



CALIFORNIA STRATEGIC
GROWTH COUNCIL



Affordable Housing and Sustainable Communities (AHSC)

2015-2016 Technical Assistance Pilot Program Update
2016-2017 Outreach & Capacity Building Plan

SGC AHSC Program Staff

April 11, 2016 | Byron Sher Auditorium, CalEPA

2015-2016 Technical Assistance Pilot Program

- \$500,000 for Technical Assistance for AHSC Program
- Goal: Maximize the greenhouse gas reductions of projects located in disadvantaged communities
- TA can include, but is not limited to:
 - Greenhouse gas emissions reduction quantification and strategies,
 - Assistance with narrative writing,
 - Data analysis and mapping,
 - Project planning and management, and
 - Development of key partnerships to enhance collaboration.

Technical Assistance Providers

Providers	Region(s)
<p><u>Project Lead:</u> Estolano LeSar Perez Advisors</p> <ul style="list-style-type: none"> Local Government Commission TransForm California Coalition for Rural Housing 	Bay Area, Sacramento, San Diego
<p><u>Project Lead:</u> Southern California Association of Governments</p> <ul style="list-style-type: none"> Estolano LeSar Perez Advisors Climate Resolve TransForm Local Government Commission 	Southern California
<p><u>Project Lead:</u> San Joaquin Council of Governments</p> <ul style="list-style-type: none"> Fresno Council of Governments Kern Council of Governments Merced County Association of Governments Tulare County Association of Governments California Coalition for Rural Housing Fresno State Office of Community & Economic Development Sigala Inc. San Joaquin Valley Air Pollution Control District 	San Joaquin Valley



Initial Results from Concept Phase

Region Served	# Submitted/Eligible Concepts*
Southern California	5/29
Sacramento	2/5
San Diego	2/4
San Joaquin Valley	11/12
Bay Area	10/12
TOTAL	30/62

*Corrected from Staff Report

Initial Results from Concept Phase

62 Eligible TA Recipients

55 Responded to Initial Contact

17 Not Moving Forward - Focusing Energy on One Project or Next Year

4 Ineligible Projects – Wrong Program or Not Able to Meet Thresholds

2 Decline TA – Lack of Political Support

2 Receiving TA from other entities

30 Concept Proposals Submitted with Pilot TA Program Support



Next Steps & Evaluation

1. Survey Evaluation to TA Providers & TA Recipients

- Assessing knowledge and expertise of each TA Team
- How far does direct application assistance go in encouraging DACs to apply?
- How effective was your TA Team?
- Suggestions on overall structure of program

2. Full Application TA

- Ongoing coordination with TA Providers to prepare Full Applications

3. Using Lessons Learned for Capacity Building Activities

- Revised Scope of Work
- Looking towards next year

Outreach & Capacity Building Principles

- Support community vision for improved connectivity and sustainability, with AHSC being an important tool to furthering these goals.
- Committed to statewide equity and a prioritization of CalEnviroScreen-defined Disadvantaged Communities.
- Approach to outreach and capacity building is rooted in close collaboration with government entities and community groups and coalitions. As such, SGC will adapt and play most appropriate role in particular geographies and regions.
- Dedicated to feedback process, including: listening to stakeholders regarding the AHSC program, incorporating feedback, and aligning with other GGRF programs.

Outreach & Capacity Building Strategies

1. **Groundwork: Initial Orientation & Capacity Building** - *April – July 2016*

Goal: creating appropriate environment and conditions for AHSC projects to be realized

2. **Community-Based Outreach** - *Ongoing*

Goal: engage DAC stakeholders on State planning and climate goals and GGRF opportunities, with a focus on AHSC

3. **AHSC Project Development** - *August 2016 – March 2017*

Goal: provide appropriate guidance, resources and assistance for communities interested in applying for AHSC funds

4. **Evaluation and Outreach Strategy Improvement** - *October – November 2016*

Goal: solicit feedback from a variety of AHSC stakeholder to improve outreach strategies

Outreach & Capacity Building Strategies

Groundwork: Initial Orientation & Capacity Building

May – August 2016

Key Tasks:

- Workshops and Roundtables to introduce AHSC Program & Goals
- Assess Barriers: Identify Resource Gaps & Obstacles to Implementation
- Facilitate Solutions: Foster connections to peers, coalitions, and/or government entities to assist in identified gaps and barriers

Outreach & Capacity Building Strategies

Community-Based Outreach

Ongoing

Key Tasks:

- Community Meetings with DAC Liaisons regarding GGRF opportunities for households in Disadvantaged Communities
- Presentations at events with local community-based organizations
- Engage DAC residents in understanding local processes leading to AHSC projects



Outreach & Capacity Building Strategies

AHSC Project Development

August 2016 – March 2017

Key Tasks:

- AHSC Project Conceptualization Workshops
- Webinar Series: Specific Topic Area Trainings
- Pipeline and Long-Term Strategy Development

Outreach & Capacity Building Strategies

Evaluation and Outreach Strategy Improvement

October – December 2016

Key Tasks:

- Listening Sessions: How can events and materials better prepare applicants?
- Survey Analysis
- Direct Regional Outreach: One-on-one meetings where we see gaps in applications

Proposed Outreach & Educational Materials

- **Case Studies:** Policy & Planning Foundations for Successful AHSC Projects
- **AHSC Outreach Survey Toolkit:** Create survey instruments to be used at key points in outreach to assess effectiveness and track potential AHSC applicants and partners
- **2017 AHSC Planning Guide:** Outline of key milestones and thresholds, and provide thorough guidance on how to effectively put together an AHSC application
- **Key Topic Webinar/Workshop Series (tentative)**
 - Demystifying the AHSC Greenhouse Gas Reduction Quantification Methodology: CalEEMod & TAC Methods Training
 - Transit and Active Transportation Planning
 - Navigating Partnerships
 - Ensuring Project Readiness
 - FFAST & Application Workbook Walk Through



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