



SAN JOSE  
PARKS, RECREATION &  
NEIGHBORHOOD SERVICES

# Pre-Proposal Workshop BeautifySJ Cycle 7 2025

## October 30, 2024



# WELCOME & WORKSHOP DETAILS

- Pre-Proposal Workshop will be recorded and posted on WebGrants (October 30 workshop).
- Spanish and Vietnamese interpretation will be provided.
- Headset will be available for simultaneous interpretation.
- Call in users cannot access the interpretation feature.
- Please type all questions in the chat/Q&A feature (Zoom participants) or write down via the index card provided.
- We will answer as many questions as we can today. All final responses to questions will be answered and posted in an addendum in WebGrants.



# BEAUTIFYSJ ADMINISTRATIVE TEAM

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# AGENDA

**5:30-5:35 p.m.:** Welcome and Introductions

**5:35-6:05 p.m.:** Overview of Application's General Information and Requirements

**6:05-6:15 p.m.:** Application Content Q&A

**6:15-6:25 p.m.:** BREAK

**6:25-6:50 p.m.:** WebGrants & RFP Forms Overview

**6:50-7:00 p.m.:** WebGrants & RFP Forms Content Q&A



# WHAT IS BEAUTIFYSJ?

- Collectively create a cleaner, safer, and more vibrant City;
- Organize and conduct activities that address issues important to neighborhood quality of life;
- Conduct activities that build or strengthen the neighborhood organization.

# APPLICATION TIMELINE

ACTIVITY	DATE
Release of Funding Opportunity & Mini RFP	October 28, 2024
Pre-Proposal Workshop	October 30, 2024 November 13, 2024
Q&A Periods	October 23-November 2, 2024 November 3-November 13, 2024 November 14-November 22, 2024
Q&A Posted on Webgrants	November 7, 2024 November 21, 2024 December 2, 2024
<b>Proposals &amp; RFP Due</b>	<b>December 9, 2024</b>
Notice of Award ( <i>Date subject to change</i> )	February 3, 2025 ( <i>Date subject to change</i> )
Required Documentation	March 31, 2025
Grantee Award Workshop ( <i>Date subject to change</i> )	April 2025 ( <i>Date will be determined later</i> )
Grant Service Period Begins	April 1, 2025
Grant Service Period Ends	March 31, 2026



# WHO QUALIFIES?



# WHO QUALIFIES?

ELIGIBLE GROUP	ELIGIBLE GROUP DESCRIPTION
<b>Neighborhood Associations</b>	An established formal group of residents living within the same neighborhood working to improve the neighborhood. This does not include business owners, District Leadership Groups or people who work in the area that do not live in the neighborhood.
<b>Emerging Neighborhood Groups</b>	A group of volunteers, that are not an established Neighborhood Association yet, who are working to improve the neighborhood they live in. This does not include businesses or people who work in the area that do not live in the neighborhood.
<b>Property Owner/Tenant Associations</b>	A group that works closely with the tenants of the properties, by including them in meetings and project planning working to improve the neighborhood. Qualifying grants will fund items and activities that build community cohesion; it will NOT fund items that are the owner’s responsibility, such as physical improvements.
<b>District Leadership Groups</b>	An established formal group of Neighborhood Association leaders living within a Council District in the City of San Jose. District Leadership Group’s goal is to support individual residents, emerging groups, and neighborhood associations by providing capacity building activities to strengthen neighborhood engagement, civic participation, and leadership within our neighborhoods.
<b>Community Partner Groups</b>	A community group or partner that operates to improve neighborhoods and involves resident living in the neighborhood where project is being proposed. Such groups include, but are not limited to, non-profit agencies, schools, churches, Adopt-a-Park, Adopt-a-Trail, and Adopt-a-Street, or “Friends of a Park” type groups.





# HOW MUCH IS THE GRANT AWARD?

- Neighborhood Associations, Emerging Neighborhood Groups, and Property Owner/Tenant Associations will be eligible to receive minimum \$300 and maximum \$5,000 in grant funding for beautification projects.
- Community Partner Groups are eligible to receive up to \$1,500 for beautification projects.
- District Leadership Groups (DLG) are eligible to receive up to \$2,500 in grant funding. DLG are not eligible for beautification projects.
- Organizations may use one application to propose multiple projects.



# PRIORITY PROJECT LOCATIONS

- Priority Project Locations are areas that fall within Equity Priority Communities, 18 Priority Neighborhoods (formerly known as Hot Spots), or 9 Project Hope Neighborhoods.
- Priority Project Locations are census tracts that have a significant concentration of underserved populations, such as households with low incomes and people of color. A combination of additional factors helps define these areas.
- Bonus Points will be given to eligible groups in areas considered as 'Priority Project Locations.'
- Click on the following map to find out if your neighborhood is located in a Priority Project Locations - [Priority Project Locations Map](#)



# WHAT TYPES OF PROJECTS CAN BE PROPOSED?



# BEAUTIFYSJ FUNDED PROJECTS

**BEAUTIFICATION PROJECTS** *\*All beautification projects must be on public property\**  
*\*\*Projects that require approval permissions prior to funding released\*\**

**ADOPT-A-PARK:** Adopt-A-Park is a one-year commitment to help with picking up litter, removing graffiti, removing weeds, and trimming bushes.

**LANDSCAPING:** Landscaping (design, planting, trimming, mulching) in public spaces and city parks.

**GARDEN SPOTS:** A Garden Spot is a small area in a City of San José park, where residents register to plant and maintain a flower garden. Garden Spots can be community projects.

**NEIGHBORHOOD CLEAN-UP:** Dumpster Days, Litter Pick-Ups, Graffiti Abatement

**Planting:** Planting of trees and/or any other types of planting.

## NEIGHBORHOOD QUALITY OF LIFE & NEIGHBORHOOD ORGANIZATION BUILDING EVENTS/PROJECTS

**NEIGHBORHOOD-LED EVENTS:** National Night Out, Cultural Festivals, Community Building Events, public safety activities, neighborhood celebrations, community projects, etc.

**NEIGHBORHOOD ORGANIZATION SUPPORT:** Newsletters, PO Boxes, United Neighborhoods of Santa Clara County Membership Fees, special events insurance, association web pages/domains.

**ONE-DAY VOLUNTEER EVENT AT A PARK:** Your neighborhood group can work with Parks Division Volunteer Management Unit to choose a project based on the number of participants and the work that is needed.



# BEAUTIFYSJ FUNDED PROJECTS

## NEIGHBORHOOD SUPPORT AND CAPACITY BUILDING ACTIVITIES

### ELIGIBLE GROUPS: DISTRICT LEADERSHIP GROUPS\*

**NEIGHBORHOOD GROUP OUTREACH AND COMMUNICATION:** Connecting neighborhood leaders to City Council and City of San José staff. Communicating and sharing resources, including funding opportunities. Conducting outreach to identify neighborhood leaders, in Equity Priority Communities to establish new emerging groups. Communicate and coordinate BeautifySJ funded projects that enable multiple groups to better utilize resources. Conducting outreach to community members to foster greater engagement in joining or establishing neighborhood groups where there are no groups.

**CAPACITY BUILDING:** Regular engagement meetings with emerging groups and neighborhood associations to provide coaching on how to develop Bylaws, meeting agendas, and grant proposals. Provide neighborhood groups with “How to Guides” for Beautification projects. Support residents, emerging groups and associations by providing language interpretation services.

\*DISTRICT LEADERSHIP GROUPS ARE NOT ELIGIBLE FOR BEAUTIFICATION PROJECTS.



# KEY ITEMS TO CONSIDER FOR BEAUTIFICATION PROJECTS

Ineligible Groups	District Leadership Groups are not eligible for beautification projects.
Maintenance	City is not responsible for the ongoing maintenance or repairs of any of these beautification projects. Beautification projects that are not maintained may be returned to the original condition
Private Property	Project proposed on private property are NOT eligible.
Permissions on Public Property	Projects performed on public property will require a letter of approved permission from the property owner for the funded project. This requirement applies to all projects delivered on public property regardless of the jurisdiction (City of San José, County of Santa Clara, State of California, etc.). Permission must be in writing and submitted to the City prior to receiving grant funding for the activity or project.
Tree Planting	Any Grantees conducting a tree planting on any public property are required to coordinate with the non-profit agency, Our City Forest and City of San Jose, Department of Transportation. Grantee will provide a minimum of three years maintenance for the tree. Our City Forest and Department of Transportation will provide guidance on proper species selection, coordinate with location, and proper planting technique. Complete the Tree Stewardship Application and email it to <a href="mailto:StreetTrees@ourcityforest.org">StreetTrees@ourcityforest.org</a> .
Signage	All permanent signs/signages must comply with the City's signage ordinance that can be accessed at City of San Jose, City Clerks Records.



# APPLICATION SUBMISSION AND INSTRUCTIONS



# EVALUATION CRITERIA

## CATEGORIES

## CATEGORY WEIGHT

Proposal Responsiveness *(required information must be submitted on-time)*

Pass/Fail

Project Overview *(Described your project)*

10

Outcome *(Results of the Project)*

10

Proposed Budget

5

## MAXIMUM POINTS

25

## Bonus Points *(up to 5 points)*

## CATEGORY WEIGHT

Priority Project Location

Equity Priority Community

High (Shaded Blue)

1

Higher (Shaded Green)

2

Highest (Shaded Purple)

3

Project Hope Neighborhood or Priority Neighborhood (formerly Hot Spot)

2





# WHAT INFORMATION WILL I NEED TO INCLUDE IN MY PROPOSAL?

## NEIGHBORHOOD INFORMATION

- Type of Eligible Group
- City Council District
- Neighborhood Boundaries
- Number of people in your neighborhood
- Number of households in your neighborhood
- Number of members in your association or group



# NARRATIVE RESPONSES TO THE FOLLOWING QUESTIONS

## **Project Overview** (*Describe your project*) – 10 points

1. What project(s) is your group proposing? Please describe the project(s) and include the following in your answer:
  - a) Name of Project(s)/Activity Type
  - b) Project Description: how will the project be put into action and include how residents will be involved.
  - c) Project Location
  - d) Length of time to complete project
  - e) Any external partnership/collaboration outside of neighborhood

## **Outcome** (*Results of the Project*) – 10 points

2. How will your project(s) make a difference in or benefit the neighborhood? How you will measure the success of the proposed project(s) and improve neighborhood conditions (e.g. surveys, sign-in sheets, before and after pictures)?

## **Priority Project Locations** – Up to 5 bonus points

3. Is your neighborhood located in an Equity Priority Community, Project Hope Neighborhood, or Priority Neighborhood (formerly Hot Spot)?

## **Budget** (*How funding will be spent*) – 5 points

4. Budget will be judged based on the following criteria:
  - a. All expense are eligible.
  - b. Budget should demonstrate a cost-efficient use of funds to manage the project(s)

*\*Please note that question 4 will be completed in the Budget Table in WebGrants.*



# REQUEST FOR PROPOSAL (RFP) Year 2 & 3

## Eligible Service Provider List

Current Applicants on the Eligible Service Provider list for Cycle 6 will need to submit an RFP through Microsoft Forms.

- Basic Grant Contact Information
- Proposed Project/Activity(s)
- Proposed Budget



# ELIGIBLE SERVICE PROVIDER LIST

- Any *NEW* Neighborhood groups interested in being included in the "**Eligible Service Provider List**" must submit a proposal on WebGrants by the proposal deadline and be in good standing with the City of San Jose.
- Current neighborhood groups on the Eligible Service Provider list for Cycle 6 will need to submit a Request for Proposal (RFP) Forms.
- Qualified neighborhood groups will be placed on the Eligible Service Provider List for a maximum of 3 years (Cycle 6-8).
- Inclusion on the Eligible Service Provider List does not guarantee that the neighborhood groups will be selected for grant funding or to perform services for the City.
- The City will select neighborhood groups from the Eligible Service Provider List when making grant awards on an annual basis.

# AWARDS IN YEAR 2 & 3

- Funding in the second and third (Cycle 7-8) year will be made to organizations/groups on the updated **Eligible Service Provider List** and contingent upon BeautifySJ Grant Program's project priorities and satisfactory completion of the following conditions:
  - a. The funds are available and included in the Adopted City Budget
  - b. The organization/group has, at minimum, achieved its program outputs;
  - c. The City and its residents will continue to benefit from the projects; and
  - d. The organization/group has satisfied all contractual requirements.
- Organizations/groups who are awarded BeautifySJ funding in the first year (Cycle 6) are not guaranteed funding in the second or third year (Cycle 7-8).
- In year 2 and 3, organizations/groups included in the Eligible Service Provider List will be required to submit a Request for Proposal (RFP). Which will include a list of proposed projects and budget.



# REQUIRED DOCUMENTS – Awarded Groups

THE FOLLOWING DOCUMENTS MUST BE UPLOADED TO WEBGRANTS BY **MARCH 2025** :

**\*\*Awarded groups must submit the following prior to MOU execution or the grant award may be revoked\*\***

## 1. Neighborhood Associations & District Leadership Groups & Property Owners/Tenants:

- a) A list of Board Members with home addresses;
- b) A copy of the Bylaws.
- c) Bank Verification Document (copy of bank statement or voided check) *(if applicable)*.
- d) Project approval permissions *(if applicable)*.

## 2. Emerging Groups & Community Partner Groups:

- a) A list of volunteers with home addresses;
- b) A copy of minutes/notes from the last group meeting in preferred language.
- c) Project approval permissions *(if applicable)*.

# Year 1 vs. Years 2 & 3

## YEAR 1

## YEARS 2 & 3

Opportunity Details [Copy Existing Application](#) | [Start a New Application](#)

### 49829-BeautifySJ Grant Cycle 7 2025

#### BeautifySJ Grant Program

Application Deadline: 12/04/2024 4:00 PM

Award Amount Range: \$300.00 - \$5,000.00

Project Start Date: 10/01/2025

Project End Date: 03/31/2026

Award Announcement Date:

Maximum Claim Approval Levels

Maximum Contract Amendment Approval Levels

Maximum Status Report Approval Levels

Program Officer: Adriana Vargas

Phone: 408-793-4191 x

Email: [adriana.vargas@sanjoseca.gov](mailto:adriana.vargas@sanjoseca.gov)

### General Statement of Grant Purpose and Eligibility

#### Synopsis

#### WHAT IS BEAUTIFYSJ?

The City of San José ("City") is committed to supporting residents in their efforts to beautify their neighborhoods and create a cleaner and more vibrant San José. The mission of the BeautifySJ Grant Program is to support residents' efforts at reclaiming their public space and to empower residents to aesthetically demonstrate their pride in our City. The City believes that the power to shape the future of our neighborhoods lies in strengthening the civic participation of our residents.

The grant program will provide financial support to projects that will:

## BeautifySJ Cycle 7 Grant Program - Request for Proposal (RFP)

Release Date: October 23, 2024

Applicants currently on the Eligible Service Provider list for Cycle 6 will need to submit a RFP, which includes a list of proposed projects and budget. Please complete before DECEMBER 4, 2024 BY 4:00 P.M. PST.

Start now



# AWARD PROCESS

## YEAR 1



## YEARS 2 & 3





# WHAT IF I'M A FIRST TIME GRANTEE?

1. First time Grantees must attend a **Grantee Kick Off Workshop**. The workshop will be conducted in April 2025 (*Date subject to change*)
2. Grantees who wish to receive grant funds via check will need to have a **bank account** in the name of the association prior to releasing grant funds.
3. To open a bank account in the name of the association, Grantees will need a **tax ID**.
  - For more information on how to obtain a tax ID go to: [www.irs.gov/SS4](http://www.irs.gov/SS4)



# PERFORMANCE GRANT REPORTING

All grantees must submit:

- **Mid-year Progress Report due by September 30, 2025;** and
- **Final Report due by April 30, 2026,** that includes a description of the completed activities, photographs of events, before and after photos of beautification project, in-kind amount/volunteer hours completed and receipts (or copies) for the eligible expenses;

Specific reporting requirements will be outlined in the Memorandum of Understanding

**Any unspent funds must be returned to the Fiscal Agent.**

# KEY CHANGES IN CYCLE 7

## Application

- Art Projects no longer an eligible Beautification Project

## Mini Request for Proposal (RFP)

- Current applicants on the Eligible Service Provider List for Cycle 6 will need to submit An RFP Forms
- No longer requires groups to apply via WebGrants every year
- Mini RFP (project & budget) submission in Years 2 & 3 (Cycle 7-8)

## Awards Disbursed via City-Funded Debit Card & Check

- Debit Card: Removed Bank Account Requirement (No Cash Withdrawals)
- Check: Bank Account Verification Needed

# APPLICATION CONTENT QUESTIONS?





# WEBGRANTS OVERVIEW

WebGrants address:  
<http://grants.sanjoseca.gov>

Microsoft Forms – RFP:

<https://forms.office.com/Pages/ResponsePage.aspx?id=4DvjD0JhIk-bjXgX1cJhOebMoimA1DZErojC3t52LsZURjJJU00zOUFJNV04QIVZS09FOFczU0kwMi4u>

# WEBGRANTS QUESTIONS?





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# Application Submission Due Date

**APPLICATIONS DUE IN  
WEBGRANTS & RFP:**

**December 9, 2024**

**BY 4:00 PM**