



Blueprint Outreach Community Based Organization Grant Program

Consent

Prepared by: AJ Tendick

Attachments: No

Approved by: James Corless

Referring Committee: Policy & Innovation

1. Issue:

Staff is seeking to establish a grant program for Community Based Organizations to perform 2024 Blueprint outreach and education.

2. Recommendation:

The Policy and Innovation Committee recommends that the board approve an annual Blueprint grant program.

3. Background/Analysis:

In September, staff briefed the board on the 2024 Blueprint communications outreach strategy. In that strategy, staff highlighted the need for working closely with community-based organizations (CBOs) and identifying ways to work more seamlessly together. At the time of the presentation, staff intended on exploring a Request for Qualifications process to create a bench of CBOs that SACOG could contract with to provide community outreach. Upon further assessment of and feedback on the strategy, staff instead proposes a grant program for SACOG to provide grants to CBOs to fund direct community engagement on the Blueprint. Based on the learnings of the first grant program, staff will explore options to expand for additional projects/programs beyond the Blueprint.

4. Discussion/Analysis:

SACOG will develop and implement a grant program for CBOs from across the region with Senate Bill 1 formula funds. This approach will streamline how we work with CBOs, benefiting the community and SACOG. SACOG is committed to fostering greater community ownership stake in our work by allowing the CBOs to help direct the specific outreach activities that will be the most effective to their audiences. Staff will be tracking diversity both geographically and racially/ethnically to ensure broad representation across the region, and grant program advertising will be adjusted to ensure that broad representation. The work the CBOs will be performing utilizing these funds are in line with grant program objectives under SB 1. CBOs will be expected to provide assistance with outreach activities, disperse community surveys, and other measurable ways they can engage with community members throughout the region.

5. Fiscal Impact/Grant Information:

This grant program would allocate \$50,000 annually and aligns with SB 1 grant program objectives. The

funding for work with CBOs was already included in the adopted Budget/Overall Work Program. This action clarifies the type and use of those funds. The Overall Work Plan will be amended to make this clarification.

6. This staff report aligns with the following SACOG Work Plan Objectives:

Goal 1 : Advance Economic Prosperity

Goal 2 : Connected Communities

Goal 3 : Vibrant Places