Attachment A: Project Narrative Template

**Directions:**

1. Complete all sections in this form. Even if a section is not applicable to your project, write “N/A”. Do not leave any sections blank.
2. Provide succinct and complete responses in each section. The Narrative should include all pertinent information not already stated, or not explained sufficiently, in other application sections.
3. **THIS FORM SHALL NOT EXCEED 10 PAGES.** If you need additional space, you can delete these directions. Do not change the font in this form to include more information.
4. Do not assume that the application reviewer is familiar with your community. For more information on what the Narrative should include, see the section “Narrative” in the Program Guidelines.
5. Save the form as a .PDF and ensure its size does not exceed 5 MB. If it does, when you try to attach it to your application you will get a message stating it exceeds 5 MB and **you will not be able to submit your application** until you attach a Narrative that is 5 MB or smaller.
6. Attach the PDF to your application, in section 3.1, “ATTACHMENTS”, in the Attachment A: Project Narrative field. **If you don’t attach a Project Narrative to your application, you will not be able to submit it.**

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| **A.1 PROJECT LOCATION AND DESCRIPTION** |
| *(REPLACE TEXT)* Briefly describe: * The public space or spaces to be addressed. Specify whether the space(s) is considered public right-of-way, a park, a pathway, a transit center, tribal land, or another type of space. Describe where the space is located, including its visibility and access to the public. See the section “Eligible Project Area” in the Program Guidelines for more information.
* Any important details about the project not already stated in the application in section 1.8, “PROJECT DESCRIPTION”.
* If applicable, any art, gateway monuments, or community identification pieces included in the project. At a minimum, the description should include the type of piece considered (e.g. a mural or a sculpture), its location, and the purpose or message behind the piece. The following is an example of an acceptable description: “A free-standing statue will be placed at the north-east corner of Franklin Park. The purpose of the statue will be to increase cultural connection.” See the section “Eligible Activities and Expenses” in the Program Guidelines for more information on criteria for art, gateway monuments, or community identification pieces.
* If the project is associated with any Caltrans projects, how they are related.
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| **A.2 DEMONSTRATED COMMUNITY NEED** |
| *(REPLACE TEXT)* Briefly describe: * The demonstrated community needs that address the goals of the CCLGP program. Describe the existing conditions of the project location(s), and how the project meets one or more of the four stated program goals listed below. Address each selected goal separately.

Goal 1. Reduce the Amount of Waste and Debris: Describe the types of existing waste and debris, work to be performed to remove it, and who will perform the work.Goal 2. Beautify and Improve Public Space: Describe the beautification or access improvements to be performed, including enhanced greening measures. Discuss any enhancements to be made, rehabilitation or restoration to be performed, and new installations to be placed.Goal 3. Improving Public Spaces for Walking and Recreation: Describe improvements to be made to public spaces for walking and recreation, and *how* these improvements will enhance public health, cultural connection, and/or community placemaking.Goal 4. Advance Equity for Underserved Communities: Projects that demonstrate a benefit to an underserved community, either directly or indirectly, will be more competitive. For these projects, applicants must explain which underserved community is benefited*,* how it was identified,andhow the project benefits that community. Applicants should also explain the percentage of the grant funds that will benefit the community and how these percentages were calculated. Calculations can be based on the project’s relative population benefit to underserved communities (see Appendix A.2. of the program guidelines for details) or another methodology. If another methodology is used, provide a brief justification for using it. * If applicable, briefly describe any communities who are NOT underserved that will benefit from this project and how they will benefit.
* Any important details about the project not already stated in section 1.9, “PURPOSE AND NEED”, of the application.
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| **A.3 PUBLIC ENGAGEMENT** |
| *(REPLACE TEXT)* Describe the local public engagement process that culminated in the project proposal and how the proposal reflects community priorities. Include:* How the project is consistent with or included in local or regional plans such as General Plans, Improvement Plans, bicycle and/or pedestrian plans, and complete street plans, as well as the public outreach that may have already taken place during the preparation of such plans.
* Describe the stakeholder/community engagement efforts that went into identifying the proposed elements as a priority for the community, including engagement with communities and/or community-based organizations for projects that benefit underserved communities. May include references to engagement that was sponsored by Caltrans, as well as by others.
* How exactly the public engagement influenced the project proposal.
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| **A.4 PROJECT DELIVERABILITY** |
| *(REPLACE TEXT)* Briefly describe the applicant’s certainty the projects will be delivered, opened to public, and all funds expended by June 30, 2024. * Identify all permits required for the project and note all that have NOT been approved at time of application submittal. For any permit not obtained, explain how its approval will be achieved and the project completed prior to June 30, 2024. See the section “Eligible Project Area” in the Program Guidelines for more information on the types of permits needed for projects on Caltrans right of way.
* Describe any other known concerns or risks to opening the project to the public and/or expending all funds by June 30, 2024, and any proposed methods to mitigate those risks.
* For infrastructure projects, describe all pre-construction work required to deliver this project and its completion date.
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| **A.5 ADVANCE PAYMENT** |
| *(REPLACE TEXT)* If you are requesting advance payment, provide a brief justification for your request. See the section “Advance Payment Process” in the Program Guidelines for more information.  |

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| **A.6 MARKETING PLAN** |
| *(REPLACE TEXT)* Briefly describe how the applicant is going to market or publicize the project, including:* Whether the project will include the development of marketing materials and resources such as press releases, press advisories, letters to the editor, fact sheets, social media posts, website pages, or speeches.
* For any infrastructure improvements that are part of the project, state whether there will be a ribbon cutting or opening ceremony.
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| **A.7 MAINTENACE PLAN** |
| *(REPLACE TEXT)* If applicable, briefly describe how the improvement(s) will be maintained, including:* The anticipated lifespans of the project improvements.
* How the improvements will be maintained throughout their lifespans.
* The resources to perform maintenance activities.
* The commitment of those resources.
* If artwork is part of the proposal, how that will be maintained, who will maintain it, and if there is a maintenance agreement in place with the artist.
* If planting of trees or other vegetation is part of the proposal, how plant establishment will be addressed.

This information is required for physical project improvements and litter abatement events (i.e., there needs to be an explanation of the strategy for preventing litter from accumulating again, after the abatement event has completed). Maintenance information is not required for educational programs. If your project does not require maintenance, write N/A here. |