



COMMUNITY OPPORTUNITY FUND

A PROGRAM OF THE 2008 CLEAN AND SAFE PARKS GENERAL OBLIGATION BOND

APPLICANT PACKET

What is the Community Opportunity Fund?

A program of the San Francisco Recreation and Parks Department (RPD), the Community Opportunity Fund (COF) is a new program to inspire San Francisco residents to help us improve our parks in ways that help our neighborhoods! As one of the citywide programs of the **2008 Clean and Safe Neighborhood Parks General Obligation Bond**, the COF is a program that allows residents, neighborhood groups, and park advocates to initiate capital improvements in their parks by matching public funding with private gifts and volunteer sweat equity.

Who and what is eligible?

Any group or individual with an idea for how to improve their park can apply! To be considered, projects must fit these basic requirements:

- The project must be located on land under of the jurisdiction of the San Francisco Recreation and Park Commission and located in the City and County of San Francisco.
- Proposals must be a **Capital Project**. This means that the proposed work must be permanently affixed to the park property and be an investment in the future of the park. Events, classes, programs, and maintenance work cannot be funded by the COF. Installation or replacement of playgrounds, paths, benches, drinking fountains, and sports courts are all examples of Capital Projects.

How much money is there?

- There are two categories of projects –menu and custom- eligible for COF funding. Applications will be evaluated against other applications in their category.
- There are 3 rounds of funding scheduled for Fall 2010, Spring 2011, and Spring 2012. Funding for Round 1 is \$500k, (\$150k for menu projects, \$350k for custom projects). Rounds 2 and 3 will each have \$1.25 Million in funding (with a possibility for more funding in Round 3).
- The maximum funding request for menu projects is \$100k and for custom projects is \$250k.

How do I apply?

- Share your improvement idea with your Park Service Area Manager and your community.
- Attend one of the applicant workshops. (Attendance at one workshop is mandatory for all applicants.)
- Attend RPD Project manager office hours to receive technical assistance with your application.
- Complete and submit the application September 24 2010. Be sure to use the Application Checklist to insure that you have completed all of the steps. Awards will be announced in early December 2010.

Visit parks.sfgov.org/cof for frequent updates and additional info!



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Application Checklist

- Project Overview Form
- Menu Form (if applicable)
- Budget / Match Commitment Form
- Project Narrative (Menu: 1 page max / Custom: 3 page max)
- Map / Site Design
- Park Service Area Manager Review Form

Name (please print) _____

Signature _____

Telephone _____

Date _____



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Project Overview

Please submit 10 (ten) hard copies of your application and attachments (as described in the Application Checklist) to: ATTN: Community Opportunity Fund San Francisco Recreation and Parks 501 Stanyan St. San Francisco, CA 94117. E-mail and fax will not be accepted. Applications and all copies must be received by **4pm September 24, 2010**. Late applications will not be accepted.

Project Information			
Park Name		Park Address	
Neighborhood		District	
Brief Project Description (1-3 Sentences):			

Applicant Information			
Applicant			
Contact Person			
Address			
Daytime Phone		E-mail	
Cell Phone		Fax	

Funding Request	
Project type	<input type="radio"/> Menu (\$100,000 max request) <input type="radio"/> Custom (\$250,000 max request)
TOTAL Funding Request from Community Opportunity Fund	\$
TOTAL Funding Commitment (in-kind and cash) from Applicant	\$

The signatory certifies that s/he is authorized to sign on behalf of the applicant group and the information in this application accurately and fairly represents the goal, scope, and details of the project, and commits to honoring the applicant match.

Name (please print) _____ Signature _____

Address _____ Date _____

Phone _____



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Menu Item Form

Reminders / Tips:

- Park Map / Site Plan should clearly delineate location of all menu items.
- Menu Item costs are fully loaded and include costs for purchase, tax, shipping, installation, and a 5-10% construction/installation contingency. These unit costs should not be used for any purpose other than for quantifying cost of Community Opportunity Fund menu items. If market price changes before project awards, RPD staff will adjust all applications to insure consistent pricing.
- Installation of all menu items shall comply with Americans with Disabilities Act (ADA) laws. It is applicant's responsibility to attend RPD Project Manager office hours to insure ADA compliance.

Menu Item	Details/specs	UNIT COST X QUANTITY =			TOTAL ITEM COST
		COST PER UNIT	UNIT	QUANTITY	
Site Furnishings					
Trash/Recycling Receptacle	Surface Mount, Powdercoated	\$ 2,000	each		\$ -
Benches	Direct Bury or Surface Mount	\$ 2,000	each		\$ -
Drinking Fountain	Direct Bury or Surface Mount, powdercoated, includes cost of 50lf of drain and water line	\$ 10,000	each		\$ -
Informational / Wayfinding Sign	Direct Bury, High-Density Resin Construction, 24" x 24" size	\$ 3,000	each		\$ -
Picnic Tables	Direct Bury or Surface Mount	\$ 3,000	each		\$ -
Kiosk	Wood kiosk, direct bury installation, includes enclosed bulletin board.	\$ 5,000	each		\$ -
Walls/Fences					
18" x 18" Concrete Seatwall	Grey concrete	\$ 180	linear foot		\$ -
Fencing	42" vinyl coated chainlink	\$ 80	linear foot		\$ -
	6' vinyl coated chainlink	\$ 130	linear foot		\$ -
Gates	4' wide x 42" tall vinyl coated chainlink	\$ 500	linear foot		\$ -
	4' wide x 6' tall vinyl coated chainlink	\$ 800	linear foot		\$ -
Paving/Surfacing					
Asphalt Paving	4" of asphalt paving over 4" of compacted aggregate base rock. Trex/wood edging.	\$ 15	square foot		\$ -
Concrete Paving	4" of grey concrete over 4" of compacted aggregate base rock.	\$ 25	square foot		\$ -
Sports Court Re-surfacing	site prep, court surfacing and striping include, does not include cost of asphalt or concrete base	\$ 15	square foot		\$ -
Synthetic/Rubber Playground Surfacing	2 colors of surfacing, installed on 4" compacted aggregate base rock	\$ 50	square foot		\$ -
TOTAL					\$



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Project Narrative / Site Map

Project Narrative

Explain your project (menu: 1 page max, custom: 3 pages max) with consideration for the attached Project Selection Criteria. Successful applications will explain the benefits of the park improvements, the applicant's commitment to the project, community desire for improvements, and a thorough plan (including project schedule) for executing the improvements. Applications for custom projects should include a detailed description of all improvements and a cost estimate of the proposed work.

Site Map / Drawing

Provide a drawing or diagram that communicates the scope of the proposed improvements. The complexity and detail of the drawing(s) should match the scope of the project.



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PROJECT SELECTION CRITERIA

There are two categories of projects – menu and custom - eligible for funding from the Community Opportunity Fund (COF). Menu projects will be simple in scope and will replace or add amenities such as benches, fencing, pathways and lighting. The menu application contains a list of park amenities that can be selected similar to creating a shopping list. Custom projects, on the other hand, involve multiple or complex improvements to a park and require more detailed design and planning. Examples of custom projects are play areas, community gardens or a new picnic complex.

Applications will be evaluated against other applications in their category, menu or custom, and a package of awarded projects that meet the goals of the COF program and represent good geographic distribution across San Francisco will be awarded in each of three rounds. Round 1 funding is \$500,000 total and is split at \$150,000 for menu projects and \$350,000 for custom projects. The maximum request for menu projects is \$100,000 and for custom projects is \$250,000.

The total number of projects that will be awarded in each round is not predetermined and will be based on selecting the strongest qualified projects within the funding limit for each round. Partial funding is not available and selected projects will be awarded to full value of the project budget as approved by the Recreation and Parks Department. Most application criteria are the same for both categories, but the expectations related to project coordination, in-kind, sweat equity and financial leveraging, and long-term stewardship are simplified for menu projects.

PROJECT PLANNING & READINESS

Thoughtful project planning is critical to a successful project outcome. All applicants must meet with their local Park Service Area (PSA) Manager to review the project scope. The PSA 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). Applicants will learn how to connect with the correct PSA Manager at the workshops. 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 capacity of the applicant to cooperate with RPD over the full duration of the project to complete the improvements.

Successful projects will:

Menu Projects

- Be well planned and ready to begin.
- Demonstrate evidence of community support/"buy-in" for the proposed improvements.

Custom Projects

- Project is well planned and ready to begin.
- Demonstrate evidence of community support/"buy-in" for the proposed improvements.
- Have a project budget and plan for community-funded portion that is complete and accurate.

- Show a strong track record of collaborative projects and partnerships with RPD or other City agencies within the applicant team.
- For leveraging, the applicant has convened groups or individuals with experience in the proposed type of project for in-kind support, or has adequately demonstrated how the sweat equity or financial match will occur.

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. While a match is required, there is not minimum match requirement. However, because applications will be compared to others in their Menu or Custom category, successful applicants will maximize their match to be competitive with applications. 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, volunteer park work days, etc.

Successful projects will:

- Leverage 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

Successful projects will:

- Enhance park aesthetics or address a capital need of the park.
- Increase neighborhood use and enjoyment of the park.
- Include environmentally beneficial/sustainable features or improve sustainability by reducing maintenance of the park feature.
- Increase the flexibility of park features, such as shifting a single-use feature into a multi-use feature.
- Target high need populations (seniors, youth, teens, residents in dense park-deficient neighborhoods, etc).
- Enhance 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.

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

Successful projects will:

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.
- The project is located in a high need neighborhood (seniors, youth, teens, residents in dense park-deficient neighborhoods, etc).

Custom 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 (seniors, youth, teens, residents in dense park-deficient neighborhoods, etc).
- The applicant proposes a means to work with RPD to help maintain the improvements upon project completion.
- The applicant team is experienced in organizing or overseeing volunteers or plans to work with an organization that is experienced in volunteer stewardship.

BONUS POINTS

Up to 10 extra points are possible for projects that exceed expectations in either innovation (5 points) or ease of maintenance (5 points). Innovation points will be awarded to projects that solve a problem in a new and creative way, implement a state of the art approach to design or implementation, or otherwise exemplify the spirit of the Community Opportunity Fund by thinking creatively about park improvements above and beyond the previously stated evaluation criteria. Maintenance points will be awarded to projects that reduce the overall maintenance requirements of the park.

THE SAN FRANCISCO RECREATION AND PARKS DEPARTMENT'S COMMITMENT TO YOU

RPD commits to partnering with community members to ensure that the COF has strong citywide participation and the applicants receive support in developing their park improvement ideas and executing awarded projects. The COF will not be able to fund all requests; however RPD hopes that the development of this program leads to greater partnerships with park groups and more opportunities to improve our park system.

COMMUNITY OPPORTUNITY FUND PROJECT SELECTION CRITERIA

	MENU	CUSTOM
1. PROJECT PLANNING & READINESS	30	30
Project is well planned and ready to begin.	12	6
Applicant has demonstrated evidence of community support/"buy-in" for the proposed improvements.	18	6
Project budget and plan for community-funded portion is complete and accurate.	n/a	6
Applicant has shown a strong track record of collaborative projects and partnerships with RPD or other City agencies within the applicant team.	n/a	6
For leveraging, the applicant has convened groups or individuals with experience in the proposed type of project for in-kind support, or has adequately demonstrated how the sweat equity or financial match will occur.	n/a	6
2. LEVERAGES RESOURCES	30	30
Leverages financial contributions appropriate to project scope. (20% = 5 points, 35% = 10 points, 50% = 15 points)	15	15
Leverages additional sweat equity or in-kind donations appropriate to project scope.	10	10
Commitment to leverage resources is well documented.	5	5
3. PARK EXPERIENCE AND IDENTITY	30	30
Enhance park aesthetics or address a capital need of the park.	5	5
Increase neighborhood use and enjoyment of the park.	5	5
Include environmentally beneficial/sustainable features or improve sustainability by reducing maintenance of the park feature.	5	5
Increase the flexibility of park features, such as shifting a single-use feature into a multi-use feature.	5	5
Target high need populations (seniors, youth, teens, residents in dense park-deficient neighborhoods, etc).	5	5
Enhance habitat for native or non-invasive plants and animals.	5	5
4. FOSTERS STEWARDSHIP AND COMMUNITY BUILDING	30	30
Increases the number of residents engaged in the park and build a stable network of community residents and park users.	10	5
Enhances the park in a manner that will inspire neighbors to commit to using and maintaining the park.	5	5
Project and/or stewardship activities promote interaction of diverse parts of the community.	10	5
Located in a high need neighborhood (seniors, youth, teens, residents in dense park-deficient neighborhoods, etc).	5	5
Proposes a means to work with RPD to help maintain the improvements upon project completion.	n/a	5
The applicant team is experienced in organizing or overseeing volunteers or plans to work with an organization that is experienced in volunteer stewardship.	n/a	5
TOTAL	120	120
BONUS INNOVATION OR MAINTENANCE POINTS	10	10



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Park Service Area Manager Review Form

Park Service Area (PSA) Managers are responsible for the maintenance and operation of regional and neighborhood parks as well as trails and open space. Applicants must review their project with their PSA Manager prior to submitting an application. A map of Park Service Areas and contact information is available at parks.sfgov.org/cof.

Project Information			
Park Name		Park Address	
Neighborhood		District	
PSA Manager		Telephone	

PSA Manager comments/questions for applicant:
PSA Manager comments/questions for RPD Operations/Capital/Planning regarding plans for future park improvements.

PSA Manager Checklist

- Proposed project complements or is consistent with the existing use of the park or open space
- Proposed project contributes and/or enhances the visitors experience
- Proposed project complements existing plantings and does not contradict, infringe, or otherwise negatively impact existing ecological system

By signing this form, I acknowledge my awareness of this project application at the above stated park. The applicant has provided me with an overview of the project and I understand that this project may be selected for funding. My comments and signature are advisory and should not be interpreted as my endorsement or rejection of the application.

Name (please print) _____	Signature _____
	Date _____