

SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES

CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY



BeautifySJ Grant Program

Cycle 3 2019-2020

General Information and Requirements

Proposals due via WebGrants
Tuesday, August 13, 2019
4:00 p.m.

Building Community Through Fun

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To request language accommodations or an alternative format for printed materials, please call (408) 535-3570 or (408) 294-9337 (for TTY assistance), or email molly.vasquez@sanjoseca.gov

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TIMELINE

ACTIVITY	DESCRIPTION	DATE
Release of Funding Opportunity	Grant Application will be available via WebGrants http://grants.sanjoseca.gov/index.jsp	Friday, June 28, 2019
Pre-Proposal Workshop	Application Workshop to discuss grant purpose, priorities, timeline, WebGrants, Q&A process, etc.	Thursday, July 18, 2019 6:00-7:00 p.m. Location: Hank Lopez Community Center 1694 Adrian Way San Jose, CA 95122
Post-Workshop Q&A	All questions and responses will be posted in WebGrants.	Friday, July 26, 2019
Deadline for all Q&A	Questions to be submitted via e-mail to molly.vasquez@sanjoseca.gov	Friday, August 2, 2019
Final Q&A Responses Posted	All questions and responses will be posted via WebGrants.	Thursday, August 8, 2019
Proposals Due	Completed proposals are to be submitted online via WebGrants. Late, e-mailed, faxed, or incomplete proposals will not be accepted.	Tuesday, August 13, 2019 4:00 p.m.
Required Documentation Due	Submit on-line via WebGrants: <ul style="list-style-type: none"> List of active Board Members with home addresses. Copy of the By-Laws of your neighborhood group/organization. 	Tuesday August 13, 2019
Grant Award Announcements	Estimated announcement of awarded Grantees. Applicants will be notified via e-mail.	Estimated announcement date: Friday, August 30, 2019
Grantee Award Workshop	First-time Grantees must attend one (1) introductory workshop to review the terms and guidelines of the grant.	Thursday, September 12, 2019 at 6:00 p.m. Date is subject to change.
Grant Service Period Begins	Start of BeautifySJ-funded services	October 1, 2019
Grant Service Period Ends	Completion of all BeautifySJ-funded services	September 30, 2020

PART I: OVERVIEW AND FUNDING PROCESS

1. WHAT IS BEAUTIFYSJ?

The City of San José (“City”) is committed to supporting residents in their efforts to beautify their neighborhoods and create a cleaner and more vibrant San José. The mission of the BeautifySJ Grant Program is to support residents’ efforts at reclaiming their public space and to empower residents to aesthetically demonstrate their pride in our City. The City believes that the power to shape the future of our neighborhoods lies in strengthening the civic participation of our residents.

The grant program will provide financial support to projects that will:

- Collectively create a cleaner, safer, and more vibrant City;
- Organize and conduct activities that address issues important to neighborhood quality of life by creating cleaner, safer, and more engaged neighborhoods;
- Organize neighborhood beautification projects that improve neighborhood conditions;
- Engage with neighbors to reduce trash, graffiti, and other sources of blight, and
- Conduct activities that build or strengthen the neighborhood organization.



For more information on the #BeautifySJ Initiative, visit www.beautifysj.org

2. WHO QUALIFIES AND WHAT DO I NEED TO APPLY?

Applicants must meet all ENTRY CRITERIA at the time of submitting their proposals.

ELIGIBLE GROUP	ELIGIBLE GROUP DESCRIPTION	WHAT DO I NEED TO APPLY?
Neighborhood Associations	A group of residents living within the same neighborhood City of San José operates free of charge, working to improve the neighborhood. This does not include business owners or people who work in the area.	<ol style="list-style-type: none"> 1. A list of Board Members with home addresses 2. A copy of the association's Bylaws 3. Matching funds that equal to 50% of the amount of the grant award, through volunteer labor (valued at \$25.00/hour) or funds from another source 4. The ability to have a group bank account by the time the funding is awarded.
Emerging Neighborhood Groups	A group of San José resident volunteers that are working to improve the neighborhood they live in. The group must operate free of charge, and does not include businesses or people who work in the area.	<ol style="list-style-type: none"> 1. A list of volunteers with home addresses 2. A copy of the minutes/notes from the last group meeting. 3. Matching funds that equal to 50% of the amount of the grant award, through volunteer labor (valued at \$25.00/hour) or funds from another source. 4. The ability to have a group bank account by the time the funding is awarded.
Property Owner/Tenant Associations	Located in the City of San José and works closely with the tenants of the properties, by including them in meetings and project planning. Association operates, free of charge, working to improve the neighborhood. This grant will fund items and activities that build community cohesion; it will NOT fund items that are the owner’s responsibility, such as physical improvements.	<ol style="list-style-type: none"> 1. A list of Board Members with home addresses 2. A copy of the association's Bylaws 3. Matching funds that equal to 50% of the amount of the grant award, through volunteer labor (valued at \$25.00/hour) or funds from another source. 4. The ability to have a group bank account by the time the funding is awarded.
Community Partner Groups	Located in the City of San José and involve resident volunteers living in the neighborhood. Community Partner Groups operate, free of charge to improve the neighborhood. Such groups include, but are not limited to, non-profit agencies, schools, Adopt-a-Park, Adopt-a-Trail, and Adopt-a-Street, or “Friends of a Park” type groups.	<ol style="list-style-type: none"> 1. List of participating members, with home addresses 2. Minutes of last community meeting 3. Matching funds that equal to 50% of the amount of the grant award, through volunteer labor (valued at \$25.00/hour) or funds from another source. 4. The ability to have a group bank account by the time the funding is awarded.

Applicants who do not meet all entry criteria and minimum eligibility requirements will not be considered.

All Grantees must have a bank account in the name of the association or group before executing an MOU.

To open a group bank account, Grantees will need a tax ID. For more information on how to obtain a tax ID go to: www.irs.gov/FormSS4

Generally, only a group tax ID is required to open a bank account, but please check with your bank or credit union for its requirements.

3. WHO DOES NOT QUALIFY?

- Government Agencies;
- Private for-profit businesses, business associations, neighborhood business districts, and corporations;
- Applicants who are currently out of compliance for BeautifySJ grant cycles 1 or 2

(NOTE: Applicants should contact Molly Vasquez at molly.vasquez@sanjoseca.gov if they are uncertain of their organization's status. Status is **not** subject to appeal).

4. HOW MUCH IS THE GRANT AWARD?

Neighborhood Associations, Emerging Neighborhood Groups, and Property Owner/Tenant Associations will be eligible to receive up to \$5,000 in grant funding for beautification projects. The minimum grant award is \$300. Organizations may use one proposal to propose multiple projects. Community Partner Groups are eligible to receive up to \$1,500 for beautification projects.



5. WHAT TYPES OF PROJECTS CAN BE PROPOSED?

CATEGORY 1: BEAUTIFICATION PROJECTS

Adopt-A-Park	Neighborhood groups that are ready for a one-year commitment are encouraged to Adopt-A-Park, to help with picking up litter, removing graffiti, removing weeds, and trimming bushes.	For more information, contact Mollie Tobias at: mollie.tobias@sanjoseca.gov
Landscaping	Plantings and landscaping in public spaces, city parks.	For more information, contact Ken Podgorsek at: sjgrants@unsc.org
Garden Spots	A Garden Spot is a small area in a City of San José park, where residents register to plant and maintain a flower garden. Garden Spots can be community projects.	For more information, contact Mollie Tobias at: mollie.tobias@sanjoseca.gov
Neighborhood Clean-Up	Dumpster Days, Litter Pick-Ups, Graffiti Abatement	For more information, contact Bernie Rosales (Anti-Graffiti & Anti-Litter Program) at: bernie.rosales@sanjoseca.gov
Public Art	Public Art may include murals, traffic signals/light boxes, or other projects	For more information, contact Michael Ogilvie (Office of Cultural Affairs) at: michael.ogilvie@sanjoseca.gov For more information on murals, please see the Two Fish Partnership document in the Attachment section of WebGrants

KEY ITEMS TO CONSIDER IF PROPOSING BEAUTIFICATION PROJECTS

- BeautifySJ will not fund any beautification projects on private property.
- Projects that are performed on public property must receive written permission from the public property owners. Beautification Projects performed on public property will require a letter of authorization / permission from the property owner for the funded project. This requirement applies on all projects on public property regardless of the jurisdiction (City of San Jose, County of Santa Clara, State of California, etc.). Permission must be in writing and submitted to the City prior to executing a Memorandum of Understanding.
- Beautification projects that are not maintained may be returned to the original condition.
- Ongoing or routine repair/maintenance do not qualify for this program.
- Any Grantees conducting a tree planting on City of San José property are required to coordinate with the non-profit agency, Our City Forest, and provide a minimum of three years maintenance for the tree. Our City Forest will provide guidance on proper species selection, coordinate with location and permission from the Parks, Recreation and Neighborhood Services Department and Department of Transportation, aid with proper planting technique, and may coordinate with Grantee to provide maintenance for the tree. “Our City Forest has been Silicon Valley's nonprofit urban forestry and environmental stewardship leader since

1994. They specialize in tree planting, tree caring, and lawn busting.” For more information about this agency, please visit their website at <http://www.ourcityforest.org/>.

- City is not responsible for the ongoing maintenance or repairs of any of these beautification projects.
- For any art related beautification projects, artist(s) must enter into a contract with the City.
- Advertising, nudity, offensive language, religious and political imagery/symbols, or gang symbols/identifiers are NOT permitted on public property and is subject to approval by the Public Art Committee.
- For any art related beautification projects, artist(s) must enter into a contract with the City.
- Advertising, nudity, offensive language, religious and political imagery/symbols, or gang symbols/identifiers are NOT permitted on public property and is subject to approval by the Public Art Committee.

**CATEGORY 2:
NEIGHBORHOOD QUALITY OF LIFE &
NEIGHBORHOOD ORGANIZATION BUILDING EVENTS OR PROJECTS**

Neighborhood-Lead Events National Night Out, Cultural Festivals, Community Building Events, public safety activities, neighborhood celebrations, community projects, etc. Ken Podgorsek (UNSCC) at: sjgrants@unsc.org

Neighborhood Organization Support Newsletters, PO Boxes, United Neighborhoods of Santa Clara County Membership Fees, special events insurance, association web pages/domains. Ken Podgorsek (UNSCC) at sjgrants@unsc.org

One-Day Volunteer Event at a Park Your neighborhood group can work with Volunteer Management Unit to choose a project based on the number of participants and the work that is needed. For more information, contact Mollie Tobias at: mollie.tobias@sanjoseca.gov



Permitting requirements will vary greatly by event.

6. HOW ARE GRANTEES CHOSEN (SELECTION PROCESS)?

City staff will pre-screen all proposal proposals for eligibility. Organizations or proposals that do not meet minimum eligibility will not be evaluated.

A review panel consisting of individuals who have an understanding of the needs of the community will evaluate all proposals. The City reserves the right to interview applicants prior to making its selections, and to rely on information from sources other than the information provided by the respondents. The City will consider past performance history to determine whether or not an applicant is capable of delivering proposed services and timely compliance with contractual obligations. The City reserves the right to accept a proposal in full or part and to reject all proposals.

7. CONFLICT OF INTEREST

In order to avoid a conflict of interest or the perception of a conflict of interest, applicants selected to provide services under this Funding Opportunity will be subject to the following requirements:

- Applicant(s) may not have any interest in any potential proposer for future City procurements that may result from the work performed under the agreement resulting from this Grant Application.

In order to determine whether such interest may exist, all applicants must complete the Conflict of Interest Form in WebGrants.

8. OBJECTIONS AND PROTESTS

Any objections as to the structure, content or distribution of this Grant Application must be submitted in writing prior to the grant proposal due date by e-mail to Molly Vasquez at molly.vasquez@sanjoseca.gov. Objections must be as specific as possible, and provide a description and rationale for the objection.

9. GROUNDS FOR DISQUALIFICATION

All applicants are expected to have read and understood City Council Policy 0-35 on Procurement and Contract Process Integrity and Conflict of Interest, adopted on February 6, 2007. A complete copy of the policy can be found at: <http://www.sanjoseca.gov/DocumentCenter/View/35087>

Any applicant who violates the Policy will be subject to disqualification. Generally, the grounds for disqualification include:

- Contact regarding this application packet with any City official or employee or evaluation team other than the specified BeautifySJ Contacts listed on the cover page

of this application packet, from the time of issuance of this solicitation until the end of the protest period;

- Evidence of [unlawful] collusion, directly or indirectly, among proposers in regard to the amount, terms, or conditions of this proposal;
- Influencing any City staff member or evaluation team member throughout the solicitation process, including the development of specifications;
- Evidence of submitting incorrect information in the response to a solicitation or misrepresenting or failing to disclose material facts during the evaluation process;
- In addition to violations of the Process Integrity Guidelines, the following conduct may also result in disqualification:
 - Offering gifts or souvenirs, even of minimal value, to City officers or employees;
 - Existence of any lawsuit, unresolved contractual claim, or dispute between proposer and the City;
 - Evidence of applicant's inability to successfully complete the responsibilities and obligations of the proposal. Past performance history will be taken into consideration;
 - Applicant's default under any City agreement, resulting in termination of such Agreement.

10. PUBLIC NATURE OF PROPOSAL MATERIAL

All correspondence with the City, including responses to this Funding Opportunity, will become the exclusive property of the City and will become public record under the California Public Records Act (Cal. Government Code section 6250 et seq.). All documents that are sent to the City will be subject to disclosure if requested by a member of the public. There are a very limited number of narrow exceptions to this disclosure requirement.

Therefore, any proposal which contains language purporting to render all or significant portions of their proposal "Confidential," "Trade Secret" or "Proprietary," or fails to provide the exemption information required as described below, will be considered a public record in its entirety. Do not mark your entire proposal as "Confidential."

The City will not disclose any part of any proposal before it announces a recommendation for award, on the grounds that there is a substantial public interest in not disclosing proposals during the evaluation process. After the announcement of a recommended award, all proposals received in response to this Funding Opportunity will be subject to public disclosure. If you believe that there are portions of your proposal which are exempt from disclosure under the Public Records Act, you must mark it as such and state the specific provision in the Public Records Act which provides the exemption as well as the factual basis for claiming the exemption. For example, if you submit trade secret information, you must plainly mark the information as "Trade Secret" and refer to the appropriate section of the Public Records Act which provides the exemption as well as the factual basis for claiming the exemption.

Although the California Public Records Act recognizes that certain confidential trade secret information may be protected from disclosure; the City of San José may not be in a position to establish that the information that an applicant submits is a trade secret. If a request is made for information marked "Confidential," "Trade Secret" or "Proprietary," the City will provide applicants who submitted the information with reasonable notice to seek protection from disclosure by a court of competent jurisdiction.

PART II: APPLICATION SUBMISSION AND INSTRUCTIONS

1. HOW CAN I LEARN MORE ABOUT THE BEAUTIFYSJ CYCLE 3 GRANT OPPORTUNITY?

The pre-proposal workshop will be held on:

Thursday, July 18, 2019
6:00 p.m. – 7:00 p.m.
Hank Lopez Community Center
1694 Adrian Way, San Jose, CA 95122.

Attendance at the pre-proposal workshop is not mandatory, but it is *highly recommended*.

To request language accommodations or an alternative format for printed materials, please call (408) 535-3570 or (408) 294-9337 (for TTY assistance), or email molly.vasquez@sanjoseca.gov.

2. HOW DO I SUBMIT MY PROPOSAL?

Applications must be submitted by 4:00 pm on Tuesday, August 13, 2019.

Completed proposals can only be submitted online via WebGrants at: <http://grants.sanjoseca.gov>.

Hard copy, paper, faxed, or e-mailed proposals will NOT be accepted.

New users are required to register before using WebGrants. The average time for registration to be complete is three (3) business days. Applicants are advised to plan accordingly so that proposals are submitted far enough in advance to ensure complete submission prior to 4:00 p.m. on the date listed above.

If you need assistance with WebGrants registration or submitting your proposal, please contact Molly Vasquez at molly.vasquez@sanjoseca.gov.

Please note that WebGrants will not allow proposals to be submitted any time after 4:00 p.m. on Tuesday, August 13, 2019

3. WHAT IF I HAVE QUESTIONS REGARDING THE APPLICATION'S GENERAL INFORMATION REQUIREMENTS

The City welcomes questions about this grant opportunity. **Applicants may submit questions to Molly Vasquez at molly.vasquez@sanjoseca.gov from June 28 – August 2, 2019.** Any City response submitted during this period will be released on WebGrants at <http://grants.sanjoseca.gov/index.do>.

Questions must be submitted by the deadline stated in the table below in order to be included in the WebGrants posting.

The City shall not be responsible for, nor bound by, any oral instructions, interpretations or explanations issued by the City or its representatives. Should discrepancies or omissions be found in this application or should there be a need to clarify, requests for clarification should be sent to Molly Vasquez at molly.vasquez@sanjoseca.gov.

Question Submission Period:	Q&A Released on WebGrants:
June 28 – July 18, 2019	Friday, July 26, 2019
July 19- August 2, 2019	Friday, August 8, 2019

4. MATCH FUNDING

Applicant groups are expected to invest 50% of their own resources to match the grant award, either in the form of volunteer labor or cash from outside sources. Volunteer labor is valued at \$25.00 per hour. Skilled trained labor may be valued at its prevailing cost rate.

The budget must include an itemized breakdown of how the grant funds will be spent.

5. INELIGIBLE GRANT EXPENSES

GRANTEE shall **not** use funds for activities or items such as:

1. Fiscal agent fees;
2. Subscriptions/Advertising/Registrations to all electronic communication programs, websites, and social media that exceed \$750 per grant cycle;
3. Purchase of computers, software, cameras, gardening tools/equipment, or any other permanent equipment;
4. Disposable cameras/film;
5. Transportation costs or admission fees including the rental or purchase of vehicles;
6. Gasoline;
7. Facility Use Fees that exceed \$400 for an event or meeting;
8. All items that will be gifted to residents/others with the exception of t-shirts with neighborhood name or logo related to an approved neighborhood event or activity (limit of \$15 per shirt);
9. Gift cards, give-a-ways, prizes (raffle or game), handouts, and food not consumed at neighborhood event or activity;
10. IRS or government fees;
11. Ongoing bank fees;
12. All insurance fees except for insurance for Neighborhoods Association Meetings and Special Events;
13. Political campaigns and candidate forums, debates, or meet-the-candidate events;

14. Plants or improvements to property for individual property owners, businesses, or non-profits;
15. Projects performed on public land without written permission from the appropriate government agency to perform the project;
16. Tree Projects and purchases not coordinated by Our City Forest;
17. Permanent playground equipment;
18. Any activity with a religious message or theme;
19. Contributions to the Family Giving Tree, any other Non-Profit/Profit organization, or Neighborhood Association;
20. Alcoholic beverages;
21. Any food served at a restaurant. Takeout food from restaurants is eligible (limited to \$15 per person);
22. Any event that requires payment for attendance. Events must be open to all residents inside the Neighborhood Association boundaries. A donation may be requested, but cannot be required for attendance;
23. Any beautification activities that will improve non-public property, including but not limited to individual properties, businesses, or non-profit's property;
24. Hiring of personnel to assist in the project, with the exception of Beautification Projects

6. WHAT IF MY PROPOSAL IS AWARDED FOR FUNDING?

A. TERM OF AGREEMENT

City staff will work with selected Grantees to develop a Memorandum of Understanding (MOU). The standard terms and conditions are detailed in the attached MOU template.

The term of this MOU will be effective October 1, 2019 through October 31, 2020. All services must be completed by September 30, 2020. In the event a project is not completed by September 30, 2020, the Grantee may submit a contract amendment request, which is subject to approval by the City.

All Grantees must have a bank account in the name of the association or group prior to executing a Memorandum of Understanding.

To open a bank account in the name of the association or group, Grantees will need a tax ID. For more information on how to obtain a tax ID go to: www.irs.gov/FormSS4

B. PERFORMANCE REPORTING

All grantees must submit a Mid-year Progress Report that includes status of each activity, challenges/delays, and projected date of completion. Grantees must also submit a Final Report that includes a description of the completed activities, before and after photos of the event(s) or beautification project, and receipts (or copies) for the eligible expenses. Specific reporting requirements will be outlined in the Memorandum of Understanding. Any unspent funds must be returned to the Fiscal Agent (UNSCC) as directed by the City.

C. FINAL AWARDS AND GRANTS

The successful applicant will be mandated to comply with all the requirements outlined in this Grant Application and the Memorandum of Understanding.

There are no appeals for funding decisions for this grant program.

All costs associated with responding to this request are to be borne by the applicant.

It is the City's policy that the selected agency shall not discriminate, in any way, against any person on the basis of race, sex, color, age, religion, sexual orientation, actual or perceived gender identity, disability, ethnicity, or national origin, in connection with or related to the performance of contracted services.

Applicant will comply with church/state restriction as outlined below. Applicant agrees that funds received from the City for public services shall be used in accordance with the following conditions:

If awarded funding, Grantee shall not discriminate against any employee or applicant for employment on the basis of religion and shall not limit employment or give preference in employment to persons on the basis of religion.

If awarded funding, Grantee shall not discriminate against any person applying for public services on the basis of religion and shall not limit such services or give preference to persons on the basis of religion.

If awarded funding, Grantee shall not provide religious instruction or counseling, conduct religious worship or services, engage in religious proselytizing, and other religious influence in the provision of public services.

C. GRANTEE WORKSHOPS

First-time BeautifySJ Grantees will be required to attend a Grantee Kick Off workshop. The Grantee Kick Off workshop will be conducted on Thursday, September 12, 2019 at 6:00 p.m.

Date is subject to change.

The workshop will review Memorandum of Understanding scope and budget development, general grant requirements, and successful grant management tools and techniques.

First-time Grantees will also be required to attend an additional Community Leadership workshop. Details about this workshop, including date, time, location, and theme of the workshop, will be sent out to Grantees following the grant award announcement. The community leadership workshop will be open to all Grantees.

PART III: PROPOSAL INFORMATION

1. What information will I need to include in my proposal?

A. Basic Information

1. City Council District
2. Neighborhood Boundaries
3. Number of people in your neighborhood
4. Number of households in your neighborhood
5. Number of members in your association or group
6. Co-Applicants - Names and contact information of the people involved in the completion of your application

B. Narrative Responses to the following questions:

Project Overview (Describe your project)

1. What project(s) is your association/community group proposing?
 - a) Please select the BeautifySJ Category of proposed projects.
 - b) Please list the location(s) where the proposed project(s) will take place.

Implementation (How the project will be put into action)

2. Please describe how your project(s) will be put into action and include how residents will be involved.

Outcome (Results of the Project)

3. How will your project(s) benefit the neighborhood?
 - a) Please describe how you will measure the success of the proposed project(s).
 - b) Explain how you will document improved neighborhood conditions (e.g. surveys, sign-in sheets, before and after pictures).

Budget (How will you spend the funding)

Budgets will be judged based on the following criteria:

- a) All expenses are eligible.
- b) Budget includes matching funds that equal to 50% of the amount of the grant award, through volunteer labor (valued at \$25.00/hour)
- c) Budget should demonstrate a cost-efficient allocation of funds to manage proposed activities.

PART IV: EVALUATION CRITERIA

The following evaluation criteria will be used to rank all responses to the Program Narrative questions:

Categories	Category Weight
Proposal Responsiveness - <i>Required information must be submitted on-time</i>	Pass/Fail
Project Overview (Describe your project)	5
Implementation (How the project will be put into action)	5
Outcome Measurement (Results of the project)	10
Proposed Budget	5
Maximum Points	25