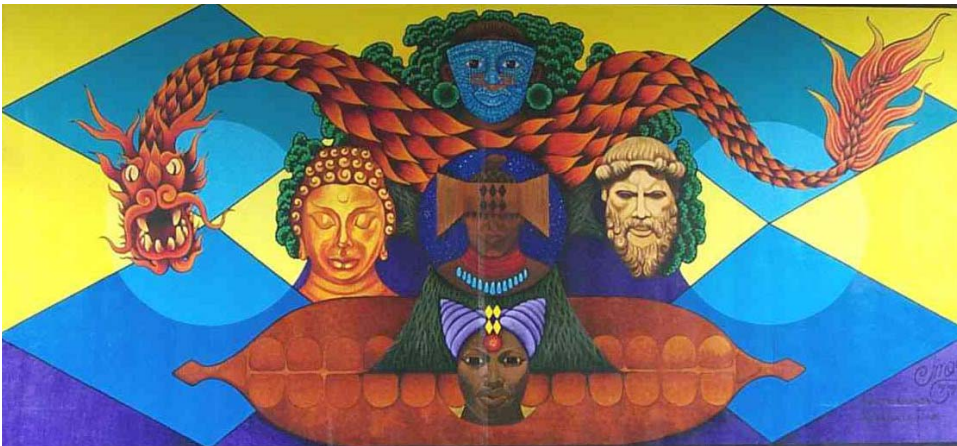




2008 NPI PROGRAM

NEIGHBORHOOD PROJECT INITIATIVE PROGRAM IN THE BROADWAY/MACARTHUR/SAN PABLO REDEVELOPMENT AREA

- Crime Deterrent Improvements
- Neighborhood Beautification
- Community Identity Establishment
- Community Facility Upgrades



CITY OF OAKLAND

Community & Economic Development Agency
Redevelopment Division



Broadway/MacArthur/San Pablo Redevelopment Project Area 2008 Neighborhood Project Initiative Program Program Guidelines and Application Procedures

Introduction

The Oakland Redevelopment Agency is pleased to announce the 2008 Neighborhood Project Initiative Program (NPI) in the Broadway/MacArthur/San Pablo Redevelopment Project Area. The NPI program is a grant program that funds one-time, small-scale, community-initiated physical improvement projects that currently have no other source of funding. The program is designed to support existing blight reduction and beautification efforts in the redevelopment project area and to encourage community participation in the revitalization of North Oakland.

This program was launched in 2006 and has awarded grants to sixteen community projects over the last two funding cycles. Previously funded projects include community planting projects on the 40th Street and West MacArthur Boulevard medians, a dog run facility and tot lot at Mosswood Park, street trees, planters, and lighting improvements along Telegraph Avenue, improvements to the Golden Gate and Mosswood Recreation Centers, surveillance cameras at crime hot spots on Martin Luther King, Jr. Way, and a mural on the building of the non-profit Ella Baker Center for Human Rights. Several projects are currently being implemented. Please visit the City's website at <http://www.business2oakland.com/NPI> for a full list of the 2006 and 2007 funding awards.

Program Boundaries

NPI projects may be located on public and/or privately-owned property within the Broadway/MacArthur/San Pablo Redevelopment Project Area. The Project Area was adopted in July 2000, and consists of two distinct areas in North Oakland; the Broadway/MacArthur sub-area which incorporates the area between Broadway Auto Row and Telegraph Avenue from 27th to 42nd Streets, and the San Pablo sub-area which incorporates the Golden Gate district of San Pablo Avenue located between 53rd and 67th Streets. See the attached map for detailed Project Area boundaries.

Project Categories

In accordance with California Redevelopment Law, the NPI program is designed to help fund one-time, small-scale, physical improvements that fall within the following categories:

1. ***Crime Deterrent or Safety Improvements:*** Projects designed to enhance the safety of neighborhoods and/or reduce crime. These could include physical improvements such as exterior lighting, security cameras, vegetation removal, installation of fencing, or crosswalk modifications.
2. ***Neighborhood or Corridor Beautification:*** Projects designed to improve the appearance of neighborhoods or commercial corridors. These could include physical improvements such as new benches, street trees, decorative planters, or other street furniture. Trash receptacles are NOT an eligible improvement due to the City's contract with Waste Management.

3. ***Establishment of Community Identity:*** Projects designed to enhance neighborhood and community identity. These could include physical improvements such as street banners, murals, gateway signage, or way-finding signs.
4. ***Community Facility Upgrades:*** Projects designed to improve existing community facilities. These projects include minor physical improvements at community parks, recreation centers, libraries, youth centers, or community gardens.

Physical improvements that do not fall into at least one of the above categories may be deemed eligible by project staff on a case-by-case basis.

Eligibility Requirements

To be eligible for funding through the NPI program, projects must meet the following criteria:

1. Projects are located within the boundaries of the Broadway/MacArthur/San Pablo Redevelopment Project Area (see attached map).
2. Grant requests must be between \$5,000 and \$75,000.
3. Projects are one-time physical improvement projects. Ongoing and/or continuing maintenance services or equipment purchases are not eligible under this program.
4. Projects are not already funded through other City programs.
5. Projects are consistent with the Broadway/MacArthur/San Pablo Project Area Redevelopment Plan and 5-year Implementation Plan.
6. Projects are eligible for funding under redevelopment law.
7. Projects must comply with City contracting and permitting guidelines.

Improvements that are not eligible include events, services, programs, equipment purchases, trash receptacles, and on-going maintenance. The City Attorney's office will review all applications for eligibility under these criteria.

Public vs. Private Projects

NPI funded projects may be located on either public or private property. Projects on public property include improvements that are located on City streets, sidewalks, parks or City-owned facilities. Examples of projects on public property include the installation of street trees, median plantings, and improvements to City parks. Private projects are defined as projects that are physically located on privately-owned property. These projects may include the installation of fencing or barriers, exterior lighting fixtures, murals, or other upgrades to a privately-owned facility that is used by the community.

Projects located on public property must be constructed by the City of Oakland. The budget for these projects (including the requested grant amount and any matching funds) must include the full-cost of implementing the project to the City, including staff time, materials, and permits. **If you are not already working with a City staff person to develop your project budget, please contact Kathy Kleinbaum at (510) 238-7185 for assistance in developing the project budget for any improvements on public property at least three weeks in advance of the project application due date.**

Private projects must be constructed by a private entity. Applications for improvements on private property must include the written consent of the property owner to be considered under

this program. For all projects on private property, the City will require that the projects are competitively bid (i.e. the project sponsor will be required to get 3 bids for all contract work) and are completed by a licensed contractor. The City will provide grant funds on a reimbursement-basis only. Reimbursement from the City typically takes 2 weeks to process.

Who May Submit Proposals?

Any person, business, or organization can propose a project as long as the project is located within the boundaries of the Broadway/MacArthur/San Pablo Redevelopment Project Area. City departments and other public agencies may also apply to the program. All applications submitted by City departments, staff or other public agencies must be sponsored by one or more community organizations in order to ensure that the projects are community priorities.

Program Budget

A total of \$200,000 has been allocated for the 2008 Broadway/MacArthur/San Pablo NPI program. This program was first launched in 2006 and has provided grants to sixteen community projects over the last two years. The minimum grant award per project is \$5,000 and the maximum grant award is \$75,000. Specific project budgets must include the full cost of implementing the project, including any required City permits and fees. Project budgets should also include a minimum 15% contingency to avoid any cost overruns. **If you are not already working with a City staff person to develop your project budget, please contact Kathy Kleinbaum at (510) 238-7185 for assistance in developing the project budget for any improvements on public property at least three weeks in advance of the project application due date.**

The NPI Program will not be responsible for project expenses that are over the approved grant award such as unanticipated cost overruns.

Allowable Expenses

Allowable expenses include the cost of supplies, contract work, labor expenses, professional design assistance, City permits/fees, and City staff time for construction management and design.

Non-eligible expenses include administrative costs for project oversight, travel expenses, on-going program costs, and on-going maintenance.

Program Administration

The NPI program will be administered by the Project Area Committee (PAC) for the Broadway/MacArthur/San Pablo Redevelopment Project Area. Upon submittal, each project application will be reviewed by the City Attorney's office for eligibility under redevelopment law and conformance with the Broadway/MacArthur/San Pablo Area Redevelopment Plan and 5-year Implementation Plan. The PAC will be responsible for reviewing all eligible applications, prioritizing projects, and recommending projects for approval by the City Council. Redevelopment Agency staff will be responsible for overseeing the implementation of all projects that are awarded grants under this program.

Application Procedures

Applicants must fill out the attached application. All applications are due by Friday, July 25, 2008 at 4 p.m. Please return the completed application to:

Kathy Kleinbaum
City of Oakland
CEDA, Redevelopment Division
250 Frank H. Ogawa Plaza, Suite 5313
Oakland, CA 94612
kkleinbaum@oaklandnet.com
(510) 238-7185

Please include all application materials in one submittal. Applications should include a detailed project description, project budget, and optional letters of support.