Grantmaking Strategies
Request for Proposals
Regional Planning:
Building Sustainable Land Use and Transportation Plans to Secure the Future of Silicon Valley and its Residents
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Introduction
As a new organization created to address the region’s most challenging problems, Silicon Valley Community Foundation undertook a comprehensive process to select new grantmaking strategies to respond to some of the most pressing challenges facing San Mateo and Santa Clara counties. This process, which began in Spring 2007, involved identifying the key issues facing the region, conducting research, highlighting best practices and seeking community input through a series of community conversations and an online survey.

After extensive discussions, the community foundation’s board of directors selected five grantmaking strategies: Economic Security, Immigrant Integration, Education, Regional Planning and a Community Opportunity Fund focused on safety-net issues and innovative ideas. Research papers published by the community foundation on each of the first four targeted issues, existing Requests for Proposals, or RFPs, to address these strategies and key dates for future RFPs and information sessions are available at www.siliconvalleycf.org. This RFP addresses Regional Planning: Building Sustainable Land Use and Transportation Plans to Secure the Future of Silicon Valley and its Residents.

We are enthusiastic about these strategies and believe that by working together with others who share these interests, we can have a transformative effect on our region. We value your work and look forward to collaborative efforts to make this a better place for all the people who work and live in our region.

By using an RFP approach, the community foundation aims to solicit the best thinking of nonprofit organizations and other agencies serving San Mateo and Santa Clara counties. We encourage you to read the community foundation’s research paper on Regional Planning to better understand our goals and objectives in this area (www.siliconvalleycf.org/grantmaking-strategies/pdf/research-paper-sustainable-land-use.pdf).

Responses to this RFP are due on April 7, 2009.

Background
Silicon Valley is a diverse region in terms of population, wealth, topography, and land use and transportation patterns. However, suburban-style housing tracts, business parks and shopping strips – all of which are most easily accessed using automobiles – still predominate in San Mateo and Santa Clara counties. Furthermore, the number of jobs far exceeds housing units in the region, resulting in extremely high home prices and rates of in-commuting (i.e., Silicon Valley workers living outside the region). Other consequences of the region’s dispersed development pattern and undersupply of housing include high commute costs, traffic congestion, air pollution and elevated levels of greenhouse gases, and diminished individual free time.

The quality of life of all Silicon Valley residents and workers is affected by these factors. However, the region’s dispersed development pattern and undersupply of housing has affected residents of lower-income neighborhoods the most as they live far from jobs, have limited transportation alternatives and difficult access to public and social services. This isolation also impacts the health of residents of these neighborhoods. According to the Bay Area Regional Health Inequities Initiative, or BARHII, land use and transportation decisions have a significant impact on quality of life and conditions that shape the health of a community. Decisions about zoning, transportation, land use and community design influence the distances people travel to work, to purchase healthy foods, and the safety and adequacy of neighborhoods for walking.

During the past decade, Bay Area-wide planning efforts, including those in Silicon Valley communities, have moved in the direction of “smart-growth.” Although the definition of this term can vary depending on context, smart-growth in Silicon Valley usually refers to new development and redevelopment that brings higher-density housing closer to jobs; relies on public transit, cycling and walking for access; and includes a significant share of affordable housing and a mix of land uses and public services, all of which can have particular benefit for communities of color, immigrant neighborhoods and low-income areas.
planned and implemented carefully, this pattern of development can significantly impact regional traffic congestion, air pollution and greenhouse gases; provide strong incentives to attract new investment and life to a neighborhood; and, preserve affordability.

To encourage local smart-growth development, the community needs to be effectively and constructively engaged in planning processes and their implementation, public agencies must be equipped with open channels of communication and have the resources needed to effectively develop and implement local plans.

In addition to effective local planning efforts, smarter growth in Silicon Valley requires coordination with collaborative local, county and region-wide transportation and land use planning efforts. These initiatives are the glue that holds local smart-growth efforts together, since this approach to planning communities must embrace inter-jurisdictional transportation and land use issues.

Finally, to succeed, local, county and regional efforts to create a sustainable and livable Silicon Valley need effective public education and outreach about smart-growth and transit-oriented development (TOD) to current residents, civic leaders and elected officials in areas in which change is being considered. Without an understanding of the benefits of smart-growth to an area’s existing residents and the opportunity for meaningful dialogue regarding a community’s concerns about such development, a natural fear of change may prevent needed improvements.

With this grantmaking strategy, the community foundation will invest in efforts that: improve planning processes and their implementation through effective collaboration between communities and public agencies; enhance coordination and collaborations that support the Bay Area’s local, county and regional smart-growth efforts; and inform the public about smart-growth and transit-oriented development.

Problem Statement
Local Planning Processes and their Implementation
Historically, and despite the knowledge and best intentions of public agencies, local planning processes have often been designed outside of a smart-growth framework. Factors that have contributed to this include limited participation of nonprofit organizations that have technical expertise, effective track records in this field and experience in the challenges of working in a community context; as well as limited budgets for public agencies to access smart-growth best practices and technical expertise.

Planning processes that incorporate smart-growth principles assure that there is greater availability of affordable housing; transportation systems that do not presume most passengers can drive to stations; sufficient green spaces and parks; and streets that are safe for walking and bicycling. These outcomes will help prevent a displacement of existing residents; decrease rates of in-commuting, decrease isolation from employment, educational and other opportunities; and promote active lifestyles that impact health outcomes.

The plans that result from these processes are crucial because they will help dictate the physical development of our cities for decades to come. Plans near public transit and existing downtowns are particularly important since this is where growth and development will be increasingly concentrated, and they represent the best chance for truly affordable communities where low-income residents can capture significant savings on transportation.

Moreover, planning alone cannot create positive change in a community; plans must be implemented to begin influencing peoples’ lives. Putting the ideas contained in planning documents into action – particularly in these challenging economic times – requires persistence and a unique set of skills.

Region-wide Planning and Implementation Efforts
As critical as planning is to the vitality and future of particular local communities, these efforts cannot by themselves create a sustainable and livable Peninsula and Silicon Valley. Planning efforts that support local goals and create collaborative linkages with other communities in the region are needed to encourage this objective.
In fact, two recent state laws – Senate Bill 375 and Assembly Bill 32 – have called for California communities to reduce emissions and their contribution to global climate change. The laws provide incentives to curb sprawl, integrate disjointed planning activities, create attractive, walkable, sustainable communities and revitalize existing ones, and develop new alternative transportation options.

Local, county and regional planning collaborations would benefit from technical expertise to solve inter-jurisdictional conflicts, access to available research on best practices and approaches to various planning issues, mediation support between and facilitation of various stakeholder groups, and resources for community outreach and convening. With adequate resources, regional collaborative efforts can have a significant impact on creating a sustainable and livable regional community.

**Public Education and Outreach**

Many parts of Silicon Valley were developed in the 1950s, the era of the automobile. These areas are characterized by single-family homes clustered in neighborhoods that are difficult to serve efficiently with public transit, segregated land uses that require an automobile to access, and a severe shortage of housing affordable to large segments of the local workforce. Adapting smart-growth principles to these communities in a way that provides new and existing residents greater transportation, workplace and housing options can conflict with local residents’ desire to maintain their communities’ existing character. Providing educational opportunities to local stakeholders about the implications of smart-growth, including transit-oriented developments, to their quality of life, the community and the environment might be all that lies between smart-growth planning efforts and their successful implementation.

Without this education, existing communities may be motivated to use lawsuits, recall elections and any other means necessary to block new development or make it much more expensive, which often creates long-term ill-will within a community during the process. Educating existing residents, neighborhood leaders and elected officials on the benefits of smart-growth to their children, themselves and their communities can be a very cost-effective planning and implementation tool.

**Program Goal**

The goal of the community foundation for this strategy is to encourage smart-growth – including transit-oriented development – and equitable opportunities to improve the quality of life of all the people who live, work and play throughout Silicon Valley and the Peninsula. As this dynamic region changes and grows, land use and transportation policies aimed at achieving this goal are essential to ensure a sustainable society, economy and natural environment. It is only in such communities that lower-income, non-English-speaking and other community members can have equal opportunities to thrive as their more affluent neighbors.

The community foundation will invest in organizational capacity of:

a) nonprofit organizations that have technical expertise, effective track records in land use and/or transportation planning fields; understand the complexity and trade-offs that may be necessary with regard to large complex developments; and have experience working through the challenges inherent in a community context.

b) effective collaborations between nonprofit organizations and relevant public agencies.

c) public agencies responsible for land use and transportation plans.

This capacity will seek to strengthen:

1. Local planning and implementation processes by supporting:
   - Nonprofit organizations to work with communities of color, immigrant neighborhoods and low-income areas throughout San Mateo and Santa Clara counties in local general or specific planning efforts (that focus on land use, transportation, housing and other components of sustainable communities), ensuring such plans to integrate and reflect smart-growth principles.
   - Nonprofit organizations to work with public agency staff and elected officials to ensure implementation of key elements of adopted plans. This assistance shall be directed at public agencies’ broad role in plan implementation – such as rezoning to allow planned development to occur or creating new policies,
such as an affordable housing policy – rather than focused on a particular private development.

- Public agencies to invest in technical expertise on best practices in smart-growth and transit-oriented development.

2. Regional smart-growth planning and implementation efforts throughout the Peninsula and Silicon Valley by investing in effective collaborations aimed at creating a sustainable and livable region.

3. Public awareness and education about the value of smart-growth and transit-oriented development in land use and transportation planning by supporting public agencies and organizations’ efforts to educate residents, civic leaders and elected officials on these planning approaches and how they can benefit existing and future residents alike.

Capacity-building efforts can include:

- **Technical assistance** – including research, consulting, mediation, facilitation, legal counseling and other professional assistance needed to overcome barriers to the planning and implementation processes.
- **Communications training and support** – including how to work with elected officials, neighborhood groups and the media.
- **Education** – of nonprofit organization staff, agency staff and elected officials, and/or community members on how the local planning and implementation processes work, with an emphasis on effective intervention points and methods, smart-growth and transit-oriented development, and related topics. Education could occur in a variety of ways, including through a media campaign.

**Proposal Eligibility Criteria**

- **San Mateo and/or Santa Clara County-serving organizations.** Organizations headquartered outside the two-county region must demonstrate significant service to the area.
- **Organizations with a 501(c)(3) designation, those that have a fiscal sponsor with a 501(c)(3) designation, public agencies, collaborations of nonprofit and public agencies, or other entities that have a designated charitable purpose.**
- **Organizations that do not discriminate based on race, color, national origin, citizenship status, creed, religion, religious affiliation, age, sex, marital status, sexual orientation, gender identity, disability, veteran status or any other protected status under applicable law.** If an organization only serves a specific population, e.g., women or specific ethnic populations, the community foundation will consider the proposal on a case-by-case basis.
- **Organizations with religious affiliations** will be considered for funding only if the project for which they seek support attempts to address the needs of the wider community without regard to religious beliefs.

**Project Proposal Characteristics**

We are receptive to project proposals that:

- Are collaborative in nature and bring public and private partners together with nonprofit organizations.
- Are concrete, practical and impactful.
- Include both well-tested models that can be scaled up or expanded regionally while maintaining local relevance, and new pilots that, if successful, can be grown and replicated.

What are not likely to be competitive are proposals that fail to demonstrate:

- Knowledge of the sector and its trends.
- Clarity of project rationale and approach.
- Clarity in identifying target populations to be reached and justification for that focus.
- Benchmarks for measuring progress.

**Application Process**

   - Key Dates (http://www.siliconvalleycf.org/grantmaking-strategies/key-dates.html)
   - Grant Applicant FAQ sheet (http://www.siliconvalleycf.org/grantmaking-strategies/grant-FAQ.html)
   - Research paper relevant to the RFP topic (http://www.siliconvalleycf.org/grantmaking-strategies/pdf/research-paper-sustainable-land-use.pdf)
   - RFP for Regional Planning

2) Participation in one information session is highly encouraged for those interested in responding to this RFP.
To reserve your seat, please visit our website at www.siliconvalleycf.org and register online. For planning purposes, we ask that you complete your online registration no later than one week prior to the date of the RFP Information Session.

Only those organizations considering a response to a RFP should attend an information session.

Follow-up phone consultations and in-person meetings will be available with community foundation staff as time permits.

3) Submission of proposal. Although we prefer proposals in electronic form, hard copies will be accepted. All proposals must be received by email or postmarked no later than April 7, 2009.

Key Dates

February 25, 2009: Release of RFP on Regional Planning: Building Sustainable Land Use and Transportation Plans to Secure the Future of Silicon Valley and its Residents

March 10 and 12, 2009: Information sessions (Please visit our website to register)

April 7, 2009: Proposal submission deadline

July 2009: Announcement of grant awards

Proposal Evaluation Criteria

Proposals for grants should include a narrative that responds to the questions posed at the end of this document and include any other information necessary to explain the proposed project. The narrative should be a maximum of eight typed pages, use 12-point font and no less than one-inch margins. Grant proposals will be evaluated, on a competitive basis, using the following criteria:

- Clarity of project description and project activities regarding steps to be taken to achieve desired outcomes.
- Achievable timeline that corresponds to the key activities.
- Meaningful benchmarks and indicators of success.
- Innovative and effective strategy with potential for systems change.
- Organizational capacity to implement project – including staffing and leadership, operational and fiscal management.
- Established track record in specific program content area or potential to achieve needed content expertise.
- Ability to leverage financial, human and technical resources leading to greater impact.
- Ability to contribute content area knowledge to the field.

Review and Selection Process

- An advisory committee with issue expertise will help staff to review all proposals recommended for funding to the community foundation’s board of directors.
- Applicants may receive a site visit, telephone call and/or other type of communication from community foundation staff as part of the proposal review process.
- Successful applicants will be informed of selection in July 2009.

Evaluation, Monitoring and Grantee Learning Activities

- Grantees will be expected to meet the community foundation’s requirements for the submission of financial and narrative reports, including an interim progress report and/or presentation to community foundation staff and donors, and a final report.
- In an effort to further the overall program goals of this RFP, inform future RFPs related to this topic and contribute to larger field-building objectives, grantees will be asked to participate in periodic meetings to share information on project activities and best practices, as well as participate in research-based evaluations.
Total Awards
We expect to award approximately 10 grants in the range of $25,000-$150,000 for a minimum of one year. Multi-year grants may be awarded in certain cases at the discretion of the community foundation.

Please note that project proposals may be posted publicly on our website to reflect our value of transparency and encourage learning among grantees and future applicants as well as members of the community at large.

How to Apply for a Grants
Submissions should include the following:

• Completed RFP Proposal Cover Sheet.
• Proposal narrative that contains illustrative information about the project and the sponsoring organization(s) and that addresses the questions specified at the end of this document. The proposal should not exceed eight pages, with a 12-point font and one-inch margins.
• Proposal attachments (specified on the proposal checklist).
• Completed Application Checklist showing all documents being sent electronically or via U.S. mail, Postmarked no later than April 7, 2009.

Thank you very much for your interest in responding to this RFP and in making our region a better place. We look forward to reviewing your proposal.

APPLICATION CHECKLIST FOR IMPLEMENTATION AND PLANNING GRANTS

☐ Cover Sheet

☐ RFP Proposal Narrative to augment the Cover Sheet questions and describe your organization’s proposed project activities more fully
  - A maximum 8 pages, 12 point font, margins no less than 1”.

Attachments: All attachments are required.

☐ Attachment A: A detailed line-item budget for the project (that includes details on how the community foundation’s funding would be used)

☐ Attachment B: A budget narrative for the project

☐ Attachment C: A copy of your organization’s current overall operating budget

☐ Attachment D: Most recent audit, if available

☐ Attachment E: Board of Directors list that includes members’ professional affiliations

☐ Attachment F: Evidence of tax-exempt status

☐ Attachment G: Memoranda of Understanding from collaborative partners (if appropriate)

☐ Submit online at: www.siliconvalleycf.org/grantmaking-strategies or send to grantproposals@siliconvalleycf.org OR one hard copy mailed to Silicon Valley Community Foundation’s headquarters
  Attn: Grantmaking Department
  2440 West El Camino Real, Suite 300
  Mountain View, California 94040

Submissions must be sent or postmarked no later than April 7, 2009.

Thank you for your application.
APPLICATION COVER SHEET
REGIONAL PLANNING:
BUILDING SUSTAINABLE LAND USE AND TRANSPORTATION PLANS TO SECURE THE FUTURE OF SILICON VALLEY AND ITS RESIDENTS

SUBMIT ONE ELECTRONIC COPY TO:
grantproposals@siliconvalleycf.org
OR
SUBMIT ONE HARD COPY TO:
Silicon Valley Community Foundation
Attn: Grantmaking Department
2440 West El Camino Real #300
Mountain View, CA 94040
Telephone: 650.450.5400 Fax: 650.450.5453

*We prefer electronic submissions. If you have questions, please contact us at grants@siliconvalleycf.org

General Information
• Date: _______________________
• Amount Requested: $__________________ Duration of project: _______________________
• Name of Institution/Organization: _________________________________________________
• Address: ________________________________________________________________
• City/State/Zip: _____________________________________________________________
• Name and title of primary contact for proposal: ______________________________________
• Phone: ___________________ Fax: ___________________ Email address: __________________
• Executive Director of organization (if other than above):
  • Phone: ___________________ Fax: ___________________ Email address: __________________

Please describe in one sentence the purpose and the project for which funding is being sought:

PROPOSAL INFORMATION REQUIREMENTS

1. What is the mission of the organization?

2. What is the project for which funding is being sought and what is the primary purpose of the project?

3. What is the geographic region(s) served by the proposed project (county and specific cities/communities)?
4. What is the demographic population that will be served by your project? (Please provide specifics, e.g. percentage of low-income or people of color, etc. as available.)

5. What are the key project activities and time line?

6. What are the unique aspects and features of your project?

7. What experience does your organization or collaborative have working in this area? (Please provide specific achievements that describe your organization’s capacity.)

8. Describe your organizational capacity to implement the project. (Please include staffing and board leadership as well as operational and fiscal health and management.)

9. What impact do you hope to achieve? How will you know if you achieve it? (Please provide specific outcomes, identified benchmarks and indicators of success that are meaningful and can be captured using qualitative and/or quantitative evaluation approaches - e.g. identify and train X# of community leaders to participate in planning processes.)

10. Why is this the right time for this project?

11. If the proposal were to receive funding from the community foundation, how will your organization sustain the project after the funding period ends?

12. What do you plan to contribute to the field in terms of knowledge-building?

13. What is the most difficult aspect of this project that could affect your success?

14. Collaborative Partners/Agencies (if any) and their contact information.
ABOUT SILICON VALLEY COMMUNITY FOUNDATION

The vision of Silicon Valley Community Foundation is to be a comprehensive center for philanthropy that inspires greater civic participation throughout San Mateo and Santa Clara counties.

The mission of Silicon Valley Community Foundation is to strengthen the common good, improve quality of life and address the most challenging problems. We do this through visionary community leadership, world-class donor services and effective grantmaking.

We value:
Collaboration
Diversity
Inclusiveness
Innovation

Integrity
Public Accountability
Respect
Responsiveness

At a Glance
Silicon Valley Community Foundation is a catalyst and leader for innovative solutions to our region’s most challenging problems. Serving all of San Mateo and Santa Clara counties, the community foundation has more than $1.9 billion in assets under management and 1,500 philanthropic funds. The community foundation provides grants through donor advised and corporate funds in addition to its own Community Endowment Fund. In addition, the community foundation serves as a regional center for philanthropy, providing donors simple and effective ways to give locally and around the world. Silicon Valley Community Foundation launched in January 2007 following the landmark merger of Community Foundation Silicon Valley and Peninsula Community Foundation and is now one of the largest community foundations in the nation.
Find out more at www.siliconvalleycf.org.

MORE INFORMATION

For a schedule of information sessions, supporting research papers, issue briefs and other information, go to www.siliconvalleycf.org

Requests for proposals will be issued beginning in September 2008 and continuing through 2009.