

Announcement of Competition
Social Innovation Faculty Research Grants
for City Heights, San Diego

Proposals Due: December 12, 2014

This Request for Proposals (RFP) announces a faculty grant competition to fund research on solutions to challenges facing the City Heights San Diego community with applications to other low-income, urban communities worldwide. Funding is available beginning February 28, 2014.

BACKGROUND

The Sol Price Center for Social Innovation was established at the University of Southern California in November 2011 by a generous gift from Price Philanthropies to name and endow the Sol Price School of Public Policy. The gift honors the life and legacy of the late Sol Price, Price Club founder, business entrepreneur, and leader who was committed to addressing social justice and poverty. In recognition of that commitment, the gift also created the USC Sol Price Center for Social Innovation.

The Price Center seeks to become the leading academic institution in the field of social innovation by developing ideas, practices, and leaders to enhance the quality of life for people in low-income urban communities worldwide.

Since 1993, Price Philanthropies has invested in a redevelopment effort to improve City Heights for its current residents. The initiative employs a holistic, place-based approach, addressing the principal factors that contribute to urban poverty. Price Philanthropies leveraged funds from public sources to build an Urban Village as the heart of the community, believing that a strong urban core of facilities and services is essential to a healthy community.

FOCUS AND ELIGIBILITY

USC tenure-track and research faculty or interdisciplinary faculty teams led by an eligible USC faculty principal investigator (PI) may apply. The RFP invites applications to undertake research on solutions to challenges facing City Heights with application to other low-income urban communities. Appendix A provides a list of potential research topics, however, there is no limitation on the choice of topic.

For the purposes of this competition, the "City Heights" neighborhood is defined as the "primary focus area" and the "City Heights Planning Area" shown on the attached map (see Appendix B). Applications should focus principally on all or part of the primary focus area, although investigators may address the wider regional, national and international context and connections.

Successful applicants may be eligible for competitions in later years, contingent upon satisfactory completion of the current project. However, each separate application should encompass a well-defined, self-contained program of research.



FUNDING GUIDELINES AND RESTRICTIONS

A limited number of one-year grants will be made. Grants will not normally exceed **\$75,000**, however, larger grants will be considered. Funds must be expended on or before February 29, 2016. Approximately \$150,000 is available.

Eligible expenditures include:

- Directly related travel and accommodation
- Faculty summer stipend (subject to the University's 33.5% fringe benefit charge and standard withholdings). Requests for release time during the academic year must be approved by the relevant dean and be justified in terms of the proposed research objective. The request and approval for course release should be part of the application packet.
- Salary support for Graduate Research Assistants and other student wages
- Collection and purchase of archival materials
- Ethnographic and survey research (including software, data sets, etc.)
- Materials and supplies

Ineligible expenses include:

- Large equipment expenditures (greater than \$750)
- Expenditures supplementing or offsetting direct or indirect costs of related projects
- Indirect costs

Funding for students is expected in all projects. Note that conservative and cost-effective budgets are strongly encouraged.

ASSESSMENT

A faculty panel will review proposals according to a range of criteria including:

- Consistency with the Sol Price Center for Social Innovation RFP and mission
- Innovation and research significance
- Likelihood of continued external funding
- Qualifications to perform work
- Reasonableness of budget and cost-effectiveness

Special consideration will be given to projects that use this support in order to seek larger awards from external sources. Due to limited resources, not all proposals can be funded, and some may be funded for less than the requested amount.

The Price Center oversight board will make final project selections, taking into account referee reports, programmatic priorities and prior project performance. Oversight board members may submit proposals, but are not allowed to deliberate and vote on their proposals.

PRINCIPAL INVESTIGATOR RESPONSIBILITIES

Successful applicants will be appointed as FELLOWS of the Sol Price Center for Social Innovation for the duration of their projects.

The principal investigator will be responsible for the successful execution and timely completion of the proposed research. Awardees are responsible to submit:

- 1) A policy brief in the form of a publishable four-page paper accessible to a general public readership that may be included in the Center's publication series.

- 2) A final report conforming to Price Center style guidelines by the end of the project. The final report will include a summary of project results, recommendations for Price Charitable Entities, as well as publications and presentations based on the research.
- 3) One presentation of research at a thematic conference organized by the Price Center.

Any publication or creative endeavor arising from work supported by the Price Center should acknowledge support from the USC Sol Price Center for Social Innovation. Please submit copies of publications to the contact person below.

APPLICATION PROCEDURE

Proposals should be succinct and clearly written. Proposals are limited to no more than 7 pages, not including abbreviated CVs. Each proposal must include the following elements:

1. Cover Page (use attached cover sheet)
2. An abstract of up to 100 words and a proposal narrative not to exceed four-pages of single-spaced, 12 point, Times New Roman typescript with one-inch margins.
3. Detailed budget (use attached budget form)
4. General timetable of work to be performed
5. A two-page NSF bio-sketch that includes professional appointments, degrees awarded, as well as, key related publications and grants for PI and co-PIs.

The entire application package should be emailed to the contact person whose address is given below.

DEADLINES

December 12, 2014	Proposals Due
February 27, 2015	Announce Decisions
March 2, 2014	Funds available
February 29, 2016	Deadline for expenditure of grant funds
March 31, 2016	Deadline for receipt of final report

CONTACT PERSON

Inquiries may be directed to Richard Parks, Executive Director, at (213) 740-8181 or richard@usc.edu.

Questions about the Appendix A: Price Philanthropies Research Topics of Interest may be directed to Becky Modesto, Price Philanthropies Director of University Relations at (619) 795-2026 or bmodesto@pricefamilyfund.org.

Appendix A: Price Philanthropies Research Topics of Interest

Health

1. Has the Rady's Children's Hospital urgent care center in City Heights:
 - a. Reduced emergency room visits to Rady's Children's Hospital, thereby reducing overall health costs?
 - b. Increased access to health care for vulnerable populations?
 - c. Improved health outcomes for City Heights residents?

This research project will, hopefully, provide additional information such as:

1. What benefits do hospitals receive by locating satellite sites in low income communities?
2. In what ways do hospitals that have satellites in low income communities coordinate their services—with existing community health services and with the primary hospital?
3. In what ways did Price Philanthropies facilitate the decision by Rady's Children's Hospital to locate its urgent care facility in City Heights?

Real Estate

1. **Housing:** Feasibility study related to the acquisition and or rehabilitation of multi-family residential property in City Heights.
 - a. The vacancy rate for multi-family housing in City Heights is near zero. The community needs additional high quality affordable multi-family residences. This research project will explore the availability of multi-family residential properties in City Heights that could be available for either rehabilitation or purchase with the ultimate objective of increasing both the quality and the quantity of affordable multi-family residences. As part of the study zoning considerations related to density will be explored to determine whether existing zoning regulations limit increasing housing density.
2. **Business and commerce:** In what ways can Price Philanthropies support entrepreneurial ventures in City Heights?
 - a. Immigrant communities have historically been characterized by a high level of new business formation. This study is designed to inventory new businesses that have been created in City Heights during the past 3 years, leading to an analysis of the critical factors required for new business creation in immigrant communities. Some of the factors to be studied include capital availability and non-financial resources such as knowhow and professional services.
3. **Public Space:** This project will explore the availability of public spaces in City Heights compared to another middle income community of San Diego (to be selected). The data collected will be used to analyze the degree to which these public spaces are utilized in City Heights and the control community and how the use of these facilities affects community residents in terms of pride and engagement in community affairs.

Schools

1. Evaluate the impact Parent Centers have had on engaging parents in their children's education and facilitating social services for families in need at Rosa Parks, Monroe Clark and Hoover High School. The research will include a study of the Parent Center model in terms of the management structure, the costs and the benefits.

Safety

1. This research project will contrast residents' perception of crime and safety in City Heights with crime statistics. City Heights is considered by many people to be an unsafe community with a high incidence of both violent and property crime. It is important to understand how the perceptions of crime and safety compare with reported crime. To the extent that crime and safety is misperceived, there may be an opportunity to provide better information to City Heights' residents about their community.

Transportation

1. What impact will the new Rapid Transit Bus on El Cajon Boulevard and its link to the I-15 RAPID service have on the surrounding areas?
 - a. Other questions explored during the course of this project may be: Is the existing infrastructure enough for the new line and its riders? What are good locations for real estate development to meet the needs of residents?

Past and Current Research Projects

- a) Evaluation of PCE's **School-Based Health Clinics** in community schools. Have they had a positive impact in the community regarding health issues such as diabetes, hyper-tension, asthma, obesity, etc.? How significant, if at all, are these health outcomes? Would these outcomes have occurred without the presence of the clinics? Also, are the clinics economically-sustainable or do they have the potential to become self-sustaining? How might health care reform impact these clinics?
- b) A study of how residents of City Heights currently access **affordable and nutritious food**. This includes an examination/evaluation of the existing distribution of social services in the area of food resources and distribution. Who does it best? What are the gaps?
- c) A Planning Study for the revitalization of the **University Avenue corridor** between I-15 and I-805 freeways. What opportunities exist for Price Philanthropies to invest in real estate development in a strategic manner to improve and revitalize the corridor west of where Price Philanthropies has been concentrating efforts?
- d) **Community Gardens**: How they work, who runs them, what do they produce, who are the customers, investment required, and land required? What are examples of successful community garden models that that would work in City Heights?
- e) A research project to identify and examine the major factors affecting the **safety of children**, especially on their journey from home to school. The focus is on pedestrian travel and safety of a critical user group – children are not only the subjects in this study, but they are also active participants. The findings of this project are expected to better inform current programs, identify areas that are perceived unsafe by children, and recommend interventions in improving the safety of child pedestrians in general, and of children walking to school in particular.

- f) **Evaluating the Academic and Behavioral Impact of “School in the Park”:** a study to evaluate the impact of School in the Park, a museum-based educational program for low-income students that takes place within the cultural institutions and museums of San Diego’s Balboa Park. The study evaluates the impact of participation in the program on short- and long-term academic and behavioral outcomes using longitudinal, student-level data since 1996, the natural variation in the timing of program implementation between two elementary schools, and control groups of students from nearby schools that did not receive the program. Findings indicate that participation in the program has positive but limited short-term impacts and more enduring longer-term effects through high school.

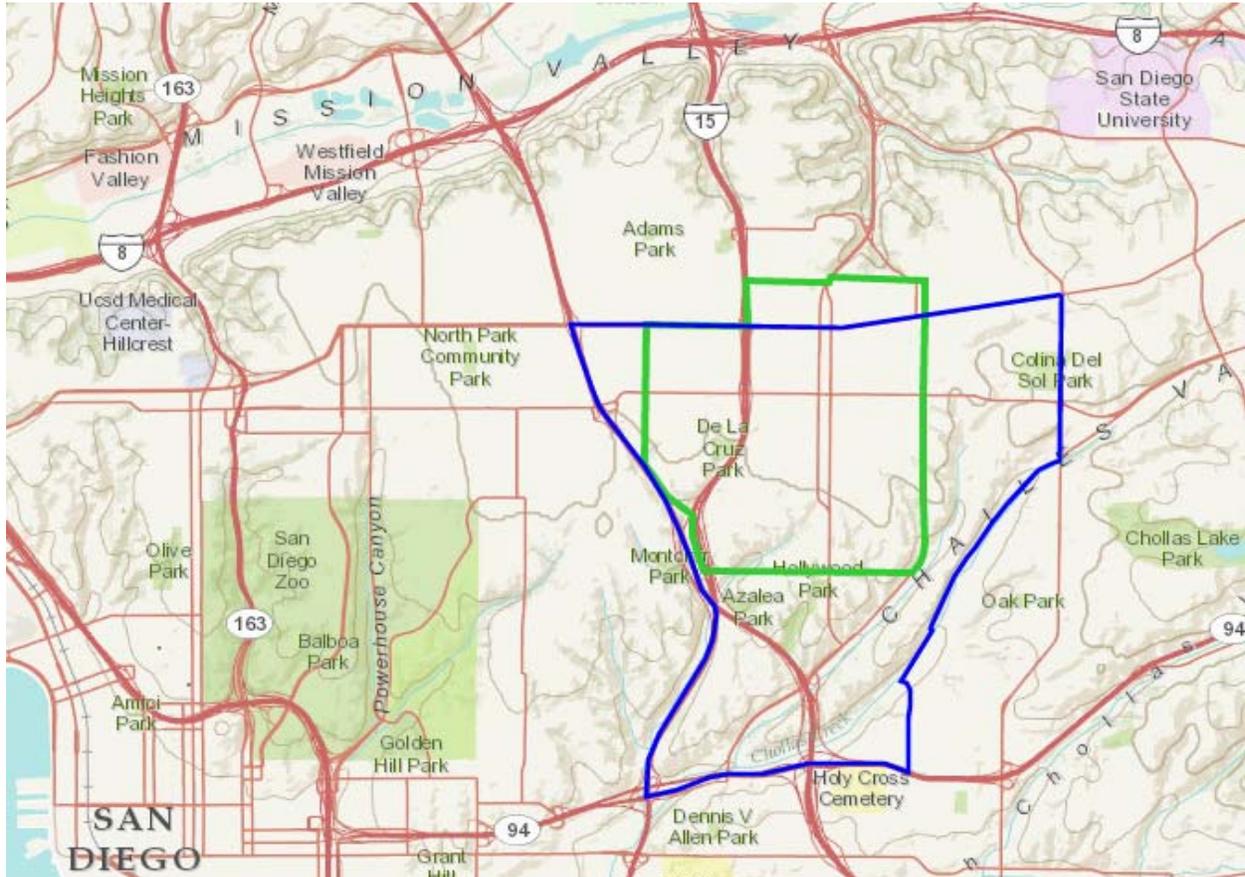
- g) **Transportation and Access to Employment in City Heights:** The purpose of this research is to examine access to employment opportunities by car and by public transit among City Heights residents by analyzing: City Heights, San Diego County averages, and fifteen comparison neighborhoods.

- h) **Food Security** is a basic need for individual and community health. In many communities food security is an issue, as the availability and access to healthy items through a robust food system may be limited, and residents may lack information about the importance of eating more nutritious foods. Moreover, in communities that serve multiple ethnic populations, food preferences may vary significantly, further exacerbating food security concerns. In this study, the researchers propose to explore how residents in City Heights evaluate their food security, previous Price Philanthropies project activities, and their assessments of life in the City Heights community in general.

For more information about specific items on the list, please contact Becky Modesto, Price Philanthropies Director of University Relations at (619) 795-2026 or bmodesto@pricefamilyfund.org

Appendix B: City Heights

City Heights is a vibrant urban community east of downtown San Diego consisting of 16 defined neighborhoods. Approximately 74,000 people live in a 4 square mile area, making it the most dense community in the San Diego region. A significant number (42.4%) of residents are foreign born with a majority migrating from Latin America, Asia and Africa. Only 63% of adults have a high school diploma, 33% are not English fluent, and 27% live in poverty.



City Heights Boundaries. Blue: City Heights Community Planning Area. Green: Primary Focus Area

In 1994 Sol Price became interested in City Heights as a result of a newspaper article about a Vons grocery store closing in the community. At the time City Heights had the highest crime rate in San Diego County, gang activity and drug dealing were rampant, housing was substandard and public services were lacking. Sol and former City Councilman William Jones had been working together to open a retail store in an inner city neighborhood in San Diego. Believing that the Vons store might be a good site, they soon learned that the City of San Diego had already secured the site for a new police substation, but didn't have financing in place. Sol Price made an agreement with San Diego City Manager Jack McGrory whereby Sol would loan the City the money for the building construction if the City would agree to repay the loan in a timely manner and design into the building a gymnasium for police employees and the public to use, public meeting rooms and windows on the street side of the substation. The purpose of these facility additions was to make the substation as community friendly as possible. The City agreed and the project was completed less than two years later.

While working on the development of the police substation, Sol and William decided that Sol would focus on non-profit work in City Heights while William would focus on for profit real estate development. The "City Heights Initiative" was conceived as a holistic approach to the revitalization of an urban community. The Initiative focuses on improving housing, retail, healthcare, education, social services, public safety, job opportunities, and other quality of life issues and services.

Cover Page

Title: _____

Principal Investigator: _____

School/Department: _____

USC Mail Code and Room Number: _____

E-mail: _____

Phone: _____

Co-Principal Investigator: _____

School/Department: _____

Amount requested (total): _____

Research Area: Identify the suggested research area addressed, if applicable.

Community Benefit: Explain how the City Heights Community will benefit from the proposed research?

Attachment 2: Budget Form

Category	Monthly Salary	% of Time on Program	Number of Months	Budget (\$)
Faculty Salary	_____	x _____	x _____	= _____
Faculty Salary ¹	_____	x _____	x _____	= _____
Student Support	_____	x _____	x _____	= _____
Type of Student _____				
Student Support	_____	x _____	x _____	= _____
Type of Student _____				
Fringe Benefits Rate _____			Amount	_____
Conference Travel				_____
Conference Name/Date _____				
Other Travel				_____
Materials and Supplies				_____
Other Direct Expenses (itemize)				_____
_____				_____
Tuition cost share (PhD students only) Units _____ Rate _____				_____
TOTAL FUNDS REQUESTED				\$ _____

¹ Use additional faculty and student lines if there is more than one professor or student.

Attachment 3: Proposal Evaluation Form
(Evaluators form provided for information only)

Proposal Title:

Area:

Principal Investigator:

Referee Number:

Evaluation Criteria:

Please rate proposals in each of the categories below, using the following rating scale:

- 1 = Well below expectations
- 2 = Below expectations
- 3 = Meets expectations
- 4 = Exceeds expectations
- 5 = Well above expectations

CATEGORY	RATING
1. Consistency with the Sol Price Center for Social Innovation RFP and mission	
2. Innovation and research significance	
3. Likelihood of continued external funding	
4. Qualifications to perform work	
5. Reasonableness of budget and cost-effectiveness	
6. Overall Rating	

Referee's Funding Recommendation (Place an X on the line by your choice)

Fund as Submitted _____

Fund with Modifications _____ (explain on second page)

Do Not Fund _____ (explain on second page)

Referees Comments (add additional pages as needed):

Thank You!