



CITY OF MOUNTAIN VIEW

MEMORANDUM

Community Development Department

DATE: May 13, 2021

TO: Council Neighborhoods Committee

FROM: Anna Salvador, Associate Planner

SUBJECT: Fiscal Year 2021-22 Neighborhood Grant Applications

RECOMMENDATION

Approve \$30,000 in neighborhood grant funding as shown in Table 2 for Fiscal Year 2021-22.

BACKGROUND

The Neighborhood Grant Program provides financial support for new and existing neighborhood associations to carry out programs and activities that encourage participation, strengthen the neighborhood, and improve neighborhood conditions. The purpose of this report is to provide background and analysis of the applications received for the Fiscal Year 2021-22 Neighborhood Grant cycle and for the Council Neighborhoods Committee (CNC) to consider staff's funding recommendations.

For Fiscal Year 2021-22, \$30,000 is budgeted for the Neighborhood Grant Program. At the February 2021 CNC meeting, the CNC voted to modify the funding formula and incorporate a tiered funding model. Neighborhood grants may be awarded up to the maximum outlined in Table 1 based on the number of households covered by the neighborhood group. Groups applying for a neighborhood grant for the first time are eligible for a \$100 bonus. All grant funds must be used between July 1, 2021 and June 30, 2022, and there is no carryover of funds that are not used within this period.

Table 1: Maximum Grant Awards by Tier

| | Maximum Award |
|-----------------------------------|----------------------|
| Tier A: <500 households | \$1,000 |
| Tier B: 501 to 1,000 households | \$1,500 |
| Tier C: 1,001 to 1,500 households | \$2,000 |
| Tier D: >1,501 households | \$2,500 |

The Review section below provides a summary of the applications and staff's funding recommendations.

REVIEW OF FISCAL YEAR 2021-22 NEIGHBORHOOD GRANTS

Applications for grant funds were accepted from April 1 through April 30, 2021. Grant applications and program guidelines were posted on the City's website. Advertisements about the program appeared on the City's website, in the *Mountain View Voice*, and shared with the CNC Interest List. Throughout the application period, staff was available for questions.

The City received 19 neighborhood grant applications requesting a total of \$31,550, exceeding the budgeted amount of \$30,000. Seventeen (17) groups were past recipients, and two new groups also applied. The complete grant applications from these groups are attached for the CNC's review (Attachment 3). Staff conducted an initial review of the applications to confirm group eligibility and for application completeness. A summary of the applications can be found below.

Summary of Proposed Activities

The applicants provided a variety of proposed activities to meet the goals of the grant program. As there is still some uncertainty around hosting large gatherings due to the COVID-19 pandemic, many groups are proposing a variety of programming that creates flexibility as needed over the course of the year. The proposed events include block parties, Halloween celebrations, story hours, ice cream socials, and yoga parties. Many groups also propose to use funds for newsletters, website domains, and Zoom subscriptions.

There were some trends in how groups advertised their events and encouraged participation in leadership and volunteer opportunities. A-frames, flyers, and newsletters remain preferred strategies to spread the word, but many groups also manage email lists or Google groups to share information. Some groups also rely on platforms such as NextDoor and Facebook. A few of the groups also created targeted involvement and leadership opportunities for youth to help design websites, support events, and help with translation services.

Funding Recommendations

After an initial review of the applications, staff is recommending the grant awards for each group as outlined in Table 2 below. The recommendations below are based on

applicant's eligibility, application completeness, and whether the proposed projects were responsive to the goals of the Neighborhood Grant Program. All awards are equivalent to the amount requested by the group or the maximum amount they are eligible for, equaling a total of \$28,700. There are 17 recommended awards, including a conditional award for St. Francis Neighborhood Association discussed below.

Table 2: Fiscal Year 2021-22 Neighborhood Grants

| NEIGHBORHOOD GROUP | TIER AND MAXIMUM ELIGIBILITY | AMOUNT REQUESTED | RECOMMENDED AWARD |
|--|------------------------------|------------------|-------------------|
| 1. Blossom Valley Neighborhood Association | Tier A, \$1,000 | \$1,000 | \$1,000 |
| 2. Dutch Haven Neighborhood Association | Tier A, \$1,000 | \$1,000 | \$1,000 |
| 3. Montelena HOA | Tier A, \$1,000 | \$550 | \$0 |
| 4. North Whisman (within Slater) | Tier A, \$1,000 | \$800 | \$0 |
| 5. Santiago Villa Neighborhood Association | Tier A, \$1,000 | \$2,000 | \$1,000 |
| 6. Gemello Neighborhood Association | Tier B, \$1,500 | \$2,000 | \$1,500 |
| 7. Greater San Antonio Community Association | Tier B, \$1,500 | \$1,200 | \$1,200 |
| 8. North Whisman Neighborhood Association | Tier B, \$1,500 | \$1,500 | \$1,500 |
| 9. Rex Manor Neighborhood Association | Tier B, \$1,500 | \$1,500 | \$1,500 |
| 10. St. Francis Neighborhood Association | Tier B, \$1,500 | \$1,500 | \$1,500* |
| 11. Varsity Park Neighborhood Association | Tier B, \$1,500 | \$1,500 | \$1,500 |
| 12. Cooper Park Neighborhood Association | Tier C, \$2,000 | \$2,000 | \$2,000 |
| 13. Monta Loma Neighborhood Association | Tier C, \$2,000 | \$2,000 | \$2,000 |
| 14. Slater Neighborhood Association | Tier C, \$2,000 | \$2,000 | \$2,000 |
| 15. Wagon Wheel Neighborhood Association | Tier C, \$2,000 | \$2,000 | \$2,000 |
| 16. Community Action Group | Tier D, \$2,500 | \$1,500 | \$1,500 |

| NEIGHBORHOOD GROUP | TIER AND MAXIMUM ELIGIBILITY | AMOUNT REQUESTED | RECOMMENDED AWARD |
|--|------------------------------|------------------|-------------------|
| 17. Cuesta Park Neighborhood Association | Tier D, \$2,500 | \$2,500 | \$2,500 |
| 18. Old Mountain View Neighborhood Association | Tier D, \$2,500 | \$2,500 | \$2,500 |
| 19. Shoreline West Association of Neighbors | Tier D, \$2,500 | \$2,500 | \$2,500 |
| TOTALS | | \$31,550 | \$28,700 |

St. Francis Neighborhood Association was unable to confirm a full project team of four residents as part of their application before the closing of the application period. Given their long history with the grant program, staff is conditionally recommending their grant award dependent upon them confirming a full project team by December 2021.

Additionally, the two new groups that applied did not meet the eligibility criteria as identified in the grant guidelines (Attachment 1). The first group, Montelena, plans to utilize the funds to support homeowners association (HOA) events that would not be open to the broader neighborhood, an ineligible use of grant dollars. Staff provided Montelena the opportunity to update their proposal to meet the criteria identified in the guidelines, but the group did not submit a revised proposal.

The other new group, self-identified as North Whisman, is located within the existing Slater Neighborhood Association and is not allowed to apply for funding unless the existing neighborhood group amends its boundaries to exclude the area covered by the new group. Staff has connected the leaders of both groups to work within the existing Slater Neighborhood Association for this grant cycle. Staff also provided the option for the groups to work with the City over the next year to amend the boundaries in preparation for next year's grant cycle, should they choose to move in that direction.

NEXT STEPS

Upon approval by the CNC, all grant recipients will enter into an agreement with the City to spend funds as described in their applications. If a project team is confirmed ahead of the December deadline, staff would then proceed with executing a grant agreement with the St. Francis Neighborhood Association at that time. Grant recipients must submit receipts for grant activities, and the reimbursement process helps ensure

that grants are only used for eligible expenditures and not for personal benefit. All funds must be spent during the fiscal year.

AS/6/CDD
802-05-13-21M

- Attachments:
1. Fiscal Year 2021-22 Neighborhood Grant Guidelines
 2. Fiscal Year 2021-22 Grant Applicants Summary Table
 3. Fiscal Year 2021-22 Grant Applications