

Oakland Moving Forward  
Community Task Force Report on  
**NEIGHBORHOOD ORGANIZING  
& CIVIC PARTICIPATION**



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Oakland Moving Forward  
Community Task Force Reports

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NEIGHBORHOOD ORGANIZING & CIVIC PARTICIPATION

TRANSPORTATION



# Oakland Moving Forward Community Task Force Report

## Introduction

October of 2005, various sectors of the Oakland community decided to revamp the process of selecting a candidate for Mayor. Historically, candidates were chosen based on the individual candidates announcing their intention to run for office and *then* proceeding to ask voters for their support. A coalition of residents of the City of Oakland decided to identify an individual rather than wait to be asked for their support. A petition drive was started to draft the Honorable Ronald V. Dellums to run for Mayor. After several months of gathering signatures for the petition to “draft” Mr. Dellums for Mayor, approximately 9,000 names were submitted to him for his consideration. It was this amazing act of civic participation, which began the “Ron Dellums for Mayor” campaign. Six months from the date of the primary election, the former Congressman who had served Oakland for more than twenty-seven years, began a campaign to once again answer the call to public service.

It was a phenomenal expression of the power of organized political action by residents to dare to fight for “city hall.” On Election Day, Mr. Dellums candidacy rallied the support and votes of fifty plus one percent of the vote. It was a victory for citizen participation as well as a victory for the democratic process and the system by which citizens are represented in government. This unique coalition encompassed residents who were long-time activists and newcomers to the process. It bridged the generational, racial and gender divide to such an extent that it was often commented by observers as well as participants that the campaign had reenergized the passion within the community, and that despite differences of opinion on some issues, the overall consensus was that this candidate could and would be a champion for all of the residents of Oakland and that together, anything was possible.

The task force process which was proposed during the campaign as a means of bringing forward specific recommendations to address the myriad of challenges faced by Oakland as well as other urban centers around the nation, systematically reached out to a wide variety of citizens with a broad range of expertise on the issue addressed by each committee. The participants included residents in the medical profession, developers, academicians, social service providers, city and county employees, business owners, both large and small, union activists, public safety employees, artists, musicians, formerly incarcerated as well as other citizen and community activists. More than 800 citizens participated in the initial phase of the establishment of this process. Nine major committees were formed which ranged from education to city hall. Subcommittees were formed within each committee to address a specific aspect of each issue. For example, the Education Committee had several subcommittees, one of which was to develop recommendations regarding

wrap-around services for the public schools. The participants were asked to frame their recommendations with three basic principals in mind; multi-jurisdictional collaboration, public/private partnerships and regional collaboration. All recommendations were to include strategies for implementation and further collaboration based on these principals.

The initial phase of the task force process, begun by Mayor-Elect Ronald V. Dellums in September 2006 lasted through December 2006. This structure was designed to revitalize democracy by reinvigorating community participation in the city of Oakland and bring forth the brilliance and wisdom from within this community. Mrs. Cynthia Dellums helped to shape the process with the input of hundreds of people from every neighborhood collaborating on dozens of task forces dealing with every aspect of community life.

Over eight hundred people volunteered for forty-one committees as part of the task force, in conjunction with several "Neighbor to Neighbor" meetings held throughout the city. Each task force had one, sometimes two specific questions to address for deliberation. The task force operated with a set of organizing principles that combined democracy and structure. Agreement on any recommendation required a vote of two-thirds or more of their members. Some committees also developed minority reports as part of the recommendation process. The Mayor, city staff, task force members and others (e.g., business, labor, faith community, etc.) are currently engaged in an ongoing dialogue regarding the follow up on the recommendations.

A steering committee of the task force members provided the day-to-day leadership and logistical support for this largely volunteer process. The National Community Development Institute, an Oakland-based nonprofit, provided strategic advice and consultation during this process. Special recognition and gratitude go to Kitty Kelly Epstein for her contribution to the coordination and outreach, which contributed to the success of this effort.

The "Oakland Moving Forward" Community Task Force developed the recommendations included in this document for review and consideration by Mayor Dellums.

The task force process and the structure, which continues to evolve, will be an integral component of this administration and the development and implementation of strategies for public policy moving forward.

Mayor Dellums would like to take this opportunity to once again thank all of the individuals who have participated in this process to date and to encourage those who would like to participate to join him and their neighbors in creating a "Model City" for the twenty-first century.

Together, we **can** do great things!

Oakland Moving Forward  
Community Task Force Report on

# Neighborhood Organizing/Civic Participation

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Oakland Moving Forward  
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**Neighborhood Organizing/Civic Participation**

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**Question: How can we revitalize democracy through the organization of neighborhoods, enhancement of civic participation, and constituent services provided by the Mayor's Office?**

**1. Constituent Service Initiative**

The Office of Community Engagement (OCE) could be charged with bringing the "model city" vision of inclusive governance into reality. Employees in the OCE will be "agents of change," modeling the values of open and inclusive government. Mayor Ron Dellums' idealism would be institutionalized in the OCE as part of his administration and translated into policy and action for a sustainable change within the city bureaucratic structure. The OCE would be an effective and highly visible bridge between the Mayor, the people of Oakland, and the public servants within City Hall.

**2. District-Based Organizing**

Morale of Oakland residents, especially those suffering from past failed social programs, is at an all time low. Using the existing infrastructure of community recreation centers owned by the city, existing interns & volunteer programs, an established neighborhood/district-based presence would expand community leadership, organizing capacity and civic participation.

**3. Organizing Congress/Summit**

The civic participation task force recommends that the new Mayor convene a summit or "congress" of Oakland organizations and residents, interested in building organizational capacity within their neighborhoods. The congress would promote collaboration while minimizing redundancy in neighborhood organizing through creating a comprehensive networking opportunity. This congress would establish linkages between communities in a positive atmosphere where local best practices are shared.

**4. Neighborhood Grants Program**

Groups of neighbors work both formally and informally to move Oakland forward each day. However, some projects are stalled due to the lack of basic resources. Active neighborhood-based organizations provide forums and venues for civic participation. Each NGP participating group will identify small yet measurable ways in which they can improve the health of their neighborhoods through projects and activities that they will direct and execute. Participation in the NGP program engages citizens in a training and grant allocation process that will increase local organizational capacity and affect a strategy of sustained community engagement.

**5. Youth Engagement Strategy**

Youth are part of a constituency that Mayor Dellums cares deeply about. Today, urban youth are experiencing greater adversity than ever before and their knowledge and experience are needed to help solve the problems that exist in our communities. The aim of this program is to build a connection between the Mayor/ Administration and the City of Oakland to young adults and to increase the participation of this demographic in community/ neighborhood organizing and advocacy as well as civic participation (measured over the long-term in voting patterns).



# TOPIC NEIGHBORHOOD ORGANIZING

Question How can we revitalize democracy through the organization of neighborhoods, enhancement of civic participation, and constituent services provided by the Mayor's office?

## RECOMMENDATION 1 **Constituent Services Initiation**

Proposed Policy **Constituent Services Initiative Creating the Office of Community Engagement (OCE)**

### Rationale

This Office will make the "Model City" vision of inclusive governance a reality, characterized by open, comprehensive service to constituents in and out of City Hall. Mayor Ron Dellums' personal ability to inspire hope to make Oakland a better place to live and work for all its residents would be reproduced by staff in the OCE. His idealism would be institutionalized in the OCE as part of the Dellums Administration and translated into policy and action for a sustainable change within the City bureaucratic structure. The OCE would be an effective and highly visible bridge between the Mayor, the people of Oakland, and the public servants within City Hall.

This proposal advocates a focus on civic engagement/public participation in municipal level politics. It utilizes the infrastructure of the current constituent services office (Oaklander's Assistance Center - OAC) to provide more effective, meaningful and sustainable mayoral service.

OCE would report to the Mayor, and be responsible for:

1. Communication between the Mayor's Office and the neighborhoods including: managing the Mayor's Office website, maintaining a list of neighborhood contacts, publishing a print newsletter, and related media outreach.
2. Work closely with City Council staff, focusing on adding value to the offices, not usurping the power or turf of City Council members
3. Manage the Mayor's engagement with communities, community leadership and organizations that represent communities. Particular focus will be in neighborhoods vulnerable to displacement. Sensitivity will be given to constituents who have historically had the least access to City Hall (youth, seniors, speakers of languages other than English).
4. Coordinate with the Neighborhood Services Department to ensure responsive and comprehensive planning and organizing related to crime and the NCPC's.
5. Plan and execute Mayor Dellums' townhall meetings – no less than the four stipulated by the Oakland City Charter under Article III, Section 305 (h).
6. Coordinate services with other departments and tabulate constituent needs for planning purposes. This office will absorb the current OAC functions including: post job announcements, track calls, check/ route the "Report A Problem" web mail, organize the Mayor's Holiday Toy Drive (a 28-year tradition) and handle mayoral mail. The OCE will take on new functions including: statistical analysis relating to problem/ service trends in the City, based upon call logs generated from City Line.

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7. Design and implement a comprehensive internship program, providing transferable skills to youth and offsetting the Mayoral staff's work (A separate proposal describes a youth engagement strategy).
8. Grant writing for mayoral & community-based initiatives. (A separate proposal describes a neighborhood grants program).
9. Developing and implementing a public process for defining future projects (planning function): strategies for longer-term initiatives that require funding (i.e. neighborhood grants program described in a separate proposal) and an awards program to recognize community-organizing efforts and local "best practices." Planning and strategizing in Council Districts to provide neighborhood - based service offices. The offices would focus on community capacity building: provide training and services, lead voter education/ registration drives. (A separate proposal describes a district-based organizing model).
10. Provide dedicated staff, responsible for relations between the Mayor's office and City departments. Initially the staff may act as ombudsman, briefing City employees on customer service, while seeking their contributions/advice on workplace efficiency. The OCE would provide the positive catalyst (with other Administration members) for City staff to engage together in implementing the vision of a "Model City."

**What action (if any) do you propose that the Mayor's office take to bring about this advisory policy recommendation?**

Institute an operational unit within the Office of the Mayor that will take responsibility for community relations, community organizing, and constituent services as currently provided by the Oaklanders' Assistance Center, and inter-departmental staff relations.

**Partnerships/Collaborations**

The implementation of this proposal would involve the Neighborhood Services Department in collaboration with the Neighborhood Crime Prevention Councils (NCPCs). Work with the Equal Access Office would be needed to expand translation programs; living up to the spirit and letter of Oakland City Council Ordinance No. 12344 titled, "Equal Access to Services." Many multi-jurisdictional relationships would be expanded to reflect a proactive collaboration among City, Oakland Unified School District, County, State and Federal governments. The focus of partnering would be in the neighborhoods with community-based organizations, non-profits and faith-based institutions to consolidate resources and dispense information.

**Will this proposal cost a considerable amount of money?**

No additional funds required. The head of this office should be cabinet-level staff. This proposal reorganizes the Oaklanders' Assistance Center, thus it utilizes its current staffing budget (6.00 FTE).

**Supplemental Information**

1. City of Oakland FY 2005-07 budget, Mayoral Organizational Chart
2. Oakland City Council Ordinance No. 12344 "Equal Access to Services," Revised 4/26/01
3. The Charter of the City of Oakland, Article III "The Mayor," referencing Section 305 (h)

**Implementation**

**Financial Impact**



## District-Based Organizing

### Proposed Policy

**Using existing infrastructure (e.g. community recreation centers owned by the city, existing interns & volunteer programs), establish neighborhood/district-based presence that would expand community leadership, organizing capacity and civic participation by:**

- Mapping the existing organizational infrastructure in each district (community groups, non-profits, faith organizations, unions, small business associations, Neighborhood Crime Prevention Councils, School Site Councils, etc.).
- Identifying, promoting and expanding on successful organizing models and programs in the district.
- Understanding key neighborhood and district-wide issues.
- Acting as a liaison and collaborating with other elected representatives and governmental agencies active in the district, including Oakland City Council members and city departments, Alameda County elected representatives and agencies, state representatives and agencies, and federal representatives and agencies.
- Convening groups to provide and exchange information, identify opportunities to align and coordinate work, and helping to coordinate these efforts as needed.
- Identifying and promoting ongoing opportunities to integrate voter registration and education into every community-based activity and event, including street fairs, neighborhood festivals, community forums, etc.
- Developing voter registration and education programs that target sectors that have lower rates of or structural barriers to participation, including youth, low-income communities, communities of color, immigrants, and elderly.
- Provide Training
  - Community Organizing & Leadership development (identifying community based issues)
  - How to engage with local government, including proposing and passing legislation, working with city departments, etc.
  - Meeting facilitation
  - Community outreach (including door-to-door, house meetings, etc.)
  - How to organize across diverse communities
  - How to develop a strategic campaign
  - Fundraising/Grant writing
  - Voter registration/education
    - History of fight for citizenship rights (connecting civil & immigrant rights struggles)
    - How to register voters
    - Included as a part of wrap-around services through schools, etc.



**Rationale:** With years of neglect and closed doors at city hall and the current crisis of urban poverty, the morale of some Oakland residents has been at an all time low, especially for communities that are suffering the brunt of past failed social programs, disenfranchisement and the growing trends of displacement and gentrification.

In June 2006, the people of Oakland demanded a referendum on the status quo by electing Ron V. Dellums for Mayor. The people have said, "We want change. We believe in our city, and we are ready to be a part of making Oakland the 21st Century Model City we know it can be." Mr. Dellums and his campaign have ignited the imagination, hope and enthusiasm of everyday people in our city, thereby laying the foundation to open doors and build on the leadership that exists in our communities.

We must seize this opportunity to capitalize on the momentum of enthusiasm that Mr. Dellums embodies and engage people to take government into our own hands and back into our neighborhoods. This proposal provide both first steps, as well as long-term vision, for how to provide residents with the tools to build our own capacity and leadership and to organize for the changes we need to move Oakland forward. In addition to engaging the people to develop and manifest our Model City, this is where and how we can home-grow the next generation of leadership for City Council, community based organizations, and the vital agencies that serve our city. City government must support residents in having a real voice and ability to impact decisions that affect our lives by going beyond information sharing and service provision to building our capacity to engage our neighbors and neighborhoods on local, city-wide and levels beyond.

### **Within First 100 Days:**

- Audit of the funds related to civic participation – make publicly available the findings.
- Full analysis/audit/evaluation of Oaklanders' Assistance Center (OAC), and institute a tracking system to better understand what's coming in through the OAC.

### **By 6-9 Months:**

- Hire at least two to three staff to organize at the district-based level, prioritizing underserved low-income communities of color with greatest need. Start with districts 3, 5, and 6 for first phase of implementation of community organizing/civic participation model as mayor's representatives in these districts

### **By End of Year 1:**

- Assessment of long-term infrastructure needs in districts 3,5 and 6
- Develop recommendations for next phase of work

### **By End of Year 2:**

- Hire additional staff and expand community organizing/civic participation model into all 7 districts

### **By End of Year 3:**

- District-based work is fully funded
- At least 1 staff person assigned per district

## Advisory Policy Recommendations

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Implementation continued

**Partnerships/Collaborations**

City Staff, City Council, Neighborhood Crime Prevention Councils, Community-based Organizations, Unions, Social Service Agencies, Faith Communities and Organizations, Alameda County Health Department, Oakland Schools (primary, secondary, higher learning), etc.

Financial Impact

By end of year 3 – approx. \$400K (salary + benefits for 7 district-based organizers)

**RECOMMENDATION 3**

Proposed Policy

**Organizing Congress/Summit**

**The Civic Participation task force recommends that the new Mayor play a leading role in promoting civic participation and active public engagement through convening a summit or “congress” of Oakland organizations and residents. Participants would be residents interested in building organizational capacity within their neighborhoods. The congress would promote collaboration while minimizing redundancy in neighborhood organizing through creating a comprehensive networking opportunity. This congress would establish linkages between communities in a positive atmosphere where local best practices are shared.**

Rationale

Engagement with local government and civic participation are a means of advancing political democracy, and a measure of the vitality of democratic ideals and practice.

We live in a time of declining civic participation and engagement with government. This suggests that democratic ideals and practice are less than vital. For example, only 39% of registered Alameda County voters went to the polls in the June, 2006 primary election. Only 45% of registered Alameda County voters turned out in the November 2006 general election. Anecdotal reports from precinct-level get-out-the-vote operations in June and November of 2006 suggest that cynicism and apathy about voting—a fundamental act of engagement with government—are especially widespread among people of color and low-income persons, who are also the people most likely to suffer the negative effects of the ongoing gentrification of Oakland.

Advisory Policy Recommendation

**Promote the active engagement of all Oakland residents with their city government through involvement in neighborhood-based organizations.**



### **Neighborhood Organizing & Civic Participation Congress**

We propose that, early in his administration, the Mayor convene a citywide Neighborhood Organizing and Civic Participation Congress. The Congress would bring together representatives of: 1) organizations listed on the Neighborhood Association List maintained by the Community and Economic Development Agency (CEDA), 2) Neighborhood Crime Prevention Councils (NCPCs), 3) tenants' organizations, and 4) community-based service organizations (CBOs).

This Congress would present an opportunity to promote the development of neighborhood-based organizing through capacity building. The Congress would present a process of sharing ideas across neighborhood, class, ethnic, cultural, and language boundaries. It would also promote collaborative relationships between neighborhood residents and city government, and among neighbors and neighborhoods.

The Congress' agenda would highlight successful neighborhood-based organizing projects. It would include workshops, speakers and formal discussions as ways to include all residents in the neighborhood organizing project development. Opportunities for informal discussions and socializing would be provided.

### **Community Initiatives**

Members of the Neighborhood Organizing and Civic Participation task force, and volunteers recruited by them, would plan the Neighborhood Organizing and Civic Participation Congress.

### **Partnerships/Collaborations**

- Peralta Colleges (meeting space for the Congress)
- Neighborhood groups
- Business and community-based organizations
- Educational institutions (volunteer speakers and workshop leaders)
- Neighborhood businesses (donations of refreshments)

### **Costs could be covered as follows:**

- 1) A registration fee on a sliding scale.
- 2) Through collaboration with existing institutions, low or no-cost space for the congress would be sought.
- 3) Volunteer speakers and workshop leaders would be recruited from among participating organizations and collaborators.

## Financial Impact

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## RECOMMENDATION 4

### Proposed Policy

#### Rationale

## Neighborhood Grants Program

### Capacity building for fledgling community based groups.

**Rationale:** With little or no outside support, groups of neighbors work both formally and informally to move Oakland forward each day. However some projects are stalled due to the lack of basic resources. A clear measure of community engagement is civic participation. Active neighborhood based organizations provide forums and venues for civic participation. Each NGP participating group will identify small yet measurable ways in which they can improve the health of their neighborhoods through projects and activities that they will direct and execute. Participation in the NGP program engages citizens in a training and grant allocation process that will increase local organizational capacity and affect a strategy of sustained community engagement.

Within the first 100 days of the new mayoral administration a public announcement of the Neighborhood Grants Program (NGP) can be made. Full implementation of the program would take approximately 6 month or longer depending on the funding source(s) and allocation process.

**Training Component:** Each organization that is approved for NGP funding will be required to send representatives to a series of training events designed to help participants build their leadership and organizational skills. The training process will provide baseline data on the skills needed by each group and will inform future training curricula. Training content will include but will not be limited to: neighborhood asset mapping, issue identification, group process decision making, meeting management, conflict resolution, event planning, budgeting, and outcome- based evaluation methods.

The infusion of training and grant funds will result in a measurable increase in civic engagement. Participation in the program and implementation of each project will unify citizens for action and create community-based solutions that respond to physical, social, and economic issues in their neighborhoods.

## ADVISORY POLICY RECOMMENDATIONS

**A Neighborhood Grants Program (NGP) will be established by the Office of the Mayor. The program can be administered by an independent non-profit organization or municipal body. The NGP will provide training and/or funding to community based organizations based on a review of their applications.**

### Resident Led Advisory Body

An Advisory Body will be established which at all times will have resident members in the majority. For these purposes, residents would be defined as those eligible for NGP participation. In addition to residents, the Advisory Body will include educators, local business leaders, clergy, the philanthropic community and City staff. They will be charged with concurrence on overarching criteria for training curriculum and a grant allocation formula. A Training sub-committee will be charged with identifying trainers for grant recipients. A Funding sub-committee will identify and seek out funding sources to supplement City funds. A Grant Funding sub-committee will make recommendations for grant funding amounts to the Mayor who will have final approval.

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### Community Initiatives

Possible community initiative - representatives from a broad base of Oakland community organizations will be invited to provide direction in the formation and direction of the Advisory Committee. While the overarching emphasis of the Neighborhood Grants Program is to increase resident capacity for civic involvement, specific emphasis may change from time to time based on strategies for sustained citizen engagement, community assets, needs, trends and evaluation of prior grant outcomes by the Advisory Committee.

A public celebration of grant recipients and outcomes will be held each year.

### Partnership/Collaborations

The Neighborhood Grants Program will be a partnership and collaboration of residents, educators, local business leaders, clergy, the philanthropic community and City of Oakland staff. A broad base of participants will be invited to participate in the formation of the Neighborhood Grants Program.

#### If the proposal has costs associated, how do you propose that it be funded?

Seed funding for the Neighborhood Grant Program will be provided from the City of Oakland discretionary funds. Additional grant funding will be sought from the business, education and philanthropic communities.

The following cost estimates are presented for illustrative purposes. Actual costs for the program fall into two categories; human and financial. Challenge grant funding will be encouraged. The cost estimates are based on the following assumptions:

- a. There are 64 neighborhood groups listed on attached Neighborhood Association List (provided by the City Planning Department). Of the groups listed, some may benefit from the NGP while other groups that have yet to be identified will be the emerging leaders of our future.
- b. Each eligible group may request up to a maximum of \$5,000 per grant round. The average grant amount would approximate \$2,750 per organization.
- c. A total of \$320,000 would be available for grant allocation per grant round.
- d. Program administration will rely heavily on human capital in the form of volunteers. It is estimated that administrative costs should not exceed 15 percent (or an amount to be determined by the Advisory Body as defined later in this document). Total estimated \$368,000 per year.

### Attachments (at the back of this report)

- A. Community Foundation Silicon Valley Neighborhood Grants Program – Grant Guidelines
- B. City of Oakland Neighborhood Association List

## Financial Impact

## Attachments

## RECOMMENDATION 5 Proposed Policy

### Youth Engagement Strategy

Institute a policy to instill the “revitalization of democracy” in the City of Oakland as a core part of the mission and function of the City (i.e., elected and appointed officials, city staff, department heads, etc.). This specific recommendation addresses one component of a larger strategy to foster more participatory government: youth outreach, engagement and leadership development – particularly through partnerships with public high schools throughout the city and the Peralta Community College system.

The initial phase of this effort would include special guest appearances by the Mayor to the largest public high schools in Oakland, the main community colleges and eventually small schools, charter schools and private schools. The Mayor would hold “pep” talk/ rally with students to excite and motivate young people about civic life, affirm young peoples’ personal experiences and their right to have a voice in issues affecting them. There should also be time for the Mayor to listen to and engage with the students, perhaps in a similar format as the recent task force assembly.

Most importantly, the Mayor would make an appeal to the young people to get involved. This would happen through a “sign-up process,” and would serve various functions. The Mayor’s office would take the information collected and would develop a database of youth/ young adults in Oakland to maintain contact with this group about issues, events and other opportunities (primarily through email and mail). In addition, the program would seek to recruit young people to participate in activities such as:

- Involvement in the on-going task force process itself
- Internships/Volunteer opportunities within the City
- Internships/Volunteer opportunities through community-based organizations
- Peer to peer outreach around civic and community issues (e.g., a Youth of Oakland Ambassador’s program)
- Mentorship programs
- Community Initiatives
- Training and education opportunities

#### Rationale

**Rationale:** Youth are part of a constituency that Mayor Dellums cares deeply about. Today urban youth are experiencing greater adversity than ever before and their knowledge and experience is needed to help solve the problems that exist in our communities. The aim of this program is to build a connection between the Mayor/ Administration and the City of Oakland to young adults and to increase the participation of this demographic in both community/ neighborhood organizing and advocacy as well as civic participation (measured over the long-term in voting patterns).

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**Mayor Dellums has taken the first big step, which is embracing civic participation and young people as priorities. One way that Mayor Dellums can begin to shift the culture within the City is to hold “in-services” with all city staff early on in his Mayoral tenure to impart the vision and goals of his administration (and the citizenry of Oakland- the people who elected him to office). After these initial “visioning” meetings, a subset of city staff that work regularly on social and economic policy issues and constituent services should receive on-going training about how to integrate an orientation toward civic participation and advocacy into their everyday work.**

Other concrete actions the Mayor should take are outlined above: actual appearances/ outreach to educational institutions. Another aspect of this relates to the staffing and funding to enable this program to succeed.

The Office of Community Engagement- OCE (currently the Oaklanders Assistance Center- see proposal 1) would maintain a youth database, organize a youth outreach plan, coordinate school/ youth events and manage the Mayor’s internship program. The costs of designing a viable internship/ apprenticeship program including the cost of recruitment: leafleting, online newsletters and media campaigns would be part of the OCE budget. Additional funds could be leveraged through interagency partnerships and grant writing for items such as: a nominal internship stipend, a universal bus pass, a “Team Dellums” t-shirt etc.

### **Partnerships/Collaborations**

1. Oakland Unified School District High Schools (Oakland H.S., Oakland Technical H.S., Castlemont H.S., McClymond’s H.S., Skyline H.S., etc.)
2. Peralta Community Colleges
3. Community-based Organizations, Youth Organizations, Advocacy Groups (e.g., Youth Together, Youth Uprising, Californians for Justice, etc.)
4. Organizations promoting Civic/Youth Leadership (i.e., Future Leaders Institute, Leadership Excellence)

### **Implementation**

# ATTACHMENT A: COMMUNITY FOUNDATION SILICON VALLEY GRANTS PROGRAM

## SAMPLE APPLICATION

Community Foundation Silicon Valley  
**NEIGHBORHOOD GRANTS PROGRAM**  
Grant Guidelines & Application  
2006

Community Foundation Silicon Valley (CFSV) believes that by supporting neighborhoods our community can be made stronger. We believe that by strengthening the civic participation of individuals, we can transform neighborhoods and shape the future of our community.

### **Purpose of Neighborhood Grants Program**

The mission of the Neighborhood Grants Program (NGP) is to promote the development of healthy and self-reliant neighborhoods by supporting residents who wish to:

- Unify for action
- Create community-based solutions to meet physical, social and/or economic challenges

The NGP provides both financial support and training to help residents conduct activities that improve neighborhood conditions or address issues that are important to neighborhood quality of life.

### **Who is Eligible to Apply?**

1. Existing neighborhood associations or residents who would like to form a neighborhood association.
2. Residents who would like to work together on a neighborhood project to help build community pride.
3. Neighborhood-based youth groups who plan and implement their own projects and activities that benefit the neighborhood or involve other young people in the neighborhood.
4. All neighborhood associations are eligible; however, preference will be given to associations that represent low/moderate income neighborhoods.

### **Who is NOT Eligible to Apply?**

1. Government agencies
2. Projects created or operated by public agencies or departments
3. Groups that received a NGP grant the previous year

### **What Type of Activity is Eligible for Funding?**

Grants of **\$500** to **\$5,000** are available to neighborhoods to support projects that might include:

- Neighborhood improvement/beautification projects (e.g. clean-ups, flower and tree plantings, murals, etc.)
- Public safety activities
- Street fairs

## ATTACHMENT A: COMMUNITY FOUNDATION SILICON VALLEY GRANTS PROGRAM

- Block parties
- Multi-cultural events
- Economic development
- Youth efforts/activities

### **What Type of Activity is NOT Eligible for Funding?**

The following activities or projects are generally not funded:

- Field trips
- Paid staff
- Projects that are already fully funded (or are eligible) by the City or other public services

### **Application Process**

To apply for a grant, complete the attached application and submit to the following address by 5p.m. on March 31, 2006:

**Maya McCray  
Neighborhood Grants Program  
Community Foundation Silicon Valley  
60 South Market Street, Suite 1000  
San Jose, CA 95113**

Once applications have been received, the following process takes place:

- Staff review applications and arrange site visits/follow-up calls with applicants.
- When the reviews are completed, the program staff will reach a funding decision.
- Neighborhoods that are approved for funding will then be required to send one or two representatives to a series of trainings designed to help participants build their skills related to planning events and leading meetings of neighborhood residents.
- When the training is successfully completed, neighborhood associations receive their grants and hold the activities proposed in their applications.
- At the end of the year, each neighborhood sends a short report to CFSV describing their activities and how they used the funds.

### **NEIGHBORHOOD GRANT APPLICATION**

**Instructions:** Complete the Cover Sheet, the Application Questions, and the Budget Form. (You may create these forms using a word processing program). Please submit completed forms to: **Maya McCray, Neighborhood Grants Program, Community Foundation Silicon Valley, 60 South Market Street, Suite 1000, San Jose, CA 95113**. Electronic submissions can be sent to [mmccray@cfsv.org](mailto:mmccray@cfsv.org).

# ATTACHMENT A: COMMUNITY FOUNDATION SILICON VALLEY GRANTS PROGRAM

## SAMPLE APPLICATION COVER SHEET

DATE: \_\_\_\_\_

NAME OF NEIGHBORHOOD: \_\_\_\_\_

NAME OF PRIMARY CONTACT PERSON: \_\_\_\_\_

CONTACT PHONE NUMBER: \_\_\_\_\_

CONTACT ADDRESS: \_\_\_\_\_

CONTACT EMAIL ADDRESS (if any): \_\_\_\_\_

NAME AND PHONE NUMBER OF ALTERNATE CONTACT (in case we cannot reach the primary contact):  
\_\_\_\_\_

NAME OF PROPOSED PROJECT/ACTIVITIES:  
\_\_\_\_\_

SUMMARY OF PROPOSED PROJECT/ACTIVITIES:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TOTAL AMOUNT REQUESTED FROM CFSV: \$ \_\_\_\_\_

ANNUAL BUDGET OF YOUR NEIGHBORHOOD GROUP: \$ \_\_\_\_\_

HAVE YOU APPLIED TO CFSV FOR A PREVIOUS NGP GRANT? YES  NO

HAVE YOU RECEIVED NGP FUNDING FROM CFSV BEFORE? YES  NO

IF YES, WHEN \_\_\_\_\_

# ATTACHMENT A: COMMUNITY FOUNDATION SILICON VALLEY GRANTS PROGRAM

## SAMPLE APPLICATION QUESTIONS

In 2-3 pages maximum, please answer the following questions as clearly as you can.

1. **Which of the following goals does your project address? (Check all that apply)**
  - a.  Different resident groups are involved in the activities (including renters, owners, different generations, ethnicities, and genders). **(Diversity)**
  - b.  Activities bring residents together to address community issues or solve problems. **(Cooperation)**
  - c.  Activities provide opportunities for neighbors to take greater control of and responsibility for what happens in the neighborhood. **(Self-Sufficiency)**
  - d.  Residents affected by the issues are involved in and benefit from the proposed activities. **(Self-Help)**
  - e.  Activities allow or train youth to use their skills and talents to improve the neighborhood and address issues of concern. **(Youth)**
  - f.  The activities play a key role in the future of the neighborhood. **(Longevity)**
2. **Please describe your neighborhood by answering the following questions:**
  - What is your neighborhood association mission statement or why was your group formed?
  - How long has your neighborhood association been in existence?
  - Where is your neighborhood located (i.e., what are the four major streets surrounding your neighborhood)?
  - What are the main features (i.e. parks, residents, schools, landmarks, etc.) of your neighborhood?
3. **What are the concerns of your neighborhood, and whom did you talk with or how did you determine these concerns?**
4. **What activities are you proposing and how will they address the concerns of your neighborhood?**
5. **Which resident groups will be involved in your project or activities (including renters, owners, different generations, ethnicities, and genders) and how will you involve them?**
6. **How will you know that the project(s) or activity has been successful?**

# ATTACHMENT A: COMMUNITY FOUNDATION SILICON VALLEY GRANTS PROGRAM

## SAMPLE NEIGHBORHOOD GRANTS PROGRAM BUDGET FORM

CFSV would like to know the costs associated with your project. Using the following format, please list your project's expenses by activity under "Project Expenses." You may include administrative costs (if any) as an activity. Please make sure that every activity or expense included in your proposal is also in your budget. Below this, list any other sources of support for your project including volunteer hours, donated materials, other funding received and donated facility use. See the attached Sample Budget Form for more information.

**Name of Proposed Project:** \_\_\_\_\_

**Project Expenses:** \$ \_\_\_\_\_

**Activity 1** \$ \_\_\_\_\_

**Activity 2:** \$ \_\_\_\_\_

**Activity 3:** \$ \_\_\_\_\_

**Total Expenses:** \$ \_\_\_\_\_

**Amount Requested from CFSV:** \$ \_\_\_\_\_

### OTHER SOURCES OF SUPPORT:

Volunteer Hours (valued at @ \$16/hr or other amt if special skill/labor) \$ \_\_\_\_\_

Donated Materials (food, supplies, equipment) \$ \_\_\_\_\_

Other Funding Received \$ \_\_\_\_\_

(other grants, collected dues, monetary donations, fundraising activities)

Facility Use \$ \_\_\_\_\_

**Total Applicant Contribution:** \$ \_\_\_\_\_

# ATTACHMENT A: COMMUNITY FOUNDATION SILICON VALLEY GRANTS PROGRAM

## SAMPLE NEIGHBORHOOD GRANTS PROGRAM BUDGET FORM

Name of Proposed Project: Sunnytown Neighborhood Improvement and Unity Project

### Project Expenses:

#### Activity 1: Tree Project

Augering expense	\$ 300.00
Cement removal	\$ 400.00
Mulch around trees	\$ 100.00
<b>(subtotal)</b>	<b>\$ 800.00</b>

#### Activity 2: Banner Project

Vinyl banner (4 @ \$50)	\$ 200.00
Design of banners (4hrs @ \$75)	\$ 300.00
Color proof	\$ 200.00
Installation of banners by San Jose City	\$ 500.00
<b>(subtotal)</b>	<b>\$ 1,200.00</b>

#### Activity 3: Plaque Project

Plaques (8 @ \$200)	\$ 1,600.00
Poles (8 @ \$20)	\$ 160.00
Drilling (8 @ \$45)	\$ 360.00
<b>(subtotal)</b>	<b>\$ 2,120.00</b>

#### Activity 4: Administrative Costs

Office Supplies	\$ 200.00
Communication Costs (phones, fax, etc.)	\$ 80.00
<b>(subtotal)</b>	<b>\$ 280.00</b>

**Total Expenses** \$ 4,400.00

**Amount Requested from CFSV** \$ 4,400.00

### INCOME:

Volunteer Hours for 5 individuals (50 hrs @ \$16/hr)	\$ 800.00
Volunteer Landscaping Specialist (4 hours @ \$50/hr)	\$ 200.00
Private donations	\$ 1,500.00
Use of community center facilities for award ceremony	\$ 500.00

**Total Applicant Contribution** \$ 3,000.00

## ATTACHMENT B: CITY OF OAKLAND NEIGHBORHOOD ASSOCIATION LIST

Airport Area Business Association  
Altura Place/Rifle Lane/Mountain Boulevard/Maynard Avenue Neighborhood Group (ARMM)  
Associated Residents of Sequoyah Highlands, Inc.

B.E.S.T. Neighborhood Association  
Broadway-Manila Neighborhood Committee  
Brooklyn Neighborhood Preservation Association  
Burbank-Millsbrae NCP

Church of St. Leo the Great  
Claremont Rockridge Neighborhood Association

Dimond Improvement Association  
Downtown Gateway Association

Elmhurst Business and Professional Association

Foothill Square Merchant's Association  
Friends of the Last Wild Canyon Neighborhood Assoc.  
Fruitvale Business Improvement District

Glen Oaks Way Neighborhood Assoc.  
Glenview Neighborhood Assoc.  
Greater Mandana Action Coalition  
Grizzly Peak Neighborhood Assoc.

Haddon Hill Neighborhood Assoc.  
High Street Neighborhood Alliance  
Homeowners of Crestmont Assoc., Inc.

Jack London District Association  
Joaquin Miller Heights Improvement Assoc.

King Estates Neighborhood AssociationLakeshore Homes Assoc.

Lakeside Apartments Neighborhood Assoc.  
Laney Campus/Channel Park Neighborhood Coalition  
Latham Terrace Assoc.  
Laurel District Association  
Leona Heights Improvement Assoc.

MacArthur Boulevard Merchants Assoc.  
Market Street Corridor Neighborhood Assoc.  
Masonic Avenue Neighborhood Assoc.  
Millsmont Homeowners Assoc.  
Montclair Village Assoc.

## ATTACHMENT B: CITY OF OAKLAND NEIGHBORHOOD ASSOCIATION LIST CONTINUED

Neighborhood Resident Group

Nevil Street Home Alert

North Oakland Voter's Alliance (NOVA)

Oak Center Neighborhood Assoc. Inc.

Oak Knoll Homeowner's Improvement Assoc.

Oakland Community Development Districts

Oakmore Homes Assoc.

Panoramic Hill Assoc.

Parkridge Estates Improvement Association

Picardy Drive Neighborhood Association

Piedmont Avenue Merchants Assoc. (PAMA)

Piedmont Avenue Neighborhood Improvement League (PANIL)

Rockridge Community Planning Council (RCPC)

Rockridge District Assoc. (RDA)

Rose Garden Neighborhood Preservation Assoc.

San Antonio Community Development Corporation (SACDC)

San Pablo Avenue Golden Gate Improvement Assoc. (SPAGGIA)

Shattuck Neighborhood Crime Prevention Council (NCPC)

Salter/Evergreen Homeowners Assoc.

Snake Road/Andrews Street Neighborhood Group

Sunkist Drive Neighbors

Telegraph Avenue Business Assoc.

Telegraph/Northgate Merchant and Building Owners Group

Top of Grand Avenue Neighborhood Improvement League (TOGAL)

Upper Zodiac Neighborhood Assoc.

Villa Bonita East/West Assoc.

The Webster Tract Neighbors Assoc.

West Oakland Commerce Assoc.

Westlake Christian Terrace

A more complete version of the Neighborhood Association List can be obtained from the: **Community & Economic Development Agency/Zoning, 250 Frank H. Ogawa Plaza, Suite 2114, Oakland, CA, 94612-2031, Gwen Brown, T: (510) 238-6194 F: (510) 238-2981. E: [gbrown@oaklandnet.com](mailto:gbrown@oaklandnet.com)**

**NEIGHBORHOOD  
ORGANIZING AND  
CIVIC PARTICIPATION  
TASK FORCE  
PARTICIPANTS**

**PARTICIPANTS**

**Jane Armbruste**

**Trina Barton**, *(currently) Office of the Mayor, City of Oakland*

**Solomon Belette**, *Catholic Charities of the East Bay*

**Wendall Chin**, *Central Labor Council of Alameda County*

**Janet Cox**, *Association of Bay Area Governments*

**Elizabeth Drob**

**Sandra Frost**, *Oakland Community Organizations (OCO)*

**Michael Gabriel**, *Glenview Neighborhood Association*

**Susan Hayes-Smith**, *Community Action Partnership*

**Evelyn Harris**

**Rebecca Holder**, *Medicine Warriors Dance Troupe/All Nations Singers Committee*

**Angela Johnson**

**Abdul Luqman**

**Liana Molina**, *East Bay Alliance for a Sustainable Economy (EBASE)*

**Vanessa Moses**, *Just Cause*

**Katy Nunez-Adler**, *SEIU 790*

**Maxine Oliver-Benson**, *Alameda County Commission on the Status of Women*

**Kenna Stormogipson**, *Lower Bottom Neighborhood Association*

**Bouapha Toommaly**, *(currently) Office of the Mayor, City of Oakland*

**Teresita Zaragoza**, *Filipina Women's Network*

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Neighborhood  
Organizing



akland.  
Together We Can Do  
Great Things.™



**For More Information On  
The Task Force Reports, The Task Force Process  
Or How You Can Get Involved**

**Please Contact:**

**OAKLAND ASSISTANCE CENTER**  
**One Frank H. Ogawa Plaza, Room #104**  
**Oakland, CA 94612**  
**(510) 238-2489**

**Office Of The Mayor**  
**One Frank H. Ogawa Plaza, 3rd Floor**  
**Oakland, CA 94612**  
**(510) 238-3141**



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