

Attachment 3: Pollinator Stewardship Incentive Program framework**1) Goal**

To advance the principles, priorities and strategic actions of the City of Toronto's Pollinator Protection Strategy, by providing funding support to community-led pollinator stewardship projects that:

- a) Create or enhance pollinator habitat on public and private land, and
- b) Develop and deliver public education initiatives on pollinator stewardship.

2) Available Funding and Size of Grants

An initial contribution of \$100,000 is available to be invested in projects in 2018, 2019 and 2020. Additional funds raised through external grants, partnerships and sponsorships will be used to continue to distribute pollinator stewardship incentives beyond the pilot year(s). Grants will be awarded until funding is exhausted. An applicant may apply for grant funding from \$1,000 up to a maximum of \$5,000.

3) Application Process

The application process and requirements were designed based on those successfully used by the Live Green Community Investment Program. All applicants will be first asked to submit a Letter of Intent. Applicants who submit a complete application and meet the program eligibility requirements will be invited to submit a full application. Successful applicants cannot submit a new application until their existing grant is completed.

3a) Applicant Eligibility

Examples of eligible not-for-profit organizations and group include:

- Resident and neighbourhood associations;
- Community groups including youth and school groups, service clubs and parent councils;
- Registered charitable organizations and not-for-profit environmental organizations that operate in the city of Toronto.

If a group or organization does not have not-for-profit status, they must partner with a sponsoring organization to act as a trustee prior to the Full Application.

Organizations not eligible for funding include:

- Building and property managers;
- For-profit businesses;
- Individuals;
- Grant making organizations;
- Organizations allied with political parties;
- Organizations without a clear demarcation between religious and community service functions at the program and budget levels; and
- Academic institutions and school boards

3b) Project Assessment Criteria

Proposed grant projects must be located in the city of Toronto and satisfy one or more of the following objectives:

- directly result in the creation of pollinator habitat
- educational initiatives that will build knowledge and/or directly increase the ability of individuals or the community group to engage in activities that will result the creation of pollinator habitat; and or
- foster long-term changes in behaviour that result in protection of pollinators and their habitat.

In addition, the City is interested in projects that meet the objectives through:

- providing measurable results; and
- serving as a role model and inspiring others to make a positive change.

Priority is given to projects that:

- are community-based initiatives;
- include a plan to keep the project sustainable long-term;
- include other sources of project funding and/or in-kind donations;
- include local community partnerships;
- can clearly demonstrate that all activities can be measured;
- have a strong communications plan that will let the community know about the project from start to finish;
- present opportunities to increase community engagement of people of all ages, abilities, economic levels and cultures;
- provide a clear benefit to equity-seeking communities;
- do not duplicate a program being delivered in the community by another organization or the City of Toronto;
- obtain all necessary approval and/or permits before submission of the application; and
- can be completed in a one-year period.

The Pollinator Stewardship Incentive Program will not fund the following activities:

- Ongoing program costs: costs to run existing programs and services;
- Projects outside the city of Toronto;
- Unproven technologies;
- Conferences;
- Advertising campaigns;
- Lobbying or advocacy on behalf of for-profit entities;
- Religious activities/services;
- Political activities;
- Fundraising events, or donations to charitable causes;
- Reserve funds, debt repayment, deficit funding;
- Costs to maintain activities beyond the funding term;
- Purchase or rental of vehicles; and
- Disbursement of funds to provide additional grants to other parties.

3c) Application Assessment and Investment Allocation

Applications to the Pollinator Stewardship Incentive Program will be assessed in two stages:

Stage 1 – Letter of Intent:

The Pollinator Stewardship Incentive Program will first accept Letters of Intent from applicants. At this stage, applicants will be required to complete a form with details about the organization, the proposed project, rationale, funding request and expected project outcomes.

Environment and Energy Division staff will assess all Letters of Intent to ensure they are complete, meet the eligibility requirements, and show clear alignment with the program goals. Only those applications that meet these criteria will be invited to submit full applications.

Stage 2 – Full Application:

The full application will include the project background and outcomes, a work plan and measures of success, a communications plan, a project budget, and other supporting documentation.

The Pollinator Stewardship Incentive Program administrator will assist applicants by providing a detailed application guide. This guide will include a budget template and a description of evaluation data and deliverables expected from funding recipients.

Full applications will undergo a technical review by a Review Panel comprising of three representatives of City of Toronto Divisions, Agencies or Corporations. The technical review is a detailed evaluation of the proposals, including identification of irregularities and/or missing information and feasibility of the proposed project.

The Review Panel will make funding recommendations to the Director, Environment and Energy Division based on their assessment of the following elements of each application:

- Organizational history and track record;
- Proposal's ability to meet the goals and objectives of the grant program;
- Organizational readiness to undertake the proposed work;
- Likelihood of generating measurable results and likelihood of success;
- Long-term sustainability of the project; and
- Use of strategies and tools to engage and educate the community, including new audiences who have not been targeted by previous initiatives.

Successful applicants will be required to sign a legally binding Funding Agreement and sign a Declaration of Non-discrimination, in order to receive funds.

4) Evaluation

In the year that they receive funding, each funding recipient will be required to submit a summative evaluation of their project. Evaluations will determine whether funding recipients have:

- 1) adhered to the project plans submitted during the application phase; and
- 2) made progress toward or achieved the Pollinator Stewardship Incentive Program goals and objectives.

While Environment and Energy Division staff are still developing metrics and key performance indicators for the Pollinator Stewardship Incentive Program, funding recipients will likely be asked to provide documentation of the following:

- Number of community members engaged through funded projects;
- Project participants' awareness of and intention to engage in pollinator stewardship;
- Quantity of pollinator habitat created or enhanced (where applicable).

Environment and Energy Division will provide funding recipients with standardized evaluation forms. This will ensure the comparability of projects funded through the Pollinator Stewardship Incentive Program. Funding recipients will also be asked to provide photo or video documentation of their project.

5) Program Promotion

The Pollinator Stewardship Incentive Program will be advertised and promoted as part of the Live Green Toronto marketing/communications strategy and will be featured prominently on the Live Green Toronto website. The goal of the communications strategy will be to advertise in as many diverse media as possible in order to attract a wide range of applications from different socio-economic and cultural backgrounds. Staff from the Environment and Energy Division will be available to support potential applicants in the preparation of their application.

6) Administration

Environment and Energy Division will be responsible for administering the program given their previous experience operating the Live Green Community Investment Program and the Eco-Roof Incentive Program.

With City Council approval, the Director, Environment and Energy Division will have delegated authority to approve and distribute funding of up to \$5,000 per applicant during the pilot year(s).

The Director, Environment and Energy Division will report on the outcomes, issues of concern and recommendations on continuing any aspect of the Pollinator Stewardship Incentive Program as required.