LA28 GAMES MOBILITY PROGRAM

SCAG

Community Hubs Activation Program

Guidelines

Submissions due Jan. 8, 2027

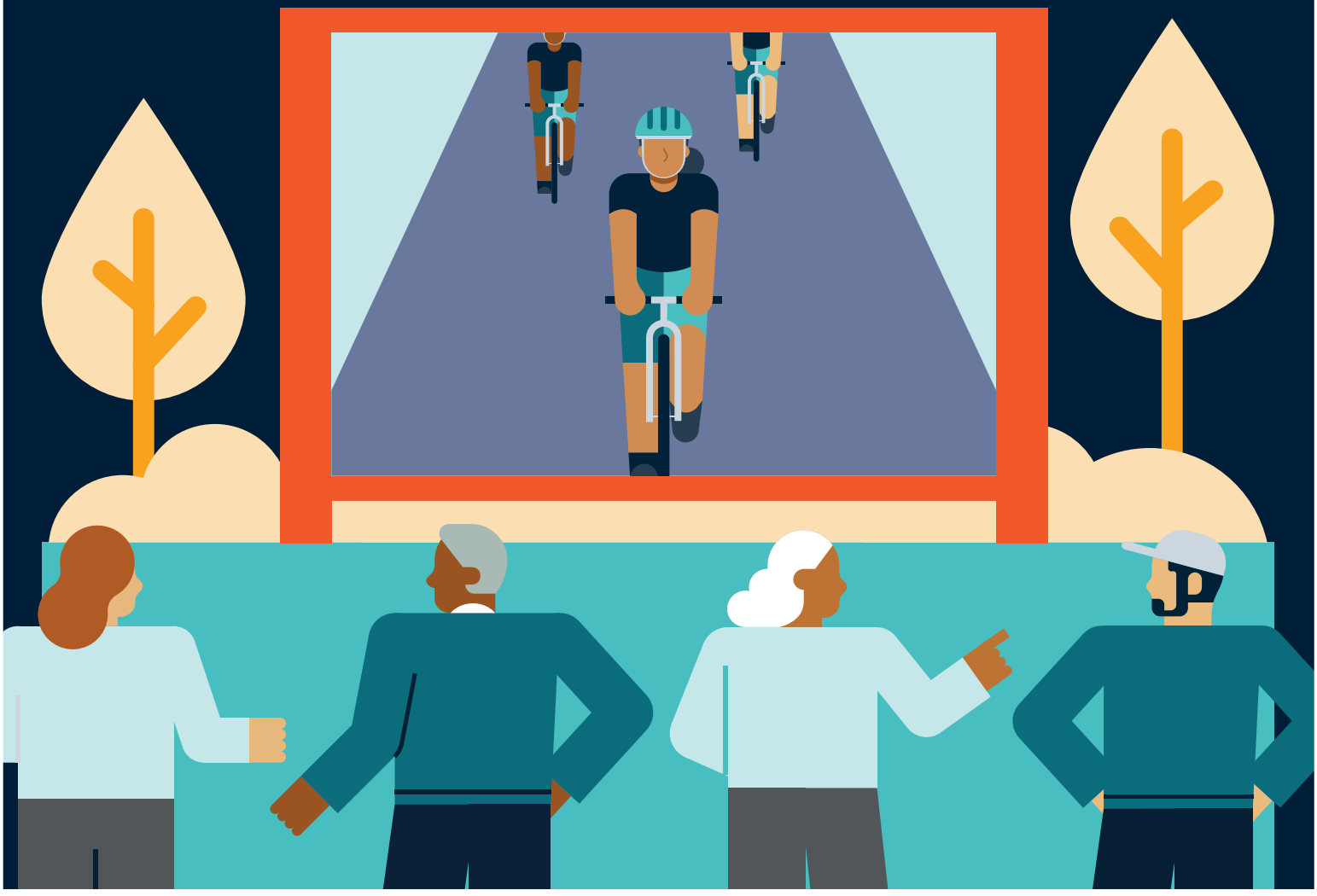


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Community Hubs Toolkit and Activation Program Overview

Introduction to SCAG's LA28 Games Mobility Program

Southern California has a long and successful history of hosting major international events, including the 1932 and 1984 Olympic Games, Super Bowl LVI (2022), and the 1994 FIFA World Cup final. Building on this legacy, Southern California is preparing to host the 2028 Summer Olympic and Paralympic Games. Successfully coordinating events of this scale requires extensive, multi-year planning efforts. In response, SCAG, working in partnership with LA28 and agencies within the region, has launched the Games Mobility Program to support key regional initiatives such as Freight and Passenger Transit Demand Management, Quick-Build infrastructure strategies, and the development of a Community Hubs Toolkit. These efforts aim to ensure effective coordination for the LA28 Games, while promoting sustainable, long-term improvements that will benefit the region well beyond the events themselves.

Community Hubs Toolkit and Activation Program Overview

As a central component of SCAG's Games Mobility Program, the **Community Hubs Toolkit and Activation Program** aims to extend the spirit and excitement of the Olympic and Paralympic Games throughout Southern California, particularly in communities that are not hosting official events. By activating celebration sites outside of official venue locations, Community Hubs will help reduce vehicle miles traveled and greenhouse gas emissions for residents and visitors seeking to engage in the festivities. Community Hubs can embed the idea of a truly regional games, through strategic activation and thoughtful programming across SCAG communities.

Community Hubs are about more than just the 2028 Summer Olympic and Paralympic Games; they aim to leave a lasting legacy of uplifting community across the region. These hubs should serve as a catalyst for local jurisdictions to sustain this legacy by reimagining and activating community spaces in ways that continue to bring people together well beyond the Games.

The Community Hubs Toolkit and Activation Program consists of two elements: 1) the Community Hubs Toolkit, and 2) the Community Hubs Activation Program, consisting of piloted projects across the region. The Community Hubs Toolkit will be available to the public and provide guidance and planning resources for local communities to plan an activation both during the LA28 Games and beyond. The Community Hubs Activation Program will leverage the Community Hubs Toolkit to provide selected jurisdictions with consultant-led technical assistance to develop an activation for the LA28 Games. SCAG is seeking to solicit applications for the Community Hubs Activation Program through the following Request for Interest.

Community Hubs Activation Program Guidelines

I. Request for Interest Overview

The **Community Hubs Activation Program – Request for Interest** will support activation projects that extend the spirit and excitement of the LA28 Games throughout Southern California, particularly in communities that are not hosting official events during the LA28 Games, and pilot best practices from the Community Hubs Toolkit. Selected projects will foster community engagement and celebration around the LA28 Games; support local economic activity; reduce vehicular travel across the region; and leave a lasting legacy. The 2026 Community Hubs Activation Program will solicit applications for three primary project types, tiered by the level of support provided by SCAG and the consultant team: 1) Community-Led Hub, 2) SCAG-Supported Hub, and 3) Co-Produced Hub.

SCAG recognizes that communities start from differing levels of resources, experience, and capacity, and require different types of support. The Community Hubs Activation Program offers a flexible, collaborative approach that allows consultant-led technical assistance to stretch further, supporting the delivery of more high-quality hubs while building lasting local capacity. This model is intentionally adaptable: each hub will reflect the unique needs and character of its community, yet all will share a common outcome: vibrant, on-the-ground gathering spaces that foster connection and create a lasting Games legacy.

II. Program Goals

The Community Hubs Activation Program – Request for Interest aims to:

- Extend the spirit and excitement of the Olympic and Paralympic Games throughout Southern California, particularly in communities that are not hosting official events;
- Reduce vehicle miles traveled and greenhouse gas emissions for residents and visitors seeking to engage in the festivities;
- Leverage the Community Hubs Toolkit to execute place-based community activations, providing opportunities for local jurisdictions to strengthen and support public spaces and to foster community engagement and celebration around major events;
- Support the long-term benefits and legacy of the Games in local communities.

III. Who Can Apply?

Eligible applicants within the six-county region include:

- Cities and counties
- Councils of governments
- Tribal Nations
- Other eligible local and regional governmental agencies (e.g., Multi-city coalitions or regional municipal collaboratives, County-city partnerships, etc.)

The lead applicant must be a government entity. Local Jurisdictions may apply independently, or in partnership with community-based organizations, arts or cultural organizations, chambers of commerce, business improvement districts, local businesses, schools, neighborhood groups, or other partners. Partnerships may strengthen an application but are not required.

IV. Applicant Requirements

All applicants must have:

- A proposed activation site within the SCAG region;
- An event concept during and connected to the 2028 Olympic (July 14 to July 30, 2028) and/or Paralympic Games (Aug. 15 to Aug. 27, 2028);
- A project lead with authority to coordinate the event;
- Local staff capacity to participate in planning and deliver assigned responsibilities;
- Responsibility for all staff labor costs;
- Responsibility for securing required permits, approvals, public safety, and other local operations *(consultant support available if identified and approved in work plan);*
- A signed Letter of Commitment (for selected applicants in Level 1 - Community-Led Hubs) or Memorandum of Understanding (for selected applicants in Level 2 - SCAG-Supported Hub and Level 3 - Co-Produced Hubs) acknowledging responsibilities, roles, and costs (not required at time of application; the Letter of Commitment or Memorandum of Understanding).

Additionally, SCAG is particularly looking to provide higher levels of support to applicants who:

- Propose an activation site that is not associated with or adjacent to an LA28 Games venue;
- Utilize existing public spaces or community destinations;
- Demonstrate connections to transit, micromobility, pedestrian or bicycle infrastructure, or other multimodal access strategies;
- Partner with community-based organizations, arts or cultural organizations, chambers of commerce, business improvement districts, local businesses, schools, neighborhood groups, or other partners;
- Identify opportunities for long-term community benefits and legacy beyond the LA28 Games.

V. Program Structure

A) CORE PROGRAM ELEMENTS

All selected Community Hub activations, regardless of project type (see ***Section VI,*** *Project Types***,** for more information on project types), will receive:

- Participation in opportunities to connect with participating jurisdictions and share knowledge, resources, tools, materials, and best practices;
- Coordination and collaboration with regional partners, as feasible, including LA28, SCAG working groups, and other stakeholders involved in planning activations;
- Community Hubs marketing and communications resources, developed by the consultant team, to help jurisdictions effectively promote their Community Hub, and coordination regarding LA28 branding, where separately authorized and applicable;
- Inclusion in SCAG LA28 Games transportation demand management campaign and regional resources, where possible;

- Scheduled office hours with the consultant team, providing jurisdictions with opportunities to receive guidance from the Community Hubs Toolkit, strengthen implementation approaches, address emerging needs, and seek general technical assistance and advisory support.
- Evaluation metrics aligned with the program goals to support reporting requirements.

B) PROGRAM LIMITATIONS

Selected participants will not receive a grant, reimbursement, or pass-through funds from SCAG for any of the project types. SCAG support will be delivered through SCAG-managed technical assistance, consultant services, event coordination, and approved implementation support. The level of support provided will depend on the selected project type. Technical assistance will be provided by SCAG and supported by the consultant team led by TYLin, and supported by Community Arts Resources (CARS), Studio One Eleven, Tranzito, Estolano Associates, and Place and Page.

C) INELIGIBLE ACTIVITIES

All applicants, regardless of project type, will not receive support for any of the following ineligible activities:

- Transfer of funds to the applicant
- Applicant or partner staff labor (salaries, benefits, or overtime)
- Police, sheriff, fire, private security, janitorial, or other local labor
- Cash reimbursement for locally purchased goods or services
- Long-term operations or maintenance after the activation

D) PROJECT TYPES AND LEVEL OF SUPPORT

The 2026 Community Hubs Activation Program will solicit applications for the following project types, tiered into three types based on the level of support provided by SCAG and the consultant team:

1. **Community-Led Hub** offers minimal technical assistance to jurisdictions and provides access to peer learning opportunities and coordination with regional partners. This project type is designed for jurisdictions that plan to host their own activities and primarily want access to the regional network and low-level support.

2. **SCAG-Supported Hub** provides targeted event planning support and limited implementation assistance. This project type is designed for jurisdictions who may have organizational and partner commitments but need targeted support in event coordination and planning.

3. **Co-Produced Hub** provides the highest level of support for communities that are seeking a hands-on partnership with comprehensive end-to-end event planning and coordination, and on-site production support.

All projects, regardless of project type, will receive the support listed under ***Section V-A****, Core Program Elements*. Each project type is described in more detail in ***Section VI,*** *Project Types*.

In total, this program has approximately $1.2 million available in support through consultant technical assistance. The approximate breakdown of consultant technical resources and anticipated number of events supported by project type is detailed in **Figure 1**. Please note that the approximate budget and number of events supported for each project type are subject to change.

Figure 1: Estimated Budget and Number of Events per Project Type

Project Type	Level of Support	Total Estimated Budget Assigned to the Project Type*	Approximate Number of Events Supported*
Community-Led	Low	$180K	At least 6
SCAG-Supported	Moderate	$420K	At least 4
Co-Produced	High	$600K	At least 2

**The approximate budget and number of supported events for each project type are subject to change.*

VI. Project Types

LEVEL 1 - COMMUNITY-LED HUB

- **Level of Support:** Low
- **Total Estimated Budget Assigned to the Project Type:** $180K
- **Approximate Number of Events Supported:** At least 6

Overview

A **Community-Led Hub** offers minimal technical assistance to jurisdictions and provides access to peer learning opportunities, and coordination with regional partners. This project type is designed for jurisdictions that plan to host their own activities and primarily want access to the regional network and low-level support.

Intended Applicant

Community-Led Hubs are best for:

- A jurisdiction that is prepared to plan, fund, staff, and operate their own activation;
- A jurisdiction that already has staff capacity and funding and simply wants to connect its event with the larger LA28 Games regional effort; or
- A jurisdiction that has previous experience and success with planning large-scale public events.

Support Available Through This Project Type

SCAG and consultant-led support for a Community-Led Hub will include:

- All activities listed under ***Section V-A,*** *Core Program Elements*.
- **Ongoing support:** Quarterly check-ins and office hours are available.
- **Networking and collaboration:** Includes access to peer learning opportunities and coordination with regional partners.
- **Communication and marketing:** Community Hubs graphic design support, standard marketing/communications resources, design assets for crediting SCAG as funder, and promotional support are provided.
- **Planning resources:** Planning promotion templates, sponsorship guidance (including SCAG, the consultant team, and LA28), event production resources, and site/layout recommendations are available.
- **Budget support:** High-level budget review is provided.
- **Event and production planning**: Support for specific event planning questions.

- **Evaluation:** Support for programmatic evaluation metrics.
  For more information, please review **Appendix 2** – Potential Requests for Activation Support and **Appendix 3** – Levels of Support by Project Type.

Activities Not Included Under This Project Type

Support for a Community-Led Hub **will <u>not</u> include:**

- All activities listed under ***Section V-C****, Ineligible Activities*.
- Any activities listed under ***Level 2*** – *SCAG-Supported Hub* and ***Level 3*** – *Co-Produced Hub* including:
  - Sponsorship assistance
  - Sponsorship package development
  - Targeted support
  - Ongoing event planning assistance and support
  - End-to-end event planning and coordination
  - Day-of, on site production support

<u>LEVEL 2 – SCAG-SUPPORTED HUB</u>

- **Level of Support:** Moderate / Targeted Support
- **Total Estimated Budget Assigned to the Project Type:** $420K
- **Approximate Number of Events Supported:** At least 4

Overview

The second project type, **SCAG-Supported Hub**, provides targeted event planning support and limited implementation assistance. This project type is designed for jurisdictions who may have organizational and partner commitments but need targeted event planning and production support.

Jurisdictions and local partners contribute in-kind resources and effort to bring hubs to life and are responsible for execution and operations, with support from the consultant team. The consultant team provides tailored, hands-on, place-based assistance and helps build partnerships across community, cultural, public, and private stakeholders, strengthening local capacity beyond the Games.

Intended Applicant

SCAG-Supported Hubs are best for:

- A jurisdiction with limited experience planning large-scale public events.
- A jurisdiction looking to improve execution of events / increase the scale of an existing event.

Support Available Through This Project Type

SCAG and consultant-led support for a SCAG-Supported Hub will include:

- All activities listed under ***Section V-A****, Core Program Elements*.
- All activities listed under ***Level 1*** - *Community-Led Hub*.
- **Ongoing Support:** Up to monthly meetings with SCAG and consultant team, providing targeted support, guidance and recommendations on event and production planning as defined and approved in defined workplan (See ***Section IX-B****, Approved Workplan*).

- **Budget and site support:** Detailed budget review and site selection and layout recommendations are provided.
- **Event and production planning:** Limited end-to-end event planning assistance and coordination, along with targeted support on selected event and production planning-related areas.
- **Evaluation:** Support for programmatic evaluation metrics.
  For more information, please review **Appendix 2** – Potential Requests for Activation Support and **Appendix 3** – Levels of Support by Project Type.

Activities Not Included Under This Project Type

Support for a SCAG-Supported Hub **will <u>not</u> include:**

- All activities listed under ***Section V-C***, *Ineligible Activities*.
- Any activities listed under ***Level 3*** – *Co-Produced Hub* including:
  - Sponsorship package development
  - End-to-end event planning and coordination
  - Day-of, on site production support

<u>LEVEL 3 – CO-PRODUCED HUB</u>

- **Level of Support:** High
- **Total Estimated Budget Assigned to the Project Type:** $600K
- **Approximate Number of Events Supported:** At least 2

Overview

The third project type, **Co-Produced Hub,** provides the highest level of support for communities that are seeking a hands-on partnership with comprehensive end-to-end event planning and coordination, and on-site production support. While applicants remain responsible for local leadership, staffing, approvals, operations, and direction, SCAG and the consultant team work alongside the applicant to provide intensive event planning and production support. For purposes of these Guidelines, "Co-Produced" describes the level of consultant support and does not shift responsibility for local event operations, permits, public safety, or legal compliance from the applicant.

Intended Applicant

Co-Produced Hubs are best for:

- A jurisdiction with a strong interest in hosting an activation but has limited staff, funding, or event management experience.

Support Available Through This Project Type

SCAG and consultant-led support for a Co-Produced Hub will include:

- All activities listed under ***Section V-A***, *Core Program Elements*.
- All activities listed under ***Level 1*** - *Community-Led Hub* and ***Level 2*** – *SCAG-Supported Hub*.
- **Ongoing support:** Monthly to biweekly meetings with SCAG and consultant team, providing comprehensive support including end-to-end event planning and production planning and on-site production support as defined and approved in defined workplan (See ***Section IX-B***, *Approved Workplan*).

- **Communication and marketing:** All communication resources listed for Level 1, as well as customizable, ready-to-use artwork templates for promotional materials.
- **Planning and sponsorship:** Full support includes planning promotion templates, sponsorship guidance and assistance, sponsorship package development, and event production resources.
- **Budget and site support:** Detailed budget review and site/layout recommendations are provided.
- **Event and production planning:** End-to-end event planning assistance and coordination are included.
- **Production Support:** End-to-end production support, including day-of and on-site support.
- **Evaluation:** Support for programmatic evaluation metrics.
  For more information, please review **Appendix 2** – Potential Requests for Activation Support and **Appendix 3** – Levels of Support by Project Type.

Activities Not Included Under This Project Type

Support for a Co-Produced Hub **will <u>not</u> include:**

- All activities listed under ***Section V-C***, *Ineligible Activities*.

VII. Application Limits

A) APPLICATION LIMITS

- **Applicants may submit no more than one application per activation site.**
- Applicants may submit multiple, distinct applications for different activation sites in the same jurisdiction. If submitting multiple applications, applicants must indicate the priority of the applications. An independent jurisdiction may only receive one project selection.
- An applicant may participate in or be included as part of a separate subregional or collaborative application submitted by a council of governments, subregional agency, or other eligible government-led collaborative partnership. In this case, a jurisdiction *may* receive an individual project selection for an activation site and also receive support for the different activation site through a subregional or collaborative application.
- Applicants should identify the support level that best fits their readiness and need.

VIII. Application Process

A) APPLICATION SUBMISSION

Applications will be accepted via an online form. Application workshops and office hours will be scheduled for November 2026, to review project types, the application process, and address any questions. For more information and registration/details for the workshops, please see the SCAG Community Hubs website. **Applications must be submitted online <u>by Jan. 8, 2027, at 11:59 p.m.</u>** SCAG will not reimburse applicants for costs incurred to prepare or submit an application.

B) EVALUATION CRITERIA

Each project will be evaluated by five scoring criteria: Community Connectivity and Mobility, Demonstrated Community Need and Benefit, Organizational Readiness and Capacity, Long-Term Legacy, and Local Partnerships.

Figure 2: Evaluation Scoring Criteria and Point Breakdown

Scoring Criteria	Points
Community Connectivity and Mobility	35
Demonstrated Community and Regional Need	20
Organizational Readiness and Capacity	20
Long-Term Legacy	15
Local Partnerships	10
Total	**100 points**

COMMUNITY CONNECTIVITY AND MOBILITY – 35 POINTS

Scoring for this category will be developed based on the following:

- Multimodal Access: Promotes usage and access of transit, walking, bicycling, micromobility, or other multimodal transportation options to access proposed activation.
- Vehicle Trip Reduction: Provides an opportunity to reduce vehicle miles traveled and greenhouse gas emissions associated with travel to and from the activation.
- Connectivity: Activation is located at or connected to existing public spaces, community destinations, cultural resources, or other local assets, and existing transportation infrastructure.
- Connection to Place: Reflects the community's local history, culture, character, and identity through the site, programming, or activation.

DEMONSTRATED COMMUNITY AND REGIONAL NEED – 20 POINTS

Scoring for this category will be developed based on the following:

- Demonstrated Need: Clearly identifies a community need, opportunity, or gap that the proposed activation would address.
- Community Benefit: Demonstrates meaningful benefits for residents and visitors, including opportunities for community engagement, celebration, local economic activity, or improved use of community spaces.
- Geographic Representation and Inclusion: Demonstrates how the project will expand the regional reach of the Games and provide benefits to communities that may be underserved or less connected to official LA28 venues and activities.

ORGANIZATIONAL READINESS AND CAPACITY – 20 POINTS

Scoring for this category will be developed based on the following:

- Financial and Organizational Commitment: Demonstrates sufficient financial resources and organizational or political commitment to support the activation, including staff time, local costs, permitting, operations, and other responsibilities not provided through SCAG support.

- Implementation Readiness: Demonstrates a viable event concept, site, preliminary budget/resources, operational approach, and ability to secure necessary permits, approvals, and public safety requirements.
- Experience and/or Capacity Building: Demonstrates relevant experience delivering events or a clear understanding of the organizational capacity and support needed to successfully deliver the proposed activation.

LONG-TERM LEGACY – 15 POINTS

Scoring for this category will be developed based on the following:

- Sustained Community Benefit: Demonstrates how the activation can create benefits that extend beyond the 2028 Olympic and Paralympic Games.
- Lasting Use of Place: Identifies opportunities to strengthen, reimagine, or continue activating the proposed site or other community spaces after the Games.
- Replicable or Scalable Outcomes: Demonstrates potential for the project, partnerships, programming, or approaches developed through the activation to be sustained, expanded, or replicated in the community.

LOCAL PARTNERSHIPS – 10 POINTS

Scoring for this category will be developed based on the following:

- Breadth and Relevance of Partnerships: Demonstrates meaningful partnerships with organizations, businesses, schools, cultural institutions, neighborhood groups, or other local stakeholders.
- Defined Roles and Contributions: Identifies clear partner roles, contributions, and responsibilities toward planning, programming, outreach, implementation, or operations.
- Community Reach and Collaboration: Demonstrates how partnerships will broaden community participation, strengthen local capacity, and connect the activation to existing community networks and resources.

C) EVALUATION PROCESS

Step 1 – Review for Eligibility

SCAG will review all applications submitted by the deadline for completeness and eligibility. Applications determined to be complete and eligible will be evaluated by a selection panel using the evaluation criteria identified in ***Section VIII – B,*** *Evaluation Criteria* above. Those found to be incomplete or ineligible will be disqualified.

Step 2 – Project Evaluation by Selection Panel

The selection panel will review and score eligible applications using the evaluation criteria identified in ***Section VIII-B,*** *Evaluation Criteria*. Projects will then be sorted by project type and ranked accordingly.

Step 3 - Project Recommendations

The highest-ranking applications under each project type will be recommended for project selection. SCAG anticipates bringing the Recommended List of Community Hub Activation Projects to SCAG's Regional Council for Approval on April 1, 2027. This date is subject to change; please visit the SCAG LA28 Games Mobility webpage for the most up-to-date information.

SCAG's goal is to support as many activations as possible across the region with the limited resources available. Applicants should identify the support level that best aligns with their current capacity and planned Community Hub activities. Eligible applications will be ranked within each project type, and the highest-scoring eligible applications will be prioritized for selection, subject to available resources and the feasibility of providing the requested level of support. If an applicant is not selected under its requested project type, SCAG may offer the applicant an opportunity to participate under a lower project type if resources are available in that category and the applicant agrees that the lower level of support is appropriate for its project. Offers to participate at a lower support level will be made in rank order, beginning with the highest-scoring non-selected applicants.

IX. Selection Conditions

A) LETTER OF COMMITMENT (LOC) AND MEMORANDUM OF UNDERSTANDING (MOU)

Applicants do not need a board resolution in order to apply. Upon notification of project selection and depending upon what category they are selected for, selected participants will be required to submit either a Letter of Commitment (LOC) or a Memorandum of Understanding (MOU) in support of the project, from an authorized signatory prior to project kickoff. A Letter of Commitment will apply to applicants selected in the Level 1 - Community-Led Hubs category. A Memorandum of Understanding will apply to applicants selected in the Level 2 - SCAG-Supported Hub and Level 3 – Co-Produced Hub categories.

B) APPROVED WORKPLAN

Selected participants will work with SCAG and the consultant team to confirm the approved support level and define the work plan, roles, responsibilities, and schedule. Any services outside the approved workplan will not be allowed.

C) PARTICIPANT RESPONSIBILITIES, RISK MANAGEMENT, AND INSURANCE

Selected Community Hubs are responsible for the planning, management, and implementation of their proposed activities and events. Participants must obtain all necessary permits, approvals, licenses, and authorizations and comply with applicable federal, state, and local laws, regulations, and safety requirements. Participation in the Community Hubs Program does not transfer operational responsibility for activities or events to SCAG, its consultants, contractors, or partners.

Participants are expected to implement appropriate risk management practices based on the size and scope of their activities, including consideration of public safety, accessibility, emergency preparedness, and applicable operational requirements. SCAG may request documentation demonstrating that adequate planning and risk mitigation measures are in place.

Participants may be required to maintain insurance coverage appropriate to the nature of the proposed activities and to provide evidence of coverage prior to the commencement of program-supported activities. Insurance requirements, if applicable, will be communicated during project development and may vary based on the level of support provided, anticipated attendance, and overall project risk.

SCAG reserves the right to suspend, modify, or terminate participation in the program if a participant fails to comply with program requirements or if activities present unacceptable operational, safety, legal, financial, or reputational risks.

X. Funding

A) FUNDING SOURCES

Funding for the 2026 Community Hubs Activation Program is provided through the Surface Transportation Block Grant program (STBG) administered by the Federal Highway Administration and anticipated SB1 Funds administered by Caltrans.

B) CONSULTANT SUPPORT AND TECHNICAL ASSISTANCE FOR SELECTED PARTICIPANTS

Selected participants will not receive a grant, reimbursement, or pass-through funds from SCAG for any of the project types. SCAG support will be delivered through SCAG-managed technical assistance, consultant services, event coordination, and approved implementation support. The level of support provided will depend on the selected project type. Technical assistance will be provided by SCAG and supported by the consultant team led by TYLin, and supported by Community Arts Resources (CARS), Studio One Eleven, Tranzito, Estolano Associates, and Place and Page. SCAG and the consultant team will work with selected participants to deliver the approved scope of support, while SCAG will retain responsibility for contract management, consultant payment, and all necessary reporting and documentation required by the Federal Highway Administration (FHWA).

C) PARTICIPANT COST RESPONSIBILITIES

There are no match requirements for applicants submitting a response to the Request for Interest. However, selected participants will be responsible for **all** costs associated with project delivery which are not explicitly the responsibility of SCAG and its consultant team as described in the Memorandum of Understanding. Examples of these local responsibilities include (but are not limited to): staff time, ability to facilitate permitting, a dedicated staff member representing project, event security, ability to coordinate, etc.

XI. Schedule

The following schedule outlines key dates for the 2026 Community Hubs Activation Program. These dates are subject to change; please visit the SCAG LA28 Games Mobility webpage for the most up-to-date information.

Figure 3: Community Hubs Activation Program Key Dates

2026 Community Hubs Activation Program Milestone	Date
Community Hubs Activation Program Request for Interest Opens	Nov. 9
Community Hubs Activation Program Application Workshops	Nov. 17 Dec. 1
Community Hubs Activation Program Application Office Hours	Nov. 18* Dec. 7* Dec. 10* Dec. 15*
Community Hubs Activation Program Request for Interest Deadline	Jan. 8, 2027, at 11:59 PM
SCAG Regional Council Approval of the Recommended List of Community Hub Activation Projects	April 1, 2027

*Dates are tentative and subject to change. Visit the Community Hubs website for official dates and registration information.

XII. Contact Information

Questions regarding the Community Hubs Activation Program - Request for Interest, project types, applications, or application process should be directed to the Community Hubs team at SCAG:

Email: communityhubs@scag.ca.gov

Telephone: (213) 236-1966

Appendix

Appendix 1 – Choose Your Recommended Support Level

Figure 4: Choosing the Appropriate Support Level

Level	Best fit	Applicant enters with	SCAG support*
LEVEL 1 Community-Led	Ready to lead and deliver the activation	Proposed site concept, Project lead, Staffing, Proposed budget, Partners, Event experience and Event capacity	Regional connection, tools, office hours, and limited guidance and technical support
LEVEL 2 SCAG-Supported	Has a viable concept but needs targeted planning help	Site concept, Project lead, Staffing, Local operations capacity, Tentative budget, and Preliminary partners	Level 1 plus targeted event and production planning, site layout and budget guidance, and sponsorship assistance
LEVEL 3 Co-Produced	Needs substantial consultant support to plan and coordinate delivery	Site concept(s), Project lead, Staffing, Local operations commitment	Levels 1 and 2 plus intensive, end-to-end event and production planning, day-of on-site production support, site design and activation planning, and sponsorship package development

*Note, SCAG support will vary based on project needs. Final support offered to jurisdictions under each project type must be defined and approved in Approved Workplan prior to beginning work.

Appendix 2 – Potential Requests for Activation Support

All applicants can request and receive support for a variety of activities. The consultant team will provide tailored, place-based assistance for all project types, with the level of support varying based on the project type. Please note, not all activities listed below are available to each project type, and all work must be defined and approved in the *Approved Workplan (see **Section IX-B**)* before the consultant begins work. For more information on the specific activities available for each project type, please review ***Section VI** – Project Types*, or ***Appendix 3** – Levels of Support by Project Type*.

Potential activities that applicants can request support on are defined in more detail below:

- **External Stakeholder Coordination**: Support coordinating with LA28, regional partners, county or council of government agencies, and local agencies such as planning, public works, police, and fire.
- **LA28 Engagement**: Support engaging with LA28 and developing strategies for LA28-related partnerships and community engagement.
- **Partnership Development**: Support reviewing existing partnerships, making recommendations, identifying potential partners, and facilitating connections with local arts, culture, production, business, nonprofit, and community partners.
- **Marketing and Communications**: Inclusion in regional SCAG LA28 Games TDM campaign, where possible, along with access to Community Hubs communications and marketing materials.
- **Site Selection, Design, and Activation**: Recommendations and planning support related to site selection, site layout, site design, circulation, and activation.
- **Budget Review and Recommendations**: Review of project budgets and recommendations related to costs, allocations, and potential efficiencies.
- **Event and Production Planning**: Support with event planning and production tasks, such as developing event schedules, coordinating activities, establishing run-of-show plans, developing production timelines, and coordinating vendors and partners.
- **Safety, Compliance, and Risk Management**: Support with permits, safety planning, emergency planning, accessibility considerations, and other event compliance and risk management needs.
- **Sponsorship Guidance**: Technical guidance on the latest LA28 sponsorship guidelines and requirements.
- **Sponsorship Development and Support**: Assistance exploring sponsorships, including developing sponsorship packages, sponsor outreach materials, and partnership approaches.
- **Resource Sharing**: Access to planning, artistic, event production, and other shared resources, such as templates, equipment, materials, rentals, tables, chairs, barriers, and screens.
- **Vendor and Logistics Guidance**: Assistance identifying and coordinating vendors, equipment, deliveries, site logistics, transportation, and other operational needs.
- **Programming Support**: Assistance developing event programming, activities, performances, cultural offerings, and community-focused experiences.

- **Kit of Parts Materials Support**: Guidance on selecting, adapting, and incorporating Community Hub or other standardized "kit of parts" materials into project planning and implementation.
- **Wayfinding and Signage**: Guidance and support to align with broader TDM efforts to develop wayfinding strategies (including SCAG's LA28 TDM wayfinding strategies), signage plans, directional signage, and visitor information.
- **Production Support**: Assistance with on-site, day-of production support including site build and load-in/load-out, vendor coordination, audio-visual needs, equipment, and daily run-of-show management. (*Please note, this is only offered to **Level 3** – Co-Produced Hubs*).
- **Evaluation and Metrics**: Support developing evaluation approaches and documenting programmatic goals and outcomes.
- **Legacy Strategy**: Support identifying opportunities for lasting community benefits, partnerships, programs, infrastructure, or other outcomes beyond the event.
- **Other Project-Specific Activities**: Other activities may be supported, subject to approval by SCAG and the consultant team, based on project needs and available resources.

Appendix 3 – Levels of Support by Project Type

Figure 5: Overview of Available Support by Project Type

Support Available	**Level 1** Community-Led	**Level 2** SCAG-Supported	**Level 3** Co-Produced
Ongoing check-ins	✓ Quarterly	✓ Monthly	✓ Bi-weekly
Office Hours	✓	✓	✓
Peer Learning and Networking opportunities	✓	✓	✓
Coordination opportunities with regional partners	✓	✓	✓
Marketing and communications resources	✓ Standard	✓ Standard	✓ Customized
Promotional support	✓	✓	✓
Site layout and activation recommendations	✓	✓	✓
Site design and activation planning	—	—	✓
Budget Review	✓ High-level	✓ Detailed	✓ Detailed
Planning and Promotion Templates	✓	✓	✓
Event Production Resources	✓	✓	✓
Event and production planning	✓ Specific Questions	✓ Targeted	✓ End-to-End
Sponsorship Guidance	✓	✓	✓
Sponsorship Assistance	—	✓	✓
Sponsorship Package Development	—	—	✓
Day-of, on-site Production support	—	—	✓
Evaluation Metrics	✓	✓	✓

Appendix 4 – Application Scoring Rubric

1) COMMUNITY CONNECTIVITY AND MOBILITY – 35 POINTS

The following Tables 1.1 – Multimodal Access (10 Points), 1.2 – Vehicle Trip Reduction (10 Points), 1.3 – Connectivity (10 points), and 1.4 – Connection to Place (5 points) will be used to score responses to Application Question #1, Community Connectivity and Mobility, for a combined total of up to 35 points.

1.1 Multimodal Access (10 points)

Points	Promotes usage and access of transit, walking, bicycling, micromobility, or other multimodal transportation options to access proposed activation.	Score
10 Points	Activation provides exceptional accessibility via multiple multimodal transportation options and meaningfully integrates or promotes different transportation methods as part of the fan experience.	For Reviewer Only
8 Points	Activation provides strong access through multiple multimodal transportation options and encourages fans to use alternatives to driving.	For Reviewer Only
6 Points	Activation provides moderate multimodal access through one or more transportation options, with some consideration of the fan experience.	For Reviewer Only
4 Points	Activation has limited multimodal access or provides minimal opportunities or encouragement for fans to arrive without driving.	For Reviewer Only
2 Points	Activation provides minimal to no meaningful multimodal access or consideration of non-automobile travel.	For Reviewer Only
0 Points	Activation does not demonstrate any consideration of multimodal access or opportunities for fans to travel to and from the activation without driving.	For Reviewer Only

1.2 Vehicle Trip Reduction (10 points)

Points	Activation provides an opportunity to reduce vehicle miles traveled and greenhouse gas emissions associated with travel to and from the activation.	Score
10 Points	Demonstrates an exceptionally comprehensive and intentional approach to reducing vehicle trips to and from the activation. The proposal includes multiple strategies to attract local residents via alternative modes of transportation such as transit access/incentives, bicycle or pedestrian access, micromobility, shared transportation, trip-planning resources, or other measures that meaningfully encourage alternatives to driving. Includes plan to attract local residents and/or reduce overall regional vehicle miles traveled (VMT) to reduce cross-regional trips during the Olympics and/or Paralympics.	For Reviewer Only
8 Points	Demonstrates a strong opportunity to reduce vehicle trips through multiple multimodal strategies or a well-developed strategy focused on one significant travel alternative, with clear consideration of how attendees will access the activation without driving.	For Reviewer Only
6 Points	Demonstrates a moderate opportunity to reduce vehicle trips. The proposal incorporates or promotes one or more multimodal transportation options, but strategies are somewhat limited in scope, detail, or expected impact.	For Reviewer Only
4 Points	Demonstrates a limited opportunity to reduce vehicle trips. The activation has some connection to multimodal transportation options or identifies a potential strategy, but the proposal provides limited detail or intentionality around encouraging their use.	For Reviewer Only
2 Points	Provides minimal evidence of an opportunity to reduce vehicle trips. The activation may be accessible by transit, walking, bicycling, or other alternatives, but the proposal does not meaningfully incorporate strategies to encourage attendees to use them.	For Reviewer Only
0 Points	Provides no evidence of an opportunity to reduce vehicle trips.	For Reviewer Only

1.3 Connectivity (10 points)

Points	Activation site is located at or connected to existing public spaces, community destinations, cultural resources, or other local assets, and existing transportation infrastructure.	Score
10 Points	Exceptional connectivity: Site is highly integrated with multiple existing community assets and/or transportation connections. The activation clearly leverages these connections to create a cohesive destination and strengthen connections between the event, surrounding places, and community.	For Reviewer Only
8 Points	Strong connectivity: Site is connected to multiple existing community assets, destinations, cultural resources, and/or transportation infrastructure, with a clear opportunity to leverage these connections as part of the activation.	For Reviewer Only
6 Points	Moderate connectivity: Site has identifiable connections to existing community assets or transportation infrastructure, but the proposal demonstrates limited integration or opportunity to build upon those connections.	For Reviewer Only
4 Points	Limited connectivity: Site has some connection to surrounding community assets or transportation infrastructure, but connections are limited, indirect, or not meaningfully incorporated into the proposed activation.	For Reviewer Only
2 Points	Minimal connectivity: Site functions largely as a stand-alone location with limited demonstrated connection to surrounding community destinations, local assets, public spaces, or transportation infrastructure.	For Reviewer Only
0 Points	Does not provide any information on site connectivity.	For Reviewer Only

1.4 Connection to Place (5 points)

Points	Reflects the community's local history, culture, character, and identity through the site, programming, or activation.	Score
5 Points	Activation draws from locally recognized historical, cultural, or place-based assets and recognizes the community's unique history, culture, character, and identity. These elements are authentically and meaningfully integrated into the site, programming, partnerships, and/or overall fan experience. The application includes evidence of established partnerships, ideas for site- or community-specific programming, or other proposals for how to connect the site and event to each other.	For Reviewer Only
4 Points	Activation strongly reflects multiple aspects of the community's history, culture, character, or identity through its programming, site, partnerships, or fan experience, with meaningful local relevance.	For Reviewer Only
3 Points	Activation demonstrates moderate connection to local history, culture, character, or identity, but the connection is limited in depth, specificity, or integration into the overall experience.	For Reviewer Only
2 Points	Activation includes limited references to the community or local assets, but provides limited evidence that local history, culture, character, or identity meaningfully shapes the activation.	For Reviewer Only
1 Point	Activation has minimal demonstrated relationship to the community's unique history, culture, character, or identity and could largely occur in another community without significant change.	For Reviewer Only
0 Points	Activation has no demonstrated relationship to the community's unique history, culture, character, or identity.	For Reviewer Only

2) DEMONSTRATED COMMUNITY AND REGIONAL NEED – 20 POINTS

The following Tables 2.1 – Demonstrated Need (10 Points) and 2.2 – Geographic Representation (10 Points) will be used to score responses to Application Question #2, Demonstrated Community and Regional Need, for a combined total of up to 20 points.

2.1 Demonstrated Need (10 points)

Points	Clearly identifies a community need, opportunity, or gap that the proposed activation would address.	Score
10 Points	Exceptionally identifies a highly specific community need, opportunity, or gap and provides strong evidence or supporting information demonstrated by data or community input. Demonstrates a clear understanding of how the proposed activation directly responds to the identified need and why the Community Hub approach is particularly appropriate.	For Reviewer Only
8 Points	Strongly identifies a specific community need, opportunity, or gap and provides supporting information with data or community input. Demonstrates a strong connection between the identified need and the proposed activation, with only minor gaps in explanation or supporting evidence.	For Reviewer Only
6 Points	Moderately identifies a relevant community need, opportunity, or gap and provides some explanation of how the proposed activation would address it. The connection between the need and activation is generally clear but may lack specificity, supporting evidence, or depth.	For Reviewer Only
4 Points	Somewhat identifies a general community need, opportunity, or gap, but provides limited explanation or supporting information. The relationship between the identified need and proposed activation is somewhat unclear or underdeveloped.	For Reviewer Only
2 Points	Minimally identifies a vague or broad statement of community need, opportunity, or gap with little supporting information or explanation of how the proposed activation would respond to it.	For Reviewer Only
0 Points	Does not identify a community need, opportunity, or gap that the activation would address.	For Reviewer Only

2.2 Geographic Representation (10 points)

Points	Demonstrates how the project will expand the regional reach of the Games and provide benefits to communities that may be underserved or less connected to official LA28 venues and activities.	Score
10 Points	Exceptionally demonstrates how the project will expand the regional reach of the Games and meaningfully benefit a community that is underserved, less connected to official LA28 venues, or otherwise has limited access to Games-related experiences. Provides a compelling rationale for the project's geographic location and demonstrates an intentional approach to reaching populations that may otherwise have fewer opportunities to participate.	For Reviewer Only
8 Points	Strongly demonstrates how the project will expand the regional reach of the Games and provide meaningful benefits to a community that is underserved or less connected to official LA28 venues and activities. Clearly explains the geographic or community context and how the proposed activation will broaden access to the Games experience.	For Reviewer Only
6 Points	Demonstrates moderate potential to expand the regional reach of the Games and benefit a community with limited access to official venues or activities. The geographic rationale is generally clear but may lack specificity, supporting information, or a strong connection to the proposed activation.	For Reviewer Only
4 Points	Provides limited rationale for the project's geographic location or identifies potential benefits for an underserved or less-connected community, and limited supporting information or explanation of how the project would expand access to the Games.	For Reviewer Only

2 Points	Provides minimal explanation of how the project would expand the regional reach of the Games. The proposed benefits to underserved or less-connected communities are vague, incidental, or unclear.	For Reviewer Only
0 Points	Provides no explanation of how the project would expand the regional reach of the Games.	For Reviewer Only

3) ORGANIZATIONAL READINESS AND CAPACITY – 20 POINTS

The following Tables 3.1 – Financial and Organizational Commitment (10 Points) and 3.2 – Implementation Readiness (5 Points), and 3.3 – Experience and/or Capacity Building (5 Points) will be used to score responses to Application Question #3, Organizational Readiness and Capacity for a combined total of up to 20 points.

3.1 Financial and Organizational Commitment (10 points)

Points	Demonstrates financial resources and organizational commitment to support the activation, including staff time, local costs, permitting, operations, and other responsibilities not provided through SCAG support.	Score
10 Points	Demonstrates exceptional evidence of financial resources and/or clear organizational commitment to successfully deliver the activation, including dedicated staff capacity, local funding or in-kind resources, permitting, operations, public safety, and other responsibilities not provided through SCAG support.	For Reviewer Only
8 Points	Demonstrates strong financial resources and/or organizational commitment to support the activation, with identified staff capacity and local resources to fulfill required responsibilities. Some details regarding funding, approvals, or operational commitments may remain to be finalized.	For Reviewer Only
6 Points	Demonstrates a moderate level of financial and/or organizational commitment to the activation, with some staff capacity and local resources identified, but with gaps or uncertainty regarding funding, approvals, operations, or other applicant responsibilities.	For Reviewer Only
4 Points	Demonstrates limited financial or organizational commitment to the activation. Resources, staff capacity, or responsibilities are only partially identified, creating concerns about the applicant's ability to successfully deliver the proposed activation.	For Reviewer Only
2 Points	Demonstrates minimal financial resources or organizational commitment to support the activation. Significant uncertainty exists regarding the applicant's ability to provide required staff, funding, approvals, operations, or other local responsibilities.	For Reviewer Only
0 Points	Does not provide any indication of financial resources or organizational commitment to support the activation.	For Reviewer Only

3.2 Implementation Readiness (5 points)

Points	Demonstrates a viable event concept, site control, preliminary budget/resources, operational approach, and ability to secure necessary permits, approvals, and public safety requirements.	Score
5 Points	Demonstrates an exceptionally high level of implementation readiness, with a viable event concept, confirmed or well-defined location, site control, preliminary budget and resources, clear operational approach, and a strong understanding of required permits, approvals, public safety, and other implementation requirements.	For Reviewer Only
4 Points	Demonstrates strong implementation readiness, with a viable event concept and site, preliminary resources and operational approach identified, and a clear path toward securing required permits, approvals, and public safety requirements, though may not be obtained yet.	For Reviewer Only
3 Points	Demonstrates moderate implementation readiness, with a generally viable concept and site identified, but some elements such as budget, resources, operations, permitting, approvals, or public safety requirements remain underdeveloped or uncertain.	For Reviewer Only

2 Points	Demonstrates limited implementation readiness, with significant gaps in the event concept, site, budget/resources, operational approach, or understanding of required permits, approvals, and public safety requirements.	For Reviewer Only
1 Point	Demonstrates minimal implementation readiness, with an under developed or uncertain event concept and substantial gaps regarding the site, resources, operations, permits, approvals, or public safety requirements necessary to deliver the activation.	For Reviewer Only
0 Points	Does not demonstrate implementation readiness, with no event concept, and significant gaps regarding the site, resources, and operations to deliver the activation	For Reviewer Only

3.3 Experience and/or Capacity Building (5 points)

Points	Demonstrates relevant experience delivering events or a clear understanding of the organizational capacity and support needed to successfully deliver the proposed activation.	Score
5 Points	Demonstrates exceptional experience and/or organizational capacity, with a clear understanding of the staffing, partnerships, expertise, and other support needed to successfully deliver the proposed activation.	For Reviewer Only
4 Points	Demonstrates strong experience or organizational capacity, with key roles, staffing, partnerships, and support needs generally identified and sufficient to deliver the activation.	For Reviewer Only
3 Points	Demonstrates moderate experience or organizational capacity, with some relevant experience, staffing, partnerships, or support identified, but gaps remain in the capacity needed to successfully deliver the activation.	For Reviewer Only
2 Points	Demonstrates limited relevant experience or organizational capacity, with significant gaps in staffing, expertise, partnerships, or understanding of the support needed to deliver the activation.	For Reviewer Only
1 Point	Demonstrates minimal relevant experience or organizational capacity, with substantial gaps in the personnel, expertise, partnerships, or support needed to successfully deliver the activation.	For Reviewer Only
0 Points	Does not provide any information regarding relevant experience delivering events or any understanding of organizational capacity to support the activation.	For Reviewer Only

4) LONG-TERM LEGACY – 15 POINTS

The following Tables 4.1 – Sustained Community Benefit (10 Points) and 4.2 – Lasting Use of Place (5 Points) will be used to score responses to Application Question #4, Long-Term Legacy, for a combined total of up to 15 points.

4.1 Sustained Community Benefit (10 points)

Points	Demonstrates how the activation can create benefits for residents that extend beyond the 2028 Olympic and Paralympic Games, including opportunities for community engagement, celebration, local economic activity, or improved use of community spaces.	Score
5 Points	Demonstrates exceptional potential for sustained community benefit beyond the 2028 Olympic and Paralympic Games, with a clear and credible approach for continuing programming, strengthening community partnerships, enhancing public spaces, building local capacity, or generating other lasting benefits. Provides a compelling and specific approach to community engagement and celebration, and/or local economic activity and improved use of community spaces. Benefits are highly inclusive, well-defined, and strongly connected to the proposed activation.	For Reviewer Only
4 Points	Demonstrates strong potential for sustained community benefit, with specific opportunities identified to sustain or build upon the activation, partnerships, programming, or improvements beyond the Games and multiple elements such as	For Reviewer Only

	community engagement, celebration, local economic activity, or improved use of community spaces. Benefits are clearly described and well connected to the proposed activation, with only minor gaps in specificity or reach.	
3 Points	Demonstrates moderate potential for sustained community benefit, with some opportunities for community engagement, celebration, economic activity, or improved use of community spaces identified for continuing benefits beyond the Games, but limited detail regarding how those benefits will be maintained or expanded. The anticipated benefits are moderately clear but limited in scope, specificity, or depth.	For Reviewer Only
2 Points	Demonstrates limited potential for sustained community benefit, with general statements regarding legacy but few specific strategies or commitments for continuing benefits beyond the Games. Opportunities for engagement, celebration, economic activity, or community-space activation are present but underdeveloped.	For Reviewer Only
1 Point	Demonstrates minimal potential for sustained community benefit, with little consideration of how the activation could provide lasting value beyond the 2028 Games. Community engagement, celebration, economic activity, or improved use of community spaces is limited or unclear.	For Reviewer Only
0 Points	Does not provide any insights into sustained community benefit and how the activation could provide lasting value beyond the 2028 Games	For Reviewer Only

4.2 Lasting Use of Place (5 points)

Points	**Identifies opportunities to strengthen, reimagine, or continue activating the proposed site or other community spaces after the Games.**	**Score**
5 Points	Demonstrates exceptional potential to strengthen, reimagine, or sustain use of the proposed site, with a clear and credible approach for continuing activation, improving the space, or establishing new community uses beyond the Games.	For Reviewer Only
4 Points	Demonstrates strong potential for lasting use of the site, with specific opportunities identified to continue activation, enhance the space, or expand its use beyond the Games.	For Reviewer Only
3 Points	Demonstrates moderate potential for lasting use of the site, with some opportunities identified for continued activation or improvements, but limited detail regarding how these opportunities will be sustained.	For Reviewer Only
2 Points	Demonstrates limited potential for lasting use of the site, with general references to continued use or activation but few specific strategies for carrying the use forward beyond the Games.	For Reviewer Only
1 Point	Demonstrates minimal potential for lasting use of the site, with little or no consideration of how the proposed activation could strengthen, reimagine, or continue use of the site beyond the Games.	For Reviewer Only
0 Points	Does not identify any opportunity to strengthen, reimagine, or continue activating the proposed site beyond the Games	For Reviewer Only

5) LOCAL PARTNERSHIPS – 10 POINTS

The following Tables 5.1 – Partnerships, Roles, and Contributions (5 Points) and 5.2 – Community Reach and Collaboration (5 Points) will be used to score responses to Application Question #5 – Local Partnerships, for a combined total of up to 10 points.

5.1 Partnerships, Roles, and Contributions (5 points)

Points	Demonstrates meaningful partnerships with organizations, businesses, schools, cultural institutions, neighborhood groups, or other local stakeholders, and identifies clear partner roles, contributions, and responsibilities toward planning, programming, outreach, implementation, or operations.	Score
5 Points	Demonstrates exceptional potential for and clear plans to establish meaningful partnerships with local organizations, including businesses, schools, cultural institutions, neighborhood groups, or other local stakeholders. Clearly identifies responsibilities for various partner groups that address planning, programming, outreach, implementation, and operations. Likely includes letters of support from relevant partner organizations or other examples of partnership support.	For Reviewer Only
4 Points	Demonstrates strong potential for meaningful partnerships, including identifying potential opportunities for various partner groups. May include letters of support from relevant partner organizations or other examples of partnership support.	For Reviewer Only
3 Points	Demonstrates moderate potential for meaningful partnerships, including identifying various partner groups. May include letters of support from relevant partner organizations or other examples of partnership support.	For Reviewer Only
2 Points	Demonstrates limited potential for meaningful partnerships, including identifying potential opportunities for various partner groups. May include partial or informal letters of support, or other indications of partnership that are not fully developed or comprehensive.	For Reviewer Only
1 Point	Demonstrates little potential for meaningful partnerships, including identifying potential opportunities for various partner groups. May include informal or unclear indications of partnership, with materials that are incomplete, inconsistent, or lacking substantive detail.	For Reviewer Only
0 Points	Does not provide any indication of potential for partnerships or identifying partner groups.	For Reviewer Only

5.2 Community Reach and Collaboration (5 points)

Points	Demonstrates how partnerships will broaden community participation, strengthen local capacity, and connect the activation to existing community networks and resources.	Score
5 Points	Demonstrates exceptional potential to broaden community participation, including generating interest/participation from hard-to-reach segments of the population (such as car-free/transit dependent households, youth, older adults, people with limited English proficiency, among others). Exceptionally leverages and amplifies existing community networks and resources that are specifically named in the application, with a comprehensive plan for how the impacts of the partnership will be felt after the activation.	For Reviewer Only
4 Points	Demonstrates strong potential to broaden community participation, including generating interest/participation from hard-to-reach segments of the population (such as car-free/transit dependent households, youth, older adults, people with limited English proficiency, among others) and leverages and amplifies existing community networks and resources that are specifically named in the application.	For Reviewer Only

3 Points	Demonstrates moderate potential to broaden community participation, including generating interest/participation from hard-to-reach segments of the population (including car-free/transit dependent households, youth, older adults, people with limited English proficiency, among others).	For Reviewer Only
2 Points	Demonstrates limited potential to broaden community participation, including generating interest/participation from hard-to-reach segments of the population.	For Reviewer Only
1 Point	Demonstrates minimal potential to broaden community participation.	For Reviewer Only
0 Points	Does not provide any potential to broaden community participation	For Reviewer Only

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