

PROPOSAL FOR GRANT FUNDING
PUBLIC EDUCATION, COMMUNITY ORGANIZATION
AND INTER-CITY NETWORKING
IN EAST PALO ALTO, CALIFORNIA

BACKGROUND

East Palo Alto is a bayside neighbor of Menlo Park, Palo Alto and Stanford University. It is a predominantly minority community with a population of 20,000 people who are in the process of gaining control over their environment and local resources through incorporation as a self-sustaining city.

Over the past several years, there has been a concerted effort in East Palo Alto to establish a new city government. Toward this end, there have been a number of major developments including, but not limited to, the following:

- o three financial studies by independent consultants have confirmed that incorporation is fiscally feasible;
- o the San Mateo Local Agency Formation Commission (LAFCo) has approved an incorporation application;
- o the San Mateo Board of Supervisors has approved an incorporation election to be held in April, 1982;
- o several thousand resident-voters have signed a petition supporting incorporation.

Given that an incorporation election is to be held in April, 1982, attention is now being focused on how to best organize and manage the new city. The first major project addressing this issue has been a series of seminars on local government held in the emerging city during the fall and winter of 1981 (brochure enclosed). The seminar series is entitled "People, Participation, and Effective Local Government in East Palo Alto, California".

It is being jointly sponsored by the East Palo Alto Citizens' Committee on Incorporation, ISCED Community Development Institute, the Leagues of Women Voters of South San Mateo County and Palo Alto, and Forum on Community and the Environment. Forum and ISCED have been technical consultants in the planning and organizing of the series.

To build upon the success of these educational seminars, the ISCED Community Development Institute is implementing a new project with three major components: (1) training for the general electorate and candidates for elective and appointive offices on the legal, fiscal, and service functions of municipalities; (2) organizing neighborhood associations and issue-oriented civic groups to interface with the new city government; and (3) building inter-city networks between the new city of East Palo Alto and other midpeninsula cities.

The ISCED Community Development Institute is requesting a grant in the amount of \$20,007, which is approximately forty percent (40%) of the total project budget. The enclosed budget describes the utilization of the funds.

Building a new city is an historic event. We are hopeful that your Foundation concurs with the merits of this project and approves this grant application.

PROJECT OVERVIEW

The ISCED Community Development Institute is seeking funding to implement a project that will foster an effective start-up for the new City of East Palo Alto. The project is based upon the premise that the human diversity in East Palo Alto can be organized, trained, and channeled into an effective system of local government with broad community participation and productive inter-city relations.

The project consists of three components -- public education, neighborhood organization, and inter-city networking -- which are deemed to be among the most critical factors associated with effective local government. The Community Development Institute will implement this project under the direction of the East Palo Alto Citizens' Committee on Incorporation (EPACCI) -- the group that is spearheading the incorporation drive. Forum on Community and the Environment, a non-profit organization specializing in the creation of liveable environments, will provide technical assistance on this project.

Public Education

Public education is one major component of the project. Our purpose is to provide critical information that enhances general understanding about city organization, finance, and services; about the midpeninsula intergovernmental network; and about effective democratic participation in municipal government.

The Community Development Institute proposes to publish three monographs in the lay language of the community on: (1) municipal organization, finance and services; (2) citizen participation in local government; and (3) inter-city networking. The monographs will be distributed to all registered voters during the second, third and fourth months of the project.

The Community Development Institute also proposes to hold a series of issues-oriented workshops geared toward candidates for elective and appointive offices as well as the general electorate. The workshops will cover the following topics: (1) legal, fiscal and organizational requirements for a new city; (2) municipal law and public policy formulation; (3) planning, land use and local development; (4) resource development, fiscal management, and public enterprise (5) the role, authority and functions of city commissions (planning, recreation, police, sanitation, housing, and transportation); and

(6) negotiation, facilitation, creative problem-solving, and productive management of conflict. The seminars will be held on a semi-monthly basis during the third, fourth and fifth months of the project.

Neighborhood Organization

A second major component of the project is neighborhood organization. Our purpose is to build a local network of neighborhood and civic associations that interface with the new municipal government, articulate community needs, provide avenues for citizen input, and serve as a training ground for citizens aspiring for elective or appointive offices.

The Community Development Institute proposes to provide technical assistance leading to the establishment of the following representative organizations:

- o homeowners and renters associations in the five council districts
- o Chamber of Commerce for businesspersons, merchants, and industrialists
- o environmental, cultural and recreational associations
- o housing/transportation associations
- o community development associations

The anticipated outcome of these organizational activities will be on-going civic associations which link various interest groups into cohesive problem-solving forums, which offer constructive input for the formulation of public policy, and which provide the mechanisms for broad citizen input regarding the future development of the new city. These organizational activities will occur during the sixth through the twelfth months of the project.

Inter-City Networking

A third major component of the project is inter-city networking. Our purpose is to link the new municipal government and various civic organizations to their counterparts in other midpeninsula communities. Through such networking, the new city will be launched as part of the mainstream, drawing upon available technology and resources to ensure effective, efficient, and responsive local government.

The Community Development Institute proposes to provide technical assistance leading to the formation of:

- o a networking element that links the new city and its civic groups with other midpeninsula communities and provides a forum for informed discussion on issues of mutual interest
- o a networking element that provides for inter-city communication and collaboration with the new city of East Palo Alto as the catalyst

The networking activities will occur in the sixth through twelfth months of the project.

Project Administration

This grant will be administered by Frank J. Omowale Satterwhite, Ph.D., Stanford University; M.S., Southern Illinois University; B.A. Howard University; President, ISCED. ISCED Community Development Institute assists low-income communities by providing technical assistance to community-based organizations and human service agencies in the areas of public administration, organizational development, finance, evaluation, research and policy analysis.

Forum on Community and the Environment, a non-profit organization of highly skilled conflict resolution professionals who help people work together to shape a more liveable urban environment, will act as a consultant to ISCED. Key Forum personnel will be Marge Sutton, M.A., University of Redlands; B.A., San Jose State University; Founding President, Forum; and Geoffrey Ball, Ph.D. and M.S., Stanford University; B.A., Harvard University; Executive Director, Forum.

Project Budget

The total budget for this project is \$49,417, of which \$14,335 (29%) is allocated for salaries; \$18,150 (37%) for consultants; \$200 (.004%) for local travel; \$3,480 (7%) for space and equipment rentals; \$8,760 (18%) for operational costs; and \$4,492 (9%) for general administrative costs.

Peninsula Community Foundation Grant Request

The ISCED Community Development Institute is requesting \$20,007 from the Peninsula Community Foundation distributed as follows: Personnel-- \$4,168 (21%) for salaries; Consultants-- \$7,800 (40%) for technical assistance; Local Travel-- \$100 (.4%) for mileage; Space and Equipment-- \$1,740 (9%) for rent and equipment rentals; Operations-- \$4,380 (22%) for related project costs; General Administrative Costs-- \$1,819 (9%) for overhead.

Project Evaluation

The ISCED Community Development Institute will hire an independent consultant to conduct a summative evaluation of the project. ISCED will conduct an ongoing formative evaluation utilizing a management-by-objective assessment process.

Recent Grants Received by the ISCED Community Development Institute

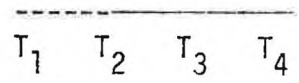
The ISCED Community Development Institute has not received any funding for this project. It is anticipated that grant requests will be made to the following foundations: Whitney Foundation (Los Altos), Wheeler Foundation (Palo Alto), Gerbode Foundation (San Francisco), and Johnson Foundation (Menlo Park).

1982 Timeline

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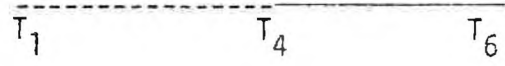
PUBLIC EDUCATION

1. Research, publish and disseminate three monographs on local government:



- (a) municipal organization, finance and service; (b) citizen participation in local government; and (c) inter-city networking

2. Plan, organize, and convene twelve issue oriented workshops and training sessions for the general electorate and candidates for elective and appointive offices



NEIGHBORHOOD ORGANIZATION

3. Undertake community organization activities and organize five neighborhood associations and five issue-oriented civic groups



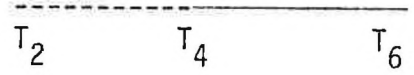
PROJECT WORK PLAN

1982 Timeline

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INTER-CITY Networking

4. Develop an action strategy and formalize contacts with mid-peninsula governments, universities, professional associations and civic groups



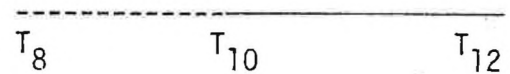
5. Contact area foundations and corporations to develop private/public partnership mechanism, an Urban Technical Assistance Council of corporate executives to assist in the development of a) executive loan programs, b) on-the-job training programs for minority youth, c) funding for EPA programs through the Bay Area 2% Club, d) a Retired Corporate personnel volunteer program.



6. Develop contacts with news media to build their interest and support of the new city's networking systems.



7. Develop a Skills Inventory on what's available in management, service delivery, finance and planning in each of the Mid-peninsula cities participating in the Inter-City Communication and Technical Assistance System. Include staff, elected and appointed officials, community leaders and citizen activists and business/corporation volunteers as resources for the Skills Inventory



1982 Timeline

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INTER-CITY Netowrking Cont'd

- 8. Organize a new course at Canada College to focus on developing more balanced knowledge of local govt and regional issues and increasing the potential for creative volunteerism in City committees and commissions and community boards among corporate mid-level managers and young business executives in the mid-peninsula

T₈ T₁₀ T₁₂

BISSEMINATION OF INFORMATION

- 9. Work with the California League of Cities to develop a system to disseminate the results of this project

T₁ T₄ T₁₂

PROJECT BUDGET

I. Personnel

A. Project Coordinator (1/5 X \$22,200 yr.)	4,440
B. Community Organizer (1/3 X \$15,000 yr.)	5,000
C. Secretary (1/5 X \$12,529 yr.)	<u>2,506</u>

TOTAL SALARIES 11,946

D. Fringe Benefits (@ 20% of salaries)	2,389
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TOTAL PERSONNEL \$ 14,335

II. Consultants

A. Public Education

1. Three monographs	
- Technical Writing/3 monographs (9 days @ \$150/day)	1,350
2. Twelve workshops	
- Planning, organization and facilitation (2 days x 12 workshops @ \$150/day)	<u>3,600</u>

TOTAL PUBLIC EDUCATION 4,950

B. Neighborhood Organization

1. Five neighborhood associations (3 days X 5 associations @ \$150/day)	2,250
2. Five issue-oriented civic groups (3 days X 5 associations @ \$150/day)	<u>2,250</u>

TOTAL NEIGHBORHOOD ORGANIZATION \$4,500

PROJECT BUDGET

C. Inter-City Networking

1. Planning Action Strategy (5 days @ \$150/day)	750
2. Public/private partnership (20 days @ \$150/day)	3,000
3. Media Relations (10 days @ \$150/day)	1,500
4. Skills Inventory (10 days @ \$150/day)	1,500
5. College Classes (3 days @ \$150/day)	<u>450</u>

Total Inter-City Networking 7,200

D. Evaluation (10 days @ \$150/day)	1,500
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TOTAL CONSULTANTS \$18,150

III. Travel/Transportation (local mileage/1,000 mi. @ 20¢)	\$ 200
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IV. Space and Equipment

A. Rent (12 mo. @ \$150/mo.)	1,800
B. Equipment	
1. Typewriter (12 mo. @ \$40)	480
2. Copier (12 mo. @ \$100/mo.)	<u>1,200</u>

TOTAL SPACE AND EQUIPMENT \$3,480

PROJECT BUDGET

V. Operations

A. Consummables (12 mo. @ \$30/mo.)	360	
B. Postage		
1. Three Monographs	1,800	
2. Twelve Seminars	1,000	
3. Other	300	
C. Printing/Reproduction		
1. Three Monographs	3,000	
2. Twelve Workshops	1,200	
3. Other	500	
D. Telephone (12 mo. @ \$50/mo.)	<u>600</u>	
TOTAL OPERATIONS		<u>\$8,760</u>
TOTAL PROJECT BUDGET		\$44,925
General Administrative Costs (@ 10% of project budget)		<u>4,492</u>
TOTAL BUDGET REQUEST		\$49,417

PENINSULA COMMUNITY FOUNDATION GRANT REQUEST

I. Personnel

A. Project Coordinator (50% of 1/5 x \$22,200 yr.)	\$2,220	
B. Secretary (50% of 1/5 x \$12,529 yr.)	<u>1,253</u>	
TOTAL SALARIES	\$3,473	
C. Fringe Benefits (@ 20% of salaries)	<u>695</u>	
TOTAL PERSONNEL		\$4,168

II. Consultants

A. Public Education

1. Three monographs		
- Technical Writing/3 monographs (9 days @ \$150/day)	\$1,350	
2. Twelve workshops		
- Planning, organization and facilitation (2 days x 12 workshops @ \$150/day)	<u>3,600</u>	
TOTAL PUBLIC EDUCATION	\$4,950	

B. Inter-City Networking

1. Planning Action Strategy (50% of 5 days @ \$150/day)	\$ 375	
2. Media Relations (50% of 10 days @ \$150/day)	750	
3. Skills Inventory (50% of 10 days @ \$150/day)	750	
4. College Classes (50% of 3 days @ \$150/day)	225	
TOTAL INTER-CITY NETWORKING	<u>\$2,100</u>	

PENINSULA COMMUNITY FOUNDATION GRANT REQUEST

C. Evaluation	<u>750</u>	
(50% of 10 days @ \$150/day)		
TOTAL CONSULTANTS		\$7,800
III. Travel/transportation		\$ 100
(50% of local mileage/1,000 mi. @ 20¢)		
IV. Space and Equipment		
A. Rent	\$ 900	
(50% of 12 mo. @ \$150/mo.)		
B. Equipment		
1. Typewriter	240	
(50% of 12 mo. @ \$40/mo.)		
2. Copier	<u>600</u>	
(50% of 12 mo. @ \$100/mo.)		
TOTAL SPACE AND EQUIPMENT		\$1,740
V. Operations		
A. Consumables	\$ 180	
(50% of 12 mo. @ \$30/mo.)		
B. Postage		
1. Three Monographs	\$ 900	
(50% of \$1,800 total)		
2. Twelve Seminars	500	
(50% of \$1,000 total)		
3. Other	150	
(50% of \$300 total)		

PENINSULA COMMUNITY FOUNDATION GRANT REQUEST

C. Printing/Reproduction		
1. Three Monographs (50% of \$3,000 total)	\$1,500	
2. Twelve Workshops (50% of \$1,200 total)	600	
3. Other (50% of \$500 total)	250	
D. Telephone (50% of 12 mo. @ \$50/mo.)	<u>\$ 300</u>	
TOTAL OPERATIONS		<u>\$4,380</u>
TOTAL PROJECT BUDGET		\$18,188
General Administrative Costs (@ 10% of project budget)		<u>1,819</u>
TOTAL BUDGET REQUEST		\$20,007