



Call For Artist Proposals

2022 Notice of Funding Availability
Regional Early Action Planning Grant Program (REAP)



Contact: Stephen Luther stephen.luther@hcaog.net
April 2022

INTRODUCTION

HCAOG, the Humboldt County Association of Governments, is responsible for conducting the Regional Housing Needs Allocation (RHNA), which dictates how many housing units across various income categories should be built in each city and in the unincorporated county. The California Department of Housing and Community Development is funding Regional Early Action Planning (REAP) to support regions in meeting these housing supply goals. The REAP program employs two main strategies to promote action on housing. The first is to support best practices that promote a sufficient supply of housing affordable to all income levels. The second strategy is to build support for housing through education and outreach.

NEED AND PROCESS

As part of the goal to increase community dialogue to build support for increased housing supply at all price levels and in a diversity of neighborhoods, HCAOG is seeking creative expressions from the community to build greater understanding and awareness of housing needs in our area. The aim is to convey the hardships and barriers that Humboldt residents (or potential residents) face due to the shortage of housing at all levels, but especially affordable housing, or the lack of housing near school, work, services, or other basic needs. HCAOG's aim is also to highlight and advance strategies for solving the housing crisis. HCAOG is funding artists, makers, and changemakers to produce a multi-media catalog to share these housing-needs stories. As well as residents' views, the stories may also include views of housing developers, teachers, students, care providers, emergency responders and firefighters, realtors, and other professionals and community members.

We are seeking proposals from artists, community organizations, professionals, amateurs, students etc. to create and produce ways to tell these stories in print, audio, visual or digital art and other media such as music, recordings of performance pieces, short film, dance, murals, comics, etc.

HCAOG is looking for projects that contribute meaningfully to these **objectives/intended outcomes**:

- ❖ Telling a clear, compelling and informative story, suitable for a broad audience about the need for housing, difficulties of finding or affording good housing, or ways to accelerate construction or affordability of housing in Humboldt.
- ❖ Enhancing and/or expanding understanding of housing issues.
- ❖ Enhancing and/or expanding constructive dialogue on housing issues.
- ❖ Advancing equity by highlighting housing issues faced by rural communities and/or historically disadvantaged groups.
- ❖ Offering artworks, information, and facilities where funded activities are to take place, including online spaces, that are accessible for individuals with disabilities.

The grant submission deadline is **May 13, 2022 by 5 P.M.**. Grantees will be notified of award by May 27. Projects should be completed by January 31, 2023.



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Funding Availability

HCAOG has a total of \$43,000 and aims to fund at least ten projects. Up to three project proposals can receive the maximum award of \$7,500. There is no minimum award amount. The goal is to encourage a mix of low-cost proposals alongside larger-scale public art installations, video series, or performances. HCAOG may open additional application rounds if grant funds remain. Advance payments of up to 50% are possible. Grantees will need to meet basic grant reporting requirements to ensure program goals are met.

Illustrative projects for purposes of example:

- Short videos (1-3 minutes) on success stories of housing policy initiatives in Humboldt County, or of lessons learned from denied housing projects, or of affordable housing construction projects in Humboldt County.
- Interviews or podcasts with residents who face/have faced challenges in the local housing market (multimedia potential).
- Seed funding to launch printings of a zine focused on regional housing issues.
- Social media infographics/memes related to housing supply.
- Comic about the heroic efforts of first-time homebuyers in a villainous market.
- Recording of dance/performance art about people experiencing houselessness.
- Photo documentary series about homebuilding, from concept to construction.

APPLICATION REQUIREMENT CHECKLIST

- **Project Narrative-** Please attach no more than three pages addressing the following:
- ☐ What is the project, and how does it relate increase education and understanding of housing issues and housing affordability?
 - ☐ How will the art be shown and/or distributed/disseminated? Include any specifics on how project will be accessible for individuals with disabilities. (*Accessibility for individuals with disabilities, including but not limited to individuals who are deaf, hard of hearing, deaf-blind, have difficulty speaking, have a physical disability, visual disability, developmental disability, learning disability, mental illness, or chronic illness.*) Consider organizational personnel, partnering organizations, beneficiaries of arts services and programming, and potential audience members in your response.
 - ☐ The program encourages the equitable, fair, and just distribution of funds in support of the community. This includes providing support to applicants whose organizational/ project leadership or audience represent groups who are typically underrepresented in conventional civic discourse or the public process (e.g. culturally diverse groups, age diversity, people with access disabilities, economically disadvantaged or under-resourced groups, etc.) Please describe how this project would advance the equitable distribution of resources to a diverse group or groups?
 - ☐ What is exciting or new about your project?
 - ☐ Do you or your group have the administrative capacity to successfully complete the project while working towards a strong artistic and educational product?
 - ☐ What are the expected outcomes and how will this project impact our community? Who and how many people will benefit from this project?



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*Applicants have the option to fill out and return this application electronically.
Go to hcaog.net/housing-stories to download application*

APPLICANT INFORMATION:

Program/Project name: _____
Amount requested: _____
Contact person: _____ Title (if applicable): _____
Organization: _____
Mailing address: _____
Phone: _____ Email: _____

Provide two references:

Name _____
Phone: _____ E-mail: _____
Affiliation _____
How does this reference relate to your proposed project and/or your previous work, art, etc.?

Name _____
Phone: _____ E-mail: _____
Affiliation _____
How does this reference relate to your proposed project and/or your previous work, art, etc.?

Criteria Eligibility: Does the project meet one of the following? (check all that apply):

- ☐ Tells a story about the need for housing, difficulties of finding or affording good housing, or ways to accelerate construction or affordability of housing.
- ☐ Adds to understanding of housing issues.
- ☐ Advances equity by highlighting issues faced by rural communities and/or historically disadvantaged groups, and/or fills a gap in reaching or engaging one or more historically disadvantaged groups.
- ☐ Demonstrates, as applicable, that artwork, information, and facilities where funded activities are to take place, including online spaces, will be accessible for individuals with disabilities.



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PROJECT BUDGET AND SCHEDULE

Activity/Task	Product/Deliverable	Start date	End date	Amount requested
Total funds requested				\$
HCAOG will be able to advance (at the start of a project) up to 50% of a project's total grant award. Will you request an advance of funds? <input type="checkbox"/> No <input type="checkbox"/> Yes				
If yes: (A) what dollar amount would you request in advance? (<i>Advance cannot be more than 50% of total REAP grant funding requested.</i>)				\$
(B) By what date would you want to <i>receive</i> advance funds? Within the week of _____				

Applications can be submitted to Stephen Luther at stephen.luther@hcaog.net or mailed to:
Humboldt County Association of Governments
611 I Street, Suite B, Eureka, CA 95501



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SCORING RUBRIC

	1 – Weak to marginal: Project does not or minimally addresses, with more than one major weakness and/or many moderate weaknesses.*	2 – Fair to average: Project addresses issue in a moderate way with minor to average strengths and weaknesses.*	3 – Good to very good: Project addresses issue in a way that is above-average to strong.*	4 – Very strong to outstanding: Project addresses issue in very strong or exceptional ways; any weakness is insignificant and inconsequential.*
(1) Project Planning – How well does project demonstrate plans for documenting and disseminating the project's product(s)/deliverable(s) including accessibility for individuals with disabilities. Ability to carry out the project based on such factors as the quality and clarity of the project goals and design, the resources involved, readiness of the people and/or organization(s) involved, and the qualifications of the project's personnel ("personnel" also applies to students, project partners, team members).				
(1a) Clarity of application and feasibility of project to be fully realized within the funding period.				
(1b) Readiness of the people and/or organization(s) involved; qualifications of the project's personnel.				
(2) Artistic and Educational Merit – – How strong is project's artistic-educational approach and potential to disseminate information on <i>need for housing, difficulties of finding or affording or building good housing, or ways to accelerate construction or affordability of housing</i> , to enhance the community dialogue about addressing the housing crisis, and invite people to consider differing perspectives, values, experiences, and/or priorities.				
(2a) Will this project contribute to one or several of the objectives/intended outcomes of grant funding? Does the project contribute thoroughly to one objective/intended outcome? Or, does it address several?	Does not or minimally addresses how the project will contribute to one or several of the objectives/outcomes.	Few or some aspects of the project will address one or several of the objectives/outcomes.	Several aspects of the project will significantly address one or several of the objectives/outcomes.	The project will address one or several of the objectives/outcomes in very strong or exceptional ways.
(2b) Combined artistic and educational strength , including vision and originality of the project, understanding of the issue (related to housing),	The project does not demonstrate that it will add new	A few aspects of the project may provide modest artistic and	One or some aspects of the project will fill gaps with new or	Fills gaps in very good or exceptional ways; the project is



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strength of conveying pertinent local, rural, and/or regional issues.	artistic and educational offerings on the issue.	educational innovations on the issue.	innovative artistic and educational offering(s).	new and innovative in a significant and positive way.
(3) Project Reach (outreach, engagement) – How much does project demonstrate a strong strategy and likelihood to reach and involve new audiences, communities, under-represented groups and/or constituencies, and decision-makers (e.g. elected officials, volunteer commissioners, homebuyers, renters, homeowners, developers, landlords, homebuilders, etc.)				
(3a) Community impact and involvement Ability to disseminate educational information about local housing issues in a way that expands knowledge from what is generally available, and ability to engage community(ies), as defined by the artist/applicant. (Community(ies) can include the people working on the project and/or the intended audiences.)	Does not provide clear insight to its connection with or potential impact on the community.	Describes relationship with community(ies) and how project will engage them.	Specific information in narrative demonstrates how applicant will inform, engage, and involve community(ies).	Compelling and specific information in narrative describes an established relationship with community(ies). Has or will achieve broad and meaningful impact on intended audience(s) in the community.
(3b) Informational offerings to community dialogue Does the project fill a gap in the variety and availability of information, conversations, communication, and general civic discourse regarding housing issues in Humboldt? Ability to complement, enhance, or fill a gap in the current conversations (e.g., the common discourse, perspectives, and other offerings) about building new housing.	The project does not demonstrate that it will enhance or inform the existing discourse.	One aspect of the project may fill gaps; project will modestly enhance offerings or inform.	Some aspects of the project will likely fill gaps; overall offering(s) will expand discourse.	Fills gaps in very good or exceptional ways.

***Minor weakness:** Easily addressable weakness, does not substantially lessen project's impact.

Moderate weakness: Lessens project's impact.

Major weakness: Severely limits project's impact.