

2020 ROUND EQUITABLE DEVELOPMENT FUND GUIDELINES



Seattle Office of Planning
& Community Development
Equitable Development Initiative

ABOUT THE EQUITABLE DEVELOPMENT INITIATIVE FUND

The City's purpose for the [Equitable Development Initiative](#) (EDI) fund is to support projects that address displacement and lack of access to opportunity for historically marginalized communities in Seattle. Successful projects will be those that best articulate a connection between their organization and the ability to impact the Equity Drivers identified in the [Implementation Plan](#). **The focus of the 2020 Funding Round will be immediate one-time support to communities disproportionately impacted by Covid-19.**

EDI ORIGIN STORY

The EDI was envisioned by community organizations as a response to the displacement pressures and historical lack of investment that has occurred in communities of color in Seattle. The Seattle 2035 Comprehensive Plan policies emphasize equity of opportunity across the city. However, displacement pressures continue to increase, and communities need additional tools to stabilize existing communities and neighborhoods.

The Office of Planning and Community Development (OPCD) and the Seattle Office for Civil Rights (SOCR) brought together and supported the Race and Social Equity Task Force in 2015. The Task Force included community leaders from three neighborhoods experiencing very high risk of displacement: The Central Area, Chinatown/International District, and Southeast Seattle. The Race and Social Equity Task Force has collectively provided their expertise to help shape the Comprehensive Plan, Growth Strategy, Equitable Development Implementation Plan and advocated for the EDI fund through the Equitable Development Financial Investment Strategies. They are now represented on the Equitable Development Interim Advisory Board, are involved with the Annual Equitable Development Monitoring Report, and with the implementation of the Equitable Development Projects. The projects have been identified to decrease risk of displacement and increase access to opportunity to improve racial equity and create a city in which everyone can thrive regardless of race or means.

City Council adopted the [Equitable Development Implementation Plan](#) and the [Equitable Development Financial Investment Strategies](#) as part of an effort to directly resource the mitigation strategies of the Comprehensive Plan. These documents outline EDI interventions that should be targeted towards six Equity Drivers combined to create broad anti-displacement strategies.

EDI FUNDING

The 2020 City of Seattle budget made available up to \$5.89 million from the EDI Fund for qualifying organizations. Funding will be allocated to both existing EDI projects as well as new organizations within the following allocations:

- \$3.665 million to maintain multi-year capacity-building support for existing projects to maintain existing levels of support and time-sensitive capital requests.
- \$1.75 million to invest in new partnerships meeting the 2020 RFP criteria
- \$250,000 to partner with the Office of Sustainability and Environment's [Environmental Justice Fund](#)
- \$225,000 will support communities, artists and creatives facing the impacts of the COVID-19 pandemic, economic insecurity and other inequities through mini grants distributed by Seattle Together. This will be a collaboration between City Departments and community working to

build a future for Seattle where BIPOC communities feel connected, rooted, recognized, prosperous, and safe.

The EDI RFP has been developed in consultation with the EDI Interim Advisory Board. Staff would like to acknowledge the contributions of the following individuals:

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Monisha Harrell (facilitator) – Rule Seven

EDI VALUES

- **Centering communities most impacted by displacement** – We value efforts that focus decision-making processes into structures of community development with clear accountability to impacted community members.
- **Community-driven strategies** – We believe in community self-determination, influence, and leadership. We know that communities are resilient and resourceful, and that tapping into their own collective cultural cornerstones of curbing displacement is key to ownership of initiatives and projects, as well as reducing invisibility.
- **Broad-based community development** – We value organizations that reflect the complexity of community needs such as: economic development, affordable housing, cultural development, education, healthcare, food sovereignty, etc.
- **Acknowledging historic injustices** – We value efforts that are explicit about addressing systemic racism and the institutional barriers that exist for communities of color.
- **Accountability** – We support efforts which are most likely to bring improvements to the lives of those impacted by displacement and lack of opportunity. We recognize that affected communities deserve strong, accountable, accessible, transparent, and culturally appropriate solutions that include ongoing oversight of government and other entities to address the negative impacts they have experienced.
- **Leverage** – We support efforts that leverage community resources and support the existing assets available to low-income communities that are not typically recognized or valued in community development processes.
- **Flexibility and interdependence** – We strive to create processes that reduce barriers to participation while providing a fair structure for all communities seeking to participate in the EDI. We recognize that all places and people are interconnected and commit to an approach of collective impact.
- **System change** – EDI funding is intended to advance projects that re-imagine the development process in a way that prioritizes long-term benefits and capacity for community members.

Distinctive features of the EDI fund

- Funding is limited to organizations/coalitions led by impacted communities, working on advancing economic and racial equity in high risk of displacement communities.
- EDI funds are intended to be targeted towards communities that are experiencing, or are at highest risk of experiencing, displacement pressures as a result of Seattle's growth. Additionally, priority goes to communities that have historically experienced specific policies that limit the opportunity of people of color.
- We aim to distribute funds broadly among communities that are impacted by displacement and historic disinvestment.
- EDI may recommend alternative funding strategies for projects that are able to access existing resources in order to maximize the amount available to communities. EDI funds are intended to complement existing funding sources and address gaps identified by communities in the resources available to them.

Applicant Eligibility

The EDI fund is intended to support anti-displacement strategies and promote economic development opportunities by supporting community-initiated solutions that are designed and implemented by communities that are subject to displacement as the region grows. As such, the EDI fund will prioritize applicants who are best able to demonstrate a thorough organizational commitment to equitable development as both practice and outcome in the relationship between their organization and the community whose interests they seek to represent.

The EDI 2020 RFP process is adapting to the emerging needs of community organizations and will partner with organizations navigating and addressing the economic, health and displacement impacts of COVID-19. In addition to the Request for Proposals, applicants are encouraged to review the [Implementation Plan](#) for guidance on the City's priorities and vision for the EDI fund.

Applicant Minimum Criteria

Priority will be given to organizations that best meet most of the following criteria:

1. Does the applicant have 501c3 designation from the IRS?
 - a. If not, does the organization have a fiscal sponsor and does the fiscal sponsor limit sponsor fees to 10 percent of the funding award or less and have a clear strategy to support the organization's long-term capacity-building work?
 - b. OPCD may make exceptions where a for-profit organization can demonstrate extraordinary accountability to impacted communities and where requiring non-profit status or fiscal sponsorship would add unnecessary costs and inefficiency to the project.
2. The proposal must do work that primarily serves City of Seattle residents.
3. The applicant must be in good standing with any other open City of Seattle contracts, grants, and/or loans.
4. The project addresses the criteria within this RFP in a way that best aligns with the Equity Drivers from the *Implementation Plan*.
5. *Existing EDI partners are **not** eligible to apply for additional funding from the \$1.75 million available to invest in new partnerships meeting the 2020 RFP criteria.*

Equity Drivers

The City's purpose for the EDI fund is to support projects that address displacement and lack of access to opportunity for historically marginalized communities in Seattle. Successful projects will be those that best articulate a connection between their organization and the ability to impact the Equity Drivers identified in the *EDI Implementation Plan*.

Applicants should be able to explain how their project will affect the Equity Drivers as well as how they propose to monitor the project's effectiveness.

To assist applicants with interpreting the Equity Drivers, the [EDI website](#) has project summaries of several EDI projects in development.

The Equity Drivers are:

D1: Advance Economic Opportunity. Promote economic opportunities for marginalized populations and enhance community cultural anchors. Provide access to quality education, training, and living wage career path jobs.

D2: Prevent Residential, Commercial, and Community Displacement. Enact policies and programs that allow marginalized populations, businesses, and community organizations to stay in their neighborhoods.

D3: Build on Local Community Assets. Respect local community character, cultural diversity, and values. Preserve and strengthen cultural communities and build the capacity of their leaders, organizations, and coalitions to have greater self-determination.

D4: Promote Transportation Mobility and Connectivity. Prioritize investment in effective and affordable transportation that supports transit-dependent communities.

D5: Develop Healthy and Safe Neighborhoods. Create neighborhoods that enhance community health through access to public amenities, healthy, affordable, and culturally relevant food, and safe environments for everyone.

D6: Equitable Access to All Neighborhoods. Leverage private developments to fill gaps in amenities, expand the supply and variety of housing and employment choices, and create equitable access to neighborhoods with a high access to opportunity.

Funds Available

The Equitable Development Initiative is making up to \$1.75 million available through this RFP. Other EDI Funds from the 2020 budget will be deployed through alternative processes such as: Seattle Together Interdepartmental sub-group, the OSE Environmental Justice Fund, and a separate review process for existing partner organizations.

Organizations are expected to contract by the end of 2020 and fully spend their funding by December 2021. OPCD may extend contracts at its sole discretion.

Note: EDI awards are not contracts. Successful applications will still need to negotiate specific contracts with OPCD before City funds will be expended.

For Current EDI Partner Organizations

- Existing EDI projects should contact Bo Zhang at boting.zhang@seattle.gov to discuss potential funding needs for 2020-2021. This funding is intended to help projects continue to move through the development process and overcome specific hurdles to remain on schedule.
- Current partner organizations/projects **may not** apply for additional funding through this RFP.

For New EDI Organizations

- Organizations can apply for awards from one or all of the funding priorities. Each award is up to \$50,000. The priority areas are:
 - o BIPOC Social Infrastructure
 - o Covid-19 Crisis Response
 - o Economic Recovery/Preventing Disaster Gentrification
- Organizations may also apply to OSE for their [Environmental Justice grants](#)

BIPOC Infrastructure

This priority is intended to support organizations that are exploring alternative models of social service delivery that are intended to be built around grassroots assets and governance. This can also include supporting existing organizations to develop new programs or leadership to address unmet needs in community.

EDI reviewers will attempt to select a balance of projects that are ready to pilot and those that are intended to start conversations within community about needs and possible solutions.

Priority will be given to proposals that build on existing community assets, leadership, and experiences and those that directly connect to liberation movements that actively seek to dismantle systemic and institutional racism.

Covid-19 Crisis Response and Recovery

This funding is intended to provide support for people impacted by Covid-19 and/or community based efforts that demonstrate deep BIPOC community leadership and efforts focused on organizing against recent racialized inequities and specific impacts/needs related to Black Lives Matter organizing within historically discriminated against communities

Focus can be on health, displacement, economic, and/or social impacts. The EDI Fund will attempt to identify proposals that complement existing resources primarily by filling gaps that are missing in community.

This funding is not intended to replace existing funding opportunities and organizations nor create unnecessary competition for providing services between organizations operating within overlapping geographies or communities.

Because this is direct support, applicants may choose to provide direct support to community members if clear resource gaps exist and/or to support infrastructure needed to maintain or grow existing support systems to be able to better serve community members.

Economic Recovery/Disaster Gentrification

This funding is intended to support community organizations develop strategies for utilizing future reinvestment and rebuilding resources as well as how to identify and prioritize community institutions that are in danger of economic displacement and predatory investments during the recession. Ideas should be able to show that the strategies proposed are intended to increase community wealth and assets.

Prioritization will be given to projects that either propose advance community-led strategies. Because this is one-time funding, applicants do not need to have identified specific properties or projects to apply.

An additional focus will be on helping community organizations develop plans that will help direct future state and federal recovery dollars towards community-based projects and priorities.

Eligible Uses

EDI funds are public dollars and have certain restrictions including but not limited to: prohibition on lobbying and requirements to provide public benefits. The EDI Fund strives to contract in ways that allow our partners to operate most efficiently but applications should direct questions to EDI staff about potential eligibility issues prior to submitting the application.

Capacity-building/Planning:

Capacity-building funds are intended to help partner organizations deliver successful outcomes. Funding agreements will require that awardees demonstrate specific deliverables and benchmarks that show how the additional capacity will be able to assist them in delivering the proposed outcomes of the EDI project. EDI staff will negotiate contract specifics with awardees based on the particular needs of the organization.

Organizations are strongly encouraged to include coalition partners in the uses of funds.

Planning funds are to support community conversations and social/civic infrastructure development needed to create and/or expand new community-based programs. Examples can include using funds for program design and development, leadership development, community organizing and engagement, project scoping, etc.

Direct Community Support:

Applicants may use EDI funds to directly support community members adversely impacted by Covid-19 and/or specific impacts/needs related to Black Lives Matter organizing within historically discriminated against communities. Applicants awarded funding to provide community support will be asked during contracting to detail what mechanisms will be used to ensure funding is received by impacted community members.

Underwriting Restrictions

1. Multiple applicants may apply for the same geography, but EDI staff may work with applicants to match-make organizations that share interests and priorities.
2. Awards not spent within a 1-year period will be re-evaluated to determine whether the award should remain active.
3. EDI staff will coordinate with other public funders to ensure that proposals are not seeking duplicative funding for the same deliverables.

4. Approvals and final contracts may include conditions on funding to ensure the project meets legal requirements and adequately addresses potential risks to public funds.
5. Contracts may impose restrictions on consultant expenses in cases where the applicant may be over-reliant over a long period on outside expertise.
6. EDI staff may collaborate with other funding agencies to identify alternative sources where there is a path for project success that does not rely on EDI funds.
7. The EDI staff will convene a committee of community-based reviewers without conflicts of interest in any of the proposed projects to review the applications and make recommendations to the City to ensure community voice is included in the interpretation of the EDI goals and policies.

EDI Fund 2020 Round Timeline

1. OUTREACH: **ONGOING**

- EDI staff will conduct outreach meetings in partnership with the Department of Neighborhoods to communities identified by the Comprehensive Plan as most at risk of displacement.

2. REQUEST FOR PROPOSALS IS RELEASED: **AUGUST 31, 2020**

- Staff send out RFP to EDI's distributions lists and networks and begin fielding questions from potential applicants.

Please visit the [EDI website](#) to sign up for webinars related to the funding if you have questions about the application process.

The first webinar is schedule for **September 2, at noon** via the following [link](#)

The other meetings are tentatively scheduled for:

September 7th – 7am

September 10th – 7pm

September 17th – 3pm

3. APPLICATIONS ARE DUE: **SEPTEMBER 23, 2020**

- All applications are received by 9 a.m. Late submissions will not be accepted without pre-approval in writing from EDI staff.

4. REVIEW COMMITTEE RECOMMENDATIONS: **OCTOBER 19, 2020**

5. FINAL DECISIONS: **NOVEMBER 2020**

6. CONTRACTS: **NOVEMBER-DECEMBER 2020**

- EDI staff negotiates final scopes of work and contract deliverables with applicants.

7. EVALUATION: ONGOING

- EDI fund awardees will work on their projects with support from the EDI project manager.

Application Review

Projects that best meet the objectives of the Equitable Development Implementation Plan will be prioritized. Applications will be reviewed based on scoring system pioneered by the work of Social Justice Fund NW, but adapted for this EDI funding process. The scoring system, described below, includes questions in each section intended to help guide responses. Applicants are encouraged to review the questions as well as the *Implementation Plan* for guidance.

Applications will be reviewed in two steps phases:

- 1) **Phase 1:** Applicants will submit the application and the proposals will be reviewed by a panel of content experts selected from communities disproportionately impacted by displacement. The panels will be convened following submission of the application to screen out conflicts of interest. The panel will make recommendations on awards for each priority area.
- 2) **Phase 2:** Members of all the panels will convene as a full group to make final selections. This will ensure that applicants have the ability to apply for multiple priority areas while balancing race and social equity considerations and the need for distribution of resources in multiple geographies and communities.

Scoring System

1. Equity Drivers – Threshold Criteria

Overall Question: Will the proposed work meaningfully address displacement pressure or opportunity gaps in the community?

STRONG (deserves high score)		WEAK (deserves low score)
Does the proposal show a clear connection between the project and Equity Drivers from the EDI Implementation Plan?	...or...	Does the proposal have a limited logical connection to EDI Implementation Plan?
Does the proposal describe measurable outcomes that it aims to influence to advance EDI drivers?	...or...	Does the proposal lack a vision for how effectiveness would be viewed?
Is the proposal at a sufficient scale to be able to address the community need?	...or...	Does the proposal not have a way to scale to the point where there would be significant benefit to the community?
Does the project represent a substantial effort to address three Equity Drivers equally?	...or...	Is the project mostly about one Equity Driver with others thrown in to comply with the application rules?
Do the proposed Equity Drivers clearly align with needs in the community?	...or...	Are the proposed Equity Drivers driven primarily by an organization's existing programs?

2. Depth of Relationship – Threshold Criteria

Does the proposal:

- 1) Come from communities that are in high risk displacement neighborhoods?
- 2) Include community members in the decision-making leadership of the organization?
- 3) Derive from an established, accountable, and inclusive community process?

STRONG (deserves high score)		WEAK (deserves low score)
Does the leadership (Board and Executives) of the applicant reflect the community being served?	...Or...	Is there significant disparity between the organization's staff and the community?
Does the organization have governance documents that focus on anti-displacement or community-development work?	...Or...	Is this proposal a significant departure from the organization's founding mission and purpose?
Does the organization have a history of building neighborhood or community capacity generally?	...Or...	Does the organization primarily build programs capacity internally?
Does the organization have a history of work within the community?	...Or...	Is this the first time the organization has proposed to work with this particular community?
Is the proposal the result of previous community efforts?	...Or...	Was the proposal developed solely in the context of the EDI funding round?
Does the total proposal budget adequately resource all partners in the proposal?	...Or...	Does the collaboration rely on the unreimbursed work of partner organizations?
Has the organization itself experienced displacement pressures?	...Or...	Is the organization stable in both geographic and financial circumstances?
The proposal contains a clear description of how the project will be accountable to community members.	...Or...	There is no formal structure for feedback or accountability within the proposal.
Does the organization demonstrate clear reasoning as to why they are leading the work?	...Or...	Are there other organizations in the area that would potentially do a better job as the project sponsor?

3. BIPOC Social Infrastructure

STRONG (deserves high score)		WEAK (deserves low score)
Does the organization center BIPOC leadership in decision-making and strategy?	...Or...	Is the proposal designed without a lens towards addressing institutional and structural racism?
Does the proposal adequately address intersectionality in program design and targeting?	...Or...	Is the proposal silent on the needs of marginalized members within the target population?
Are the services proposed needed within the community?	...Or...	Are the needs the project will meet theoretical?
Will the plan lead to greater ability for BIPOC communities to lead and direct the social services offered in their communities?	...Or...	Does the proposal not provide a pathway for BIPOC leadership in community?

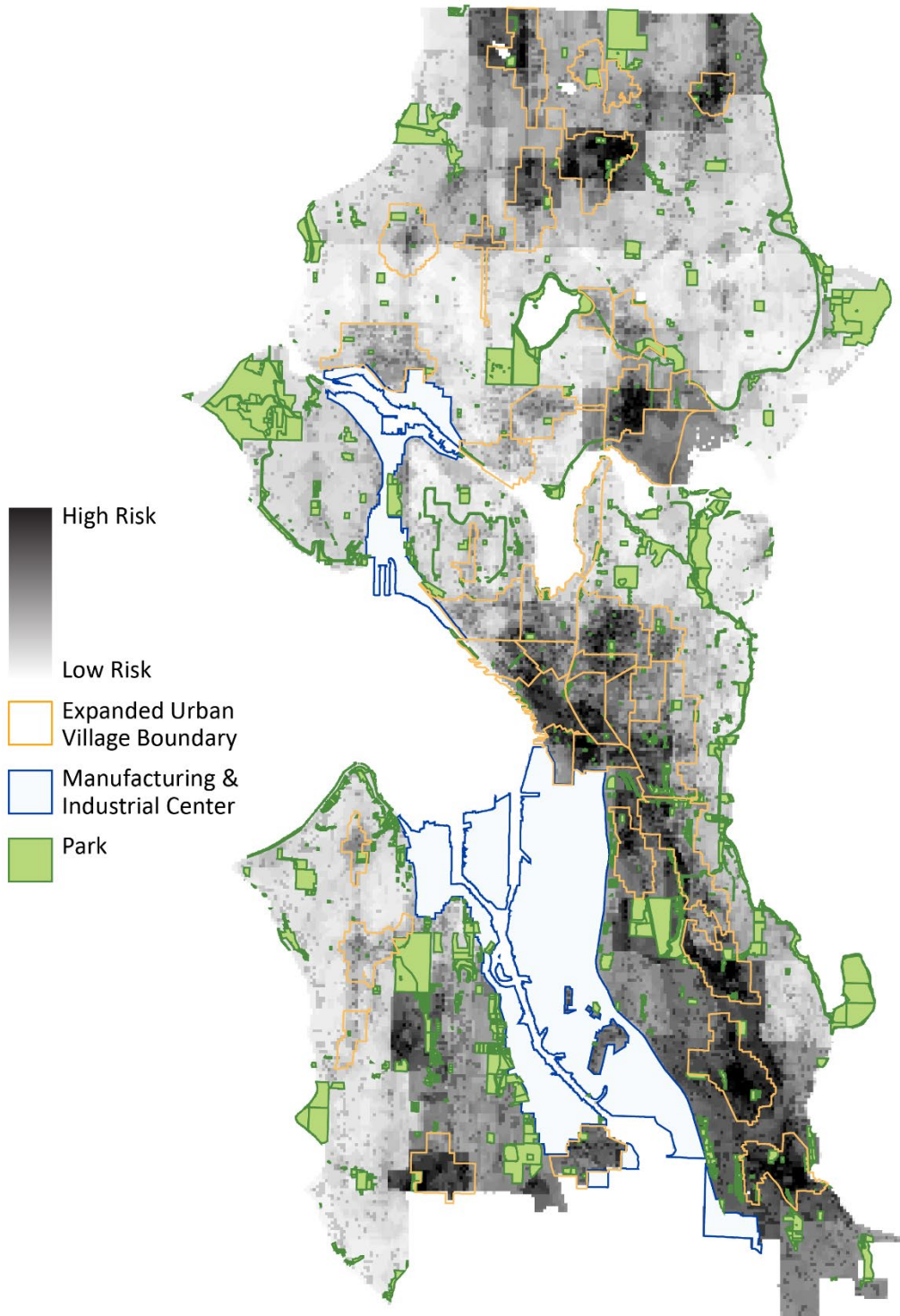
4. Covid-19 Crisis Response and Recovery

STRONG (deserves high score)		WEAK (deserves low score)
Does the project Provide direct support to impacted community members?	...Or...	Does the project only indirectly support community members?
Does the project invest in long-term resilience?	...Or...	Does the project not create opportunities for future support?
Does the proposal meet a need that is not being adequately addressed by other funders?	...Or...	Does the project duplicate existing efforts?
Does the proposal maintain or enhance the ability of the organization to provide stable services to the community?	...Or...	Does the proposal not articulate how the funding will help meaningfully weather the crisis?

5. Economic Recovery/Disaster Gentrification

STRONG (deserves high score)		WEAK (deserves low score)
Does the project strategize around high-risk of displacement areas?	...Or...	Does the project not target high-risk neighborhoods?
Does the proposal further the goals of community ownership of land?	...Or...	Does the proposal not bring land into community control?
Does the proposal outline a strategy for building community wealth?	...Or...	Does the project not articulate an approach to reducing racialized wealth gaps?
Does the proposal increase the neighborhoods opportunities for future community-directed investment?	...Or...	The project does not connect to a strategy for help direct future investments.

Displacement Risk Index



Access to Opportunity Index

