



BEAUTIFY LA GRANT

Let's Beautify LA Together!



PROPOSAL & GUIDELINES PACKET





Welcome to Round 1 of the Keep Los Angeles Beautiful (KLAB) Community Beautification Grant.

The KLAB Community Beautification Grant is a competitive matching grant (up to \$2,500) that will be awarded to community groups in the City of Los Angeles to fund exceptional neighborhood beautification projects. Please refer to the list below for eligible groups and organizations.

As part of Round 1, interested organizations will be asked to submit a proposal using the form at the end of the packet (2 pages max). Include a picture(s) of the site location (5 pictures max).

Established in 2007, KLAB is a citywide public awareness, education and beautification campaign led by the City of Los Angeles' Board of Public Works. An affiliate of Keep America Beautiful, the nation's largest community improvement nonprofit organization, KLAB engages residents, businesses and community organizations in programs that prevent litter, promote the reduction of waste, and beautify neighborhoods. For more information, visit www.laocb.org.

Contact Information

Paul Racs 213-978-0229
 Karina Casillas 213-978-0227
BPW.BeautifyLAGrant@lacity.org

GRANT OBJECTIVES

- Empower the community to take action and ownership of publicly accessible spaces
- Stimulate community unity
- Encourage a variety of new partnerships
- Beautify the City of Los Angeles
- Revitalize the community
- Projects benefit the public at large

WHO CAN APPLY

Applications are accepted from community-based organizations such as a recognized organization or an organization formed for the sole purpose of creating a project. An organization does not need to have "501(c)(3)" status to apply. The term, 501(c)(3), refers to tax law provisions granting exemption from the federal income tax to non-profit organizations.

Organizations are encouraged to partner with other entities for the creation of a project. Outside entities can offer support by providing technical assistance, volunteers for the project, discounts or donations of materials and services, and/or donations of cash.

- The organization must designate two individuals:
1. Head of Organization: The recognized leader of the organization.
 2. Project Manager: The person who shall be responsible for the day-to-day operation of the project.

Recognized organizations include:

- Homeowners Associations
- Neighborhood Councils
- Business Improvement Districts
- Neighborhood Block Clubs/Watch Groups
- Chambers of Commerce
- Beautification Teams/Committees
- "Friends of..." Groups
- Healthy Start Collaborative
- Parent and Teacher Associations
- Service Clubs
- College Student Organizations/Teams

NON-ELIGIBLE Applicants include:

- Single businesses
- Individuals
- City departments or offices
- Political groups
- Private schools
- Religious institutions



PROJECTS

APPROPRIATE LOCATIONS

Proposals should be for physical improvements. Types of projects include landscaping projects, neighborhood markers, tree plantings, murals, benches, flower planters, signs, trash receptacles, gardens, marquees, kiosks, and refurbishments.

Projects must be located in public places such as:

- street islands (medians)
- sidewalks
- parkways
- walls visible to the public
- park property
- library property
- public school campuses

MAINTENANCE PLAN

An organization is responsible for carrying out the maintenance of the project permanently. The plan should include:

- The entity maintaining the site.
- The frequency of the maintenance.
- The anticipated cost per year.
- The entity paying the costs.

ELIGIBILITY REQUIREMENTS

All projects must meet the following five eligibility requirements in order to be considered for funding. Incomplete or ineligible applications shall not be reviewed by KLAB Board members. Projects must:

1. Be contained within City of Los Angeles boundaries.
2. Have public access.
3. Be submitted by a community-based organization.
4. Include a timeline to be completed within 9 months.
5. Include a match that equals or exceeds a percentage of the amount requested.

NON-ELIGIBLE PROJECTS

Projects not eligible for funding are those that:

- Duplicate existing City services.
- Conflict with existing City policy.
- Fund ongoing services.
- Primarily benefit a single individual.
- Infrastructure that includes animal/livestock housing.



USE OF FUNDS

Projects will be awarded for the total amount requested, not to exceed \$2,500. Awarded funds will be disbursed upon meeting all required written authorizations. KLAB will not release funds towards ineligible items. The KLAB Community Beautification Grant will release funds through a fiscal agent.

The awarded funds can be used in the following ways:

Professional services

The grant can be used to pay for professional services that are directly related to the implementation of the project. This includes licensed contractors, landscape designers, craftsmen and artists.

Materials & supplies

The grant can be used to pay for materials and supplies directly related to the implementation of the project. Examples of materials and supplies are plants, paint, mulch, lumber, garden supplies, planters, trash receptacles, and benches. The grant can also be used to pay for a plaque or a sign to commemorate the project and acknowledge KLAB Grant and/or the participants.

Equipment rental

The grant can be used to rent equipment needed to complete the project.

Purchase of tools

The grant can be used to purchase hand tools for the implementation of the project. All non-disposable tools purchased with grant funding will be the property of the City of Los Angeles.

INELIGIBLE GRANT USE

Awarded funds CANNOT be used to pay for:

- Work performed managing the project.
- Miscellaneous items such as t-shirts, design services, books, and entertainment.
- Administrative salaries or an organization's operational expenses.
- Trainees or other training costs.
- Advertisements.
- Ongoing maintenance expenses.
- Reimbursements for purchases prior to award notification.
- Donations

Note: The Office of Community Beautification (OCB) has tools available to loan out to the community for free. The OCB website, www.laocb.org/beautify-la-grant, contains a full listing of available tools such as shovels, hoes, brooms and rakes. OCB will loan hand tools for up to one month. Contact OCB at (213) 978-0228 for more information.

THE MATCH

The KLAB Community Beautification Grant is a matching fund which requires organizations to “match” a minimum of 25% of the grant amount or more requested through contributions. Types of valid matching contributions are:

- The value of discounts and donations of professional services.
- Outside funds.
- The value of discounts and donations of materials and supplies.
- Donations of general volunteer hours valued at \$33.61 an hour in the state of CA.

Funds and assistance derived from governmental entities cannot be used as a match. However, a Neighborhood Councils' donation of its discretionary funds can be used as a match.



PROPOSAL SUBMITTAL

Please submit a PDF of the packet materials no later than the cycle year deadline to:
BPW.BeautifyLAGrant@lacity.org

In the subject line of your email use:
BeautifyLA Grant Proposal (Project Name)

SUBMISSION REQUIREMENTS

Submit all proposals on the Project Proposal sheets provided by KLAB. Include a current picture(s) of the proposed project location. Include a current picture of the proposed project location. Any additional sheets beyond the two pages and attached picture shall not be reviewed. Proposals cannot be added to or modified in any way after the posted deadline.

REVIEW CRITERIA

Proposals will be reviewed based on the following criteria:

1. The project is a good investment for KLAB
2. The project builds community
3. Project description is detailed and clear
4. Addresses the need at the chosen location
5. The project is unique and innovative
6. Proposal is overall clear and logical

PROPOSAL REVIEW PROCESS

KLAB Board members shall review all proposals received to determine which applicants will be invited to submit a full application.

The number of projects funded will be determined by the amount of funding available, the amount of proposals received per region, and the amount requested by the applicants. Every effort will be made to share the money as equitably as possible throughout the City of Los Angeles.





PROPOSAL SUBMITTAL

PROPOSAL BONUS POINTS

In order to ensure an equity of resources throughout the City, Proposals will be screened using data collected by CalEnviroScreen regarding SB 535, and AB 1550. (both of these identified disadvantaged and low-income communities and households in California).

A minimum of 33% of the accepted proposals will be allocated to communities of high need. This includes areas with high concentrations of people that are of low-income, high unemployment, low levels of home ownership, high rent burden, or low levels of educational attainment. In addition, these are also areas disproportionately affected by environmental pollution and other hazards. Proposed projects located within a designated area, can receive an allotment of 1-3 bonus points.

- 3 bonus points for areas in the 91% - 100% bracket range
- 2 bonus points for areas in the 81% - 90% bracket range
- 1 bonus point for areas in the 76% - 80% bracket range

AFTER SUBMISSION

Funding notification letters are emailed to the Head of Organization and Project Manager.

From the date Round 2: The application opens, each applicant will have up to 60 days to submit a completed application. Finalists will receive an award notice accompanied by contingencies that must be met prior to accessing funds.





SUPPLEMENTAL INFORMATION

In order to implement projects in public spaces, applicable permits and/or approvals are required from the appropriate agency/City department. Projects on the public right-of-way usually require a Revocable Permit and an “A” Permit. These permits can be obtained through the Adopt-A-Median Program which is coordinated by the Office of Community Beautification. Below are various site and project requirements.

SITE REQUIREMENTS

Sidewalks, parkways, and medians

Sidewalks, parkways and medians are part of the “public right-of-way” which requires permit from the City of Los Angeles prior to start of work.

Recreation and Park projects

Projects on the property of the Department of Recreation and Parks (Rec & Parks) require a Right-of-Entry (ROE). All ROE requests shall be submitted to Rec & Parks’ General at Figueroa Plaza: 221 N. Figueroa St. Suite 350, Los Angeles, CA 90012.

School-based projects

Projects on school grounds require written authorization from the school’s principal.

PROJECTS ON THE PUBLIC RIGHT-OF-WAY

Landscaping

A Revocable Permit and possibly an “A” Permit are required for landscaping projects. Irrigation systems are required for most gardening and landscaping projects with the exception of tree plantings. Specific information about water meter installation can be provided by the Department of Water and Power at (213) 367-2130.

Streetlight banners

A banner permit is required to hang banners from street light poles. In most cases, the company creating the banners will apply for the permits.

Murals

Permission from the Department of Cultural Affairs is required for a mural project on PUBLIC walls. Mural projects on PRIVATE walls shall not be approved until the new mural ordinance is enacted. All murals are required to have an anti-graffiti coating. The Department of Cultural Affairs can be contacted at (213) 202-5555 or by visiting their website at www.CultureLA.org.

Neighborhood-identification signs

Custom neighborhood signs that will be placed on street light poles require the approval of the Bureau of Street Lighting (BSL). The BSL information line is (213) 847-1459.

Street furniture

The term “street furniture” refers to trash receptacles, benches, and planters placed along the public right-of-way. These projects require a Revocable Permit and an “A” Permit.

Tree planting

A tree permit is required for all tree plantings. A permit can be obtained by contacting the Bureau of Street Services’ Urban Forestry Division at (213) 847-3077 or visiting their website at www.lacity.org/boss/UrbanForestryDivision.

City of Los Angeles’ residents may be able to receive free trees by dialing 3-1-1 and contacting “City Plants”.



PROJECT PROPOSAL

Name of Organization

Head of Organization

Project Manager

Address

Address

Contact Phone Number

Contact Phone Number

Email Address

Email Address

Project Name (6 words or less)

Grant Request Amount (Max of \$2,500)

Project Address (# and street name or street intersections). No latitude and longitude coordinates will be accepted. If the location does not have street names, it is most likely not in the public right of way.

Check here if project location is on a shared boundary (i.e. borders 2 or more Council Districts, Neighborhood Councils, or Homeowner Associations)

ATTACH PICTURE(S) IN JPEG/PNG FORMAT WITH EMAIL SUBMISSION



PROJECT PROPOSAL

(LIMIT ANSWERS TO THIS PAGE ONLY) Please answer the following questions in narrative form.

Elaborate on:

- 1.A What is your proposed project (detailed description)?
- 1.B Why was the location chosen?
- 1.C What makes your proposal unique?
- 2. Why should your project be funded?