



Community Placemaking

2018 grant application handbook

Applications due February 2, 2018 at noon

[Apply online](#)

Updates for the 2018 cycle

- More money available
- Shorter grant application
- Revised evaluation criteria
- Southwest Corridor target area in addition to region-wide grants

If you picnic at Blue Lake or take your kids to the Oregon Zoo, enjoy symphonies at the Schnitz or auto shows at the convention center, put out your trash or drive your car – we’ve already crossed paths.

So, hello. We’re Metro – nice to meet you.

In a metropolitan area as big as Portland, we can do a lot of things better together. Join us to help the region prepare for a happy, healthy future.

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COMMUNITY PLACEMAKING GRANT GUIDELINES

The Community Placemaking program helps people tackle community challenges or opportunities through creative, arts-based, equity-focused projects. Grants ranging from \$5,000 to \$25,000 support projects that foster connection to place, strengthen social fabric and involve and benefit communities of color and other historically marginalized communities. Metro's investments are strategically focused to help local communities create or sustain the vibrant places and efficient land use envisioned in the Region's 2040 Growth Concept.

IMPORTANT DATES

January 5	Applications open
February 2, noon	Applications due
Mid April	Awards announced
Late June	Funds available
Early fall 2019	Projects must be complete

WHO CAN APPLY

Community Placemaking grants are intended to support community-driven initiatives. Partnerships are key to a competitive proposal. Project proposals should demonstrate broad community support for implementing the proposed concept.

The primary applicant may be a community based organization, city or county, property owner, local business owner or other entity, and must satisfy the following:

- a. Community-based organization must have support from the property owner (city or private owner) where the project will take place.
- b. Public agencies must have community partners involved in the implementation of the project and a plan to involve the broader public.
- c. Unincorporated organizations need a fiscal sponsor (a state certified, federally approved 501(c) non-profit) or can partner with a public agency. That fiscal sponsor must have a federal employer tax ID number and capacity to contract with Metro.

FUNDING AVAILABLE

Up to \$160,000 is available for the 2018 cycle, in grants ranging from \$5,000 to \$25,000. No matching funds are required.

- Up to \$100,000 can be awarded to projects in the Metro region outside the 2018 target area described below.
- This year's target area aligns with Metro's work within the Southwest Corridor. Up to \$60,000 can be awarded to projects in or related to the target area, which includes the cities of Tigard, Tualatin, Sherwood, Durham, King City and portions of Southwest Portland, Beaverton and unincorporated Washington County. Learn more about planning for a new light rail line, pedestrian, bicycle and safety improvements, and equitable development at oregonmetro.gov/swcorridor.
- There is a single application for all applicants, regardless of where the project is located.

2018 TARGET AREA

The 2018 cycle will pilot a target area approach in addition to the region-wide grants. A Community Placemaking target area can be a specific geography, such as the Southwest Corridor area selected for 2018, or issue-based, such as affordable housing. Investing in projects within or related to a target area supports issues of regional significance where Metro is actively engaged. The target area will change yearly.



Up to \$60,000 can be awarded to projects within or related to the Southwest Corridor, the 2018 Community Placemaking target area

Metro is responsible for planning for the long-term health of our region – how we grow and how we get around. In the Southwest portion of our region, preparing for future growth is taking the form of the [Southwest Corridor Plan](#). The transit system here is overburdened, and the roads are congested and unreliable. People walking and bicycling face unsafe conditions moving within and between local communities. Local leaders are studying the best way to address these challenges, so that residents, commuters and visitors can get around safely, quickly and efficiently for decades to come. Planning is underway for a [proposed 12-mile MAX light rail line](#) from downtown Portland to Tigard and Bridgeport Village in Tualatin, along with numerous walking, biking and roadway projects to help people access stations.

As a complementary effort, the [Southwest Corridor Equitable Development Strategy](#) strives to ensure that, with these big public investments, individuals and families can continue to live, work and thrive in their communities.

The Community Placemaking grants can play an important role. When Metro plans for public investments in an area, we affect that area in intentional and unintentional ways. Community Placemaking projects create strong, resilient communities that are more able to effect and absorb change. These projects also help Metro build partnerships with community members we may not otherwise interact with.

Here is what you need to know:

- If your proposed project is within or related to the Southwest Corridor target area, you will be asked to describe how your project could make communities more prepared for the changes and/or opportunities these major public investments would bring.

- A more detailed map appears on page 10, but don't worry about the exact geography of the Southwest Corridor. If you believe your proposal relates to this area, simply answer the target area application question.
- There is one application and set of evaluation criteria regardless of where the proposed project is located.
- Want to learn more about the Southwest Corridor Plan before writing your application? Staff is happy to talk with you and your team.

MINIMUM GRANT REQUIREMENTS

- Projects must be located within the Urban Growth Boundary (oregonmetro.gov/urban-growth-boundary).
- Projects must be completed by early Fall 2019.
- Projects must be clearly achievable given proposed resources and personnel.
- Projects in public spaces must demonstrate support from the local jurisdiction.
- Projects must have a designated fiscal sponsor that will be responsible for proper use, accounting and reporting for all grant funds. If the main applicant is not eligible to serve as fiscal sponsor, the applicant must identify a project partner who will serve in this capacity. Note that if the fiscal sponsor is not a non-profit or government entity, grant funds may be considered a gift and may be taxable. Metro reports all grant distributions to the IRS.

GRANT CRITERIA

Grant recommendations are made by an advisory group using the evaluation criteria below. A competitive application will satisfy multiple criteria in each category.

Placemaking

1. Prompts social interaction and connection to place
2. Provides an engaging or creative event, activity or destination for the community
3. Uses art as a tool for engagement and change
4. Strengthens existing cultural and local assets

Equity

1. Addresses a community challenge or opportunity
2. Involves and benefits communities of color or other historically marginalized communities¹

¹ **Historically marginalized** - This program supports cultural and healthy community experiences, values and traditions already innate and important to these populations to be given an opportunity to be celebrated and made visible." Historically marginalized "refers to groups who have been denied access and/or suffered past institutional discrimination in the U.S. and, according to the Census and other federal measuring tools, includes African Americans, Asian Americans, Hispanics or Chicanos/Latinos and Native Americans.

In June 2016, Metro elevated racial equity as a core goal for the agency. Metro focuses on racial equity with the goal of improving life and economic outcomes for all groups, and ensuring that race is no longer the most significant factor in predicting life outcomes. Due to a long history of exclusionary and discriminatory policies, communities of color experience the most widespread barriers to improving social well-being. These barriers prevent communities from thriving and continue to cause our communities of color to experience the worst economic and social outcomes of any demographic group. The barriers that are the most significant for people of color are typically also the most significant for other marginalized groups. These groups may include but are not limited to other ethnicities, adult learners, veterans, people with disabilities, lesbian, gay, bisexual, and transgender individuals, different religious groups and different economic backgrounds.

3. Eliminates barriers to participation in placemaking activities for communities of color or other historically marginalized communities
4. Is actively supported by communities of color or other historically marginalized communities

Partnerships

1. Engages the public in the planning for and participating in the project's implementation
2. Involves partnerships that bring different or new groups together
3. Includes contributions (financial or otherwise) from other entities
4. Enhances regional efforts where Metro is actively engaged – within the 2018 target area (*oregonmetro.gov/swcorridor*) or 2040 growth concept areas (*oregonmetro.gov/2040*)

Leadership

1. Is led by people of color or members of other historically marginalized communities
2. Builds capacity for organizations and individuals to participate in civic processes
3. Enhances the social and/or economic livability of the community

RESTRICTIONS ON USE OF FUNDS

Community Placemaking grant funds may not be used for any of the following purposes:

- Activities or events held outside the Urban Growth Boundary
- Materials or costs not tied to the proposed project
- Costs that may be incurred in preparing this grant application
- General organizational support, annual appeals or fund drives
- Direct grants or loans that primarily benefit specific individuals or businesses
- Any attempt to: directly influence legislation or public policy; participate or intervene in any political campaign on behalf of or in opposition to any candidate for public office; induce or encourage violations of law or public policy or improper private benefit to occur
- Activities or events held on property whose owner discriminates against individuals or groups because of race, color creed, national origin, sex, age or disability, in violation of Title VI of the Civil Rights Act, as amended; 42 U.S.C. Section 2000d; Section 303 of the Age Discrimination Act of 1975, as amended; 42 U.S.C. Section 6102; Section 202 of the Americans With Disabilities Act of 1990; 42 U.S.C. Section 12132.

APPLICATION REVIEW PROCESS AND TIMELINE

Applications will be reviewed by an advisory group with expertise in creative placemaking; community development and engagement; social justice; racial equity, diversity and inclusion; urban and transportation planning; and urban design.

The advisory group will use your application as the primary basis for their recommendation. It is up to you to ensure your proposed project is clear, compelling and sufficiently defined so they can understand how well it meets the evaluation criteria. Their review may or may not include follow-up communication or requests for refinement. The advisory group will select applications to recommend to Metro's Planning and Development Director and Metro Council for funding. In April 2018, Metro will announce grant

awards. Upon request, suggestions for strengthening an application for a subsequent funding cycle can be provided.

CONTRACTING AND AGREEMENTS

Metro staff will work with successful applicants upon grant award announcement, anticipated in mid April. Grantees and fiscal sponsors (if applicable) will enter into a contractual agreement with Metro that specifies legal and contractual obligations, including insurance requirements. Once the contract is signed by all parties, funds become available. Money spent before this point is not eligible for reimbursement. Grant projects are subject to Metro audits and reviews. Metro and the Community Placemaking program should be acknowledged as grant sponsors on any written or published material, grant product and/or project or signage. These and additional details will be worked out individually with grantees and fiscal sponsors.

GRANTEE GATHERINGS

Grantees and their teams should expect to participate in two gatherings (early and later in the grant cycle) where current and past grantees will share successes, lessons learned and opportunities to support and participate in each other's activities.

EVALUATING YOUR EFFORTS

Metro staff will work with grantees to develop ways to measure the impact of your project. It is helpful for applicants to have a general idea of how the community or place will be different as a result of the grant funded activities. At the close of the project, grantees will submit a brief retrospective to Metro.

GRANT APPLICATION INSTRUCTIONS

APPLICATION ASSISTANCE

Applicants are encouraged to contact Metro staff to discuss the proposed project, project partners (including jurisdictional support) and grant criteria. Staff does not play a role in advocating for applicants or making the funding recommendation, but instead is available to help you make your application as strong as possible. Optional information sessions and individualized assistance is available. Contact Dana Lucero at 503-797-1755 or dana.lucero@oregonmetro.gov.

ONLINE APPLICATION

The Community Placemaking application is available via the online system ZoomGrants.

- Create a log in at zoomgrants.com.
- The 2018 Community Placemaking grant application is available between January 5 and noon on February 2, 2018 at <https://zoomgrants.com/gprop.asp?donorid=2199&limited=1671>.
- An email will be sent within 24 hours from Metro staff via ZoomGrants confirming the application was received. Make sure you receive notices from ZoomGrants by adding notices@zoomgrants.com to your safe senders list.

IMPORTANT NOTES FOR WORKING IN ZOOMGRANTS

- The character limits include spaces. For example, 2,000 characters with spaces is approximately a half-page of text.

- If you cut and paste answers into ZoomGrants, be sure to remove all formatting, (e.g., bullets, super-/subscript, etc.). You will receive an error message when attempting to submit your application, and you will have to locate and fix the formatting to successfully submit.
- Answers are saved automatically in ZoomGrants when you move to another field.
- The primary ZoomGrant applicant can set up ZoomGrant collaborators who can contribute to the application. Note, only the primary applicant can submit the application; the submit button does not appear for those working as collaborators.
- There is a Help button at the top of each ZoomGrants page. You can also contact their tech support at questions@zoomgrants.com. Frequently asked questions, an application tutorial and more can be found at <https://zoomgrants.zendesk.com/hc/en-us>.

STAFF CONTACT INFORMATION

For more information, please visit oregonmetro.gov/placemaking or contact:

Dana Lucero, senior planner
 dana.lucero@oregonmetro.gov
 503-797-1755

2018 GRANT APPLICATION QUESTIONS

*The character limits include spaces. For example, 2,000 characters with spaces is approximately a half-page of text.

1. What is the community challenge or opportunity this project addresses? (*max. 1,000)
2. Describe your project. What will you do, and who will you work with? (*max. 2,500)
3. Where will the project happen? Is there anything you want to share about this place/these places? (*max 1,000)
4. How will communities of color be involved? Are there leadership roles for people of color? What about other historically marginalized communities? (*max. 1,500)
5. How will the project make people feel more connected to each other and the place(s) where it will happen? (*max 1,500)
6. How do you think you'll be able to tell if the project had an impact? For instance, what would change? (*max 1,000)
7. Is there anything else you want to share? (*max 1,500)
8. *2018 target area* - Southwest Corridor: (Type N/A if your project is not in or related to the Southwest Corridor target area) Major public investments that will help people get around safely and reliably are being planned for the Southwest Corridor. These include a new MAX line and walking, biking and safety projects. This work also includes a strategy to protect housing affordability and small businesses in the target area.

How can your project help people in your community be ready to play a role in how this area will grow and change in the coming years? (*max 1,500)

9. *Budget table:* Use the budget table to list total anticipated costs by category.

	Metro funds requested	Other funds or contributions	Total budget
Professional and artistic (creative) services			
Equipment, materials & supplies			
Promotional costs & printing			
Permitting & fees			
Indirect or overhead costs <i>Only for expenses directly related to project. Costs are reimbursable up to 10% of total grant award.</i>			
Other			
Total			

Budget narrative: Explain how came up with your budget. For example, describe your estimate for professional services (name of individual or company, rate, # of hours, etc.). Include any other information that will help Metro understand the full costs of your project. (*max 1,500)

10. *Milestones, timeline and funds needed:* Describe your project by breaking it into phases (with associated activities) and funds requested from Metro.

- Phase: List the activities will take place during each phase
- Timeline: When will this phase occur? (e.g., October 1-18 or months 1-2)
- Funds requested: List the funds will you need from Metro to complete this phase.

11. Document uploads

- (Required) Upload at least two letters of support by active partners. (limit 4MB per upload)
- If applicable, upload a letter stating permission to use property by land owner or manager. (limit 4MB per upload)
- Upload your/your fiscal sponsor's 501(c)(3) IRS determination letter or a 501(c)(3) tax-exempt status statement and Employer Identification Number. This is not required for schools or government agencies. (limit 4MB per upload)
- (Optional) Upload photos, maps or materials that help us understand the project. (limit 4MB per upload)

2018 TARGET AREA: SOUTHWEST CORRIDOR

Up to \$60,000 is available for projects within or related to the 2018 Community Placemaking target area. Learn about planning for a new light rail line, pedestrian, bicycle and safety improvements, and equitable development at oregonmetro.gov/swcorridor. If you believe your proposal relates to this area, simply answer the target area application question. There is one application and set of evaluation criteria regardless of where the proposed project takes place.

