

STAFF REPORT

DATE: October 26, 2010
TO: City Council
FROM: Kelly Stachowicz, Deputy City Manager
SUBJECT: Community Media and Technology Grant Program

Recommendation

Approve resolution to accept program guidelines and criteria for Community Media and Technology Grant Program.

Fiscal Impact

The Institutional Network coordination (I-Net) receives Cable franchise fee funding each fiscal year for equipment maintenance issues. There is \$30,000 in unspent Cable franchise fee funds that were allocated to the I-Net in fiscal years 06/07 through 08/09. The use of these funds for the Community Media and Technology Grants program does not negatively impact the current allocation of Cable franchise fees. \$15,000 will be allocated for the first year of the program, with an equal amount anticipated for allocation in the second year. The program is a two-year program.

Council Goal(s)

Community Strength and Effectiveness

Background and Analysis

On May 18, 2010, Council authorized staff to develop a Community Media and Technology Grants program for Davis-based non-profit organizations or local government agencies using unspent franchise fees. These fees were originally allocated to the Institutional Network coordination in Fiscal Years 2006-07 through 2008-2009 but were not necessary for the I-Net at that time.

The City of Davis, Davis Joint Unified School District, and a number of Davis-based non-profit organizations provide residents access to media related technologies, however funding for these organizations is often limited. The Community Media and Technology Grants program has the potential to significantly enhance access and education to technology for use of the internet, access to technology to low-income or underserved populations, video production and internet video broadcasting, or education for seniors to learn how to use the internet to increase communication with family.

Staff has developed program guidelines and criteria and an application package. This package has been reviewed by the Telecommunications Commission. A review committee comprised of members of the commission and staff will make funding recommendations to the Council in January 2011. Awards will be made shortly thereafter.

Attachments

1. Resolution
2. 2011 Community Media and Technology Grant Competition Program Guidelines and Application Packet

RESOLUTION NO. 10-XXX, SERIES 2010

**RESOLUTION TO APPROVE
COMMUNITY MEDIA AND TECHNOLOGY GRANT PROGRAM GUIDELINES**

WHEREAS, in May 18, 2010, the City Council approved in concept a two-year Community Media and Technology Grant Program from available cable franchise fee funding; and

WHEREAS, the Council needs to approve the guidelines of this new program; and

WHEREAS, the grant application package is ready to be released to eligible applicants for the 2011 grants.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Davis approves the Community Media and Technology Grant Program guidelines as follows:

- Eligibility: Applicants must represent a non-profit, a public sector agency or a Davis resident/group undertaking a community-based media or technology project in Davis.
- Guidelines:
 - The City has set aside \$15,000 for this year and the same amount for a second year. Awards may range in size depending on proposals submitted.
 - Projects must take place within the city of Davis between January 2011 and June 30, 2012 unless city staff approves an extension.
 - Funding should not supplant existing funding or activities. Rather, funding should be for a new activity or to enhance an existing program.
 - Proposals should benefit the community in some way, not just the applicant or organization.
- Funding Ineligibility: The following costs are ineligible for funding: general administrative and overhead costs not directly related to the project, construction, religious activities, lobbying activities.
- Review Criteria: A review committee, made up of city staff and members of the Telecommunications Commission will serve as the initial review body for the competition. The City Council will make final funding decisions.
- Evaluation of Applications: Applications will be evaluated on compliance with guidelines, application completeness, project feasibility, and benefit to the community.

PASSED AND ADOPTED by the City Council of the City of Davis this 26th day of October, 2010 by the following vote:

AYES:

NOES:

Don Saylor
Mayor

ATTEST:

Zoe S. Mirabile, CMC
City Clerk

***2011 Community Media and Technology
Grant Competition***

Program Guideline and Application Packet

**A program of the
city of Davis**





2011 Community Media and Technology Grant Competition Guidelines

The city of Davis has set aside funding for a two-year community media and technology grant program. Funds will be awarded for a wide variety of community-based media and/or technology projects. All projects must take place in the city of Davis.

Project Implementation Dates

Projects funded under the 2011 process can begin anytime after receiving City Council approval in January 2011 and will have until June 30, 2012 to be completed.

It is anticipated that another round of funding will be available starting in January 2012 for any eligible applicant. See below for eligibility information.

Eligibility

Applicants who meet one or more of the following descriptions may apply:

- Non-profit or public sector media or technology organizations in Davis or serving Davis
- Non-profit organizations in or serving Davis that wish to undertake a community media or technology project.
- Davis residents or groups of Davis residents who wish to undertake a community-based media or technology project in Davis.

Community Media and Technology Program Guidelines

- The City has set aside \$15,000 in funding for this year. It is expected that awards would range from \$500 to \$10,000, although exact allocations will depend upon proposals submitted.
- Projects do not need to be large in scope; the city welcomes small projects that can make a difference in their field.
- All projects must take place within the city of Davis between January 2011 and June 30, 2012 unless city staff approves an extension.
- Funding should not supplant existing funding or activities. Rather, funding should be for a new activity or to enhance an existing program.
- Proposals should benefit the community in some way, not just the applicant or organization.

Ineligible for Funding

- General administrative and overhead costs not directly related to the project.
- Construction or renovation of facilities and purchase of property.
- Events or activities of a religious nature or sponsored by groups or institutions that are operated primarily by religious organizations.
- Lobbying events or activities intended to influence opinions regarding specific legislation and/or candidates.

Review Criteria

A review committee, made up of city staff and members of the Telecommunications Commission will serve as the initial review body for the competition. The City Council will make final funding decisions.



Applications will be evaluated using the following Review Criteria:

- Compliance with guidelines
- Application completeness
- Project feasibility
- Benefit to the community

The exact number of projects funded depends on the number of applicants who meet all funding parameters and the total amount requested for all projects. The City reserves the right to request additional information or clarification at any time before making final decisions on whether funding will be recommended. Applicants will be notified if additional information is requested.

All applicants will be required to provide a final report on the implementation of the project. The city reserves the right to request return of unused funds.

Competition Timeline

- | | |
|------------------------------|---|
| Wednesday, October 27 | Application period opens. Application information will be available online or in the City Manager's Office. |
| Friday, December 10 | Applications due by 5:00 p.m. Applications must be <u>received</u> by the deadline. Applications are requested electronically to kstachowicz@cityofdavis.org . If electronic submittal is not possible, please submit applications to: Community Media and Technology Grants, City Manager's Office, 23 Russell Blvd., Davis CA 95616. <u>Late applications cannot be accepted.</u> |
| December/January | Preliminary Review and Recommendations |
| January 18, 2011 | City Council Approval. Funds are available after the City Council approves the recommendations. |



2011 Community Media/Technology Application

2011 Community Media/Technology Grants

Applicant's Name _____

APPLICATION DEADLINE: 5:00 p.m., Friday, December 10, 2010. Late applications not accepted.

RETURN TO:

Electronically: kstachowicz@cityofdavis.org
(Preferred)

By Mail or in Person: Community Media Grants, City Manager's Office, City of Davis, 23 Russell Boulevard, Davis, CA 95616

For more information: Contact the City Manager's Office at 530-757-5602 or Deputy City Manager Kelly Stachowicz at kstachowicz@cityofdavis.org

General Information

1. Project Title _____

2. Applicant's Name (s) _____

3. Contact Person (if different than above) _____

4. Contact Phone: Day _____ Evening _____

E-Mail _____

5. Applicant's Mailing Address _____

6. Amount requested from city of Davis \$ _____

Certification

By signing this application, the applicant certifies that all information included in this application is as complete and accurate as possible, and that, if funded, the applicant will comply with the city's non-discrimination ordinance.

Applicant's Signature and Title

Date



2011 Community Media/Technology Grants

Applicant's Name _____

2011 Community Media and Technology Application Narrative

You may reformat the narrative pages of the application for use on the computer.

Please include all information, and do not delete any individual section.

Project Description

Make sure you answer the following questions:

1 What do you plan to do? How? When? Where? (*Reminder: All projects must take place within the city of Davis between January 2011 and June 30, 2012.*)

2. What are your project goals? How will your project utilize media or technology?

3. Who is your audience or target group? Will you be reaching a new audience that your previous work in the community has not reached effectively? Explain.

4. Who will be the principal personnel involved in the project? Identify them and briefly summarize their experience and qualifications.



2011 Community Media/Technology Grants

Applicant's Name _____

Benefit to the Community

5. Explain how your project will benefit the community. Describe what makes your application appropriate for city funding.

Work Plan

6. Outline your project's work schedule, from planning through implementation and evaluation. Include brief descriptions of key tasks, names of persons responsible for completing each task, and an estimated completion date for each.

Evaluation Plan

7. Describe how you will evaluate whether you have met stated goals. How will you measure if your program has been successful? (The program will require a final report from the grant recipient.)



2011 Community Media/Technology Grants

Applicant's Name _____

2011 Community Media Grant Budget Worksheet

This worksheet provides space to itemize and explain project costs. The left column below represents funding requested from the city. The column on the right should include any non-grant funds or in-kind contributions going toward the project, if applicable.

Please remember that the city cannot fund a share of expenses related to your usual cost of doing business (percentage of annual salaries, annual rent, etc.).

PROJECT COSTS:

	Funding Requested from City Grant	In-kind Contributions
Section 1: Personnel Budget – Title or name of everyone who will receive a fee for service under this contract. Specify amount.		
Section 2: Equipment Expenditures – Describe any equipment which is proposed to be purchased or leased with grant funds.		
Section 3: Other Expenditures – Describe all non-personnel/non-equipment expenditures.		
Total:		



2011 Community Media and Technology Application Check List

- Check your application packet. You should sign the Cover Form and complete answers to all narrative questions, budget form, and attachments.
- If possible, please scan your proposal and submit it via email as a PDF document. If that is not possible, please make four (4) copies of your complete application and written attachments.
- Keep an additional copy of everything for your files.

SUBMIT THE APPLICATION TO:

Kstachowicz@cityofdavis.org

Or

Community Media and Technology Grants
City Manager's Office
City of Davis
23 Russell Blvd.
Davis CA 95616

ALL APPLICATION MATERIALS MUST BE RECEIVED NO LATER THAN FRIDAY, DECEMBER 10, 2010 AT 5:00 P.M. LATE APPLICATIONS CANNOT BE ACCEPTED.