (816) 651-7777 Fax (816)421-0817  estelljohnson@msn.com</p>
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**2005 Allstate Safe Playgrounds, Request for Proposals (RFP)**  
**Technical Assistance and Project Support**

**DiLenny Roca-Dominguez, Administrator, Injury Free Coalition for Kids/Allstate Little Hands Playgrounds Administrative Coordinator**

DiLenny Roca-Dominguez is the Administrator for the Injury Free Coalition for Kids, National Program Office, and serves as the Administrative Coordinator for the Allstate Little Hands Safe Playgrounds project and main contact person during the application process and through the end of the 2005 Allstate Safe Playgrounds grant. She is available to provide technical assistance and serves as the main contact person once the sites are selected for funding relating to all aspect of the subcontracting process between the Trustees of Columbia University in the City of New York and the selected sites including setting up the subcontracts, disbursement of funds and closing of the project. All reporting materials are to be submitted to DiLenny Roca-Dominguez at the end of each playground dedication. In addition, through communications with Ms. Roca-Dominguez selected sites will keep the Injury Free Coalition for Kids, National Program Office and the Allstate Foundation informed of build dates, dedication dates and any problems or strides experienced throughout the project.

**E. Lenita Johnson, Injury Free Communications Director/Allstate Little Hands Playgrounds Communications Coordinator**

E. Lenita Johnson serves as the National Marketing Director for the Injury Free Coalition for Kids, and assists with coordinating the Communications efforts between sites, their hospitals and communities, Allstate and other funders if they exist. It is important to contact her early in the planning process so that media efforts can be coordinated for both the build and the dedication. Releases reflecting the purpose of the project and everyone's role must be developed. Ms. Johnson will be able to provide samples of past releases. Little Hands brochures, fliers, hats and t-shirts will be available for distribution to the community where the playgrounds are being built.

Sometimes efforts to coordinate who will play what role in the communications process can be difficult; therefore, it is important that Lenita be contacted early in the planning process.

**Vanessa Martelli, Project Coordinator**

Vanessa Martelli is the Project Coordinator for playground projects constructed in New York City. Since 1992 she has served as the playground designer and coordinator for the Harlem Hospital Injury Prevention Program and now designs, constructs and conducts safety inspections for Injury Free Coalition for Kids. Vanessa Martelli represents Universal Play Systems, Inc., the sole distributor for Little Tikes equipment in the state of New York. After experiencing playground builds with other manufacturers and their ground design consultant firms, we have found that Little Tikes Commercial (aka PlayPower LT Farmington) provides the best-made and safest playground equipment available. For that reason, Little Tikes and their local representatives have become sole source vendors for all Injury Free Coalition for Kids playgrounds. They provide high standards of equipment and service, discounted equipment, insurance with indemnification for all programs and last, but not least, are adept at managing community-built playgrounds.

## These are words of wisdom from Vanessa Martelli:

Once the need for a playground in a community and a potential location has been established, it is time to call in a playground designer. A playground designer is someone that holds a current certificate in playground inspection from the National Recreation and Park Association. They should have at least 5 years experience in the playground industry and represents a major playground product line. This person should be able to provide you and the community with color catalogs, layout drawings, 3D renderings for public relations and a written site evaluation for your use in community relations. The designer that you work with will also be the person that coordinates the actual construction end of your community built project. A playground designer that works with a major manufacturer should never charge your organization any fees for their services, only products.

Within most communities there are bound to be numerous areas appropriate for a good playground build. It is imperative that you do your initial search evaluations with your trained playground designer. The designer will be able to provide assistance in evaluating a site, addressing issues such as drainage, grading, lighting, traffic, sub-grade conditions and accessibility. When working in a public space such as a park or school, you must also contact the owner/manager of the property under review. Many times a municipal agency will have stipulations that dictate where a playground can be installed. Make it a priority to bring all parties involved together to discuss a site in advance of any playground plans. Food for thought - look for areas that tend to be level, well lit, accessible by walking, and ground level. Keep your eyes open for danger signs; rooftop areas, dark corner lots, and areas with numerous underground utility lines.

If you find that you have been presented with a site and your playground designer feels that it is not appropriate for a playground, do not feel discouraged. New installation techniques and playground applications are being developed daily. There is always a way to make it work if you do your homework and communicate your needs! A word of caution though, occasionally additional professionals will have to be brought in to the project such as engineers (both mechanical and structural), landscape architects, welders and landscape contractors. Occasionally we must pay for their services to ensure a successful project.

**2005 Allstate Safe Playgrounds, Request for Proposals (RFP)**  
**Template - Letter of Support**  
**Regional Allstate Foundation**

<Regional Allstate Foundation Letterhead>

I, <Name of Rep>, the Regional Allstate Foundation representative for <City, State> am committed to the development of safe play spaces as an effective tool in injury prevention and community revitalization.

I agree to work with the staff of Injury Free Coalition for Kids of <City> at <Hospital> in the entire process of a community-built playground, funded in part by The Allstate Foundation in partnership with the Injury Free Coalition for Kids National Program Office.

This process includes:

1. Site selection
2. Playground design development
3. Community build
4. Media launch event
5. Playground dedication ceremony
6. Any media activities associated with the playground

I understand that strong community relationships are the key to maintaining a safe play area and through health-related events such as health fairs or car seat checks that can be held at or near the playground. We can empower the community to make a difference in their lives and neighborhood. For this reason, I pledge to provide \$10,000 to aid in the annual maintenance of the playground and to support the community relationships that will be formed with the inception of this project. This \$10,000.00 grant covers a 5-year period.

Sincerely,

<Name of Rep>, <Title>