

Lighter, Quicker, Cheaper Projects for 2017 Stellar Community Finalists

Lighter, Quicker, Cheaper (LQC) is a term for community/place-based projects that are simple, often short-term and always low-cost. They are demonstrative of basic and immediate solutions to simple, as well as difficult, issues in large and small communities. The LQC possibilities are endless and unique to the community. LQC projects can simply showcase what it would be like to bring people to a forgotten public space through the purchase of a few tables and chairs. LQC projects can also be implemented to demonstrate the transformative changes of large, costly and time-consuming investments – such as closing traffic lanes for a weekend to install temporary bike lanes, plants and seating so the community can experience what a potential trail or streetscape project would be like.

LQC has the core principles of community vision, cost-effectiveness, collaboration and citizen-led change. The Stellar Communities program also embodies some of these same principles and that is why the Indiana Housing and Community Development Authority (IHCDA) is pleased to announce funding for the implementation of Lighter, Quicker, Cheaper projects for the 2017 Stellar Community Finalists.

The goals of the funding are:

- To implement a simple, creative, short- or long-term, and low-cost solution to a community need.
- Highlight or add a unique attribute to the community.
- Begin the communication and public community input processes regarding proposed projects and the Stellar Community program as a whole.
- Garner public interest in the locality's desire to become a Stellar Community.

Only the six 2017 Stellar Community Finalists are eligible for this funding. This year the finalist communities have two options for LQC funding through IHCDA:

1. They may choose to simply receive \$1,000.

OR

2. They can choose to participate in IHCDA's CreatINg Stellar Places program where they will receive up to \$2,500 in IHCDA matching grants when they successfully crowdfund for up to \$2,500 through IHCDA's CreatINg Places program. IHCDA's grants will match a project's crowdfunding goal and will only be provided once that goal is met.

Whether finalists choose the \$1,000 or the CreatINg Stellar Places program for LQC implementation, the following items are mandatory:

- The LQC projects must be discussed in the Letter of Interest submission. Explain your LQC idea(s), why the idea is important to your community, how the project will meet the goals previously mentioned in this document, who will be the lead for project implementation.
- Finalists must inform Carmen Lethig of their funding choice by June 2, 2017 via email at clethig@ihcda.in.gov
- Finalists must discuss their LQC project during their site visit. It is okay if the project is not completed by the time of the site visit, however, during the site visit please explain your LQC idea(s), why the idea is important to your community, how the project will meet the goals previously mentioned in this document, who will be the lead for project implementation.

- Finalists have one year to implement their LQC project from time they receive all funds.
- Finalists must inform IHCD of project completion.
- Finalists must take before, during (if applicable) and after photos and submit to Carmen at clethig@ihcda.in.gov no later than three months after project completion.
- They must tell IHCD if and how this additional funding helped with their Stellar communication strategy.
- Neither the funding choice nor the project will have an influence on Stellar Community finalist or designation decisions.
- Funding only for supplies and equipment in direct relation to the project.
 - Not money for promotional materials.
 - Not money for existing events or projects.
 - Not payment for staff time.
 - Not for lunch, t-shirts, alcohol, political campaigns, etc.

If a community choose the \$1,000 funding option simply notify Carmen Lethig no later than the June 2 deadline of your choice and the final project idea for approval. Further information about the CreatING Stellar Places funding option can be found directly after this page.

For more information on Lighter, Quicker, Cheaper I recommend the following resources:

- Project for Public Spaces <https://www.pps.org/>
- Project for Public Spaces, LQC <https://www.pps.org/reference/lighter-quicker-cheaper/>
- Pinterest – search for Lighter, Quicker, Cheaper <https://www.pinterest.com/>
- Article: “Light, Quick and Cheap: The Big Shift in Urban Planning”
<https://www.forbes.com/sites/michelinemaynard/2013/10/23/light-quick-and-cheap-the-big-shift-in-urban-planning/#27c2be4e109b>
- Better Block Foundation <http://betterblock.org/> and Wikiblock
<http://betterblock.org/wikiblock/>
- Big Car <http://www.bigcar.org/>
- URB-I: Urban Ideas <http://www.urb-i.com/>

CreatINg Stellar Places



“CreatINg Stellar Places” for LQC Implementation

The 2017 Stellar Community program finalists have a unique opportunity to implement Lighter, Quicker, Cheaper (LQC) projects in their community. One of the ways finalists can choose to do this is through a program called Creating Stellar Places. The program is a partnership between the Indiana Housing and Community Development Authority (IHCDA) and Patronicity. CreatINg Stellar Places is a place-based crowdgranting program designed exclusively for 2017 Stellar Community finalists. It empowers the public - residents, businesses and community organizations - to play a role in achieving small but impactful community improvements.

CreatINg Stellar Places accomplishes this by mobilizing community members, residents and general supporters to make individual contributions for the LQC project they want to see in their community. Projects that meet their crowdfunding goals can receive a matching grant from IHCDA of up to \$2,500. Stellar Community applicants must provide a description of their LQC idea in their Letter of Interest, due on April 28th. Stellar Finalists must inform Carmen Lethig at clethig@ihcda.in.gov if they are participating in the CreatINg Stellar Places program by June 2, 2017. It is possible that projects may launch their crowdfunding campaign as early as June 2, 2017. Projects will have 30-60 days to run their campaign. All campaigns must be completed by October 31, 2017. Projects must be completely implemented within one year of receiving all funds.

Finalists can submit projects by applying on the Patronicity website. To start an application, simply begin crafting a crowdfunding project page that is directed towards your community and potential donor audience.

Types of Activities Allowed

Eligible LQC projects may include but are not limited to:

- Streetscape beautification & walkability
- Public plaza visioning/development/activation
- Pop-up space (community or non-profit)
- Alley activation
- Park enhancements
- Bike & other non-motorized path and related infrastructure
- Place branding (wayfinding, place signage, etc.)
- Other projects that contribute to the activation of public space or a community place, decided on a case-by-case basis

Program Requirements

- Inform IHCDA of funding choice by June 2, 2017.
- Campaigns must start and end between June 2 and October 31, 2017.
- Campaigns will run between 30 and 60 days. This will be determined on a case-by-case basis.
- Projects must hit crowdfunding target by their crowdgranting deadline.
- Patronicity will provide crowdfunding support to applicant projects through technical and marketing assistance.

- Any one donor or entity can donate a maximum 35% whichever to the crowdgranting fundraise for matching funds.
- Grant disbursements will be made after the crowdfunding goal is met.
- It is not required that the projects are competitively bid, but it is highly recommended.
- Grants will only be made to an applicant deemed eligible by the IHCDCA.
- All projects must be ready for immediate implementation once 100% total development costs have been raised through prior committed funding (if applicable), the crowdgranting fund raise, and the IHCDCA matching grant.
- Project completion must occur within one year of receiving IHCDCA grant dollars once the crowdfunding goal is met.
- Within three months of project completion, projects must submit after photo(s) of the project, one page report-out of the project including, but not limited to, uses by the community, media coverage, story of project development, outcomes measured, etc. IHCDCA may use the photos and written stories in IHCDCA-related marketing materials.
- IHCDCA funds cannot be used to participate or intervene, directly or indirectly, in the campaign of any candidate or political party.
- IHCDCA funds cannot be used to or used to publicly criticize, ridicule, disparage or defame any person or institution.
- The applicant covenants that it will not use IHCDCA funds in a way to discriminate against person on the basis of race, color, national origin, religion, gender, age, disability, ancestry, creed, pregnancy, marital, parental status, familial status, sexual orientation, status as a veteran, physical, mental, emotional or learning disability, or any other characteristic protected by federal, state, or local law (“Protected Characteristics”). Furthermore, the applicable certifies compliance with applicable federal laws, regulations, and executive orders prohibiting discrimination based on the Protected Characteristics in the provision of services.

Project Process Flow

• STEP 1- Tell Us About Your Project

Will you choose the \$1,000 or the Creating Stellar Places crowdgranting option? Finalist communities are required to notify Carmen Lethig at clethig@ihcda.in.gov regarding their decision by June 2, 2017.

If you choose the crowdgranting option, applicants will utilize the Patronicity website to build out a basic crowdfunding page for their project. This page is the initial application and is directed/focused to the project audience and potential donors. Once a project page is started, Patronicity will make contact with the applicant.

• STEP 2- Patronicity Review

Patronicity will perform an initial screening of the project and profile. Patronicity staff may request additional information to determine the project’s appropriateness for crowdfunding and its eligibility to the CreatING Places grant program.

- **STEP 3- IHCD A Review**

If the project passes initial Patronicity review and the project page is complete, projects will be forwarded to IHCD A and evaluated on the criteria noted in this document. IHCD A staff may contact the applicant for more information.

- **STEP 4- Patronicity Polish**

If approved by the IHCD A review team, Patronicity will then engage fully with the applicant to polish off the project page, develop a marketing strategy, and build out the crowdfunding campaign.

- **STEP 5- Project Goes Live!**

Start crowdfunding! Patronicity will provide technical assistance throughout the raise period. The applicant has up to 60 days to achieve crowdfunding toward their goal. This timeline is established on a project basis prior to crowdfunding launch. A 30 day campaign is recommended.

- **STEP 6- Implementation**

If the crowdfunding campaign is successful, IHCD A will match the funds raised and implementation can soon follow.

CreAtINg Stellar Places 2017 Timeline

March

3/2/17 Stellar Informational Workshop

April

4/28/17 Stellar LOIs due by 5 p.m. Include information about the LQC project in the LOI.

May

5/17/17 Stellar LOI team review

5/24/17 Stellar Finalists announced

June

6/2/17 Due date for finalists' decisions on \$1,000 or CreAtINg Stellar Places participation.

6/14/17

Stellar Finalist Workshop - Indiana Landmarks Building 10-1
Patronicity will attend to answer questions.

August

8/25/17 Stellar SIPs due

September

9/19/17	Stellar Site Visit
9/21/17	Stellar Site Visit
9/27/17	Stellar Site Visit
9/29/17	Stellar Site Visit

October

10/3/17	Stellar Site Visit
10/5/17	Stellar Site Visit
10/18/17	Stellar Designees announced
10/25/17	State Stellarbration (hosted by the State at the Statehouse)
10/31/17	All crowdfunding campaigns must be completed.

November

11/8/17	Stellarbration Division II
11/15/17	Stellarbration Division I
11/28/17	Stellar Kick-Off Meeting
11/29/17	Stellar Kick-Off Meeting