



**Contact Information**

Applicant: Friends of Fallen Bridge Park, a MUNA committee

Primary Contact's Name: Jean Bogiages

Primary Contact's Address: 550 Utah Street

City/State/Zip: San Francisco, CA 94110

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Alternate Contact Name: Molly Watson

Alternate Contact Phone #: 415-948-6563

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**Project Information**

Lead Organization: Rec and Park

San Francisco City & County Vendor Number

Project Location (Specific Neighborhood & District): **District 10, Northwest Potrero**

Project's Address: **Utah Street near 18<sup>th</sup> Street**

Project's Zip Code: **94110**

This Project is:  New  Partially Complete  Expansion of Existing Project

Has this project or associated organization(s) received a CCG Grant  Yes  No before?

Funding Level  Small Scale Requested Amount \$ \_\_\_\_\_

Mid-Scale Requested Amount \$ 9,480 of \$15,840

Large Scale Requested Amount \$ \_\_\_\_\_

**Project Type** (please check one)

- Landscape  Conservation  Public Art  Restoration
- Urban Forestry  Tree Planting  Urban Agriculture
- Community Garden  Gathering Place/Space Enhancement
- Other

**Permits**

List the governmental permits required for the project(s). Attach proof of project(s) approval/permission located on City-owned property from the authorizing Department.

| Issuing Department | Type of Permit |
|--------------------|----------------|
| N/A                |                |



## Proposal Narrative

**Capacity (approx. 300 words):** Demonstrate the ability to complete and sustain the project.

- *What role did your organization play in the project?*

Friends of Fallen Bridge Park has been working for the past decade, since 2004, to improve Fallen Bridge park, with great success in achieving dramatic progress over several, carefully planned stages. Fallen Bridge Park supports a very popular pedestrian bridge over highway 101, which experiences heavy pedestrian and bicycle traffic from people traveling from the Mission District and South of Market to Potrero Hill. A master plan for improving Fallen Bridge Park, addressing the entirety of the park, was created with neighborhood participation and approved at a full neighborhood meeting in 2004. In 2008, the first community challenge grant was awarded to landscape the south part of the park, transforming a chain-link fenced blighted area into a landscaped garden with a beautiful stone retaining wall. In 2012, a second CCG enabled construction of an activity court in the northern section of the park. Friends of Fallen Bridge Park has continued to organize bi-monthly work parties to assist RPD in the maintenance of the park.

- *What makes your organization ideally suited to complete this project?*

Friends of Fallen Bridge Park and MUNA is a coalition of neighbors living in the blocks that perimeter the park area, and beyond. This coalition of socially and community minded, responsible people has already collaborated for several years in transforming two thirds of the park from a high-crime, graffiti marked, unmaintained area which attracted illegal behavior to a source of great neighborhood pride. In view of its past success, and evident long-term dedication to this public space, this organization is well suited to assist and monitor the installation of two lights in the park.

- *What resources will your organization leverage to increase project success?*

Working with SF Parks Alliance, SF RPD and resources recommended by SF RPD, the MUNA neighbors are in an extremely strong position to see this lighting project to a successful conclusion.

- *Who will lead and work on the proposed project and what are their qualifications?*

The SF RPD team of Steve Cismowski, Tom O'Connor and Bruce Lee and the contractor, Delao, the SF Parks Alliance and the Friends of Fallen Bridge and park team lead Jean Bogiages will make this project happen.

**Community Need (approx. 300 words):** Describe a compelling need for the project in the community and use data to support this. Cite statistical data (e.g. census data or other demographic data) in this section.

- *Does the project fill a recreation, streetscape, public realm or open space need in the community that accommodates increased demand by new residents or workers in the area?*

Northwest Potrero is experiencing significant residential growth. The new activity court at Fallen Bridge Park now provides residents an appealing location for socializing and



recreation, engaging in playing such games as Petanque or Bocce Ball. Although completed just this past June, the court is already proving extremely popular; impromptu Petanque or Bocce ball games attract neighbors and passers-by, who stop to participate. Working folks use this resource, but during the week they typically use it between the hours of 5:30 and 7:30. As winter approaches, it will be difficult to use the park in the dark, especially during daylight savings time. Lights are necessary to accommodate this additional working population and enable evening recreation.

Additionally, pedestrians make frequent use of the freeway overpass centered in the park, the entrance to which is extremely dark at night. Pedestrians also traverse the sidewalk along western edge of the entire length of the park. The current darkness of the park frequently attracts homeless campers, sleeping there overnight, as well as cars that park along the dark sidewalk, with occupants engaging in prostitution. The park needs lighting both to make it safer, and to discourage crime and transient illegal campers from occupying the site.

- *What specific community need(s) does the project address?*

If neighbors are in touch with each other, a strong urban community is well positioned to help each other in emergencies, and to assist each other and the neighborhood in crime prevention. A welcoming location to meet and engage in recreation or game playing is an excellent way to foster communication and collaboration, making a community stronger. The project directly addresses the need for a strong, cohesive community by providing a lighted recreational area for neighbors to get to know each other better, and also by preventing a darkened site that attracts criminal activity.

- *How did you identify this need?*

MUNA was originally organized as an SF SAFE group motivated by crime in the neighborhood. Certain neighbors also became NERT certified for emergency situations. The neighbors felt that crime prevention could be facilitated through upgrading the park, and re-designing it to encourage positive community activities and discourage crime. This need was compelled by the increasing amount of crime occurring due to the park area's blighted, unmaintained condition. With the recent rapid increase in new housing and businesses in the Potrero and Mission Bay areas, neighbors are aware that we are about to see a population increase that will dramatically affect the park use, and present a need for wider community and communication.

- *Provide data that documents and supports the identified need.*

The neighborhood bounded by 16<sup>th</sup> Street-19<sup>th</sup> Street, Potrero Avenue and Vermont street currently has 260 properties. Plans have been approved by the San Francisco Planning Department for apartment and condominium complexes containing 150 units at 480 Potrero and 346 Potrero. This will essentially increase the number of families in the Northwest Potrero area by 50%.

**Community Building (approx. 300 words):** Show how the project will bring the community together in some way.



- *How will this project build community?*

The presence of the court already has built community through neighbors and friends coming specifically to socialize and play Bocce and Petanque together. It has built community with students and teachers from the nearby Downtown High School, who assisted in building the park's art wall mosaic and are now invested in the success of the park. It also continues to build community through collaborative efforts to maintain the park, as the improvements have made it so appealing and beautiful. Residents take turns watering the plants, picking up trash and dog litter, and maintaining the landscaping. The addition of lighting will enable the community organizers to set up games and friendly competition with the objective of further widening our community and communication, and having fun. These new relationships will strengthen the existing SAFE and NERT groups.

- *How will it bring people, organizations, and/or businesses together?*

Already Friends of Fallen Bridge have involved local businesses in park cleanup workdays. Whole Foods, for example has donated food and volunteers for work parties. The students and teachers of Downtown High School have become part of our community through engaging in a mosaic tile art project to enhance the court. With the addition of the lighting we will be able to engage the San Bruno Neighborhood Organization in team Petanque competitions.

**Community Involvement (approx. 300 words):** Articulate how volunteers will play a meaningful role in the project, how are they recruited and managed, and how neighbors and other beneficiaries will participate in the design of the project.

- *How will community members participate and help design the project?*

The Friends of Fallen Bridge Park has reviewed the possible light options and chosen one by consensus. Neighbors will review this application and voice their support via the community news group.

- *How will community members participate/volunteer during the project and after its completion?*

Community members will continue to participate in bi-monthly work parties to clean, weed, and prune the park. Individual members will continue watering and painting out graffiti when the need arises.

- *How will your organization manage and document community participation?*

Work parties, celebration events, fundraising events, recreational occasions, and team events will be posted on our SFMUNA website. A Google calendar has been set up which will record both the use of the park and the days and times of work parties. Work parties are also tracked by SFPRPD. Work parties and recreational events also have been regularly documented by several members of the neighborhood community, who are photographers.

**Design & Impacts (approx. 1500 words):** Present a sound and feasible project design that describes the project's impact on the community. This section tells reviewers what



the project is, describes core goals, give info on site/location of project, and give a sense of how the project will change or impact the community.

- *Is the project a physical improvement?*

Adding lights to the activity court and the park bench is a physical improvement.

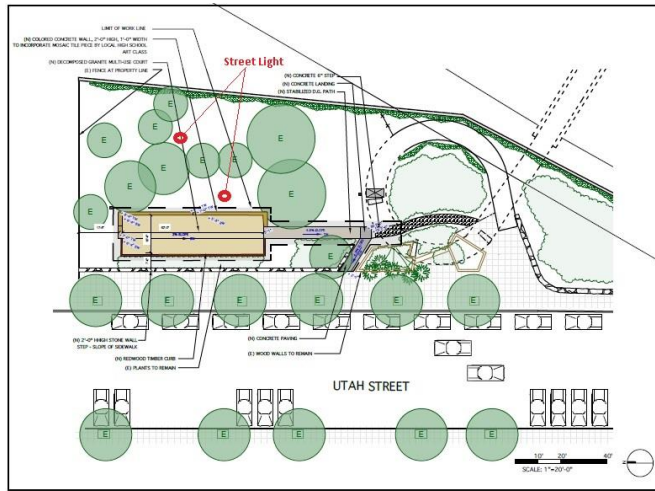
- *Is the project within the boundaries of the Area Plan category for which applying?*

Yes, 18<sup>th</sup> & Utah is in the Potrero/Showplace Square area.



- *What is the project? Where will it be located? Describe it.*

The project is to add two lights on poles to the Fallen Bridge Park, at 18<sup>th</sup> and Utah Streets. The drawing below indicates the position of the lights and the light example shows what light has been chosen.



- *Who will oversee/manage the project?*

Friends of Fallen Bridge committee will oversee the project along with RPD personnel.

- *What is the timeline for completion?*

The project should take 2-4 weeks to complete once materials are at hand.





- *If the project requires permits or Commission approval, is this factored into the project schedule/implementation plan?*

This project does not require permits or RPD commission approval.

- *What are the major milestones in completing the project?*

This is a relatively simple project. The activities in the order to be performed are:

1. Order the materials
2. Install conduit
3. Install lighting
4. Replace plan material affected by the conduit burial

- *How will the project impact the community during and after its completion?*

All work will be done inside the park and will have little impact on the neighbors. There is currently no direct lighting in the park grounds. After the work is done, the park will be well lit at night.

**Uniqueness (approx. 300 words):** Articulate unique identity of neighborhood through use of local artists or artisans, referencing local history or culture.

- *How does the project highlight the unique culture of the community?*

The Northwest Potrero community is not a single culture community. It is a combination of families with diverse ethnic backgrounds owning homes for generations, a smattering of families with Italian and Slovenian roots, long-term renters, and at times folks taking advantage of Airbnb opportunities. By providing a location for socializing, recreation, and game playing, the culture mix offers a way for people to get to know each other.

- *How does the project use local artists, businesses, etc.?*

Delao Electric, the lighting contractor, lives in and is based in San Francisco. The Fallen Bridge Master Landscaping Plan was created, along with community input, by local business Miller Company Landscape Architects and local landscape architect Jeff Miller. The Fallen Bridge Park's mosaic art wall was designed by local artists Paul Kos and JD Beltran, and created by student artists from Downtown High School and local artists Laura Boles Faw and Chris McNevin.

- *What local culture or history is the focus of the project?*

Fallen Brige Park got its name when several decades ago, the adjacent bridge overpass crossing the 101 freeway fell when it was hit by a truck. The park underwent an initial renovation, but then fell into disrepair and neglect. Photos of the park's history over the past several decades to the present collected from the neighborhood families and from history archives will be reflected through a planned park mosaic project. This project also will foster the community spirit of the neighborhood as it will involve a continuation of the current neighborhood inhabitants in the historical development of and investment in the part, and increase the opportunities for the community members to interact in a positive way.



**Sustainability (approx. 300 words):** Uses sound ecological principles (e.g. native landscaping, use of re-used and recycled materials etc., plans for waste removal during and after project) and present plan for project maintenance for up to 5 years.

- *What ecological practices will the project use in its implementation?*

The lighting project will use LED lighting, an ecologically positive feature. The park's mosaic art project utilized recycled tile and materials from SCRAP, and donations of unused tile from local tile projects. The neighborhood work parties produce compost materials that are always composted by individual neighbor households, as well as by SF RPD staff.

- *How will it use native plants or other resources that contribute to environmental and ecological sustainability?*

The park already utilized drought resistant native plants to landscape the activity court.

- *What is the plan to maintain the project in the next five years?*

Fallen Bridge Park is under the maintenance of the San Francisco Recreation and Park Department. The Friends of Fallen Bridge Park will continue to hold bi-monthly work parties to supplement the Rec and Park Department staff park maintenance efforts.

**Partnerships (approx. 300 words):** Shows substantive involvement by local businesses and other partners to leverage grant funds

- *Who are the partners?*

Fallen Bridge Park is officially maintained by the San Francisco Recreation and Park Department. The property itself belongs to Caltrans. Until 2004, SFRPD did very little to maintain the park. After MUNA and the Friends of Fallen Bridge took an active part in maintaining the park, SFRPD became more involved. Initially Neighborhood Parks Council was the fiscal sponsor of Fallen Bridge, but now the San Francisco Parks Alliance is the fiscal sponsor and planning partner of the park. We have had assistance in the past from Whole Foods and Goat Hill Pizza for labor and post work party food. We have also worked with the San Francisco Department of Public Work's Clean and Green Team.

- *What are their roles?*

The San Francisco Parks Alliance is a planning partner that gives us assistance in our grant applications, as well as in execution of grants received. Their assistance has been critical to the success of Fallen Bridge projects.

### **Budget Notes**

Fundraising will involve using a portion of the \$40,000 in the 2014-2015 City Budget, which has been allocated to DPW for replacing the remaining wood retaining.



## Work Plan Form

Follow directions at top of each column. Complete a row for all milestones (i.e. hiring staff, purchasing equipment, holding events). Add additional sheets as necessary.

| List the major or milestone activities your team must complete by the end of your project period. | In chronological order, list the start date for each activity | In chronological order, list the end date for each activity | List the position that will lead the activity and their role in that process | List the cost of each activity. This should correlate to items in the budget section. | List the program goal this activity helps to accomplish |
|---|---|---|--|---|---|
| Activity  | Start date  | End date  | Lead position  | Cost  | Goal  |
| Grant writing   | December 2014   | Grant writing   | Molly Watson   | 960   | funding the project                                     |
| Fundraising Activity  | December 2014   | December 2014   | Jean Bogiages  | 1920  | funding the project and involving the neighbors         |
| SFPA contract with DeLao electric   | January 2015  | January 2015  | Jean Bogiages, Steve Schweigerdt   |   | managing the project                                    |
| Order materials   | February 2015   | February 2015   |  | 7000  | executing the project                                   |
| Install Lights  | February 2015   | March 2015  |  | 5000  | providing a location for neighborhood socialization     |
| Weeding, planting, watering   | March 2015  | March 2015  |  | 960   | Fostering community by sharing the work                 |





### Project Budget Form

| <b>Applicant Name:</b>   |                           | Friends of Fallen Bridge                    | Park                             |                                  |                                       |
|--|---------------------------|---|----------------------------------|----------------------------------|---------------------------------------|
| <b>Funding Category: (Check One)</b>   |                           | Small Scale                                 | <b>Total Project Cost:</b>       |                                  | <b>\$15,840</b>                       |
|  |                           | x Mid Scale                                 | <b>Total CCG Request:</b>        |                                  | <b>\$9,410</b>                        |
|  |                           | Large Scale                                 | <b>Total Amount of Match:</b>    |                                  | <b>\$5,580</b>                        |
|  |                           | <b>Match = _____ % of total CCG Request</b> |                                  |                                  |                                       |
| <b>Project Expenses</b>  | <b>Total Project Cost</b> | <b>CCG Request</b>                          | <b>What is The Match Amount?</b> | <b>Is Match In-kind or Cash?</b> | <b>Is Match Committed or Pending?</b> |
| Grant writing, 12/hr x 80  | 960                       | 0   | 960                              | In kind                          | committed                             |
| Fundraising Activities related to DPW funding  | 1920                      | 0   | 1920                             | cash                             | committed                             |
| Planting, Watering, Weeding of the disturbed area 12/hr x 80                                 | 960                       | 9   | 960                              | In kind                          | committed                             |
| Install Conduit to existing street box at bridge base and extend to foundation: \$6/ft x 100 | 600                       | 600   | 0                                |                                  |                                       |
| Labor to Install Conduit   | 350                       | 350   | 0                                |                                  |                                       |
| Drill foundation and install reinforcing stool w/concrete at 4ft                             |                           |   |                                  |                                  |                                       |
| Labor + material   | 3200                      | 2460  | 740                              | cash                             | pending                               |
| Fixture Cost- 2@3500   | 7000                      | 6000  | 1000                             | cash                             | pending                               |
| Install labor  | 850                       | 850   | 0                                |                                  |                                       |
| <b>Total Direct Expenses</b>   | <b>\$ 15840</b>           | <b>\$ 9410</b>                              | <b>\$ 5580</b>                   |                                  |                                       |
| Fiscal Sponsor fee (9 %)   |                           |   |                                  |                                  |                                       |
| <b>Total Expenses</b>  | <b>\$</b>                 | <b>\$</b>                                   | <b>\$</b>                        |                                  |                                       |

### Supplemental Materials Required

| <b>Document</b>  | <b>Description</b>                                 |
|--|--|
| 501(c) 3 documentation for your organization or fiscal sponsor   | This will be supplied by Steve Schweigerdt of SFPA |
| A list of Board members for your organization and fiscal sponsor | This will be supplied by Steve Schweigerdt of SFPA |
| Current Statement of Revenues and Expenses                       | Steve Schweigerdt will supply this for the SFPA    |



|   |   |
|---|---|
| A Memorandum of Understanding (MOU) between the fiscal sponsor and sponsored group, if this is a sponsored project. | Attachment A  |
| Consent letters from property owners for projects on private-property   | This property is maintained by SF RPD and owned by Caltrans. Consent is not necessary for improvements. |
| Neighbor Letters of Support   | Molly Watson letter<br>Denise Deegan  |
| Project Partner Letters of Support  | Steve Schweigerdt Letter<br>San Francisco Art Institute City Studio Letter                              |
| Beneficiary Letters of Support  | Slovenian Progressive Home Letter<br>Downtown High School Letter<br>Potrero Boosters                    |
| Current Site Photos   | Attachment B  |
| Site Design   | Attachment C  |
| Map of Location   | Attachment D  |
| Letter from Steve Cismowski, SF RPD recommending the project  | Attachment E  |
| MUNA organizational items   | Attachment F  |