



CITY OF SALINAS FINANCE COMMITTEE

DATE: JUNE 7, 2021

DEPARTMENT: LIBRARY COMMUNITY SERVICES DEPARTMENT

FROM: KRISTAN LUNDQUIST, DIRECTOR

BY JOSE ARREOLA, COMMUNITY SAFETY ADMINISTRATOR

TITLE: NEIGHBORHOOD BEAUTIFICATION GRANT UPDATE

RECOMMENDED MOTION:

No motion is required for this item.

DISCUSSION:

The Neighborhood Beautification Grant program is designed to help build and foster strong neighborhoods by connecting residents to services and resources that help to improve the quality of life in the Salinas Community. The goal of the Neighborhood Beautification Grant is to engage residents in a neighborhood services project that promotes a healthier, safer and cleaner neighborhood, improve neighborhood appearances and neighborhood connectedness.

For the last several years, the Salinas City Council has approved an allocation for the Neighborhood Beautification Projects in the amount of \$14,000, to be equally allocated to each Council District and the Mayor's office (or \$2,000 each), with the approval of the annual budget. The proposed FY 2021-2022 budget includes an allocation of \$42,000 or \$6,000 per Councilmember/Mayor. Each Council District can allocate grant funding to individuals or groups for eligible projects.

In addition, there is an attached list of project applicants, project addresses and funding source.

The following is a breakdown of grant applications received and awarded by Fiscal Year.

| | | |
|------------------|---|------------|
| FY 16-17: | 16 Applications | 11 Awarded |
| FY 17-18: | 13 Applications | 9 Awarded |
| FY 18-19: | 15 Applications | 9 Awards |
| FY 19-20: | 14 Applicants | 9 Awards |
| FY 20-21: | FY 19-20 Awards carried over due to Pandemic. | |

Each year we strengthen the application process to address challenges from the previous year. This year we plan to use a selection committee comprised of staff using a standardized rubric to make ranked applicant recommendations to the City Council. The rubric will focus on the applicant eligibility, project costs, timeline, and permit requirements. With improved vetting of project applications, we hope to reduce unforeseen challenges during the project completion phase and provide clear guidance to the City Council for applicant selection.

FISCAL AND SUSTAINABILITY IMPACT:

The proposed budget for FY 2021-2022 includes an allocation for the Neighborhood Beautification Projects in the amount of \$42,000, to be equally allocated to each Council District and the Mayor's office (or \$6,000 each).

ATTACHMENTS:

1. Chart of Neighborhood Grant Awards by project, district, year and amount