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/content/regional-planning.

Through our focus on regional planning, the community foundation is investing in organizations which promote local and regional plans that include higher-density development and greater availability of affordable housing located closer to public transportation, while preserving the distinctive character of our communities. The community foundation seeks to realize a bold vision for the Peninsula and Silicon Valley with vibrant, walk-able communities near public transit with access to services, jobs and homes for all residents. By using a Request for Proposals approach, the community foundation aims to solicit the best thinking of organizations, research institutions and public agencies serving San Mateo and Santa Clara counties.

Responses to this RFP are due by 5 p.m. on Friday, July 13, 2012. In order to be fair to all applicants, there will be no exceptions to the deadline.

Problem Statement

Local Planning Processes and their Implementation

There are significantly more jobs than housing units in Silicon Valley. According to the Association of Bay Area Governments and Metropolitan Transportation Commission, a significant amount of growth is expected in San Mateo and Santa Clara counties by 2040. Land use plans have often 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 result in negative 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 and the creation of sustainable, healthy communities.

Plans that incorporate equitable and sustainable development principles encourage: 1) greater availability of affordable housing, 2) multi-model transportation systems that provide access to jobs and services, 3) green spaces and parks and 4) 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 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, public engagement, persistence and a unique set of skills.

1 ABAG/MTC; Draft Jobs-Housing Connection Scenario. March 9, 2012.
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. Assembly Bill 32\(^2\) sets the 2020 greenhouse gas emissions reduction goal into law and Senate Bill 375\(^3\) mandates California communities reduce emissions and their contribution to global climate change. This region-wide planning effort is expected to be accomplished by curbing sprawl, integrating disjointed planning activities, creating attractive, walk-able, sustainable communities and revitalizing existing ones, reducing vehicle miles traveled and developing new alternative transportation options.

Local, county and regional planning authorities would benefit from data, research\(^4\), technical expertise and effective community input in the plan design and to ensure implementation. With adequate resources, creative regional and collaborative efforts will lead to more effective change and impact that creates sustainable and livable communities.

Program Goal

The goal of the community foundation for this strategy is to encourage transformative thinking and action that provides meaningful participation in land use and transportation processes. This leads to better decision-making, social equity and transit-oriented development in order to improve the quality of life for all. 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.

The community foundation will invest in nonprofits, research institutions and public agencies that work to advance local land use, transportation planning and implementation processes in San Mateo and Santa Clara counties, and regional planning and implementation efforts throughout Silicon Valley and the Peninsula that lead to sustainable, healthy communities. Efforts eligible for support should include:

- Demonstrated coordination in engaging community members in general and specific planning processes, and particularly the inclusion of members of low-income communities, communities of color and immigrant neighborhoods throughout our region.
- Leveraging resources and increasing advocacy efforts with public agency staff and elected officials in underserved geographic areas to ensure that local or regional land use and transportation plans are undertaken within an equitable and participatory framework, to ensure plan implementation\(^5\) and to find innovative ways to finance affordable housing and transit.
- Public communication campaigns that focus on increasing awareness, community leadership and education about the benefits of creating sustainable and healthy communities for residents, commercial business owners, civic leaders and elected officials. We are particularly interested in using new and creative technological tools for this purpose.
- Data collection, research and analysis that strengthen specific planning and community engagement processes.
- Technical assistance to strengthen nonprofits and public agencies’ capacity to engage effectively in planning and community engagement 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.
- Coalition building among local nonprofits engaged in public policy development around general or specific planning processes or around the Sustainable Communities Strategy mandated by SB 375.

\(^2\) 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.
\(^4\) Including data and research on an array of variables such as travel behavior, air emissions, water quality, housing demand and supply, affordable housing, infill development barriers, jobs-housing connection to land use, habitat and natural resources, agriculture, infrastructure costs, floodplains, environmental justice, health and the trade-offs and impacts of growth on these variables.
\(^5\) This assistance shall be directed at public agencies’ broad role in plan implementation rather than focused on a particular private development.
• Efforts that facilitate effective and sustainable partnerships among stakeholders that will ensure the implementation of adopted plans.

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 or those that have a fiscal sponsor with a 501(c)(3) designation, 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, 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 land use and transportation sector and current trends.
• Identify target population to be reached and justification for that focus.
• Provide clear benchmarks for measuring progress.

Application Process

1) Review reference materials found at http://www.siliconvalleycf.org/content/regional-planning.
   • Key dates
   • Grant applicant FAQ sheet
   • Research paper
   • Request for proposals document

2) Participate in the information session.

   We encourage all those interested in responding to this RFP to participate in the information session. 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 two days 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) Submit proposal.

   Although we prefer proposals in electronic form, hard copies will be accepted. Electronic submissions should be in PDF format. Please do not send scanned documents

All proposals must be received by email or postmarked no later than 5 p.m. on Friday, July 13, 2012.
In order to be fair to all applicants, there will be no exceptions to the deadline.
Key Dates

June 12, 2012, 2:00-3:30 p.m.: Information session (Please visit our website to register)
July 13, 2012, 5 p.m.: Proposal submission deadline
End of September 2012: 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. 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 strategies 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 land use and transportation planning and policy fields.

Total Awards

Successful applicants will receive grants for a minimum of one year. The average grant amount awarded in the 2011 grantmaking cycle was $50,000. 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.

Please note that 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.

Review and Selection Process

An 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 by the end of September 2012.

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 progress reports when appropriate 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.
Application Checklist

- Cover Sheet
- RFP Proposal Narrative that directly and succinctly addresses the proposal information requirement questions specified on the Cover Sheet - 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. (Note that this is not required for returning applicants unless there have been changes to the board of directors from the previous applications.)
- Attachment F: Evidence of tax-exempt status
- Attachment G: Memoranda of Understanding from collaborative partners (if appropriate)

Send to grantproposals@siliconvalleycf.org OR one hardcopy mailed to Silicon Valley Community Foundation’s headquarters that is postmarked no later than July 13, 2012 by 5:00 p.m. In order to be fair to all applicants, no exceptions will be made for late proposals.

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

Submissions must be received by email or postmarked no later than July 13, 2012 by 5:00 p.m.

Thank you for your application.

If you have any questions, please call 650.450.5540 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, California 94040
Telephone: 650.450.5540 Fax: 650.450.5453

*We strongly prefer email submissions in PDF format. Please do not email scanned documents.
If you have questions, please contact us at grants@siliconvalleycf.org

General Information

Date: _____________________________________________________________

Amount Requested: $ __________________________ Duration of project: __________________________

Project Name: ___________________________________________________

Name of Institution/Organization: _______________________________________

Organizational Budget: $ __________________________ Region/County Served: _______________________

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? How does the project enhance your current work? How does the project address specific policy or behavioral issues on regional planning in communities you serve?

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 strategy previously, what aspects of the project have changed (or not) given on-going and new challenges, such as redevelopment dissolution, lingering economic recession, public sector budget cutbacks, etc.?
   - What is your community strategy, its key project activities and time line?

6. What impact do you hope to achieve following your project launch, three-six months after, one year later? How will you know if you achieve it? (Please provide your anticipated accomplishments according to the indicators identified in the Program Goal section. Please provide other specific outcomes, identified benchmarks and indicators of success that are meaningful and can be captured using qualitative and/or 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 and/or affordable housing funding.)

7. What are the unique aspects and features of your project that provide community engagement between/among low-income communities, communities of color and immigrant neighborhoods?

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 organizational 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, does it have the potential to become self-sustaining after the funding from the community foundation ends? If so, how?

13. List collaborative partners/agencies (if any) and their contact information. How might your project benefit from collaboration with other Regional Planning grantees? If you have collaborated with other organizations in the past, please provide examples of successful collaborative efforts, including how you decided to work together, immediate outcomes and if you continue to partner together.
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 makes all forms of philanthropy more powerful. We serve as a catalyst and leader for innovative solutions to our region’s most challenging problems. The community foundation has more than $2 billion in assets under management and more than 1,500 philanthropic funds. As Silicon Valley’s center of philanthropy, we provide individuals, families and corporations with simple and effective ways to give locally and around the world. Find out more at www.siliconvalleycf.org.