

Attachment 1. Discussion of Need for Targeted Project Solicitations

Advisory Committee (AC) Chair Luisa Valiela led a discussion and activity about creating buckets in the grant selection process for small and large projects or for different project phases to get a diversity of projects funded. AC members were asked to place green dots next to topics of high priority and yellow dots next to those of lower priority.

1. What is a “small” grant? = \$250K and less? Other amount target? (3 top priorities)

- Should be for small, inexperienced groups – not small acreage or small \$ amount. Current grant program allows small \$ amount.
- ≤ \$100K (written 3 different times by AC Members)
- \$50K but limit the total pot to 250-500K
- \$250K is a lot maybe should be the maximum, and have \$25K be the minimum

2. Target small grant program for disadvantaged communities – includes building capacity and implementation of projects (10 top priority, 2 lower priority)

- Limit to projects with EDC within 0.5-mile radius as in Prop 68. \$650M Park & Recreation Grant Program

3. Use a “letter of intent” process before submitting a full proposal (17 top priority)

- But only for small grant/targeted program
- For all \$, weed out lowest ranking projects before so much effort invested in the proposal
- After the letter of intent got a thumb up, suggest the applicant enter the project into EcoAtlas to allow the potential for project phasing (with other nearby projects) or consolidating or...
- Letter of intent may help to flesh out where smaller NPO's/CBO's need assistance with the grant process
- Yes, letter of intent process has worked well for two Priority Conservation Area grant programs

4. Use a “rolling admissions” process for a small grant pot (2 top priority, 7 lower priority)

- Bad idea
- Twice yearly vs rolling for easier coordination on reviewing and providing hard stop deadlines to focus applicants
- Combine this idea with small (\$25K) grants, put a cap on it at, say \$200K?
- Concerned about the logistics regarding staff time for review and the advisory committee's ability to review the grants if projects roll in all year long

5. Any more ideas for a targeted grant program?

- Planning grants for projects planning beneficial reuse (2 top priorities)
- Suggest adding an “extra small” project category (i.e. < 10 acres) commensurate with small grant at \$250K level (1 lower priority)

- How can staff do all of this? Per Sam Schuchat, past unsatisfactory experience with grants to small inexperienced non-profits
- Develop examples, FAQs, and approved projects
- I think a modification to the request for proposals that requires (cities/counties) applicants to co-apply with a local non-profit that works with disadvantaged communities is needed
- Develop a shadowing program that links smaller NPO's and CBO's with organizations who regularly apply for Measure AA type grants for either hands on learning of the grant process or collaboration on projects
- Small groups should be partners with experienced organizations
- Legal aide education (Marina Psaros willing to help)
- Limit capacity building expenditures – can be a waste of funding if unsustainable
- For large scale projects, require a partnership with community-based organization within/near project area
- “Force” collaboration
- Returned my yellow dots because all ideas are good. We just need to ACT and need a small grant program (2 lower priorities)
- Anything to simplify process and lower effort/barriers can be helpful. Letter of intent is very helpful to test the idea before committing to writing a grant application, then support with grant writing and management

6. Develop a “traveling show”/communication/presentation for reminding project proponents of funding availability/priorities – share lessons learned (7 top priorities, 4 lower priority)

- Consider making Youtube videos to publicize successful small EDC projects
- Yes, if online only
- PR always good, must be good use of \$
- Possibly create a broad “roadshow” on Measure AA. The process, the types of projects, etc. will help lower the real perceived barriers to applying
- I think we should develop an outreach module that targets small grants and send it to :/
target: community engagement disadvantaged communities smaller non-profits

7. Target small grant program for smaller non-profit organizations (4 top priorities, 2 lower priorities)

- Should be for all small, inexperienced organizations – not just in EDC's. Example: Enviro groups
- Cities? Would not limit this way.
- Why not?

8. Small grants program that invests in planning phase of projects – especially to engage stakeholders in disadvantaged communities (9 top priorities, 4 lower priorities)

- This is similar to #2 – I like it but we should say to help them facilitate inclusionary solutions
- I prefer more than just planning

9. Target small grants for boosting community engagement (4 top priority, 1 lower priority)

- Only if a limited \$ amount. Could take a lot of funding up. Limit % of award.
- And workforce development opportunities in project area/EDC.

10. Use a “pilot project” approach... e.g. fund 3 non-profit organizations on smaller restoration projects (2 top priorities, 7 lower priorities)

- Try one pilot, not 3

