

# 2012 City of Madison Neighborhood Grant Program Full-Grant Application for Requests over \$2,000

**DUE FEB 27, 2012 BY 4:30PM** All grant materials at: <http://www.cityofmadison.com/neighborhoods/grantprogram.htm>

## Project Description Information

Please complete this application using the guidelines brochure and the project criteria details starting on page 6 of this document.

Name of Project/Activity: Olive Jones Park - Randall School

Applicant Organization: Friends of Olive Jones Park

Aldermanic district of project/activity: 5

District boundaries: [www.cityofmadison.com/planning/ald\\_dist.html](http://www.cityofmadison.com/planning/ald_dist.html) or call the City Clerk's office 266-4601

Collaborating Organizations (if any):

Regent Neighborhood Association

## Contact Information

Contact Person: Marcia Vandercook, 267-7335

Organization: Friends of Olive Jones Park

Fiscal agent if different from above org.: Fdn. for Madison's Public Schools

Address: 455 Science Drive #130 Zip: 53711

Ph. (day): 232-7820

E-mail address: fmps@fmps.org

**Project/Activity Description.** Briefly describe the project/activity, including its purpose, who will manage it, and start/end dates. Use only the space below.

Olive Jones Park is a small city park on the near west side which is also the playground for Randall Elementary School. For the last two years, a neighborhood-school coalition has been working with the city parks division to improve the playground and park. Phase I of the project installed a new play structure in summer 2010; phase II added a toddler playground and rebuilt an amphitheater performance area. Phase III, scheduled for this summer, will see reconstruction of retaining walls, replacement of the asphalt play surface, and new fences and pedestrian gates.

This grant proposal requests funding to add a neighborhood and school gathering space on the side of the playground located away from the other amenities. The purpose is to provide shade and a place to sit for children, parents and teachers. It will also provide an opportunity to add sculptural or other artistic elements to the area.

Installation of the seating area can be done in summer 2012 following completion of the retaining walls, asphalt and fences. Construction will be managed by the city parks department. Project dates are June - September 2012. Pictures of the park and more detail about the overall renovation plan are found on the Friends of Olive Jones website at <http://www.randallschoolpark.org/>.

Applications will be evaluated based on how well they meet the following criteria. Please remember that these are competitive grants. Projects/activities must receive at least 50 total points to be considered. Please refer to the Guidelines Brochure and pages 6-7 of this document for additional guidance.

INSTRUCTION: Please use only the space provided to provide clear and concise descriptions on how the proposal meets the criteria in this section.

**NEW THIS YEAR, PROPOSALS FOR GATHERING PLACE PROJECTS MAY EARN UP TO 15 ADDITIONAL POINTS!**

A) Scope/Quality/Creativity. (0-25 points)

Renovation of Olive Jones Park is a three-year project of the city parks division. Ideas and additional fundraising have been provided by the Friends of Olive Jones, a group whose honorary co-chairs are Alder Shiva Bidar-Sielaff and Randall Principal John Wallace. Active members include neighborhood residents and school parents, with strong organizational support from the Regent Neighborhood Association (RNA) and the Franklin-Randall Parent-Teacher Organization. Project leaders have been meeting together and communicating regularly for the last two-and-a-half years, and are committed to doing so until the renovation is complete.

Olive Jones Park has high visibility, located on Regent Street directly west of Camp Randall. The project area will be primarily visible from the neighborhood side on Chadbourne Street, and from the school and playground. This area is well-traveled and familiar to all neighbors because of the school. There is great affection for the school among students, parents and alumni.

The Madison Children's Museum has agreed to act as consultants to an art project to be added to the same area. Suggestions have included sculpture, a "sound garden", and pavers in the pattern of a raccoon, the school mascot. Phase II provided capstones and pavers for engraving names and short messages, and a similar recognition for phase III donors could be incorporated in this same area. The Friends of Olive Jones will organize the meetings necessary to design these features.



B) Community Benefit. (0-25 points)

Olive Jones Park sees almost continuous daylight use. In addition to serving as the school playground, it is used by the After School day care program housed at Randall, by scout troops, by the church that meets at Randall on Sundays, by basketball players and bicycle riders in the evenings, by tailgating Badger fans on football days, and by cricket players who come frequently on the weekends. Schoolchildren come primarily from the Regent, Vilas, Greenbush, Bay Creek, and Bayview/Brittingham neighborhoods and much of Dudgeon-Monroe and Bram's Addition.

The proposed project addresses the need for seating and shade on the school side of the playground. South and west sun beat down on this area. We would like to extend the creativity and excitement of the equipment and new features on the far side of the playground to the side closest to the school, making the whole space user-friendly and welcoming.

C) Project Readiness. (0-20 points)

As noted above, there is an ongoing group committed to completion of the playground renovation. Construction is scheduled to run from the end of the school year in June until school resumes in September. The proposed gathering area can be installed after the surface is complete and if necessary could even be added after school starts in the fall.

The grant requests funding for a seating area, three benches, and planters big enough for hornbeam trees, which can grow quickly to 15-20 feet tall and provide shade for the benches. (The parks division explored the possibility of placing trees in the ground or building planting space into the retaining wall, but was unable to do so without added cost due to drainage issues and concern that roots would undermine the new wall.) If grant funding is provided, the parks division has agreed to install the seating area and planters, with the caveat that ongoing maintenance of the trees will need to be addressed.

Funding is also requested for a sculpture or other art feature not yet designed. If funding is received, the Friends of Olive Jones will work with the Madison Children's Museum consultants, the school art teacher, the Regent Neighborhood Association and the parks division to design and install this project. Maintenance and installation of the art will need to be addressed.



D) Consistency with Adopted Plans and Policies (0-15 points)

The Regent Neighborhood Association does not have an adopted plan for this part of the neighborhood. However, creation of gathering space in this corner of the playground is fully consistent with its current uses of the area as a school playground and neighborhood park. The neighborhood association and school principal and teachers support this idea. When the principal asked the teachers what they would like to see in the way of small improvements to this side of the playground, the top two requests were for greenery and seating. Inclusion of the seating area will not interfere with the way the field is used for physical education classes and recess.

The Friends of Olive Jones originally hoped to include additional greenery, a seating area and an art opportunity into the overall cost of phase III, but the high cost of replacing the existing infrastructure has made that impossible. Private fundraising will continue for phase III, but the amount of money that is likely to be raised is already committed to completion of the basic plan. For that reason, no neighborhood or private match is proposed.

E) Neighborhood Participation. (0-15 points)

The Regent Neighborhood Association has been a strong supporter of the entire park renovation and supports this grant application. It has allowed regular use of its newsletters and e-mail lists for neighborhood information and fundraising and has made a substantial monetary contribution. The Franklin-Randall PTO has provided generous financial support and also allows regular use of its resources for communication with parents. The district 5 alder and school principal are honorary co-chairs, and the RNA school liaison is co-chair of the fundraising effort. Randall teachers and staff have offered valuable support as well.

Donations have come from neighbors, parents and grandparents, alumni, the Vilas Neighborhood Association, local businesses and cooperatives, and several corporations and foundations - as well as from lemonade stands and garage sales run by Randall students. Fiscal management has been provided by the Foundation for Madison's Public Schools.

The Friends of Olive Jones won an award for 2010 Madison Parks Volunteer Project of the Year for its citizen involvement and broad-based public-private partnership. Parents and neighbors are regularly invited to participate in the process.

# Budget

A. Project Costs (Please list all cash expenditures required for the project including cost of permits, fees, etc.)


- 1) seating \$ 9,000
- 2) planters and trees \$ 10,000
- 3) art/sculpture \$ 5,000
- 4) \_\_\_\_\_ \$ \_\_\_\_\_
- 5) \_\_\_\_\_ \$ \_\_\_\_\_

Total Project Cost  
(sum of lines 1-5 above) = \$ 24,000

B. Project Income (Please list all cash available to cover the "Project Costs". This does not include in-kind matches or donated materials and supplies.)

- 1) Neighborhood Grant Request \$ 24,000
- 2) Cash from Neighborhood \$ 0
- 3) Cash from Other Sources \$ 0

Total Project Income  
(sum of lines 1-3 above) = \$ 24,000


  
 Total Project Income must be greater than or equal to the Total Project Cost

# Match

A. Project Match (Please include all cash - excluding the grant request) and the value of volunteer hours and donated goods, supplies, and other in-kind matches. Match does not have to equal the grant request.

- 1) Cash from the neighborhood and other sources: \$ 0
- 2) Proposed volunteer hours:  Hours x \$20 per hour \$ 600
- 3) Donated goods and/or services: watering trees \$ 500

Please describe any donated goods and services in this box.

The Friends of Olive Jones have received offers to donate landscaping and garden maintenance services from professional businesses in the neighborhood. They will be contacted and asked to water the trees until they are established.

Total Neighborhood Match  
(sum of lines 1-3 above) = \$ 1100

# Additional Information

## (for physical improvement projects)

A) If the request is for a physical improvement project (such as a neighborhood sign), who owns or controls the land where the project is located? Has the owner given permission for the project?

Yes, the city parks division has been consulted.

B) If the request is for a physical improvement project, who will ensure future routine and capital maintenance?

The parks division will be responsible for the seating and planters, Friends of Olive Jones for the trees. Maintenance and installation of the art will be negotiated depending on the nature of it.

## Notes to Applicants

- Plumbers and electricians hired as part of the project must be licensed.
- When skilled labor is required for any service project, the Contractor warrants that the current minimum rate of wage scale established by the Common Council, under provisions of Section 23.01 of the Madison Ordinances, be paid to all trades and occupations. Wage scale is on file with the City of Madison Clerk. Prior to contracting for services, your organization is required to contact: City of Madison Affirmative Action Department, 215 Martin Luther King, Jr. Blvd., Suite 130, Madison, WI 53703. Questions or concerns may be directed to Donald Studesville at (608) 266-6510.
- Any applicable permit fees and approvals that may be required (e.g., street encroachment approval, and sign, building, footer/foundation, electrical and/or plumbing permits) are the responsibility of the applicant and should be included in the total project cost.
- Projects to be built on private property must identify an incorporated entity willing to assume all responsibility for project management, ownership and maintenance and all future liability.
- Payments are made to the grantee after invoices for work completed and/or paid receipts and proof that the match requirements (if applicable) have been met are submitted.
- The final twenty percent (20%) of the grant amount will be withheld until the project is completed and all the terms of the contract have been satisfied. Otherwise, specific payment terms will be specified in the contract.
- Upon receiving a grant, an authorized representative of the Grantee must sign a written contract with the City of Madison. Payments will not be made to activities that occur before all parties sign the contract.
- The City retains sole discretion on determining the eligibility of applications and in how proposed projects, programs and activities meet the program's guidelines and criteria.
- NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking assistance from the City with a value of over \$10,000 (this includes grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance, Sec. 2.40 MGO. You are required to register and report your lobbying. Please consult the City Clerk for more information. Failure to comply with the lobbying ordinance may result in fines of \$1,000 to \$5,000.

# Submittal Instructions

- 1) Please submit the completed application only (no copies necessary). Use only the original application and provide your answers in the space provided. Attachments, except for those described in item 2 below, will not be accepted.
- 2) Please attach a simple map depicting the project site or geographic area. The map should show local streets, surrounding buildings and landmarks (i.e. schools, parks, etc.). You may attach letters of support, photographs or illustrations, and documentation regarding the matching funds, if necessary. Please do not include other attachments unless specifically requested by City staff.
- 3) Submit application to:  
City of Madison Department of Planning & Community & Economic Development; Attention: Linda Horvath  
215 Martin Luther King Jr Blvd, Suite LL-100  
PO Box 2985  
Madison, WI 53701-2985  
or electronically to [lhovath@cityofmadison.com](mailto:lhovath@cityofmadison.com)
- 4) APPLICATIONS ARE DUE NO LATER THAN 4:30 PM ON FEBRUARY 27, 2012. This application will be available online at:  
<http://www.cityofmadison.com/neighborhoods/grantprogram.htm>.

## Scoring Information

This section provides some additional explanation for each of the scoring criteria and examples for achieving a high, mid-range, and low score. Since the nature of the projects/activities can vary greatly, this section should not be viewed as an absolute -- rather it is intended to give further guidance to the applicants in preparing their applications, and to City staff in scoring them.

### Scope/Quality/Creativity 0-25 PTS

#### High Score

- The project/activity has a well-defined scope, goals and detailed steps (e.g. what is being done, by whom, how the steps relate to the final product).
- A timeline is set.
- The leaders are identified and have made a commitment.
- A tentative meeting schedule (e.g. dates, times, places) is set.
- The project/activity will be completed by the end of the grant year, or within an agreed upon timeframe.
- Measurable outcomes are identified.
- The project/activity is highly creative.
- Physical projects are highly visible from the public realm and have a realistic plan for on-going maintenance.
- Public art is thoughtfully integrated into the project/activity.
- The request is from a first time applicant.

#### Mid-Range Score

- The project/activity has a well-defined scope, but the products of the process may not be specifically known at this point. Each step of the process is described.
- A general meeting schedule is known (e.g. monthly, bimonthly, etc.).
- The proposal demonstrates a willingness to seek creative and workable solutions.

#### Low Score

- The scope of the project/activity and the final products are not clear. There is no clearly-defined process.
- There is no proposed schedule for completion.
- The project/activity does not show a willingness to seek creative solutions.

### Community Benefit 0-25 PTS

#### High Score

- The application is clear and specific on the issue(s) to be addressed and provides documentation of the problem(s).
- The proposal demonstrates a commitment to seek creative and workable solutions.
- The outcome will have widespread benefit for the entire neighborhood, and could spur other efforts/initiatives.

#### Mid-Range Score

- The application states the issue(s) to be addressed, but there is limited documentation as to the extent of the problem.
- The possible outcome will have benefit in localized portions of the neighborhood.

#### Low Score

- The application is not clear on the issue(s).
- There will be very limited benefit to the neighborhood.

## **Project Readiness 0-20 PTS**

### High Score

- The Neighborhood Association or other appropriate representative organizations approve of project/activity and supporting documentation is provided.
- The budget is well thought out and realistic. There is documentation of neighborhood contributions (if required), or there is evidence of pledges from a broad representation of the neighborhood residents, businesses, and others.
- The project/activity involves a one-time expenditure.
- There are property-owner letters of support which permit project/activity to occur on their land/premise.
- The applicant has no grants in progress from this program.

### Mid-Range Score

- There is a limited amount of resources from fewer sources within the neighborhood.
- Contributions from the neighborhood are proposed, but the pledges are not secured at the time of application.
- Commitments have been made for in-kind contributions, but documentation is incomplete.
- Organizations from outside of the neighborhood provide a substantial portion of the contributions.
- If the project/activity targets specific parcels, there is support from many of the property owners.

### Low Score

- There is no documentation of neighborhood resources.
- There is a likelihood that additional funding will be required in the future to complete the project/activity.
- The applicant has an outstanding grant from this program.
- If the project targets specific parcels, there is no support from the property owners.

## **Consistency with City Policies and Adopted Plans 0-15 PTS**

### High Score

- The project/activity implements, or is a step in implementing, one or more recommendations of an adopted neighborhood plan.
- The project/activity is clearly consistent with City policies.
- If the application is for a Neighborhood Planning Grant, there is a strong likelihood that the resulting plan will be supported and adopted by the City.

### Mid-Range Score

- The project is consistent with an adopted neighborhood plan, but may not specifically be listed as a recommendation.
- The project area is not covered by an adopted neighborhood plan, but is consistent with other plans, which may be more general in nature than typical neighborhood plans (e.g. Isthmus area, downtown, etc.) or City policies.
- The project/activity is generally consistent with City policies.

### Low Score

- The project/activity is not part of an adopted plan and is not consistent with City plans and policies. If the application is for a Neighborhood Plan Grant, the resulting plan is not likely to be supported and adopted by the City.

## **Neighborhood Participation 0-15 PTS**

### High Score

- There is a specific well thought out plan for significant involvement of the neighborhood and business community in all phases of the project/activity.
- Participants will actively include people of varying ages, ethnicity, races, incomes, or other demographic characteristics that makeup the neighborhood.
- Residents will have the opportunity to take on leadership roles, develop new skills, and new leaders will emerge.
- The application demonstrates that the neighborhood will have continued involvement in project/activity implementation.
- The project/activity will strengthen and/or build new partnerships with public/private entities or other neighborhood and community-based groups.
- Other impacted bodies (e.g.) governmental units/agencies, non-profit organizations, etc.) will be consulted.
- There is evidence (letters of support, pledges of money and/or services, etc.) of broad community support including property owners and renters.

### Mid-Range Score

- There is a general plan for neighborhood involvement for the duration of the project/activity.
- The application demonstrates that the neighborhood is seeking to address issues within the neighborhood, but may not clearly demonstrate an on-going commitment to implementation.
- There is evidence of support from some within the community.
- There are plans for an inclusionary process, but the specifics may not be known at this time.

### Low Score

- There is no clear plan for neighborhood involvement.
- There is little demonstration of neighborhood commitment or evidence of community support.
- There is no documentation of neighborhood resources.

# Terms and Conditions for Neighborhood Grant Program

## Project Contracts

- All grant recipients must secure a completed signed contract with the City within three months of the grant award. If not, the group risks forfeiture of grant funds.

## Reimbursement Terms

- All applicant groups must be capable of paying up front for grant costs, or the applicants must work with a fiscal agent who can do so.
- Reimbursements will not be processed for work started before contracts are executed.
- Reimbursement payments are made after the grantee has submitted paid invoices for work completed and/or paid receipts.
- Prior to receiving final payment, all grant recipients must complete and submit the 2012 Neighborhood Grant Closeout Form with a brief description of the project, lessons learned and digital photos.

## Ineligible Expenses

This ineligible expenses list is not exhaustive. City staff must approve all expenses on a grant-by-grant basis.

- Facility rental and food and beverages.
- Routine maintenance, on-going operating expenses (such as salaries or publishing newsletters), replacement of existing items (unless it is a great enhancement over the existing), and supplies such as rakes, gloves, and maintenance equipment.
- Entertainment and supplies for project events and activities including but not limited to music, comedy, and other types of performances; games, prizes, etc.; and refreshments.
- Playground equipment and other improvements on City-owned or controlled lands, school-owned land, and school-owned facilities (exceptions may be granted where new and creative approaches, or exceptional public/private partnerships can be demonstrated, or where unique opportunities to enhance underutilized space are evident).
- Improvements identified as elements of an ongoing City service or replacement cycle, or elements normally included in another agency's capital budget, are generally ineligible.
- Direct social services such as health clinics, food baskets, and emergency preparedness supplies.
- Direct grants, scholarships loans, or stipends.
- Costs associated with preparing grant applications.

## Project Contact Information

Contact Person: Marcia Vandercook Organization: Friends of Olive Jones Park  
Address: 2310 Rugby Row Zip: 53726 Ph. (day): 267-7335 E-mail: marcia.vandercook@gmail

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Contact Person: Donna Faulkner Organization: Foundation for Madison's Public Schools  
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## Applicant and Neighborhood Association Signatures

I confirm that I have read all terms and conditions detailed above, and in the 2012 Neighborhood Grant Program Guidelines brochure, and that this application adheres to those requirements.

Applicant Organization President/date: /s/ Marcia Vandercook, Friends of Olive Jones co-chair, 2/26/12

Neighborhood Association President/date: /s/ John Schlaefer, RNA President, 2/26/12 (see attached signature page)

Submit the original Mini-Grant Application only by FEBRUARY 27, 2012 NO LATER THAN 4:30 PM to: City of Madison Planning Division, ATTN Linda Horvath / 215 Martin Luther King JR BLVD, PO Box 2985 / Madison, WI 53701-2985 / lhorvath@cityofmadison.com /ph. 266-4635; fx. 267-8739

Nondiscrimination Based on Disability: Applicant shall comply with Section 39.05 Madison General Ordinances, Nondiscrimination Based on Disability in City-Assisted Programs and Activities. Under section 39.05(7) of the Madison General Ordinances, no City financial assistance shall be granted unless an Assurance of Compliance with Sec. 39.05 is provided by the applicant or recipient, prior to the granting of the City financial assistance. Applicant hereby makes the following assurances: Applicant assures and certifies that it will comply with section 39.05 of the Madison General Ordinances, entitled, "Nondiscrimination Based on Disability in City Facilities and City-Assisted Programs and Activities," and agrees to ensure that any subcontractor who performs any part of this agreement complies with sec 39.05, where applicable, including all actions prohibited under section 39.05(4), MGO."

Notice Regarding Lobbying Ordinance: If you are seeking a grant from the City with a value of over \$10,000, then you are likely subject to Madison's lobbying ordinance, sec. 2.40 MGO. You are required to register and report your lobbying. Consult the City Clerk for more information. Failure to comply with the lobbying ordinance may result in fines of \$1,000 to \$5,000.



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# Regent Neighborhood A S S O C I A T I O N

CITY OF MADISON DEPARTMENT OF  
PLANNING & COMMUNITY & ECONOMIC  
DEVELOPMENT / PLANNING DIVISION  
PO BOX 2985  
MADISON WI 53701-2985

February 25, 2012

Dear Ms. Horvath:

I am writing on behalf of the Board of the Regent Neighborhood Association to express our support for the third phase of the Olive Jones Park renovation. We have been working with the Friends of Olive Jones Park, Randall School and the Madison Parks Department over the last two years to create a creative space for the children of the school and the neighborhood out of what used to be a drab slab of asphalt.

Phase III of the project, for which Friends of Olive Jones Park is applying for this grant, will be the finish of the project that will enhance the Regent Neighborhood dramatically, providing a safe, creatively designed place for the children and families of the neighborhood to gather and play.

We hope that the city will award a neighborhood grant for this project that is so important to the Regent Neighborhood and Randall School.

Sincerely,

John Schlaefer, President  
Regent Neighborhood Association

CHADBOURNE STREET

N ↑

AMPHITHEATER

ped. gate car gate

TOT LOT

proposed seating area

OLIVE JONES PARK

- CITY PROPERTY

NEW PLAY STRUCTURE

MMSD PROPERTY

RANDALL SCHOOL



HILL ←

retaining wall →

ALLEY

Storm drain

REGENT STREET

ROBY STREET  
←

↓  
SPOONER STREET



