



DOCUMENT APPROVAL FORM

THIS FORM MUST BE ATTACHED TO ALL DOCUMENTS SUBMITTED FOR THE MAYOR'S SIGNATURE. ROUTE AS LISTED BELOW

THIS DOCUMENT RECOMMENDED FOR MAYOR'S SIGNATURE

ORIGINATOR OF DOCUMENT Bennett Knox	
SIGNATURE APPROVALS	
AGENCY/DEPARTMENT DIRECTOR Metro Parks & Recreation	<i>[Signature]</i> 7/13/18
OFFICE OF MANAGEMENT AND BUDGET	AV 7/13/18
COUNTY ATTORNEY	
CHIEF / SPECIAL COUNSEL	

DOCUMENT NAME Cities Connecting Children to Nature Initiative - 2018 Award Opportunity (\$20,000)	
SUMMARY OF DOCUMENT Louisville Parks and Recreation has been participating in the Cities Connecting Children to Nature (CCCN) Initiative since 2015. This national partnership between the National League of Cities and the Children and Nature Network has supported the West Louisville Outdoor Recreation Initiative and the associated Louisville ECHO Program since that time with two previous award of funding (for planning and for program implementation). The partnership has announced a new funding opportunity of up to \$20,000 to support our implementation plan. A key component of our implementation plan is to create a diverse and reflective work force within the Natural Areas Division of Parks as we extend nature programming through the West Louisville Outdoor Recreation Initiative. This specific request is to use CCCN funding combined with existing allocated Louisville ECHO funding to fund a full-time Recreation Coordinator position that will be filled with a minority candidate. An highly skilled individual who is currently serving as a seasonal supporting the Louisville ECHO programming is the preferred candidate should the grant be received. If approved, the selected applicant would be required to sign a document confirming that the position would be eliminated if funding is discontinued. The award does require a match (50:50). Cost Centers which 1) demonstrate the match, as well as 2) show two years of funding availability for the position when combined with an award are: 2901-605-4110-411679 \$25k Aetna award - being set up by Lori Smith) 2901-705-1673-167612 \$43,500 Louisville ECHO Account - Nick Borho has requested this be forwarded to FY19 (e-mail attached) 2901 - 705-1673-167610 - \$4,200 - existng CCCN account - Nick Borho has requested that this be forward to FY19 (e-mail attached) The proposal would be as presented above and include information about project status and the team structure as requested (proposal format attached)	
CONTACT PERSON: Bennett Knox	TELEPHONE 366-2913
DATE NEEDED : July 29th, 2018	

DATE APPROVED BY MAYOR	INSTRUCTIONS FROM THE MAYOR

CCCN Catalytic Grants 2018 – Louisville, Kentucky Response

Please describe the status of the CCCN initiative in your city:

Louisville's CCCN Implementation Plan identified three primary strategies for equitably connecting children to nature in the context of the existing West Louisville Outdoor Recreation Initiative and its programming component (Louisville ECHO, Louisville is Engaging Children Outdoors). With feedback from CCCN our primary strategies were to 1) improve community engagement, 2) increase out-of-school-time (OST) programming, and 3) implement a youth job training component.

We are happy to report that we have made great progress on all three strategies using leveraged funding from the Aetna Foundation, the Mayor's Summer Works program, the U.S. Forest Service, the National Recreation and Parks Association (via the Disney Foundation), the Louisville Metropolitan Sewer District, and Wilderness Louisville, Inc. Since release of our implementation plan in Sept 2016, we have:

- 1) created a full-color marketing/outreach materials designed to engage parents/youth, potential volunteers, as well as potential stakeholders and donors;
- 2) implemented a pilot summer job-training/mentorship development program involving 6 youth in 2017 and 12 youth currently in 2018;
- 3) Increased OST program by creating a Mobile Nature play unit to serve children as young as age 3 and by engaging youth through ECHO's job training component

Currently we are wrapping up our summer job training component and gearing up for our fall school-based field trip activities and OST programming (including the ECHO Mobile). More importantly for this proposal, our Mayor has just unveiled the design drawings for the proposed \$10 million Shawnee Outdoor Learning Center which will be the base for creating nearby nature opportunities and expanding Louisville ECHO programming. Fundraising for the center is not expected to commence in earnest until 2020.

A critical challenge at the moment is developing the strategy that will result in funding for construction of the facility given completing local capital projects (including at Jefferson Memorial Forest where Louisville ECHO is staffed). Our strategy for advancing the project, as discussed with the Parks leadership and the Mayor's office, is to use the next two years to build local capacity and thus build community support for funding the project. This involves: 1) implementing complementary infrastructure components that will be necessary to support Louisville ECHO programming once the center opens (e.g., boat ramp, bicycle pump track, advancing restoration of nearby contaminated Chickasaw Pond), and 2) beginning to identify and hire the staff that will ultimately run the center and which, to be true to our focus on social equity, will represent the neighborhoods served.

Please describe your proposed use of funds:

We are requesting \$20,000 to guarantee funding for a full-time Recreation Coordinator position for two years. Through implementation of our job-training component we have identified a fantastic and highly-qualified candidate who is representative of the community served and is passionate about the initiative. This candidate currently oversees the SummerWorks-supported activities and if selected for the created position would be tasked with:

- 1) Coordinating ECHO programming activities and performing critical **community outreach**;
- 2) **Increasing OST** programming by implementing programming directly (year-round);
- 3) overseeing 2019 and 2010 **summer job training** component (including recruitment);
- 4) working with other staff to **develop a Louisville ECHO volunteer base** that is recruited from west Louisville neighborhoods.
- 5) Ensuring collection of program data, including our Key Performance Indicator data for our project (**dosage** of time spent in nature by participant).

This proposal will support all three of our key strategies (OST, Community Outreach, and Job Training) and it further supports tracking of key metric data. With support of this position, we will build local capacity over the next two years so that a strong case can be made for fundraising because we will be directly demonstrating the value of the future center to local residents, stakeholders, community leaders, and potential funders.

Please describe the funding model

Funding will be used to fund an ECHO Recreation Coordinator for two years. In order to establish this grant-dependent position, our Office of Management and Budget requires verification that two years of funding are in place. We feel it is important that to support our equity goals, this position be a full-time position with benefits. The fully-loaded two year cost of this \$13/hour position is \$78,416. Metro Louisville will match funding received by CCCC in excess of a 1:1 match (minimum of approximately \$58,000). This Metro funding source is Louisville ECHO funding generated from sources leveraged sources identified above. Should this proposal be approved, we will work to leverage the position in order to build additional capacity. We believe we have demonstrated our ability and willingness to do so throughout our CCCN participation.

Please describe your team structure

Louisville Parks and Recreation, an agency of Louisville Metro Government will serve as recipient of the grant funding. The point person for this initiative is Bennett Knox, Louisville Parks and Recreation administrator, who has been Louisville's CCCN project lead from the beginning. The position will report directly to David Grissom, Recreation Supervisor. David has been responsible for overseeing Louisville ECHO's OST and job training components since 2017. The main partner entities involved with this position will be YouthBuild Louisville (grantor of the Mayor's SummerWorks Program) and partner youth service providers with whom the Recreation Coordinator will work consistently. This includes Louisville Metro Parks Community Centers and other local youth service providers.

What additional capacity and/or support can CCCN provide?

Now, in 2018, it is possible to describe our initiative as maturing. With the key programmatic components in place, we are now seeking to improve the mutually-reinforcing nature of these components, build local capacity, and develop our fundraising strategy for both program expansion and construction of key infrastructure elements. Therefore, it would be most helpful to support those goals. Important support would involve assistance as we seek to incorporate tracking of our dosage KPI within our Parks reservation system and tie it more directly to outcome evaluation. A second key source of support would be learning from other cities and CCCN leadership of opportunities to leverage funding support.

Cities Connecting Children to Nature

CCCN Catalytic Grants 2018 | Released to CCCN Pilot Cohort: 07/10/18

Overview: As part of the Cities Connecting Children to Nature (CCCN) initiative, the National League of Cities (NLC) is pleased to offer Catalytic Grants to the CCCN pilot cities to advance strategies to improve equitable access to nature. The purpose of these matching grants is to bolster the growth and impact of CCCN initiatives in each city. Grants can support a range of functions to achieve these ends, including planning, programs, infrastructure, and capacity building. Grant amounts range from \$6,000-\$20,000 in matching funds. NLC and Children & Nature Network staff will also provide ongoing technical assistance in 2018-2020 to support the success of the local CCCN initiative.

Process for Cities:

- Schedule a **team call with CCCN staff** during the week of 7/9/18 to ideate and refine potential objectives and uses of funds. Please coordinate scheduling with Elissa Hoagland Izmailyan (elissa@childrenandnature.org).
- Submit **responses to the questions below** by 7/29/18.
- CCCN will complete its **grant evaluations** by 8/24/18 and award funding by 9/1/18.

Questions:

Please email responses to Elissa Hoagland Izmailyan in PDF format, and limit responses to approximately 1-2 pages.

1) Please describe the **status** of the CCCN initiative in your city, including:

- Current activities
- Successes and achievements
- Obstacles to implementing your city's CCCN plan

2) Please describe your proposed **use of funds**, including:

- Project purpose/goals
- Project components
- Alignment with local CCCN plan and objectives
- Anticipated impact and relevant impact metrics

3) Please describe the project **funding model**, including overall project cost, proposed source(s) and amount(s) of matching funds, and use of CCCN Catalytic Grant funds.

4) Please describe your **team structure**, including:

- Who will serve as the point person and point organization for this effort?
- What roles will partner entities play?
- What department or organization will serve as the recipient of grant funding?
- If the city is not the lead organization/grant recipient, how will city leadership engage with this project?

5) What **additional capacity and/or support** can CCCN provide to support your success, e.g. peer learning opportunities, tools/resources, and/or on-the-ground assistance?