DATE January 24, 2014

TO
Honorable Members of the Quality of Life & Environment Committee:
Dwaine R. Caraway (Chair), Sandy Greyson (Vice Chair), Adam Medrano,
Rick Callahan, Carolyn R. Davis, Lee M. Kleinman

SUBJECT GrowSouth Neighborhood Challenge Grant Program

The attached briefing will be presented to the Quality of Life & Environment Committee on
Monday, January 27, 2014. The briefing will provide you with an overview of the upcoming
GrowSouth Neighborhood Challenge Grant Program.

Please let me know if you have any questions.

Assistant City Manager

cc: Honorable Mayor and Member of the City Council
    A.C. Gonzalez, Interim City Manager
    Warren M.S. Ernst, City Attorney
    Daniel F. Solis, Administrative Judge
    Rosa A. Rios, City Secretary
    Craig D. Kinton, City Auditor
    Ryan S. Evans, Interim First Assistant City Manager
    Jill A. Jordan, P.E., Assistant City Manager
    Forest E. Turner, Assistant City Manager
    Charles M. Cato, Interim Assistant City Manager
    Theresa O'Donnell, Interim Assistant City Manager
    Jeanne Chipperfield, Chief Financial Officer
    Frank Librio, Public Information Officer
    Elsa Cantu, Assistant to the City Manager - Mayor and Council
grow South

Neighborhood Challenge

Grant Program

Presented to
Quality of Life & Environment Committee
January 27, 2014

Strategic Customer Services
Program Vision

The vision is for residents to come together, using their knowledge, skills, contacts and creativity to improve their neighborhood.

This program supports the Mayor’s Culture of Clean for the growSouth initiative.
Program Overview

• Offers financial incentive to neighborhood groups to develop and implement a *self-help project or program* for their community

• Improves the condition of neighborhoods which result in more revitalized communities and a better city
Program Overview

- Program will award the top ranked projects and programs up to $10,000 in grant funds
- Total grant dollars available: $100,000
  - Program funding from FY13-14 operating budget
- Application rankings will be the result of scores based on a 100-point evaluation criteria covering five categories
  1. Project or program concept
  2. Community benefit
  3. Community matches
  4. Project feasibility
  5. Neighborhood condition
Target Area – Southern Sector
Who Can Apply?

• Neighborhood oriented groups such as
  - Homeowners associations
  - Neighborhood associations*
  - Crime watch groups*
  - Community garden groups*
  - PTAs*
  - Organized children groups (scouts, sports leagues)
  - Group of neighborhood residents that work together to develop a self help idea that will improve their neighborhood*

* Groups that are not formally organized are required to partner with an organization to serve as their financial sponsor
Grant Idea Guidelines

• Communities are encouraged to explore creative and innovative ideas that support the unique needs of their neighborhood

• Ideas submitted will be categorized as either a
  - Ongoing service program
    An idea that includes continuous beneficial community activity that will carry on once implemented
  - Construction project
    An idea that revolves around building and altering the look of an area
Grant Idea Requirements

To be considered for funding, an idea must:
- Build a stronger and healthier community
- Provide a public benefit in the community
- Meet an obvious neighborhood need or desire
- Involve residents and other members of the community in all aspects of the project
- Be completed or initiated within 1 year of signing the funding agreement
- Be maintained by the neighborhood or the applicant group for a minimum of
  - 4 years (construction projects)
  - 2 years (on-going service programs)
Grant Restrictions

Grant funds cannot be used to:

• Fund individual maintenance projects required by city code
• Fund projects that will require ongoing maintenance from the City of Dallas, including staffing or operating expenses
• Replace or serve as an association’s operating budget
• Fund projects that conflict with city policies or codes
• Pay for expenditures incurred or financial commitments made prior to receiving funding
Grant Restrictions

Funding cannot be used to:

• Pay for food, beverages and/or catering services over $250 for projects under $5,000 and $500 for projects over $5,000
• Pay for travel expenses
• Provide payment to individuals other than those who provide their professional services to the project
• Provide payment to community members for volunteer services connected to a project

* The City of Dallas reserves the right to automatically reject any idea submitted that conflicts with the city’s current ordinances, services, vision or that is deemed as illegal or immoral
Application Development Workshop

Each group will be required to have at least one member attend and complete a workshop to ensure all parties understand all requirements, restrictions and guidelines

Workshops will cover the following topics:

1. Idea selection
2. Community participation and input
3. Determining resources needed
4. Gaining site control and city advice
5. Developing a project budget
6. Researching regulations
Application Review Board

• Evaluation and ranking of approved applications will be conducted by a group of community residents selected from the Application Review Board
  - Residents must apply to be on the Application Review Board
  - Staff will review submissions and recommend a maximum of two applicants per neighborhood
  - Each Southern Sector Council will select two residents to serve on the Application Review Board
  - City Staff will serve as non-voting board chair to facilitate processes and maintain program standards
Application Review Process

- Members review and rank applications based on the Evaluation Criteria
  1. Project or program concept
  2. Community benefit
  3. Community matches
  4. Project feasibility
  5. Neighborhood condition
Application Review Process

- Project teams ranked above the line, as well as two applications ranked below the line, will make presentations to the Board to address questions or concerns.

- Finalists will have 10 minutes to “sell” their idea.
Disbursement of Funds

- Recipients required to sign a funding agreement between the applicant association and the City of Dallas prior to receiving funds
- Recipients can request 10% of the total project as seed money
- Recipients must present valid invoices to receive reimbursement (contingent upon review and approval form City Staff)
- Recipients will receive 90% of the funds requested with 10% withheld until the project is complete*

* A standard draw schedule process
## Important Dates to Remember

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<td>Deadline for Council to Select Application Review Members</td>
<td>February 6, 2014</td>
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<td>Program Overview Meeting with Applicant Review Board</td>
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QUESTIONS