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Motion for Board Consideration

PRNC Board Meeting

October 11, 2017

Motion: Motion to authorize the PRNC to partner with Northridge West Neighborhood Council and Northridge Beautification on the City of LA's Clean Streets Challenge on the Beautification of the median on Tampa Avenue, submit the packet material required, and to authorize the Beautification committee to complete the work required at a cost not to exceed \$7,500.

Proposed by: Alex Kim

Description: The Clean Streets Challenge was created by the City to incentivize local entities to help beautify the City's neighborhoods by offering an award ranging from \$500 to \$5000 (average of \$1,500) to help offset the cost of the beautification effort. The NWNC reached out to PRNC to partner on submitting an application for a Clean Streets Challenge for Tampa Avenue. Specifically, NWNC has put a drip irrigation system on the median south of the 118 Freeway, and wishes to plant topiaries in the median with an animal theme from the 19th century ranchos in the San Fernando Valley starting with three horses. Unfortunately, the application was due on October 5th. As a placeholder, with the concurrence of the PRNC president, NWNC went ahead and submitted the application on 5th in order to secure a spot. However, if the PRNC Board rejects the request to partner with NWNC, NWNC will contact the City and modify the application. If the PRNC approves the partnership, the application is already with the City.

If this project is to proceed, there is a lot of work to be done starting with the filing of an Adopt-a-Median request with the City, followed by the installation of a drip irrigation system in the median, and working with the City and/or a private entity to plant the median. A photograph of the current median is shown on the next page. The median is barren and has only one tree. Fortunately, the strip requiring the work is small, which makes it possible to complete the work by the deadline of November 30th. However, the Beautification committee needs the authorization now to get going on it, and spend the money required to get it done.



Additional Information on the Challenge is provided in the attached material. The deadline for completing the work is November 30, 2017. It is likely that we will not complete the work in time. However, this is an effort that is beneficial to the community, and is worth undertaking.

Benefits to PR: Tampa Avenue is one of the main entryways to Porter Ranch, and the current median is not becoming of our community. This project will help beautify the community with the possibility of recovering some of the cost from the City's challenge fund.

Is this a Time-Sensitive Motion (Yes/No)? Yes

If the answer is "Yes", please explain: *The work must be completed by November 30, 2017 for it to be eligible for the award.*



Clean Streets L.A. Challenge Informational Packet

Thank you for your interest in the Clean Streets L.A. Challenge! This packet will provide answers to questions you may have about the Challenge, information about contacts and support, and a sample version of the application. If you have any additional questions, please contact Wendy Renteria at wendy.renteria@lacity.org. Resources are also available online at cleanstreetsla.com/clean-streets-challenge

Challenge Information

How do I know if my organization is eligible to participate?

All Neighborhood Councils and organizations with a valid 501(c) 3 nonprofit tax-ID are eligible to participate and receive an award. Individuals can apply on behalf of organizations, but individuals cannot receive awards. Awards will only be granted to organizations such as a Neighborhood Council, church, or community nonprofit.

What size award can my organization expect and when?

The grant or award is distributed at the END of the Challenge period in December after your organization has completed its events and submitted its reporting for review. Your award will be based on the scale of your projects. Based on projects from last year's Clean Streets Challenge, awards ranged from \$500 to \$5000 with an average of about \$1500 per award.

Do we need to form partnerships with additional organizations to apply?

Yes, we require each application to include a total of at least three community partners in the partnership plan. We require partnerships to promote community engagement and maximize your project's impact in your community.

Why do we need to outline our full event plan and Challenge strategy in the application?

Your application will serve as a road map for you during the Challenge. It also helps the Challenge committee determine the amount of your potential award based on the number, size, and types of events you anticipate doing. It also allows us to measure your actual accomplishments compared to your original event plan.



What is an event plan?

An event plan is the actions your organization will take to improve street cleanliness. It can range from neighborhood beautification projects such as painting a mural, building a community garden, outreach efforts to raise awareness of the MyLA311 app, community cleanups, 311 Block Captain Programs, or 311 outreach and education to raise awareness of the app. While these types of projects are tried and true, don't be afraid to get creative with different types of projects you don't see here. You should plan ahead and state in your application as many details about the date, size, and frequency of your events as possible so the committee can factor this in to your potential award. However, if you overstate your event plan so that not all events are accounted for in your reporting, the committee may reward you a slightly decreased final award.

What kind of support can we get from the Department of Public Works for our events?

The Department of Public Works can assist in some key areas. We can provide free clean up and painting supplies for hosting community cleanup events and graffiti removal including bags, gloves, rakes, brushes and paint through the Office of Community Beautification (see next page). The Bureau of Sanitation can help with the final removal of collected trash from a community clean up (see next page). We can also provide marketing materials such as MyLA311 postcards to help raise awareness of the app.

What is reporting? Is it important?

Yes, it is very important! Reporting is what you will submit at the end of the Challenge in order to receive your award. Reporting takes many forms, but essentially shows proof of your activities. For example, if you have block captains filing weekly reports to 311 on bulky items and other activities, your organization should save and list all of the Service Request Numbers that a block captain generates. If your organization hosts neighborhood cleanups, reporting could consist of before and after photos, group pictures of volunteers, or a volunteer sign-in sheet. If your organization distributes postcards to business and residences to raise awareness of 311 services, you can document this activity with photos. Any activity done as a part of this challenge should have an accompanying report if your organization is to receive its award at the end of the Challenge.

What happens if our application is approved but we cannot complete our events as listed?

Plans change all the time and sometimes events will need to be cancelled or rescheduled. Note you will only be awarded based on events that you have completed and shown reporting for. If an event needs to be rescheduled, please notify the Cleans Streets Challenge administrator.



Contact & Support

For questions about the program, reporting, or assistance of any kind

Wendy Renteria

wendy.renteria@lacity.org

Cleanup Supplies – Office of Community Beautification

When conducting cleanups, you will need supplies such as trash bags, gloves, rakes, or other materials. Please contact the Office of Community Beautification representative for your district.

Please provide two weeks' notice so that they can ensure you have adequate supplies.

OFFICE OF COMMUNITY BEAUTIFICATION STAFF		
NAME	COUNCIL DISTRICT ASSIGNMENTS	PHONE/EMAIL
Thomas Corrales	8, 9, 14,15	(213) 978-0230 thomas.corrales@lacity.org
Ana Huizar	1, 2, 6	(213) 978-0224 ana.huizar@lacity.org
Anna Ruiz	5, 10, 11	(213) 978-0231 anna.ruiz@lacity.org
Jason Valencia	3, 7, 12	(213) 978-0227 jason.valencia@lacity.org
Gerry Valido	4, 13	(213) 978-0223 gerry.valido@lacity.org

Bureau of Sanitation Superintendents

When hosting cleanups, you will likely need to coordinate with the Bureau of Sanitation to pick-up the collected trash bags at the end of your cleanup. Please contact one of the following area superintendents a few days before your event and give a location and time for the pickup.

James Moore -- james.e.moore@lacity.org

Gerardo Ramírez -- gerardo.ramirez@lacity.org

Illegal Dumping Hotline

If you are aware of illegal dumping and can provide evidence or documentation of those perpetrating this act with video, photos, or license plate records, please inform us via the following portal so we can pursue these violations:

[Bit.ly/reportdumpingLA](https://bit.ly/reportdumpingLA)



NOTE: THIS IS A SAMPLE APPLICATION. TO PARTICIPATE, YOU MUST COMPLETE AND SUBMIT THE ONLINE VERSION AVAILABLE AT THE FOLLOWING WEBSITE
[HTTP://WWW.CLEANSTREETSLA.COM/CLEAN-STREETS-CHALLENGE/](http://www.cleanstreetsla.com/clean-streets-challenge/)

Clean Streets LA Challenge

Thank you for your interest in the Clean Streets LA Challenge!

Clean Streets LA is a city-wide effort to clean our neighborhoods. The LA Bureau of Sanitation (LASAN) is leading the initiative which includes working with community partners like YOU to support community-driven cleanup activities.

The Clean Streets LA Challenge seeks proposals to improve neighborhoods. The Departments of Public Works and Neighborhood Empowerment will distribute awards based on the strengths of each application, including creativity, innovation, volunteer engagement, and social media strategies. We will also be evaluating the improvement metrics proposed and completed. The last day to submit your application is **October 5, 2017**

Before you begin your application, please review the following eligibility requirements and guidelines. If you have questions regarding your eligibility, or any part of the Clean Streets LA Challenge Application, please email wendy.renteria@lacity.org

Eligibility

(1) Official Applicant must be either a Neighborhood Council, community group, or entity with a valid taxpayer identification number and filing status (i.e. Tax ID, 501(c) (3), etc.).

(2) Applications must include a minimum of three partnering entities; one lead applicant and at least two community partners. We encourage applications with more than 3 partners.

Partnerships can include, but are not limited to: elected officials, Mayor's Volunteer Corps, LAPD Neighborhood Watch groups, Business Improvement Districts, Chambers of Commerce beautification committees, senior centers, school groups, church groups, service groups, homeowner associations (HOAs), environmental groups, neighborhood advocacy groups, nonprofit organizations, or other elected offices (federal, state, county, commissions).

(3) Any community group can be a lead applicant. If selected for an award, it may be required to disclose any potential conflict of interest prior to accepting funds/awards.



(4) First time applicants are encouraged to partner or consult with a previous participant, or to review the overview on the LASAN website at www.lacitysan.org.

Guidelines

You must submit this application by **October 5, 2017** in order to be considered for the Clean Streets LA Challenge.

On the following pages, applicants will be asked to develop and submit ALL Five Action Plans: A Partnership Plan, Event Plan, Implementation Plan, Marketing and Outreach Plan, and a Reporting and Monitoring Plan. It may be helpful to type your answers in a Word document and transfer them into this form when you are ready.

When designing your Action Plans, you should decide on projects that can be completed during the Challenge Period: **October 5, 2017 through November 30, 2017**.

Who Can Apply

1. Applications will be accepted from Los Angeles Neighborhood Councils and community groups/entities with a valid taxpayer identification number and filing status (i.e. Tax ID, 501(c) (3), etc.).
2. Partnerships can include, but are not limited to: elected officials, LAPD Neighborhood Watch groups, Business Improvement Districts, Chambers of Commerce beautification committees, senior centers, school groups, church groups, service groups, homeowner associations (HOAs), environmental groups, neighborhood advocacy groups, nonprofit organizations, or other elected offices (federal, state, county, commissions).
3. There is no limit on the number of partners that can be included on a single application. However, each application can only have one lead applicant. Partner organizations can offer support by providing volunteers, technical support, materials, and services. Get creative!

Projects

1. Projects can include, but are not limited to neighborhood cleanups, the creation of a Block Captain Program, Bulky Item Blitz Days with the MyLA311 mobile app.
2. Neighborhood cleanups are encouraged in all communities, however, additional interest is given in neighborhoods whose streets are ranked with a cleanliness score of '2' or '3' as defined by the Clean Streets Index. <http://www.cleanstreetsla.com/cleanstat/>



Challenge Evaluation Process

The Departments of Public Works and Neighborhood Empowerment will review, evaluate, and determine the most improved neighborhoods based on the strengths of each application and improvement metrics proposed and completed. Improvement will be determined by using the street-by-street cleanliness baseline released by the City, self-reported improvements by each applicant, and if needed, assessment by City staff.

The number of projects that will receive awards will be determined by the criteria used to measure improvement, the number of applications received, and the number of projects completed successfully during the Challenge Period (**October 5 through November 30, 2017**).

Award Presentations

Awards will be announced in December at the conclusion of the program.



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Clean Streets LA Challenge Application

Partnership Action Plan

Identify a minimum of three partnering entities and confirm their participation. All parties will be contacted by the Clean Streets LA Challenge administrative team to confirm involvement.

Example partnership: Neighborhood Council + Homeowners' Association + Local senior center

Please provide all of the contact information requested.

1. Name of Lead Applicant

Lead Applicant Entity Type

(E.g. Corporation, Sole Proprietorship, General Partnership, Limited Partnership, Limited Liability Company, Nonprofit, 501(c) Exempt, Community Organization, etc.)

Lead Applicant Tax Identification Number (Neighborhood Councils are exempt)

Address of Lead Applicant Organization

Organization Point of Contact (Please provide first and last name)

Email Address

Phone Number (Please provide your best daytime phone number)

2. Name of Partnering Entity

Address of Partnering Entity

Organization Contact

Email Address

Phone Number (Please provide your best daytime phone number)



3. Name of Partnering Entity

Address of Partnering Entity

Organization Contact (Please provide first and last name)

Email Address

Phone Number (Please provide your best daytime phone number)

If you have more than three partnering entities, please include their information below. List the name and address of the additional partners, along with a point of contact, email address and phone number.

By checking this box, we acknowledge that the entities listed above agree to the Partnership Plan.

Yes, all parties have been notified and want to participate in the Challenge

Event Action Plan

Provide a description of your project(s). This is the WHERE and WHEN of your plan.

For neighborhood cleanup events, include the dates, times, locations, expected volunteer turnout and, if applicable, the area of focus for the cleanup (litter, landscape, weed abatement, etc.). For all other projects, such as Block Captain Programs or MyLA311 Blitz Days, please provide us with details.

Neighborhood cleanups are encouraged in all communities; however, additional interest is given in neighborhoods whose streets are ranked with a cleanliness score of "3" or "2" as defined by the Clean Streets Index. <http://www.cleanstreetsla.com/cleanstat/>

Tell us about your plan.

Please limit your plan to 500 words or less.



Implementation Action Plan

Provide an implementation plan that includes your schedule, strategy, and tactics required in order to successfully complete your Event Plan. This is the WHAT and HOW of your plan. Tell us what resources you will need.

The Department of Public Works, Office of Community Beautification can provide tools and supplies, such as trash bags, gloves, shovels, and rakes, free-of-charge to facilitate cleanups within the City limits. Reservations are encouraged. Tools and supplies are available on a first-come, first-served basis.

Your project(s) should take place between **October 1 and November 30, 2017**.

What is your strategy?

Please limit plan to 500 words or less.

Marketing and Outreach Action Plan

Provide a marketing and outreach plan that describes how you will engage your community and advertise your events and/or project(s). Will you utilize your Clean Streets Captains, Neighborhood Council Public Works Liaison, or Clean Streets Hero? How will you recruit volunteers?

What will your efforts be?

Please limit plan to 500 words or less

Reporting and Monitoring Action Plan

All events and projects should have metrics so that you can track and share your progress. The Department of Public Works, the Bureau of Sanitation, and the Department of Neighborhood Empowerment should be able to measure and/or evaluate what you have accomplished during the challenge.



You must include:

- Before and after photos of your cleanup site(s)
- At least one metric to measure success (e.g. number of bags of litter, number of volunteers)

Additional suggestions include:

- Completed sign-in sheets for all of your neighborhood cleanup participants, including organizers, volunteers, vendors, City agencies. We can provide you with templates!
- Group photos of your volunteers
- Photos and videos from your event(s)
- Show us your tweets, Facebook posts, and Instagram photos via screenshots

How will you measure and report your success?

Please limit plan to 500 words or less.

Challenge Participation Agreements

By checking the boxes below, you acknowledge that you agree to the terms of the application.

- I/we have read the eligibility requirements and guidelines.
- I/we will not begin our Implementation Plan until we receive approval from the Clean Streets LA Team.

You have reached the end of the Clean Streets South LA Challenge Application. Thank you very much for participating. We will be in touch with you with an 'Approval to Proceed,' or with suggestions to improve your events and projects. In the meantime, please contact wendy.renteria@lacity.org if you have any questions.

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