



To: HCBF Planning Session Ad Hoc Committee
From: HCBF Staff
Date: Tuesday, January 19th, 2021
Subject: Staff Memo – HCBF Planning Discussion

PURPOSE

HCBF Staff and ad hoc committee members have prepared a planning session agenda to discuss HCBF activities within a 2-year timeframe. Staff will present updates on current activities and discuss upcoming projects that align with HCBF's organizational mission and goals.

Based on past discussions on HCBF priorities, the primary organizational goals are to:

1. Increase HCBF's visibility in the community and with partners
2. Increase communication and outreach activities that align with HCBF's priorities
3. Secure additional funding for HCBF to ensure longevity

With the above priorities in mind, HCBF Board members shall discuss and identify HCBF activities within a 2-year timeframe and strategies to increase HCBF resources.

PROPOSED DISCUSSION TOPICS

As mentioned previously, HCBF's primary organizational goals are to increase visibility in the community, increase communications and outreach activities, and secure additional funding to continue investing in port-impacted communities.

Staff will present the following topic areas and discuss how current and future activities align with the organizational goals:

1. HCBF Programs & Communications Activities
2. Staffing
3. Strategies to increase HCBF resources

As key actions for the discussion, Staff would like Board feedback on the following items:

- Program timing and fund allocations over the next 2 years
- Generate communications related project/research ideas
- Identify fundraising/resource strategies
- Discuss Board resource goals

1. HCBF Programs & Communications Activities

Staff will share updates on the programs below, highlight upcoming activities or future project ideas, and discuss how proposed program activities align with the organizational goals. Below is a brief overview of the discussion topics:

- A. Healthy Harbor Communities Initiative Grant Program
- B. Community Benefit Grant Program, Round 7
- C. AQMF
 - 1) Release of Round 2
 - 2) Effenco (Round 1 grantee)
- D. Remaining TraPac Funds & work with Appellants
- E. Communications & Outreach Activities

It is important to note that the overall purpose of HCBF’s communications activities will be to implement a diverse, community focused, outreach and communications plan that will inform the community and set HCBF apart as a respected leader in and for the harbor community. Outreach and communications activities will focus on the most impacted communities and address continued port impacts.

Some examples of activities and larger project ideas are included below, however, Staff look forward to additional feedback during the Board discussion:

Tactics	Potential Activities
Community Education & Engagement	<ul style="list-style-type: none"> • Partner with organizations to increase environmental and health education awareness of area residents through workshops, youth programs, classes, forums, etc. • Through outreach and marketing methods, focus on building regional awareness about HCBF’s various off-port mitigation projects and grant opportunities, and share information from studies.
Community Leadership	<ul style="list-style-type: none"> • Identify and build relationship with community stakeholders who are engaged in efforts around key environmental and health issues facing the community. • Seek resources needed to address these issues
Print & Social Media	<ul style="list-style-type: none"> • Update website to ensure that it is user-friendly and informative • Maintain database of news outlets to distribute press releases and other HCBF activity. • Maintain and expand HCBF’s mailing distribution list and regularly share material to foster engagement. • Prepare annual report of the foundation’s operations and programs and circulate to stakeholders, and possibly pair with fundraising efforts.

2. HCBF Staffing & Communications Activities

During the planning session, HCBF staff will discuss:

- A. Staff capacity
- B. New hire, student intern, and volunteers engaged in communications activities

HCBF has hired a part-time Programs & Communications Assistant who will assist and support the organization by performing general communications functions, as well as assisting with grant program administration. The Programs & Communications Assistant will work with the Program Director to engage in the following activities that align with the previously discussed goals:

- Write press releases, blogs, newsletters, and social media posts in service of the organizations’ initiatives
- Maintain social media presence, including grant cycle notifications
- Update monthly Board of Directors meeting releases and website updates
- Increase social media presence and number of followers/subscribers
- Maintain contact with current grantees
- Outreach to expand pool of partner orgs by impact area.
- Develop community resources to share at local meetings, on HCBF’s website, and through other channels.

In addition to recruiting student interns from local academic institutions, HCBF Staff will continue working with volunteers on the website update project and creating a collection of community-specific photos for any communications and marketing activities.

3. Strategies to Increase HCBF Resources

During the planning session, Staff and Board will also discuss strategies to help HCBF get more resources, and this includes considering:

- A. Traditional and non-traditional fundraising strategies
- B. What fundraising means for HCBF
- C. How the Board can help to increase resources
- D. How the Board seat replacement process factors into this strategy.
 - a. Qualifications & areas of expertise

According to the Original HCBF Strategic Plan, there are some key fundraising strategies/guidelines that align with the planning session discussion. In general, HCBF may pursue funding from foundations, agencies, private and public sources through strategies such as:

- Building collaborative relationships
- Pursue resource development with POLA & POLB
- Develop resources for organizational sustainability

The table below includes some examples of potential fund raising activities that align with HCBF’s organizational goals.

Strategy	Examples of Potential Activities
Building collaborative relationships	<ul style="list-style-type: none"> • Cultivate relationships with founding and key stakeholder organizations, including local government officials, the Port of Los Angeles, the Appellants, community and residential associations, public health and academic institutions, and environmental groups. Jointly promote the formation of HCBF as a historic collaboration of environmental groups, labor, the City, and the Port of Los Angeles; a model response to Port-related environmental impacts. • Investigate opportunities for entering into agreements with other groups and organizations whose strategic goals align with those of HCBF and where HCBF can function as an operating partner and/or effect programmatic activities which serve the mission of both HCBF and the partner entity.

	<ul style="list-style-type: none"> • Leverage resources through strategic alliances and partnerships, including for communication efforts, or engage with other partners to advance HCBF’s mission. • Ensure that community stakeholders and agencies are well informed through HCBF’s print and social media efforts. • Engage other partners in government, the private sector, other funder partners, and the nonprofit sector, to advance the mission and vision of HCBF. • Create consultative committees and working groups of experts and residents to help identify and address important community issues, as needed.
Pursue resource development with POLA & POLB	<ul style="list-style-type: none"> • Collaborate with Port Staff, the City Attorney and the Appellants to renew the terms of the MOU. • Partner with the Port of Los Angeles to generate additional funding, to be administered by HCBF, for the benefit of the communities of San Pedro and Wilmington
Develop resources for organizational sustainability	<ul style="list-style-type: none"> • Identify and pursue compatible funding possibilities from foundation, government entities. • Identify and solicit funding from corporate and business sponsors that support HCBF’s mission. • Develop a base of support among neighborhood coalitions and voluntary associations. • Assist in identifying and raising funds for the foundation,2 including but not limited to soliciting contributions from donors, businesses, associations, and seeking support from governmental entities • Form a Volunteer Advisory Board to assist in fundraising efforts • Facilitate board member donations and online donations via HCBF’s website to increase charitable donations

DISCUSSION

As mentioned previously, by the end of the planning session discussion, Staff would like Board feedback on the following items:

- Program timing and fund allocations over the next 2 years
- Generate communications related project/research ideas
- Identify fundraising/resource strategies
- Discuss Board resource goals