

Adopted 7/31/07 to 6/30/10 (Res. 07-97)
Amended 1/23/18 (Res. 2018-12)

SPECIAL PROJECTS FUND ALLOCATION PROCEDURES

ALLOCATION PRINCIPLES, PRIORITIES AND PROCESS

I. Guiding Principles for Allocation of Special Projects Funds

- A. Invest funds in projects or services of “regional significance” in the areas of parks and open space, housing that is affordable and arts and culture programs and activities for residents and tourists. “Regional significance” means that the project, program or service benefits the County as a whole, rather than individual cities, communities or geographic areas.
- B. Invest funds in programs or services that foster or facilitate partnerships with the community, non-profit organizations and other local governments.
- C. Invest funds in programs or projects that enhance the quality or quantity of services being provided. Special Projects Funds should not be used to supplant existing funding for services already provided by industry, non-profits or other local governments.
- D. When applicable, invest funds in programs or projects that utilize “best practices” in delivery of services. To the extent possible, “best practices” should be evidence-based.
- E. Insure accountability for use of public funds through appropriate service delivery approaches (such as contracting), oversight mechanisms and use of performance measures.
- F. Provide the appropriate mix of funding stability and flexibility by establishing an annual request for proposal process for those funds awarded through a competitive process.

II. Five Year Goals (FY 2018-2019 through FY 2022-2023)

- A. Parks and Open Space:
 - 1. Ensure the Napa County Regional Park and Open Space District will be able to develop funding sources to maintain responsibility for county-wide parks and open space planning, acquisition and maintenance.
 - 2. Purchase Skyline Park from the State.

3. Leverage matching funds to acquire, improve and maintain parks and open space properties that provide significant outdoor recreational opportunities.

B. Housing that is Affordable

1. Assist in the development of housing units or home ownership opportunities.

. C. Arts and Culture:

1. Assist in developing access to diverse arts and culture experiences throughout Napa County.

IV. Five Year Allocation Plan and Process (FY 2018-2019 through FY 2022-2023)

A. For all General Fund resources transferred to the Special Projects Fund in a particular year:

1. Allocate 60% for parks and open space programs or services, Funds shall be allocated directly to the Napa County Regional Park and Open Space District.
2. Allocate 20% for affordable housing programs. Funds shall be allocated to the Affordable Housing Fund and held within a subdivision for affordable housing opportunities for employees working in the lodging industry. Funds will be held pending discussions with the lodging industry on identifying matching funds and developing a program for lodging industry employees.
3. Allocate 20% for arts and culture programs or services. Of these funds, subject to annual approval by the Board of Supervisors, 20% will be allocated to Arts Council Napa Valley for operating expenses and support of programs including Arts in April. Arts Council Napa Valley shall submit by April 1st of each year an annual funding request to the County Executive Office that details the proposed expenditure plan. The expenditure plan shall be presented to the Board of Supervisors for review and approval by July 1st of each year.

The remaining 80% of funds shall be annually distributed through competitively awarded grants for arts and culture organizations. Fifty percent of the funds for competitive grants shall be awarded to tourism generating arts and culture organizations. Unused grant funds shall rollover to the next grant cycle unless directed otherwise by the Board of Supervisors.

B. For Special Projects Funds dedicated to annual competitive grants for Arts and Culture organizations :

1. The Arts and Culture Advisory Committee shall develop proposed guidelines, a request for proposal for funding and scoring criteria on an annual grant cycle basis. The Board of Supervisors shall review and approve the documents for each grant cycle.
2. The Arts and Culture Advisory Committee shall review and score competitive applications consistent with the developed guidelines, request for proposal and scoring criteria. The Arts and Culture Advisory Committee shall recommend funding recipients to the Board of Supervisors for review and final approval.
3. Agreements shall include a detailed scope of work and necessary performance measures to ensure project completion. Unless otherwise specified in the guidelines and approved grant agreements, the grant period shall be July 1st of each fiscal year through June 30th of each fiscal year.
4. Unless otherwise stated in the guidelines or grant agreements, a final report and detailed accounting of expenditures shall be submitted to Napa County by July 31st of each fiscal year. Failure to submit a timely report may disqualify an organization from receiving awarded grant funds in the next grant cycle.

**REQUEST FOR PROPOSALS (RFP) FOR PROVIDING SERVICES IN THE AREAS OF
PARKS & OPEN SPACE, VISITOR MANAGEMENT AND ARTS & CULTURE**

Using Special Projects Fund Resources

RFP Standards and Process

1. Pre-Proposal Conference and RFP Package: For the FY2007-08 through FY2009-10 funding cycle, the RFP will be made available on _____ and a pre-proposal conference will be held on _____ to orient potential proposers to the proposal process and to answer questions [**Staff is authorized to insert appropriate dates based on an RFP timeline developed by staff**]. Proposers may submit written questions regarding the RFP process at any time following the pre-proposal conference. Responses to all questions will be distributed to all potential proposers that have registered with the County. The foregoing deadlines shall be established each fiscal year by the County Executive Office.
2. Basic Requirements:
 - a. Proposers must be legally formed non-profit organizations exempt from State and Federal taxation, local government agencies, or for-profit corporations legally organized and authorized to do business in the State of California.
 - b. Proposers that are non-profit organizations must submit a current Form 990 or a copy of their balance sheet and income statement along with a copy of their IRS determination letter for review by staff.
 - c. All contract proceeds must be used for the provision of Parks and Open Space, Visitor Management and/or Arts and Culture services as outlined in the Special Projects Fund Allocation Principles, Priorities and Process document approved by the Board of Supervisors and further defined in the Funding Guidelines below.
 - d. Funding awarded must be used for projects of “regional significance,” meaning that the project or program must benefit the County as a whole, not individual cities, communities or geographic areas.
 - e. Special Projects Fund money should not be used to supplant existing funding for services.
 - f. All proposers and all County-funded activities, projects and undertakings must comply with all applicable laws, including those pertaining to civil rights, confidentiality and privacy, regulatory compliance and, where applicable, employment and housing.
 - g. Substantially all funding awarded must be used in a way which benefits Napa County residents.

3. Funding Guidelines: The funding guidelines that will be used to rate the FY2007-08 proposals are set forth in the attached chart. Proposers should also refer to the attached Allocation Principles, Priorities and Process document approved by the Board of Supervisors.
4. Proposal Submittal: Proposals must be submitted in writing and signed by an officer of the organization submitting the proposal who certifies that s/he has the authority to submit the proposal. Agencies whose proposals are deemed to have met the minimum qualifications will be invited to present their project to the Special Projects Fund Allocation Review Committee. The details of that presentation are outlined below.
5. Proposal Content: The proposal shall consist of up to five pages of narrative and a project budget that includes information in the areas listed below.
 - a. The name of the proposing organization (or, in the case of a collaborative proposal the name of the lead organization which will bear administrative, reporting and fiscal responsibility on behalf of the collaborating organizations).
 - b. For collaborative proposals, the names of the members of the collaborative and a copy of the Memorandum of Understanding (MOU) between the participating partners stating what their respective roles are in the collaborative and showing how much of the County funding is to be distributed to the different organizations.
 - c. The name, address, phone number and e-mail address of the person to whom communications regarding the proposal should be directed.
 - d. An indication of which funding category the proposal is being submitted under: Parks and Open Space; Visitor Management; or Arts and Culture.
 - e. The total amount of County funding being requested and, if more than one year of funding is requested, the amount of County funding being requested in each year.
 - f. Information showing that that the proposer meets the Basic Requirements as described in Section 2 above.
 - g. A narrative description of the project, activities or undertaking to be funded that describes the project's goals, the services the project will provide, where the services will be located, what population the services will target, why the services are needed, how the services relate to the Board's Special Projects Fund Guiding Principles, Three Year Goals and Three Year Priorities, how the services will be provided and how program effectiveness will be measured.
 - h. A description of the evidence that demonstrates the effectiveness of the approach being proposed to achieve the goals/meet the needs identified for the project or program,

including appropriate citations. Relevant research reports or supporting documents can be attached to the proposal and are not subject to the 5 page limit.

- i. A statement as to whether the proposed project is an expansion or enhancement of an existing program or a new program.
 - j. The proposed timeline for carrying out the project, including the period in which all County funding is to be utilized. The funding agreement will extend for six months beyond the funding period to allow for post-project evaluation. The proposed timeline should identify significant milestones and deadlines in the project.
 - k. An indication as to whether the funding is being requested for one, two or three years. Proposers are encouraged to submit three year funding requests.
 - l. The manner in which the County funds will be administered.
 - m. A current organizational chart, identification of the specific organizational staff who will be working on this project and the amount of time they will be allocating to the project and a brief biography of each staff person who will be working on the project. These documents do not count toward the five page limit listed above.
 - n. A budget for use of the County funds. The budget must show in line item detail the proposed expenditures for the project and the amount of County funds and other funds (if any) allocated to the different line items, including the amount allocated to administrative overhead. If funding is requested for more than one year, the budget for each year should be identified separately. If the funding requested will be used to fund a portion of a larger program or project, include a copy of the overall program or project budget. The budget must also show other funding sources that the proposer has applied for and/or secured for the proposed project as well as any funding provided for this project in previous years, if applicable. This document does not count toward the five page limit listed above.
 - o. The proposal should also include the most recent audited financial statements for the proposer, if those documents exist, or other financial statements that allow County staff to adequately evaluate the proposer's financial condition (these documents do not count against the five page limit).
 - p. Signature.
6. Initial Proposal Review:
- a. Completeness Review – All proposals will initially be reviewed for completeness by staff. Any incomplete proposals will be returned to the proposer. They can be corrected and resubmitted only if the proposal deadline has not passed.

- b. **Basic Requirements** – All proposals will be reviewed to see if they meet the Basic Requirements set forth in Section 2 of this document. Any proposals that do not meet the Basic Requirements will be rejected.
7. **Project Presentation:** Proposers whose proposals pass the initial application review will be invited to appear before the Special Projects Fund Proposal Review Committee for no more than one hour. The first 10 minutes of that time will be the proposer's opportunity to make a presentation on the proposed project. The remainder of the time will be reserved for questions by the Proposal Review Committee. The presentation should offer information that shows how the proposed project meets the Funding Guidelines. Members of the Proposal Review Committee will give the proposal a final rating after the presentation. This is an important opportunity to help the Review Committee understand how your proposal meets the Funding Guidelines.
8. **Special Projects Fund Proposal Review Committee:** An ad hoc review panel will be convened by the Napa County Executive Office for rating the proposals and making funding recommendations to the Board of Supervisors. The panel will be comprised of five people, including: one member of the CEO staff, one member of the Community and Intergovernmental Affairs Office (or successor office) staff, and three interested citizens who do not have an affiliation with any organization seeking funding through the request for proposal process.
9. **Application Review Process:** Staff has prepared and will submit to the Review Committee the attached rating instrument. This instrument is reflective of the funding guidelines adopted by the Napa County Board of Supervisors. Staff will present each application that has been deemed to meet minimum qualifications. Each reviewer will be asked to read the initial application, attend the application presentations and then to rate them. Before the ratings are final, the reviewers will meet to discuss their ratings, adjust them as they see fit, and to finalize their recommendations for funding. The panel will forward its recommendation for funding to the Board of Supervisors. Funding recommendations will be consistent with the following:
- Only proposals that receive a total score of 60 or more points will be considered as “qualified” for funding.
 - Proposals in each funding area (Parks & Open Space; Visitor Management; Arts & Culture) will be funded up to the amount allocated to each funding area based on the relative scores of all qualified proposals in the relevant funding area.

The final selection of projects and the terms of funding shall be at the discretion of the Board of Supervisors.

**REQUEST FOR PROPOSALS (RFP) FOR PROVIDING SERVICES RELATING TO
PARKS & OPEN SPACE, VISITOR MANAGEMENT AND ARTS & CULTURE
FY2007-08**

Proposal Award Criteria

Funding Guideline	Score	Rating Criteria in Ascending Order
1. The project or program clearly addresses a Board Goal in the relevant area.	15 possible points- scale	0 – Does not address Board Goal. 5- Addresses Board Goal, but link is weak 15- Clearly and directly addresses Board Goal.
2. The project or program will address a proven unmet need.	10 possible points - scale	0- No evidence presented. 5- Evidence for need is anecdotal, based on Proposer's experience or on regional or national studies or local data, but local data is limited or less compelling.. 10- Evidence for need is based on local data that is credible and compelling.
3. For services , the program model or service delivery approach used to address need is clearly supported by empirical evidence. (Note: All proposals are <i>either</i> services or capital and development).	10 possible points - scale	0- No evidence presented. 5- Evidence is based on proposer's experience, including some data on effectiveness. 10-Evidence is based on research/literature demonstrates the effectiveness of the approach.
4. For capital and development projects (e.g., parks acquisition and development), the proposed project has resource value, takes advantage of a critical opportunity, addresses an imminent threat and/or is consistent with an overall vision for the development of parks in the County.	10 possible points - scale	0 – Does not meet any of the criteria. 5 – meets some, but not all, of the criteria. 10 – meets all identified criteria.
5. The program or project clearly addresses a Board three year funding priority.	15 possible points -scale	0 - Does not address a Board priority. 15 – Addresses a Board priority.

Funding Guideline	Score	Rating Criteria in Ascending Order
6. The proposal clearly demonstrates the organization's capacity to meet contractual deliverables.	15 possible points - additive	<p>5 – The agency's track record in successfully managing similar programs is clearly shown.</p> <p>5 – The agency's structure is clearly shown to have the depth to manage the project, staffing and roles have been identified and overhead costs are reasonable.</p> <p>5 – The agency is staffed with the appropriate number of individuals who have documented experience and appropriate credentials.</p>
7. Likelihood of ongoing sustainability	10 possible points - scale	<p>0 – New project without clear plan for sustainability.</p> <p>5 – Project with a plan for sustainability that includes future Special Projects Fund funding.</p> <p>10- Project has clear plan for sustainability that does not include on-going use of Special Projects Fund monies.</p>
8. Leveraging of other funds.	10 possible points - scale	<p>0 – County is sole funding source.</p> <p>5 – Other funding is provided, but County's share is greater than 50% of project or program cost.</p> <p>10 – Other funding is provided and County's share is less than 50%.</p>
9. The proposal lists outcomes, related to the proposed project, which are readily measured by objective measures and are obtainable in the project period.	15 possible points - scale	<p>0 – project is not susceptible to credible, objective output or outcome measures.</p> <p>7 – Project has credible output, but not outcome measures.</p> <p>15 – Project has proposed clear outcome measures directly linked to project activities and a plan for collecting needed data.</p>
TOTAL POINTS:	100	To be considered for funding recommendation, a proposal must receive a minimum score of 60 points.