



**Committee of the Whole Report
For the Meeting of January 10, 2019**

To: Committee of the Whole **Date:** November 23, 2018
From: Kerri Moore, Head of Business and Community Relations
Subject: 2018 My Great Neighbourhood Grants – Fall Intake

RECOMMENDATION

That Council:

1. Approve 22 applications received for the fall intake of the 2018 My Great Neighbourhood Grant program as outlined in Tables 1 and 2 and 3.
2. Approve the following changes to the My Great Neighbourhood Grant Policy
For a multi-phased project to be considered, a substantial new element must be introduced with each application. This program limits a maximum of three (3) proposals for the same project area. Applications for new projects will be prioritized over recurring applications, factoring in quality of application.

EXECUTIVE SUMMARY

This report presents the 2018 Fall applications for the My Great Neighbourhoods grant program for Council's consideration.

The City received 27 grant applications; 9 in the Activity category and 18 in the Placemaking category, for a total request of \$84,206. The My Great Neighbourhood Grant budget is \$120,000 for 2018. Council approved \$56,300 in applications from the Spring intake, leaving a balance of \$63,700 available for the Fall intake.

The review committee is recommending the following:

- Decline three applications. One proposal is outside the parameters of the grant program. The second proposal has merit and needs more work by the applicant. The third application requires a community garden license.
- Fund two mural projects through the remainder of the Create Community Colour Program, and
- Provide partial funding for two of the proposals.

The proposed recommendations will fully expend the grant fund for 2018.

PURPOSE

This report presents the 2018 Fall intake of the My Great Neighbourhoods Grant applications for Council's consideration of approval.

BACKGROUND

In December 2015, Council approved a new grant program aimed at facilitating community-initiated placemaking projects. The initial policy and guidelines were approved on May 12, 2016 and the program was open for applications through the summer. The program was developed to support strong, connected neighbourhoods through funding for projects that would bring neighbours together and empower them to shape their local area. The City provides up to \$5,000 for placemaking projects to match the equivalent contribution from the neighbourhood. The matching contribution could be a combination of volunteer labour, donated services, materials and supplies and other funds raised. A budget of \$120,000 was approved in 2016 for this program. In April 2017, the grant policy was amended to create a second stream of funding for community development activity grants of up to \$1,000 (matched funds).

The program is open to all not-for-profit organizations including community and neighbourhood associations and schools. Residents, informal organizations and businesses may also apply for funding by partnering with a local not-for-profit group. The not-for-profit group is required to co-sign the application, receives the funding and is the responsible party for ensuring the project meets agreed conditions.

The projects and activities must be located within the City of Victoria to be eligible for funding.

2018 GRANT PROGRAM

This grant program is open for two 6-week intakes per year, between March 1 and April 15, and September 1 to October 15. Staff actively promote the program through social media posts, email and verbal communications with stakeholders, a poster campaign and a community development event in the spring. Radio interviews and print media with also help promote the program. Throughout both intake periods, staff meet with prospective applicants to shape their projects and support them in providing a high-quality application.

Applications for the Fall Intake were received from eleven of the City's thirteen neighbourhoods.

The total amount of matching funds requested is \$84,206, which is \$20,506 over what is available. The interdepartmental committee made up of staff from Parks, Planning, Arts & Culture and Engineering reviewed the applications. Funding recommendations are provided in Tables 1, 2 and 3. A summary of grant distribution by neighbourhood for this intake is provided in Table 4. This will be the first time this program has been fully expended since it began in 2016.

Summary tables of the Placemaking and Activity applications are provided below. The evaluation matrix and evaluations have been included in Appendix B. The complete applications for Placemaking are attached in Appendix C and Activities in Appendix D.

Table 1: 2018 Fall Placemaking Grant applications

	Name of Project	Neighbourhood	Applicant/Sponsor	Request	Recommendation
	Placemaking Grants				
1	Cecelia Ravine Community Garden	Burnside Gorge	Burnside Gorge Community Association	\$1,800	\$1,800
2	Urban Learning Garden Outdoor Livingroom	Downtown	FED Restaurant Society	\$5,000	\$5,000
3	The MAKE/SPACE mural project	Downtown	Open Space Gallery	\$4,968	\$3,718*
4	Humboldt Pocket Plaza	Downtown	Greater Victoria Placemaking Network	\$5,000	\$5,000
5	Yates St Garden Phase 3	Downtown	Downtown Residents Association	\$5,000	\$3,594*
6	Fairfield Unity Panels	Fairfield	Fairfield United Church	\$5,000	\$5,000
7	Creating Community on Cornwall Street	Fairfield	Fairfield Gonzales Community Association	\$3,500	\$3,500
8	Fairfield Food Forest Enhancements	Fairfield	Fairfield Gonzales Community Association	\$5,000	\$5,000
9	Olive St Common	Fairfield	Fairfield Gonzales Community Association	\$5,000	\$5,000
10	Grant Street gardens	Fernwood	Fernwood Neighbourhood Resource Group	\$1,133	\$1,133
11	Solar Power at Compost Education Centre	Fernwood	Compost Education Centre	\$2,000	\$2,000
12	Brighton Green Native Plant Restoration	Gonzales	Fairfield Gonzales Community Association	\$5,000	\$0*
13	Quadra Village Pollinator Garden	Hillside Quadra	Pollinator Partnership Canada	\$4,975	\$4,975
14	Pilot St Community Tool Shed	James Bay	BC Healthy Communities	\$5,000	\$5,000
15	Oaklands Rise Preservation	Oaklands	Oaklands Community Assoc	\$5,000	\$ 0*
16	1537 Hillside Ave mural	Oaklands	Oaklands Community Assoc	\$1,850	\$ 0*
17	Selfhood	Rockland	Greater Victoria Art Gallery	\$5,000	\$5,000
18	Vic West Performance Space	Vic West	Vic West Community Association	\$5,000	\$ 0*
Total Placemaking Applications				\$75,226	\$55,720

*see Table 3 for explanation

Table 2: 2018 Fall Activity Grant applications

Activity Grants				
Creating Connections Gorge Rd	Burnside Gorge	Burnside Gorge Community Association	\$1,000	\$1,000
Beau Dick Memorial Mural event	Burnside Gorge	Medianet	\$1,000	\$0*
Chinese New Year Street Festival	Downtown	Chinese Community Services	\$1,000	\$1,000
Sofa Surprise	Downtown	Greater Victoria Placemaking Network	\$1,000	\$1,000
Fairfield Bicycle Music Festival	Fairfield	Fairfield Gonzales Community Association	\$1,000	\$1,000
Christmas Carols and Light-up in Fernwood Square	Fernwood	Fernwood Community Association	\$980	\$980
James Bay Good Neighbour Festival	James Bay	James Bay Neighbourhood Association and James Bay New Horizons	\$1,000	\$1,000
Emerson St Community Building	North Jubilee	Silver Threads	\$1,000	\$1,000
VW Logo Redesign Community Project	Vic West	Vic West Community Association	\$1,000	\$1,000
Total Activity Applications			\$8,980	\$7,980

*see Table 3 for explanation

Table 3: Applications recommended for decline, partial funding or to be funded through another program

Name of Project	Request	Recommendation	Explanatory Notes
The MAKE/SPACE mural project	\$4,968	\$3,718	Recommend decline portion of proposal (\$1250) for the publication which is outside scope of this program
Yates St Garden Phase 3	\$5,000	\$3,594	Third proposal from this applicant. Recommend partial funding to support development of accessible garden space
Brighton Green Native Plant Restoration	\$5,000	\$0	This proposal requires a Community Garden License. Staff can work with the applicant and sponsoring organization through the process. Fencing and mulch can be provided once a license is in place.
Oaklands Rise Preservation	\$5,000	\$0	Recommend decline for now and have staff work with applicant in the coming months to refine application
1537 Hillside Ave mural	\$1,850	\$0	This project can be funded from the balance of the Create Community Colour mural program
Vic West Performance Space	\$5,000	\$0	Proposal is for major infrastructure project in a park and is outside the scope of this program
Beau Dick Memorial Mural event	\$1,000	\$0	This project can be funded from the balance of the Create Community Colour mural program

Table 4: Applications by Neighbourhood Fall 2018 intake

Neighbourhood	Total Applications	Total Requested Funds	Total Recommended	Recommendation \$
Burnside Gorge	3	\$3,800	2	\$2,800
Downtown	6	\$21,968	6	\$19,312
Fairfield Gonzales	6	\$24,500	5	\$19,500
Fernwood	3	\$4,113	3	\$4,113
Hillside Quadra	1	\$4,975	1	\$4,975
James Bay	2	\$6,000	2	\$6,000
North Jubilee	1	\$1,000	1	\$1,000
North Park	0	\$0	0	\$0
Oaklands	2	\$6,850	0	\$0
Rockland	1	\$5,000	1	\$5,000
South Jubilee	0	\$0	0	\$0
Vic West	2	\$6,000	1	\$1,000
Total	27	\$84,206	22	\$ 63,700

ISSUES & ANALYSIS

Multi-phased Projects

For the first time since introducing this grant program in 2016, the fund was over-subscribed by more than \$20,000. This presents a challenge in how to allocate the available funds. Staff have noticed that some of the applications received are for multi-phased projects. Multi-phased projects challenge the spirit and intent of this grant program. The maximum value of a project is understood to be \$10,000, given the 100% match requirement. When proposals are submitted with much larger budgets or are a second or third phase of a project, they have moved beyond the parameters of this program. That said, staff are often supportive of these additional phases, especially in community gardens which are valuable community spaces. As the policy is silent on multi-phased projects, staff are recommending Council add the following language:

- That for a multi-phased project to be considered, substantial new elements must be introduced with each application
- That applications for new projects would be prioritized over repeat applications, factoring in quality of application, and
- That this program limits a maximum of three (3) proposals for the same project area.

This change in policy would ensure that larger projects would be eligible for more than one intake of the funding needed to create these community gathering spots. It would also guarantee new projects would get appropriate consideration in a situation of over-subscription.

Equity across Neighbourhoods

Staff have been tracking grants across neighbourhoods from 2016 to the current intake. Table 5 shows the distribution of approved grants and awards by neighbourhood to the Spring of 2018. Tracking the awards in this manner provides a view of how equitable the grants are being spread across neighbourhoods.

Table 5: Distribution of approved grants across neighbourhoods 2016-Spring 2018

Neighbourhood	2016 recipients	2016 Awards	2017 recipients	2017 Awards	2018 Spring recipients	2018 Spring Awards	Total applications	Total \$ awarded	% of total funds	% of population
Burnside Gorge	2	\$7,060	4	\$8,000	1	\$5,000	7	\$20,060	8%	7.3%
Downtown / Harris Green	4	\$20,000	3	\$10,400	2	\$6,000	9	\$36,400	14%	5.7%
Fairfield Gonzales	2	\$9,400	7	\$23,522	2	\$6,000	11	\$38,922	15%	19.8%
Fernwood	4	\$18,490	6	\$16,950	3	\$7,485	13	\$42,925	16%	11.8%
Hillside Quadra	0	\$0	4	\$6,678	2	\$10,000	6	\$16,678	6%	9.1%
James Bay	1	\$5,000	4	\$14,441	3	\$2,615	8	\$22,056	8%	14%
North Jubilee	1	\$5,000	0	\$0	0	\$0	1	\$5,000	2%	4%
North Park	0	\$0	2	\$8,000	3	\$4,200	5	\$12,200	5%	3.8%
Oaklands	1	\$5,000	1	\$5,000	3	\$13,000	5	\$23,000	9%	8.5%
Rockland	1	\$5,000	0	\$0	0	\$0	1	\$5,000	2%	4.4%
South Jubilee	1	\$5,000	2	\$6,000	0	\$0	3	\$11,000	4%	2.5%
Vic West	4	\$14,765	2	\$6,000	2	\$2,000	8	\$22,765	9%	8.5%
City wide*	0	\$0	2	\$9,975	0	\$0	2	\$9,975	4%	100%
	21	\$94,715	37	\$114,966	21	\$56,300	79	\$265,981		

*project or activity took place in multiple neighbourhoods

As of June 2018, the City has approved \$265,981 funding for 79 projects. If the recommended Fall 2018 applications are approved, this grant program will have initiated 101 placemaking projects and community development activities with \$329,681 of grant funds in three years.

OPTIONS & IMPACTS

Option 1 – Approve 23 applications and changes to the My Great Neighbourhood Grant Policy (Recommended)

The interdepartmental committee made up of staff from Parks, Planning, Arts & Culture and Engineering reviewed the applications.

Option 2 – Further review grant applications and make alternative decisions for grant awards

This option would involve a further process and Council direction to identify the scope of eligibility.

Accessibility Impact Statement

There are no accessibility concerns related to the proposed recommendations in this report.

2015 - 2018 Strategic Plan

The applications received support the objectives and/or the action and outcome statements of the Strategic Plan specifically:

- Objective 2: Engage and Empower the Community
- Objective 3: Strive for Excellence in Planning and Land Use
- Objective 7: Facilitate Social Inclusion and Community Wellness;
- Objective 8: Enhance and Steward Public Spaces, Green Spaces and Food Systems; and
- Objective 10: Nurture Our Arts, Culture and Learning Capital.

Impacts to Financial Plan

The \$120,000 for this grant program was approved as part of the 2018 Financial Plan.

Official Community Plan Consistency Statement

The My Great Neighbourhoods Grants program supports several of the OCP's broad objectives, including:

Placemaking

- 8 (d) That social vibrancy is fostered and strengthened through human scale and design of buildings, streetscapes and public spaces.
- 8 (g) That a sense of place is developed and enhanced through urban design features.

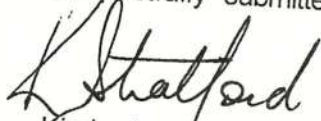
Community Wellbeing

- 15 (d) That strong partnerships build the capacity of individuals and the community.
- 15 (e) That all citizens have the opportunity to participate in civic affairs.

Arts and Culture

- 16 (a) That Victoria is a creative and vibrant city.
- 16 (f) That art in public places is supported and enabled as a public good and an expression of community identity.

Respectfully submitted,

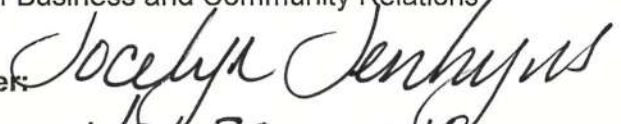


Kimberley Stratford
Neighbourhood Advisor



Kerri Moore
Head of Business and Community Relations

Report accepted and recommended by the City Manager:



Date: Nov 30, 2018

List of Attachments

- Appendix A: Great Neighbourhood Grant Policy proposed amendments
- Appendix B: Evaluation Criteria and 2018 Fall Intake evaluations
- Appendix C: 2018 Fall intake placemaking applications (attached as pdf)
- Appendix D: 2018 Fall intake activity applications (attached as pdf)