

REQUEST FOR PROPOSALS

Cities of Opportunity:

2025 Community Health & Wellbeing Accelerator

OVERVIEW

Six cities dedicated to improving health and wellbeing for all residents will be invited to join the **2025 Cities of Opportunity Community Health & Wellbeing Accelerator**.

This 12-month intensive technical assistance experience is your opportunity to build your city's capacity, leverage city assets and drive transformative policy and systems changes to address the root causes of health disparities and advance wellbeing for all residents.

Participating cities will leverage NLC's proven Cities of Opportunity model, which includes tailored support, tools, and a curated peer-to-peer learning environment, resulting in proven impacts and tangible results.

For cities whose vision is a healthy, well and thriving community for all residents- this opportunity is your chance to catalyze that vision into action!

Proposal Due: June, 30, 2025,
by 11:59 PM EST

**Selection
Announcement:** August 1, 2025

Project Dates: August 2025 – July 2026

**Submission
Information:**

Please submit completed applications online [via Submittable](#).

Questions? Contact Olga Kozlova, Senior Program Specialist for Health and Wellbeing at kozlova@NLC.org.

CITIES OF OPPORTUNITY

The National League of Cities (NLC) Cities of Opportunity (CoO) initiative operates from a core belief: where you live should not determine how healthy you are, how long you live, or how well you live. Yet, across America, city residents who live just a few blocks apart have life expectancies that vary by as much as five, 10 or 20 years, with drastic differences in their quality of life and wellbeing. NLC seeks to strengthen city leaders' capacity to tackle these disparities and foster inclusive and healthy cities where all residents can thrive.

ABOUT THE ACCELERATOR

The Community Health & Wellbeing Accelerator brings together teams of city leaders, staff, and community partners from up to six cities for a 12-month immersive process. Together, these cross-sector teams co-design strategies to collaboratively tackle disparities and advance wellbeing for all residents.

The Accelerator recognizes that each city is unique and meets cities where they are, providing tailored support to advance each city's distinct priorities.

Side-by-side with an exclusive cohort of peers, cities work in tandem through an intentional planning process, beginning with an exploration of data and root causes and ultimately implementing work plans designed to achieve meaningful policy, practice, and systems change.

The Accelerator will include:

- ◆ **Bimonthly workshops** to accelerate learning through dialogue with subject matter experts, peer interaction, and direct application of new tools and frameworks;
- ◆ **Paid travel to an in-person convening in Washington, DC** on December 10th –11th 2025, for three team members;
- ◆ **One-on-one technical assistance** support from subject matter experts within NLC and from partner organizations;
- ◆ **Peer engagement opportunities** for city teams to connect with one another and exchange ideas and experiences;

- ◆ **Executive leadership track** exclusively for city leaders to catalyze transformative leadership for health and wellbeing.
- ◆ **Additional support, resources and networking opportunities** through the Cities of Opportunity initiative.

This work will be guided by NLC, in collaboration with CoO's strategic partner, Consilience Group, LLC using CoO's proven, comprehensive and coordinated approach rooted in authentic community engagement, policy change, data, financing, cross-governmental collaboration, multi-sector partnerships, and sustainability.

EXECUTIVE LEADERSHIP TRACK

The Accelerator's Executive Leadership Track, designed exclusively for top city leaders (e.g. Mayors, City Managers, Vice Mayors, Commissioners, Chief Officers), recognizes that these individuals are central to building a city-wide culture of wellbeing for all.

Each participating city will commit one to three leaders to this unique peer-to-peer experience, connecting them with like-minded colleagues to share insights and collectively drive health initiatives not only within their own cities but also as national advocates for community wellbeing.

Over the course of the 12-month Accelerator, participating city leaders will come together for quarterly convenings, commencing with an introduction and welcome in August 2025, followed by convenings in October 2025 and April 2026, and culminating in a closing session in July 2026.

Through these convenings city executives will learn from top subject matter experts and forge valuable peer connections with like-minded leaders to solidify their role as innovators and champions for wellbeing for all.

CITIES WILL GAIN

Participating cities can expect to achieve tangible progress towards their most pressing health and wellbeing challenges. The Accelerator enables truly transformational work, with each city charting

its own journey based on local priorities and context. Ultimately, every city will develop a Roadmap for Action, articulating its unique vision for change alongside a comprehensive workplan detailing strategies and milestones. Leveraging this workplan, participating cities will take concrete steps to realize their vision.

The projects and impacts achieved by past city participants in the Accelerator have been diverse, ranging from implementing new policies and establishing city-wide community engagement protocols to updating existing plans and forging innovative connections with community partners and members.

In addition, cities will build core capacities and develop durable skills that will serve them as they navigate future and emerging challenges, such as:

- ◆ Increased understanding of and ability to identify and address the root causes of health disparities;
- ◆ Decision-making that is informed by evidence, data, and residents' lived experience;
- ◆ A transformative policy and systems change approach that generates long-lasting and sustainable impact;
- ◆ Cross-sector partnerships to uplift collective assets and respond to residents' needs and opportunities;
- ◆ Strengthened alignment among city departments to streamline planning and drive impact;
- ◆ Enhanced commitment to engage with communities most impacted by disparities on identifying and implementing solutions; and
- ◆ Collective frameworks for accountability and transparency.

TEAM COMPOSITION & TIME COMMITMENT

Recognizing that the challenges faced by cities today demand more than singular or siloed approaches, the Accelerator requires cities to form cross-sector teams to drive this work.

Teams commit to working collaboratively through the Accelerator to achieve shared goals and drive collective impact. This commitment includes attendance at all Accelerator events and independent city work between sessions, totaling approximately six hours a month.

The ideal team will consist of up to six individuals representing a broad range of perspectives. This should be a combination of senior department staff from the city, frontline staff, as well as principals from key partner organizations.

In developing the core team composition, cities should consider including:

- ◆ **(REQUIRED) A team lead** who will serve as the main point of contact with NLC as well as convene the city team and coordinate work on deliverables;
- ◆ **(REQUIRED) City staff** who represent work in each of the priority issue areas: economic opportunity, housing, city planning and design, and/or health and human services;
- ◆ Someone skilled in **data identification, development, and implementation** (e.g., data analyst, GIS specialist, community assessment lead).
- ◆ **Institutional community partners** whose work is related to the city's health and wellbeing goals (e.g., hospitals, economic development organizations, nonprofits)
- ◆ **Community members or community organizations** deeply connected to the communities they serve (e.g., frontline service providers, community organizers, neighborhood groups).
- ◆ **Cross-jurisdictional governmental partners** (E.g., local health departments, or other representatives at the county, tribal, and/or regional level)
- ◆ **Funding and other strategic partners** (E.g., United Way, community foundations)

** Note: One person may fulfill multiple roles listed above.*

SELECTION CRITERIA

The city teams selected to participate in this cohort will be evaluated based on their responses to the questions outlined in this RFP.

In their submitted applications, successful applicants must demonstrate:

- ◆ Support of the mayor and/or city manager for participation in the Community Health & Wellbeing Accelerator;
- ◆ Readiness and commitment to assemble an effective core team as detailed in 'Team Composition';
- ◆ Dedication to addressing disparities and advancing health and wellbeing for all;
- ◆ Recognition of the city's opportunities and challenges in the priority areas of economic opportunity, housing, city planning and design, and health and human services;
- ◆ Commitment to participate in the full Accelerator programming including all workshops, 1-1 technical assistance sessions and the Executive Leadership T

PROJECT TIMELINE

The Community Health & Wellbeing Accelerator will run from August 2025 to July 2026. During this time, city teams can expect to participate in 4 cohort workshops, including one in-person in Washington, DC, and 6 city-specific, individualized technical assistance sessions. City leaders in the Executive Leadership Track will participate in four convenings over the 12-month period.

ACTIVITY	ESTIMATED DATES
RFP Informational Webinar	May 20, 2025
Optional Letter of Intent Due	June 3, 2025
Proposal Due	June 30, 2025
Finalist Interviews	July 14-25, 2025
Cohort Announced	August 1, 2025
Executive Leadership Workshop 1	August 2025
Workshop 1: Community Health & Wellbeing Accelerator Kickoff	September 2025
1-on-1 TA Sessions	September 2025
Executive Leadership Workshop 2	October 2025

1-on-1 TA Sessions	October 2025
1-on-1 TA Sessions	November 2025
In-Person Convening, Washington DC	December 10-11 2025
1-on-1 TA Sessions	January 2026
Workshop 2	February 2026
1-on-1 TA Sessions	March 2026
Executive Leadership Workshop 3	April 2026
Workshop 3	May 2026
1-on-1 TA sessions	June 2026
Closing Executive Leadership Workshop	July 2026
Cohort Closing	July 2026

PROPOSAL INSTRUCTIONS

To be considered for this initiative, the applicant must submit a fully completed online application. Submit the proposal [here](#).

REQUIRED PROPOSAL MATERIALS

- B. Letter of Interest from Mayor /City Manager by June 3, 2025 (Encouraged but not required. Submit directly to CoO@nlc.org.)
- C. Cover Sheet
- C. Narrative

APPLICATION PROCESS

Up to six cities will be selected for this project. Only one application per municipality will be considered and must be submitted with the full support of the mayor and/or city manager. ***Interested applicants are encouraged, but not required, to submit a letter of interest from their Mayor or City Manager by June 3, 2025.***

All proposals must be submitted online by 11:59 PM EST on June 30, 2025.

If you have questions or would like more information, please contact Olga Kozlova, Senior Program Specialist at kozlova@nlc.org.

The narrative should respond to the following questions and prompts:

Proposal

- ◆ **Letter of Interest from Mayor City Manager** by June 3. (Encouraged but not required. Submit directly to CoO@nlc.org.)

A. Cover Sheet

City	Team Lead Email
Population Size	Other Contact (e.g., assistant to staff lead, other staff to contact with application questions)
Mayor/City Manager:	Other Contact Phone
Term Dates	Other Contact Email
City Staff Lead for City TA Cohort	
Team Lead Phone	

B. Narrative

City Commitment

1. Does your application have the support of your city's top executive (mayor or city manager)? Representative(s) from your city's top leadership are expected to participate in the Leadership Track (see question 4).
Yes/ No
2. Does your city commit to participating in all activities of the Community Health & Wellbeing Accelerator? City teams agree to participate in all individual technical assistance calls, virtual workshops, and the in-person convening in Washington, DC on December 10th-11th 2025 (expenses paid for three team members). Teams will also complete all assignments and independent preparation work between formal sessions of the Community Health & Wellbeing Accelerator.
Yes/ No

Cohort Participation

1. List the three to six individuals you have in mind for your Community Healthy & Wellbeing Accelerator core team. Include each individual's role and organizational affiliation. *Note: Finalists will have the opportunity to discuss team composition with NLC during the Finalist interviews. These conversations, alongside feedback from proposal evaluators, may result in suggested changes to your team composition.*
Name and title

Pronouns (optional)
Organization or City Department
City
Contact email
Short description of role on team (i.e., data, community partner, current program lead)

2. List the top executive(s) (at least one, and up to three) who will participate in the Leadership Track. Participating leaders will join four leadership-only convenings designed to catalyze their leadership for wellbeing for all, build their capacity for transformation, and equip them with key knowledge and skills to advance equitable wellbeing. *Note: Include the names of the executive(s) you have in mind to participate. Final commitments will be required when accepted into the cohort.*

Name and title
Pronouns (optional)
Title
Contact email

Narrative

1. Describe your city's key priorities in the areas of economic opportunity, housing, city planning and design, and health and human services. What is your city currently doing to address these issue areas? What challenges does your city currently face? **[800 words]**
2. Briefly describe key strategies that have been effective in addressing health disparities and fostering wellbeing for all in your community. What are the challenges to advancing wellbeing for all in your city? What are your city's strengths and opportunities for action? **[500 words]**
3. What are the existing local partnerships (i.e., relationships with local businesses, community groups, local organizations, etc.) that you plan to leverage or build as part of your participation in the Community Health & Wellbeing Accelerator? **[500 words]**
4. Describe how your city uses data to identify community needs and set action priorities. Describe how residents are involved in local decision-making? Why do you believe these partners are the right people to have at the table to achieve your city's desired outcomes? **[500 words]**
5. What are your city's desired outcomes from participating in the Community Health & Wellbeing Accelerator? What transformative impact are you striving to create in your community? *(Please note that throughout the technical assistance process, the cohort teams will have time to solidify a final focus area. Provide your anticipated goals and objectives.)* **[500 words]**

