EMSWCD Grants Program

Progress on Goals and Moving Forward

Suzanne Easton, Grants Program Manager

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Outline

• Overview and summary of funding
• Goals, funding areas, accomplishments
• Program improvements, what’s working, challenges
• Key issues for strategic planning
## Big Picture Funding in Oregon and the Region

### TOP GRANT RECIPIENTS 2015/16
1. Mercy Corps  
2. Oregon State University  
3. OHSU Foundation  
4. University of Oregon  
5. University of Oregon Foundation  
6. United Way, Greater Douglas  
7. The Oregon Shakespeare Festival  
8. George Fox University  
9. Lewis & Clark College  
10. Oregon Food Bank

### TOP FUNDING PRIORITIES
1. education  
2. human services  
3. academics  
4. children & youth  
5. low income & poor people  
6. economically disadvantaged people  
7. health  
8. higher education  
9. arts & culture  
10. students
$103 million contributed to OR “environmental quality” in 2014 – 5% of all philanthropic contributions
## Conservation Funding in the Region

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</thead>
<tbody>
<tr>
<td>EMSWCD</td>
<td>EMSWCD</td>
<td>$1,000,000</td>
<td>66 (38 SPACE)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>City of Portland (BES)</td>
<td>Portland</td>
<td>$98,000 ($58,000)</td>
<td>14</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>Collins Foundation</td>
<td>Oregon</td>
<td>$165,000</td>
<td>6</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Gray Family Foundation</td>
<td>Oregon</td>
<td>$152,000</td>
<td>12</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>Metro</td>
<td>Five counties, urban or close in</td>
<td>$2,738,000 ($1,374,000)</td>
<td>14 in EMSWCD</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Meyer Memorial Trust</td>
<td>Oregon</td>
<td>$1,289,000 HE, $177,000 WRI</td>
<td>15 HE (50 total); 3 WRI</td>
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<td>X</td>
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<tr>
<td>OWEB</td>
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<td>$668,000</td>
<td>5</td>
<td>X</td>
<td></td>
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<tr>
<td>ODE</td>
<td>Oregon</td>
<td>$166,000</td>
<td>3</td>
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Grant Funding Totals by Program

Grant Funding Awarded FY2006/07 - FY2016/17

- **PIC**: $5,160,716
- **PIC Plus**: $1,689,536
- **SCI**: $1,084,914
- **Outdoor School**: $368,760
- **SPACE**: $309,323
- **SPA**: $298,874

**TOTAL = $8,912,123**
Partners in Conservation
6 years

PIC Funding Awarded FY 2012/13 – FY 2017/18

Funding:
- FY 12/13: $857,000
- FY 13/14: $770,000
- FY 14/15: $862,000
- FY 15/16: $739,000
- FY 16/17: $761,000
- FY 17/18: $760,000

Total: $4,749,000
SPACE — 5 years

SPACE Funding Awarded

- FY 12/13: $24,000
- FY 13/14: $37,000
- FY 14/15: $46,000
- FY 15/16: $49,000
- FY 16/17: $48,000

TOTAL = $204,000
All Programs – 5 years

PIC, SPACE, SCI, SPA, ODS

Grant Program Total Funding Awarded FY 2012-13 – FY 2016-17

TOTAL = $5,889,000
Number of PIC Grants Awarded by Organization Type – 2012-2017

- Other Non-profit: 56%
- Watershed Councils: 18%
- Schools/Colleges: 18%
- Municipalities: 7%
- Churches/Religious: 1%
EMSWCD Resources to Grants

GRANTS FUNDING ALLOCATION, EXPENDITURE and EMSWCD TAX REVENUE

<table>
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<tr>
<th>Year</th>
<th>Special Fund Allocation</th>
<th>Actual Expenditure</th>
<th>Tax Revenue</th>
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<tbody>
<tr>
<td>FY12-13</td>
<td>25%</td>
<td>34%</td>
<td>25%</td>
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<tr>
<td>FY13-14</td>
<td>25%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>FY14-15</td>
<td>24%</td>
<td>34%</td>
<td>24%</td>
</tr>
<tr>
<td>FY15-16</td>
<td>26%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>FY16-17</td>
<td>23%</td>
<td>27%</td>
<td>27%</td>
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Current Grant Goals (2014)

1. Complement other District program efforts by providing grants to partners that will improve surface water quality, decrease soil erosion, enhance and protect natural habitats, and promote sustainable agriculture.

2. Reach a broad cross-section of school age children in the District with profound experiential education regarding soil and water conservation-related issues.

3. Establish an equitable distribution of sustainable community and school gardens throughout the urban areas of the District.

4. Equitably build conservation capacity in community-based organizations throughout the District.
Funding Categories: For Review and Planning Purposes

• Habitat Restoration/Monitoring
• Naturescaping/Stormwater Management
• Environmental Education
• Gardening/Sustainable Agriculture
• Equity/Capacity Building
Distribution of Grants by Project Type – PIC 2015-17

- Gardening/Sustainable Ag: 30%
- Naturescaping/Stormwater: 15%
- Restoration/Monitoring: 19%
- Equity/Capacity Building: 25%
- Environmental Ed: 11%
Habitat Restoration/Monitoring

What/who we support:

Large projects in the rural area:
• Sandy River Delta (90 acres)
• Mirror Lake (120)
• Culvert replacement - Johnson Creek

Smaller projects, mostly urban:
• Buffalo Slough (CSWC)
• Johnson Creek (FOT)
• Water quality monitoring (CRK)

To consider:
• Most expensive work we support
• Responsibility for long-term monitoring/maintenance
• Agency role/responsibility for public lands
• Importance of landscape context
• Alignment with Rural Program
• Importance of match to OWEB and other funding
Naturescaping / Stormwater Management

**What/who we support:**

- Planting of native trees/plants 122,232 (2015-17)
- Removal impervious surfaces 40,630 sq ft
- Urban habitat, pollinator gardens - 42 acres
- Non-profits, churches, municipalities, residents (indirectly)

**To consider:**

- Opportunity for education, not just on-the-ground results
- Scale - small relative to rural restoration
- Community benefits may exceed environmental benefits
- Alignment with Urban Program
Environmental Education

*What/who we support:*

- Mission-specific EE programs: ECO, LCEP, ODS
- Experiential: camps, field trips, mentoring
- General Public: events, speakers, conferences
- Garden ed: Growing Gardens, Outgrowing Hunger, Sauvie Island Center
- Service Learning/Workforce develop: Wisdom, RAHS, NYC
- Reached 17,185 children (15-17)

*To consider:*

- EE can be broadly interpreted
- Significant other funders – Metro, Gray, CWSP, Collins
- Possible niches for EMSWCD – public ed, garden ed, workforce development
- Evaluation challenging
- Opportunity – ODS allocation
Sustainable Ag / School and Community Gardens

**What/who we support:**

- Establish/maintain gardens: Grow Portland, School Districts, OR Food Bank, PP&R
- Garden-based education: Growing Gardens, Outgrowing Hunger, Sauvie
- Ag workforce and farmer training: Zenger, Janus
- Ag research: Ecotrust
- 2015-17: 2 new community gardens, 47 garden projects

**To consider:**

- Baseline data/convenings
- School gardens depend on programming/staffing
- Garden ed as distinct EE
- What more can Grants Program do to support sustainable ag
Equity and Capacity Building

How to define – challenge of “conservation capacity”

Who/what we support:
• Culturally specific organizations: Wisdom, Verde, APANO, CCC
• Equity focus – most projects
• Partnerships: JCWC/Wisdom, Rose CDC/Green Lents

To consider:
• CEI Equity Training: opportunity to refine strategies
• Equity should be embedded in all goals
• May require deeper engagement with grantees
• Capacity building elements should be clearly defined
What Capacity Building Could Look Like

1) Strengthen organizations that we already have a relationship with – grants could support:
   - new hires phased in over three years (phase, 75%, 50%, 25%)
   - board development
   - strategic planning
   - technical support
   - equity training
   - larger proportion operations funding
Capacity Building...

2) Foster partnerships, collaborations and cross-sector connections:
   • Collaboration grants
   • Convenings

3) Build conservation knowledge, resources and engagement opps – these might include:
   • Speaker series
   • Workshops
   • Attending or putting on a conference
   • Research/studies, consultancies
How have we improved the grant program in the last three years?

- Implementation of new goals
- Administrative changes
- Convening grantees around key issues
- Collaboration with other grantmakers/stakeholders
- Relationship building
What’s Working Well

• Compared to other funders, giving out more grants, more money relative to geographic area
• Over $1M out the door every year to mostly great projects
• Grantees are happy with our work and support
• Not overly bureaucratic
• Lean operation
• Incremental improvements in administration and policies

• “If it ain’t broke, don’t fix it”
Challenges

- Limited ability to influence external organizations
- Need to strengthen connection to goals & outcomes of other program areas
- Success measured by $ out, number of projects, metrics
- Uncertainty about long term impacts
- More thorough evaluation of project impacts limited by staff capacity
Evaluation - What Does Success Look Like

What we do now:
• upfront assessment – apps
• self-reporting – qualitative and quantitative
• track metrics/outcomes
• site visits
• relationships/engagement

Options for future:
• continue current strategies
• same but re-direct more time to eval
• more robust internal eval tools
• shift more responsibility to grantees
• external eval – consult/$
• indicators of success
Changes to Program Goals?

1. Complement other District program efforts by providing grants to partners that will improve surface water quality, decrease soil erosion, enhance and protect natural habitats, and promote sustainable agriculture.

2. Reach a broad cross-section of school age children in the District with profound experiential education regarding soil and water conservation-related issues.

3. Establish an equitable distribution of sustainable community and school gardens throughout the urban areas of the District.

4. Equitably build conservation capacity in community-based organizations throughout the District.
Changes to Current Program Goals?

Possibly incorporate:

• Green Jobs pipeline
• Climate Change

Defining goals at the right scale, ability to measure
Broad vs more focused
Key Issues for Strategic Planning

• Alternative timing grant periods (biennial PIC application)
• Provide fewer larger grants
• Focusing grants by issue / resource concern / location
• Dealing with perennial grantees differently/more efficiently
  • Depave, Backyard Habitat
  • ECO, LCEP, Columbia Riverkeeper
Key Issues for Strategic Planning

• Improving & refining grant program goals and objectives
• How to fill substantive and/or geographic gaps related to program goals
• How do we better evaluate
• Right-sizing what we can reasonably accomplish with current staffing
• Investing in Grants vs other Programs
• What’s the endgame look like, and what will it take to get there?