



GIVERICHMOND.ORG



Nonprofit portrait provided by The Community Foundation Serving Richmond & Central Virginia

## Partnership for Smarter Growth



### General Information

#### Contact Information

|                  |   |
|------------------|---|
| <b>Nonprofit</b> | Partnership for Smarter Growth  |
| <b>Address</b>   | 103 E Main Street<br>Suite #1<br>Richmond, VA 23219                     |
| <b>Phone</b>     | 804 876-2782  |
| <b>Web Site</b>  | <a href="http://www.psgrichmond.org">www.psgrichmond.org</a>            |
| <b>Facebook</b>  | <a href="https://facebook.com/psgrichmond">facebook.com/psgrichmond</a> |
| <b>Twitter</b>   | @SmartGrowthRVA   |

#### At A Glance

|   |  |
|---|--|
| <b>Year of Incorporation</b>                    | 2010   |
| <b>Former Names</b>                             | Partnership for Smarter Growth (under Virginia League of Conservation Voters Education Fund) |
| <b>Organization's type of tax exempt status</b> | Public Supported Charity   |

# Statements & Search Criteria

## **Mission**

Our mission is to educate and engage the communities in the Richmond region to work together to improve quality of life by guiding where and how we grow.

## **Background**

A group of citizens met for the first time in May 2004 following the Building Better Communities conference in Richmond to discuss the effect of haphazard growth on quality of life in metropolitan Richmond. The consensus was that the problem was urgent enough that the issue called for a new entity to educate the public, to organize citizen groups in Richmond and surrounding communities, and to advocate for specific solutions. A core group formed a Steering Committee for the new organization and immediately began meeting to develop a formal organizational structure, to raise funds, to hire staff, and to map out a strategy to achieve more balanced growth and development in Greater Richmond. By June 2004, the new entity had been formally established under the auspices of the Education Fund of the Virginia League of Conservation Voters, a 501 (c)(3) non-profit organization (VALCVEF). At the July 19, 2004 meeting, the Steering Committee chose the name Partnership for Smarter Growth (PSG) for the growing organization.

In the summer of 2010, PSG made organizational and structural changes, severing ties with VALCVEF and joining forces with an existing non-profit organization, Shore Corps (formerly known as Cooperative Solutions). PSG took the opportunity to combine resources and missions with a like-minded organization rather than create an additional non-profit.

## **Impact**

During the past year, PSG continued to focus on supporting efficient and equitable transportation options, starting with an aggressive campaign to secure approval for the GRTC Pulse, Richmond's first fixed-station public transportation infrastructure since the 1950's streetcar. As a follow up to the spring campaign, we were awarded a second Transit Center Dispatch Grant to support our continuing campaign to maximize the potential for the GRTC Pulse, currently under construction. Our efforts have been focused on ensuring that the installation of the Pulse line is the vanguard of a revitalized transportation network and is coordinated with land-use policy.

As part of this promotion for transportation options, in October we sponsored, in concert with our friends at RVA Rapid Transit, an evening with Jarrett Walker, a widely respected public transportation advocate and consultant. We were pleased to host over 150 people for Jarrett's presentation and learned how his firm may be able to transform our public transportation system into an efficient system that provides transportation "liberty" for all riders.

Finally, we have continued to press for greater transparency and more inclusive public engagement in the City of Richmond planning process, and we anticipate that we will work with the new administration to develop better structures and policies to govern the development of City property.

## **Needs**

Our organization needs:

- 1) Funding to create a staff position to help monitor and influence growth and healthy communities across the region, coordinate growing number of volunteers, and assist with program delivery;
- 2) Funding or in-kind resources for a re-branding process, as part of strategic plan;
- 3) Funding to provide local food for all of our events and workshops (range in \$50 - \$1000 for events across the year);
- 4) Equipment such as laser projector, digital camera, color copier, and a Mac laptop.

**CEO/Executive Director Statement**

PSG fulfills an important niche in the Richmond region. No doubt we live in a wonderful place, full of history, natural beauty, and great people. But we need to be active stewards of our exceptional quality of life and not take it for granted. We need citizens at the table, weighing in on the decisions that affect us and that we pay for with our taxpayer dollars.

But that is easier said than done. It takes tireless commitment and passion, backed by practicality and evidence, to fuel and connect a successful collaborative movement for a better Richmond region.

We are here to educate everyone in the Richmond region about their unique role promoting sustainable land use and transportation. PSG is connected to a broad constituent base, and works to engage people in the processes that matter. Our unique events build awareness and make great conversations happen.

Across the nation, communities are realizing that a regional approach attracts those federal dollars that can transform communities, whether through High Speed Rail, Bus Rapid Transit, biking and walking networks, or healthy, vibrant neighborhoods. Across the nation, leaders are realizing that we need to strengthen our cities and suburbs and preserve the farmland, forests, and open spaces. Across the nation, people are saying they don't have to move out of their neighborhoods when their life stage or circumstances change. PSG works hard with our many regional partners to positively impact the Richmond region's future.

**Areas Of Service**

**Areas Served**

**Areas**

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- Metro Richmond
- Goochland County
- Hanover County
- Henrico County
- Powhatan County
- Charles City County
- New Kent County
- Richmond, City
- Ashland
- Chesterfield County

PSG serves the area defined as the Richmond Regional Planning District Commission, but we also stay connected to growth related issues in the entire central Virginia region and across the state and nation.

**Service Categories**

- Urban & Community Economic Development
- Alliances & Advocacy
- Alliances & Advocacy

# Programs

## Programs

### Engage the Region

**Description**

We bring people together to inspire and support community leadership.

Citizen Voice: PSG cultivates and equips community members to participate in planning processes, such as Comprehensive Plan updates. We encourage leaders to form local citizen groups that work closely with neighbors and local governments.

Business Voice: PSG partners with business leaders who are shifting the region's economy to a more sustainable model.

Resources: PSG's tools include workshops, e-communications, reports, forums, consultations, and our Blueprint for a Better Region.

**Budget**

\$20,000.00

### Move the Region

**Description**

We advocate for smart multi-modal transportation planning.

Voices 4 Transportation Choices: PSG partners with TransitTalk.com and Ridefinders to recruit and support advocates for biking, walking, and transit.

Bike & Pedestrian Initiative: PSG partners with Richmond Area Bicycling Association to champion safe bike and pedestrian travel through investment in sidewalks, bike lanes, and regional and national trail networks.

**Budget**

\$15,000.00

### Explore the Region

**Description**

We promote a stronger economy and healthier communities through smarter growth.

River City Saunter: PSG's annual program highlights regional growth patterns.

Walk and Talks: PSG unites planners, developers, and citizens to understand specific projects and policies through presentations and walking tours.

Village Series: PSG features experts to explain the need to focus rural growth in villages to preserve character, support the economy, and save taxpayers' money.

**Budget**

\$25,000.00

## Nourish the Region

### **Description**

We work to protect our land, food, water, health and heritage.

Land Conservation: PSG educates citizens, planners, and elected officials on the value and mechanics of land conservation tools and strategies.

Food Security: PSG supports Buy Fresh Buy Local and other local food initiatives in rural, urban, and suburban communities.

### **Budget**

\$5,000.00

# Board & Governance

## Board Chair

|                            |                             |
|----------------------------|-----------------------------|
| <b>Board Chair</b>         | Mr. Andrew Moore            |
| <b>Company Affiliation</b> | Glavé & Holmes Architecture |
| <b>Term</b>                | Jan 2017 to Dec 2017        |
| <b>Email</b>               | AMoore@glaveandholmes.com   |

## Board Members

| <b>Name</b>          | <b>Affiliation</b>                                  | <b>Status</b> |
|----------------------|---|---------------|
| Champe Burnley       | Richmond Area Bicycling Association                 | Voting        |
| Fred Fisher          | Office of the Attorney General of Virginia, Retired | Voting        |
| David Ledbetter      | Hunton & Williams LLP, Retired                      | Voting        |
| Andrew Moore         | Glave and Holmes Architecture                       | Voting        |
| Mary Ashburn Pearson | PSG   | Voting        |
| Trip Pollard         | Southern Environmental Law Center                   | Voting        |
| Stewart Schwartz     | Coalition for Smarter Growth                        | Voting        |
| Sally Schwitters     | Tricycle Gardens                                    | Voting        |
| Martha Wingfield     | Community Volunteer                                 | Voting        |

## Board Demographics - Ethnicity

|  |    |
|--|----|
| <b>African American/Black</b>          | 0  |
| <b>Asian American/Pacific Islander</b> | 0  |
| <b>Caucasian</b>                       | 13 |
| <b>Hispanic/Latino</b>                 | 0  |
| <b>Native American/American Indian</b> | 0  |

## Board Demographics - Gender

|                    |   |
|--------------------|---|
| <b>Male</b>        | 6 |
| <b>Female</b>      | 7 |
| <b>Unspecified</b> | 0 |

## Governance

|  |                   |
|--|-------------------|
| <b>Board Term Lengths</b>                | 2                 |
| <b>Board Term Limits</b>                 | 0                 |
| <b>Board Meeting Attendance %</b>        | 95                |
| <b>Written Board Selection Criteria?</b> | Under Development |

|   |     |
|---|-----|
| <b>Written Conflict of Interest Policy?</b>     | Yes |
| <b>Percentage Making Monetary Contributions</b> | 100 |
| <b>Percentage Making In-Kind Contributions</b>  | 100 |
| <b>Number of Full Board Meetings Annually</b>   | 6   |

## Standing Committees

Advisory Board / Advisory Council

## Additional Board Members

| <b>Name</b>           | <b>Affiliation</b>                    |
|-----------------------|---------------------------------------|
| Glen Besa             | Virginia Chapter of the Sierra Club   |
| Mark Brady            | Alchemy, LLC                          |
| Shelli Jost Brady     | Alchemy, LLC                          |
| Paul Costello         |                                       |
| Nicole Anderson Ellis | VCU                                   |
| Elliott Harrigan      | Harrigan & Company                    |
| David Herring         | Better Housing Coalition              |
| Dan Holmes            | Piedmont Environmental Council        |
| Amy Howard            | University of Richmond                |
| Daisy Massey          | Earthcraft Virginia                   |
| Lynn McAteer          | Better Housing Coalition              |
| KC McGurren           | Earthcraft Virginia                   |
| Jeanne McNeil         | VCU                                   |
| Daniel Plaughner      | Virginians for High Speed Rail        |
| Leighton Powell       | Scenic Virginia                       |
| Krista Mathis Samuels | Samuels Law Firm                      |
| John Sarvay           | Florican                              |
| Richard Taylor        | VHDA                                  |
| Michael Testerman     | Virginians for High Speed Rail        |
| Jim Ukrop             | Union First Market Bank               |
| Bud Vye               | Richmond Area Bicycling Association   |
| Barbara Williamson    | Virginia Chapter Sierra Club          |
| Thad Williamson       | University of Richmond                |
| Cathy Woodson         | Virginia Organizing                   |
| John Zeugner          | Sierra Club, Falls of the James Group |

## Comments

PSG also has an Honorary Board. Please visit our website to view our Honorary Board member names. Thank you.

# Management

## Executive Director/CEO

|                           |                           |
|---------------------------|---------------------------|
| <b>Executive Director</b> | Andrew Moore              |
| <b>Term Start</b>         | Jan 2012                  |
| <b>Email</b>              | amoore@glaveandholmes.com |

## Former CEOs

| <b>Name</b>                  | <b>Term</b>           |
|------------------------------|-----------------------|
| Ms. Sheila Sheppard Lovelady | July 2010 - July 2011 |
| Brianne Mullen               | Dec 2013 - June 0     |

## Staff

|                        |     |
|------------------------|-----|
| <b>Full Time Staff</b> | 0   |
| <b>Part Time Staff</b> | 0   |
| <b>Volunteers</b>      | 100 |
| <b>Contractors</b>     | 0   |
| <b>Retention Rate</b>  | 0   |

## Plans

|  |                   |
|--|-------------------|
| <b>Organization has a Fundraising Plan?</b>    | Under Development |
| <b>Organization has a Strategic Plan?</b>      | Yes               |
| <b>Management Succession Plan?</b>             | Under Development |
| <b>Organization Policy and Procedures</b>      | Under Development |
| <b>Nondiscrimination Policy</b>                | Under Development |
| <b>Whistleblower Policy</b>                    | No                |
| <b>Document Destruction Policy</b>             | No                |
| <b>Directors and Officers Insurance Policy</b> | Yes               |

## Collaborations

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# Financials

## Fiscal Year

|                                 |             |
|---------------------------------|-------------|
|                                 | Jan         |
| <b>Fiscal Year</b>              | 2017        |
| <b>Projected Revenue</b>        | \$35,000.00 |
| <b>Projected Expenses</b>       | \$30,000.00 |
| <b>Endowment Value</b>          | 0           |
| <b>Spending Policy</b>          | Income Only |
| <b>Percentage (if selected)</b> | 0%          |

## Form 990s

Form 990-N  
Form 990-N  
Form 990  
Form 990  
Form 990  
Form 990  
Form 990

## Detailed Financials

### Revenue and Expenses

| <b>Fiscal Year</b>    | <b>2015</b> | <b>2014</b> | <b>2013</b> |
|-----------------------|-------------|-------------|-------------|
| <b>Total Revenue</b>  | \$32,769    | \$35,272    | \$40,307    |
| <b>Total Expenses</b> | \$16,214    | \$30,707    | \$46,770    |

### Revenue Sources

| <b>Fiscal Year</b>                              | <b>2015</b> | <b>2014</b> | <b>2013</b> |
|---|-------------|-------------|-------------|
| <b>Foundation and Corporation Contributions</b> | \$18,334    | \$8,433     | \$14,865    |
| <b>Government Contributions</b>                 | \$0         | \$0         | \$0         |
| <b>Federal</b>                                  | --          | --          | --          |
| <b>State</b>                                    | --          | --          | --          |
| <b>Local</b>                                    | --          | --          | --          |
| <b>Unspecified</b>                              | --          | --          | --          |
| <b>Individual Contributions</b>                 | \$13,023    | \$24,612    | \$21,889    |
| <b>Indirect Public Support</b>                  | --          | --          | --          |
| <b>Earned Revenue</b>                           | \$139       | \$1,250     | \$3,510     |
| <b>Investment Income, Net of Losses</b>         | --          | --          | --          |
| <b>Membership Dues</b>                          | --          | --          | --          |
| <b>Special Events</b>                           | --          | --          | --          |
| <b>Revenue In-Kind</b>                          | \$1,000     | --          | --          |
| <b>Other</b>                                    | \$273       | \$977       | \$43        |

### Expense Allocation

| Fiscal Year                             | 2015     | 2014     | 2013     |
|---|----------|----------|----------|
| Program Expense                         | \$13,023 | \$23,003 | \$39,752 |
| Administration Expense                  | \$2,227  | \$6,202  | \$3,098  |
| Fundraising Expense                     | \$964    | \$1,502  | \$3,920  |
| Payments to Affiliates                  | --       | --       | --       |
| Total Revenue/Total Expenses            | 2.02     | 1.15     | 0.86     |
| Program Expense/Total Expenses          | 80%      | 75%      | 85%      |
| Fundraising Expense/Contributed Revenue | 3%       | 5%       | 11%      |

### Assets and Liabilities

| Fiscal Year           | 2015     | 2014     | 2013     |
|-----------------------|----------|----------|----------|
| Total Assets          | \$33,674 | \$17,559 | \$13,055 |
| Current Assets        | \$33,674 | \$17,559 | \$13,055 |
| Long-Term Liabilities | \$0      | --       | --       |
| Current Liabilities   | \$516    | --       | \$1,399  |
| Total Net Assets      | \$33,674 | \$17,559 | \$11,656 |

### Short Term Solvency

| Fiscal Year                                       | 2015  | 2014 | 2013 |
|---|-------|------|------|
| Current Ratio: Current Assets/Current Liabilities | 65.26 | --   | 9.33 |

### Long Term Solvency

| Fiscal Year                        | 2015 | 2014 | 2013 |
|------------------------------------|------|------|------|
| Long-Term Liabilities/Total Assets | 0%   | 0%   | 0%   |

### Top Funding Sources

| Fiscal Year                                   | 2015 | 2014 | 2013 |
|---|------|------|------|
| Top Funding Source & Dollar Amount            | --   | --   | --   |
| Second Highest Funding Source & Dollar Amount | --   | --   | --   |
| Third Highest Funding Source & Dollar Amount  | --   | --   | --   |

### Capital Campaign

Currently in a Capital Campaign? No

Goal 0

### State Charitable Solicitations Permit

Permit? Yes May 2014

Registration Yes May 2012

### Comments

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