

ATTACHMENT 3

MATCHING GRANT PROGRAM REVISION MEETINGS & WORKPLAN SUMMARY

PROCESS/TIMELINE: CY 2023

January: SCOPING

- Analyzed feedback from Board of Directors and 2022 Round 1 Applicants
- Reviewed program feedback from previous cycles
- Consulted with internal staff
 - Matching Grant Program (MGP) Staff Committee
 - Ag + Open Space (AOS) Diversity, Equity, and Inclusion (DEI) Committee

February – April: CONSULTING

- Reviewed DRAFT MGP Revision Elements and solicited work plan input
 - **Goals** – Align with community need; increase focus on DEI, climate resilience
 - **Administration** – Address funding, grant cycles vs. rolling apps, outreach
 - **Guidelines** – Clarify eligibility and project requirements, evaluation and scoring
 - **Application** – Increase access and simplify process
- Consulted with several internal and external bodies
 - AOS Management Team
 - Office of Equity
 - MGP Staff Committee
 - AOS DEI Committee
 - Ad Hoc MGP Revision Committee

May – July: SOLICITING INPUT

- Engaged with stakeholders and solicited program input
 - AOS Management Team
 - Office of Equity
 - MGP Staff Committee
 - AOS DEI Committee
 - Ad Hoc MGP Revision Committee
 - MGP Community Applicants (past, present, and participants who chose not to apply)
 - **Applicant Survey** – Conducted survey of roughly 200 past, present, prospective applicants. Results included need to reduce grant administrative burden, improve transparency, work closely with community leaders, and continue to support urban open space projects. Results of these interviews are summarized in the revision recommendations.
 - **Peer Group/Target Applicant Interviews** – Conducted interviews several current and potential program partners including Community Action Partnership, Regional Parks, Corazon Healdsburg, City of Cloverdale, Mark West Municipal Advisory Committee, West County Community Health Clinic, La Familia Sana, Petaluma Peoples Services, Sonoma Land Trust, and Russian Riverkeeper. Results of these interviews are summarized in the revision recommendations.

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July – August: **ANALYZING INPUT & DRAFTING PROPOSED REVISIONS**

- Analyzed meeting, survey, and interview input
 - Key themes that surfaced during this process include:
 - Concern that biennial cycle either made it difficult for time-sensitive projects to get funding when needed or created pressure for applicants to apply before their projects were ready so they didn't miss out on the funding opportunity
 - There is a growing demand for urban open space projects and more funding should be allocated to the MGP
 - AOS should consider maximum funding requests to enable supporting more projects
 - More support and technical assistance are needed for community-based organizations and non-profits who lack capacity
 - The scoring matrix should be more objective and better reflect the priorities of the MGP
 - The application and program requirements should be simplified to increase accessibility

September – October: **REVIEWING PROPOSED REVISIONS**

- Reviewed MGP Revision Plan Recommendations internally and with advisory bodies
 - Staff MGP Committee
 - AOS Management Team
 - County Counsel
 - Ad Hoc MGP Revision Committee
 - Advisory Committee
 - Accepted MGP Revision Recommendations
 - Endorsed reducing applicant administrative burden, pre-application readiness process, applicant technical assistance, increased transparency in scoring, prioritizing underserved communities, providing examples of successful applications and projects, annual review of active MGP projects, rebranding, and amendments to making evaluation matrix more objective.
 - Fiscal Oversight Commission
 - Accepted MGP Revision Recommendations
 - Endorsed applicant technical assistance in workshop mode, pilot rolling grant model, increased funding and project transparency, rebranding, amendments to evaluation matrix, targeted outreach to communicate impact and possibilities.
- Revised proposed recommendations based on feedback received

October 24, 2023: **PRESENTING PROPOSED REVISIONS**

- Present proposed MGP Revisions to Board of Directors and solicit direction

November – December: **INTEGRATING BOARD DIRECTION**

- Revise MGP program materials per Board direction

January – February 2024: **OPERATIONALIZING**

- Bring revised program materials to Board for adoption
- Launch revised program and announce funding availability
- Begin accepting applications