City of Campbell

INFORMATIONAL MEMO

TO: Honorable Mayor and City Council

VIA: Brian Loventhal, City Manager

FROM: Al Bito, Staff Liaison
Civic Improvement Commission (CIC)

SUBJECT: **CIC Pilot Beautification Grant Program – Introduction of Working Draft**

As part of its Major Workplans for FY 2017, the CIC has been working on developing a new pilot Community Beautification program. As authorized in the Campbell Municipal Code, beautification is one of the areas of responsibility for the Commission.

Initial research and comparative analysis has been completed and presented to the CIC by staff. Last September, the CIC appointed three members to serve on its Beautification Subcommittee: Vice Chair Lucy Zheng and Commissioners Sharon Teeter and Alan Zisser. The Committee has convened multiple times with staff to develop program language and criteria for the new pilot Beautification program. Sources of research information included comparable programs in place from the City of Plano, Texas and from City of Aurora, Colorado.

The principle goal of this program is to encourage and incentivize beautification efforts in the community – both in the neighborhoods and surrounding businesses.

As currently drafted, the proposed Beautification program will provide grant incentives in two tiers for neighborhoods and small businesses/organizations. At least one tier would require a matching grant component. Additional highlights of the proposed program include the following components:

Mission Statement
Selection Criteria
Grant Application
Funding Cycles
Eligible and Ineligible Applicants
Eligible Projects (and examples)
Application Process
Grant Workshop
Pre-Application Meeting

In terms of public outreach, the Commission informed neighborhood leaders and representatives from the business community about the proposed pilot Beautification program. Staff also announced the program at a recent Downtown Campbell Business Association membership meeting. Staff received, and responded to, one comment/question from a resident from the Downtown Campbell Neighborhood Association.

The City Council has approved $25,000 from the City Council Reserve in the FY 2017 budget to support the Pilot Beautification Program.

In terms of next steps, the Civic Improvement Commission plans to present the proposed Beautification program to the City Council in January. Until then, the Civic Improvement Commission and staff welcome any cursory comments or questions the Council may have.

Attachments:

1. Draft Beautification program
2. Draft Beautification applications

CC (w/o attachments): Civic Improvement Commission
Diana Johnson, CIC Recording Secretary
Michael Thomas, CM Office Assistant

Civic Improvement Commission
Pilot Beautification Grant Program

Mission and Purpose

The City of Campbell is committed to supporting its residents, small business owners and non-profit organizations. Together the City and its residents can build and maintain a sense of community when neighbors, businesses, and local organizations connect with each other on shared interests to Campbell's appearance.

The City of Campbell Pilot Beautification Grant program provides grant funds to support Campbell neighborhood groups, small businesses and non-profit organizations (e.g. schools, churches, etc.) in building strong relationships around a community-driven initiative

All projects must:

- Support community goals
- Be highly visible from the public realm (i.e. visible from street/curb)
- Have a community benefit
- Result in an enhancement of the neighborhood or small business' appearance
- Be within city limits

Grant Funding Options

Two grant funding options are available for both neighborhoods and small businesses and organizations:

1. Level 1 grant valued between $500 and $1,500 (no matching requirement)
2. Level 2 grant valued between $1,501 and $5,000 (1:1 match required)

Applicants may be approved for one application, per property, per year. Applicants must complete the work within six months of receiving project approval for neighborhood groups and 12 months for small businesses and organizations. The City's approving authority, the Civic Improvement Commission, will not consider applications for projects where work has already commenced.

Matching Funds Requirement

- While no matching requirement exists for Level 1 grants projects, Level 2 grant projects must have a 1:1 match of the requested grant amount or at least 50% of the total cost of the project, whichever amount is less. The match provided must be directly related to the project being undertaken.

Grants are awarded as reimbursement for completed work. After completion and approval for project, the City will reimburse per grant limits based on proof of final costs and physical inspection.

Matching resources may include the following:

- Cash contributions which must be documented by submitting a bank statement from the organization / business showing available funds.
- Donated or discounted materials or services must be documented on the donor's letterhead by providing on the donor's letterhead a commitment of resources with a listed retail value. (Applicable for neighborhood groups and non-profit organizations only)
- Donated professional services, such as architectural, engineering, construction, etc., must be documented by providing on the donor's letterhead a commitment of resources with a listed retail value. (Applicable for neighborhood groups and non-profit organizations only)
- Volunteer labor must be documented by submitting a signed commitment letter with the total number of volunteers and hours of labor (total value is calculated using the current city rate. (Applicable for neighborhood groups and non-profit organizations only)

Volunteer Activities (Applicable for neighborhood groups and non-profit organizations only).

Eligible volunteer activities only include actual work performed implementing the project. It does not include pre-planning or planning activities. Eligible activities could include cleaning, painting, or removing or planting landscaping.

A section of the application form will allow for the calculation of the proposed volunteer labor value. Applicants can use this section of the form to describe volunteer activities, the number of volunteers and the total number of hours. A sample of a calculation for volunteer match is provided below.

Project Costs

The proposed Project Costs section of the application form must be completed before submitting. Supporting documentation is required for applicants requesting "Level 2" grants. Please list the name of the selected contractor(s) after the line item description. Examples of Project Cost tables are provided below for neighborhood groups / organizations and small businesses.

Sample Neighbirhood Group / Organization Project Costs					
	City Match	Neighborhood Match			
Line Item Expense Description	Cash	Donated Supplies, Materials & Labor	Volunteer Value	Donation / Cash	Total Expenses
Screening Wall Repairs -- XYZ Contractor Services	$4,000.00			$2,000.00	$6,000.00
Landscape material - trees and flowers		$2,060.00			$2,060.00
Landscape material - soil / mulch				$200.00	$200.00
Landscape services			$2,000.00		$2,000.00
Ice, water and snacks		$110.00			$110.00
	$4,000.00	$2,170.00	$2,000.00	$2,200.00	$10,370.00

Total City Match	$4,000.00	Total Neighborhood Match	$6,370.00	Grand Total	$10,370.00

Sample Small Business Project Costs					
	City Match	Small Business Match			
Line Item Expense Description	Cash			Cash Contribution	Total Expenses
Replacement of pavers	$1,000.00			$1,000.00	$2,000.00
Removal and installation of dilpidated signage	$200.00			$200.00	$400.00
Installation of awnings	$500.00			$500.00	$1,000.00
Planter boxes and "smartscape" plants	$25.00			$25.00	$50.00
Landscape and contractor services	$1,000.00			$1,000.00	$2,000.00
Total City Match	$2,725.00		Total Business Match	$2,725.00	$5,450.00

Funding Cycles

Funding for this pilot program has been appropriated by the Campbell City Council for FY2016-17. There is no guarantee of the amount of funds that will be appropriated each year. Grant funding cycles will be following an open and competitive application period during which time applicants will receive priority consideration if applications are submitted by the deadline as stated on the application. Applications received after the deadline will be considered on a first-come, first served basis. If funds are exhausted at the time of application submittal, staff will retain applications. If additional funds become available, staff will contact applicants in the order in which applications were received.

An optional grant workshop will be held prior to application deadline. Please contact City staff or visit the City's website for exact dates and locations.

Neighborhood associations and small businesses/organizations may submit one grant application per cycle. If proposed project is not awarded during one funding cycle, the neighborhood association or small businesses/organizations are encouraged to apply during subsequent funding cycles provided funds are available.

Neighborhood Beautification Grant Information

Grants are available to neighborhood associations/groups that satisfactorily identify project objectives and meet application and eligibility requirements. Eligibility criteria for neighborhood associations/groups are listed below.

Eligible Applicants

Neighborhood groups including neighborhood associations are eligible for consideration if they satisfy the following requirements:

- Officially recognized neighborhood associations with by-laws on file with the City Manager's Office.
- Other neighborhood groups that are defined as three or more households with an active bank account in the group's name with one household acting as fiscal agent
- Other requirements include:
    - An open bank account in the organization's name at the time of application as checks are not disbursed to individuals. All applicant neighborhood groups must provide a copy of their latest bank statements.
    - General liability insurance following notification of grant award
- Projects must take place within the geographic area of the neighborhood in which the project will be completed
- Non-discrimination in membership based on race, gender, religion, national origin, age, disability, sexual orientation or any other status protected by law

Ineligible Applicants

- Home Owners Associations / Property Owner Associations (HOA) that are single-family housing developments, as well as condominium and townhouse complexes that are legal entities in the form of corporations. Due to this designation, HOA's can enforce rules and collect dues via covenants, conditions and restrictions (CC&Rs). Since the aim of a HOA is to maintain a high quality of living, safety and cleanliness already with the collection of dues, HOA's are not considered neighborhood associations / groups and are therefore not eligible for the pilot beautification grant program.

- Multi-unit housing communities of two units or more including apartment complexes that collect fees for maintenance and repair of common areas Individuals or groups that do not meet the eligibility requirements as stated in this policy.

- Single family dwellings

Eligible Projects

All projects are subject to applicable City codes, ordinances, permitting requirements, other local and state regulations.

- Projects must meet the program objectives, including criteria such as:
    - support neighborhood goals

    - have a community benefit
    - community involvement
    - public improvements result in an enhancement of the neighborhood
    - highly visible from the public realm (visible from street/curb)
- Level 2 grant projects must have a 1:1 match of the amount of the grant or 50% of the total cost of the project, whichever amount is least.
- Projects should be considerate of neighborhood diversity and adhere to ADA requirements, when applicable.
- Projects must adhere to existing City ordinances and not interfere with any current or planned Community Investment Program projects of the City.
- Applicants must consider future maintenance on completed projects, and provide a maintenance plan if applicable.
- Projects must be located within the city limits of Campbell.

Project Examples

Typical projects will physically improve the neighborhoods. Examples include:

- Redesigned neighborhood entryway landscapes, with native vegetation or "Smartscape" plants
    - "Smartscape" is defined as garden designs that promote water conservation using native and/or drought tolerant plants
    - Examples include barren landscape, rock gardens, indigenous plants with some water applied in well-controlled amounts as needed
- New neighborhood entryway signs
- Existing gateway sign and screening wall enhancements
- Repair/replacement of screening walls
- Greenbelt improvements
- Lighting enhancements in public spaces
- Drip irrigation system in shared use/community areas
- Private neighborhood park development/ improvement on public property
- Removal and or replacement of chain link fences visible from street
- Landscaping or tree planting on curb strips
- Murals or other public art

Ineligible Projects and Costs

The following types of projects are ineligible for grant funding through this program:

- Applications promoting special interests
- Applications requesting funding for salaries or operating expenses
- Applications for events, social/cultural education programs
- Projects that conflict with existing city ordinances, or current/planned community investment program
- Projects that may result in a public safety hazard
- General maintenance other than painting and stand-alone upgrades
- Roofing, roof enhancements and vinyl siding
- Purchasing personal and or business property including furniture
- Interior renovations including window coverings
- Security systems
- On-going maintenance
- Improvements to individual single-family dwellings (e.g. front-yard landscaping)

Small Business/Non-Profit Organizations Façade Improvement and Beautification Program Information

The City is committed to supporting a vibrant business community in Campbell to help small business owners attract, retain and grow their businesses. One way to achieve these goals is with a storefront that is aesthetically appealing to customers and community members. The program provides grants to property and business owners in defined commercial areas in the City to stimulate development, improve the visual image of properties and foster community pride. Additionally, grants are available to eligible non-profit organizations, including but not limited to schools, daycare centers, churches (and other houses of worship).

Grant recipients are limited to one grant per year.

Eligible Applicants

- Applicants must be property owner or receive signed approval from property owners if they are tenants
- Tenants must have three years remaining on lease
- Buildings must have been built at least five years prior to applicants requesting grants
- Projects must be designed by qualified and licensed professionals with signs or other structural elements fabricated and installed by professionals
- Applicants must not owe outstanding property taxes, fees, judgments or liens to the City and have current business licensing (Section (501(c)(3) organizations are exempt from property taxes per IRS code)
- Applicants must include project budget with application
- One grant is allowed per location each year based on the anniversary date of the completion of the previous project
- Improvements must remain in place and be maintained in good order for five years including abatement of vandalism and graffiti. If improvements are not maintained, the City may seek full reimbursement at its discretion

Ineligible Applicants

Since the purpose of this pilot grant program is supporting small businesses, large commercial retail developments and other commercial businesses including shopping centers are not eligible to apply for grant funding. The following commercial retail developments and their tenants are not eligible to apply for grant funding:

- Campbell Plaza (Winchester Blvd. at Budd Ave.)
- Hamilton Shopping Center (Bascom Ave. at Hamilton Ave.)
- Kirkwood Plaza (Southwest corner of San Tomas-Aquino Road & Campbell Avenue)
- The Pruneyard
- San Tomas Plaza Shopping Center (Northeast corner of Campbell Avenue and San Tomas Aquino Road)
- Big Lots shopping center (Near Northwest corner of Campbell Ave. and San Tomas Aquino Road)

- Gateway Square/Walgreens shopping center (southeast corner of Hamilton Ave. and Winchester Blvd.)
- Safeway shopping center (near southwest corner of Hamilton Ave. and Marathon Drive)

Eligible Projects

All improvements are to upgrade commercial storefront/non-profit organizations facades and grounds viewable and accessible from the public right of way. All proposed enhancements must be approved by the Community Development Department prior to being accepted into the program. Grant requests above $1,500 require three written bids for contractor work (except signage). Eligible projects include the following:

- Repair or replacement of exterior finishes (i.e. brick, wood, stone, stucco, tile, painting, display windows, pavers)
- Removal of old signs, awnings and other dilapidated materials
- Installation of new business signage physically attached to storefronts
- Installation of canvas awnings over windows and entries
- Installation of exterior lighting, light fixtures and supporting infrastructure
- Striping, markings, signage to designate ADA compliant parking stalls
- Installation of ramps, doors and entry points that meet ADA accessibility requirements
- Murals or other public art
- Installation of moldings and architectural cornices
- Installation of permanent landscaping including "Smartscape" landscaping such as native species in built-in planter boxes or planting areas
- Drip irrigation systems
- Mandatory exterior upgrades related to Title 24 of the California Building Energy Efficiency Standards
- Remedy current code violations against the property as long as work is included in improvement project
- Removal/replacement of chain link fencing
- Tool rental

Additional improvements that are deemed to be consistent with the intent of the program will be reviewed and approved/disapproved on a case-by-case basis by the Community Development Director. Grant proceeds can only be used for labor and materials directly related to the façade/grounds construction or installation.

All improvements completed through the Façade Improvement Program are "public work" as that term is used in Section 1720 of the California Labor Code. In accordance with Labor Code section 1720 et seq., prevailing wages shall be paid for all façade improvements. All estimates and payments for construction and installation of improvements shall include prevailing wages, and shall otherwise comply with the provisions of Sections 1773.8, 1775, 1776, 1777.5, 1777.6 and 1813 of the California Labor Code and all other applicable laws and regulations with respect to prevailing wages.

Ineligible Projects and Costs

The following types of improvements are not eligible for beautification grant funding:

- General and ongoing maintenance other than painting
- Roofing
- Purchasing personal and / or business property including furniture
- Purchasing tools
- Vinyl siding
- Window tinting
- Interior window coverings and other interior improvements
- Security systems
- Billboards, A-frame signs
- Purchasing of tools
- Fees and permits
- Employee wages
- Projects that conflict with existing city ordinances, or current/planned community investment program
- Projects that may result in a public safety hazard
- Projects that further religious/political purposes

GENERAL INFORMATION AND GUIDELINES

Project Details

The application should include as many details as possible to help support your grant request. Complete applications will include the need for the proposed improvement(s), support from the neighborhood or property owner for small businesses and project feasibility. Photographs, project location and drawings supporting the proposal should be attached to the application to better convey the project idea.

Matching Funds Requirement

While no matching requirement exists for "Level 1" grants ($500 to $1,500), Level 2 grant ($1,501 to $5,000) projects must have a 1:1 match of the amount of the grant or 50% of the total cost of the project, whichever amount is least. The match provided must be directly related to the project being undertaken.

- Cash contributions must be documented by submitting a bank statement from the organization / business showing available funds.

- Donated or discounted materials or services must be documented on the donor's letterhead by providing on the donor's letterhead a commitment of resources with a listed retail value (Applicable for neighborhood groups and non-profit organizations only)

- Donated professional services, such as architectural, engineering, construction, etc., must be documented by providing on the donor's letterhead a commitment of resources with a listed retail value. (Applicable for neighborhood groups and non-profit organizations only)

- Volunteer labor must be documented by submitting a signed commitment letter with the total number of volunteers and hours of labor with total value calculated using the current city rate (Applicable for neighborhood groups and non-profit organizations only).

Volunteer Activities (Applicable for neighborhood groups and non-profit organizations only).

Eligible volunteer activities only include actual work performed implementing the project. It does not include pre-planning or planning activities. Eligible activities could include cleaning, painting, removing or planting landscaping.

A section of the application form will allow for the calculation of the proposed volunteer labor value. Applicants can use this section of the form to describe volunteer activities, the number of volunteers and the total number of hours. A sample of a calculation for volunteer match is provided below.

Application Process

1. Review guidelines for the Pilot Beautification Grant program and attend mandatory grant workshop.

2. Contact city staff to schedule a pre-application meeting to discuss proposed project eligibility and feasibility.

3. Download an application online or request one from the City of Manager's Office. Contact information is listed below.

4. Submit application – includes project description, project impact, proposed schedule, proposed budget and maintenance plan – by the specified deadline.

    a. Provide proof of matching funds equal to grant amount requested if seeking a "Level Two" grant with bank statement showing cash funds available. If applicable (for neighborhoods and non-profits only), a signed commitment letter should be submitted indicating volunteer hours (valued at city's current rate). For in-kind donations from professional services or donated materials/supplies, donor must provide on their letterhead the proposed value of their service/material at their retail value.

    b. Provide supporting documents/materials for project details.

    c. Provide necessary documents to indicate eligibility for neighborhood group.

5. Projects are reviewed carefully by a multi-departmental team and scored based on weighted criteria (found under project selection criteria section)

6. Applicant is notified within 30 days from application deadline

Grant Workshop

A mandatory grant workshop will be made available in advance to discuss program requirements and guidelines. Please check the City's website for dates and times of grant workshops.

Pre-Application Meeting

A one-on-one pre-application meeting must be scheduled with city staff. This opportunity allows applicants to get feedback on feasibility of project and understanding of multi-departmental review. Some projects may involve other City departments, such as Parks and Recreation, Community Development and/or Public Works.

Application Review and Project Selection Criteria

Proposed project applications are reviewed and selected based on meeting basic eligibility criteria based on weighted criteria (100 possible points). There are three additional criteria that can be met to gain 15 bonus points. To be considered for funding, the project must score a minimum of 60 points.

Applications will be evaluated based on the following criteria:

- Community benefit
- Applicant participation
- Community Impact and need
- Feasibility of project implementation
- Support community goals
- Be highly visible from the public realm (i.e. visible from street/curb)
- Result in an enhancement of the neighborhood or small business' appearance
- Be within city limits

A majority vote by the Civic Improvement Commission (CIC) will approve, deny or table applications. Applicants will receive a formal written acceptance letter stating the amount awarded by the CIC or a formal letter stating the reason(s) an applicant's grant request has been denied.

Criteria	Detail	Max Weight
Community Benefit	• Provides a community benefit by improving health, safety and/or appearance of neighborhood or business (20pts.) • Project location is visible from public realm and cannot further religious / political purposes (15pts.)	35
Applicant Participation	• Demonstration of applicant's commitment to long-term and on-going maintenance plan (10pts.) • Shows evidence of broad, diverse participation and support within neighborhood / business community (10pts.)	20
Community Impact/Need	• Improvements are accessible to neighboring residents (15pts.) • Addresses a need identified in the community and provides a lasting impact/solution (10pts.)	25
Feasibility	• Well-planned, cost effective and ready to implement (10pts.) • Budget is reasonably set for expenses (10pts.)	20
BONUS POINTS	• Volunteer labor included as part of neighborhood match (if applicable) (5pts.) • Collaborative effort with nearby church or organization (5pts.) • Is applicant a first-time applicant? • Creative or innovative solution to a need in the community (5pts)	15

Fund Disbursement

Grant award recipients will have up to six months for neighborhood groups and one year for businesses and organizations from the date of project approval to complete the requested improvements. If work is not completed in the applicable time period, grantees will forfeit their awarded funds unless an extension is granted to complete construction within 120 days subject to City approval. If the project extends beyond the scheduled completion date, prior staff approval is required. After completion of an approved project, the City will issue reimbursement based on final proof of costs and physical inspection by City staff (i.e. building inspector and project liaison). The following documents must be submitted to obtain grant reimbursement:

- Paid receipts (Project liaison will review receipts)
- Copies of paid invoices, purchase orders
- Final cost worksheet

Beautification Grant Application

APPLICANT INFORMATION	
Applicant Name:	Fiscal Agent information (if applicable)
Group/Organization Type: ☐ Small Business ☐ Neighbor. Group / Association ☐ Non-Profit	Name:
501(c), 528 Status: ☐ Yes ☐ No	
Project Team Leader:	Contact Name:
Address:	Address:
City/State/Zip:	City/State/Zip:
Email:	Email:
Ph.: Alt. Ph.:	Ph.: Alt. Ph.:

APPLICANT LOCATION INFORMATION
Name of Neighborhood Association or Group / Small Business / Non-Profit:
Neighborhood Association or Group Boundaries (If applicable):
Project Location (address or nearest address):

PROJECT DESCRIPTION

Select Grant Option: Level 1: $500 - $1,500 (No Matching Required)☐	Level 2: $1,501 - $5,000 (Matching Required)☐	
Grant Amount Requested: $	Neighborhood Match Amount: $ (Minimum 50% of Project Cost)	Total Project Cost: $

Project Schedule/Timeline:	Provide an estimated timeline for implementation and completion of your project.*
Approx. Start Date:	
Approx. End Date:	
*Neighborhood associations and groups, and organizations have six months to complete projects while small businesses have 12 months to complete projects.	

PROPOSED PROJECT COSTS

(Sample project cost table provided in guidelines - please ensure your expenses accurately match the bid provided, if applicable)

*Donated supplies, materials, labor and volunteer value only apply to neighborhood associations/groups and non-profit organizations.

Proposed Expenses Please list: Line Item Description - Contractor Chosen (if applicable)	Proposed City Match	Proposed Applicant Match			Total Proposed Expenses
	Cash	Donated Supplies/ Materials/ Labor*	Volunteer Value*	Funds raised / Cash	
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$
Total Proposed Project Cost	$	$	$	$	$

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