



ABAG



MEMORANDUM

TO: Regional Prosperity Plan Steering Committee

DATE: November 7, 2014

FR: Vikrant Sood, Program Manager

W.I.: 1611

RE: Recommendation for Awards – Capacity-Building, Communication and Dissemination Sub-Grants (\$112,500)

Background

The 3-year Prosperity Plan work plan is anticipated to be completed by March 2015. Since January 2013, the Prosperity Plan Steering Committee has funded 47 pilot projects through a \$2.9 million sub-grant program to address critical issues identified during the Plan Bay Area process including, economic mobility and opportunities for low- and moderate-income workers, affordable housing access and availability near transit, neighborhood stabilization in communities at risk of displacement and engagement of disadvantaged communities in implementing the overall work plan. See Attachment 4 for a list of pilot projects.

It is anticipated that these pilot projects will create tools and resources to address the critical issues faced by the region and build capacity in the region to implement successful models and approaches. Much of this work is still underway, but various projects are anticipated to be completed between December 2014 and March 2015. Many of the funded projects have already published preliminary results. There is also growing support among consortium members, which represents a wide range of stakeholders in the region, to explore the potential for continuing the work initiated by the Prosperity Plan project.

Purpose of Sub-Grants

The purpose of the three sub-grants recommended for funding by the Joint Projects Team (JPT) is to plan and implement outreach and communication activities between December 2014 and March 2015 to share the tools and resources developed through this project with a wide range of stakeholders and partners in the region. The sub-grants will also test opportunities for continuing the work beyond March 2015 through a similar consortium process with engagement of multiple sectors including, local jurisdictions, business and labor groups, education institutions, transportation agencies, community organizations and leaders, among others.

It is anticipated that these activities, which may include but are not limited to workshops, trainings, presentations and/or dissemination of printed materials, will lead up to the “Capstone” conference in March 2015 to mark the completion of the project.

Selection Process

In March, 2014, MTC and ABAG, on behalf of the Regional Prosperity Plan Consortium, released a Call for Letters of Interest (CLOI) to recruit organizations based in the 9-county Bay Area to plan for and implement outreach and communication activities related to the project. Information on the CLOI 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/>.
- Announcement at each of the three working groups for the Prosperity Plan.

Community and non-profit organizations as well as for-profit consulting firms located within the 9-county San Francisco Bay Area were eligible to apply.

The Joint Projects Team (JPT) was tasked with reviewing the proposals 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 recused themselves from the selection process, and in some cases nominated a proxy.

<i>Selection Panel Membership</i>	<i>Name and Organization</i>
Staff	Duane Bay and Johnny Jaramillo, ABAG
Housing Working Group Co-Chairs	Pilar Lorenzana-Campo, Non-Profit Housing Association of Northern California; Peter Cohen, Council of Community Housing Organizations; Wayne Chen, City of San Jose
Equity Collaborative Co-Chairs	Bob Allen, Urban Habitat
Economic Prosperity Working Group Co-Chairs	Michele Rodriguez, City of San Pablo

Four (4) letters of interest were received between May and August 2014. The JPT reviewed the letters at their August and September meetings. The following four criteria, weighted equally, were used to evaluate the applicants: level of experience working on issues related to affordable housing and displacement, economic mobility and opportunity for low- and moderate-income workers, equity principles, and engagement of under-represented communities in planning and decision-making processes; level of experience planning and organizing convenings for participants from multiple counties; level of experience with organizing in minority or multi-racial communities and/or working on multi-racial and multi-county projects and collaboratives; and level of engagement with the Prosperity plan process between March 2012 and March 2014.

Recommendation

The JPT recommends the awards listed in the table below. Each grant recipient shall work with the JPT to develop a detailed work plan and budget for the tasks listed below. All funded activities must be completed by March 2015.

<i>Applicant</i>	<i>Tasks</i>	<i>Award</i>
SPUR	Disseminate key findings and recommendations from the Economic Prosperity Strategy to the broad range of stakeholders across the region who participated in developing them through seven (7) sub-regional workshops between December 2014 and January 2015.	\$25,000
Peninsula Interfaith Action / San Francisco Organizing Project	Plan for up to two (2) regional learning institutes in February 2014 to engage community organizations and agency staff in identifying key areas of opportunity for collaboration to advance equity principles.	\$37,500
San Mateo County Union Community Alliance	Plan for one (1) two-day conference in March 2015 to share lessons learned, set priorities for future ongoing work, scope the collaborative process moving forward, and identify potential sources of funding for the consortium as well as projects and programs.	\$50,000
TOTAL		\$112,500