

# MTC's Community Action Resource and Empowerment (CARE) Program

## Power-Building and Engagement Program (Category 3: Cycle 1)

Policy Advisory Council  
*Equity and Access Subcommittee*

March 22, 2024



METROPOLITAN  
TRANSPORTATION  
COMMISSION

# Today's Focus

Category 3: Cycle 1 —  
**Power-Building  
and Engagement  
Program**



Category 1  
**Project  
Development**

Category 2  
**Participatory  
Budgeting**

Category 3  
**Power-Building  
& Engagement**

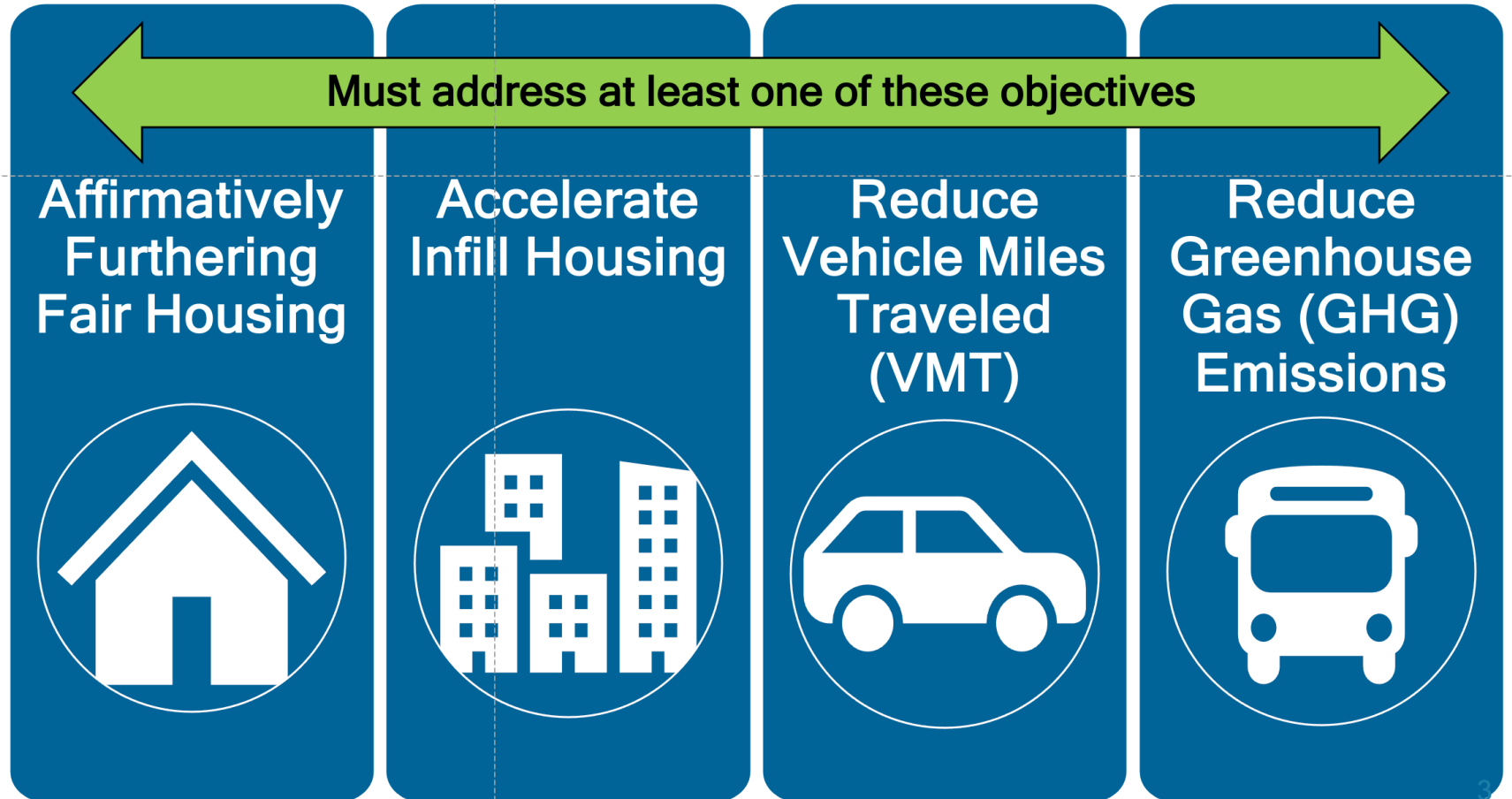
# CARE Overview and Funding Objectives

This competitive program is anticipated to include up to a total of \$21.5M through OBAG 3 (\$13.5M of which \$1.5M in local funds) and REAP 2.0 (\$8M – pending approval).

Projects must support implementation of **Community Based Transportation Plans** or **Coordinated Plan** AND



Support Implementation of Community Based Transportation Plans or Coordinated Plan



# CARE Funding Categories



## Project Development to Advance Community Based Transportation Plan Project(s)

Category 1 – *Pending REAP 2*

- **Advancing a CBTP concept to a fundable, viable project**
- **Technical Assistance for Project Development (i.e. preliminary engineering, environmental work)**



## Implementation of High-Priority Neighborhood Project(s)

Category 2 – *Pending REAP 2*

- **Utilizing a Participatory Budgeting Process or similar robust engagement**
- **Examples: Bus stop enhancements, quick-build pedestrian/bicycle/transit improvements**



## Community Power-Building and Engagement (Pb+E)

Category 3 – *Advanced (\$1.5M)*

**“Power” is the ability to define reality for yourself and for others.**

**Technical Assistance and Capacity Building for/from/with community based organizations and local government**

***Community-level Impact Advancing Regional Goals***

# Power-Building + Engagement (Pb+E) Goals

Grow **community leadership** and **civic engagement**

Foster inclusive **multi-sector collaboration** between public agencies and community-based organizations

Enable **intersectional leadership** to **implement projects** impacting mobility and community well-being

*The program recognizes community-based transportation investments as a foundational element of thriving, healthy communities.*



# Pb+E: Piloting Transformative Elements

- **Participatory Group Structure and Process (Community Advisory Working Group)**
- **Advancing capacity building, partnerships and community-led engagement** initiatives as key equity strategies
- **Developing “learning and action model options”** for flexibility

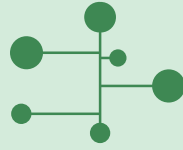
## Key Equity Strategies



# Participation Throughout the Project Lifecycle and Beyond

## Objective:

- Community = Relational + People
- Network = Transactional + Opportunities
- Addressing Inequities



## Community, CBOs & Staff

### NEW Community Advisory Working Group (CAWG)

- Inform and provide feedback

### Government

- MTC Staff
- County Transportation Agencies



## Policy

### Policy Advisory Council's Equity and Access Sub-Committee

- Advise

### Government

- County Transportation Agencies
- Metropolitan Transportation Agency (**Decision-Making Action/ Approvals**)



## Residents, CBOs & Stakeholders

### Applicants

- Input on capacity building needs and gaps

### Awardee Cohort

- Individuals/ entity receiving funds
- Kick-off launch and evaluation/ learning

# Concept for Community Advisory Working Group (CAWG)

## For Category 3: Power-Building and Engagement

- **12 individuals from local CBOs**, time-limited, non-institutional partners compensated, participants eligible to apply for Category 3 funding
- **Preference** given to CBO representatives in and/or serving **Equity Priority Communities**
- **Proposed Selection:** Mix of MTC Pb+E Program Manager and two Equity & Access Sub-Committee members





## Potential Project Type (1 of 3): Capacity Building



The process of **strengthening local coordination, leadership, knowledge, skills, expertise, and access to resources** in communities with the goal of helping to **develop or increase the ability of that community to independently compete for grants and implement projects** in the future.

- **Areas:** Education and awareness raising, trainings, skills building, community engagement, partnership development
- **Working Examples:** Participatory budgeting (Vallejo and SF), resident community planning 101 and leadership, equity key performance indicators, community and agency readiness

## Potential Project Type (2 of 3): Partnerships



**Partnership development to build mutually beneficial relationships for meaningful, inclusive collaboration** that includes outreach and education. Broad partnerships include a variety of stakeholders such as public agencies, transit operators, CBOs, residents, and underrepresented, overburdened groups.

- **Working Examples:** Mobility management workshops, means-based cross sector partnerships, youth (or other overburdened groups) safety in transit/transportation/housing.

## Potential Project Type (3 of 3): Projects



**Community engagement projects** that leverage new or existing community gathering and resources sites to implement mobility, affordability or safety strategies including but not limited to messaging, education, engagement activities, leadership development or community assessment and readiness.

- **Working Examples:** Community bicycle rides and walk audits, storytelling efforts, open streets events, mobility and safety demonstration

# Potential Learning and Action Models



## Capacity Building

### Concept:

- Increase readiness to engage community and sector partners
- Broadened access to educational resources for community partners, CBOs, local government

### Funding

- Set-Aside depending on level of need/interest



## Partnerships

### Concept:

- New collaboration of local multi-sector partners

### Funding

- Tiered:
  - under \$10K,
  - \$11K–\$25K,
  - \$26K–\$40K



## Projects

### Concept:

- Implementation of a discrete initiative
- Community sees/feels improvement

### Funding

- Tiered:
  - under \$10K,
  - \$11K–\$25K,
  - \$26K–\$40K
- Example: <https://scag.ca.gov/gohuman>



## Action Learning Cohort Model

### Concept:

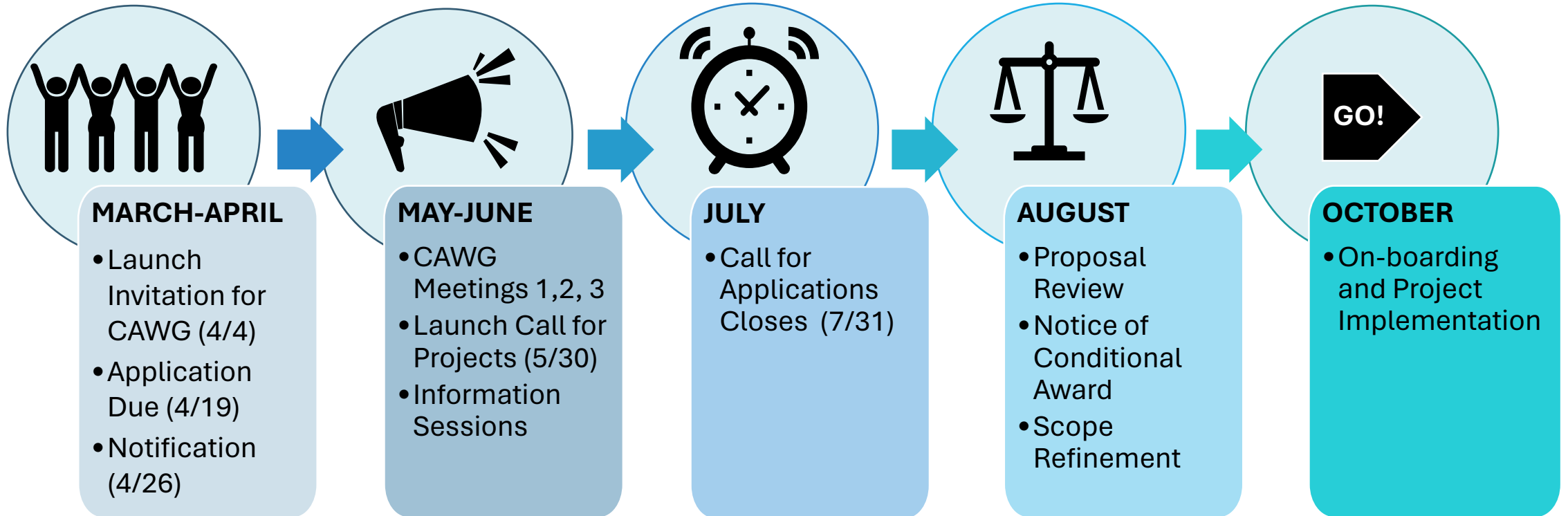
- Multi-Sector approach for projects
- **Actionable pathway:** Increase learning and readiness for competitive funding

Partnership

Capacity Building:  
TA and Coaching

Projects

# Anticipated Timeline and Next Steps



# Questions

- What are your overall thoughts on Power-building and Engagement approach?
- How might we conduct outreach to invite individuals to participate in the Community Advisory Working Group?
- What area(s) of the Power-Building and Engagement Program are most interesting to you?

## Key Equity Strategies

