



City of Sunnyvale

Agenda Item-No Attachments (PDF)

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REPORT TO SUBCOMMITTEE

SUBJECT

Review and Approve the Community Events and Neighborhood Grant Program Application Materials for FY 2020/21 and Authorize Staff to Initiate the Application Process

BACKGROUND

Each year, the City of Sunnyvale allocates funding to support community events and neighborhood groups through two programs: The Community Events Grant Program (CEGP) and the Neighborhood Grant Program (NGP), based on funding recommendations from the Community Event and Neighborhood Grant Distribution Subcommittee (Subcommittee).

The Subcommittee consists of three members of the City Council charged with conducting an annual grant review process that includes: 1) setting a meeting schedule; 2) reviewing the efficiency of the annual grants allocation process and making recommendations for any changes to the full Council as needed; and 3) serving as the official grant review committee.

The Subcommittee generally meets twice a year. First, to confirm and/or amend the grant allocations process, and again to review the grant application submittals. Based on this review, the Subcommittee develops funding recommendations that are subsequently submitted to the full City Council for final action.

The purpose of this report is to seek Subcommittee approval of the grant application materials for FY 2020/21 and to authorize staff to initiate the application process.

EXISTING POLICY

Council Policy 7.2.1, Community Engagement - Goals and Policies

Goal B: Achieve a community in which all community members can be actively involved in shaping the quality of life and participate in local community and government activities.

Goal C: Create a strong, positive community identity, rich in cultural diversity.

Council Policy 7.2.18, Special Events

D. Community Event Program

The City may fund community events through this program.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" with the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(4) in that it is a fiscal activity that does not involve any commitment to any specific project which may result in a

potential significant impact on the environment.

DISCUSSION

To initiate the FY 2020/21 grant process, it is requested that the Subcommittee review the grant application materials and authorize staff to initiate the application process. The grant application materials to review include:

1. FY 2020/21 Grant Allocations Process Timeline (Attachment 1)
2. CEGP Guidelines & Eligibility Criteria (Attachment 2)
3. CEGP Application (Attachment 3)
4. NGP Guidelines & Eligibility Criteria (Attachment 4)
5. NGP Application (Attachment 5)

Outreach Plan

To increase awareness of the grant programs and encourage community participation, staff has developed the following outreach plan:

- City Website - An announcement and the grant application materials will be available on the City's home page under the "News and Stories" section and on the "City's Grants and Loans" page.
- Social Media - Posts will be made on the City of Sunnyvale, Library and Community Services social media platforms. Announcements will also go to all Sunnyvale residents registered on NextDoor.
- Update Sunnyvale - An announcement about the application launch will be included in the February 2020 edition of Update Sunnyvale.
- Council Announcements - Staff will submit an announcement to be read at the February 4, 2020 City Council meeting.
- Outreach to Past Applicants - Emails will be sent to past grant applicants from the past three fiscal years encouraging them to apply again.
- Media Outreach: Information will be shared with local media channels.
- Targeted Outreach for the CEGP:
 - An announcement and the CEGP application materials will be sent to all special event organizers that have gone through the City's special event permit process in the past three fiscal years.
 - The CEGP application materials will be posted on the Special Event Permits page on the City's website.
- Targeted Outreach for the NGP:
 - The NGP grant application materials will be sent to the active Neighborhood Association leaders' personal email addresses and through the Neighborhood Association Yahoo Group email listserv.
 - NGP application materials will be posted on the Neighborhood Resources page on the City's website.
 - An announcement will be posted on the Sunnyvale Neighborhoods website, an external site managed by community volunteers.
 - Staff will make a brief announcement at the February Neighborhood Association Quarterly Meeting, notifying neighborhood groups that the application cycle will open at the end of the month.

The outreach plan is similar to last year's, with the addition of media outreach. Ethnic media contacts have also been added to the City's distribution list to ensure diverse outreach.

FISCAL IMPACT

In FY 2017/18, City Council specified that all future allocations for both grant programs should be in increments of \$250. Funding will be determined by Council during the adoption of the FY 2020/21 Budget.

PUBLIC CONTACT

Public contact was made through posting of the Subcommittee agenda on the City's official-notice bulletin board, on the City's website, and the availability of the agenda and report in the Office of the City Clerk.

ALTERNATIVES

1. Approve the CEGP and NGP application materials for FY 2020/21 and authorize staff to initiate the application process.
2. Take other action as determined by the Subcommittee.

RECOMMENDATION

Alternative 1: Approve the Community Events and Neighborhood Grant Program application materials for FY 2020/21 and authorize staff to initiate the application process.

Prepared by: Elizabeth Rich, Senior Office Assistant

Reviewed by: Damon Sparacino, Superintendent of Library and Community Services

Reviewed by: Cherise Brandell, Director of Library and Community Services

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. FY 2020/21 Grant Allocations Process Timeline
2. CEGP Guidelines & Eligibility Criteria
3. CEGP Application
4. NGP Guidelines & Eligibility Criteria
5. NGP Application