

March 10, 2021
Item 3

**TITLE: REVIEW AND ALLOCATE COMMUNITY GRANT FUNDS IN THE YOUTH
CATEGORY FOR FISCAL YEAR 2021/2022**

SUMMARY

This report summarizes the nine applications that were received for funding under the Community Grants Program in the Youth Category. The report provides a synopsis of the projects and recommended funding allocations.

RECOMMENDATION

Review and allocate community grant funds in the youth category for fiscal year 2021/2022.

FINANCIAL STATEMENT

There is \$42,198.96 budgeted in the Fiscal Year (FY) 2021/2022 Operating Budget for the Community Grant Program in the Youth Category.

BACKGROUND

In 1992, the City of Pleasanton initiated a formal funding application process for community-based organizations providing human services and cultural/arts programs promoting the City. These grant requests were reviewed annually by the Human Services Commission, with funding recommendations forwarded to the City Council for inclusion in the annual Operating Budget. Beginning in FY 1995/1996, the application process was extended to include both civic arts and youth services.

In June 2007, compliance protocols were approved authorizing each commission to identify, if appropriate, a list of additional or increased awards for consideration should funds become available. This protocol provided an opportunity for the commissions to recommend the reallocation of unused funds from a specific category, or from an incomplete or underachieved project. As such, each commission's task has been to critically review submitted applications in order to reach funding recommendations that make the most efficient and equitable use of the limited City grant funds.

The current application packet includes general information, mission statement, funding categories, evaluation/criteria, funding priorities and limitations for the Community Grant Program. Additionally, it defines the application review/evaluation process and clarifies funding accountability.

FISCAL YEAR 2021/2022 COMMUNITY GRANT PROGRAM

Application Process

Applications were available online beginning November 20, 2020 and were due by 11:59 p.m. January 18, 2021. The Youth Commission reviewed and evaluated the applications on-line in Zoomgrants. The FY 2021/2022 application process allowed time for agencies to prepare applications, City staff to evaluate, and commissioners to review prior to the March Youth Commission meeting. Applicants have also been notified if their agency must make a presentation to the Youth Commission at the March 10 meeting. All Youth Grant applicants are required to attend this meeting, though not all are required to present.

Funding Guidelines and Priorities

In evaluating applications for this category, the Youth Commission considers programs designed to encourage and promote services that benefit the Pleasanton youth community, with added emphasis on projects that address goals and strategies outlined in the Youth Master Plan. Funding levels remained at a maximum of \$7,500 per grant request.

Analysis of Project Applications

The evaluation process for the FY 2021/2022 Community Grant Program includes an assessment by commissioners of each application received using ZoomGrants. Staff has also reviewed the applications and prepared recommendations for commission consideration.

DISCUSSION

A total of nine applications from six different agencies were received by the January 18, 2021 deadline, totaling \$61,700. Staff reviewed the applications using the same criteria as the commission, but additionally assessed application completeness and technical merit. The relationship of the grant request to total agency and proposed project budgets, and the number of Pleasanton residents served proportionate to requested funding amount was also considered.

Data was collected from ZoomGrants regarding the Youth Commission's tentative "Votes", "Average Recommended Funding", and the "Olympic Average" (this is calculated in Zoomgrants eliminating the high and low funding recommendation and then taking the average). The commission may choose to use this data as a starting point for discussion towards making its final funding recommendation.

This year staff has provided a recommendation for funding, totaling the allocated \$42,198.96 Agencies and their respective projects/programs listed below, are provided in the order received.

GRANT APPLICATIONS

Hively	Requested Funds:	\$5,200
<i>Helping Kids Build Resilience During and After the COVID-19 Pandemic</i>	Tentative Votes:	13 for / 0 against
	Average Funding:	\$4,265
	Olympic Average:	\$4,543
	Staff Recommendation:	\$4,200

Program Description:

Hively is seeking to address the critical mental health issues of anxiety and depression in children of all ages by offering targeted, skills-based workshops that build resilience and strengthen social skills and foster emotional and physical well-being. Nearly two-thirds of Americans report feeling that their mental health has suffered during the Covid-19 pandemic. This is true for children as well as adults and Hively is uniquely positioned to help children and teens in the Pleasanton community by offering programming specifically focused on building resilience and improving their emotional and physical well-being.

Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$5,200 and estimated number of youths served in Pleasanton at 240, the cost per resident is \$21.67.

This grant meets the following Youth Master Plan Goal: 2 - Healthy and Safe Youth.

Hively
Early Childhood Literacy

Requested Funds: \$7,500
Tentative Votes: 13 for / 0 against
Average Funding: \$4,775
Olympic Average: \$4,946
Staff Recommendation: \$4,698.96

Program Description:

Studies show that by the time they are age five, children who have five books a day read to them may hear 1.4 million words more than children who are not read to. Hively is uniquely positioned to address early literacy disparities by providing books and reading clubs for parents and childcare professionals to help bridge this million-word gap. Low-income children who fall behind in reading level by third grade are more likely to drop out of high school and more likely to be incarcerated as adults, and Hively is aggressively working to get books into the hands of both caregivers and families so that ALL Pleasanton children will be kindergarten ready and primed for success.

Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$7,500 and estimated number of youths served in Pleasanton at 250, the cost per resident is \$30.00.

This grant meets the following Youth Master Plan Goal: 1 – Prepared Youth, 2 - Healthy and Safe Youth.

Partners Fore Golf Inc./The First Tee of Tri-Valley
The First Tee Life Experience Classes

Requested Funds: \$7,500
Tentative Votes: 12 for / 2 against
Average Funding: \$4,100
Olympic Average: \$4,200
Staff Recommendation: \$4,000

Program Description:

The First Tee Tri-Valley offers our Life Skills Experience program, an eight-week series of golf lessons that weave our nine Core Values into the golf session. Honesty, Courtesy, Confidence, Perseverance, Integrity, Judgement, Respect, Responsibility and Sportsmanship are the backbone of our character building lessons, all in the fun environment of learning how to play golf.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$7,500 and estimated Pleasanton residents served at 150, the cost per resident is \$50.00.

This Grant meets Youth Master Plan Goal 1: Prepared Youth, 2 - Healthy and Safe Youth, and 4 - Youth Friendly Environments.

Pleasanton Partnerships in Education Foundation
PPIE Business-School Engagement Program

Requested Funds: \$5,000
Tentative Votes: 13 for / 1 against
Average Funding: \$3,911
Olympic Average: \$4,146
Staff Recommendation: \$3,700

Program Description:

Now more than ever, Pleasanton students need to connect their learning with the working world and to see a viable path forward for their career. PPIE seeks funding for a year-long Business-School Engagement Program to connect business professionals with students in a virtual classroom setting. Specifically, PPIE will match staff from selected business partners with teacher-defined engagement opportunities as guest speakers, club mentors and project guides to support our students.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$5,000 and estimated Pleasanton residents served at 1,000, the cost per resident is \$5.00.

This grant meets the following Youth Master Plan Goals: 1 - Prepared Youth, 3 - Contributing Youth

Teen Esteem
Supporting Students Where They Are

Requested Funds: \$7,500
Tentative Votes: 14 for / 0 against
Average Funding: \$6,418
Olympic Average: \$6,591
Staff Recommendation: \$6,000

Program Description:

This project supports K-8 students wherever they are ... physically, emotionally and in their unique stage of life. Whether it is through remote/virtual programming, in person classroom presentations/assemblies and specific topical videos including actual student testimonials we provide to teachers as a supplement to their curriculum, Teen Esteem intends to continue to pivot our delivery services and make adjustments to content however necessary during this unique and ever-changing COVID/post COVID environment of isolation/engagement/re-engagement. As always, our mission is to educate and empower children and teens to navigate the challenges they face in healthy, life-enriching ways.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$7,500 and estimated Pleasanton residents served at 1,000, the cost per resident is \$7.50.

This grant meets the following Youth Master Plan Goals: 1 - Prepared Youth, 2 - Healthy and Safe Youth, and 5 - Supportive Families and Communities.

Go Green Initiative

Pleasanton Students Help the City Combat Climate Change

Requested Funds: \$7,500
Tentative Votes: 14 for / 0 against
Average Funding: \$5,896
Olympic Average: \$5,988
Staff Recommendation: \$5,600

Program Description:

Our interns will create a robust community education program to help residents and businesses learn how – and why – to keep organic material out of our local landfills to help the City comply with the law and reduce harmful greenhouse gas emissions that contribute to climate change.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$7,500 and estimated number of 82,372 served in Pleasanton the cost per resident is \$.09.

This grant meets the following Youth Master Plan Goals: 3 - Contributing Youth

Go Green Initiative

Pleasanton Students Work on Critical Water Issues

Requested Funds: \$7,500
Tentative Votes: 12 for / 2 against
Average Funding: \$4,786
Olympic Average: \$4,958
Staff Recommendation: \$4,600

Program Description:

Last summer our interns worked with Zone 7 water agency and Pleasanton City staff to create outreach materials to promote water conservation, but only had seven weeks to conduct community outreach. Based on encouragement we have received from water industry experts in the region, we believe we could have an even greater impact if we could spend another summer conducting community education and outreach on water conservation issues.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$7,500 and estimated number of 82,372 served in Pleasanton the cost per resident is \$.09.

This grant meets the following Youth Master Plan Goals: 3 - Contributing Youth

Tri-Valley Haven

High School

Requested Funds: \$7,000
Tentative Votes: 14 for / 0 against
Average Funding: \$5,039
Olympic Average: \$5,088
Staff Recommendation: \$4,700

Program Description:

Tri-Valley Haven (TVH) is seeking funding to provide its recommended two-day Healthy Relationship and Consent presentations to all Pleasanton 9th grade high school

students. We will engage and inform students on identifying the signs of a healthy relationship, the warning signs of an unhealthy relationship, safe ways to prevent teen dating violence, as well as sexual assault prevention and consent, in an age appropriate, accessible manner. Our focus is on empowering Pleasanton teens, changing behavior and safety.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$7,000 and estimated Pleasanton residents served at 1,000, the cost per resident is \$7.00.

This grant meets the following Youth Master Plan Goal: 2 - Healthy and Safe Youth

Tri-Valley Haven
Middle School

Requested Funds:	\$7,000
Tentative Votes:	14 for / 0 against
Average Funding:	\$5,078
Olympic Average:	\$5,070
Staff Recommendation:	\$4,700

Program Description:

Tri-Valley Haven (TVH) is seeking funding to create a safer school environment by providing a two-session classroom program for Pleasanton middle school students that engages and informs pupils about healthy relationships and strong boundaries. TVH's preventionists provide techniques to help students respond safely to situations both now and for their entire lifetime. The training utilizes "real life" bystander intervention scenarios about relationships that are empowering and help change negative student interactions.

Staff Comments:

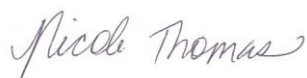
All documents and application were completed and submitted on time. With a request of \$7,000 and estimated Pleasanton residents served at 1,000, the cost per resident is \$7.00.

This grant meets the following Youth Master Plan Goal: 2 - Healthy and Safe Youth

ALTERNATIVE ACTION

Any other action as determined by the Youth Commission.

Submitted by:



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