

COMMUNITY OPPORTUNITY FUND APPLICATION EVALUATION CRITERIA

11.30.09

There are two categories of projects – menu and custom - eligible for funding from the Community Opportunity Fund. Projects will be evaluated against the other projects in their category. Most of the application criteria are the same for both categories, but the requirements relating to project coordination, leverage, and long-term stewardship are simplified for small projects.

PROJECT PLANNING & READINESS

Thoughtful project planning is critical to a successful project outcome. All applicants must meet with their local Neighborhood Service Area (NSA) Manager to review the project scope. The NSA Manager will then complete a Manager Review Form (which becomes part of all applications). Applicants also must attend one of the pre-application workshops provided by the Recreation and Park Department (RPD). Successful applications, particularly for custom projects, will include a complete and clear plan for the community's commitment to the project. The selection committee will evaluate the feasibility of the plan and determine the capability of the applicant to cooperate with RPD to complete the project.

Menu Projects

- Project is well planned and ready to begin.
- Applicant has demonstrated evidence of community support/"buy-in" for the proposed improvements.

Custom Projects

- Project is well planned and ready to begin.
- Project budget and plan for community-funded portion is complete and accurate.
- Applicant has shown a strong track record of collaborative projects and partnerships with RPD or other City agencies.
- Applicant has demonstrated evidence of community support/"buy-in" for the proposed improvements.
- For community funded work, applicant has convened groups or individuals with experience in the proposed type of project.

LEVERAGES RESOURCES

One of the chief goals of the Community Opportunity Fund is to create more community interest and commitment to our parks. Successful COF applications will include a community match component that leverages the commitment from RPD. The scale of the leverage should match the size of the COF funding request and projects will be proportional to others in their size category. The scope of this match can include all volunteer hours related to planning the project (including developing the project application), outreach to the community, design services, construction materials, community art projects, etc.

- Project leverages additional sweat equity, in kind, or financial resources appropriate to project scope.
- Commitment to leverage resources is well documented.

PARK EXPERIENCE & IDENTITY

In addition to encouraging more recreation opportunities in your park, the COF intends to help San Francisco residents reflect their communities through their parks. Successful applications will propose flexible, logical park improvements that will increase the activity within our parks and address criteria

below. Particular consideration will be made for projects that provide amenities for high need populations and neighborhoods.¹

- Project enhances park aesthetics or addresses a capital need of the park.
- Project will increase neighborhood use and enjoyment of the park.
- Project includes environmentally beneficial/sustainable features or project improves sustainability by reducing maintenance of the park feature.
- Project increases the flexibility of park features, such as shifting a single-use feature into a multi-use feature.
- Project targets high need populations (seniors, youth, teens, etc).
- Project enhances habitat for native or non-invasive plants and animals.

FOSTERS STEWARDSHIP AND COMMUNITY BUILDING

By encouraging park users and neighbors to help shape and improve their parks through cooperation with RPD staff, the COF is intended as a catalyst for long-term stewardship and community commitment. A successful park stewardship plan is built on communication amongst park stakeholders, a commitment from residents to stay involved with maintaining or further improving your park, and a spirit of cooperating with RPD to support our park system. Applications will be evaluated on how clearly the applicant expresses a plan for long-term stewardship of the park.

Menu Projects

- The project will help increase the number of residents engaged in the park and build a stable network of community residents and parks users.
- The project enhances the park in a manner that will inspire neighbors to commit to using and maintaining the park.
- The project and/or stewardship activities promote interaction of diverse parts of the community
- Project is located in a high need neighborhood

Custom Projects

- The project builds organizational capacity and a stable network of community residents and parks users.
- The project enhances the park in a manner that will inspire neighbors to commit to using and maintaining the park.
- The project and/or stewardship activities promote interaction of diverse parts of the community
- The applicant proposes a means to work with RPD to help maintain the improvements upon project completion.
- The applicant is experienced in organizing or overseeing volunteers or plans to work with an organization that is experienced in volunteer stewardship.
- Project is located in a high need neighborhood.

¹ The Recreation and Open Space Element (ROSE) of the General Plan defines “high need areas” as places where there is a conglomeration of high density, high percentages of families with children, seniors, and households with low-income.