

Path to Clean Air Community Organizing Grants Application

Overview

MIG, Inc and the Bay Area Air Quality Management District (Air District) are partnering to provide grants to eligible organizations to conduct outreach, particularly for hard-to-reach communities, for the Community Emissions Reduction Plan that is currently being developed for North Richmond-Richmond-San Pablo Area within the attached boundary. The Air District would like to partner with organizations to conduct outreach and engage local community members in completing an online mapping survey, Social Pinpoint (<https://www.socialpinpoint.com/>), that seeks to collect community input that identifies locations of where people experience pollution and emissions that affect air quality in their neighborhood. This information will inform the AB 617 Community Emissions Reduction Plan. The online mapping survey will be available in English and Spanish.

Amount: Grants can range in size from \$5,000 to \$15,000 . There is about \$80,000 total available. After the grantees are selected, Air District staff will provide a fact sheet, survey link and training for using the Social Pinpoint survey tool for all grant recipients.

Timeline:

- Open application process begins: Thursday, July 1, 2021
- Deadline to apply: Thursday, July 22, 2021 at 11:59pm. You will receive an email confirming receipt of your application.
- Applicants will be notified about selection by August 5, 2021
- Projects will occur from August 12, 2021 - November 15, 2021

To apply:

- Please send completed applications by email to: Joan Chaplick at joanc@migcom.com

To obtain a copy of the grant application, please contact:

- Joan Chaplick at joanc@migcom.com
- Or Kevin Olp at kolp@baaqmd.gov
- Or download the application at:
<https://www.baaqmd.gov/community-health/community-health-protection-program/richmond-area-community-health-protection-program>

To watch the webinar recording about the grant, please go to:

<https://www.baaqmd.gov/community-health/community-health-protection-program/richmond-area-community-health-protection-program>

Grant funds are intended to be used to publicize, educate and increase use of the on-line survey. Activities may be conducted in English, Spanish or other relevant languages. Example activities include:

- Social media campaign to promote the survey link
- Intercept surveys using tablets to get people to complete the survey on the spot
- Tabling activities at events or population locations to get people to take the survey
- Youth-led survey promotion and completion activities
- Creative promotions to publicize the survey
- Other ideas

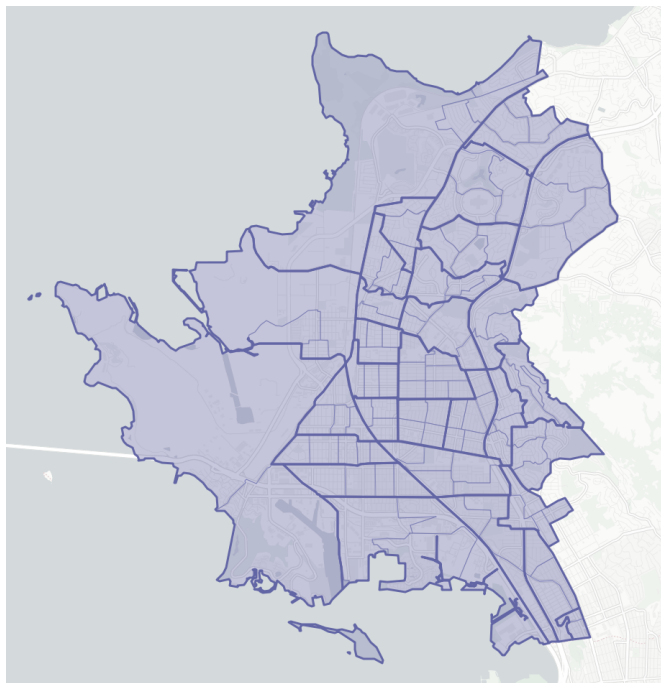
Some example costs:

- Project staff
- Stipends to support youth and/ or volunteer participation
- Event fees
- Design and production of outreach materials
- Refreshments or creative incentives to encourage survey completion
- Short-term costs for a wifi-hotspot to conduct surveys in the field
- Transportation (based on federal mileage rates or rental fees)
- Other costs as described in your proposal

Please note that funds may not be used for:

- Purchase of I-Pads, tablets, printers or other computer equipment
- Activities that involve advocacy or lobbying elected officials
- Activities outside the project area (see map attached at end)

Figure 1: Boundary for Community Organizing Strategies



Eligibility and Grant Recipient Responsibilities

To be eligible to apply, you must be a non-profit organization with 501(c)(3) or 501(c)(4) status located within or near the North Richmond-Richmond-San Pablo Area that provides service to people living in the project area.

Grant recipients agree to:

- Participate in up to 4 hours of training on August 12, 2021 to become familiar with the project and the on-line mapping platform.
- Complete a short report that documents and describes the project activities and results. Template will be provided.
- Complete a short report to document and provide accountability for how the funds were spent relating to the outreach activities and populations engaged. Template will be provided.
- Participants will receive 50% of the grant amount at the beginning of the project and the balance when they complete the two reports described above.

Grant Submittal

To apply for these funds, please provide a pdf that provides the information requested below. Please do not include a cover letter. Your submittal should provide the following information:

General Information

1. Name of Organization:
2. Address:
3. Name of organization's leadership representative (Executive Director, Board representative or other) who has authorized this submittal.
4. Brief description of your mission:
5. What is your non-profit status: 501 c (3) _____ 501 c (4) _____
6. What year was the organization incorporated?
7. Main Point of Contact:
 - Name:
 - Phone:
 - Email:

Narrative

1. Briefly describe your proposal for conducting activities (1-2 pages). Your narrative should describe your proposed approach, target audiences you will reach, including outreach to diverse and under-represented community groups, results you expect to achieve and how your results will be measured. (40 points)
2. Please provide a general schedule for your proposed activities. Activities should be conducted between August 12, 2021 and completed before October 31, 2021. (20 points)
3. Briefly tell us why you believe your organization would be effective at conducting these outreach activities (no more than 3 paragraphs). (20 points)
4. Provide one example where you successfully conducted outreach or an activity to promote an activity or event in this community. (no more than 3 paragraphs). (20 points)

Budget

Amount Requested: _____ (grants range from \$5,000 - \$15,000)

Budget: Please provide a budget breakdown by general category that shows how you will spend the funds to achieve the results described in your approach in item 1 in the Narrative above. (Note: a detailed spreadsheet is not required.)

Please submit your application by email to MIG at joanc@migcom.com no later than midnight on Tuesday, July 20th. You will receive an email confirming receipt of your application. Applicants will be notified about selection by August 5, 2021.

Reporting Template

1. Briefly summarize the activities you conducted (3-4 paragraphs max.)
2. Provide specific dates or time periods when the activities were conducted.
3. Please describe and quantify which specific groups you were able to reach, such as seniors, youth, families with children, Spanish-speaking community residents and others. (1-3 paragraphs)
4. Please describe the outreach results you achieved. Quantify any activities to help support your conclusions.
5. Please describe the aspect of your approach that worked really well. (1-3 paragraphs.)
6. Please share any “lessons learned” that can help inform future outreach activities. (1-3 paragraphs)
7. Provide 4-8 photographs (screenshot of social media post, event photos).
8. Please share any feedback or suggestions for MIG or the Air District about how to improve future mini-grant opportunities.

Financial Reporting Template

1. Describe general expenditures for each budget category.
2. Provide names of anyone who was paid with or received a stipend from the grant funds.
3. Provide receipts for any specific items as directed when your grant award is made.

Note: When a recipient is selected to receive a grant, MIG will review the budget and identify which items will need a receipt for reimbursement. For example, if the budget includes paid social media advertising or includes a significant rental or equipment fee, MIG may require a receipt to process your final payment. This will be communicated to grantees when they are notified of their selection.