



CITY OF MARTINEZ

PARKS, RECREATION, MARINA & CULTURAL
COMMISSION

DATE: November 3, 2009
TO: Parks, Recreation, Marina & Cultural Commission
FROM: Michelle Wierschem, Recreation Manager
SUBJECT: Proposition 84 Competitive Grant Overview

RECOMMENDATION

Appoint Grants Subcommittee

BACKGROUND

At the last PRMCC meeting staff gave a brief overview of grants including Measure WW which the City has already secured an award of 1.1 million and a new grant opportunity per proposition 84. Proposition 84 included a Statewide Parks Competitive Grant to award as much as 384 million dollars in two funding cycles to expand and/or improve parks in underserved areas. The first funding cycle will occur this spring with applications due March 1st. Applicants can submit applications for amounts up to five million dollars. The amount requested in the application does not factor into the grant being awarded. Matching funds are not required for this grant. The grant selection committee will notify applicants of award status in fall of 2010.

There are seven criteria that must be met in order to be eligible for the grant as shown in **Attachment A**. The top two criteria deal with the lack of park space and significant poverty, one or both must be determined to exist within a ½ radius of the project. Shown in **Attachment B** is a map indicating that on the far south east corner of Shoreline Park, there is a dot showing a ½ mile radius that meets both criteria. The median household income in this area is \$46,225 which is less than the threshold income of \$47,331 and parks space per 1,000 people is at 2.61 which are below the threshold of 3 acres per 1,000 people. Meeting both these criteria which score at a top level of 18 points each makes this location competitive. At a minimum you are required to meet only one of these criteria. Because applications will be ranked comparatively to other applications meeting both criteria makes an application in this area more competitive than those that only meet one criteria. Shown in **Attachment C** are the areas that might be considered for improvements. These include the following:

- Amphitheatre – Improvements could include rebuilding the amphitheatre to create a turnkey operation complete with audio and visual equipment, wind screening, meeting rooms etc. The surrounding area of the amphitheatre could include a drought resistant demonstration garden.

- Soccer and Softball Fields- Could be converted to all weather fields reducing water use and extending play year round.
- Old Train Station- The Martinez Historic Society has already been planning use of this facility including but not limited to, community meeting room, artistic display areas, museum and more.

If we were to include the above the project score is estimate to be 10 points given the addition of the Old Train Station to the Shoreline Park area. This is just an example of what may be possible with a grant of this magnitude. This grant would have an environmental and recreational aspect to it that would bode well in the competitive process as well as meet community needs. These include:

- The City does not have a Community Center and lacks meeting space for the public and space in which to have classes.
- An all weather athletic field would reduce water use thus helping the environment while expanding recreational use.
- The Amphitheatre would enhance a recreational amenity and encourage the arts in an outdoor setting. Adding the demonstration garden would further help educate the public about drought resistant plants while aesthetically enhancing the surrounding area.

There may be other areas in Martinez that meet the grant criteria and other projects that the Commission may want to consider under this grant. It is recommended by staff that the Commission appoint a Grants Subcommittee to review the grant criteria and potential projects for the Proposition 84 grant and Measure WW funds. Staff would like to work with the subcommittee to develop a task timeline and scope of potential project for the Proposition 84 grant and bring it back to the December PRMCC meeting for further discussion.

Summary of Grant Requirements

Project Selection Criteria

Listed below is a chart summarizing the project selection criteria and possible points associated with each of the Project Selection Criteria. Office of Grants and Local Services (OGALS) will use Project Selection Criteria responses to determine grant eligibility and **rank all competing applications in relation to one another**. All competing applications start with 0 points. The maximum score is 100 points.

#	Criteria	Description	Points	Required
1	Critical Lack of PARK SPACE	Less than 3 acres/1000	18	Y and/or #2
2	Significant Poverty	Median Household income less than \$47,331	18	Y and/or #1
3	Type of PROJECT	New park, Expand a park, Rehab a park or recreational facility, add new recreational amenity/opportunity	12	Y
4	Community Based Planning	Broad base of input in critically underserved area, MUST include input on safe use of park/amenity	12	Y
5	Sustainable Techniques	2 out of 4 sustainable techniques required	11	Y
6	PROJECT Funding	Demonstrate project management and operations capability. If other funding sources have one year to secure	0	Y
7	Fees and Hours of Operation	Facility must have daily access & membership less than \$30/mo	5	Y
8	Youth Outdoor Learning Employment or Volunteer Opportunities	Employment or volunteer outdoor learning opportunities for residents or CCC	3	N
9	Community Challenges and PROJECT Benefits	Challenges that contribute to urgent need of park or facility, benefits and administrative/operational experience and capacity.	15	N

Responses to Project Selection Criteria #1 and/or #2 and #3 through #7 are required in order to be eligible for GRANT funding.

Criteria #3, type of project: the following provides examples and further clarifies the difference between a new park project scoring a maximum of 12 points compared to 10 point, 8 point, 7 point, and 4 point project types

New park - 12 points

- A new community center or other type of recreational facility can qualify as a new park if open space will also be created by the project, and the project is not in or adjacent to an existing park.
- Any project that is in or adjacent to a park that existed before the appropriation date cannot qualify as a new park.
- Projects on land that was zoned or designated to become a park, but was not yet developed and open to the public before the appropriation date, can qualify as a new park.
- If the land was developed and open to the public as a park before the appropriation date, it cannot qualify as a new park.

Expand an existing park - 10 points

- To expand an existing park, the project must add new acreage to an existing park. this includes adding new acreage of park space next to or across the street from a park that existed before the appropriation date.
- For example, adding a greenway or greenbelt next to or across the street from an existing park would expand that existing park.

Substantially improving existing park space – 8 points

- To substantially improve existing park space, the project must create two or more new recreation opportunities, and must also include design solutions for safe public use and park beautification such as landscaping and public art.

Creating a new recreation feature - 7 points

- This is limited to creating a new recreation feature that did not previously exist. a improvement to an existing recreation feature is a renovation (see below)

Renovating an existing recreation feature - 4 points

- Renovating an existing recreation feature means that additions will be constructed on an existing recreation feature. Adding lighting, ADA compliance, or other additions to improve an existing recreation feature is a renovation.
- If a project in an existing park includes both the creation of a new recreation feature, and the renovation of an existing recreation feature, the project will be scored a maximum of 7 points: the creation of a new recreation feature (7 points) is the higher scoring element.

(continued) project selection criteria #3, type of project

The following provides examples of how a type of project would score, using a greenway or linear park as an example.

1. Example: the project will create a new greenway or linear park that is not in or adjacent to a park that existed before the appropriation date. This is a new park -12 points.
2. Example: the project will create a new greenway or linear park that is adjacent to a park that existed before the appropriation date. This expands an existing park - 10 points.
3. Example: the project will create new workout stations and a new playground in the existing greenway or linear park. This creates two new recreation opportunities. The project will also include design solutions for safe public use and beautification such as landscaping and public art. This substantially improves existing park space - 8 points.
4. Example: the project will create a new playground in the existing greenway or linear park. This creates a new recreation feature - 7 points.
5. Example: the project will renovate an existing playground - 4 points.

If a project includes components of multiple categories, the higher point value category will be awarded.

The following provides examples of how a type of project would score, using a **community center** as an example.

1. Example: the project will create a new community center and open space such as a community garden or a landscaped playground. The project is not in or adjacent to an existing park. This is a new park -12 points.
2. Example: the project will create a new community center that is adjacent to a park that existed before the appropriation date. The land where the community center will be built is not in existing park space, and will become part of the park through the project. This expands an existing park - 10 points.
3. Example: the project will create a new community center and community garden in existing park space. The project will also include design solutions for safe public use and park beautification such as landscaping and public art. This substantially improves existing park space - 8 points.

Project selection criteria #4, community based planning:

Effective, highly used, and safe parks are designed using significant community input.

Applicants may partner with community based organizations that can help engage the residents during the community based planning process. **At a minimum to be eligible for the grant the public must include resident's ideas to endure safe public use of the park and/or amenity.**

Different types of creative meetings can be used for park planning and design, such as: focus groups

- Design workshops
- Park design activities with students at the schools nearest to the project
- Schedule multiple meetings to accommodate residents with different employment and family schedules. Weekend or evening hours are ideal.

Five convenient meetings with the residents can be organized using many cost effective approaches, such as:

Have meetings at venues where residents will already be present.

- Examples include:
- Facilitating meetings with students in their classes
- Adding to the meeting agendas of neighborhood/community based organizations to facilitate use community festivals, cook-outs, and other events that attract residents.

Use meeting locations preferably within walking distance for the residents. Neighborhood/community based organizations and schools etc. may let you use their meeting space. Involving a broad representation of residents to design the park ensures that it will meet the diverse needs of the community.

To score points for these criteria by using different types of methods can be used to invite and encourage residents to participate. Each of the following examples would count as one method:

1. Providing food or other incentives to attend is a proven technique that agencies have used to increase turnout! Make the incentives clear in the invitations.
2. Partner with community leaders and organizations that can assist with outreach.
3. Post flyers in high foot traffic areas (if needed, use different languages and explain that an interpreter will be available at the meetings).
4. Door-to-door in-person invitations.
5. Mail invitations that can also include surveys (same language idea noted above).
6. Notices distributed at local schools.
7. Scheduling one or more meetings at venues where residents will already be present counts as one method for inviting residents, for example, schedule informal meetings with students in their classes; add to the meeting agendas of neighborhood/community based organizations to facilitate a meeting where residents will be available.

Have residents to prioritize the selection of their preferred recreation features. Keep in mind that the phrase "not limited to a few predetermined options presented by the applicant" means that the residents were given a blank slate as a starting point. Using easels or other means for the residents to provide visual representations (e.g. sketches) of their ideas is an effective way to enable the residents to design the park.

To help the residents prioritize the selection of their preferred recreation features, make budget limitations and projections clear to residents.

The meetings will take place before the competitive application is sent to OGALS. Make it clear to residents that the statewide park program may be highly competitive, funding is not guaranteed, and be prepared to discuss other options.

- The community based planning process can also be used to obtain residents' input on the topics detailed in criteria #7, #8, and #9.

Project selection criteria #5, sustainable techniques criteria

Describe how the project will provide efficient use of water and other natural resources by answering the following: **(2 of 4 must be incorporated)**

How will the project include the following sustainable techniques?

1. Use of water efficient irrigation system that includes a rain sensor and soil moisture meter, **or** on-site water recycling that reduces potable water consumption.
2. Incorporate pervious surfaces or other technique(s) such as bio-swales or grading to capture storm water for infiltration or irrigation **or** cleanse storm water before release.
3. At least 10% of the materials for project construction will consist of recycled materials, **or** construction waste will be minimized by the separation and recycling of recoverable materials generated during construction.
4. Landscaping that excludes the use of invasive plants and instead features drought tolerant or climate appropriate non-invasive native turf, trees, shrubs, plants, and ground cover, **and** minimizes the use of toxic pesticides and inorganic fertilizers.

Project selection criteria funding #6

Limit the project to what can be completed and open to the public six months before the end of the grant performance period. Do not include long-term or multi-phased elements that will not be paid for by the requested grant plus committed funds (if any).

- For acquisition and development combination projects, the entire acquired property need not be developed. Only a phase that creates a fully-useable recreational opportunity must be completed and open to the public before the end of the grant performance period.

Project selection criteria #8, youth outdoor learning employment or volunteer opportunities

The following provides examples of youth employment **or** volunteer outdoor learning opportunities during community based planning and project design, or by project completion: **(This criterion is not required, but can add points to your score)**

- outreach to residents during community based planning
- (youth leadership and community organizing)
- assist with the meetings
- plant trees in the park

- make art tiles and add them to walls or walkways in the park
- paint murals or install mosaics
- create a community garden

- Create or restore natural habitat
 - Other youth employment or volunteer outdoor learning opportunities with designing, landscaping, or constructing the park
- a combination or just one of the examples above can be used to provide youth employment or volunteer outdoor learning opportunities for at least twenty residents or corps members.

Project selection criteria #9, community challenges and project benefits

Answering this criterion provides an opportunity for the applicant to tell the story of the community’s needs. There may be other circumstances affecting the need for the project in addition to the examples listed in the definition of challenges. If so, describe those challenges as well. **(This criterion is not required, but can add points to your score)**

Link answers with project selection criteria #4. The community based planning meetings with youth, seniors, and families should result in the design of a park that will benefit their health and quality of life. Recreational conditions - improving the community’s health and quality of life:

When responding describe how the project will improve recreational conditions to benefit the health and quality of life for youth, seniors, and families. Active recreation can improve health by preventing obesity and diabetes. For example, providing places for individual or team sports, jogging or walking, and other exercise can improve the health and quality of life for youth, seniors, and families. Community gardens can support intergenerational recreation. Fruits and vegetables grown by residents in parks can also support healthy eating.

Cultural conditions can be improved through public art in parks such as mosaics, murals, sculptures etc. that reflect and celebrate the history and diverse cultures of surrounding neighborhoods. Older existing parks may have their own unique histories which can be told through public art as well. Performing arts facilities can support cultural recreation such as dance, theater, music, which can improve the health and quality of life for youth, seniors, and families.

Educational conditions - improving the community’s health and quality of life:

When responding describe how the project will improve educational conditions to benefit the health and quality of life for youth, seniors, and families. Parks can support places where residents can be tutored, coached, and taught a wide range of health and life skills.

Your response can also link to project selection criteria #5. The project’s sustainable techniques can be interpreted to show how energy and water can be conserved.

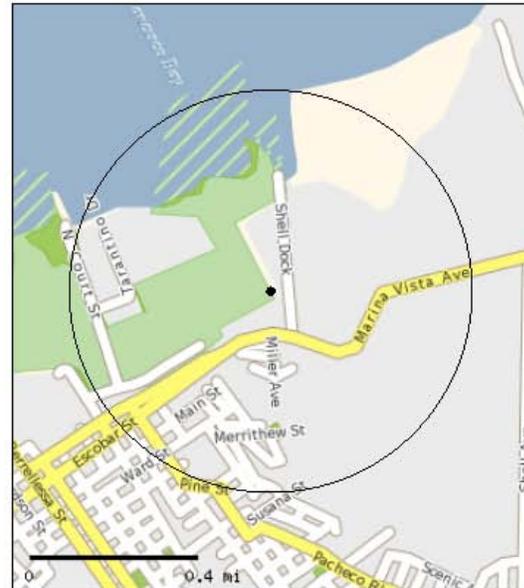
Environmental conditions - improving the community’s health and quality of life

When responding describe how the project will improve environmental conditions to benefit the health and quality of life for youth, seniors, and families. A new park can improve the appearance of a community by replacing blighted properties with green space. Beautification of existing parks through landscaping or public art can also enhance the community’s appearance. Sustainable design techniques from project selection criteria #5 can also be used to improve the community’s environment.

California State Parks Community FactFinder Report

This is your Community FactFinder report for the project you have defined. Please refer to your Project ID in any future communications about this project.

Project ID:	2520
Date created:	October 6, 2009
County:	Contra Costa
City:	Martinez
Coordinates:	38.023382, -122.12956
Total Population:	1,518
Median Household Income:	\$46,155
Number of families below poverty line:	138
Park acreage:	4.20
Park acres per 1,000 population:	2.77



Project Site

All numbers above have been calculated based on a 1/2 mile radius from the point location of your project. Demographics are figured by averaging population numbers over selected census block groups and using the percent of the block group within the project circle to determine the actual counts.

Parks and park acres are based on best available source information but may not always contain exact boundaries or all parks in specific locations. Parks acreage does not include major lakes or ocean. Users can send update information to:
parkupdates@parks.ca.gov

Data Sources:

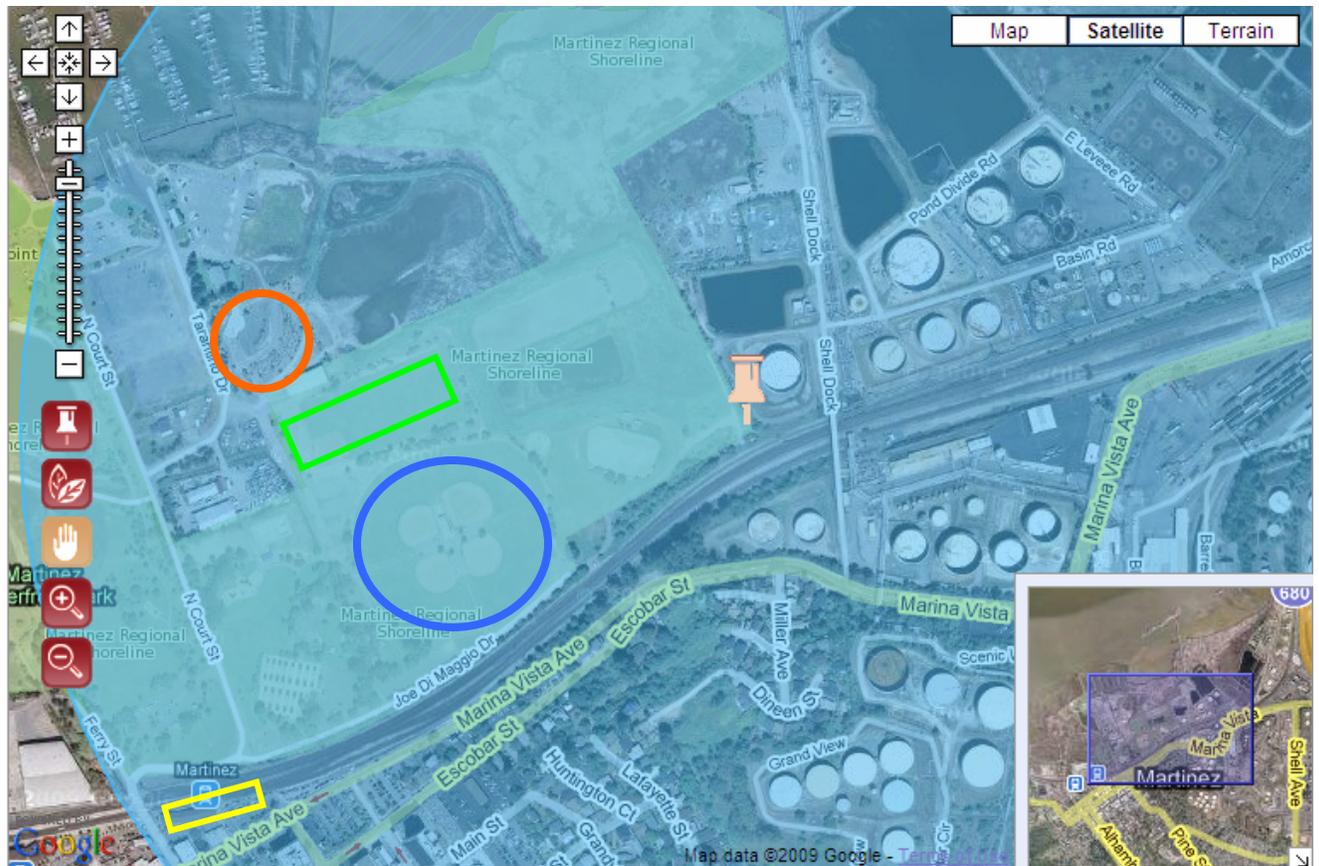
Demographics - Claritas Pop-Facts, block group level (Apr. 2008)
Parks - Calif. Protected Areas Database v. 1.3 (Mar. 2009)

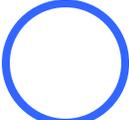


Community FactFinder is a service of the
California Department of Parks and Recreation
www.parks.ca.gov

Community FactFinder created
by GreenInfo Network
www.greeninfo.org

Attachment C



-  = Ampitheatre
-  = Soccer Field
-  = Softball Fields
-  = Old Train Station