Workshop Agenda

- Overview of COF Goals and Guidelines
- Completed Sample Projects
- Application Details
  - Deadlines/Schedule
  - Applicant Packet Eligibility, Evaluation Criteria, Forms
- Selection & Award Process
- Questions/Answer & Resources
What is the COF?

- Capital program that encourages residents, neighborhood groups, and park advocates to improve their parks
- Proposed projects compete for 2012 Parks Bond funding
- Proposed projects are matched with private gifts, volunteer time, and additional public funding.
• COF program goals:
  – Improve San Francisco's Parks
  – Leverage Resources
  – Build Community and Foster Stewardship
  – Improve RPD/Community Partnership
Awards/Funding

• 2008 Clean Safe Parks Bond:
  – Round 1 – 2010
  – Round 2 – 2011
  – Round 3 – 2012

• 2012 Parks Bond:
  – Round 4 – 2014
  – Round 5 – 2015
  – Round 6 – 2016

• $1.2M /year for selected potential projects
• $500,000, maximum award
• 25% Soft Costs -for design construction support services:
  – program management, design for projects without construction documents, planning, outreach and construction contingency, environmental review, accessibility review, etc.
Project Eligibility

• Attend a mandatory Applicant Workshop
• Park site must be:
  – Property under the jurisdiction of the Recreation and Park Department
  – Cannot be located within any of the 2012 Park Bond sites
2012 Park Bond Sites are not eligible for COF:

- Angelo J. Rossi Pool and Park
- Balboa Pool
- Garfield Square
- George Christopher Playground
- Gilman Playground
- Glen Canyon Park
- Hyde-Turk Mini Park
- Joe DiMaggio Playground
- Margaret Hayward Playground
- Moscone Recreation Center
- Mountain Lake Park
- Potrero Hill Recreation Center
- South Park
- West Sunset Playground
- Willie “Woo Woo” Wong Playground
- McLaren Park
• Proposed improvement must:
  – Qualify as a capital improvement
  – Enhance park aesthetic or reduce maintenance
  – Have broad community support
  – Have a complete design, budget and schedule
  – Be supported by RPD Operations
Completed Projects

• 2008 Clean & Safe Neighborhood Bond
  – Waterfront Playground
  – Balboa Park Skate Park
Completed Projects – Waterfront Playground

New playground for all ages to fill a gap – Budget $900,000

Before – limited recreation, passive space
Completed Projects — Waterfront Playground

Community meetings and Concept Plan

6 Community Meetings
- Barbary Coast Neighborhood Association
- Rincon Hill Neighborhood Association
- North Beach Neighbors
- Golden Gateway Parents Group
- Infinity Parents Group
- North Beach Families
- Friends of Golden Gateway (FOGG)
- Friends of Joe DiMaggio Playground
- 350 Jackson Homeowners
- 733 Front Homeowners
- BayCrest Residential Association
- Golden Gateway Commons Homeowners
- One Rincon Hill Owners Association
- Rincon Center Tenants Association
- Barbary Coast News
- Embarcadero YMCA
- Ferry Building/CUESA
- Golden Gateway Tennis & Swim Club
• Community process for design for the new playground
Completed Projects — Waterfront Playground

Matching funds raised through fundraisers, grants, donated services during design phase
Project Award $250,000, Total Budget $900,000
Approximately 50% corporate sponsors, 30% COF, 20% individuals
Completed Projects – Waterfront Playground

Playground opened July 2013 and is always busy!
Completed Projects – Balboa Skate Park

• Convert 10,000 SF under-used area into a community skate park by neighborhood parents.
Completed Projects – Balboa Skate Park

• Broad Community Support
  – Supervisor John Avalos
  – Friends and Advocates of Crocker Amazon & the Excelsior (F.A.C.E)
  – The Trust for Public Land
  – District 11 Council
  – New Mission Terrace Improvement Association
  – Boys & Girls Club of San Francisco
  – Neighborhood Parks Council
  – Ayala Mirande and Scott Falcone
  – Chris Colwick
  – Jessica Sweedler
  – Cris Christensen
Completed Projects – Balboa Skate Park

Under construction
Completed Projects – Balboa Skate Park

Project Award $248,239, Round 2
Completed Projects – Balboa Skate Park

continued
1 - Quantitative Criteria
   – Community contribution (time, materials, cash)
   – Park deficient neighborhood

2 - Park Experience & Identity
   – Environmental/sustainable improvement
   – Increases park use flexibility
   – Serves children, youth, seniors
3 - Foster Stewardship & Community Building
   – Increases number of park stewards
   – Encourages interaction of diverse community groups

4 - Bonus points
   – Innovative proposals
   – Decrease maintenance
Application Process

1. Idea to improve your park
2. Attend COF Workshop
3. Build support + plan outreach
4. Community Design Process – 3 meetings
5. Submit Application
Approval Process

RPD Review of Draft

Revise and Resubmit

Selection Committee

RPD Commission

Construction Drawings

Bid and Construction

Celebrate Opening!
Park Service Area Managers

PSA 1: Richmond, Marina, N. Beach
Zack Taylor 337-4700

PSA 2: Western Addition/Hayes Valley, Potrero Hill, Civic Center
Steve Cismowski 831-6358

PSA 3: Palega/Bayview, Crocker/Amazon, Visitation Valley
Robert Watkins 468-1292

PSA 4: Sunset, Parkside, Lake Merced, Stern Grove
Acting: Steve Castille, Phone: 841-0856

PSA 5: Balboa, Buena Vista Park, Noe Valley
Marianne Bertucelli 292-2048

PSA 6: Mission, Bernal/St. Mary's
Adrian Field 554-9521

PSA 7: Golden Gate Park
Eric Andersen 831-6818

PSA 8: Natural Areas
Lisa Wayne 831-6326

Superintendent of Parks and Open Spaces
Ana Alvarez 831-2746
Park Service Area Managers
How to locate your neighborhood PSA

Get the SF Rec & Park Mobile App!

UPCOMING EVENTS
Community Opportunity Fund Informational Meeting #3!

HIGHLIGHTS
Palega Recreation Center Reopens After $21.2 Million
How to locate your neighborhood PSA

Park Service Area Managers

PSA 5: Balboa, Buena Vista Park, Noe Valley
- Steve Cismowski: 831-6358
- Kristin Bowman: 831-6325

PSA 6: Mission, Bernal/St. Mary’s
- Adrian Field: 554-9521

PSA 7: Golden Gate Park
- Eric Andersen: 831-6818

PSA 8: Natural Areas
- Lisa Wayne: 831-6326

Superintendent of Parks and Open Spaces
- Ana Alvarez: 831-2746

Margaret S. Hayward Playground

Address:
1016 Laguna
San Francisco, CA 94102

Accessibility: Accessible
Parking: No
Restrooms: Yes
Destination Type: Park
Park Service Area: PSA 2
Supervisory District: District 6
Acreage: 5.03
Latitude: 37.7808
Longitude: -122.4254

STAFF

PSA 2 Manager: Steve Cismowski
Phone: (415) 831-6355
Email: Steve.Cismowski@sfgov.org

Park Section Supervisor: Tom O’Connor
Phone: (415) 216-0259
Email: tom.o’connor@sfgov.org

Find a Destination | Golden Gate Park | Camp Mather | Marina & Harbor | Natural Areas | Dog Play Areas | Urban Ag Program | Golf Courses

Margaret S. Hayward Playground

Bring the whole team out to play at this spacious park in the Western Addition. The playground and sand pit will hit a home run with little ones. Tiny Tots and after-school programs are available at the historic clubhouse. Bigger folks can choose from two tennis courts, two basketball courts, and two of the City’s best baseball/softball fields.

Built in 1955, the park is named for the woman who pioneered the movement for public playgrounds in San Francisco.

LOCATION MAP

[Map Image]
Park Service Area Managers

How to locate your neighborhood PSA

Margaret S. Hayward Playground

Address:
1016 Laguna
San Francisco, CA 94102

Accessibility: Accessible

Parking: No

Restrooms: Yes

Destination Type: Park

Park Service Area: PSA 2

Supervisory District: District 6

Acreage: 5.03

Latitude: 37.7803

Longitude: -122.4254

STAFF

PSA 2 Manager: Steve Cismowski
Phone: (415) 831-6358
Email: steve.cismowski@sfgov.org

Park Section Supervisor: Tom O’Connor
Phone: (415) 216-0259
Email: tom.o’connor@sfgov.org

LOCATION MAP
Broad Community Support
Community meeting kit on RPD website

- Meeting Venues
  - Public Libraries
  - Schools
  - RPD Rec Centers

- Advertise the meetings
  - Flyers/mailings (by RPD)
  - Neighborhood newspapers
  - Supervisor’s Bulletin
Broad Community Support

Community meeting kit

• At the meeting
  Sign-in sheet
  Take notes to recap
  Photos to document

• After the meeting
  Summarize purpose and final decisions
• Complete Draft Application:
  – Project Overview Form
  – Operations Review Form
  – Project Budget Form
  – Volunteer Stewardship Commitment Form
  – Broad Community Support Form
  – Project Narrative + Site Map/Drawing

• Appendix: Project Selection Criteria
Project Selection Process

• Selection Committee Review & Questions
  □ (1) PROSAC member
  □ (1) RPD Commissioner
  □ (1) Youth Member (Youth Commission)
  □ (1) Community Organizer/Rep, from a High Needs, Underserved area
  □ (1) Member of a parks support/stewardship group
  □ (1) Programming/Service Provider
  □ (1) Landscape Architect

• City Attorney Confirmation

• Recommendation of Projects to Commission

• Commission Approval
Schedule

• April 3  Draft Application due
• May  RPD comments to applicant
• July 10  Final Application due
• July-August  Final Application evaluated selection
• Fall 2015  Award Notification
SFPA Park Partner Program

- Fiscal sponsorship – useful for matching funds, additional grants, private fundraising

Provides insurance, deductible contributions, administrative services and contracting
• Questions and Assistance:
  – Recreation and Parks Department, Capital Division
    Karen Mauney-Brodek, COF Program Manager
    (415) 575-5601  |  karen.mauney-brodek@sfgov.org
  – San Francisco Parks Alliance
    Steve Schweigerdt, Director of Stewardship
    (415) 621-3260 x118  |  steves@sfparksalliance.org
    Sahiti Karempudi, Park Partner Project Manager
    (415) 621-3260 x114  |  sahiti@sfparksalliance.org