



Metro

**WE ARE WHOLE  
WE ARE SACRED  
WE ARE BEAUTIFUL**

Photo credit: Mia O'Conner

# Community Placemaking

2019 grant application handbook

**Applications due February 4, 2019 at noon**

[Apply online](#)

## Updates for the 2019 cycle

- Revised objectives and project characteristics
- Opportunities to share what you care about with area decision-makers and planning staff

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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## TABLE OF CONTENTS

<b>COMMUNITY PLACEMAKING GRANT GUIDELINES .....</b>	<b>4</b>
Important dates .....	4
Who can apply .....	4
Funding available.....	4
Minimum grant requirements .....	4
Community Placemaking objectives .....	5
Restrictions on use of funds .....	6
Application review process and timeline.....	6
Contracting and agreements .....	6
Grantee gatherings .....	6
Evaluating your efforts .....	7
<b>COMMUNITY PLACEMAKING GRANT APPLICATION INSTRUCTIONS.....</b>	<b>7</b>
Application assistance .....	7
Online application.....	7
Important notes for working in ZoomGrants .....	7
Staff contact information .....	7
<b>2019 GRANT APPLICATION QUESTIONS .....</b>	<b>8</b>

## 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 4	Applications open
February 4, noon	Applications due
Late April	Awards announced
After July 1	Funds available
Early fall 2020	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. Anyone can apply, while meeting the following conditions:

- 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 2019 cycle, in grants ranging from \$5,000 to \$25,000. No matching funds are required.

### MINIMUM GRANT REQUIREMENTS

- Projects must be located within the Urban Growth Boundary ([oregonmetro.gov/urban-growth-boundary](http://oregonmetro.gov/urban-growth-boundary)).
- Projects must be completed by early Fall 2020.
- 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 fiscal sponsor that will be responsible for proper use, accounting and reporting of grant funds. 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.

## COMMUNITY PLACEMAKING OBJECTIVES

The Community Placemaking program has four objectives, each of which are followed by characteristics that make for a strong application.

### **Placemaking: People's connections to each other and to places they care about are strengthened.**

Project characteristics

- Addresses a community challenge or opportunity
- Prompts people to interact with each other
- Uses art as a tool to bring people together or influence their community
- Helps people feel a stronger connection to the place(s) where the project happens
- Strengthens the things that make a place unique or valued

### **Equity: People of color and members of historically marginalized communities<sup>1</sup> have power and resources to influence their neighborhoods and communities.**

Project characteristics

- Directly benefits people of color or members of other historically marginalized communities
- Led by or actively supported by communities of color or other historically marginalized communities
- Strengthens cultural and community assets
- Provides opportunities for expression of culture

### **Partnerships: People's efforts are maximized because they work in partnership with each other and with Metro.**

Project characteristics

- Involves partnerships that bring different or new groups together
- Encourages collaboration among community partners
- Engages the public in the planning for and participating in the project's implementation
- Enhances regional efforts where Metro is actively engaged

### **Leadership: People participate in projects and decisions that affect them.**

Project characteristics

- Gives opportunities to emerging leaders
- Builds individual and organizational capacity for civic engagement

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<sup>1</sup> **Historically marginalized** - "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.

## APPLICATION REVIEW PROCESS AND TIMELINE

Applications will be reviewed by an advisory group with expertise in community development, social justice, public art and urban planning. The advisory group will use your application as the primary basis for their recommendation. Make sure your proposed project is clear, compelling and sufficiently defined so they can understand how well it meets the program's objectives. Their review may or may not include follow-up communication or requests for refinement. They will evaluate the applications using the following questions.

- How impactful do you think this project will be?
- How strong are the equity components of the proposal?
- How feasible is the project to implement?
- How well does it meet the objectives of the Community Placemaking program?

The advisory group will select projects to recommend to Metro's Chief Operating Officer and Metro Council for funding. By late April 2019, Metro will announce grant awards. If you are not selected for a grant, staff is happy to provide suggestions for strengthening a future application.

## 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.

## CONTRACTING AND AGREEMENTS

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.

## 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 measure the impact of your project. This will involve articulating goals for your project and ways to assess if the project met your goals. 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 your idea. Staff does not play a role in advocating for applicants or making the funding recommendation, and instead is available to help you make your application as strong as possible. Optional information sessions and individualized assistance are available. Contact Dana Lucero at 503-797-1755 or [dana.lucero@oregonmetro.gov](mailto:dana.lucero@oregonmetro.gov).

### ONLINE APPLICATION

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

- Create a log in at [zoomgrants.com](https://zoomgrants.com).
- The 2019 Community Placemaking grant application is available between January 4 and noon on February 4, 2019 at <https://zoomgrants.com/gprop.asp?donorid=2199&limited=2048>.
- 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](mailto: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- or 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](mailto: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](https://oregonmetro.gov/placemaking) or contact:

Dana Lucero, senior planner  
[dana.lucero@oregonmetro.gov](mailto:dana.lucero@oregonmetro.gov)  
503-797-1755

## 2019 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. List partner organizations that will be a part of making the project happen. (\*max. 1,000)
3. What will you do? Describe your project. (\*max. 2,500)
4. Where will the project happen? Is there anything you want to share about this place/these places? (\*max 1,000)
5. How will communities of color be involved? Are there leadership roles for people of color? What about other historically marginalized communities? (\*max. 1,500)
6. How will the project make people feel more connected to each other and the place(s) where it will happen? (\*max 1,500)
7. How do you think you'll be able to tell if the project had an impact? For instance, what would change? (\*max 1,000)
8. Each grant cycle, a number of shared themes emerge from community members' applications. Would you be interested in participating in a small group conversation with planners, decision-makers and other applicants? Your perspectives on these community issues can help Metro better understand what's important to the people we serve - you! Compensation may be available, and your answer to this question in no way affects the evaluation of your application. (yes/no/unsure)
9. Is there anything else you want to share? (\*max 1,500)
10. *Budget table*: Use the budget table to list your anticipated costs by category.

	Metro funds requested	Other funds or contributions
People's services (stipends, staff time, etc.)		
Production costs (rentals, advertising, supplies, etc.)		
Permits or fees (if applicable)		
Indirect or overhead costs <i>Overhead costs are reimbursable up to 10% of total grant award and can include operating expenses such as rent or electricity.</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)



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

- Phase: List activities that will take place.
- Timeline: When will this phase occur? (example: July-September or months 1-2)
- Funds requested: List the funds will you need from Metro.

12. 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)