

Forward Fund Update

2016 FORWARD FUND PROJECT UPDATE

Attached is a 2016 Forward Fund grant Matrix detailing 2016 Forward Fund awardees and the progress of their projects. Three of the four Capital Grants awarded monies (MassRecycle, Flycycle, and East End House), have projects that are nearing completion. CRA has been in contact with the remaining awardee (Cambridge Neighborhood Association) regarding their matching fund request from the Department of Conservation and Recreation. Also included in the summary, is the progress of the four Planning and Design grantees. Staff has toured a few of the sites with project sponsors that were selected and has seen the work and research that has been involved in those projects. A majority of the awardees have expressed interest in applying for one the 2017 Capital Grants to produce projects that were designed with their awards.

2017 OUTREACH STRATEGY

The Forward Fund has been successful in the advancing the CRA goals and mission of implementing creative initiatives that promote social equity and a balanced economic system. With hopes of continuing the growth and success of the program, Staff will be expanding the CRA's outreach strategy for the 2017 round of the Forward Fund.

Mailing List

Staff will compile a comprehensive outreach list (email and postal mailing address lists) in order to contact a broad range of organizations, groups, and individuals. Staff will develop this list by combining a series of existing lists:

- CRA's Board mailing list
- Lists of partners associated with past seasons of the Forward Fund
- Nonprofit organizations lists
- Artist and various art organizations

Outreach and Distribution Tactics

- Send out notices to CRA's master email / postal mailing list
- Request that the CRA partners post information on their websites or email newsletters. (For Example: Kendal Square Association, Cambridge Arts Council, Cambridge Innovative Center, and Cambridge Community Foundation.)
- Make personal phone calls to targeted individuals and leaders of influential groups to ask for their help in outreach
- Make presentations to targeted audiences during their scheduled neighborhood or organizational meetings

- Write a Press Release
- Place notices in publications and newsletters serving the nonprofit, community service, and student sectors
- Create and Distribute informational cards and posters
- Hold grant workshops, to which Staff will invite, targeted agencies, to learn about the Forward Fund program and how to apply for grants.

Social Media Blast

- Utilize all aspects of the CRA's social media platforms
- Weekly Twitter, Instagram, Facebook reminders
- Highlight past awarded projects with "short story"
- Create a separate webpage exclusively for the Forward Fund

Time Table

The kickoff of the Forward Funds strategic outreach and application process will take place early this coming New Year and the application period estimated to begin January 23rd and ending March 31st. The tentative advisory group meeting date is proposed as April 7th and awards will happen by April 14th. The date schedule follows a similar time period that was introduced during the 2016 Forward Fund. Each grant contract with the CRA will now have a completion date of one calendar year to the date of being awarded, which was not specified last year.

2016 Forward Fund Update Matrix: December 2016

CAPITAL GRANTS

Grantee	Project Name	Amount Disbursed	Amount Remaining	Status Update	Anticipated Completion
MassRecycle	MBTA Single Stream Recycling Kiosks	\$5,000	\$5,000	Kiosks have been completed after a slight delay due to design changes. Installations in Davis, Porter, Harvard, Central, and Kendall MBTA stops are scheduled for the week of 12/26	December 2016
East End House	East End House Kitchen Renovation	\$5,000	\$5,000	Project Underway. Tour of completed project will take place in January.	January 2017
Linnean Solutions / Flycycle	High Density Parking Kendall Square EcoDistrict	\$4,000	\$4,000	Horizontal prototypes have been completed and installed at two locations in KSQ. Vertical prototypes are being finalized for testing inside BP bike cages.	January 2017
Cambridgeport Neighborhood Assoc. (CNA)	Magazine Beach Public Boat Project	\$0	\$10,000	CNA has held community meetings with DCR to present their design. The project will be Phase II of the Magazine Beach Improvement project. CRA is still awaiting letter from DCR stating they will match the \$10k FF grant.	TBD

PLANNING & DESIGN GRANTS

Grantee	Project Name	Amount Disbursed	Amount Remaining	Status Update	Anticipated Completion
Cambridge Community Center	Cambridge Community Building Modernization	\$5,000	\$0	Completed installation of new heating system, which was designed with the FF grant. The new system replaces the buildings old system that was over 40 years old.	November 2016

Community Art Center (CAC)	HomePort Gateway Kiosk	\$5,000	\$0	FF helped the Public Art Crew hold 7 successful pop-up events outside at various locations in the City to gather stories from community members. The designing of the Kiosk is currently underway with an anticipated completion date in late January.	January 2017
Jerry's Point Action Committee (JPAC)	Russell Pathway Jerry's Pond Public Info Kiosk	\$5,000	\$0	Site/contextual and physical design research has been completed. Preliminary sketches for conceptual design and panel layouts have been created. Finalized documents to be shared with the CRA in January.	January 2017
The Port Café	Community Sign Engagement	\$5,000	\$0	The Port Café have designed a LED lighting projector, that projects unexpected messages on the sidewalk or the side of a building providing guest Port Café information the day of an event.	December 2016