



ABAG



MEMORANDUM

TO: Regional Prosperity Plan Steering Committee

DATE: January 3, 2014

FR: Vikrant Sood, Program Manager

W.I.: 1611

RE: Recommendation for Awards – Equity Initiative Round 2 Sub-Grants 2014-2015

Background

The Equity Initiative of the Regional Prosperity Plan 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-grant program will also support capacity-building in these communities to engage in local and regional planning efforts.

The sub-grant program will encourage stronger partnerships between local jurisdictions and community organizations, develop models and best practices that have broad applicability in a diverse range of communities across the Bay Area, and implement components of Plan Bay Area.

The first round of Equity Sub-Grants provided a total of \$275,000 for six (6) projects. For the second round of sub-grants, MTC and ABAG, on behalf of the Regional Prosperity Plan Consortium, released a call for projects on Monday, September 30, 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 \$340,000 in funding.

Of this total, a maximum of \$220,000 was reserved for multi-jurisdiction/regional level projects that range from \$20,000 to \$75,000 each, and a minimum of \$120,000 was reserved for local/neighborhood level projects that range from \$20,000 to \$40,000 each.

MTC and ABAG hosted two applicant workshops: one on Wednesday, October 9, and the other on Wednesday, October 16, 2013. Applications were due by 4pm, Monday, December 2, 2013.

Selection 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. Selection panel members are listed in the table 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>Selection Panel Membership</i>	<i>Name and Organization</i>
ABAG and MTC Staff	Therese Trivedi, MTC, and Johnny Jaramillo, ABAG
Equity Collaborative Co-Chair	Gen Fujioka, Chinatown Community Development Center
Housing the Workforce Co-Chair	Carlos Romero, Urban Ecology

Selection Process

Thirteen (13) eligible applications were received for a **total of \$758,600** in funding requests (see Attachment A for a description of each project). MTC received seven (7) applications in the multi-jurisdiction/regional level category, and six (6) applications in the local/neighborhood level category. Two additional applications were submitted incomplete and/or after the deadline, and therefore considered ineligible for further consideration. The remaining thirteen 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 be submitted in the format and within the page limits outlined in the “Submitting Applications” 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 thirteen 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 Wednesday, December 11, 2013, to discuss the scores and formalize their recommendation to the Steering Committee.

Recommendations

The JPT recommends that the first three projects in Table I and the first four in Table II below be forwarded to MTC’s Administration Committee for approval. The JPT also recommends adding \$15,000 to Urban Habitat’s budget to engage elected officials in the project.

Table I: Multi-Jurisdiction/Regional Category

#	<i>Project and Lead Applicant</i>	<i>Amount Requested</i>	<i>Condition for Award</i>	<i>Award Amount</i>
1	<i>Map Your Future Project</i> Bay Localize	\$75,000	None	\$75,000
2	<i>A New Vision for the Bay Area</i> Gamaliel of California	\$75,000	Yes	\$50,000
3	<i>Planning Institute for Leadership</i> Urban Habitat	\$75,000	Yes	\$90,000
TOTAL Amount				\$215,000
4	<i>Healthy and Livable East Contra Costa Initiative</i> Contra Costa Health Services	\$75,000	N/A	N/A
5	<i>Citizen Participation and Knowledge Sharing through Video Documentation – A Proposal to the Bay Area Regional Prosperity Plan</i> Breakthrough Communities at Earth House Center	\$75,000	N/A	N/A
6	<i>Communities of Concern on Track for Greater Equity, Health and Affordable Housing</i> Non-Profit Housing Association of Northern California (NPH)	\$75,000	N/A	N/A

Table II: Local/Neighborhood Category

#	<i>Project and Lead Applicant</i>	<i>Amount Requested</i>	<i>Condition for Award</i>	<i>Award Amount</i>
1	<i>Community Engagement for Public Benefits Zoning in Oakland PDAs</i> East Bay Housing Organizations (EBHO)	\$40,000	None	\$40,000
2	<i>Oakland Sustainable Neighborhoods Initiative Capacity Building</i>	\$29,000	None	\$20,000

	PolicyLink			
3	<i>Black Regional Resilience Project</i> People Organized to Win Employment Rights (POWER)	\$75,000	Yes	\$25,000
4	<i>Promoting Equity in Affordable Housing</i> Youth United for Community Action (YUCA)	\$40,000	None	\$40,000
TOTAL Amount				\$125,000
5	<i>Public Square</i> Greenbelt Alliance	\$40,000	N/A	N/A
6	<i>Equity in Action</i> Marin Grassroots	\$45,600	N/A	N/A
7	<i>New Voices Are Rising Youth Engagement Initiative</i> Rose Foundation for Communities and the Environment	\$40,000	N/A	N/A

Of the \$340,000 available through this round of sub-grants, the JPT recommends allocating the full amount to the projects listed in the tables above. The JPT has also recommended modifications to the work plans and budgets for four projects and identified conditions of award for three projects (see Attachment A).

ATTACHMENT A

I. Applications Recommended for Funding

<i>Project Name:</i>	The Map Your Future Project, City of East Palo Alto and City and County of San Francisco
<i>Lead Organization:</i>	Bay Localize
<i>Partner Organization(s):</i>	Youth United for Community Action, People Organizing to Demand Environmental and Economic Rights, San Francisco Department of the Environment
<i>Category of Eligible Activity:</i>	Capacity-Building Sub-Grants, Knowledge-Sharing Sub-Grants, Community Response Sub-Grants
<i>Brief Description:</i>	Create a vehicle for community groups and planners to work together in an integrated program to improve access to affordable housing and transit, strengthen economic opportunities for at-risk youth, and prepare for the local impacts of climate change. The project trains youth leaders to develop community-based maps, research, and action recommendations to improve communication and collaboration between community groups, planners and policy makers. Project will create a leadership role for low-income communities in decision-making and planning processes, integrating participation in the Regional Prosperity Plan, Sustainable Communities Strategy, and climate resilience planning throughout the region.
<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: A New Vision for the Bay Area, Alameda, Contra Costa, San Francisco, Sonoma and Napa Counties

Lead Organization: Gamaliel of California

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

Category of Eligible Activity: Capacity-Building Sub-Grants, Knowledge-Sharing Sub-Grants

Brief Description: Strengthen efforts to build a regional equity strategy in 5 counties in the Bay Area. Focus on building regional equity for public transportation spending, including advocacy for a regional youth bus pass, increase/improved public transit operations, and restored public transit lines.

Amount Requested: \$75,000

Recommended for Funding: **Yes**

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

Condition(s) of Approval: Focus project activities in North Bay counties

Project Name: Planning Institute for Leadership, Contra Costa, Marin and San Francisco Counties

Lead Organization: Urban Habitat

Partner Organization(s): Contra Costa Health Services

Category of Eligible Activity: Capacity-Building Sub-Grants

Brief Description: Train members of seven community based organizations in urban planning from a racial and environmental justice perspective. These schools are intended to build the capacity of local organizations to address the land use and transportation patterns that shape access to economic opportunity for low- and moderate-income workers. Curricula will be developed collaboratively with community based organizations in order to most effectively support their work and priorities.

Amount Requested: \$75,000

Recommended for Funding: **Yes**

Award Amount: **\$90,000**

Condition(s) of Approval: Add a task to engage elected officials in the project

Project Name: Community Engagement for Public Benefits Zoning in Priority Development Areas in the City of Oakland

Lead Organization: East Bay Housing Organizations

Partner Organization(s): N/A

Category of Eligible Activity: Community Response Sub-Grants

Brief Description: Engage community stakeholders and residents in redefining a “Public Benefits Zoning” framework and building support for affordable housing and anti-displacement in PDA-related specific planning processes in Oakland. Community engagement will build on existing specific plan advocacy, the Resident and Community Organizing Program, and prior technical work on Land Value Recapture – framed as “Public Benefits Zoning” in Oakland.

Amount Requested: \$40,000

Recommended for Funding: **Yes**

Award Amount: **\$40,000**

Condition(s) of Approval: None

Project Name: Oakland Sustainable Neighborhoods Initiative Capacity Building, Oakland, CA

Lead Organization: PolicyLink

Partner Organization(s): N/A

Category of Eligible Activity: Capacity-Building Sub-Grants, Knowledge-Sharing Sub-Grants

Brief Description: Work with the Oakland Sustainable Neighborhoods Initiative – International Boulevard BRT Leadership Team and Committees to develop decision-making around priority development sites, policy frameworks for guiding development, and integration of best practices. Project will help stakeholders, plus community resident leadership from throughout the International Boulevard corridor, translate priority data analysis and best practices on BRT corridor development policy to guide policy framework for redevelopment and investment along the corridor as the BRT is constructed and operated.

Amount Requested: \$29,000

Recommended for Funding: **Yes**

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

Condition(s) of Approval: None

Project Name: Black Regional Resilience Project, Cities of San Francisco, Oakland, Richmond and Antioch

Lead Organization: People Organized to Win Employment Rights

Partner Organization(s): Causa Justa::Just Cause

Category of Eligible Activity: Community Response Sub-Grants

Brief Description: Project aims to understand the root causes beneath the crisis of displacement of African American residents from the San Francisco Bay Area. Engage impacted residents to understand the underlying causes and to gather proactive solutions to stem the tide of displacement from the region.

Amount Requested: \$75,000

Recommended for Funding: **Yes**

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

Condition(s) of Approval: Focus on engaging displaced residents in East Contra Costa County

Project Name: Promoting Equity in Affordable Housing, City of East Palo Alto

Lead Organization: Youth United for Community Action

Partner Organization(s): Promoting Equity in Affordable Housing

Category of Eligible Activity: Community Response Sub-Grants, Capacity-Building Sub-Grants

Brief Description: Through a multi-level strategy of leadership development, education, organizing, legal advocacy, and media production, this project will incorporate East Palo Alto residents in the City's planning processes to promote equity principles, particularly in housing.

Amount Requested: \$40,000

Recommended for Funding: **Yes**

Award Amount: **\$40,000**

Condition(s) of Approval: None

II. Applications Submitted but Not Funded

Project Name: Citizen Participation and Knowledge Sharing through Video Documentation—A Proposal to the Bay Area Regional Prosperity Plan, Bay Area

Lead Organization: Breakthrough Communities at Earth House Center

Partner Organization(s): Richard Page, Conference Recording Services

Category of Eligible Activity: Knowledge-Sharing Sub-Grants

Brief Description: Work with citizens within the underrepresented communities of the Bay Area in a participatory process which will include the production of a short video documentary. The completed video will be used by participating agencies to support the implementation of the Regional Prosperity Plan and its replication in California and throughout the nation.

Amount Requested: \$40,000

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A

Project Name: Healthy and Livable East Contra Costa Initiative

Lead Organization: Contra Costa Health Services

Partner Organization(s): Local Government Commission

Category of Eligible Activity: Capacity-Building Sub-Grants

Brief Description: Support, amplify and unite the voices of low-income residents of East Contra Costa County in the housing, transportation, land use and economic development planning processes that affect health equity in the region. A Health in All Policies (HiAP) approach will be adopted in decision-making and policy development throughout East Contra Costa, leading to improved housing, transportation and economic development policies that support health and ultimately improve the health status of the area's most vulnerable residents.

Amount Requested: \$75,000

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A

Project Name: Public Square, City of Mountain View

Lead Organization: Greenbelt Alliance

Partner Organization(s): Peninsula Interfaith Action, Silicon Valley Independent Living Center, Youth United for Community Action, Working Partnerships USA, Urban Habitat, East Bay Housing Organizations, City of Mountain View

Category of Eligible Activity: Capacity-Building Sub-Grants

Brief Description: Develop a new tool to help community members engage more effectively in local land-use and transportation decisions. With Public Square, grassroots and community-based organizations will be able to more successfully engage disadvantaged communities and those traditionally under-represented in community planning processes to improve their neighborhoods and meet their needs for affordable homes and quality jobs. Tool will provide a platform for sustaining engagement of underrepresented communities over time, building capacity for the long term.

Amount Requested: \$40,000

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A

Project Name: Equity in Action Project, Marin County

Lead Organization: Marin Grassroots

Partner Organization(s): N/A

Category of Eligible Activity: Community Response Sub-Grants

Brief Description: Integrate equity goals and principles in local decision-making processes and outcomes by enjoining elected and appointed officials to apply a social equity lens to policy decisions. Support the adoption of Equity Impact Reviews (EqIRs) through the publication of an Equity in All Policies Guide to Local Government and an Annual Marin County Social Justice and Equity Report.

Amount Requested: \$45,600

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A

Project Name: Communities of Concern on Track for Greater Equity, Health and Affordable Housing, Santa Clara County

Lead Organization: Non-Profit Housing Association of Northern California

Partner Organization(s): N/A

Category of Eligible Activity: Community Response Sub-Grants

Brief Description: Increase participation of marginalized populations in planning processes by building their technical capacity around the related issues of social equity, public health, and brownfield remediation. Project will focus on two (2) Communities of Concern (COC) in Santa Clara County in order to increase PDA readiness and accommodate the “fair share” Regional Housing Needs Allocation.

Amount Requested: \$75,000

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A

Project Name: New Voices Are Rising Youth Engagement Initiative, City of Oakland

Lead Organization: Rose Foundation for Communities and the Environment

Partner Organization(s): Public Health Institute

Category of Eligible Activity: Augmentation Sub-Grants

Brief Description: Augment the previously funded Regional Asthma Management and Prevention (RAMP) project in order to train and engage young people from low-income Oakland communities and communities of color in land-use and transportation decisions. This project will support young people in catalyzing policy and systems changes in those decision-making processes to advance community health, sustainability, resilience and equity for their neighborhoods.

Amount Requested: \$40,000

Recommended for Funding: No

Award Amount: N/A

Condition(s) of Approval: N/A