



ABAG



MEMORANDUM

TO: Regional Prosperity Plan Steering Committee

DATE: May 10, 2013

FR: Vikrant Sood, Program Manager

W.I.: 1611

RE: Recommendation for Awards – Equity Initiative Round 1 Sub-Grants 2013-2014

Background

The Regional Prosperity Plan includes three interconnected work elements: the Economic Opportunity Strategy; the Housing the Workforce Initiative; and the Equity Initiative.

The Equity Initiative will provide \$760,000 in two rounds of sub-grants for pilot projects and programs throughout the nine-county Bay Area. The goal of these pilot projects is to promote greater engagement of under-represented communities in local and regional decision-making processes. The sub-grants will also build capacity if these communities and community-based organizations to engage in local and regional planning beyond the timeframe of this grant program.

In addition to addressing the affordable housing needs and addressing displacement risks in the region, the sub-grant program will encourage stronger partnerships between local jurisdictions and community organizations, develop of models and best practices that have broad applicability in a diverse range of communities across the Bay Area, and implement Plan Bay Area.

MTC and ABAG, on behalf of the Regional Prosperity Plan Consortium, released a call for projects for the first round of Equity Sub-Grants on Wednesday, February 13, 2013. Information on the Sub-Grants was distributed using the following outreach methods:

- Announcement on the One Bay Area website at, <http://www.onebayarea.org/regional-initiatives/Bay-Area-Prosperity-Plan.html>.
- Announcement on the Basecamp Web Portal for the Regional Prosperity Plan at, <https://bayarea.basecampHQ.com/projects/10428054-steering-committee/>.
- Email notification to community-based organizations on MTC's mailing lists (more than 300 organizations across the Bay Area).
- Announcement to the Steering Committee and each of the three working groups for the Prosperity Plan.

Only community / non-profit organizations and local governments (tax-exempt entities) located within the nine county San Francisco Bay Area were eligible to apply for a total of \$285,000.

Of this total, \$25,000 was reserved for the one-day regional equity conference project. The remaining \$260,000 is available for up to eight projects ranging from \$20,000 to \$50,000 (small grants category) and up to two projects ranging from \$50,000 to \$75,000 (large grants category).

MTC and ABAG hosted two applicant workshops: one on Wednesday, February 27, and the other on Wednesday, March 6. Applications were due by 4pm, Wednesday, April 3, 2013.

Evaluation Panel

Consistent with the goals and expectations of the Regional Prosperity Plan, the Joint Projects Team (JPT) was charged with the task of reviewing the applications and recommending awards to the Steering Committee. The JPT is composed of MTC and ABAG staff as well as co-chairs for each of the three working groups. Co-chairs who were unable to participate in the selection process due to a conflict of interest, nominated a proxy from their respective working groups. Evaluation panel members are listed below.

Once the proposed sub-grant projects have been implemented, the JPT will also evaluate the outcomes from these projects to assess the success of the sub-grant program.

<i>Evaluation Panel Membership</i>	<i>Name and Organization</i>
MTC Staff	Therese Trivedi, MTC
ABAG Staff	Sailaja Kurella, ABAG
Housing CBO Co-Chair	Carlos Romero, Urban Ecology
Housing NPO Co-Chair	Geeta Rao, The San Francisco Foundation
Economic Prosperity CBO Co-Chair	Derecka Mehrens, Working Partnership USA*
Economic Prosperity NPO Co-Chair	Catherine Lyons, Bay Area Council*
Economic Prosperity Public Co-Chair	Laurel Prevetti, City of San Jose*
Equity CBO Co-Chair	Dawn Phillips, Causa Justa::Just Cause
Equity NPO Co-Chair	Steven Shum, Corporation for Supportive Housing*

*Could not participate in the evaluation process.

Evaluation Process

Eleven (11) applications were received for a **total of \$572,887** in funding requests (see Attachment A for a description of each project). MTC received only one application for the one-day regional equity conference project, and four applications in the small grants category. One application from POWER for \$75,000 was submitted after the deadline and was therefore considered ineligible for further consideration by the JPT. The remaining ten applications met the following screening criteria outlined in the funding guidelines:

- Applications must be complete, and submitted by the closing date and time listed in the “Application and Project Timeline” section of the Call for Projects;

- Applications must seek funding for an eligible activity as outlined in the “Eligible Activities” section of the Call for Projects; and
- Applicants must be eligible as outlined in the “Eligible Applicants” section of the Call for Projects.

The JPT evaluated all applications using the following criteria: Impact of Proposed Project (20 points); Level of Need (20 points); Potential for Scaling and Replicability (10 points); Commitment to Partnerships and Collaboration (10 points); Outreach and Engagement (15 points); Feasibility and Qualifications (15 points); and Potential for Building Additional Capacity (10 points). Scores from each JPT member were tallied to rank the applications. The JPT met on Tuesday, April 9, 2013, to discuss the scores and formalize their recommendation to the Steering Committee.

Recommendations

The JPT recommends that the projects ranked one to six in the table below be forwarded to MTC’s Administration Committee for approval:

<i>Rank</i>	<i>Project and Lead Applicant</i>	<i>Amount Requested</i>	<i>Condition for Award</i>	<i>Award Amount</i>
1	<i>Revive Oakland: Making Good Jobs Real</i> East Bay Alliance for a Sustainable Economy (EBASE)	\$75,000	No	\$75,000
2	<i>Promoting Equity from the Bottom Up</i> Youth United for Community Action (YUCA)	\$30,000	No	\$30,000
3	<i>Citywide Leadership Academy</i> Tenderloin Neighborhood Development Corporation (TNDC)	\$75,000	No	\$75,000
4	<i>Rules of the Road: How to Engage Public Agencies in Land Use, Transportation and Air Quality Decisions to Promote Equity and Public Health</i> Public Health Institute (PHI)	\$75,000	Yes	\$50,000
5	<i>One-Day Regional Equity Conference</i> Local Initiatives Support Corporation (LISC)	\$25,000	No	\$25,000
6	<i>Community Capacity Building</i> Council of Community Housing Organizations (CCHO)	\$20,000	Yes	\$20,000
TOTAL Amount				\$275,000
7	<i>Catalyst Site Initiative</i> East Bay Asian Local Development Corporation (EBALDC)	\$25,000	NA	NA
8	<i>A New Vision for the Bay Area</i> Gamaliel of California	\$75,000	NA	NA
9	<i>Building Community Leadership – One Union Member at a Time</i>	\$57,887	NA	NA

	San Francisco Bay Area Labor Foundation			
10	<i>Community Engagement Strategies</i> Local Initiatives Support Corporation (LISC)	\$40,000	NA	NA

Of the \$285,000 available through this round of call for project, the JPT recommends allocating \$275,000 to the projects listed in the table above. The remaining \$10,000 will be reserved for sub-grants in the third round of call for projects anticipated to be released in fall 2013. The JPT has also identified modifications to the proposed work plans for two successful applicants, as **conditions for award** (these are noted in Attachment A).

ATTACHMENT A

<i>Project Name:</i>	Revive Oakland: Making Good Jobs Real, City of Oakland
<i>Lead Organization:</i>	East Bay Alliance for a Sustainable Economy (EBASE), Oakland, CA
<i>Partner Organization(s):</i>	City of Oakland, Revive Oakland Coalition, Asia Pacific Environmental Network, Oakland Rising, Street Level Health Project, Workforce Collaborative and California State Labor Federation
<i>Project Type:</i>	Community-Response Sub-Grants
<i>Brief Description:</i>	<p>Strengthen workforce pathways and ensure meaningful community enforcement to implement the landmark Good Jobs Policy, adopted by the City of Oakland in 2012, which will create real opportunities for underrepresented communities in the massive redevelopment of the Oakland Army Base. EBASE, the Revive Oakland coalition and hundreds of community members were critical to proposing, developing and establishing this policy. Expand this vision to incorporate jobs generated by the Port of Oakland and other agencies.</p> <p>If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.</p>
<i>Amount Requested:</i>	\$75,000
<i>Recommended for Funding:</i>	Yes
<i>Award Amount:</i>	\$75,000
<i>Condition(s) of Approval:</i>	None.

Project Name: Promoting Equity from the Bottom Up, City of East Palo Alto

Lead Organization: Youth United for Community Action (YUCA), East Palo Alto, CA

Partner Organization(s): Peninsula Interfaith Action, San Mateo County Union Community Alliance and SPUR

Project Type: Augmentation Sub-Grants

Brief Description: Work with low-income residents of East Palo Alto to identify challenges and solutions related to access to economic opportunity. Engage residents through leadership development, education and organizing to participate in the Regional Prosperity Strategy project.

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: \$30,000

Recommended for Funding: **Yes**

Award Amount: **\$30,000**

Condition(s) of Approval: None.

Project Name: Citywide Leadership Academy, City of San Francisco

Lead Organization: Tenderloin Neighborhood Development Corporation (TNDC), San Francisco, CA

Partner Organization(s): Community Housing Partnership (CHP), Dolores Street Community Services (DSCS), People Organizing to Demand Environmental and Economic Rights (PODER), South of Market Community Action Network (SOMCAN)

Project Type: Capacity-Building Sub-Grants, Knowledge-Sharing Sub-Grants

Brief Description: Train residents from low-income and immigrant neighborhoods to give them the hard skills they need to become leaders in their community. This unique citywide collaboration will provide 8 months of training in San Francisco history and land use, while developing skills in critical analysis and public speaking. The core goal of this program is to develop and empower leaders in San Francisco's lowest income neighborhoods. Citywide Leadership Academy is a collaboration of five community-based organizations: TNDC, CHP, DSCS, PODER and SOMCAN.

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: \$75,000

Recommended for Funding: **Yes**

Award Amount: **\$75,000**

Condition(s) of Approval: None.

Project Name: Rules of the Road: How to Engage Public Agencies in Land Use, Transportation and Air Quality Decisions to Promote Equity and Public Health, Counties of Alameda, Contra Costa and Santa Clara

Lead Organization: Public Health Institute (PHI), Oakland, CA

Partner Organization(s): Pacific Institute, Ditching Dirty Diesel Collaborative

Project Type: Capacity-Building Sub-Grants

Brief Description: Bridge the engagement gap – the lack of knowledge about how various agencies make decisions, and how members of the public can influence the process – by providing targeted trainings and follow-up technical assistance to under-represented communities. This issue is one of the barriers to meaningful community involvement in land use and transportation issues, particularly as they relate to public health and equity issues. Helping to build their capacity to better navigate political processes, build relationships with policymakers and testify and submit comments will make agencies’ process and outcomes more dynamic, useful and reflective of community concerns.

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: \$75,000

Recommended for Funding: **Yes**

Award Amount: **\$50,000**

Condition(s) of Approval:

1. Partner with an organization that has background in land use and transportation planning to implement the project.
2. Modify the scope of work, as needed, to complete the project with a total budget of \$50,000. Conduct training in fewer counties.

Project Name: On-Day Regional Equity Conference, Nine-County Bay Area

Lead Organization: Local Initiatives Support Corporation (LISC), San Francisco, CA

Partner Organization(s): N/A

Project Type: One-Day Regional Equity Conference

Brief Description: Convene a one-day regional conference for up to 200 equity organizations in coordination with the Equity Collaborative and Steering Committee in October 2013. The conference will provide a forum for sharing best practices and models for engaging under-represented communities in local and regional planning projects. The conference will also build capacity among equity organizations to promote equity principles in the region.

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: \$25,000

Recommended for Funding: **Yes**

Award Amount: **\$25,000**

Condition(s) of Approval: None.

Project Name: **Community Capacity Building, Nine-County Bay Area**

Lead Organization: **Council of Community Housing Organizations (CCHO), San Francisco, CA**

Partner Organization(s): **N/A**

Project Type: **Capacity-Building Sub-Grants**

Brief Description: **Continue to play an active role in shaping the “sustainable communities” agenda for the Bay Area at the local level through knowledge-sharing, technical assistance and coalition-building with CCHO’s 20 members and a broad network of housing and social equity organizations. CCHO is focused at the San Francisco city / county scale where there is a rich patchwork of community organizations and base-building groups. These organizations and groups are also engaged in coalition efforts around regional smart growth issues with advocacy organizations across several Bay Area communities.**

If successful, key findings from this project will be made available to all local jurisdictions and community organizations in the Bay Area.

Amount Requested: **\$20,000**

Recommended for Funding: **Yes**

Award Amount: **\$20,000**

Condition(s) of Approval: **1. Provide more specifics on the approach and scope of work for the proposed project. Identify partner organizations that will receive training, key outcomes and deliverables, and mechanism for engagement and training.**

Project Name: Catalyst Site Initiative, City of Oakland

Lead Organization: East Bay Asian Local Development Corporation (EBALDC), Oakland, CA

Partner Organization(s): City of Oakland, Causa Justa::Just Cause (CJJC) and East Bay Housing Organizations (EBHO)

Project Type: Augmentation Sub-Grants

Brief Description: Identify strategic sites for rehabilitation and development of housing and commercial buildings in advance of a large public investment by AC Transit in the International Boulevard Bus Rapid Transit corridor. This early identification will help with early site control and prevent displacement as development in the area accelerates.

Amount Requested: \$25,000

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A

Project Name: A New Vision for the Bay Area, Counties of Sonoma, Napa, Contra Costa, San Francisco and Alameda

Lead Organization: Gamaliel of California, Oakland, CA

Partner Organization(s): Genesis and North Bay Organizing Project

Project Type: Capacity-Building Sub-Grants, Knowledge-Sharing Sub-Grants

Brief Description: Strengthen local efforts to build an equity strategy in five counties in the Bay Area. Gamaliel of California affiliates, Genesis and North Bay Organizing Project, will focus on building regional equity for transportation access and impacting regional planning decisions through resident training.

Amount Requested: \$75,000

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A

Project Name: Building Community Leadership – One Union Member at a Time, City of San Francisco

Lead Organization: San Francisco Bay Area Labor Foundation, San Francisco, CA

Partner Organization(s): N/A

Project Type: Capacity-Building Sub-Grants

Brief Description: Identify, recruit, educate and support a core of union members to become neighborhood leaders. The hands-on leadership program will cover neighborhood history, transportation, housing and workforce issues. These leaders will wrestle with the ethical, political and practical issues of smart growth. Union members comprise more than 37% of households in Bay View Hunter’s Point and Visitation Valley.

Amount Requested: \$57,887

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A

Project Name: Community Engagement Strategies, Nine-County Bay Area

Lead Organization: Local Initiatives Support Corporation (LISC), San Francisco, CA

Partner Organization(s): N/A

Project Type: Capacity-Building Sub-Grants

Brief Description: Build the capacity of community-based organizations to effectively engage all segments of the community through the sharing of best practices coupled with trainings. Document and disseminate best practices of effective Community Engagement Strategies featuring local examples as well as several examples from elsewhere in the country. This knowledge sharing through case study documentation would be enhanced with a two-day training designed to build community capacity through a four-step process: Engagement, Common Vision, Business Plan and Implementation.

Amount Requested: \$40,000

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A