

# 1. Benefits

\*\*Use **overarching** program benefits (not project specific).

NOTES:

Who applies and who is impacted are sometime different audiences. (Direct vs Indirect)

The below ARE examples for the Neighborhood Sustainability Grant Program from Sustainability staff.

What are the benefits of the NSG Program?	Who is currently receiving this benefit?	Who is NOT currently receiving this benefit?	How can you ensure this benefit is equitably distributed?
Funding to increase community climate action	<ul style="list-style-type: none"> <li>• We don't know – need more specific demographic data</li> <li>• Indirect (who all is the organization serving) versus Direct (organization)</li> <li>• People who the organization is reaching out to- the organization's network</li> </ul>	<ul style="list-style-type: none"> <li>• We don't necessarily know, not clearly at least.</li> <li>• People WE aren't reaching and people the applicants aren't reaching</li> </ul>	<ul style="list-style-type: none"> <li>• Gather data</li> <li>• Questions in application and final report</li> </ul>
Empower community members with new skills/knowledge			
Increase organization's capacity (50% of funding available for staff time, direct income to staff)			
Increase "services" and "events" for the community			

## **PRIORITIZE ACTION STEPS & ACCOUNTABILITY:**

- **EXAMPLE:** What will you do to collect data to track who is receiving the benefits?
- **EXAMPLE:** How will you increase accountability in reporting process?
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## 2. Barriers

\*\*Consider barriers to **applying** and **accessing** benefits of projects/services

What barriers might prevent access to the NSG program?	What are you <u>currently</u> doing to reduce the barrier?	What can you do to <u>further</u> reduce the barrier?
Technology needed to access materials.	In-person grant workshop and grant office hours. Word-Doc application available, but through online use.	Paper applications in key locations and tabling at these locations in-person to provide application assistance. Alternative submission methods. Look for ways to make the application process easier.
Lack of familiarity with grant applications.		

### PRIORITIZE ACTION STEPS & ACCOUNTABILITY:

- **EXAMPLE:** Collect data using a feedback survey, talk to people/organizations about applying, ask if there is anything preventing them
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Unintended Harm

How might the NSG program generate unintentional harm directly or indirectly to people based on race, wealth, age, language spoken, ability, etc.?	Who does this impact?	What can you do to reduce this potential harm or unintended impact?
<ul style="list-style-type: none"> <li>Possible breaking of relationships or causing harm to groups who do not receive the award (loss of trust between sustainability office and group or between community groups)</li> </ul>		

**(For Reference) Components of the grant process:**

- Goals/purpose
- Outreach
- Grant requirements/categories
- Application
- Scoring Criteria
- Communication w/applicants
- Follow up processes with grantees and applicants
- Reporting
- Data collected

# Outreach and Communications

*RESULTS & NOTES BELOW ARE FROM APRIL COMMISSION MEETING:*

Eligible applicants include local organizations, groups, businesses, and individuals.

## **Who are we currently reaching?**

- We reach established organizations (501c3) and *certain* schools well

## **What data do we have to know who we are reaching?**

- We have data on the physical address of most of these projects
- Unsure how the beneficiaries/intended communities-of-focus for a project being reached about this.
- Can our outreach be more robust?

## **What relevant outreach/advertising methods are you using?**

-See attachment for full list of current outreach methods.

- Grant Workshops (Hybrid)
- Grant Office Hours (Virtual)
- Idea: Build in a “Q&A” period to ask clarifying questions of applicants following the first round of reviews
- Radio Ads to different audiences than usually reached
- Idea: Limited direct/specific outreach to young people. Currently email the administrators for schools.

**Which populations might we be missing in our outreach and communication? Specifically, groups who are commonly discriminated against??**

- Young people fearful of climate change who are eager to make a difference
- Non-English speakers (for example, Spanish, Navajo and other languages)
- People intimidated by the grant application

**How can you reach them more effectively?**

- Start by gathering more demographic data upfront. Need additional research/data to assess equity.
  - Add questions to future grant applications to address this.
- Add an equity section into the grant scoring rubric
- Focus on accessibility to young people fearful of climate change and are eager to make change
- Offer grant materials in non-English languages such as Spanish or Navajo, for example. Can we utilize some of the grant money for these services?
- Flyers in grocery stores
- Add in question that specifically asks about how the applicant knows/has engaged the community their project serves and/or how they'll do outreach
- Offer paper applications at key locations (One example, library)
  - Be on hand/table to offer help for potential applicants
- Consider using less text in any materials (website or guidelines) to be less intimidating.
- Better advertise existing resources such as workshop and office hours
- Adjust how applications written by those who this is their first application are scored (would need to ask the question. )
- Offer a video application submission, Offer to help film this.
- Offer a recorded zoom conversation of an application answering questions
- Offer other spoken opportunities
- Offer to transcribe someone's answers in person or over the phone
- Provide better feedback for denied applications so applicants can learn and improve. All downgraded scores should come with specific comments.
- Collect data from prior applicants in a short feedback survey about the grant process from their perspective
- Utilize data to identify communities that are low-income and/or are at risk of public health factors
- More project specific outreach for non food and waste grants
- How do we build in room for more creative ideas that aren't fully fledged
- Can we compensate the grant writer for their time

## **PRIORITIES:**

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## **ACTION STEPS & ACCOUNTABILITY:**

- *EXAMPLE:* Collect data using a feedback survey, talk to people/organizations about applying, ask if there is anything preventing them
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