

CENTREAL CITY EAST REDEVELOPMENT AREA
NEIGHBORHOOD PROJECT INITIATIVE PROGRAM
Program Guidelines & Application Procedures

INTRODUCTION

The Oakland Redevelopment Agency is pleased to announce the 2009-2010 Neighborhood Project Initiative Program (NPI) in the Central City East 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 and beautification of both public and privately-owned properties within the Central City East Project Area.

PROGRAM BOUNDARIES

NPI projects may be located on public and/or privately-owned property within the Central City East Redevelopment Project Area. Central City East was adopted in July of 2003 and the southern boundary of the Project Area borders downtown and extending east to Durant Street. The linear Project Area borders the existing Coliseum Redevelopment Project Area on the south along International Boulevard and to the north along MacArthur Boulevard between Durant Street and 73rd Avenue. At 73rd Avenue, the northern boundary of the Project Area follows Foothill Boulevard in a southwesterly direction to 23rd Avenue where the boundary jogs up to 27th Street then follows 14th Avenue to 20th Street and continues along 20th Street to the western boundary along 1st Avenue. The Project Area consists of four subarea; Eastlake/San Antonio, Fruitvale/San Antonio, Central East Oakland, and Elmhurst.

A map of the Area's boundaries can be found by visiting:

http://www.business2oakland.com/main/centralcityeast.htm#Section_0

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:

- *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, installation of fencing, or crosswalk modifications. Security Cameras are NOT eligible for funding through this program.
- *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.

- *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.
- *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.

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 Central City East Redevelopment Project Area
2. Grants requested must be between \$5,000 and \$10,000 per project
3. Projects are one-time physical improvements 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 Central City East Redevelopment Plan, 5-year Implementation Plan, CCE Vision and Strategy Document.
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, security cameras and on-going maintenance. The City Attorney's office will review all applications for eligibility under these criteria.

PUBLIC VS. PRIVATE PROPERTY

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.

Project 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 Hagu Solomon at (510) 238.2055 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. This City will provide grant funds on the reimbursement basis only. Reimbursement from the City typically takes 3 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 Central City East 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 \$160,000 has been allocated per fiscal year for the Central City East NPI program. The minimum grant award is \$5,000 and the maximum grant award is \$10,000, with a not to exceed amount of \$40,000 per sub-area. Specific project budget 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.

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, ongoing program costs, and on-going maintenance.

PROGRAM ADMINISTRATION

The NPI program will be administered by the local SDS Districts, the Project Area Committee (PAC) for the Central City East Redevelopment Project Area and Staff. Upon submittal, each project application will be reviewed by the City Attorney's office for eligibility under redevelopment law and conformance with the Central City East Area Redevelopment Plan and 5-year Implementation Plan. The SDS teams and Staff will be responsible for reviewing all eligible applications, prioritizing projects, and recommending projects for review by the PAC and approval by the City Council. Redevelopment Agency staff will be responsible for overseeing the implementation of all projects and facilitating the reimbursement process for this program.

APPLICATION PROCEDURES

Applicants must fill out the attached application. All applications are due by **Thursday, December 17, 2009 at 4p.m.** Please return the completed application to:

Hagu Solomon
City of Oakland
CEDA, Redevelopment Division
250 Frank H. Ogawa Plaza, Suite 5313

Oakland, CA 94612
hsolomon@oaklandnet.com
(510) 238-2055

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