

February 16, 2010

Conversation with Kay Fernandez Smith, Associate Director, Policy Link

I. RFP

- a. Kay gave Ann and Jennie the history of Policy Link's involvement with making recommendations to the Department of Education on the format and content of the Promise Neighborhoods RFP.
  - i. Looking at the possibility of a late February/early March release
  - ii. No public comment period beforehand
  - iii. 10 week timeframe for responses
  - iv. Since it has already taken longer than expected to get to this point, won't be surprising if the response period is shorter than 10 weeks
  - v. \$10M for 2010 fiscal year for 18-20 awards, part of No Child Left Behind piece in federal budget. Section round of planning grants proposed for 2011 budget.
  - vi. \$200M in 2011 budget for implementation for 10 of the planning grant communities
  - vii. Unclear if the \$200M is for a five year implementation period for these 20 communities or if there will also be future funds for these communities
  - viii. Three stages that communities could be in which would then frame their application for a planning grant 1.) Ready with Zone already started, 2.) Capacity Builders with a plan to establish a 10 year process of Zone development, 3.) Planning communities who are at the very beginning stages. Hartford would most likely fall in the Capacity Building stage.
  - ix. Not just urban communities will be selected, but also rural and attention will be paid to applicants who represent Native American communities. Pressure is on Department of Education to show results quickly so most likely that more communities from the "Ready" and capacity building stages will be selected.
  - x. Not necessary to have the 10 year plan determined to apply for the planning grant, that is what the grant could be used to do. Conveying the starting point and we hope to get to is important. We don't have to have the next 10 years figured out yet.

II. Size of Neighborhood

- a. Start small in community (contiguous neighborhoods) with high need (child poverty at least 30%) and community based assets. Demonstrate ability to serve community in a coordinated way by concentrating resources until capacity is established in other city neighborhoods so that expansion might occur.
- b. Policy Link suggested that applicants demonstrate how their plan will increase over time until 65% of the children in the community will be served.
- c. There is no other community with the population density of Harlem, so not expected that other communities will have that kind of scope to their plans.
- d. Looking for communities that don't operate in silos but demonstrate cooperative relationships across neighborhood lines

III. Match

- a. Suggested that it can be state, local, private/foundation, philanthropic in any combination. These funds will leverage resources and should be at about 33% of total costs with a plan to increase 50% of local costs.
- b. Private match/resources are needed for sustainability, but good to have multiple forms of match so not dependent on one source for flexibility for leaders to make decisions.
- c. Also good to include other resources, non-cash, that would be part of the Hartford zone although these might not be counted toward the match. For instance, in-kind match from participating organizations/institutions, release time for employees to work on Hartford zone project.
- d. Might be possible to match other federal funds because this would be seen as maximizing resources from the government to build transformative change in communities
- e. Important to discuss HUD as part of plan as that is another huge federal initiative (Choice Neighborhoods)
- f. Important to discuss UCONN partnership as a resource as well as other anchor institutions that will be part of the plan. While these might not translate to cash match, they are definitely crucial to the capacity building nature of the plan.

IV. Misc.

- a. Visit <http://www.hcz.org/press/news/249-qchanging-the-oddsq-conference-materials-available> for more information from the November conference including videos of sessions and speakers and power points from sessions.