



**CIVIC IMPROVEMENT COMMISSION**  
70 North First Street - Campbell, California 95008

**Doetsch Conference Room**

**Thursday, February 13, 2020 - 6:30 pm**

**Study Session Minutes**

CALL TO ORDER: 6:35 pm

PRESENT: Chairperson Hoffman; Commissioners Souza, Yoshikawa, Carpenter  
(Commissioner Khajuria arrived following roll call)

Staff Liaison Al Bito and Recording Secretary Diana Johnson

ABSENT: Kaufman

ORAL REQUESTS: None

NEW BUSINESS:

Review of the FY 20 Neighborhood Association Assistance Grant Applications:

Chairperson Hoffman welcomed representatives from the neighborhood associations. The following were present: Chris Zuleeg, Campbell Village Neighborhood Association; Barry Shilman and Jim Moffett from the Downtown Campbell Neighborhood Association. Staff liaison Bito thanked the Commission and Neighborhood leaders present.

Six applications were received by the January 3, 2020 deadline.

Neighborhood Applicant	2020 Proposed Use(s)	Funding Requested
Moreland West	Yard Signs to promote meetings	\$370.00
Hamman Park Neighborhood Association	Park mural; NNO; cleanups	\$500.00
Downtown Campbell Neighborhood Assoc.	NNO; PO BOX; Insurance, Website	\$500.00
Campbell Village Neighborhood Association	Rent; refreshments; NNO; Website	\$500.00
Pruneyard/Dry Creek	Insurance; NNO	\$500.00
San Tomas Area Community Coalition	Jump House; permit; insurance, refreshments	\$500.00
<b>Total Funding Requested</b>		<b>\$2870.00</b>

Applications were reviewed by staff and were found to be in compliance with the City's Neighborhood Association Assistance Grant policy.

City Council has approved \$2,500 for the Neighborhood Grant program. A total of \$2870 in grant allocations has been requested.

Desk Item **February 13 Public Hearing: FY 19/20 Neighborhood Associations Assistance Grant applications** was distributed to the Commission outlining the Background and Analysis/Award Considerations and attachments which included FY 2019/20 Neighborhood Association Assistance Grant – Applications Summary; September 1, 2015 Joint Study Session Report; FY 2019/20 Neighborhood Association Assistance Grants Applications. The Desk Item is attached to these minutes as "Exhibit A".

The Commission reviewed and discussed each of the submitted applications. There was some concern surrounding the activities and whether there was appropriate comprehensive insurance coverage for specific activities such as Jump Houses. There was further discussion relating to the submittal of receipts. The Commission determined that the allocation of the grant funding to each of the Associations, would be contingent upon the submittal of their receipts for this past year.

The Commission was provided with the following four options for consideration. (Exhibit A)

- Option 1: Fully fund Morland West NA's request at 100%, or \$370; remainder to all applicants at \$426. This option would not fund each applicant at the maximum of \$500, but fully funds the new applicant's request and provides maintenance funding for the rest of the existing grantees at an 85% level of request;
- Option 2: Distribute the full \$2500 amongst all applicants, or \$417 each; resulting in 83% funding for the renewal grantees, 35% above \$370 requested amount for Moreland West;
- Option 3: Direct staff to seek Council approval to increase the budget appropriation from \$2500 to \$2870, or 370 more, for the purpose of fully funding all applicants in the current cycle FY 2019/20;
- Option 4: Develop funding options as a hybrid of Options 1 through 3.

Following review and discussion, the following recommendations were made by the Commissioners:

Souza: Option 1

Khajuria: Option 1\*\*

Yoshikawa: Option 1\*

Carpenter: Option 1\*\*

Hoffman: Option 1

\*Funding recommended to each of the associations pending the submittal of required receipts. Further suggested that if receipts are not submitted to the City, that the recommended allocation to the association, be dispensed among the remaining five neighborhood associations.

\*\*Would like Hamman Park to contact San Jose for additional grant funding since its boundaries are split between the Cities of Campbell and San Jose.

Commissioner Souza suggested raising the grant funding to \$3,000 for next year.

Subsequent to the review of grant applications, the Commission discussed the following recommendations for the next Neighborhood Association Assistance Grant cycle: streamline the application process; create an interactive online application; set a deadline for the submittal of receipts and move the application deadline closer to the July 1 timeframe.

Chairperson Hoffman further suggested including this as a FY 21 Workplan item for the CIC.

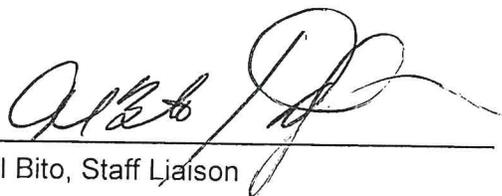
ADJOURN:

The meeting was adjourned at 7:31 p.m.

Respectfully submitted,



\_\_\_\_\_  
Diana Johnson, Recording Secretary



\_\_\_\_\_  
Al Bito, Staff Liaison



## City of Campbell INTEROFFICE MEMO

**DATE:** February 13, 2020

**TO:** Chairperson Hoffman and  
Civic Improvement Commission Members

**FROM:** Al Bito, CIC Staff Representative *AB*

**SUBJECT:** Desk Item: February 13 Public Hearing:  
FY 2019/20 Neighborhood Association Assistance Grant applications

---

### BACKGROUND:

The Commission has received copies of the FY 2019/20 Neighborhood Association Assistance Grant applications which the City Manager's Office received before the January 3, 2020 application deadline.

Six grant applications were received totaling \$2,870. The City Council has approved \$2,500 for the Neighborhood Grant Program in 101.501.7427 for FY 2019/20, the eight year of the grant program. The six neighborhood association applicants this year are:

1. Campbell Village
2. Downtown Campbell
3. Hamann Park
4. Moreland West
5. Pruneyard-Dry Creek
6. San Tomas Area Community Coalition

The Civic Improvement Commission scheduled a Study Session just prior to its regular monthly meeting for February 13 to review and discuss the applications. Applicant representatives from have been invited, but not required, to attend the Study Session.

At this evening's Public Hearing, grant applicants will make brief presentations concerning their funding requests. The Civic Improvement Commission will then discuss and review the applications and corresponding funding requests, before announcing the grant awards.

### ANALYSIS/AWARD CONSIDERATIONS:

Staff has analyzed the applications and finds them complete and general consistent with the City's policy on Neighborhood Assistance Grant Awards relative to eligible and ineligible groups or activities as they relate to the expenditure of public funds.

All of the applicants represent that grant funds will be used for either improvement projects, office expenses, insurance, room rental, or refreshments for social activities to

include National Night Out which is usually observed the first Tuesday in August each year.

The Commission may consider the following funding options at the Public Hearing after the applicants present their application:

- Option 1:** Fully fund Moreland West NA's request at 100%, or \$370; remainder to all applicants at \$426. This option would not fund each applicant at the maximum of \$500, but fully funds the new applicant's request and provides maintenance funding for the rest of the existing grantees at an 85% level of request.
- Option 2:** Distribute the full \$2,500 amongst all applicants, or \$417 each, resulting in 83% funding for the renewal grantees, 35% above the \$370 requested amount for Moreland West.
- Option 3:** Direct staff to seek Council approval to increase the budget appropriation from \$2,500 to \$2,870, or \$370 more, for the purpose of fully funding all applicants in the current cycle FY 2019/20
- Option 4:** Develop funding options as a hybrid of Options 1 through 3.

**Attachments:**

- FY 2019/20 Neighborhood Association Assistance Grants – Applications Summary
- Sept. 1, 2015 Joint Study Session Report
- FY 2019/20 Neighborhood Association Assistance Grants – Applications

Cc: Diana Johnson, CIC Recording Secretary



**FY 2019/20 CIC NEIGHBORHOOD ASSISTANCE GRANT AWARDS - \$2,500**  
 APPLICATION SUMMARY

NEIGHBORHOOD	NEW APP?	DUAL CITY BOUNDARIES	REQUEST	VOL. DUES MEMBERSHIP?	MEMBERS	HOUSEHOLDS	PROJECT
Moreland West	X	Yes	\$370	Yes	90	700	Yard signs to promote NA events
Hamann Park		Yes	\$500	\$20	2,000	8,000	Park mural; NNO; cleanups
DT Campbell		No	\$500	Yes	1,800		NNO; PO box; insur.; website
Campbell Village		No	\$500	Yes		477	Rent; refreshments; NNO; website
Pruneyard-DC		No	\$500	Yes	235	1,275	Insurance; NNO
STACC		No	\$500	Yes	1,100	3,000	Jump house; permit; insur.; refresh.
TOTAL			\$2,870				



# *City Council Agenda*

City of Campbell, 70 North First Street, Campbell, California

---

**CAMPBELL CITY COUNCIL/ CIVIC IMPROVEMENT COMMISSION**  
**JOINT STUDY SESSION**

Tuesday September 1, 2015 – 6:45 p.m.  
Council Chamber – 70 N. First Street

**CALL TO ORDER, ROLL CALL**

**ORAL REQUESTS**

**NEW BUSINESS**

A. Neighborhood Grant

**ADJOURN**

**MEMORANDUM****CITY OF CAMPBELL****City Manager's Office**

**To:** Honorable Mayor and City Council **Date:** September 1, 2015

**Via:** Mark Linder, City Manager 

**From:** Michael Thomas, Graduate Intern 

**Subject:** **Joint Study Session on Neighborhood Association Assistance Grant Program**

---

**PURPOSE**

The purpose of the Joint Study Session with the Civic Improvement Commission (CIC) is to review and discuss the Neighborhood Association Assistance Grant Program as it enters its fifth year of funding.

**BACKGROUND**

In FY 12, the City Council began funding the new Neighborhood Association Assistance Grant Program at an amount of \$2,000 per year. The program was intended to assist Campbell residents or neighborhoods with up to \$500 of grant funding to establish formalized neighborhood associations. The objective was to provide assistance with startup costs associated with establishing neighborhood associations, such as insurance, outreach material, websites, newsletters, block parties and other neighborhood events. This "seed money" is for neighborhoods without operating budgets to increase the likelihood of their formation. Neighborhood associations were viewed as desirable within the community because of their associated benefits of enhancing the quality of life for residents, fostering a mechanism for neighbors to get involved, promoting neighborhood pride by having an established organization of common geographical interest, and deterring crime through neighborhood watch programs.

The application period for the grant program is generally open from September to October of each year. The CIC then holds a study session and public hearing to discuss and determine funding levels for selected applicants. After the Commission holds a public hearing, grant funds are distributed via check to the applicants. During the months of June and July of the following year, applicants are required to submit expenditure receipts for any grant funding used. The current council policy on the Neighborhood Association Assistance Grant Program is included in this memo as Attachment 1.

Through FY 15, the grant program has been funded for a total of four years. Funding levels for the program remained consistent during the first three years at \$2,000. However, at the request of the CIC, and upon approval of the Council, total grant funding increased to \$3,000

for FY 15. However, the maximum grant award per applicant remained at \$500. During the FY 15 funding cycle, eight neighborhood grant applications were received for a total competitive funding request of \$4,000. Following the review process, eight grant checks were disbursed totaling \$3,000.

To date, four of the eight grantees have provided FY 15 documentation for grant-funded expenses.

## DISCUSSION

Since its inception, the Neighborhood Association Assistance Grant Program has remained a popular program among neighborhood groups and neighborhood associations. A majority of the applications for this program have come from the same group of neighborhood associations. As such, there has not been a consistent increase in the number of neighborhood associations or in membership growth for already established neighborhood associations. Attachment 2 shows applicant information for fiscal years 2012-2015. The chart shows that five neighborhood associations applied for, and received, funding in at least three of the four years the program has been in effect. As the program's original intent was to assist neighborhood groups by providing "seed money" for the establishment of neighborhood associations, a discussion of whether to examine or redefine the program's intent may be of benefit for the City Council and the Civic Improvement Commission.

Additionally, the issue of applicant eligibility has been a topic of discussion during CIC study sessions. The City's existing grant application (Attachment 3) asks applicants to identify whether their group has or is classified as any of the following: incorporated, non-profit, tax exempt, bylaws, insurance, association members, and officers. Presently, there is no formal method of determining whether any of the categories should be viewed as preferable in terms of receiving funding, and conversely, whether or not having or not being classified as any of the categories should disqualify an applicant from receiving funding.

Another area in which the CIC has had discussion is on the appropriateness of grant expenditures. While many of the grant recipients have utilized funds for uses similar to the aforementioned startup costs, some past recipients have provided expenditure receipts for items such as catered social events that may or may not have been open or advertised to all members of the neighborhood. Events such as these do have merit in allowing neighbors to meet and provide a sense of camaraderie, but they also bring about the question of what types of expenditures should and should not be funded by the program. Furthermore, the grant policy neither expressly states when grant funds must be spent nor when receipts must be submitted to the City Manager's Office. Between grant cycles, the City Manager's Office normally sends letters to grant recipients in June requesting documentation in July. Clearly stated deadlines in the grant policy may help grantees comply with deadlines and requests.

**Civic Improvement Study Session—August 12, 2015**

In preparation for the September 1 Joint City Council Study Session, the Civic Improvement Commission held a study session to evaluate the annual grant program. As a result of the Study Session, the Commissioners may recommend to the City Council that it consider enhancements to the Neighborhood Association Assistance Grant Program policy related to eligibility. In addition, the CIC commissioners agreed the policy could be modified to include the following elements to clearly convey standards to grant applicants:

1. Mission Statement
2. Program Goals
3. Definition of a Neighborhood Association
4. Eligible and Ineligible groups
5. Eligible and Ineligible Activities
6. Application Requirements
7. Requirements to Maintain Funding Eligibility in Future Funding Cycles

CIC members reviewed neighborhood grant policies from the Cities of San Jose and Palo Alto and requested that City staff review these policies in the interest of policy learning to enhance the City Council's current neighborhood grant policy with respect to the elements listed above. CIC members also requested that City staff prepare an augmented draft grant program policy. An augmented policy recommending such policy enhancements may be brought before the City Council for approval.

With respect to item number six above, CIC members discussed and analyzed the possibility of requiring neighborhood groups to participate in National Night Out every year in addition to hosting two events related to community service, an informational event (e.g. crime prevention) or a social meeting event (e.g. Town Hall).

At their August 12 Study Session, the CIC reviewed neighborhood assistance grant policies from other Santa Clara County cities including San Jose's Community Action and Pride (CAP) Grant Program and Palo Alto's "Know Your Neighbors Grant Program." Attached to this memo for reference is a table (Attachment 4) comparing neighborhood assistance grant program information from Santa Clara County cities including Cupertino, Mountain View, and Sunnyvale.

## **FISCAL IMPACTS**

Restrictive changes to the program's eligibility and funding guidelines may result in the disqualification of some applicants from receiving funding. Though the amount of grant funds requested generally exceeds the amount available, changes may actually result in a decrease of grant funds awarded. For FY 16, the Police Department has \$3,000 budgeted for the purchase of emergency equipment and supplies to support neighborhood groups like CERT's (Community Emergency Response Team). CERT groups must follow the Police Department's application process for this funding.

## **CONCLUSION**

Based on the CIC's and staff's review in the last four years of managing the neighborhood grant program, it is recommended that the City Council continue the program and direct the CIC to work with staff in modifying the current grant application policy consistent with the recommendations contained in this memorandum. Moreover, an enhanced policy with these elements would help City staff and the CIC better serve Campbell's neighborhood associations and help the associations better serve their neighbors.

### **Attachments:**

- 1 – Council Policy 1.28
- 2 – FY 2012-2015 Grant Recipient Historical Data
- 3 – Neighborhood Association Assistance Grant Application
- 4 – Neighborhood Grant Programs in Other Cities Table

**Section 1.28 Neighborhood Association Assistance Grant Program:**

The City Council is willing to fund Neighborhood Association Assistance Grants from the City's General Fund, if it can be shown to the City Council or its advisory body, the Civic Improvement Commission, that there are effective ways of providing such neighborhood assistance services at a reasonable cost and at a level of service to provide a meaningful return for the dollars spent.

Members of the City Council and the Civic Improvement Commission shall not serve on boards of directors of neighborhood associations to which City funding is provided.

City employees shall not serve on boards of directors of neighborhood associations for which they recommend funding.

Neighborhood association assistance grant funds shall not be used for political purposes.

This policy does not preclude any Councilmember, Civic Improvement Commissioners, or City staff from attending meetings of these neighborhood associations as an observer.

Grant awardees shall maintain expense receipts associated with the City's grant funds and shall be prepared to furnish such documentation upon request in order to be considered for future funding.

**Procedure for Neighborhood Association Assistance Grant Program:**

The Civic Improvement Commission is the designated hearing body for the Neighborhood Association Assistance Grant Program. The City Manager's Office is designated to perform the initial review of the grant application to ensure that the Neighborhood Association Assistance Grant requirements are met.

The review process usually takes place from December through January. Grant awards are incorporated into the City Manager's recommended budget if funds are available based on the adoption of each fiscal year's budget.

Effective April 2012, the application and funding process will be based on a July 1-June 30 fiscal year cycle and the application forms will reflect that timeframe. The following steps will be followed:

<b>Responsibility</b>	<b>Action</b>
City Manager's Office	Distribute Neighborhood Association Assistance Grant application.

City Manager's Office Staff

Review and analyze Neighborhood Association Assistance Grant Applications. Provide funding recommendations to the Civic Improvement Commission.

Civic Improvement  
Commission

Hearing body for Neighborhood Association Assistance Grant applications. Review applications and staff recommendations. Approve or deny the requested grant based on available funding.

Association Name	Bylaws Y/N	Articles of Incorporation Y/N	Non-Profit Y/N	Tax Exemption Y/N	Bank Account Y/N	Insurance	Past Grant Fund Uses	FY 15 Amount Awarded	Previous Applicant (Y / N)			
									2012	2013	2014	2015
Campbell Community Center	N	Not indicated on application	N	N	Unknown	N	start-up costs, recruitment, outreach, promotion, National Night Out; emergency preparedness seminar	\$300.00	Y	Y	N	Y
Campbell Village	Y	N	N	N	Unknown	Y	UNSCC membership, Porta-Potty, highway beautification, tree planting project, annual block party	\$450.00	N	Y	Y	Y
Central Hazelwood	N	N	N	N	Unknown	N	block party insurance; tree trimming and graffiti removal costs, community building, neighborhood improvements	\$200.00	Y*	N	N	Y
Downtown Campbell	Y	N	Y	N	Unknown	Y	operational costs, banking, insurance & membership fees, membership drive, meet & greet party community room rental fees, name badges, PO box renewal fees, food ice for NNO	\$450.00	Y	Y	Y	Y
Hacienda CERT	N	N	N	N	Unknown	N	radios, cloth stretchers LED lanterns, batteries, cots; dry erase pens and eraser, chalk, printing costs	\$350.00	N	N	N	Y
Hamann Park	Y	Not indicated on application	Y	Not Indicated on App	Y	Y	UNSCC dues & insurance, permits, health fair, Operational costs, National Night Out social event; newsletters	\$450.00	Y	Y	Y	Y
Pruneyard-Dry Creek	Y	N	Y	Y	Unknown	Y	start-up costs, UNSCC membership / insurance; ice cream, badges, raffle tickets for NNO; CERT backpacks, radios, signage	\$450.00	Y	Y	Y	Y
San Tomas CERT	N	N	N	N	Unknown	N	stretchers, triage tape, extrication collars, exam gloves, 4-in-1 emergency tool, CERT operations guides, chalk, lumber marker crayons, blankets, toilet seat & bucket, fliers	\$350.00	N	N	N	Y
San Tomas West	Y	Y	Y	Y	Unknown	N	newsletters, web hosting; webmaster costs; e-mail storage & data transfer	Did Not Apply in FY 15	Y	Y	N	N

\* Submitted Application After Deadline UNSCC: United Neighborhoods of Santa Clara County MIT 8/26/15

Neighborhood Association Assistance Grant Application



CITY OF CAMPBELL  
NEIGHBORHOOD ASSOCIATION ASSISTANCE GRANT  
APPLICATION FORM

FY 2014/15

Applications Due: October 3, 2014

NEIGHBORHOOD ASSOCIATION: \_\_\_\_\_

YEAR ESTABLISHED: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

PHONE: ( \_\_\_\_\_ ) \_\_\_\_\_

E-MAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

NEIGHBORHOOD AREA  
TO BE SERVED: \_\_\_\_\_

REQUESTED: CITY OF CAMPBELL: FY 2014/15: \$ \_\_\_\_\_ (Maximum \$500.00)

ALL OTHERS: \$ \_\_\_\_\_

Is your organization:

- INCORPORATED                      YES [ ]                      NO [ ]
- NON-PROFIT                        YES [ ]                      NO [ ]
- TAX EXEMPT                        YES [ ]                      NO [ ]

NUMBER OF NEIGHBORHOOD ASSOCIATION MEMBERS: \_\_\_\_\_

ASSOCIATION HAS BYLAWS?:      Yes [ ]      No [ ]      *If yes, please attach.*

ASSOCIATION HAS INSURANCE?:    Yes [ ]    No [ ]

**NEIGHBORHOOD NEED:**

1. Describe the neighborhood association need to be addressed by the proposed grant funding.

**SERVICE INFORMATION:**

2. Describe the neighborhood project or service to be provided to the neighborhood association with the proposed City grant funding.

3. What are the objectives, and measurable benefits of, your neighborhood service, program, or project? How will your program meet these objectives?

4. Please indicate if the proposed neighborhood project or event is:

NEW

EXPANSION OF EXISTING ACTIVITY/PROGRAM

**FUNDING INFORMATION:**

5. If membership dues are required or requested, describe amount, how levied (i.e., per person or per household and collected monthly, quarterly, or annually), and use of revenue.

**ORGANIZATIONAL INFORMATION:**

6. Please list your Neighborhood Association's officer names and office titles.

7. Grant budget

Item No.	Expense Description	Estimated Cost
<b>Total Amount Requested (Maximum \$500.00)</b>		

8. Please attach any of your neighborhood association's materials such as association newsletters and calendar of planned events in the year.

9. "We, the Board of Directors of \_\_\_\_\_,  
do hereby resolve that on \_\_\_\_\_, 20\_\_\_\_\_, the Board  
reviewed this application and furthermore, the Board in a proper motion and vote,  
approved this application for submission."

To the best of our knowledge, all information presented herein is correct and  
complete.

Dated: \_\_\_\_\_ 20 \_\_\_\_\_

\_\_\_\_\_  
**Neighborhood Association Name**

By: \_\_\_\_\_

**President of the Board**, on behalf of the  
Board of Directors named above

*NOTE: Neighborhood Association Assistance Grant Funds may NOT be used for political  
purposes.*

Thank you for your interest in the Neighborhood Association Assistance Grant Program.

Submit your application by the published deadline to the City Manager's Office:

**By Mail:**  
City of Campbell  
City Manager's Office  
70 N. First Street  
Campbell, CA 95008

**By Fax:**  
(408) 374-6889

**By E-Mail:**  
alb@cityofcampbell.com

Attachment 4  
Neighborhood Grant Programs in Other Cities

City	Population	Program Name	Maximum Grant Amount*	Note
Campbell	41,857	Neighborhood Association Assistance Grant Program	\$500	
Cupertino	59,756	Community Improvement Grant Program	\$300	
Mountain View	77,914	Council Neighborhoods Committee Grant Program	\$1,700	\$100 one-time start-up grant
Palo Alto	66,932	Know Your Neighbors Grant Program	\$1,000	
Sunnyvale	148,028	Neighborhood Grant Program	\$1,000	\$100 one-time start-up grant
San Jose*	1,016,479	Community Action & Pride	\$300 - \$1,500	

MT 8/26/15