

CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 07/20/99
AGENDA ITEM _____
WORK SESSION ITEM WS#2

TO: Mayor and City Council
FROM: Director of Community and Economic Development
SUBJECT: Neighborhood Initiatives Program

RECOMMENDATION:

It is recommended that Council review and comment on the Neighborhood Initiatives Program.

BACKGROUND:

In the FY 1999-2000 Budget, Council approved \$50,000 for the establishment of a Neighborhood Initiatives Program (NIP) to assist city residents in carrying out neighborhood improvement projects.

A primary goal of the NIP is to encourage individuals and groups to actively participate in their neighborhoods. The NIP provides an opportunity for residents to join together to carry out a project of value and importance to their neighborhood. Accordingly, it is proposed that eligible applicants consist of a group of neighbors, a neighborhood association, or a group of residents and representative(s) of neighborhood businesses who will plan and implement the proposed project. The group does not have to be a recognized nonprofit organization or possess a 501(c)(3) tax exemption.

Grants in the amount of \$50 to \$2,500 are provided to fund eligible projects. To be eligible, projects must result in a product or activity that benefits the neighborhood and one in which all residents can participate or enjoy the results. Examples of such projects are: neighborhood clean-up efforts, tree planting and landscaping, signage and other neighborhood improvements. Projects must be one-time expenditures. One-time or on-going support for the operating budgets of service or neighborhood organizations are not eligible. Projects must meet minimum safety requirements, not be in conflict with existing City policy, and not duplicate existing private or public programs.

The application process is intended to be very simple. To apply, neighborhood groups will fill out an application form that describes the project, project benefit, project location, the group requesting funds and how the project will be implemented. A project budget and a plan for ongoing maintenance of the project (when appropriate) will also be requested. Applications for physical improvements should include a picture or drawing of the proposed project and a

proposed site plan. When the application is submitted, staff will quickly review the application for conflicts with City policies and health and safety issues. If there are no issues, the City will award the requested grant funds. In cases where changes would be needed to meet safety and/or policy considerations, staff will meet with the applicant to discuss needed changes and whether those changes can be made by the applicant. If changes can be made, then the project will be funded.

To ensure that each area of the City has an opportunity to participate in this program, it is proposed that the City be divided into four quadrants as shown in Attachment A. No more than \$12,500 annually will be awarded for projects within each quadrant. Projects will be awarded on a first-come, first-served basis until the maximum annual amount available for that quarter of the City has been expended.

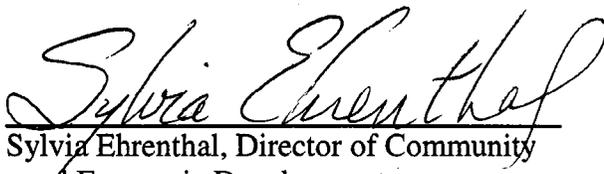
After receiving Council input about the Program, staff will prepare marketing materials. The program will be marketed in several ways. Information about the program will be directly mailed to all neighborhood associations and neighborhood planning task force chairs and included in the citywide newsletter to all residents developed by the Public Information Officer. Additionally, the Police will inform neighborhood watch groups about the program. Staff recommends that the program be launched in mid-September, after the summer vacation period.

Prepared by:



Ann R. Bauman
Neighborhood and Economic Development Manager

Recommended by:



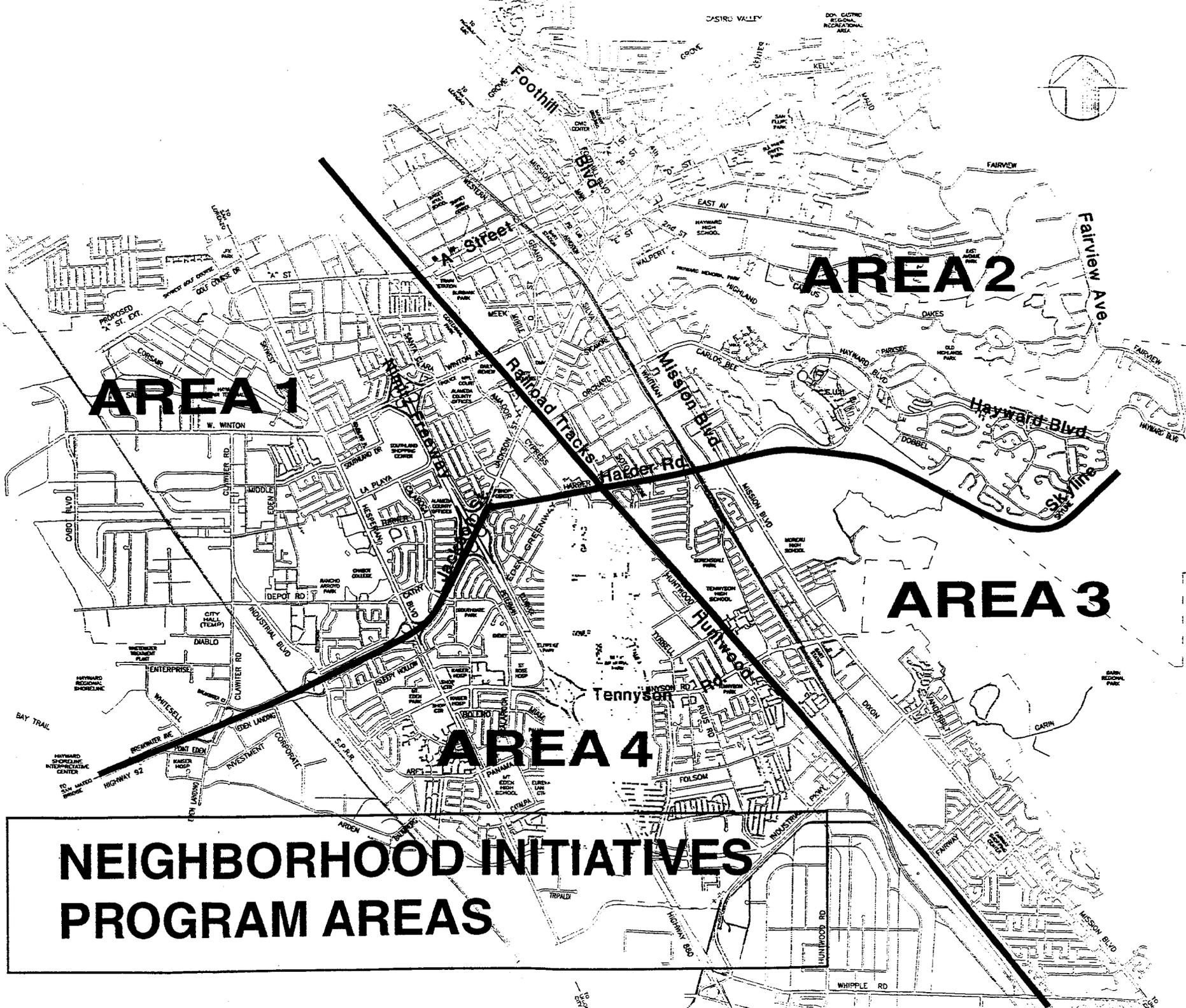
Sylvia Ehrental, Director of Community
and Economic Development

Approved by:



Jesús Armas, City Manager

Attachments: A. Neighborhood Initiatives Program Areas



AREA 1

AREA 2

AREA 3

AREA 4

**NEIGHBORHOOD INITIATIVES
PROGRAM AREAS**