

California Strategic Growth Council

OUTREACH

March 3, 2014

Sustainable Communities Planning Grants

COUNCIL GOALS FOR OUTREACH PROJECTS

- Assist local governments and regional agencies
- Coordinate State agency activities
- Identify needed resources
- Advance the State’s planning priorities
- Leverage and rely on SGC’s multi-agency structure
- Create the potential for significant positive impact

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STAFF RECOMMENDATION

Request the Council authorize the staff to expend funds for two priority outreach projects:

- **SGC Funded Planning Efforts: Understanding Approaches and Best Practices for Successful Implementation- \$50,000**
 - Understand the status of projects and implementation progress for select Round 1 Grantees
 - Identify common themes and best practices in local progress toward implementation, including barriers, champions, and actions that influence implementation
 - Provide recommendations to SGC for local coordination and state actions that can address barriers
 - Develop recommendations for mechanisms in future State funding programs to incentivize planning with the goal of near-term implementation.
- **Funding Wizard on CoolCalifornia.org – Phase 3 - \$50,0000**
 - Engagement, Training, and Outreach
 - Tool Development – Enhance User Experience
 - Expand Analytics and Metrics

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ITEM 8.1

SGC FUNDED PLANNING EFFORTS: UNDERSTANDING APPROACHES AND BEST PRACTICES FOR SUCCESSFUL IMPLEMENTATION

- **PURPOSE**
Understanding the implementation trajectory for Round 1 SGC-funded Specific and Corridor Plans.
- **PROCESS**
Survey and interview process with grantees to learn about the challenges, opportunities, and expected actions resulting from plans.
- **OUTCOMES**
Suggested policies and best practices for technical assistance, and recommendations for local and state government actions to support plan implementation and for developing informing funding programs.

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SGC FUNDED PLANNING EFFORTS: UNDERSTANDING APPROACHES AND BEST PRACTICES FOR SUCCESSFUL IMPLEMENTATION

IDENTIFYING OUTCOMES:

- How the plans will come to fruition
- Expected timeframes for development and construction
- Challenges that need to be addressed in the ‘implementation’ of planned development
- People or polices that support and promote planned development
- Local and state government actions that can reduce challenges and support implementation efforts

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The Funding Wizard

on
CoolCalifornia.org

STRATEGIC GROWTH COUNCIL MEETING

MARCH 3, 2014

PRESENTED BY:

DANA PAPKE WATERS
CALIFORNIA AIR RESOURCES BOARD

Funding Wizard Accomplishments

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- Public clearinghouse of financial incentives
 - 1,400 listings on average
- Phase 1 Launch in 2011
 - Focus on climate change
 - 9% of Site Views
- Phase 2 Kick Off in 2012
 - Expanded focus to sustainable communities
- Current Tally in 2013
 - 22% of Site Views
- 2nd most popular tool on CoolCalifornia.org



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Purpose of Phase 3 Funding Wizard

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Requested Amount: **\$50,000**

- 1) Engagement, Training, and Outreach
- 2) Tool Development – Enhance User Experience
- 3) Expand Analytics and Metrics



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Outcomes Funding Wizard Phase 3

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- 1) Better coordinate State grants for planning and implementation of sustainable communities
 - Improved interaction and increased use by SGC agencies
- 2) Measure success of outreach and training
 - Track how people are using the tool
 - Number of users interested in SGC member agency grants
- 3) Further enhance and promote the tool
 - Distribution of information can help implement planning grants

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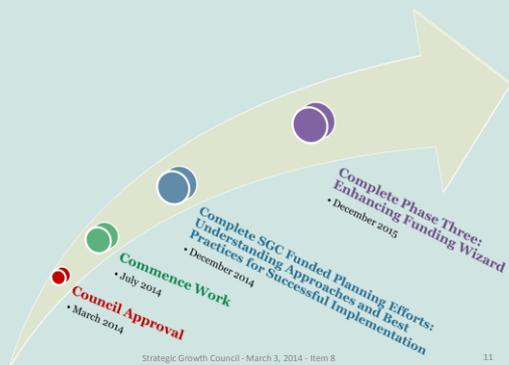
Thank You

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PROPOSED PROJECT TIMELINE



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