



***San Francisco Community Challenge Grant Program***  
*Formerly the Neighborhood Beautification Fund*

## ***Application Guidelines***

### ***What Is the Community Challenge Grant Program?***

The Community Challenge Grant Program (CCG), formerly known as the Neighborhood Beautification Fund, is a community-based fund that provides resources to local residents, businesses, non-profits and other community groups to make physical improvements to their neighborhoods. The CCG focuses on projects that directly engage residents and businesses in creating green spaces, gathering places, public art, and other neighborhood amenities by featuring and applying ecologically friendly amenities and practices. The program further emphasizes the need for improvements in and around public housing developments or along the art and theater district. The program is an important tool for enabling communities to take the lead in conducting small-scale improvements in their own communities, and is a critical component of Mayor Newsom's Livable City Initiative.

The goals of the Program are threefold: (i) to promote physical improvement and greening of public spaces, such as medians, sidewalks, and community gardens; (ii) to engage residents and businesses directly in this work; and (iii) to use greening projects as a catalyst to build capacity for neighborhoods to work together to address a range of local issues. Projects receiving a CCG award must be matched by the group's contribution of volunteer labor, donated materials, supplies, services, or cash.

Funds for community grants are generated through a voluntary payroll tax check-off, under which businesses opt to allocate 1% of the business or payroll tax to the Program. The CCG Advisory Committee, comprised of seven individual community members, will be responsible for selecting projects based on a set of detailed selection criteria described on page four of this document, as well as other important funding factors. Notice of awards will be made the week of September 22, 2008.

CCG funds will be awarded for projects at three levels:

#### ***Small Projects:***

- Awards up to \$10,000
- New resident or business groups especially encouraged to apply
- 50% match required
- Projects must be completed within six months of contracting

***Medium Projects:***

- Awards from \$10,001 to \$25,000
- 25% match required
- Projects must be completed within six months of contracting

***Large Projects:***

- Awards from \$25,001 to \$100,000
- 25% match required
- Applicant must demonstrate experience in implementing projects of a similar type and scale
- Projects must be completed within one year of contracting

***Who Can Apply?***

Groups of residents or businesses, community groups, and non-profit organizations are encouraged to apply. Neighborhood residents or business owners who form a committee or group solely for the purpose of performing a project in their neighborhood must have a 501(c) 3 nonprofit organization to serve as their fiscal sponsor. If you or your neighborhood group needs help locating a nonprofit agency to serve as a fiscal sponsor, please contact Lanita Henriquez, Program Manager at (415) 554-4830 to be connected with a fiscal sponsor. New applicants are strongly encouraged to contact the CCG Office to discuss with staff the application process and the proposed project prior to submission of their application.

**Note:** Groups applying for a Large Grant are required to demonstrate the ability to successfully carry out projects similar to the type and scale of the proposed project as part of the application process, and may be asked to review their proposal in detail with the CCG Advisory Committee.

***What Kinds of Projects Are Funded?***

A project should directly result in the physical improvement of a public space. The project should emphasize self-help and should involve neighborhood residents in the planning and implementation of the project. The project should also emphasize ecologically friendly features and best practices by consistently applying principles of Reduce, Reuse and Recycle. Additional weight during application evaluation will be given to projects in and around public housing developments or along the art and theater district. Applications must include a five-year maintenance plan that demonstrates how the group will maintain this investment after completion of the project. All funded projects should generally fall under one of the types listed below.

***Project Types:***

1. Urban Forestry and Landscaping – tree planting, sidewalk landscaping, creation of an open space area and/or community garden(s) with excess or unused public space;
2. Community Art – mural, sculpture or other public art projects;
3. Gathering Places – benches, ledges, planters and other forms of seating, community boards, special paving/mosaic treatments, and other amenities which create spaces that attract people to make use of the public space in their neighborhood;
4. Neighborhood Beautification – projects that improve the appearance and/or enhance the unique character of the area (e.g. banners and other items that promote identity, gateway and other neighborhood identifiers, decorative lighting, etc.);

5. Graffiti and Litter Abatement – projects that address urgent graffiti and litter problems within the neighborhood and engage local residents and/or businesses in the graffiti or litter removal process;
6. Street and Sidewalk Maintenance – preference will be given to projects that pilot an innovative approach to street and sidewalk maintenance and engage local residents and/ or merchants in these activities. Projects must not duplicate current City maintenance in this area.

***Budget items eligible for funding:***

- Labor, equipment, supplies.
- Trees and landscaping materials.
- Community outreach materials, as they relate to the implementation of the proposed project.
- Administrative/Overhead costs, not to exceed 10% of the total project budget.
- Fiscal Sponsor fee, not to exceed 10% of the total project budget
- Contractor’s fees.

***What Kinds of Projects Are NOT Eligible For Funding?***

The CCG is intended to result in new physical improvements that would not otherwise be funded. Projects that duplicate or replace funding for an existing private or public program, duplicate existing maintenance programs, or conflict with existing city policies are not eligible for funding.

***Budget items NOT eligible for funding:***

- Food and beverages. However, you can use food expenses or donations as match.
- Out of city travel expenses.
- Expenses incurred prior to the signing of the grant contract.
- Previous financial commitments made as part of an organization’s regular operation or as part of another program. Grant awards may not be used to fund ongoing or existing programs, unless there is a clear, documented expansion of services.

***How Will Your Application Be Reviewed?***

All applications will be reviewed and scored by the CCG Advisory Committee according to the criteria listed in the CCG Guidelines. The Committee is composed of seven community members, appointed by the City Administrator. The CCG Advisory Committee will make award recommendations to the City Administrator. Those recommendations will be reviewed, and based on those recommendations final award decisions will be determined.

***Evaluation Criteria***

***Community Benefit (30 points)***

1. Project addresses a clear need to improve the physical character and quality of the neighborhood (e.g. physical greening improvement in an area or neighborhood). (0 to 5 points)
2. Project emphasizes improving the physical character and quality of neighborhood in and around public housing and along the art or theater district. (0 to 5 points)
3. Project provides a physical improvement in an area of the city with an existing deficit (e.g. planting trees in an area of the city where there is a lack of street trees, providing a community garden in an area where there currently are none). (0 to 5 points)

4. Project actively "builds community"; i.e. it creates stronger bonds between neighbors and greater connections in the community (e.g. community-wide activities, such as street tree planting and community garden landscaping). (0 to 5 points)
5. Project emphasizes unique physical, social and cultural aspects of the community (e.g. murals that reflect the multi-cultural aspects of a community, rehabilitation of physical landmarks such as staircases or alleys that are characteristic of a certain neighborhood). (0 to 5 points)
6. Project is broadly accessible to local residents and businesses (e.g. those located in areas of high visibility/traffic or other places where they may be widely enjoyed). (0 to 5 points)

***Participation (20 points)***

1. Project includes opportunities to involve neighbors in shaping and carrying out the project. (0 to 10 points)
2. Project promotes interaction of diverse parts of the community (e.g., renters/owners, businesses/residents, intergenerational pairings, different abilities, or different racial and ethnic groups.). (0 to 5 points)
3. Project promotes collaboration between community- members, with meaningful roles for each participant. (0 to 5 points)

***Benefit to the Environment (24 points)***

1. Project clearly outlines commitment to Reduce energy consumption as well as water needs during preparation, installation and lifetime maintenance period. (0 to 8 points)
2. Project clearly outlines commitment to Reuse appropriate materials and resources found during preparation, installation and lifetime maintenance period. (0 to 8 points)
3. Project clearly outlines commitment to Recycle all materials and resources found and/or to recycle materials during preparation, installation and lifetime maintenance period. (0 to 8 points)

***Project Feasibility (20 points)***

***Small and Medium Projects***

1. Proposed project is well planned and ready for implementation. (0 to 8 points)
2. Budget reliably represents the project's expenses and revenue. (0 to 8 points)
3. Application includes a detailed, realistic 5-year plan for maintenance. (0 to 4 points)

***Large Projects***

1. Proposed project is well planned and ready for implementation. (0 to 7 points)
2. Budget reliably represents the project's expenses and revenue. (0 to 5 points)
3. Application includes a detailed, realistic 5-year plan for maintenance. (0 to 3 points)
4. Application demonstrates the applicant's capacity to successfully manage and implement projects of a similar type and size. (0 to 5 points)

***Match (16 points)***

1. Match is realistic and appropriate to the project. (0 to 8 points)
2. Neighborhood match is well documented. (0 to 8 points)

### ***Application Process***

New applicants are encouraged to contact the CCG Office to discuss with staff the proposed project. The CCG Program Manager will answer general questions and meet with applicants, if necessary to ensure that each application meet the funding criteria. Large grant applications may include a site visit and applicants may be asked to review their application with the CCG Advisory Committee prior to evaluation.

The following materials are required for the application:

- A copy of the original signed application, documented match, five-year maintenance plan, photos of project site and all other required materials.
- A map showing the project area in 8-1/2 x 11 format, describing the proposed improvements.
- All necessary attachments.
- Eight copies of the completed application.
- Please NO binders, portfolios, report covers or binding of the application.

The deadline for submitting applications is **Wednesday, July 9, 2008, NO later than 4:00 PM.** Completed applications should be delivered to Lanita Henriquez, CCG Program Manager at City Hall, Room 453. Late or incomplete applications will automatically be rejected.

### ***Notification and Grant Activation***

Applicants will be notified by mail of grant award decisions the week of September 22, 2008 and a list of awards will be published on the CCG website, [www.sfccgp.org](http://www.sfccgp.org). Please be sure that your mailing address is clearly indicated on the application; grants will be rescinded if applicants do not respond to the award notification within 14 days. Within two weeks of receiving the notification letter, award recipients will receive a grant contract packet that must be completed and returned within 20 days. The contract period for small/medium projects is six months and the contract period for large projects is one year. The grant is activated upon signing, approval and certification from appropriate departments of the contract. **Projects cannot begin prior to the encumbrance of a grant contract. Any expenses incurred by the recipient before all necessary parties sign the contract and funds certified by the SF Controller's Office will not be eligible for reimbursement.**

### ***Monitoring and Reporting Requirements***

Program staff may conduct site visits to view and document the progress of the project. All applicants will be required to provide the Program Manager with a detailed report at the project's completion as part of the final reimbursement request. Grant recipients will also be required to submit written progress reports.

### ***Reasons for Termination or Cancellation of a Grant***

Awards may be canceled or terminated in the event of any of the following:

- Failure to respond to the award notification within 14 days.
- Failure to return signed contracts within 20 days of receipt.
- Failure to begin the project within 30 days of signing the contract.
- Failure to complete project within the contract period.
- Misuse of funds/failure to deliver the neighborhood match as documented in the application.
- Failure to comply with any other City requirements.

**Note:** In the event of unforeseen delays, projects may be granted an extension commensurate with the delay. This is subject to approval by the City Administrator.

### ***Match Requirements***

For every dollar requested from the City, the community must provide at least a 50 percent match for small projects and a 25 percent match for medium and large projects. Ideally, this should be in the form of volunteer labor for project implementation, but may also be in the form of cash, donated materials, or professional services. The level of match shall be considered as a proportion of total project cost and applicants must keep detailed records of all expended match.

The following are requirements for eligible match.

- The amount and type of match must be appropriate to the needs of the proposed project. The applicant must be prepared to justify that each element of the match, in the amount proposed, is required to complete the project.
- At least 15% of the neighborhood's match must come from the neighborhood itself rather than from foundations, other City Departments, the School District, State, or other entities.
- All volunteer labor is valued at \$12.00/hr. Time spent on fundraising, designing or organizing can be counted after signing and certification of the grant contract.
- Professional services are valued at the reasonable and customary retail value of the product or service, not to exceed \$70 per hour.
- Labor for ongoing maintenance after the project is completed may not be counted toward the required match.

Funded projects may start counting match from the time the of award notification up through the end of the contract period. All match must be directly related to planning and implementation of the project.

### ***Match Tips***

List all the resources needed to complete the project and then identify which items can be found in the neighborhood. Volunteer labor is the most important resource – and the one easiest to find in your neighborhood! Securing volunteer pledges can take time, so make this investment early in your project and make sure you can rely on those volunteers to follow through on their commitment as your project moves forward. Match pledge forms, included in the application, should list each donor's name, the number of hours pledged, address and phone number, and the type of job they will do. Volunteer labor is valued at \$12.00/hr.

Professional services can be an important part of the match so long as the services provided are necessary to the project and valued in proportion to the needs of the project. Applicants should decide early on whether professional services would be donated or paid for with the award. An individual who will be paid for services cannot also pledge volunteer time to be budgeted as match. The donors of professional services must document the hourly value of their services on professional letterhead. Professional services will be valued at the reasonable and customary retail value of the service or product donated, not to exceed \$70.00/hr. Donated materials or supplies are valued at their retail price. Borrowed equipment can also be considered as part of the match and valued at the standard rental fee. Here as well, the donor must provide documentation of the value and, quantity of the match. All pledge forms must be attached to the application.

### ***Contracts and Public Funding***

If your project receives a CCG award, you will encounter certain conditions that are required of public funding. Knowing a little about these conditions now will help you plan your budget and your timeline.

**Contracts:** Award recipients are eligible to receive grant funds upon signing and verification of a written contract between the applying nonprofit group and the City and County of San Francisco. This contract explains the terms and methods for receiving award money, based on the budget and work-plan you propose in your application. Projects cannot begin prior to the signing and verification of a grant contract. Any expenses incurred by the recipient prior to this will not be eligible for reimbursement. The money is provided to you in **reimbursements only**. Award recipients must pay expenses and then submit invoices, credit card statements and/or copies of canceled checks as proof of payment in order to receive a reimbursement. Company payroll journals and timesheets are also acceptable. CCG accounting staff and the City Controller's Office will audit all requests prior to reimbursement. Please allow 2 weeks for payments to be processed. Only one reimbursement request per project will be processed per each (30) thirty-day period. Projects that do not begin implementation within 30 days of contract signing and certification will be canceled.

**Reporting:** Even if you have a fiscal sponsor handling the money, your group will have plenty of other project management records to keep. In addition to submitting invoices for payment, you must also provide reports on the match expended. Recipients for large project awards are also required to submit quarterly progress reports, updating CCG staff on the progress of your project. Good record keeping is key to the project's success, and to ensuring that you get reimbursed by the City!

**Fiscal Agent:** All fiscal sponsors must have 501(c) 3 status to receive City funding. Please contact Lanita Henriquez, Program Manager at (415) 554-4830 to get paired with a fiscal sponsor that is appropriate for your project. The fiscal sponsor usually handles cash donations only, while you maintain responsibility for all other kinds of donations to your project. You will be held responsible for tracking and reporting volunteer time and other donations. If you keep track of the donations effectively, the fiscal sponsor will have an easy time invoicing the City. The fiscal sponsor should be assured of your abilities to keep your own records by requiring you to sign a separate contract outlining the expectations and responsibilities of both parties. Fiscal sponsors may charge a fee of up to 10 % of the total amount of the CCG Award. Applicants may include this fee in the project budget.

**Insurance:** The City requires evidence of insurance for all funded projects. Prior to beginning work on your project, you or your fiscal sponsor must produce proof of Commercial General Liability and Commercial Automobile Liability of at least one million dollars per each occurrence. ***The City and County of San Francisco, its Officers, Agents and Employees must also be listed as additional insured on these policies for the duration of the contract period.*** Worker's Compensation is also required with Employers' Liability Limits of at least one million dollars per accident.

Insurance waivers may be requested. The waiver must be requested at the time of application submittal. The insurance waiver will be evaluated based on project type. All waivers are subject to approval by the City Risk Manager.

**Maintenance:** All applications must include a five-year maintenance plan. This plan should describe in detail how your agency or group would maintain the proposed project for a period of five years.

**Permits:** If your project requires a City-issued permit or City Commission approval, please speak with the appropriate city staff to discuss the process and timeline needed to obtain the necessary permits and how it will affect implementation of your project. This must occur prior to application submission and proof must be included with the application. If your project is on Recreation and Park Department property you must have a letter of support for the project from the General Manager's Office in the form of a letter as well as proof of final project approval from the RPD Commission. If you do not have final project approval from the RPD Commission, please show proof of being on the RPD Commission calendar.

Here is a list of department contacts for the most common types of permits required for CCG projects.

- Street Trees: DPW/Bureau of Urban Forestry – (415) 641-2676, [www.sfdpw.org](http://www.sfdpw.org)
- Sidewalk Landscaping: DPW/Bureau of Urban Forestry – (415) 641-2676, [www.sfdpw.org](http://www.sfdpw.org)
- Minor Encroachments (planters, seating, other site furnishings): DPW/Bureau of Street Use and Mapping – (415) 554-5810, [www.sfdpw.org](http://www.sfdpw.org)
- Major Encroachments (Sidewalk Widening): DPW – Bureau of Street Use and Mapping – (415) 554-5810, [www.sfdpw.org](http://www.sfdpw.org)
- Banners: DPW – Bureau of Street Use and Mapping (415) 554-5810, [www.sfdpw.org](http://www.sfdpw.org)
- Mural / Art Projects: San Francisco Art Commission/Public Art Program – (415) 252-2594, [www.sfartscommission.org/pubart](http://www.sfartscommission.org/pubart)

### ***Typical Steps Required to Develop a Project***

1. Select the project, working with your neighbors, and start to build local support. Choose a project that will generate as much community support as possible and that addresses a known problem or concern. A broad base of interest, support and direct participation is crucial to the success of your application and your project.
2. If your project involves use of or changes to property that your organization does not own, you may be required to get written permission from the property owner(s) or city permits. Ideally, you should submit letters of support from all affected property owner(s) with your application and list any city permits required. For large projects, the success of your project may require gaining site control and advice from city departments.
3. Develop the scope of your project. Begin your work plan with simple goals and objectives. List the activities needed to accomplish your goals. Some initial research may be needed at this stage to get a handle on the steps involved. You may be able to consult with other neighborhood groups that have done a similar project.
4. Determine the resources you will need to complete the project. Resources you will probably need include: expertise, equipment, supplies, postage, volunteers, and services. If you expect a City Department to participate in your project by providing a service (such as removing concrete for street tree plantings, building a median, etc.), be aware that you must budget for the costs associated with that service. Your list will become a first draft of the detailed budget required in the application.
5. Develop a Project Budget. After you list needed resources, you will need to estimate costs in order to do a budget. To ensure greater accuracy in your budget, get cost estimates for each budget item from more than one reliable source. Keep careful notes of

all conversations with vendors or contractors regarding cost estimates. Those notes will be helpful to you later when you select contractors.

6. Determine the Match. See "Match Requirements," on page 6.
7. Research regulations. Many projects may need permits or design review approval (mural/art projects, banners, etc.) before proceeding. Find out what regulations and permits apply to your project (for more information, see the contacts listed on p. 7-8).
8. Contact the CCG office to discuss your project. While it is not required, new groups are encouraged to meet with staff prior to submitting their application. This provides applicants the chance to walk through the application and submission process, and to speak with the Program Manager individually about project proposals. Please contact Lanita Henriquez, Program Manager, at (415) 554-4830 to discuss your project and answer any questions you may have.

***Lastly, keep in mind these suggestions:***

- Be creative and have fun! Develop an idea that will capture people's imagination. The more engaging the project, the more interest you will receive.
- Engage your neighbors from the beginning in developing the application. This will build a sense of shared responsibility for the project and will encourage people to stay committed to the project to its completion.
- Create a timeline, starting with the application due date and work backward. Allow adequate time to publicize community events.
- You must use the application form provided or replicate it exactly. You may ask for the application to be mailed to you or download it from: [www.sfccgp.org](http://www.sfccgp.org). However, only one original application and eight printed paper copies with attachments will be accepted.
- Do not assume that reviewers are familiar with your community. Back up what you write with documentation and relevant data, such as photos and maps of the project site. Clearly describe the public benefit and neighborhood participation process used to develop your proposal. To have an effective project and a competitive application, neighborhood participation should involve a broad range of citizens, including representatives from many sectors of the neighborhood. Your application should clearly show how your project is encouraging broad-based participation that results in "building community."
- Carefully consider how you and your group will maintain the project for the next five years. Who will water and maintain the garden(s) and trees, weed plantings, cleaning a mural that gets tagged? All projects require a written maintenance plan developed by the community and in consultation with the property owner. Further, if a project results in increased maintenance costs, your organization and the property owner will need a practical plan for how these costs will be covered.

A complete application includes: an original application signed by the chair of the organization, all attachments in 8-1/2 x 11 format, documented match, five-year maintenance plan, photos and maps of the site, and required copies. All applications must be received by **Wednesday, July 9, 2008 by NO later than 4:00 PM**. Late or incomplete applications will automatically be rejected.

# COMMUNITY OPPORTUNITY FUND TASK FORCE

SF Recreation & Park Department

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## COF Survey Results *(as of 5.27.09)*

*PLEASE NOTE: Results subject to change between  
5.27.09 and 6.3.09*

# COMMUNITY OPPORTUNITY FUND *SURVEY*

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This preliminary report includes:

1. Survey Details
2. Survey Results
3. Survey Themes

# COMMUNITY OPPORTUNITY FUND

## *SURVEY DETAILS*

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- Survey was distributed by:
  - NPC, Parks Trust, Nature in the City;
  - Board of Supervisors, Mayor's Office of Neighborhood Services;
  - RPD website, NSA Managers, RPD Commission, RPD Volunteers, Members of COF Task Force
- Number of Respondents (as of 5/27/09):
  - N≈340
- Survey closes on June 5th

# COMMUNITY OPPORTUNITY FUND SURVEY

## ***4 Sections***

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- I. General Information
- II. Park Improvement Information
- III. Community Stewardship Information
- IV. Contact Information

# SECTION I.

## GENERAL INFORMATION

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*Who are the Survey Respondents?*

- Zip Code
- Age
- Children <18?
- Most frequented parks

## I. GENERAL INFORMATION

*Where do the survey respondents live?*

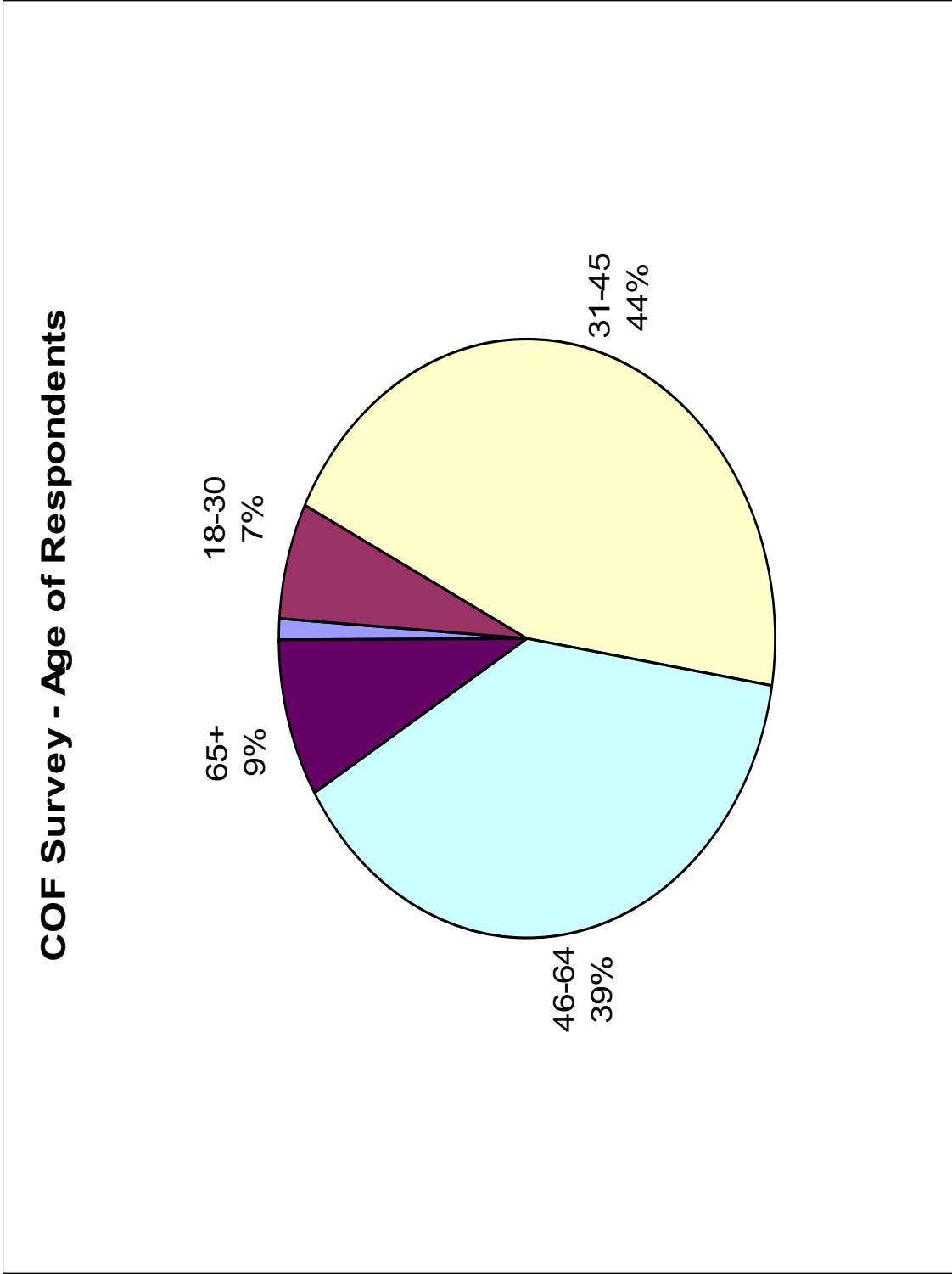
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*[Zip Code Map – will be available at the 6/3 meeting]*

# I. GENERAL INFORMATION

*What is the age distribution of the survey respondents?*

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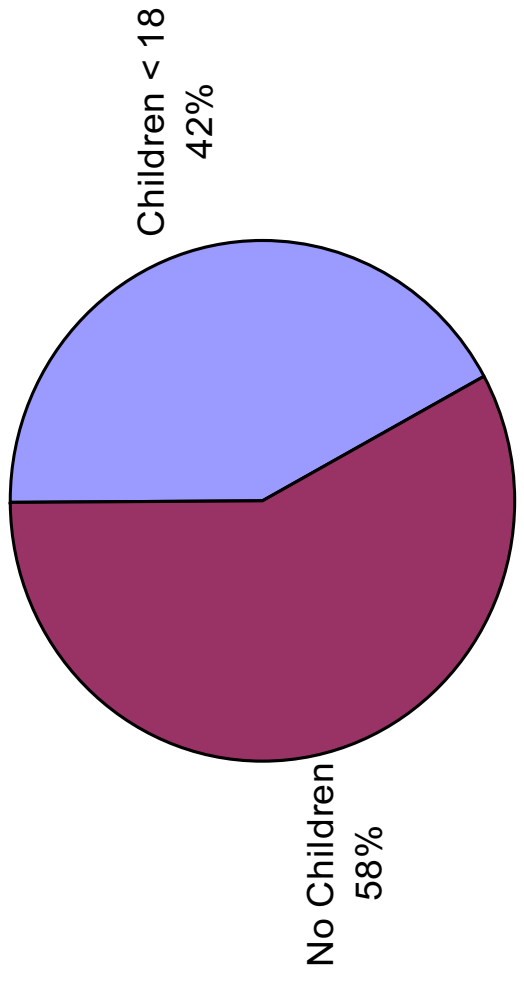


# I. GENERAL INFORMATION

*How many of the respondents have children under the age of 18?*

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**COF Survey - Respondents Who Have Children < 18**



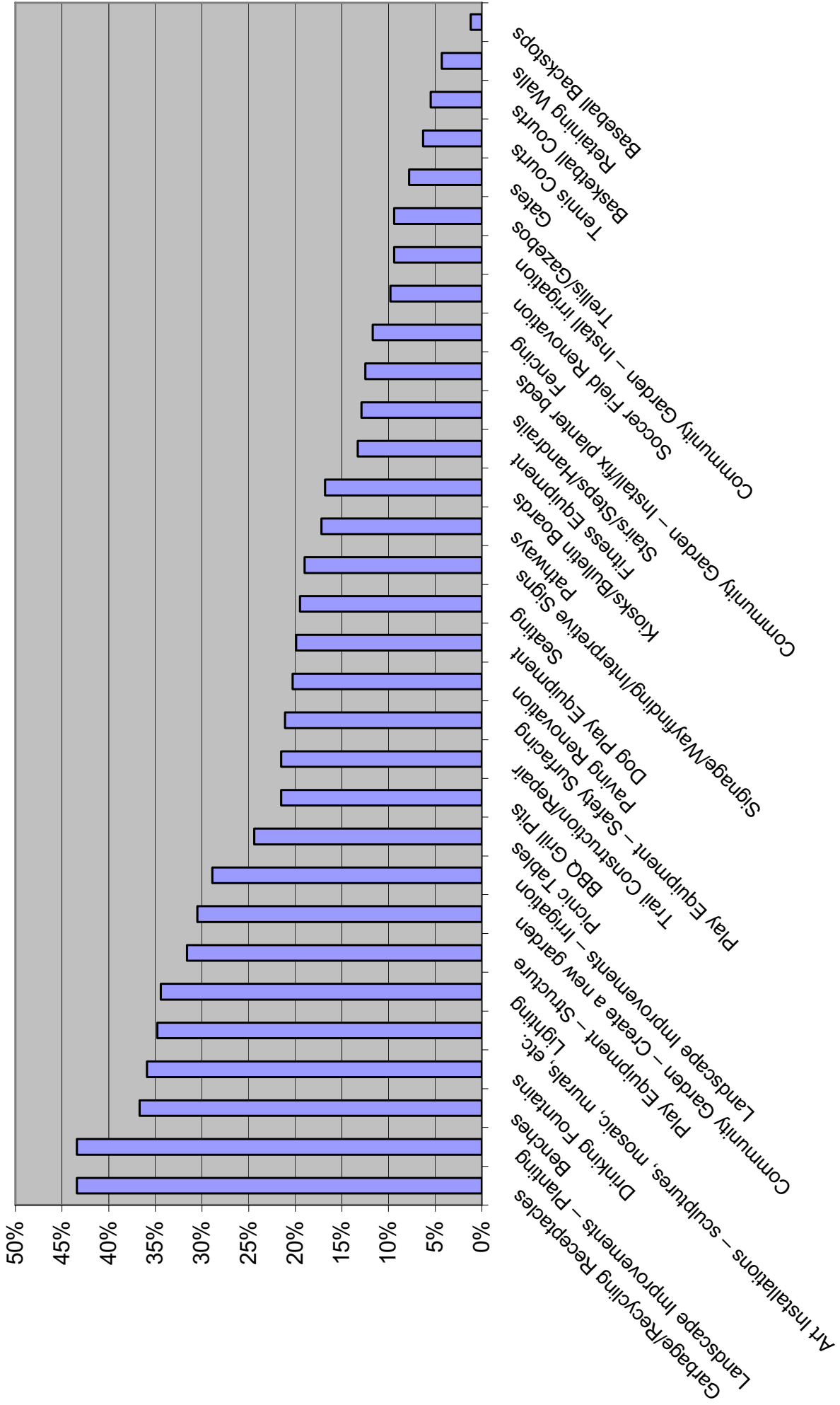
## SECTION II.

### PARK IMPROVEMENTS

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1. What kinds of park improvements does your neighborhood park need?
2. What park would you like to see receive these improvements?

# Park Improvements Menu of Options



Park Improvements

5/28/2009

# II. PARK IMPROVEMENTS

## *Survey Results, Cont.*

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- Summary of the “TOP 5”
  1. Garbage/Recycling Receptacles
  2. Landscaping Improvements – Planting
  3. Benches
  4. Drinking Fountains
  5. Art Installations – sculpture, mosaics, murals, etc.
  
- Suggested park improvements not on the list:
  - Restrooms
  - Dog Play Areas
  - Weed removal
  - Park entrance renovation
  - Facility renovation
  - Concession Stands
  - Ping Pong Tables
  - Bocce Ball
  - Softball Field Renovation

## II. PARK IMPROVEMENTS

*“What park would you like to see receive the capital improvements?”*

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*[Park Improvement Map – will be available  
at the 6/3 meeting]*

## **SECTION III.**

### **COMMUNITY STEWARDSHIP**

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- Data on **FRIENDS GROUPS + NEIGHBORHOOD GROUPS**
- Data on interest in **FUNDRAISING + VOLUNTEERING**

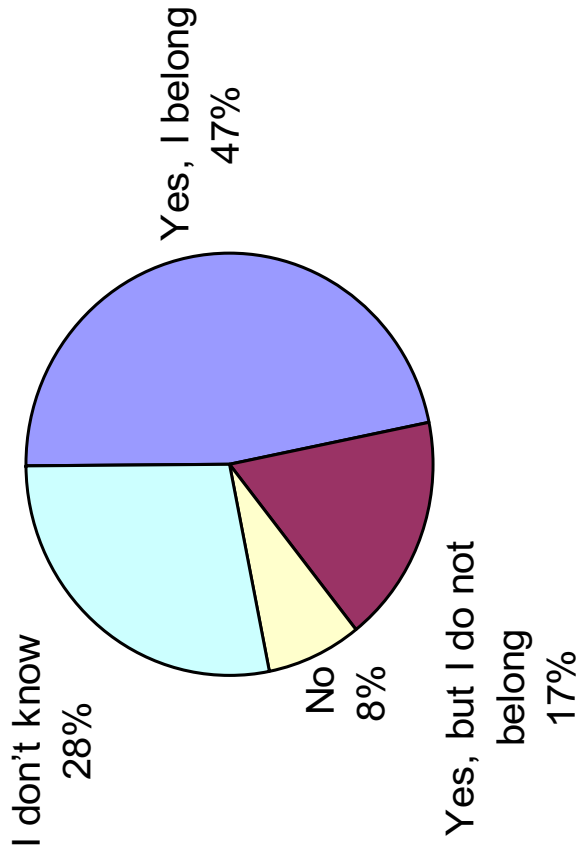
### III. COMMUNITY STEWARDSHIP

*“Does your neighborhood have an active Friends Group?”*

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#### **FRIENDS GROUP STATS**

*“Does your neighborhood have an active Friends Group?”*



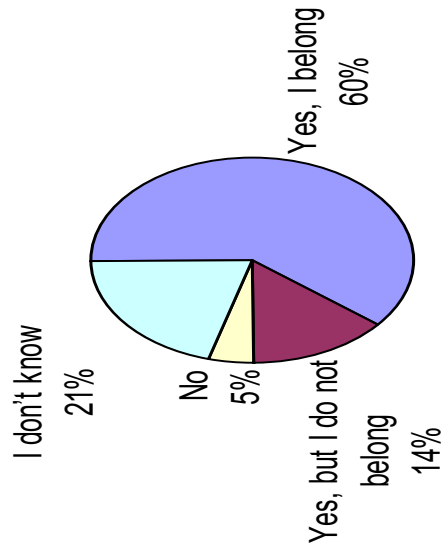
# III. COMMUNITY STEWARDSHIP

## Neighborhood Group Information

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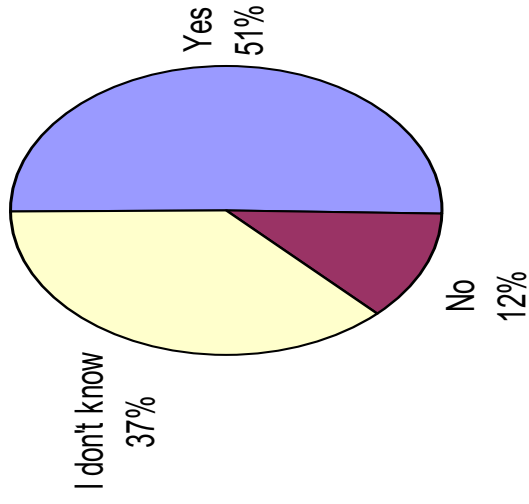
### NEIGHBORHOOD GROUP STATS

"Does your neighborhood have an active neighborhood group?"



### NEIGHBORHOOD GROUP STATS

"If a neighborhood group exists, has the group sponsored efforts related to neighborhood parks?"



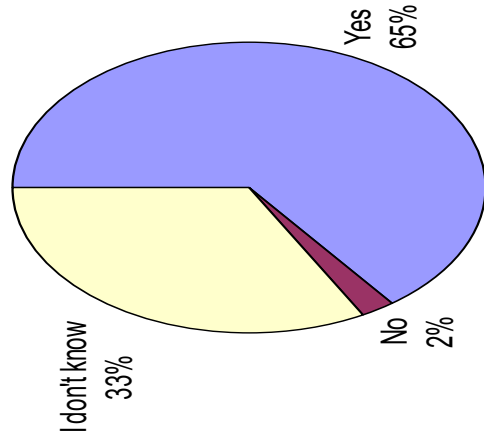
# III. COMMUNITY STEWARDSHIP

## *Interest in Fundraising?*

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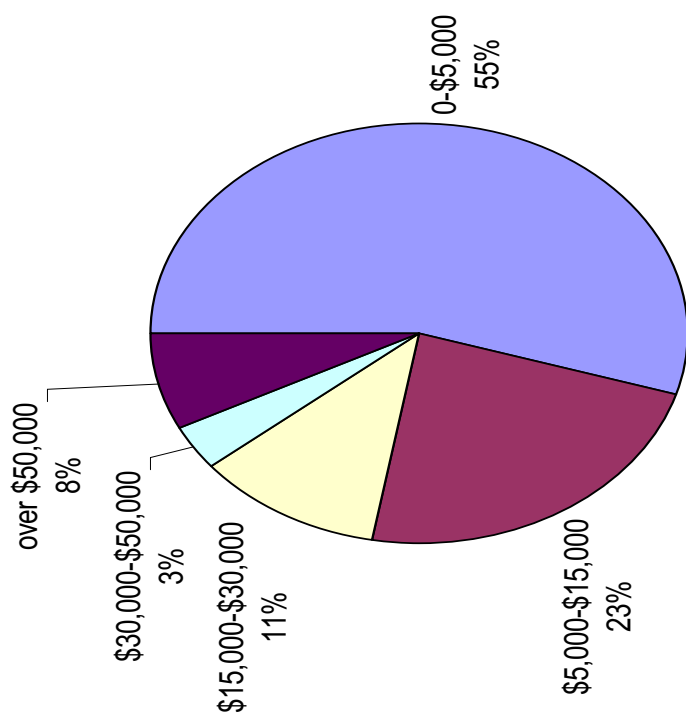
### FUNDRAISING

*"Would you/your neighborhood be willing to fundraise to partially contribute to the cost of improving your park?"*



### FUNDRAISING

*"If yes, how much would you/your neighborhood be willing to contribute?"*



### III. COMMUNITY STEWARDSHIP

#### *Interest in Fundraising?*

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- **IF NO, WHY NOT?**
  - *I live in a low-income/fixed-income community*
  - *We pay taxes – City should pay for improvements*
  - *There are other competing interests in my neighborhood that are asking me for \$\$ (ie. schools)*

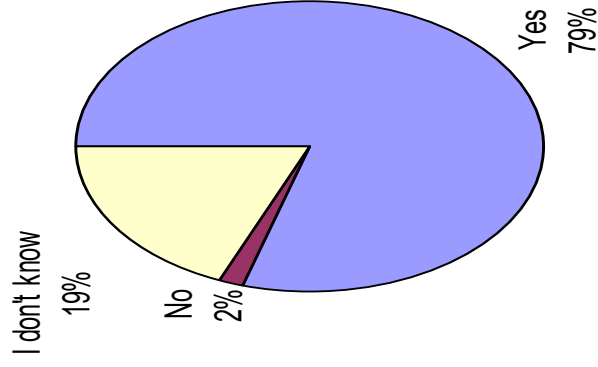
# III. COMMUNITY STEWARDSHIP

## *Interest in Volunteering?*

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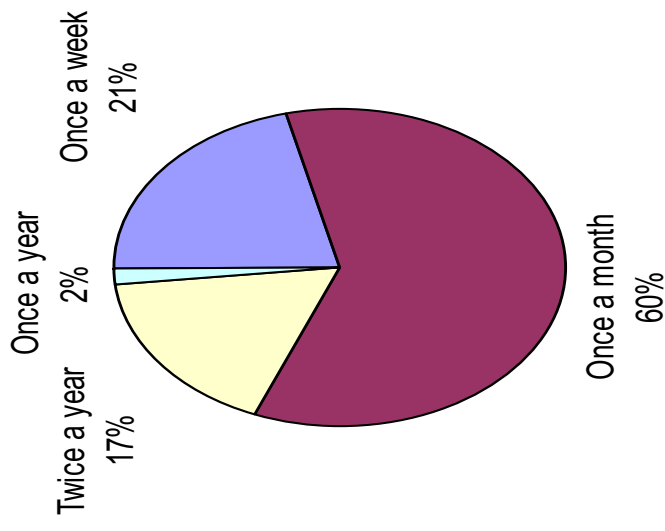
### **VOLUNTEERISM**

*"Would your neighborhood make an ongoing volunteer commitment to help care for the park?"*



### **VOLUNTEERISM**

*"If yes, how often?"*



### III. COMMUNITY STEWARDSHIP

#### *Interest in Volunteering?*

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- **IF NO, WHY NOT?**
  - *Don't have time - and when I do have time, I want to relax in my park, not work in my park*
  - *I don't want to do the City's job for them*
  - *I already volunteer in my park*

# COMMUNITY OPPORTUNITY FUND THEMES FROM OPEN-ENDED QUESTIONS

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- *How would your suggested improvements enhance the overall park experience?*

it would...

**ADD FUNCTION**    **ADD CHARM**  
**CREATE A MORE INVITING SPACE**  
**MAKE THE PARK MORE WELCOMING**  
**MAKE THE NEIGHBORHOOD SAFER**  
**MAKE THE PARK ACCESSIBLE FOR**  
**ALL AGE GROUPS**    **BRING MORE**  
**FAMILIES TO THE PARK**    **PROVIDE**  
**HEALTHY ACTIVITIES FOR KIDS**

# COMMUNITY OPPORTUNITY FUND THEMES FROM OPEN-ENDED QUESTIONS

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- *How would community involvement in a park improvement project help to strengthen your neighborhood/community?*

it would make the community...

**MORE VIBRANT** SAFER **PROUD**

it would create...

**A SAFE PLACE FOR KIDS TO PLAY** AWARENESS  
**AN OPPORTUNITY TO MEET NEIGHBORS**  
**AN ENGAGED COMMUNITY**

it would...

**BRING A DIVERSE COMMUNITY TOGETHER WITH  
ONE COMMON GOAL** EXPOSE MORE PEOPLE TO THE  
**PARK** BUILD COMMUNITY **CREATE AN ACTIVE  
CONSTITUENCY TO TAKE OWNERSHIP OF PARK**  
**HELP BREAK DOWN RACIAL, ECONOMIC, AND  
CULTURAL DIFFERENCES**

## Community Challenge Grant Projects on RPD Property

(from Lanita Henriquez, CCG Program Coordinator)

Notes: Minimum grant is \$3,000; maximum grant is \$75,000 (not total project budget, just grant size). Average grant size is \$20,477

Year	Grantee	Amount	Description	Programming?	Art?	Physical Improvement?
2005	Enterprise for High School Students	\$14,000	A summer-youth gardening program located at John McLaren Park. Work was done in collaboration with RPD gardeners.	X		
2005	Lower 24th Street Neighbors (c/o NPC)	\$3,000	Installation of public art at the 24th Street Mini-Park.		X	
2005	Park Presidio Neighbors (c/o NPC)	\$10,000	A litter abatement program along Park Presidio borders.	X		
2005	Neighborhood Parks Council for Rolph Playground	\$3,500	Restoration and landscaping project at Rolph Playground.			X
2005	The Tides Center for Hayes Valley Neighborhood Parks Group	\$5,000	Installation of public art at Koshland Park.	X		
2005	Ella Hill Hutch Community Center	\$20,000	Expansion of existing mural and a youth litter abatement program.	X	X	
2006	Neighborhood Parks Council for Dolores Heights Improvement	\$3,000	Restoration and maintenance of the Sanchez Hill Greenspace Garden.			X
2006	Enterprise for High School Students	\$11,000	A summer-youth gardening program located at John McLaren Park. Work was done in collaboration with RPD gardeners.	X		
2006	Neighborhood Parks Council for Fillmore-Turk Mini Park	\$12,500	Restoration and landscaping project at Fillmore-Turk Mini Park.			X
2006	Tides Center for Hayes Valley Neighborhood Parks Group	\$50,600	Continued work on the public art installation at Koshland Park.		X	
2007	SF Parks Trust for Friends of McLaren Park	\$23,521	Replacement of picnic tables and benches in John McLaren Park.			X
2007	Neighborhood Parks Council for Friends & Advocates of Crocker Amazon & Excelsior	\$28,920	Installation of public art at the Crocker Amazon Playground.		X	
2007	Neighborhood Parks Council	\$5,473	Installation of five community kiosks located at Alamo Square, Balboa Park, Dolores Park, Crocker Amazon, Mountain Lake.			X
2008	SF Parks Trust for Friends of Boeddeker Park	\$5,000	Installation of an art sculpture community bulletin board at Boeddeker Park.		X	
2008	Twin Peaks Improvement Association	\$4,500	Restoration and landscaping at Edith's Garden.			X
2008	Randall Museum Friends	\$25,000	Installation of seating at the Randall Museum.			X
2008	Tides Center for Hayes Valley Neighborhood Parks Group	\$50,000	Structural improvements at Koshland Park.			X
2008	Neighborhood Parks Council for Mariposa-Utah-18th-San Bruno Neighborhood Assn	\$40,000	Beautification and landscaping at the Utah – 18th St. Mini-Park.			X
2008	Neighborhood Parks Council for Friends of Balboa Playground	\$75,000	Installation of public art and construction of a pedestrian walkway into the playground area of Balboa Park.		X	X
2009	SF Parks Trust for Goettingen Neighbors	\$9,999	Restoration and beautification of the Goettingen Hill.			X
2009	Neighborhood Parks Council for Friends of Duboce Park	\$30,000	Physical improvements at Duboce Park & Playground.			X
<b>TOTAL</b>				<b>5</b>	<b>6</b>	<b>12</b>

Notes from May 20 COF meeting

### **Selection process/criteria**

TA process – integrating projects with park-wide concerns/plans

- Pre-set menu option might bolster groups/parks w/less capacity
- Skew towards parks or groups
- Role of volunteers/sweat equity

### **Implementation**

Process for approving match/sweat equity approval process?

- Budget-program, soft costs vs hard, \$ for pm
- Timeline – how many ramps?, how much, may need multiple so that we have flexibility while laying out clear guidelines to grantees
- Selection Committee
- Outreach Plan
- Technical Assistance – when and how? Use outside partners?
- Sustainability
- Communication/management post award
- Who is responsible for?

### **Tool kit**

- Match – Process
- Multi projects – work?
- Stakeholder
- Who/how responsible for implementation/coordination of grant
- Monitoring/oversight course correction
- MOU process
- Written commitment from DPT of funds/TA/collaboration
- Do we want to maintain a flexible program structure percentage between pre-set and non?
- Public face important in terms of pre-set menu given less prior experience with DPT
- Coordination of volunteer activities/city commitment/follow up with volunteers
- Volunteer “bank”

### **Timeline**

- 5/20 Toolkit, Part I.  
Program structure, Part I
- 6/3 Project Type and Size (Toolkit size?)  
(Survey and group experience)
- 6/17 Criteria
- 7/1 Implementation  
Recommendations  
(Selection, Budget, Timeline)
- 7/29 Implementation, Part II  
Program Structure, Part II  
First full draft