Request for Proposals

Regional Planning:
Building Sustainable Land Use and Transportation Plans to Secure the Future of Silicon Valley and its Residents
Introduction

Silicon Valley Community Foundation is a catalyst and leader for innovative solutions to our region’s most important challenges. One of these challenges—how we plan for growth in a way that improves the quality of life of all residents and workers and preserves our open spaces—is addressed through our Regional Planning Strategy. To better understand our goals and objectives for this strategy, we encourage you to read the community foundation’s research paper on the topic at http://www.siliconvalleycf.org/grantmaking-strategies/pdf/research-paper-sustainable-land-use.pdf.

Through the regional planning strategy we seek to realize a bold vision of the Peninsula and Silicon Valley with vibrant, walk-able communities near rapid transit with access to services, jobs, and homes for all residents. By using an RFP approach, the community foundation aims to solicit the best thinking of nonprofit organizations, research institutions and public agencies serving San Mateo and Santa Clara counties.

Responses to this RFP are due by 5 p.m. on Thursday, July 7, 2011. In order to be fair to all applicants there will be no exceptions to the deadline for late proposals.

Problem Statement

Local Planning Processes and their Implementation

There are significantly more jobs than housing units in Silicon Valley1. Land use plans often have failed to include sufficient affordable housing to reduce this imbalance which has resulted in high rates of in-commuting and green house gas emissions, isolation from employment and educational opportunities, and lifestyles that negatively impact health outcomes. Residential areas that are located farther away from employment centers often lack good public transportation options. These land use and transportation decisions have impacted the quality of life of our community’s residents and workers, particularly low-income communities, communities of color and immigrant neighborhoods. As this region continues to grow, these patterns will continue unless we plan intentionally for a better future.

Plans that incorporate equitable smart-growth principles encourage greater availability of affordable housing, as well as sustainable transportation systems that provide access to jobs and services, green spaces and parks, and streets that are safe for walking and bicycling. Planning processes are crucial because they will help dictate the physical development of our cities for decades to come. Areas near public transit and existing downtowns are particularly important since this is where growth and development should be concentrated. These areas offer the best chance for truly affordable communities where low-income residents can capture significant transportation savings.

Planning alone cannot create positive change in a community; plans must be implemented if they are to begin influencing peoples’ lives. Putting the ideas contained in planning documents into action—particularly in these challenging economic times—requires leadership, 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. This is especially the case within the framework of Assembly Bill 322, which set the 2020 greenhouse gas emissions reduction goal into law, and Senate Bill 3753, which mandates California communities reduce emissions and their contribution to global climate change by:

1 http://www.abag.ca.gov/planning/currentfcst/
2 Signed into law as the Global Warming Solutions Act of 2006.
3 Signed into law in 2008 as the Sustainable Communities and Climate Protection Act.
- curbing sprawl
- integrating disjointed planning activities
- creating attractive, walk-able, sustainable communities and revitalizing existing ones
- developing new alternative transportation options.

Local, county and regional planning authorities would benefit from data, research, technical expertise and effective community input in the regional plan design and to ensure implementation. With adequate resources, regional collaborative efforts can have a significant impact on creating a sustainable and livable regional community.

Program Goal
The goal of the community foundation for this strategy is to encourage equitable smart-growth and transit-oriented development in order to improve the quality of life for those who live and work 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. Promoting more transit-oriented development that includes affordable housing is critical if lower-income, non-English-speaking and other community members are to have opportunities to thrive.

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, gender, 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 concrete, practical and impactful project proposals that:

- 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.
- Benefit from collaborative work and bring public and private partners together with nonprofit organizations.
- Demonstrate knowledge of the sector and its trends.
- Identify target population to be reached and justification for that focus.
- Provide clear benchmarks for measuring progress.

*Including data and research on an array of variables and the trade-offs and impacts of growth. For example: travel behavior, air emissions, water quality, demand and supply, habitat and natural resources, agriculture, infrastructure costs, floodplains, environmental justice, affordable housing, economic development, and health.*
Eligible Projects:

Local land use and transportation planning and implementation processes in San Mateo and Santa Clara counties and regional smart-growth planning and implementation efforts throughout Silicon Valley and the Peninsula. Efforts eligible for support include:

- Engaging community members in general or specific planning processes. The community foundation is particularly interested in inclusion of members of low-income communities, communities of color and immigrant neighborhoods throughout our region.
- Advocacy efforts with public agency staff and elected officials to ensure local or regional land use and transportation plans are undertaken within an equitable smart-growth framework, to ensure plan implementation and to find innovative ways to finance affordable housing and transit.
- Data collection, research and analysis that strengthen specific planning processes.
- Technical assistance to strengthen nonprofits and public agencies’ capacity to engage effectively in planning processes. This technical assistance could include scenario modeling, consulting, mediation, facilitation, legal counseling and other professional assistance needed to inform the planning process and to ensure implementation of the resulting plans.
- Public awareness and education efforts that focus on residents, commercial business owners, civic leaders and elected officials.
- Coalition building among local nonprofits engaged in public policy development for general or specific planning processes or around the Sustainable Communities Strategy mandated by SB 375.
- Efforts that facilitate effective and sustainable partnerships, and will ensure the implementation of adopted plans.

Application Process


- Key Dates (listed below and at http://www.siliconvalleycf.org/grants/key-dates.html)
- Grant Applicant FAQ sheet (http://www.siliconvalleycf.org/grants/FAQ.html)
- Request for proposals or RFP.

2) Participation in the 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 three days prior to the date of the RFP information session.

Only those organizations considering a response to the 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 5 p.m. on Thursday, July 7, 2011. In order to be fair to all applicants, there will be no exceptions to the deadline for late proposals.

\(^1\)This assistance shall be directed at public agencies’ broad role in plan implementation rather than focused on a particular private development
**Key Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 7 and 9, 2011</td>
<td>Information sessions (Please visit our website to register)</td>
</tr>
<tr>
<td>July 7, 2011, 5 p.m.</td>
<td>Proposal submission deadline</td>
</tr>
<tr>
<td>End of September 2011</td>
<td>Announcement of grant awards</td>
</tr>
</tbody>
</table>

**Proposal Evaluation Criteria**

Proposals for grants should include a narrative that responds to the questions posed at the end of this document. 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.

**Total Awards**

Successful applicants will receive grants in the range of $50,000-$100,000 for a minimum of one year. Budget requests will be closely analyzed and applicants should include a budget narrative that makes clear the necessity of the project’s specific line-items.

**Review and Selection Process**

An expert advisory committee with issue expertise for this strategy 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.

*Applicants will be informed of grant decisions in September 2011.*

Please note that successful project proposal narratives 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.

**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, final report, and/or presentation to community foundation staff and donors.
- 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.

*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

❑ Cover Sheet

❑ RFP Proposal Narrative addressing proposal information requirement questions.
  ■ A maximum of eight pages, 12-point font, margins no less than one inch

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)

❑ Send to grantproposals@siliconvalleycf.org OR mail one hardcopy to Silicon Valley Community Foundation’s headquarters

    Silicon Valley Community Foundation
    Attn. Grantmaking Department
    2440 West El Camino Real, Suite 300
    Mountain View, CA 94040

Submissions must be received by email or postmarked no later than 5 p.m. on Thursday, July 7, 2011. In order to be fair to all applicants, no exceptions to the deadline will be made for late proposals.

Thank you for your application.
If you have any questions, please call 650.450.5400 or email us at grants@siliconvalleycf.org
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, Suite 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: __________________________________________________________

Organizational Budget: $ ______________________  Region/County Served: ______________________

Project Name: ____________________________________________

Address: _______________________________________________

City/State/Zip: __________________________________________

Website Address: _______________________________________

Name and title of primary contact for proposal: ________________________________

PHONE: ___________________________    FAX: ___________________________    EMAIL ADDRESS: ___________________________

Executive Director of organization (if other than above): ________________________________

PHONE: ___________________________    FAX: ___________________________    EMAIL ADDRESS: ___________________________

Are you a past grantee under this grantmaking strategy?  Yes ☐  No ☐

Please describe in one sentence the project and the purpose 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? If the project received funding from the Regional Planning: Building Sustainable Land Use and Transportation Plans strategy previously, what aspects of the project have changed, if any?

6. 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 quantitative evaluation approaches. If you are a current grantee, describe your progress toward reaching the outcomes noted in your grant agreement— e.g. documentation that general or site specific plans have equitable Transit Oriented Development principles, number of transit locations that are planned for, documentation that speaks to the future of transit funding.)

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

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

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

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

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

12. If your proposal receives funding from the community foundation, would it have the potential to become self-sustaining when the community foundation’s support ends? If so, how?

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

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  Integrity
Diversity        Public Accountability
Inclusiveness    Respect
Innovation      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 $1.8 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 endowment funds. The community foundation serves as a regional center for philanthropy, providing donors simple and effective ways to give locally and around the world. Find out more at www.siliconvalleycf.org.

MORE INFORMATION
If you have questions, please contact us at grants@siliconvalleycf.org or call 650.450.5400.