



EXPLANATION OF GUIDELINES

The guidelines for the 2009-10 Community Beautification Grant are the “rules” of the program. They are provided to help applicants navigate through the grant process.

The Office of Community Beautification (OCB) of the City of Los Angeles, Board of Public Works administers the Community Beautification Grant (CB Grant). Throughout this packet, both “CB Grant” and “OCB” are referred to as the administrators of the grant program.

WHAT TO DO

Organizations interested in applying for funding should refer to these guidelines to understand the application process. The organization should decide on a project that can be completed within nine months. Once a project has been chosen, the organization should compile all the information required in the application. After completing the application, organizations should package the application according to the Submission Requirements found on page 17. Applications must be submitted by October 20, 2009. If funded, the organization will be responsible for managing, completing, and maintaining the improvement.

PROCESS OVERVIEW

After all applications have been received, OCB staff processes the applications for scoring by the Community Review Panel. The applications are scored according to the Review Criteria listed on page 18. OCB staff then uses the scores to determine final funding. Notification letters are sent mid-January 2010. Funds, in most cases, can be used after February 2010.

The process is competitive. Approximately 50% of applications submitted have been funded in the past. For 2009-10, OCB has a budget of approximately \$525,000 to award approximately 70 grants citywide.

WORKSHOPS

Applicants are encouraged to attend a CB Grant workshop to learn how to package a competitive application. OCB will conduct 15 workshops citywide during August and September of 2009. The full workshop schedule is posted at www.laocb.org/cbgrant or may be obtained by calling (213) 978-0226.

WHO CAN APPLY

Applications are accepted from community-based organizations. A community-based organization is a grouping of five or more individuals that reside, work, or take interest in an area within the City of Los Angeles. An organization can be a recognized organization or an organization formed for the sole purpose of creating a project. An organization does not need to have “501(c)(3)” status to apply. The term, 501(c)(3), refers to tax law provisions granting exemption from the federal income tax to non-profit organizations.

The application requires the listing of a Head of Organization and Project Manager. The positions of Head of Organization and Project Manager must be staffed by two separate individuals. The Head of Organization is the recognized leader of the organization either by election, stature within the organizational hierarchy, or by mutual understanding. The Project Manager is the person usually responsible for the day-to-day operation of the project. An individual may be designated as Project Manager for two separate projects per grant cycle.

Organizations must complete all paperwork to “close” any previous Neighborhood Matching Fund or CB Grant-funded projects in order to receive future funding. A person wishing to serve as a Project Manager must not have any “open” projects in their name.

Recognized organizations that have previously applied for funding include:

- Homeowners Associations
- Neighborhood Councils
- Improvement Associations
- Business Improvement Districts
- Neighborhood Block Clubs



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- Neighborhood Watch Groups
- Chambers of Commerce
- Beautification Committees
- "Friends of..." Groups
- Healthy Start Collaboratives
- Parent and Teacher Associations
- Service Clubs

Organizations are encouraged to partner with other entities for the creation of a project. Outside entities can offer support by providing technical assistance, volunteers for the project, discounts or donations of materials and services, and/or donations of cash.

NON-ELIGIBLE APPLICANTS

Single businesses, individuals, city departments or offices, and political groups are not eligible to apply for funding.

Private schools are not eligible to apply for projects on their campus. However, private schools may apply for projects that take place outside of their campus.

Religious institutions cannot request funding for projects of a religious nature. However, religious institutions may apply for funding for projects that will be open to the community, regardless of individual religious beliefs or lack thereof. The project can take place on or off the property owned or used by the religious institution.

PROJECTS

Community-based organizations can apply for funding for projects in public places. Projects should build community through the implementation process and enhance the neighborhood once complete. This includes projects on street islands (medians), sidewalks, parkways, walls visible to the public, park property, library property, and public school campuses.

Proposals should be for physical improvements. Types of projects that have been completed with CB Grant funds are landscaping projects, neighborhood markers, tree plantings, murals, benches, flower planters, signs, trash

receptacles, gardens, marquees, kiosks, and refurbishments. Organizations that would like to propose a project that is not listed here, but meets the General Eligibility Requirements, should contact OCB staff to discuss the project prior to submittal.

All projects should start after **February 18, 2010** to be completed by **November 18, 2010**.

ELIGIBILITY REQUIREMENTS

All projects must meet the following five eligibility requirements in order to be considered for funding. Projects must:

1. Be contained within City of Los Angeles boundaries.
2. Have public access.
3. Be submitted by a community-based organization.
4. Include a timeline to be completed within 9 months.
5. Include a match that equals or exceeds the amount requested.

Information regarding specific site and project requirements is on pages 19-20.

An organization can submit up to two separate applications per grant cycle. However, organizations rarely receive funding for two projects in a single grant cycle due to funding limitations.

NON-ELIGIBLE PROJECTS

Projects not eligible for funding are those that:

- Duplicate existing city services.
- Conflict with existing city policy.
- Fund ongoing services.
- Primarily benefit a single individual.



USE OF FUNDS

Projects will be awarded for the total amount requested. Awarded funds will be disbursed upon signing the Letter of Agreement and submitting all required written authorizations. OCB releases funds either by reimbursement or directly to a vendor.

OCB will not release funds towards ineligible line items listed on the Budget Sheet. Organizations will have the opportunity to modify budget requests after receiving notification of funding. The awarded funds can be used in the following ways:

Professional services

The grant can be used to pay individuals or businesses for services that are directly related to the implementation of the project. This includes licensed contractors, landscape designers, craftsmen, and artists.

Materials & supplies

The grant can be used to pay for materials and supplies directly related to the implementation of the project. Some examples of materials and supplies are plants, paint, mulch, lumber, garden supplies, planters, trash receptacles, and benches.

The grant can also be used to pay for a plaque or a sign to commemorate the project and acknowledge the participants. OCB request that projects include visible recognition of the Office of Community Beautification. The details of how OCB will be recognized should be included in the application.

Shipping & delivery expenses

The grant can be used to pay for shipping and delivery expenses.

Equipment rental

The grant can be used to rent equipment needed to complete the project. Heavy equipment should be used under the guidance of professionals.

Purchase of tools

The grant can be used to purchase hand tools for the implementation of the project. All non-disposable tools purchased with grant funding will be the property of the City of Los Angeles.

OCB has a warehouse of tools available to loan out for community clean-up events. The OCB website, www.laocb.org/cbgrant, contains a full listing of available tools such as shovels, hoes, brooms and rakes. OCB will loan hand tools for up to one month. If an organization needs tools for over a month or requires tools not available from OCB, the organization should purchase the tools. Contact OCB at (213) 978-0226 for more information.

Administrative costs (2.5%)

Organizations are allowed to include a line item on the Budget Sheet for "Administrative Costs" of up to 2.5% of the requested amount. Administrative costs, as defined by OCB, are limited to postage, copying costs, and refreshments for workdays and celebratory events. No explanation is necessary in the application since many of these costs will not be determined until the final stages of the project.

INELIGIBLE GRANT USE

Awarded funds CANNOT be used to pay for:

- Work performed managing the project.
- Miscellaneous items such as t-shirts, design services, books, and entertainment.
- Administrative salaries or an organization's operational expenses.
- Trainees or other training costs.
- Advertisements.
- Ongoing maintenance expenses.
- Reimbursements for purchases prior to award notification.



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THE MATCH

The match is the organization's contribution towards the project. The organization must provide documentation that shows a contribution that equals or exceeds the grant amount requested. Some examples of valid matching contributions are:

- The value of discounts and donations of professional services.
- Outside funds.
- The value of discounts and donations of materials and supplies.
- Donations of general volunteer time, valued at \$15 an hour.

Organizations may accumulate matching contributions starting at funding notification (mid-January of 2010) until the completion of the project. Requested funds can be matched 100% by in-kind contributions.

Volunteers may contribute towards the match by working on, planning, organizing, or preparing the project. Pledges of volunteer labor should be documented and included in the application.

Teachers may use the Pledge of Contribution Sheet to document class participation. This should include the number of students participating, the proposed work date(s), the type of work pledged, the total volunteer hours to be contributed, and the value of the pledge.

Funds and assistance derived from governmental entities cannot be used as a match. However, a Neighborhood Councils' donation of its discretionary funds can be used as a match.

MAINTENANCE PLAN

An organization is responsible for the maintenance of the project in perpetuity. The plan should include:

- The entity maintaining the site.
- The frequency of the maintenance.
- The anticipated cost per year.
- The entity paying the costs.

APPLICATION SUBMITTAL

Organizations must submit **THREE (3) COPIES** of the application by Tuesday, October 20, 2009. One of the three copies is placed in the applicant's file. The two remaining copies will be sent to reviewers for judging.

It is preferred that applications are delivered in person to the Office of Community Beautification by 3:30 PM on October 20, 2009. Applicants should use the Submittal Receipt found on the last page of the packet for confirmation of submittal.

OCB is located at:

City of Los Angeles, Board of Public Works,
Office of Community Beautification - CB Grant
200 N. Spring Street, Room 356
Los Angeles, CA 90012

Applications may also be sent to OCB by mail. Applications must be postmarked no later than October 20, 2009. A Delivery Confirmation Notification should be requested as a receipt.

As a local option, applications may be delivered in person to a council field office. CB Grant staff can be contacted at (213) 978-0226 to provide the location of the nearest council field office. Applications must be submitted to council field offices before 3:30 PM on October 20, 2009. Applicants should contact the preferred field office a few days before submittal to verify the operating hours. Applicants should use the Submittal Receipt found on the last page of the packet for confirmation of submittal.

SUBMISSION REQUIREMENTS

- The application packet must not exceed 35 sheets. Submittals beyond the 35th sheet will be discarded.
- The packet dimensions should not exceed 8 ½ X 11 inches. Fold large inserts.
- The application should not have a cover page. The APPLICATION SUMMARY SHEET should be the front page.



(Submission Requirements Continued)

- Application pages should be bound by a black binder clip. Do not staple or place the applications in folders/binders.
- All letters of support and supplemental materials must be submitted with the original application.
- Attachments should be numbered sequentially and placed behind the corresponding application sheet. For example, 2.1, 2.2, 2.3, etc.
- Submit all proposals on the forms provided in the 2009-10 CB Grant Application Packet. OCB will not accept proposals submitted on grant forms from previous years.
- Pages submitted in languages other than English should include an English translation.
- Applications cannot be added to or modified in any way after October 20, 2009.

OCB may deduct points from the application's overall score for not following the requirements listed above.

APPLICATION REVIEW PROCESS

The number of projects funded will be determined by the amount of funding available, the amount of applications received per region, and the amount requested by the applicants. Every effort is made to share the money as equitably as possible throughout the City of Los Angeles.

Applications are reviewed by the Community Review Panel. The Community Review Panel is comprised of community leaders who are nominated by the Council Offices, the Mayor's Office, and OCB.

REVIEW CRITERIA

The Community Review Panel assigns scores based on the following criteria:

1. The **budget** is realistic, thoughtful, appropriate, secure, and supported with quotes.
2. The **match** is realistic, appropriate, secure, documented, and comes from diverse sources.

3. The before and after **images** represent the project well.
4. The organization is **capable** of completing the project.
5. The **work plan** is detailed, specific, and feasible.
6. The project is **supported** by a wide range of community and partners.
7. The project implementation process **builds community**.
8. The **maintenance plan** is detailed, appropriate, and secure.
9. The project is a **good investment** for the City and a good use of the funds.
10. The **application** overall is clear and logical.

Each of the ten criteria can receive a score of up to 5 points, with the maximum point value of 50 for each application. Each application is reviewed and scored by two Community Review Panelists. The average of the two scores by the Community Review Panelists becomes the final score for the application and serves as the basis for funding.

AFTER SUBMISSION

Notification letters are mailed to the Head of Organization and Project Manager by mid-January of 2010. Detailed information regarding the final decision can be obtained by calling OCB staff.

The award notice is accompanied by contingencies that must be met prior to accessing funds. General contingencies for all projects include signing a contract with the City and attending an orientation session. Many projects will also have specific contingencies such as requests for updated work schedules, approvals and permits, and additional project information. Organizations cannot access grant funds until all contingencies have been met.



SUPPLEMENTAL INFORMATION

In order to develop projects in public spaces, certain guidelines must be followed. The information below has been compiled from various sources to help applicants understand the requirements involved with projects in public areas.

SITE REQUIREMENTS

Sidewalks, parkways, and medians

Sidewalks, parkways and medians are part of the "public right-of-way". Any project created on the public right-of-way requires a permit from the City of Los Angeles prior to start of work.

All projects taking place on the public right-of-way, except for murals, require a Revocable Permit (R Permit) and may require an "A" Permit. The Revocable Permit is required to gain authorization to change the public right-of-way. The "A" Permit is required to secure items into the ground. These permits are applied for AFTER receiving a grant award. Once an organization is awarded funding, OCB staff will guide the organization through the permit process and waive fees for Public Works' permits.

Caltrans projects

For projects that will be taking place on freeway property, organizations must obtain written authorization from the California Department of Transportation (CALTRANS). The boundaries of City of Los Angeles are under the jurisdiction of CALTRANS District 7. The information line is (213) 897-3656.

Recreation and park projects

A Right-of-Entry (ROE) Permit is needed in order to work on a site under the jurisdiction of City of Los Angeles' Department of Recreation and Parks. Organizations should submit a written request for the ROE to the General Manager of Recreation and Parks at 1200 W. 7th St., Suite 700, Los Angeles, CA 90017.

School-based projects

Projects taking place on school grounds require written authorization from the school's principal.

PROJECTS ON THE PUBLIC RIGHT-OF-WAY

Lightpole banners

A banner permit is required to hang banners from street light poles. In most cases, the company creating the banners will apply for the permits.

Landscaping

In order to obtain approval for a landscaping project on a parkway or median, applicants will need to secure a Revocable Permit and possibly an "A" Permit. More information about the specific requirements for landscaping can be obtained by calling (213) 978-0226.

Irrigation systems are required for most gardening and landscaping projects with the exception of tree plantings. The cost for installation of a new water meter is approximately \$2,700. Specific information about water meter installation can be provided by the Department of Water and Power at (213) 367-2130. The City may be able to pay for water costs on a completed landscaped median project.

Medians

Projects taking place on medians (street islands) require the submittal of an Adopt-A-Median agreement. To obtain a copy of the Adopt-A-Median agreement, contact OCB Staff at (213) 978-0226.



Murals

Organizations should include a rendering of the proposed mural in the application. If a mural design will not be finalized until after the project is funded, the organization must explain how the design will be developed.

Murals in the right-of-way on PUBLIC walls require permission from the Department of Cultural Affairs prior to implementation. The Department of Cultural Affairs can be contacted at (213) 202-5555 or at their website at www.CultureLA.org.

Murals in the right-of-way on PRIVATE walls require permission from the City. The City is in the process of developing a new process of approval for murals on private walls. Contact OCB Staff at (213) 978-0226 for an update on the mural approval process.

Murals funded by CB Grant are required to have an anti-graffiti coating. Graffiti Control Systems, (800) 794-7384 has successfully applied anti-graffiti coatings in the past. Information received from this contractor can be used to compare potential contractors. This is not an endorsement by the City of Los Angeles.

Neighborhood-identification signs

Common types of neighborhood-identification signs have been made out of aluminum, granite, concrete and wood. An eligible sign project must display the name of an officially recognized neighborhood.

For custom neighborhood signs that will be placed on street light poles, contact the Bureau of Street Lighting at (213) 847-1459.

For City approval of a neighborhood marker project, applicants should include a rendering of the marker with dimensions, materials used to create the marker, a map of the area, a placement plan, the anchoring details, and the contractor's contact information. OCB Staff will assist organizations with permit applications after the award notification.

Street furniture

The term "street furniture" refers to trash receptacles, benches, and planters placed along the public right-of-way. These projects require a Revocable Permit and an "A" Permit. More information about the street furniture approval process can be obtained by calling (213) 978-0226.

Tree planting

All tree plantings on the public right-of-way require a tree permit. To obtain a tree permit, contact the Urban Forestry Division at (213) 847-3077 or visit their website at www.lacity.org/boss/UrbanForestryDivision.

City of Los Angeles' residents may be able to receive free trees by dialing 3-1-1 and contacting the "Million Trees LA Program". In certain circumstances, the program may be able to provide for the cutting of tree wells free of charge.