

March 9, 2022
Item 3

**TITLE: REVIEW AND ALLOCATE COMMUNITY GRANT FUNDS IN THE YOUTH
CATEGORY FOR FISCAL YEAR 2022/23**

SUMMARY

This report summarizes the six 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 2022/23.

FINANCIAL STATEMENT

There is \$40,000 budgeted in the Fiscal Year (FY) 2022/23 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 1995/96, 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 2022/23 COMMUNITY GRANT PROGRAM

Application Process

Applications were available online beginning December 1, 2021 and were due by 11:59 p.m. January 19, 2022. The Youth Commission reviewed and evaluated the applications on-line in ZoomGrants. The FY 2022/23 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 9 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 2022/23 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 six applications from five different agencies were received by the January 19, 2022 deadline, totaling \$41,500. 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 providing its final funding recommendation.

This year staff has provided a recommendation for funding, totaling the allocated \$40,000. Agencies and their respective projects/programs listed below, are provided in the order received.

GRANT APPLICATIONS

Go Green Initiative

Pleasanton Students Develop Youth Led Training For Climate Action

Requested Funds:	\$7,500
Tentative Votes:	13 for / 0 against
Average Funding:	\$7,235
Olympic Average:	\$7,323
Staff Recommendation:	\$7,320

Program Description:

Our interns will develop robust community outreach skills by studying and implementing market research, focus groups, communications, and visual media; ultimately, they will develop an on-demand training portfolio to prepare any and all interested Pleasanton youth to communicate with residents and businesses on critical environmental issues, including how – and why – to conserve natural resources and align personal behaviors and workplace culture with Pleasanton's Climate Action Plan.

Staff Comments:

The application and all documents 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. It is unclear the estimated number of youth to be served as interns.

This grant meets the following Youth Master Plan Goal: 3 – Contributing Youth.

Hively
Busy Bees Little Scientists

Requested Funds: \$7,500
Tentative Votes: 13 for / 0 against
Average Funding: \$7,212
Olympic Average: \$7,295
Staff Recommendation: \$7,292

Program Description:

Equity is about fairness and justice. Recognizing that not all start from the same place, Hively seeks to challenge educational disparities through our Busy Bee's Learning programs. Knowing that STEM (science, technology, engineering, and math) careers will outpace other sectors and provide better economic futures, our Little Scientists program teaches STEM concepts to young children through hands on play/learn experiments before gender and ethnic stereotypes discourage participation in these subjects.

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 150, the cost per resident is \$50.00.

This grant meets the following Youth Master Plan Goal: 1 – Prepared Youth.

Partners Fore Golf Inc./The First Tee of Tri-Valley
The First Tee Tri Valley STEM Golf Camp

Requested Funds: \$4,000
Tentative Votes: 13 for / 0 against
Average Funding: \$3,367
Olympic Average: \$3,341
Staff Recommendation: \$3,338

Program Description:

First Tee Tri-Valley golf camps with STEM (Science, Technology, Engineering, and Math) will be one week golf classes with inherent STEM characteristics associated with golf. Learning science through golf. Participants will experience hands on access to golf club and ball testing equipment. Participants will learn from highly educated and skilled individuals on understanding the game's technology and science's effect upon the game. This exposure to STEM provides youth with new opportunities and career paths.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$4,000 and estimated Pleasanton residents served at 80, the cost per resident is \$50.00.

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

Teen Esteem
2022-23 PUSD Elementary/Middle/High School
Presentations

Requested Funds: \$7,500
Tentative Votes: 13 for / 0 against
Average Funding: \$7,323
Olympic Average: \$7,427
Staff Recommendation: \$7,420

Program Description:

This project supports K-12 students wherever they are ... physically, emotionally and in their unique stage of life. Whether it's through in-person classroom presentations/assemblies and/or remote/virtual programming, Teen Esteem intends to continue to pivot our delivery services and adjust 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 (*in person*) at 2,000, the cost per resident is \$3.75. With a request of \$7,500 and estimated Pleasanton residents served (*virtually*) at 750, the cost per resident is \$10.00.

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

Tri-Valley Haven
High School

Requested Funds: \$7,500
Tentative Votes: 13 for / 0 against
Average Funding: \$7,192
Olympic Average: \$7,273
Staff Recommendation: \$7,270

Program Description:

Tri-Valley Haven is seeking funding to provide an age appropriate, two-day interactive Healthy Relationship and Boundaries presentation to all Pleasanton 9th grade students. Our focus is on awareness and changing behaviors to keep them safe from abuse.

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: \$7,500
Tentative Votes: 13 for / 0 against
Average Funding: \$7,346
Olympic Average: \$7,364
Staff Recommendation: \$7,360

Program Description:

Tri-Valley Haven is seeking funding to provide an age appropriate, two-day interactive Healthy Relationship and Boundaries presentation to all Pleasanton 7th grade students. Our focus is on awareness and changing behaviors to keep them safe from abuse.

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:



Nicole Thomas
Recreation Supervisor