



GREAT STREETS CHALLENGE GRANT

TOOL KIT FOR APPLICATION MANUAL

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INTRODUCTION

Mayor Eric Garcetti's Great Streets Initiative challenges you to re-imagine our streets as vibrant public spaces! In 2015, we're awarding individual applicants up to \$20,000 in city funds for projects that propose creative and innovative ways of using our Great Streets.

This grant program will provide a guaranteed \$10,000 to successful applicants, with the opportunity to leverage another \$10,000 through a dollar-for-dollar fundraising match, totaling \$20,000 in city funds. Matching funds will be raised in partnership with ioby (In Our Backyard), a crowd-resourcing platform for citizen-led, neighbor-funded projects. Up to \$200,000 will be awarded through the Great Streets Challenge Grant.

Projects will focus on community engagement, data collection, creativity/innovation, and long-term impacts of projects.

This Challenge Grant will help showcase our Great Streets and their potential to serve our communities as vibrant public spaces!



BEFORE YOU BEGIN...

This toolkit is intended to help applicants through the Great Streets Challenge Grant process. Before reading through this toolkit, please be sure you've read through the Great Streets Application Manual on <https://www.ioby.org/LA-great-streets> to determine if your idea fits into the goals, objectives and requirements of this grant program.

KEY DATES

May	12	Applications are Open!
May	27	Recommended Application Workshop at City Hall
June	2	Recommended Application Conference Call
June	2	Application window closes
July	13	City Announces Recipients
Aug	21	Grantees sign contract with the City and begin project reporting.
Feb	22	Deadline to Execute Projects
April	22	Grantees Submit Post-Project Evaluation

“WHAT IS THE CITY BUT THE PEOPLE?”

- WILLIAM SHAKESPEARE

REVIEW KEY REQUIREMENTS

- Projects must be located on a designated Great Street (See Page 5 for a map of the Great Streets Corridors).
- Projects must involve community engagement in the proposal.
- Projects must be grounded in a creative re-thinking of streets as public spaces.
- Projects must collect meaningful data that will help the Great Streets Initiative evaluate the successes and failures of each project and approach.
- Projects must consider any long-term impacts on future investments that the project might have.
- Applicants must prove organizational capacity to successfully fulfill the obligations of the grant, including ability to raise funds.
- Projects are subject to a feasibility analysis from City Departments.



*Pop-Up MANGO Event
in Santa Monica
Photo by: LA Streets-
blog, Damien Newton*

ASSESS ELIGIBILITY

The following types of organizations are eligible to apply for this grant program. If you think that you are not eligible or have questions about eligibility, please contact greatstreets@lacity.org:

- Community-Based Organizations
- Non-Profit Organizations
- Schools and Universities
- Business Improvement Districts
- Chambers of Commerce
- Business Owners
- Property Owners

Now you're ready to start your application!



Market Street Prototyping Festival "Peep Show,"
Source: Marketstreetprototyping.org

STEP 1: IDENTIFY YOUR TEAM

The most important step in your application process (and in the success of your project) is identifying a strong team of dedicated people.

To help identify team members, ask yourself the following questions:

- Who do I know with project management experience?
- Who do I know with fundraising experience?
- Do I know anyone with experience working with local governments?
- Do I know anyone who has ever applied for a permit with the City?
- Do I know anyone who has ever community organized or had to do community outreach before?
- Who do I know with experience in data collection and analysis?
- Who do I know with great ideas about the built environment?

Your team should have at least three people dedicated to spending a few hours each week on project fundraising and implementation. Team members with a history in project management, organizing, and fundraising will be regarded favorably. Teams with one person under age 35 and one person responsible for digital content will also be highly regarded.



*Play street on Central Ave.
designed by KDI. Photo
credit: Bryce Rosauo*

STEP 2: IDENTIFY YOUR SITE

Sites should be located on (or adjacent to) a Great Street corridor (see below). If you need assistance, contact your Council District office for potential sites that are suitable for project proposals. Review the “Helpful Links” section for Los Angeles Maps, neighborhoods, and community plans that may help inform your decision.

CD1: **North Figueroa St** between Avenue 50 & Avenue 60

CD2: **Lankershim Blvd** between Chandler & Victory

CD3: **Sherman Way** between Wilbur & Lindley

CD4: **Western Ave** between Melrose & 3rd

CD5: **Westwood Blvd** between Le Conte & Wilshire

CD6: **Van Nuys Blvd** between Victory & Oxnard

CD7: **Van Nuys Blvd** between Laurel Canyon & Bradley

CD8: **Crenshaw Blvd** between 78th & Florence

CD9: **Central Ave** between Adams & Vernon

CD10: **Pico Blvd** between Fairfax & Burnside

CD11: **Venice Blvd** between Beethoven & Inglewood

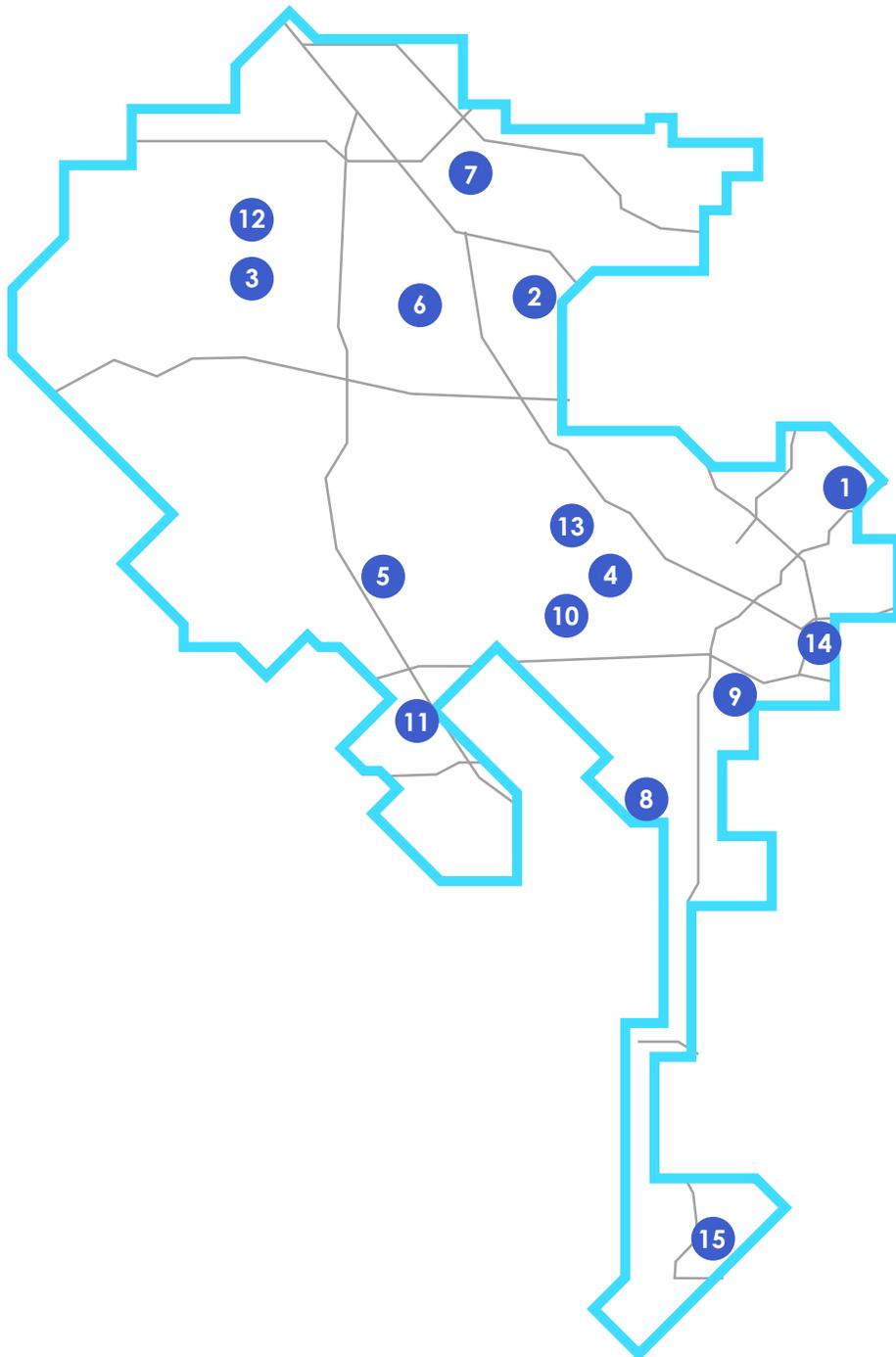
CD12: **Reseda Blvd** between Plummer & Parthenia

CD13: **Hollywood Blvd** between La Brea & Gower

CD14: **Cesar Chavez Ave** between Evergreen & St Louis

CD15: **Gaffey St** between 15th & the 110 Freeway

STEP 2: IDENTIFY YOUR SITE



STEP 3: IDENTIFY ENGAGEMENT STRATEGY

To be eligible, applicants must show how they are working with their neighbors who live, work, and play near the Great Street. Partnering with local organizations is a great way to ensure community support and engagement. To help you get started:

- Review the list of Los Angeles Neighborhood Councils in the Helpful Links section.
- Approach local businesses, organizations, and entrepreneurs to develop a collaborative, community-driven project.
- Encourage participation among long-time residents and neighbors.
- Consider community dynamics and local history in your area.
- Raise awareness by notifying other groups in your neighborhood about your project.
- Ask community partners for input on potential project ideas.
- Contact local schools and universities to seek volunteers.



*Mayor's Volunteer Corps
and City Plants volunteers
planting trees along LA
Great Street Cesar Chavez*

STEP 4: IDENTIFY YOUR PROJECT IDEA

Applicants must propose a project that inspires people to re-imagine how we use our streets as public spaces. Some examples to consider:

- You may want to propose a street reconfiguration on one of the Great Street segments that prioritizes pedestrian travel. To test your idea on how the street should be reconfigured in the long run, you may want to host a weekend event on the street using planters and street paint to mimic the effects of pedestrian enhancements like bulb outs and protected crosswalks. You should research the work of the City of Santa Monica and its Pop-Up MANGO event. See more here: <http://www.santamonicanext.org/2013/09/pop-up-mango-demonstrates-street-treatments-greenery-on-michigan-ave/>
- You may want to propose a pop-up library on one of the Great Street segments. To implement your project idea, you might propose using a vacant parking lot to display books lent by community members. You should research a similar project done for the Market Street Prototyping Festival here: <https://neighborland.com/ideas/sf-bookmark-a-pop-up-publi>

For more project ideas, please see the “Helpful Links” section. However, do not limit yourself to the ideas in that section. **Think creatively and dream big!**



Bookmark design for Market Street Prototyping Festival. Source: <https://neighborland.com/ideas/sf-bookmark-a-pop-up-publi>

STEP 5: IDENTIFY DATA TO COLLECT

Applicants must identify the information needed to demonstrate a measurable impact on each community. Great Streets has identified the following seven goals to measure success in our communities:

- Increase Economic Activity
- Improve Access and Mobility
- Improve Health Outcomes
- Enhance Neighborhood Character
- Increase Community Engagement
- Improve Environmental Resilience
- Provide Safer and More Secure Communities

Applicants should focus on specific outcomes within one or more of these goals that their projects will achieve. LADOT will work with recipients to design successful data collection activities, but your application should initially:

- 1) factor data collection into their existing work plans;
- 2) give thought to the kinds of data that they should collect; and
- 3) explain why this data is meaningful.

Examples of data collection include:

- Counting the number of people walking on the street before, during and after the project has implemented.
- Surveying business operators about their perceptions of an area near their business before, during, and after a project has been implemented.
- Making observations of how people are using an area. For instance, how many people are walking, biking, driving at a specific time?

See the Helpful Links Section for more information on Data Collection.

STEP 6: CONSIDER LONG-TERM IMPACTS

Successful applicants will consider how their project will support future long-term investments on each street. Applicants should have some idea in mind for how their project can help the City make more informed infrastructure investments in the future.

In the end, projects should fundamentally inspire long-term change that make the street safer, more accessible, and more desirable for the local community. By supporting projects that activate the street as a public space and then collecting data to measure success, this program will inform decisions in the long run.

You might want to ask yourself:

- Can my project be turned into a permanent installation? If so, how?
- How will my project inform the City about the way people currently use the street and how people might want to use the street in the future?
- Will my project highlight my community's needs, like increased transit mobility or access to more cultural activities?

STEP 7: BRAINSTORM FUNDRAISING

The Challenge Grant will guarantee recipients \$10,000 upfront; however, recipients will also crowd-fund their projects on ioby.org. The Challenge Grant will match funds raised on ioby.org up to \$10,000. Please see the next page for a sample budget.

To help give you a better sense of how ioby.org works, and other resources for fundraising, please see the Helpful Links section of this toolkit.

STEP 8: CREATE A BUDGET

All applicants must submit a budget for project proposals. Applicants must also show how much they are committed to raising through ioby.org. We will require grant recipients to fundraise a percentage of their remaining budgets and will work with grant recipients to determine the amount of fundraising needed for each project.

EXAMPLE ONE SAMPLE BUDGET

Below is a sample budget to help you create your own. Let's say you have a project proposal for a pop-up library event that will cost \$25,000. The budget below illustrates how funding for your project may be structured.

FUNDING SOURCES

GUARANTEED FUNDING (IF AWARDED)	\$10,000
AMOUNT TO FUNDRAISE ON ioby.org	\$7,500
CHALLENGE GRANT MATCH FUND	\$7,500

TOTAL **\$25,000**

COSTS

SUPPLIES	\$X OR IN-KIND VALUE
VOLUNTEER HOURS AND STAFF TIME	\$X OR IN-KIND VALUE
PERMITTING FEES	\$X
COMMUNITY ENGAGEMENT FUNDS	\$X OR IN-KIND VALUE
DATA COLLECTION	\$X OR IN-KIND VALUE

TOTAL COSTS **\$25,000**

EXAMPLE TWO SAMPLE BUDGET

Let's say you have a project proposal for a street reconfiguration that will cost \$35,000. Below is a sample budget for how to fund this sample project.

FUNDING SOURCES

GUARANTEED FUNDING (IF AWARDED)	\$10,000
AMOUNT TO FUNDRAISE ON ioby.org	\$15,000
CHALLENGE GRANT MATCH FUND	\$10,000

TOTAL **\$35,000**

COSTS

SUPPLIES	\$X OR IN-KIND VALUE
VOLUNTEER HOURS AND STAFF TIME	\$X OR IN-KIND VALUE
PERMITTING FEES	\$X
COMMUNITY ENGAGEMENT FUNDS	\$X OR IN-KIND VALUE
DATA COLLECTION	\$X OR IN-KIND VALUE

TOTAL COSTS **\$35,000**

OTHER CONSIDERATIONS

Depending on the project proposal, some projects will require additional City review. As part of the application review process, City staff will review each project to test feasibility. Please consider and be aware of the following:

- We are not accepting applications for parklets, plazas, bike racks or bike corrals. All parklet, plaza, and bike corral or parking proposals will be directed to LADOT.
- We are also not accepting applications for the maintenance of existing infrastructure or to install banners.
- Great Streets is working separately on a program to maintain and repair existing street infrastructure. As such, we will not be accepting applications for repairs to existing street infrastructure.
- Consider community dynamics and local history in your area.
- For almost all projects, appropriate traffic control measures must be implemented during the project. The city will assist in reviewing any necessary traffic plans to assess feasibility.

“THE DESIRE FOR COMMUNITY IS A CONSTANT OF HUMAN NATURE.”

- STEPHEN PRICE

OTHER CONSIDERATIONS

- Street painting projects proposed on streets will require a thorough review process.
- Projects in alleys will need to ensure adequate space for garbage and recycling pickup.
- Furniture on the sidewalks of streets will need to apply for appropriate permitting.
- Due to time required and difficulty in coordination, we do not recommend that applicants incorporate utilities and rail lines into their proposals.
- All mural and public art projects will require approval from the Department of Cultural Affairs.
- Applicants are responsible for any maintenance required during project's display. This includes removing any graffiti and/or vandalism should it occur.
- Consider what happens at the end of the project. How will the project be un-installed? Will it be adopted by your group or some other organization? Who will maintain the project?



Awning art on Reseda Blvd.
Photo by: LA Mas

HELPFUL LINKS

FUNDRAISING RESOURCES

Examples of successful fundraising campaigns from ioby.org

The Hampline

<https://www.ioby.org/blog/case-study-the-hampline>

Walk This Way, L.A.

<https://www.ioby.org/project/walk-way-la>

<https://www.ioby.org/blog/awesome-project-walk-this-way-l-a>

Jefferson Park

<https://www.ioby.org/project/great-paths-boulevard-jefferson-park>



Walk this Way Campaign
Source: Los Angeles Walks

HELPFUL LINKS

CREATIVE RESOURCES

Artscape DIY: Creative Placemaking

<http://www.artscapediy.org/Creative-Placemaking/Approaches-to-Creative-Placemaking.aspx>

Build a Better Block

<http://www.betterblock.org/how-to-build-a-better-block/>

The Knight Foundation: Creative Placemaking

<http://www.knightfoundation.org/blogs/knightblog/2014/5/27/prototyping-festival-engages-residents-improve-public-spaces/>

The City of Adelaide Placemaking Strategy PDF

<http://www.adelaidecitycouncil.com/assets/STRATEGY-placemaking-2013-15.pdf>

El Faro Swap Meet

<http://www.nextcity.org/daily/entry/in-sprawling-los-angeles-a-swap-meet-becomes-a-communitys-cbd>

Placemaking Chicago Guide

<http://www.placemakingchicago.com/guide/>

Old Place New Tricks Blog

<http://www.oldplacenewtricks.com/>

Pop-Up City Blog

<http://www.popupcity.net/turning-public-space-into-a-nightclub/>

HELPFUL LINKS

Denver PS You Are Here Grant

<http://artsandvenuesdenver.com/create-denver/psyah/>

Project for Public Space

<http://www.pps.org/>

DEPARTMENTS

LA Mayor's Website

<http://www.lamayor.org/>

LA City Website

<http://www.lacity.org/>

LA Department of City Planning

<http://cityplanning.lacity.org/>

LA Department of Cultural Affairs

<http://www.culturela.org/>

LA Department of Transportation

<http://ladot.lacity.org/index.htm>

City of Los Angeles Open Data Portal

<https://data.lacity.org/>

HELPFUL LINKS

MAPS

LA Bureau of Engineering Interactive Map

<http://navigatela.lacity.org/navigatela/>

Web-based mapping application that delivers maps and reports based on data supplied by various City departments. Among some of the reports available are: Bureau of Engineering Parcel Report, Building and Safety Parcel Report, and County Assessor Parcel Report.

LA Department of City Planning Interactive Map

<http://zimas.lacity.org/>

Web-based mapping application that based on data supplied by the department of city planning, with more detailed information on parcels, land uses, community plans, and permitting.

LA City Planning Mobility Map Atlas

https://losangeles2b.files.wordpress.com/2014/11/updated-map-atlas_nov-2014.pdf

LA Neighborhood Councils

<http://empowerla.org/councils/>

HELPFUL LINKS

PERMITTING, DESIGN MANUALS, AND OTHERS

LA City Planning Complete Streets Guide

<https://losangeles2b.files.wordpress.com/2012/12/complete-street-design-guide-nov-20144.pdf>

LA DOT Strategic Plan

http://www.ladot.lacity.org/stellent/groups/Departments/@LADOT_Contributor/documents/Contributor_Web_Content/LACITYP_029076.pdf

LA City Planning Bike Plan

http://planning.lacity.org/cwd/gnlpln/transelt/NewBikePlan/TOC_BicyclePlan.htm

LA Urban Design Studio Walkability Checklist

<http://urbandesignla.com/resources/LAWalkabilityChecklist.php>

LA County Living Streets Manual

<http://www.modelstreetdesignmanual.com/index.html>

LA City Planning Mobility Element

https://losangeles2b.files.wordpress.com/2014/11/updated-mobility-plan-2035_nov-2014.pdf

LADOT People Street Program

<http://peoplest.lacity.org/>

LADOT People Street Evaluation Manual

http://peoplest.lacity.org/wp-content/uploads/2014/11/People_St_Project_Evaluation_Manual_v1.1.pdf

FREQUENTLY ASKED QUESTIONS

Q: Why are you launching this grant program?

A: Mayor Garcetti created the Great Streets Initiative as a partnership with community members to better design and use our city streets as vibrant public gathering spaces. The people who use our streets every day understand neighborhood needs better than anyone. This grant program will empower community stakeholders to design, implement, and evaluate projects for their own streets.

These community-led projects will also help inform potential long-term capital investments planned by the City. For any city project, community outreach is critical to implementation. By measuring and evaluating projects that are vetted by community members up front, we will have a better understanding of how to design successful long term investments tailored to each street.

Q: Where does funding for the Challenge Grant come from?

A: Funding for the Challenge Grant comes from LADOT's Measure R Advanced Planning Funds and from the 2014-2015 General Fund allocation for Mayor Garcetti's Great Streets Initiative.

Q: How was this program developed?

A: The Great Streets Initiative pulled together City staff, technical experts, and community partners to design and develop the Great Streets Challenge Grant. The goal was to create a program that empowers communities to propose innovative and creative projects for their own streets. This team of experts helped envision a program that provides flexibility for project development, while also requiring evaluation to measure the success & long term feasibility of projects implementation.

Q: Do you have specific examples of projects that you are hoping to fund?

A: Please refer to the Helpful Links section of this tool kit on pages Pages 16 and 17 for examples of the kinds of projects that we look to fund. You will notice that the project examples listed are diverse, innovative, and creative. Overall, we are looking for projects that fundamentally re-imagine the street as a vibrant public place.

Q: How will you be selecting recipients of the Challenge Grant?

A: The Great Streets team has assembled a team of technical experts, including our partners at ioby.org, to review applications. Applications will be evaluated using following criteria:

- 20% COMMUNITY ENGAGEMENT
- 20% CREATIVITY & INNOVATION
- 20% EVALUATION & DATA COLLECTION
- 15% LONG TERM IMPACTS
- 25% ORGANIZATIONAL CAPACITY

Please see the Challenge Grant Application Manual, Page 12, for more information.

Q: What is the expected duration of a project?

A: This is entirely up to you. Awarded recipients will have six months to complete their projects. Some projects might take place during one day, during one weekend, or during one month. Keep in mind, the longer your project lasts, the more expensive the project becomes. Please be sure to factor the duration into your proposed project budget.

Q: Who is eligible to participate?

A: Applicants from across the country are able to participate. The following organizations and entities are specifically called out in the application manual:

- Community-Based Organizations
- Non-Profit Organizations
- Schools and Universities
- Business Improvement Districts
- Chambers of Commerce
- Business Owners
- Property Owners

Other non-traditional partners will be considered on a case-by-case basis. Please note that we are not limiting applicants to organizations that exist within the City of Los Angeles or along a specific Great Street corridor. Given that community engagement will be weighed heavily in the selection criteria, we encourage any organization that has the capacity to deliver a project of this scope to consider applying.

(answer continued on next page)

As with many City of Los Angeles grant programs, we require that all grant recipients have General Liability Insurance in order to be eligible for projects.

Additionally, if the applicant is not a 501(c)3 organization (like a local business or for-profit consultant), there will be a required 5% fiscal sponsorship for tax-purposes assessed on all fundraising activity. This should be factored into the project budget.

Q: Why are Neighborhood Councils ineligible to apply?

A: Unfortunately, Neighborhood Councils are not covered by General Liability Insurance and are, therefore, ineligible to apply. We do, however, strongly encourage applicants to discuss their ideas and consider partnering with their local Neighborhood Councils before applying. We also encourage Neighborhood Councils to work with eligible organizations on a project idea of their own.

Q: Can a proposal be made for any street in the City of Los Angeles?

A: No. Projects must be located on a designated Great Street. Refer to Page 7 of this toolkit for a list of corridors that are eligible.

Q: The Challenge Grant Application Manual specifies that I must propose a project on a Great Streets segment. Can I propose a project on a piece of private property that faces the Great Street segment or must the project be in the public right of way?

A: You may propose a project on private property. You, the applicant, are responsible for receiving consent from the owner of the private property. You are also responsible for articulating in your application exactly how your project will benefit the community, and not just the private property owner.

Since your project will take place primarily on private property, your proposal must clearly demonstrate exactly how a project on private property can re-imagine the street as a vibrant public place. These are not necessarily opposing characteristics. But you must make the connection in your application.

Q: Are the projects required to be permanent or temporary activations?

A: Projects are not required to be permanent. In fact, we encourage temporary projects! If applicants are proposing permanent changes to public spaces, projects are subject to all city regulations, fees, and policies. Please see the "Other Considerations" section on Pages 14-15 for more information on these requirements.

Projects will also be subject to a feasibility analysis by city staff to determine whether the application will comply with existing city policies.

Q: Can applicants tie in the Challenge Grant with LADOT projects (i.e. Parklets and Plazas, Bicycle Corrals, etc.)?

A: No. If you are interested in applying for Parklets, Plazas, or Bike Corrals, please visit LADOT's People St Website at <http://peoplest.lacity.org/>.

While the Great Streets Initiative works closely with the People St program, the Challenge Grant is a separate effort.

Q: What are the list of items, important deadlines and schedule of requirements required for my application?

A: The list of required items that proposals will be evaluated by are included in the Application Criteria section of the Challenge Grant Manual on Page 12. Applications are due June 30th, 2015.

Award recipients will be notified of selection by July 13th, 2015. Refer to the Timeline on Page 16 in the Challenge Grant Manual for a detailed schedule of requirements.

Q: What is the estimated project budget?

A: Project budgets will range depending on the size, scope, and duration of any proposal. Careful thought should be given to the exact dollar amount needed for a project, as this will impact the required fundraising activity for the community partner.

Grant recipients will initially be awarded \$10,000 for their projects and then work with our crowd-resourcing partner ioby.org to raise additional funds. For every additional dollar raised, the Great Streets Challenge Grant Program will match those funds dollar for dollar, up to an additional \$10,000, for a total of \$20,000 in city funds.

For example, if an awarded project identifies a total budget of \$25,000 needed for implementation, they would receive the guaranteed \$10,000 up front, and would then need to fundraise \$7,500 to obtain a \$7,500 match from the City, for a total budget of \$25,000.

In another example, an awarded project could identify a budget need of \$35,000. They would similarly be guaranteed \$10,000 up front, and would need to raise \$10,000 to obtain a \$10,000 match, for a total of \$30,000. Then they would need to raise an additional \$5,000 to meet their budget needs.

Please see Pages 12-13 in this toolkit for a detailed example of these proposed budgets.

Q: Can I get an extension on the application deadline?

A: No. We will not grant any extension to apply. The application window closes at 11:59 PM on June 30th.

Q: What data/information will the City provide and when?

A: The City of Los Angeles has made shape files, data and open source mapping available to the public from almost all of our City Departments. Please see this Toolkit's "Helpful Links" section on pages 18-20 for many of these online resources. Please also see <https://data.lacity.org/> for the City's open data portal.

Q: Before applying, do I have to already have started community outreach?

A: You are not required to formally start the community outreach process before applying. We do, however, strongly encourage applicants to reach out to Neighborhood Councils, council offices, schools, and/or other non-profits & community based organizations to find project partners before applying. Organizational capacity will also be factored heavily into the evaluation. This means that applicants must demonstrate their ability to conduct community outreach.

Q: Is there a required minimum for public engagement meetings and presentations to compile additional public input?

A: There is no required minimum for public engagement meetings and presentations. We expect applicants to define what a "robust community engagement strategy" means to each applicant. And we will expect that the recipients of the Challenge Grant sufficiently employ their community engagement strategy once selected.

Community engagement strategies will account for 20% of the application criteria. Refer to Application Criteria on Page 12 of the Challenge Grant Application Manual.

Q: Is the Final Project Report (see Timeline on Page 16) expected to be a high-resolution document? Will the report exist on a City website or are the consultants required to create its own website?

A: There is no one template for the Final Project Report at this time, but any final document should be a professionally produced, well thought out evaluation of the success of a project and the potential for long term implementation. More details will be made available on Final Project Reports once recipients of the Challenge Grant have been selected.

Q: Will there be any additional documents for applicants released before June 30th?

A: Other than the Challenge Grant Manual, Toolkit and FAQs, there will be no other document released before the applicant selection is complete.

Q: If I have other questions about the application process, who do I contact?

A: Before contacting anyone, please be sure you have read the Application Manual, the Application Toolkit, and the FAQs thoroughly. The Great Streets team will also be hosting a recommended workshop on Wednesday May 27th at 6:00 pm in City Hall for interested applicants. For those that cannot attend in person, the Great Streets team will be hosting a conference call on Tuesday June 2nd at 6:00pm as well. Please RSVP at greatstreets@lacity.org with either "5/27 Workshop" or "6/2 Call" in the subject line. Following your RSVP, a team member will send all necessary details on attending both information sessions.

If you have any other questions about the application process, you may also email greatstreets@lacity.org and a team member will get back to you as soon as possible. Please do not contact the Mayor's Office or other Mayor's staff numbers before emailing greatstreets@lacity.org.

(See next page for FAQ on Matching Funds and Fundraising)

QUESTIONS ABOUT MATCHING FUNDS AND FUNDRAISING

Q: What is the fundraising process for applicants after being awarded the grant?

A: The Great Streets Challenge grant has partnered with ioby (In Our Back Yard) to assist recipients in using fundraising tools and successfully meet their project goals.

Refer to the Fundraising Process on Page 15 of the Challenge Grant Manual for more detailed information and the Timeline on Page 16 for crowd-funding training and launch.

Q: What is ioby?

A: ioby is a community of donors, volunteers and leaders dedicated to making stronger, more sustainable neighborhoods. The name is derived from the opposite of NIMBY. ioby has a mission to deepen civic engagement in cities by connecting individuals directly to community-led, neighbor-funded projects in their neighborhoods. This is primarily accomplished through our web-based crowd-resourcing platform.

Crowd-resourcing is a made-up word combining the concepts of crowd-funding (the ability to pool small donations made online to a specific cause or project) and resource organizing (a core tenet of community organizing that considers activists and advocates the best supporters to ensure financial sustainability of a cause or project). To ioby, crowd-resourcing means organizing all types of capital--financial capital, social capital, in kind donations, volunteer support, etc--from within the neighborhood where the project is taking place. Grounded in asset-based community development, ioby believes that crowd-resourcing is a powerful way to build support and ensure success of a project. ioby is an IRS-recognized 501(c)3 non-profit organization. All donations to ioby and to projects on ioby are tax deductible to the fullest extent possible.

Q: Why am I filling out my Great Streets application on ioby?

A: If you are selected to participate in the Great Streets program, your group will be asked to raise the required match amount using ioby's crowd-resourcing platform. The amount of your grant will depend on how much you're able to fundraise on ioby.

Q: What if I don't reach my goal?

A: ioby has a "Flexible Finish" policy which means that you keep what you raise. You can disburse less than or greater than your target goal. All we need is a revised budget that explains how you'll meet your project objectives with a different budget.

<http://ioby.org/flexiblefinish>

Q: Can my donors pay with Paypal or Google Wallet?

A: No. This may change, but not anytime soon.

Q: Can my donors pay with cash?

A: Sure. The best way to handle this is for them to give you cash, and for you to make a credit card donation to the project on their behalf.

Q: Can we credit existing grant money as part of the fundraised dollars?

A: Yes, you can credit existing grant money. In order to do this, you will need to work with Great Streets and ioby staff to let them know that you'll be using existing funds as part of your total budget. Please be in touch with your contacts about any existing grant money that you have before posting this grant money to ioby.org.

Q: Can my donors pay by check?

A: You have a couple of options. If you already have the checks and they are made out to you or the group, you are welcome to cash them yourself and make a donation online for the same amount. If you would like your donors to get credit, then you can sign the check over to "ioby," write "for deposit only" and send it along to ioby at 540 President Street, 3rd Floor, Brooklyn, NY 11215. You can send it to "ATTN: Brandon Whitney, Donations" to speed things along.

Be sure to put your project name in the memo line or include a note. If you're just asking (i.e. don't have checks in hand yet) then you can have them made payable to "ioby" and delivered to us at the address above. Your project name should be included in the memo line or a note should be sent along with the check. ioby will deposit the check into your account and the donor will get a letter in the mail acknowledging their gift for tax purposes.

Q: Why would I need ioby as a fiscal sponsor?

A: If you are not a 501c3 or do not have a fiscal sponsor, ioby will need to serve as your fiscal sponsor due to the tax-deductible fundraising activities that you will be executing.

Fiscal sponsorship is an arrangement in which one entity agrees to accept and manage funds for another. Within the nonprofit sector, fiscal sponsorship usually occurs when a group or an individual wishes to receive tax-exempt contributions for charitable or community-focused activities without building a full organizational infrastructure or receiving formal 501(c)3 status.

Our fiscal sponsorship is limited to the project that you have posted with ioby, and does not cover other activities or projects that your group might be undertaking or planning. In other words, our policy covers only your project with us, not your organization. Specifically, our sponsorship covers the period of time that you are doing your fundraising on ioby.org, the period of purchasing and preparations after we disburse the funds you raise, and the implementation period of your project. Upon the completion of your project, our sponsorship formally ends. This is all spelled out in the details of the Legal Agreement that ioby Leaders sign with ioby before funds are disbursed.

Q: How will fundraising dollars be disbursed?

A: When it comes time to close out your project, first you'll sign a quick Legal Agreement (don't worry, we'll walk you through it!) and then money is disbursed in one lump sum, in form of a check made directly to the ioby Leader (if ioby is serving as the fiscal sponsor for the project), or directly to the sponsoring organization (which must have 501c3 status or their own fiscal sponsor, and must provide an IRS letter to substantiate your status).

(answer continued on next page)

If the money is disbursed directly to the ioby Leader (you) then you will be responsible for sending us invoices with copies of checks and/or receipts for any purchases you make for your project.

If the money is going directly to your organization with 501c3 status or to your fiscal sponsor, then you have no further fiscal reporting requirement to ioby.

Q: Where will my donors come from?

A: We see that about 60-80% of all donations to projects come from the network of the people leading the project, and 20-40% come from the larger ioby network. We know that's a pretty big range. It has to do with the amount of donations that come in as soon as the project launches. When projects start strong (instead of languishing near zero) they tend to attract the attention of strangers.

Q: I'm scared to alienate my supporters by asking for a donation.

A: Relax! It's going to be okay. Your supporters love you and care about your work and want you to be successful. Also, they all really want you to take advantage of the challenge from the Great Streets program. The worst thing that anyone is going to say to you is "no." Get used to that word now, because it's going to happen.

On the other hand, you may also want to prepare yourself for an outpouring of warmth, support and cold hard cash. You probably already ask people to donate their time. For many people, donating \$5 is easier than giving up an hour of time.

Don't worry. We'll talk about this a lot during our first fundraising webinar.

QUESTIONS?

Please **email** greatstreets@lacity.org for any questions or concerns

Stay connected on social media:

Twitter @LAGreatStreets and #LAGreatStreets

Instagram @LAGreatStreets

Tumblr lagreatstreets.tumblr.com/

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