



Community Advisory Board 2021 Community Improvement Grant Application

The City of Santa Rosa Community Advisory Board (CAB) connects city government to residents so the public can have a voice in decisions that impact their lives and build a stronger community. In 2018, CAB Members came together to develop a five-year strategic plan. Two of the CAB's strategic priorities are to build connected and empowered neighborhoods, and form strong, trusting relationships with community leaders. One of the ways in which they achieve these goals is by implementing the Community Improvement Grant (CIG) Program.

The CIG Program supports community building, improves neighborhoods, and strengthens relationships among residents. The CIG Program supports the City of Santa Rosa's Neighborfest Program, which offers neighbors the chance to come together, have fun, and build stronger, more connected communities. However, due to the COVID-19 pandemic, all community events including Neighborfest have been suspended until further notice. This year, in lieu of Neighborfest, the CAB will be issuing grants for eligible community improvement projects. All approved projects must be inclusive, accessible, free of charge to participants, and focus on broad community support.

Each year, the CAB is allocated an annual grant budget for public improvements and community events throughout Santa Rosa. The maximum grant amount is \$2,500, which must be matched by funds or in-kind donations or services. It is a reimbursement grant program. The CAB will review all eligible applications, confirm that all criteria are met, and approve or deny grants.

APPLICATION DEADLINE PERIODS

	Q2: April 1 – June 30, 2021	Q3: July 1 – Sept. 30, 2021	Q4: Oct. 1 – Dec. 31, 2021
Applications available from City	April 1, 2021	July 1, 2021	October 1, 2021
Applications due by	June 30, 2021, 4pm	September 30, 2021, 4pm	January 7, 2021, 4pm
Staff Review	July 1 – 14, 2021	October 1 – 14, 2021	January 8 – 14, 2022
CAB Review and Selection	July 28, 2021	October 27, 2021	January 26, 2022
Projects Begin	Upon approval by CAB	Upon approval by CAB	Upon approval by CAB
Projects Complete	No later than 1 year after grant approval	No later than 1 year after grant approval	No later than 1 year after grant approval

All applications must be received by **due date listed above no later than 4:00 pm** to be considered. Exceptions will not be made, and late submissions will not be considered. Please mail completed applications to:

Community Advisory Board CIG Program
City of Santa Rosa Office of Community Engagement
100 Santa Rosa Avenue

Completed applications may also be hand-delivered to the address above or submitted via email to Danielle Garduño, Community Engagement Coordinator, at dgarduno@srcity.org.

QUESTIONS?

Please submit questions to Danielle Garduño, Community Engagement Coordinator, at dgarduno@srcity.org, or (707) 835-6535.

Informational Video: <https://www.youtube.com/watch?v=CfzYlhUHpFU>

FREQUENTLY ASKED QUESTIONS

1. WHAT TYPES OF PROJECTS MAY BE FUNDED?

Public and Community Improvements: physical construction/improvement projects. Examples include but are not limited to: murals/public art, benches, park improvements/repairs, community clean-ups, tree planting, graffiti removal, community, school or service club project, signage, creek restoration and neighborhood gardens.

Community Practices: activities that create or enhance the sense of community among individuals within a regional area or within a group that shares a common interest. Examples include: neighborhood leadership development trainings, community leadership trainings, formation of a neighborhood association, etc.

2021 Focus Areas

All grant applications must align with City Council goals and priorities:

City Council Goal #7: Foster neighborhood partnerships and strengthen cultural assets.

General Community Building Project Ideas:

- Community gardens – creation or cleanup
- Community cleanup day
- Art projects
- Memorial projects (e.g. bench or plaque purchase and installation)
- Youth-led projects
- Neighborhood group development (e.g. neighborhood association creation, neighborhood communications creation, neighborhood leadership development, etc.)

Crises Response Priorities Project Ideas:

1. Economic Resiliency, including Childcare
Examples: COVID-19 response/recovery (e.g. food and/or clothing distribution, community gardens, school supply distribution, etc.)
2. Homelessness
Programs may be funded if they align with City of Santa Rosa goals and services for homelessness. If doing a food or clothing distribution, you must partner with a homeless services agency.
3. Public Safety Priorities and Reform
Examples: Disaster preparedness (e.g. creation of go-bags/emergency kits, etc.)
4. Organizational Diversity, Equity, and Inclusion
Examples: Art projects (e.g. mural creation, crosswalk or street murals; quilt making; yarn bombing, etc.); racial equity and social justice trainings; community conversations on race, etc.

2. WHO MAY APPLY?

Nonprofits, neighborhood groups and/or associations, homeowner associations, service clubs, community groups and /or organizations, and schools may apply to fund a project in Santa Rosa. However, applicants do not have to have an established organization to apply for the funds. Any large or small group of neighbors or community members who want to improve where they live can apply for these grants. The funds may be used to improve a street, block, neighborhood, or community.

3. WHAT EXPENSES ARE ELIGIBLE?

Eligible Grant Expenses include contractor fees, supplies, equipment rentals, permit and insurance fees or costs, other permits related to the project, food, or group trainings.

Costs that are not reimbursable by CIG funds include:

- Costs incurred prior to grant award;
- Indirect costs, ongoing operational costs, or overhead business expenses like rent, mortgage payments, property taxes, utilities, or office supplies;
- Ongoing maintenance, upkeep, landscaping and repairs;
- Fundraising;
- Staff salaries;
- Membership dues;
- New business seed money;
- Individual training or education; and
- Travel

4. WHAT IS A GRANT MATCH AND HOW MUCH IS REQUIRED?

CIG funds must be matched by funds from other sources that meet or exceed your grant request. These may be actual funds or in-kind donations (e.g. donated supplies, volunteer hours, etc.). All projects **MUST** demonstrate a 1:1 match. For example, a project requesting a \$500 grant must have a minimum of \$500 in matching funds, for a total project budget of \$1,000. The maximum grant amount is \$2,500. However, there is no maximum match funds amount. Please make sure to list all actual funds or in-kind donations going into your project.

Donated cash, labor, materials or equipment (or any combination) qualifies as matching funds. This includes volunteer hours. Materials should be valued at market rate, equipment should be based on actual rental rates, and volunteer labor should be valued at \$22.14 per hour per person.

5. WHAT ARE THE CRITERIA FOR GRANT EVALUATION?

- A. Community Building – the Community Improvement Grant Program is designed to support community building, strengthen neighborhoods, and build relationships among residents through public improvement projects and community events and practices throughout Santa Rosa.

- B. Project Team – Volunteers and project partners are a significant component of this process. Applications should reference the partnering organizations, individuals, and associations who are involved in the project. If there are questions about possible partnerships, contact your CAB representative for information before completing this application. CAB webpage: www.srcity.org/CAB.
- C. Community Support – Projects must have clear neighborhood and community support. Projects should demonstrate this support and what value this project will add to the community. Support may be demonstrated through letters of support or petition.
- D. Budget – The budget should be well thought out, reasonable, and realistic. Applicants are encouraged to explore other supplemental funding sources to show diverse support for the project.
- E. Project Reach – Geographical sphere of influence or a social sphere of influence, description of how many people will benefit from your project.
- F. Environmental Consciousness – Projects should reflect environmental consciousness regarding materials, energy, and conservation.
- G. Accessibility – Community Improvement Grants (CIG) can best serve the community by making each project funded through CIG as broadly accessible as possible. This means creating opportunities for people of all abilities and thinking expansively about how to be widely inclusive, welcoming, and collaborative. All projects funded by the CIG grant program need to meet these requirements.

Application Process

- Grant applications must be received by **the date listed in the table on page 1** to be considered. Exceptions will not be made, and late submissions will not be considered. Applications may be submitted via mail, e-mail or in person (see page 1).
- Staff will review applications for eligibility and completeness. All eligible and complete applications will be distributed to CAB for review.
- The Community Advisory Board votes on final approval or denial of grants. **All applicants will be notified in writing of their grant status after CAB has voted.**

Community Improvement Grant (CIG) Application Packet Checklist

Please make sure your application contains all of the following information; including page numbers.

Application Form (1 page)

☐ **Detailed Project Budget and Matching Funds (1 page)**

☐ **Response to Questions (maximum of 3 pages double sided)**

☐ **Permission from Property Owner or Authorized Manager**

- Please submit documentation demonstrating the approval or endorsement for the project from the property owner, including information on both the length and scope of use. This may be an authorization letter from the property owner, a license agreement, or a lease.
- If the project is proposed on City property, please obtain a letter from the appropriate City department including a determination of master plan or general plan consistency as appropriate. Identify additional steps or agreements necessary to comply with the City process.

☐ **Approvals and Permits**

- Does your project require City permits, approvals, or involvement? Please identify the permits that are needed or explain why permits and approvals are not needed.
- It is the applicant's responsibility to obtain all necessary permits and approvals for projects. An application may be denied for failure to adequately research or secure necessary City approvals. Permits may include Building, or Special Event, for example. Permit approval may require environmental review and determination pursuant to the California Environmental Quality Act (CEQA).
- Public art projects, including murals, must be approved by the Arts in Public Places Committee. Please contact the Public Arts Program Coordinator for requirements: tthompson@srcity.org.

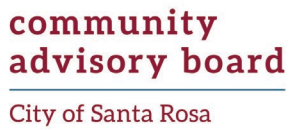
The Fine Print

Community Improvement Grant Funding is solely a monetary contribution and not a co-sponsorship by the City of Santa Rosa of any event or activity for which funding is used unless specifically agreed to in writing by the City. Award of Community Improvement Grant Funding shall not eliminate the need for any applicant to comply with any applicable regulations or permit requirements for the event or activity being funded. Grant award is not authorization of use of City Property.

This is a reimbursement grant program; any expenses incurred before grant award are not eligible for reimbursement. Each successful project will be required to submit a final report and photographs upon completion of the project. Appropriate documentation will be required for reimbursement this may include receipts, volunteer sign-in sheets, invoices, or other documents. All projects, programs or events funded by a CIG must be publicly accessible.

Please submit questions to Danielle Garduño, Community Engagement Coordinator, at dgarduno@srcity.org or (707) 835.6535.

Completed applications should be delivered or mailed to:
CAB GRANT PROGRAM
City of Santa Rosa Office of Community Engagement
ATTN: Danielle Garduño
100 Santa Rosa Avenue, Room 6
Santa Rosa, CA 95404



Project Name:	Requested Grant Amount: \$ _____	
Project Physical Address:	Other Funding Sources: \$ _____	
	TOTAL Project Cost: \$ _____	
	Group or organization:	
Nearest cross street:	How did you hear about the Grant Program?	
What is your CAB area? (Check one) <input type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input type="checkbox"/> Southwest <input type="checkbox"/> Southeast <input type="checkbox"/> Core <input type="checkbox"/> Citywide Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754		
Property Owner (see page 3 for all requirements):		
_____	_____	
Name – Property Owner	Title	
Contact Person responsible for Grant Application		
_____	_____	_____
Name – Contact Person	Email	Phone
_____	_____	_____
Address	City	Zip

GRANT SCOPE: This Application Packet describes the intended use of the requested Grant funds to complete the Project identified above and the elements listed in the Project Budget. I declare under penalty of perjury, under the laws of the State of California, that the information contained in this Application Packet, including required attachments, is accurate.

Signature_____

Date _____

Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME:

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)			
		N/A	
Contracted Services			
Materials/Supplies			
Printing/Reproduction			
Rentals			
Other			
Total Requested Grant Amount		A.	
Total Matching Funds			B.
Total Project Cost (A+B)		\$	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Total		



Community Advisory Board 2021 Community Improvement Grant Questions

Please answer the following questions as they apply to your project. **Responses are limited to three double-sided pages with 12-point font including drawings and photographs. Please include page numbers on all pages.**

1. Describe your project, including objectives and goals, and explain how your project will meet these goals.
 - a. Also include who will benefit from this project and how many people your project is expected to impact.
 - b. Please describe any approvals and permits needed and obtained for your project (i.e. land use, City, etc.)
2. What is your outreach plan? Please also explain how your project will be open and accessible to the community.
3. Describe the community support for your project.
 - a. What organizations, neighborhood associations, non-profits, residents, etc. are involved in the project?
 - b. What roles are they playing and how collaborative is the project?
 - c. What other support exists for your project?
4. Is there ongoing maintenance required for your project? If so, what is the plan for maintenance and who is going to be responsible?
5. Projects should reflect environmental consciousness regarding materials, energy, and conservation. Please describe how your project will meet this goal.
6. Please provide a brief statement on how you will keep project participants safe during implementation (e.g. social distancing protocols, gloves, masks, etc.).
7. Project Budget: Grant requests may not exceed \$2,500. Please explain how the requested funds will be used, how the cost estimate was determined and the status of matching funds. This section is supplemental information to the Cost Estimate Form.

**APPENDIX A: Community Improvement Grant
2021 Project Budget and Matching Funds
Public and Community Improvements – SAMPLE**

Cost Estimate: List all features, amenities and plans

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)			
	Volunteer Hours (\$22.14/person/hour) (6 volunteers) (8 hours)	N/A	\$1,062.72
Contracted Services			
	Artist Design Fee	\$400	\$400
Materials/Supplies			
	Paint (\$10/color) (50 bottles)	\$500	\$100
	Paint Brushes (\$3/brush) (100 brushes)	\$300	\$100
	Food for Volunteers	\$250	\$250
	Building Supplies (wood, nails)	\$200	\$200
	Tools (hammers, saw)	\$150	\$100
Printing/Reproduction			
	Flyers and Posters for Volunteer Painting Day	\$200	
Rentals			
Other			
Total Requested Grant Amount		A. \$2,000	
Total Matching Funds			B. \$2,212.72
Total Project Cost (A+B)		\$4,212.72	

Funding Sources:

Funding Source	Date Committed	Amount
ABC Market – Food Donation for Volunteer Painting Day	2/14/17	\$250
Community Artists Collaborative Grant – Mural Design	4/15/17	\$400
XYZ Hardware Store – paint, paint brushes, tools and materials	4/18/17	\$500
Total		\$1,150

**APPENDIX B: Community Improvement Grant
2021 Project Budget and Matching Funds
Community Practices – SAMPLE**

Cost Estimate: List all features, amenities and plans

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)			
		N/A	
Contracted Services			
	Amazing Trainer on Neighborhood Building and Community Organizing	\$500	\$500
Materials/Supplies			
	Binders for Training (12 trainees x \$6.99/binder)	\$83.88	
	Pens (\$7.99/box x 2 boxes)	\$15.98	
	Paper (\$12.99/pack x 2 packs)	\$25.98	
	Food for Training (breakfast, lunch, snacks, and healthy beverages)	\$150	\$150
	Flip Chart Paper (\$20/chart x 4 charts)	\$80	
	Printing of training agendas, training handouts and other training materials	\$100	
	Zoom Webinar Fee	\$50	
Rentals			
	Laptop and Projector Rental		\$300
Other			
	Graphic Recorder	\$350	\$550
Total Requested Grant Amount		A. \$1,355.84	
Total Matching Funds			B. \$1,500
Total Project Cost (A+B)		\$2,855.84	

Funding Sources:

Funding Source	Date Committed	Amount
ABC County Community Building Grant	2/14/14	\$1,500
Total		\$1,000