

Lesson 5B2: Writing SMART Goals & Objectives for a Hypothetical Funding Application



ORGANIZATION XYZ has over 30 years of grassroots experience organizing community-based organizations (CBOs) around environmental justice (EJ) projects, including those related to air quality monitoring.

Geographically, their work is focused on communities in and around Houston, TX. ORGANIZATION XYZ's executive director describes their track record this way: "We have stood up to some of the biggest petrochemical corporations (e.g., Shell, and Shintech) with an army of and arms full of data, and won. Our victories have included settlements valued in the millions of dollars; these settlements have resulted in tangible public health outcomes and improvements to quality of life."

Our target community is COUNTY ABC [pop. ~21,000], located about 20 miles from the heart of Houston and situated along the San Jacinto River. The neighborhoods (represented by our partner CBOs) in this county share several commonalities:

1. They are subjected to high levels of airborne pollutants (such as PM2.5, chloroprene, and other volatile organic compounds [VOCs], dioxides, and mercury, among others). The pollutants originate from the nearby petrochemical and plastic factories, every single day of the year.
2. They have active, resident-driven environmental advocacy groups with whom ORGANIZATION XYZ has collaborated on prior EJ projects. These groups were formed in direct response to derisive actions taken by local and state elected officials and local polluters.
3. They are majority African American.
4. They have requested technical assistance from ORGANIZATION XYZ to address the endemic pollution that plagues their communities.

ORGANIZATION XYZ intends to start an air-quality monitoring program so they will have the data and knowledge they need to: (1) more effectively influence policy on behalf of their constituents on issues relating to environmental justice and health equity; and (2) pressure polluters in the area to change their behavior. To implement this program they want to apply for a \$100,000 grant from the EPA.

Can you help them articulate clear and specific goal(s) and objectives that will strengthen their application?