



THE OFFICE OF GOVERNOR
WES MOORE
GOVERNOR'S OFFICE FOR CHILDREN

ENOUGH Grant Program

Engaging Community in Needs Assessment and Asset Mapping

Aug 1, 2024

Webinar Agenda

- 1 ENOUGH Grant Program Overview**
- 2 Community Needs Assessment & Asset Mapping: The Process**
- 3 Communicating Needs and Strengths in the Application**
- 4 Q&A and Applicant Resources**



ENOUGH Grant Program Overview

ENOUGH Initiative

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The Engaging Neighborhoods, Organizations, Unions, Governments and Households (ENOUGH) Initiative is a first-of-its-kind state-led, place-based investment strategy designed to create poverty-fighting opportunities driven by communities, data and cross-sector partnerships.

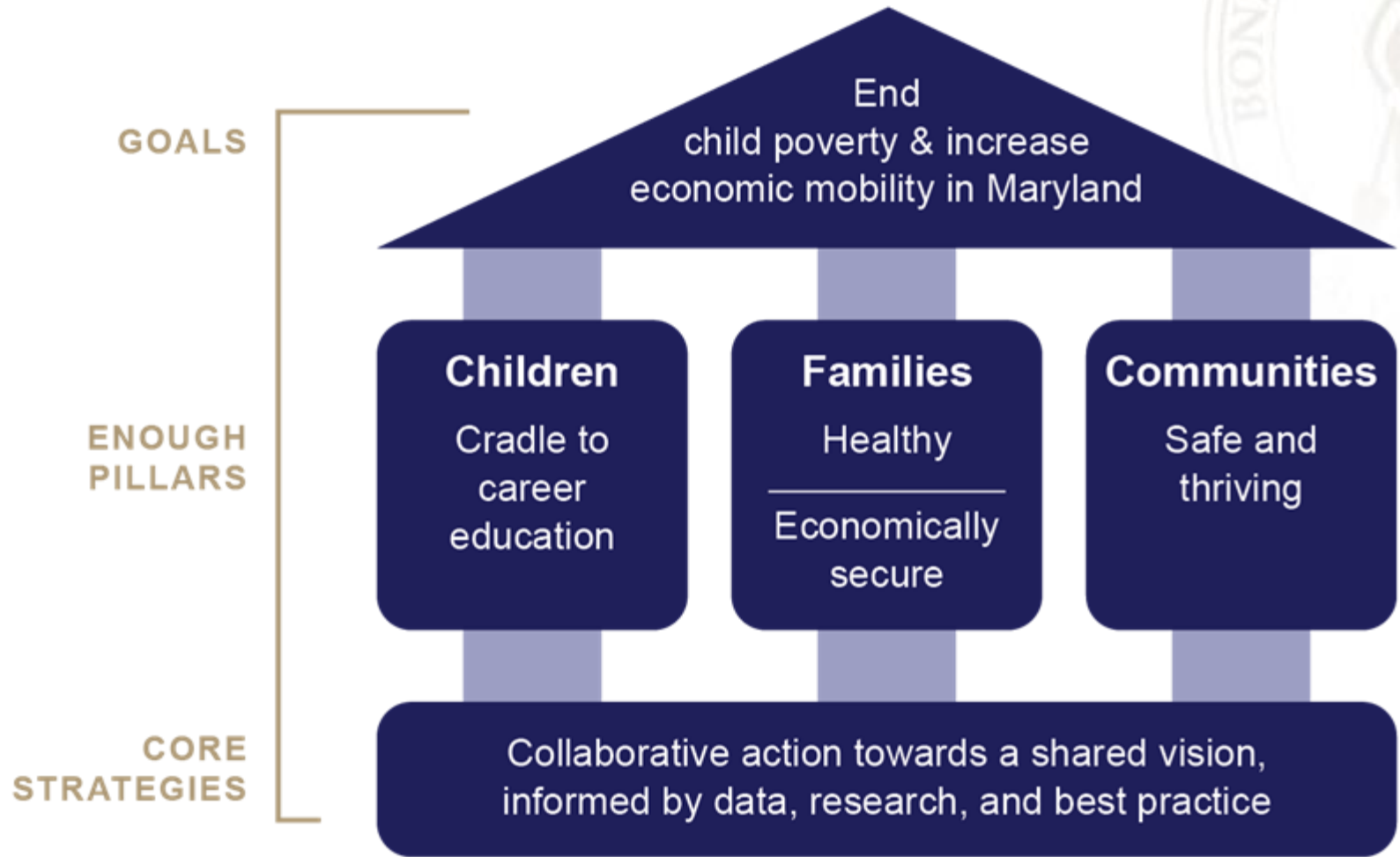
- ENOUGH Act signed into law May 9, 2024
- Administered by the Maryland Governor's Office for Children
- Whole of government approach to ending child poverty

“Communities across Maryland will provide the vision, and the state will provide the support.”

- Governor Wes Moore

ENOUGH Theory of Action

1



ENOUGH Result Areas

1



Cradle to Career Education: Unlocking children’s potential through early care and education from birth until working in a career, specifically ensuring smooth transitions through kindergarten, middle school, and high school graduation with a pathway to college and/or career



Healthy Families: Ensuring community member and family access to high quality healthcare with goals of decreasing infant mortality, increasing life expectancy, and improving mental health



Economically Secure Families: Ensuring higher employment and entrepreneurship resulting in livable and family-sustaining wages, and stable, thriving households where families can provide for necessities, weather hard times, and build wealth



Safe and Thriving Communities: Creating communities where residents feel safe and where the built environment supports their ability to thrive, including through high-quality, affordable housing, a thriving commercial core, and access to recreational spaces, nutritious food, and transportation

FY25 ENOUGH Grant Program

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Purpose: Funding to eligible communities to create community-driven, cross-sector partnerships to plan and advance place-based strategies that reduce child poverty and increase economic mobility.

Basic Eligibility Requirements:

- ✓ Lead Applicant
- ✓ Core Partners
- ✓ Community

Lead Applicant Eligibility Requirements

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Lead Applicant is called the **Community Quarterback Organization**

Community Quarterback organization may be any of the following:

- community-based organization
- non-profit organization
- local government entity
- Local Management Board
- Community Action Agency

Core Partners Eligibility Requirements



Minimum* required partners include:

- a community-based non-profit organization,
- a local government entity, and
- a public school

Expectation is that applicants will engage a **broad coalition of partners across sectors.*

ENOUGH Grant Program Pathway – Three Tracks of Entry



Grant Program Track	Award Amount	Project Period
Track 1: Partnership Development	\$65,000	6-12 Months
Track 2: Plan Development	\$300,000	12-24 Months
Track 3: Implementation	Up to \$5M* (FY25)	Up to 4 Fiscal Years

**Track 3: Implementation award is based on the number of children contributing to eligibility criteria in the proposed service geography. Proposed budget for Track 3 should include three additional years of ENOUGH funding. The Governor's Office for Children will help Track 3 applicants identify their multi-year budget limit.*

Qualifying Criteria to Apply for Each Grant Program Track

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MEETS COMMUNITY ELIGIBILITY CRITERIA

Communities that have at least one U.S. Census tract where more than 30% of children are living in poverty AND (2) is served by a community school with a concentration of poverty level of at least 80%



COMMUNITY QUARTERBACK

Community-led organization with resources and capacity to lead ENOUGH activities and manage ENOUGH funds, in coordination with community partners



PARTNERSHIP COLLABORATIVE

A robust partnership of community-led organizations representing each of the ENOUGH results areas

An established partnership governance structure to ensure alignment, information sharing, and resource deployment



COMMUNITY NEEDS ASSESSMENT

Completed needs assessment identifying assets and gaps, informed by community data and residents' input



NEIGHBORHOOD ACTION PLAN

An action plan that leverages various funding streams to address gaps identified in the needs assessment and provide a continuum of services for the community across ENOUGH results areas

TRACK 1: PARTNERSHIP DEVELOPMENT

TRACK 2: PLAN DEVELOPMENT

TRACK 3: IMPLEMENTATION

Tip: Use the Track Selector Tool to help identify the track to which you should apply: <https://bit.ly/ENOUGHTrack>.

ENOUGH Grant Program Competition Timeline

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Notice of Intent to Apply Due for All Tracks

July 19, 2024

Full Application Deadline for Track 2 and Track 3

September 20, 2024

Full Application Deadline for Track 1

November 1, 2024

Award Notifications

Winter 2024

Estimated Project Start

January 2025

WJWI Overview



At Harlem Children's Zone

William Julius Wilson Institute at Harlem Children's Zone is a national resource for place-based, people-focused solutions that open pathways to social and economic mobility.

Our North Star

WJWI is guided by our North Star, which we define broadly as our vision and long-term goal.

Through our work with communities, **one million young people** will be connected to opportunities that place them on a pathway to **social and economic mobility** and **racial equity**. These outcomes will drive **systems change** and **scalable solutions** that are informed by research and practice.

Community Needs Assessment & Asset Mapping: The Process

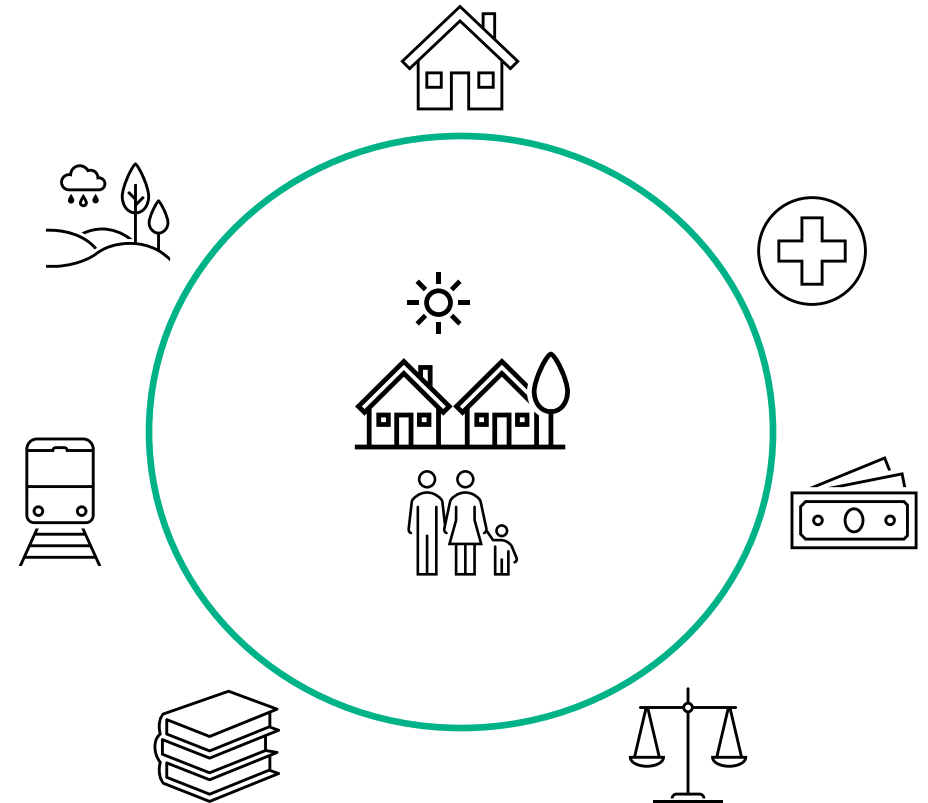


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What is a Community Needs Assessment?

An information gathering process to understand the strengths and needs of a community.

- Assessments are conducted to determine specified priorities to improve the lives of residents
- Grow and sustain the strengths of a community
- Understand needs and their root causes
- Identification of solutions and the development of action steps



Overview: Core components of a needs assessment

Conducting an assessment is both an analytical and a relational process to understand and set the priorities for a community.

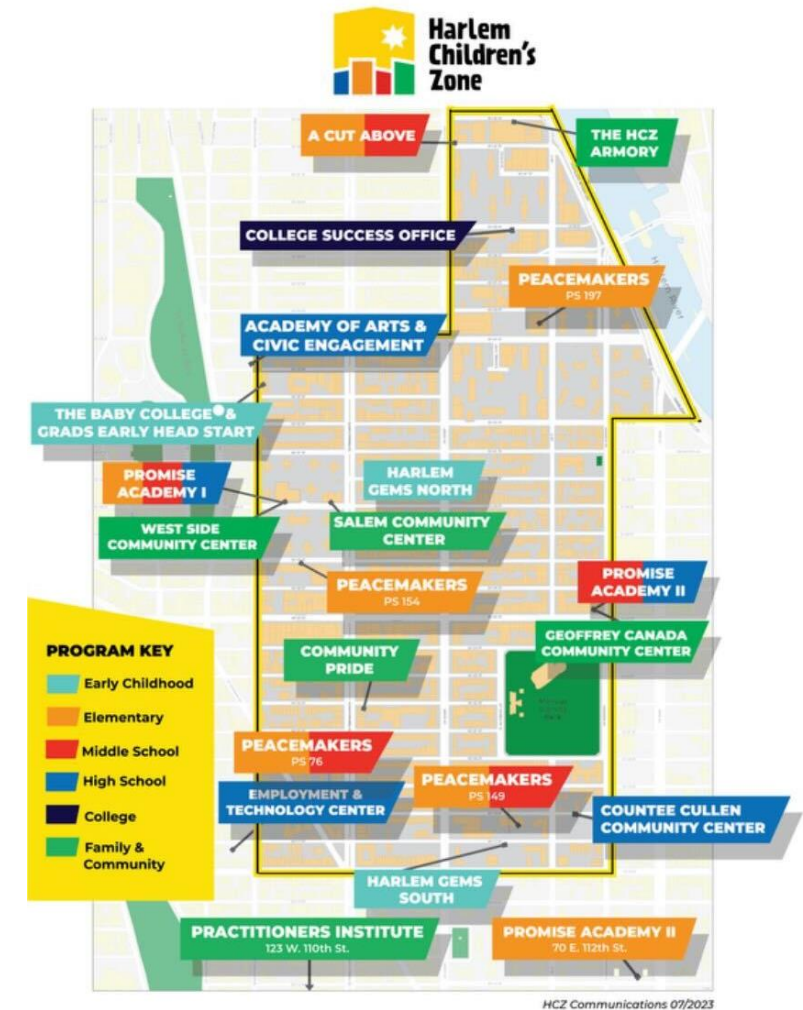
Community Strengths & Needs Assessment Components

1	Building a Team	Assemble a team with appropriate skills and experiences to conduct the assessment
2	Community Quarterback & Core Network Partners	Identify the Community Quarterback and potential network of partners that will lead and implement the local initiative
3	Define Catchment Area	Establish a specific geographic area to focus the assessment of the initiative
4	Develop Community Data Profile	Identify relevant indicators and perform analyses to understand implications for child outcomes
5	Community Asset Mapping	Build an inventory of community resources that support upward mobility
6	Data Collection	Conduct surveys, interviews, and focus groups to gather additional information about the needs and priorities of community stakeholders
7	Develop Findings & Reporting	Synthesize and summarize strengths, needs, and priorities and identify actionable next steps to engage and align key stakeholders

What is Asset Mapping?

A process by which a community's strengths are specifically identified, described, and often visualized geographically on a map.

- Often starts off with a list
- Incorporates tangible and intangible resources
- Understand relationships across space (Close together / Far apart / Overlap)
- Provides additional perspective and opportunities for stakeholder engagement



Overview: Core components of an asset map

Creating an asset map provides a visual inventory of resources that support improving the quality of life for children and families.

- **Identify purpose of the map**
- **Identify layers of the map that most closely align with purpose**
 - Education
 - Food
 - Health
 - Social Services
 - Communal space
 - Youth programming
- **Engage stakeholders to learn about assets for each layer**
 - Resident Mapping Workshops
 - Focus Groups
 - Community walks
- **Create map (e.g., using a platform like Google Maps)**
- **Identify gaps and strengths**
- **Share with stakeholders**

Map of potential cradle-to-career infrastructure

2010 Population: 3,049

2020 Population: 3,090



Approaches for Community Engagement

It is critical to integrate the voices and perspectives of community members in needs assessments. But how?



Community Advisory Boards

An organization may consider establishing or utilizing a community advisory board to inform priorities, project plans, data gathering, and the development of findings and next steps



Hire Residents

Organizations may consider intentionally hiring local residents permanently or for a time-limited position to lead projects and conduct the work needed to set priorities, assess needs, and develop action plans in their community.



Community Feedback Loops

Conducting listening sessions, workshops, and forums focused on co-developing certain elements of the work throughout the assessment and planning process allows residents and youth to inform the initiative at a lower level of commitment.

Community Needs Assessment & Asset Mapping: The Data Sources



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Potential Approaches to Collecting Qualitative Data

Community Survey

- Applicants are encouraged to design, build, and field a community survey with a set of questions to learn about the experiences and priorities of residents in the community.
- Questions may be geared towards topics such as:
 - What is working well for residents?
 - What do residents believe needs to change?
 - What types of changes do residents want to prioritize?
 - How would residents like change to happen in the community?

Focus groups and Interviews

- Applicants are encouraged to conduct focus groups and interviews with key stakeholders whose perspectives will inform applicants' understanding of the strengths and needs of the community.
- Focus groups and interviews provide in-depth information about the lived experiences of residents related to the goals of the initiative.

Note: Inclusion of community members most impacted by poverty and inequality will be beneficial to inform the planning and implementation of the initiative.

Overview of Quantitative Metrics

Enough Act Focus Areas	Description	Example Metrics
Cradle-to-Career Education	Unlocking children’s potential through early care and education from birth until working in a career	<ul style="list-style-type: none"> ▪ Pre-K Enrollment ▪ Kindergarten Readiness ▪ Proficiency Rates ▪ Graduation Rates
Economically Stable Families	Ensuring higher employment and entrepreneurship resulting in livable and family-sustaining wages, and stable, thriving households	<ul style="list-style-type: none"> ▪ Poverty ▪ Child Poverty Rate ▪ Median Household Income ▪ Labor Force Participation rate ▪ Unemployment Rate
Healthy Families	Ensuring community member and family access to high quality healthcare with goal of improving health outcomes	<ul style="list-style-type: none"> ▪ Uninsured rate ▪ Infant Mortality ▪ Levels of Mental health distress ▪ Level of chronic illness ▪ Life expectancy
Safe and Thriving Communities	Creating communities where residents feel safe and where the built environment supports their ability to thrive	<ul style="list-style-type: none"> ▪ Crime Rate ▪ Median Rent/Home price ▪ Housing cost burden ▪ Eviction rate ▪ Homelessness count ▪ Homeownership rate ▪ Vacancy rate

Potential Data Sources: Data Dashboard



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Focus Areas	Example Outcome Indicators (census tract)	Example Progress Indicators (census track)	Example Systems Measures (county)
<ul style="list-style-type: none"> ▪ High Quality Education and Care from Cradle to Career 	<ul style="list-style-type: none"> ▪ % of 9th grade students on track to graduate on time and/or four-year graduation rate 	<ul style="list-style-type: none"> ▪ % of children enrolled in publicly funded pre-kindergarten the year prior to kindergarten 	<ul style="list-style-type: none"> ▪ # of maximum available slots with childcare providers
<ul style="list-style-type: none"> ▪ Healthy Families 	<ul style="list-style-type: none"> ▪ % of children with elevated blood lead levels 	<ul style="list-style-type: none"> ▪ % of women delivering a live birth who had a timely postpartum care visit 	<ul style="list-style-type: none"> ▪ # of Medicaid/CHIP enrollees
<ul style="list-style-type: none"> ▪ Economically Secure Families 	<ul style="list-style-type: none"> ▪ % of families spending >30% income on housing (rent) (census tract) 	<ul style="list-style-type: none"> ▪ Labor force participant rate by race ethnicity ages 16 and over (census tract) 	<ul style="list-style-type: none"> ▪ # of households that receive a child tax credit
<ul style="list-style-type: none"> ▪ Safe and Thriving Communities 	<ul style="list-style-type: none"> ▪ Vacancy rate (census tract) 	<ul style="list-style-type: none"> ▪ Amount of capital provided to businesses through small business financing program (county) 	<ul style="list-style-type: none"> ▪ # of locations lacking broadband service (zip code)

Developing Findings

- Applicants will need to capture, synthesize, and communicate their learnings and follow-up actions from the assessment
- Findings should directly be linked to the five focus areas of the ENOUGH Act
- **Recommended Framework:** [Strengths](#), [Weaknesses](#), [Opportunities](#), [Threats Analysis](#)

ENOUGH Act Focus Area	Internal		External	
	Strengths	Weaknesses	Opportunities	Threats
Community Capacity for Collaborative Action				
High Quality Education and Care from Cradle to Career				
Healthy Families				
Economically Secure Families				
Safe and Thriving Communities				

Communicating Needs and Strengths in the Application



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Expectations for Assessing Community Assets and Needs

	Asset Mapping	Community Needs Assessment	Neighborhood Action Plan
			
Track 1: Partnership Development	Not Required	Not Required	Not Required
Track 2: Plan Development	Planning	Planning	Not Required
Track 3: Implementation	Completed	Completed	Planning

Approaching the Application

Track 2: Plan Development

Part 3: Needs Analysis & Proposed Plan

For 3A. Preliminary Needs Assessment, this framework helps to:

- Communicate how you have built an understanding of community needs and strengths in the past
- Point to specific tools and methods to use for the ENOUGH needs assessment

For 3B. Plan for Conducting a Comprehensive Community Needs, this framework helps to:

- Describe how you will identify outcomes and utilize data to inform your work
- How you will identify and leverage strengths and assets in the neighborhood you plan to serve
- Integrate the perspective of residents in the assessment and planning process

Approaching the Application

Track 3: Implementation

Part 3: Needs Analysis & Proposed Plan

For 3A. Neighborhood Action Plan, the needs assessment can help with:

- Determining the number of children that you plan to serve
- Directly inform the short- and long-term goals
- Identify outcome indicators for the four focus areas to monitor progress and support accountability

For 3B. Data Driven Needs Assessment & Prioritizing Outcomes, the needs assessment can help with:

- Communicating how you prioritize outcomes and integrate the perspective of residents in the planning process
- How the partnership identifies and leverages the strengths and resources within the community
- Share any indicators or metrics that are of particularly importance for your work in the community that goes beyond the provided data sources

Q&A and Applicant Resources

Applicant Support: Training Hub and Resource Library

Prospective applicants have access to a curated training hub and resource library focused on the ENOUGH qualifying criteria and result areas.



NEXT STEPS: Action Items for Interested Communities



1. Sign up for the [ENOUGH Grant Program Listserv](#) to be notified of technical assistance offerings, Grant Program FAQs, and other applicant resources. You can also send an email to ENOUGH@Maryland.gov to receive updates.



2. Visit the ENOUGH Community Eligibility Map at <https://bit.ly/ENOUGHMap> to identify eligible geographies for ENOUGH Grant Program funds.



3. Use the ENOUGH Track Selector Tool at <https://bit.ly/ENOUGHTrack> to identify the right ENOUGH Grant Program Track for your partnership based on readiness and capacity criteria.



4. Read the **Notice of Funding Opportunity (NOFO)** for detailed grant program requirements, application templates, review criteria, budget limitations, allowable costs, application formatting, and submission process.



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Contact Us

For additional questions or to request access to the ENOUGH listserv, please email us at ENOUGH@Maryland.gov.

Visit the Governor's Office for Children website for updates on the ENOUGH Grant Program Community Support offerings!

GOC.Maryland.gov

We look forward to hearing from you.



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