



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

Thursday, June 9, 2016 - 6:30 P.M.

Doetsch Conference Room

Study Session Agenda

ROLL CALL

ORAL REQUESTS

NEW BUSINESS

OLD BUSINESS

1. Pilot Beautification Grant Program*
 - a. Policy Development

ADJOURN

*In compliance with the Americans with Disabilities Act (ADA), assistive listening devices are available upon request for public meetings held in the City Council Chamber. If you require accommodation to participate, please contact Al Bito in the City Manager's office at 408-866-2128 or by e-mail alb@cityofcampbell.com. * Indicates written attachment and is available upon request by contacting Diana Johnson at 408-866-2125 or by e-mail dianaj@cityofcampbell.com.*

MEMORANDUM



CITY OF CAMPBELL
City Manager's Office

To: Civic Improvement Commission

Date: June 6, 2016

Via: Al Bito, CIC Staff Liaison



From: Michael Thomas, Graduate Intern



Subject: Pilot Beautification Grant Program

BACKGROUND:

At its regular meeting of May 12, 2016, the Civic Improvement Commission (CIC) amended its FY 17 Major Work Plan Goals and Objectives to include developing a pilot beautification grant program policy per council direction. The Commission asked staff to develop policy language for a pilot beautification program for review and discussion at a study session scheduled for June 9, 2016. In preparation of developing the following framework, staff reviewed pertinent beautification grant program information from four communities across the nation.

DISCUSSION:

The framework included herein defines the following components for this pilot program:

- Mission statement
- Program goals
- Applicant eligibility and project requirements
- Project information
- Funding
- Application and review process
- Restrictions
- Other Considerations

Mission Statement: The City of Campbell is committed to increasing and expanding the aesthetic quality in the community through outdoor improvements in neighborhoods and commercial properties for a more environmentally pleasant community

Program Goals:

1. Improve exterior appearance and "curb appeal" in neighborhoods and commercial properties
2. Improve code compliance and sustainability
3. Prevent the "Theory of Broken Windows"
4. Bring residents, business owners and organizations together in a community effort

Applicant Eligibility and Project Requirements:

- Grant applicants' projects must be located on property located in the City
- Projects must be volunteer based and not used for individual private homes
- Projects must be completed by October 31

Project Information: Funding can be provided for new projects and to maintain, repair and refurbish existing projects. Small projects usually can be completed within one day such as a weekend with large projects lasting in excess of one day. Examples of small projects include, but are not limited to the following:

- Tree and shrub planting*
- Landscaping*
- Painting
- Graffiti removal
- Build new / replace old signage
- Community gardens (e.g., Edith Morley Park has community gardens)
- Park enhancements
- Walking, hiking, biking trails
- Welcome / identification/safety signage
- Trash and debris pick-up along fence lines/ major thoroughfares
- Adopt a street, bus stop to maintain appearance

*Irrigation may be required

Examples of large projects include, but are not limited to the following:

- Streetscape enhancements
- Park beautification
- Litter pick up events

Public Works Department staff leads park clean-up projects various times and the Great American Litter Pick-up in April.

Grants to small businesses may be considered for the following projects:

- Architectural consultations
- Storefront improvements and curb appeal enhancements including landscaping, planter boxes and hanging plants

Projects are usually completed during warm weather months between May and October to avoid setbacks caused by weather.

Funding: Based on additional research, grant amounts range between \$500 and \$5,000. City staff has proposed \$25,000 to fund this pilot program as reported at the City Council's Study Session on the FY 17 Operating Budget and Capital Improvement Plan (CIP) on May 2, 2016. The City Council will review and consider the final version of the Budget and CIP at its regular meeting of June 21, 2016.

Similar to the CIC's existing Neighborhood Assistance Grant program, the beautification grant awards would be disbursed on a reimbursement basis once projects are completed. Grant awardees would be required to provide proof of the completed work via expenditure receipts and "before" and "after" photographs of the project area(s).

Application and Review Process: A competitive application process would begin with a two month application window in the first quarter of the year such as February and March. Applications could then be reviewed by the Civic Improvement Commission in April with grantees notified in May. The Departments of Public Works, Parks and Recreation, Police and

Community Development could provide feedback during the application review process where applicable. This timeline would reflect similar timelines employed by other communities to enable grant awardees to complete grant-funded projects by October 31 or sooner.

Applicants would need to include the following in their grant proposal and/or application:

- Project scope and timeline
- Project benefits
- Requested amount
- Requested materials, equipment and services
- Cost breakdown
- Consult with applicable City department regarding public safety, traffic control, permitting
- Include map(s) of project area(s)

City staff can provide guidance to applicants during and after the application process to ensure compliance with City policies and practices.

Conflicts of Interest: Members of the City Council and Civic Improvement Commission serving on boards of directors of organizations to which City funding is provided must disclose such relationships and recuse themselves from hearing and deciding such matters. City employees shall not serve on boards of directors of organizations for which they recommend funding. This policy does not preclude any Councilmember, Civic Improvement Commissioner, other commissioner, or City employee from participating as a volunteer.

Beautification grant funds shall not be used for political purposes or used to support religious, ethnic, racial and gender-based organizations.

Other Considerations: Applicants may solicit the assistance of community groups such as service organizations and faith-based communities on beautification projects.

The Commission may wish to include language regarding recognition of completed projects such as ribbon cutting ceremonies by the CIC or City Council.

CONCLUSION:

The CIC may add, edit or delete language to the above framework for the new beautification grant program.