In many American cities, not only are public spaces inequitably distributed and poorly maintained—but the people in the communities with the least access also rarely have the opportunity to shape public spaces themselves.

Project for Public Spaces’ Community Placemaking Grants enable U.S.-based nonprofits and government agencies to address this inequality of access by working directly with local stakeholders to transform underperforming public spaces or co-create new ones.

### 1.1 History of the Community Placemaking Grant Initiative

The Community Placemaking Grants initiative was developed to give more people the opportunity to shape the places they use everyday. Launched in fall of 2021, this initiative connects U.S.-based nonprofit organizations and government agencies to funding to transform the public spaces they steward, as well as technical assistance and capacity building facilitated by Project for Public Spaces.

### 1.2 About Project for Public Spaces

Founded in 1975, Project for Public Spaces has brought some of the most successful public places in the world to life. We put community participation at the center of everything we do, from placemaking partnerships with corporations and foundations to our workshops, trainings, conferences, and more. Our interdisciplinary team has helped over 3,500 communities in 52 countries create inclusive places that change our society for the better.
2. Spring 2022 Application Round

In 2022, the grantee will receive $40,000 in direct funding for physical and programmatic improvements, as well as technical assistance and peer learning opportunities facilitated by Project for Public Spaces and funded by Niantic.

For communities of color and low-income communities across the United States, multiple kinds of inequality are compounded in public space. Maintenance backlogs, safety concerns, insufficient support for programming and management, and a lack of access to publicly-owned spaces like parks and libraries limit the benefits that the public realm can provide to people’s well-being.

Community Placemaking Grants seek to help address these inequalities by engaging local partner organizations and stakeholders in a “placemaking.” Placemaking is a collaborative visioning process that results in public spaces that better serve their communities through programming, design, and stewardship.

The placemaking projects funded through this grant program will take a “lighter, quicker, cheaper” approach, which emphasizes high-impact, low-cost improvements that contribute to long-term community goals.

2.1 Format

The application deadline for the first round is Friday, April 15, 2022 at 12:00 p.m. EST. Applications must be submitted online at this link. Late submissions will not be accepted.

Select applicants from the first round will be invited to provide more details and documentation. They may also be asked to participate in an interview.
2.2 Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>March 15, 2022</td>
<td>Round 1 applications open</td>
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<tr>
<td>April 15, 2022</td>
<td>Round 1 applications due</td>
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<td>April 22, 2022</td>
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<td>May 13, 2022</td>
<td>Round 2 applications due</td>
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<tr>
<td>May 27, 2022</td>
<td>Selection notifications sent</td>
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2.3 Funding Amount

One applicant will be awarded this cycle with a $40,000 direct grant in addition to technical assistance.

Note, that a **budget is not required** as part of the application for this grant. Project for Public Spaces will work with grantees directly to develop an appropriate budget. However, budget lines are limited and intended to fund primarily physical improvements and programmatic costs as follows:

**Line-Item Budget Summary**

- **Staffing & Grant Management Costs**: up to 10%
- **Programming Costs**: 25%
- **Physical Improvements/Amenities**: 65%
2.4 Technical Assistance

Project for Public Spaces will provide hands-on technical assistance to awarded organizations in selecting, implementing and evaluating placemaking strategies for their spaces. Project for Public Spaces will help grantees to implement their own improvements and programs while transforming an underperforming public space into an active community place.

Project for Public Spaces will:

- Work with each grantee organization to understand the proposed site, review existing programs and assets, and adjust and advise on selected placemaking site;

- Provide the tools and help facilitate a virtual (or in person, if possible) placemaking visioning workshop with community members and partners (the grantee will be responsible for outreach, while Project for Public Spaces will animate the event);

- Provide templates, examples, and information, and collaborate with the grantee on building and refining an activation plan;

- Provide technical assistance with conceptual plans and designs, design development, amenities and furniture selection, managing local contractors and fabricators, and permitting and local approvals;

- Collaborate, review, advise, and guide the grantee through implementation of transformational physical changes and improvements to the site;

- Administer grant funds and manage relationship with the funder;

- And provide the grantee with examples, templates, and training for communications, documentation of improvements, and evaluation.
2.5 Eligibility Requirements

- The recipient organization must be a U.S.-based 501c(3) nonprofit or local government agency.
- The project site must be an outdoor space that is free and open to the public.
- The recipient organization must have the authority or permission to make physical improvements to this space.
- The project site must be a destination for people from across the city, town, or region. (However, the site does not have to be located downtown.)
2.6 Evaluation Criteria

• **Equity & Inclusion:** The selected applicant will have a clear idea of who is poorly served by the space, and how this project will help address that gap. The project’s proposed physical changes should result in a visible and lasting improvement for the community.

• **Community Reach:** The grantee should be well-positioned to engage the full diversity of people who could benefit from the placemaking project—particularly groups that are currently not served by this space or that have limited access to public spaces in general.

• **Open-Ended Process:** The successful applicant will be prepared to participate in an open-ended community visioning process facilitated by Project for Public Spaces as part of the grant. While they will have a clear site, community, and goals in mind, this grant is not intended to solely fund the implementation of a fully-baked project.

• **Feasibility:** The proposed project is feasible within the budget and timeline of the grant, and the organization currently has the capacity to implement physical and programmatic improvements to the space.

• **Partnerships:** The selected applicant will be able to bring together a coalition of organizations and public agencies as partners on the project. Every partner included should have a clearly defined role and add value to the project.
2.7 Application

Interested applicants should **complete the application form online here**. The online form cannot be saved or changed once submitted. For your convenience, however, please find the full list of round one questions below.

**Organizational Information:**

- Name of Organization
- Mailing Address
- Organization Website
- What is your organization’s mission?
- Contact Person at applicant organization
- Contact Person’s Title
- Contact Person’s Email

**The Place:**

- What is the name of the public space that you propose to improve?
- What is the public space’s street address?
- What type of public space is this site?
  - Institution
  - Park
  - Plaza
  - Public Market
  - Sports Facility
  - Street
  - Trail
  - Vacant Lot
  - Other [Write-In]
- Briefly describe the public space. (Please include its current size, amenities, and programming.)
- If there are any limitations on public access to the site, please explain.
- If there are any limitations on your organization’s right to alter the project site, please explain.
The Community:

- Who does the project site currently serve? (If possible, please include information about age, income, race/ethnicity, education, or other details that will help us understand your constituents.)

- Who does your organization currently serve? (If possible, please include information about age, income, race/ethnicity, education, or other details that will help us understand your constituents.)

- What group(s) of currently underserved users will your project benefit? (Be specific!)

The Project:

- In a few sentences, please describe your organization’s ideas for how to improve the design and programming of this public space, and how they would improve the way it works for underserved users.

- At what stage are your plans for this project?
  - Pre-Planning
  - Community Engagement & Planning
  - Concept Development & Design
  - Construction & Implementation
  - Other [Write-in]

- Please describe your organization’s existing capacity to work with Project for Public Spaces to plan and implement this placemaking project within the given timeline. (Include the total number of paid staff for this project, and their expected roles in this project regarding outreach, engagement, implementation, and communication with Project for Public Spaces.)

- Please list any partners that you would expect to contribute to this project and what role they would play.

Please remember to complete the application form with the above questions online at this link.
2.8 Questions?

All pre-application questions or inquiries must be made in writing to grants@pps.org. The Community Placemaking Grant team will contact you promptly, so please do not contact other Project for Public Spaces staff.