



Agenda Item D.1
DISCUSSION/ACTION ITEM
Meeting Date: May 3, 2022

TO: Mayor and Councilmembers

FROM: Jaime A. Valdez, Neighborhood Services Director

CONTACT: Shanna Dawson, Management Analyst

SUBJECT: Fiscal Year 2022-2023 Funding Process for the Support to Other Agencies Program

RECOMMENDATION:

- A. Approve the Grant Funding Review Committee's Fiscal Year 2022-2023 funding recommendations under the Support to Other Agencies Program for the Government/Interagency and City Facilities/Recreation categories; and
- B. Approve the one-year grant agreement template and authorize the City Manager to execute agreements with each agency at the Council-approved levels.

BACKGROUND:

At the August 20, 2019, City Council meeting, Council directed staff to initiate two-year grant agreements with the Government/Interagency and City Facilities/Recreation (G/I and CF/R) organizations in the Support to Other Agencies Program to cover Fiscal Years (FYs) 2019/20 and 2020/21. These agreements were part of the "non-competitive" Request for Proposals (RFP) process. Agreements were executed with the following organizations for the listed amounts each FY:

No.	Organization	Amount per FY
1.	COAST – Coalition for Sustainable Transportation	\$7,000
2.	Goleta Union School District	\$20,000
3.	Santa Barbara Unified School District	\$13,000
4.	Foundation for Girsh Park	\$125,000
5.	Goleta Valley Community Center - Senior Program	\$25,000
6.	Goleta Valley Historical Society	\$91,000
7.	South Coast Railroad Museum	\$34,000
8.	Center for Urban Agriculture at Fairview Gardens	\$45,000

Funding was allocated from the City's General Fund and provided through the Support to Other Agencies Program. This Program awards this funding in the form of grants to nonprofit organizations in four program categories: 1) Government/Interagency; 2) City Facilities/Recreation; 3) Economic Development/Marketing and Promotions; and 4) Homelessness Initiatives. The third and fourth categories (Economic Development/Marketing and Promotions and Homelessness Initiatives) were subject to the competitive RFP process. In contrast, the first and second categories (Government/Interagency and City Facilities/Recreation) include organizations to which the City Council has opted to dedicate noncompetitive funding. Council decided at the August 20, 2019 Council meeting that multi-year agreements would be executed with agencies in categories 1 and 2.

At the June 1, 2021, meeting, City Council expressed an interest in updating these non-competitive Support to Other Agencies grant recipients in light of COVID-19 impacts to programs and to allow for more organizations to apply for funding. At the August 2, 2021, Grant Funding Review Standing Committee (Committee) meeting, the Committee approved staff's recommendation that an RFP be issued to solicit funding requests from interested non-profits and governmental agencies. At the November 16, 2021, City Council meeting, Council approved the release of a Request for Proposals (RFP) to solicit responses from organizations seeking Support to Other Agency funding. The RFP was released on December 17, 2021, and responses were due by January 21, 2022. Six organizations applied. From the previously funded organizations, Goleta Union School District, Goleta Valley Community Center (GVCC), and Santa Barbara Unified School District did not apply. The two school districts later sought and were recommended for funding under the expanded Goleta City Grants program. The GVCC declined to apply citing the anticipated change in Goleta Community Center management.

DISCUSSION:

The City budgeted \$360,000 for FY 2022/23 for grant awards to organizations under the Support to Other Agencies Program in the G/I and CF/R categories. However, the City Council has discretion to adjust the total available allocation. The Committee met on February 8, 2022, and February 22, 2022, to discuss the continued funding of the Government/Interagency and City Facilities/Recreation organizations through the Support to Other Agency program.

At the February 8, 2022, Committee meeting, the Committee reviewed applications from Santa Barbara Bicycle Coalition + Coalition for Sustainable Transportation (SBBIKE+COAST); Foundation for Girsh Park; Goleta Lions Club – Goleta Holiday Parade; Goleta Valley Historical Society; South Coast Railroad Museum; and Center for Urban Agriculture at Fairview Gardens. On February 22, 2022, the Committee approved funding for these organizations at the below listed amounts, and recommended setting the funding for one fiscal year, with another RFP to be issued in December of 2022 for FY 2023/24.

No.	Organization	Amount for FY 22/23
1.	SBBIKE+COAST	\$10,000
2.	Foundation for Girsh Park	\$135,000
3.	Goleta Lions Club – Goleta Holiday Parade	\$15,000
4.	Goleta Valley Historical Society	\$100,000
5.	South Coast Railroad Museum	\$40,000
6.	Center for Urban Agriculture at Fairview Gardens	\$60,000

Grant Agreement Template

Upon Council's approval of funding awards to each of the organizations, staff will proceed with one-year agreements for the listed organizations. Attachment 2 contains the agreement templates. Staff are recommending that Council approve the agreement template and authorize the City Manager to execute the individual funding agreements. Each agreement will contain a tailored description of services (Exhibit A), planned expenditures (Exhibit B), and an End of Year Report (Exhibit C) that all organizations are required to complete.

Grant Accountability

Under each grant agreement, the City reserves the right to audit the grantee's records and requires the grantee to maintain related financial records for at least two years. As of FY 2018/19, each grantee is required to complete a Year End Report describing program accomplishments and any significant deviation from the goals and objectives or budget that the grantee initially submitted. With the current FY 2022/23 grant cycle, grant agreements will include additional requirements for financial self-reporting.

Other Category Funding (#3 and #4)

The Committee made the decision not to allocate the Category 3 and 4 funding at this point. Category "3" for Economic Development / Marketing and Promotions was deferred for FY 2022/23 since the Visitor Profile Analysis and Economic Development Strategic Plan Update is underway and will inform how the City may wish to fund these types of efforts. Regarding Category "4" Homelessness Initiatives, City staff is working with the County and other stakeholders on the County's Encampment Resolution Fund (ERF) program which also will serve to inform how the City may wish to fund programs/efforts aimed at homelessness. Staff anticipates convening the Homelessness Issues Standing Committee once the County is further along in the planning process for the ERF program.

FISCAL IMPACTS:

The Committee's recommendations for funding are for a one-year period, and thus funding will be committed for only the FY 2022/-23 budget. The FY 2022/23 Draft Budget includes a total allocation of \$360,000 for the Government/Interagency and City Facilities/Recreation categories under the Support to Other Agency program in accounts

101-60-6100-54013 and 101-60-6500-54013 (Neighborhood Services and Parks & Recreation "Support to Other Agencies – Other," respectively).

ALTERNATIVES:

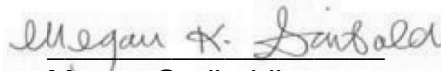
The City Council may choose to direct staff to move forward with alternative funding recommendations. Staff will prepare grant agreements and/or amendments accordingly at the Council approval levels.


Reviewed By:

Legal Review By:

Approved By:


Kristine Schmidt
Assistant City Manager


Megan Garibaldi
City Attorney


Michelle Greene
City Manager

ATTACHMENTS:

1. Responses from Support to Other Agency organizations from Request for Proposals
2. Support to Other Agency Agreement Template

ATTACHMENT 1

Combined Responses from Support to Other Agency organizations from Request for
Proposals

**Proposal to the City of Goleta
from the Center for Urban Agriculture at Fairview Gardens**



A. Program Details

The Center for Urban Agriculture at Fairview Gardens is an organic and historic urban farm that plays a unique role in the community by providing healthy food, educational and cultural programs, open natural space, and a connection to the land. Fairview Gardens is requesting funding from the City of Goleta to support our **Education Programs** as we continue to serve the broader community with our civic-minded mission, and to support the implementation of a **Native Plant Walk** to enhance the working farm.

Fairview Gardens' nature-based **Education Programs** serve children from the infant years through high school in our summer farm camps, afterschool, homeschool, toddlers programs, and school tours. Children and their families visit the farm and enroll in our programs to learn about the source of their food, the benefits of eating local produce, and the environmental impacts agricultural practices have. This valuable experiential and contextual learning is paired with fun and engaging, interactive outdoor activities that include social connections, arts and crafts, songs, and exploration, all of which are important experiences for our local youth, who often spend a large part of their days sitting and engaging in screen time. Learning to connect with others and observe and appreciate nature exposes our children to the wonders of the greater community beyond their doors. We are looking to increase our education program staffing capacity in order to reach an expanded audience and leverage new community resources.

Fairview Gardens farm produces high quality, nutrient-dense fruits and vegetables utilizing farming practices that enhance the ecological diversity of the land and ensure its vitality for future generations of the Goleta Valley. In addition to farming, the 12 acres of protected land are an essential resource to the community of neighbors, plants, and wildlife. To enhance this urban farm for both practicality and enjoyment, we are planning to implement an improved pedestrian pathway along the perimeter of the farm that would serve as a **Native Plant Walk**. We are currently in conversation with the Santa Barbara Botanic Garden about a collaboration on this project whereby they would provide the native plants and we would oversee the design and installment. With interpretive signage about the native botany and ecology, this nature path would serve all visitors to the farm, as well as the collective of Goleta neighbors. There is currently a pedestrian easement with the City of Goleta and we are looking to increase the aesthetic and practical value of this shared space. After many years of service to the community,

the farm operations are greatly in need of facilities improvements. The pathway upgrade would also include new perimeter fencing to protect the farm's livestock.

B. Organization Past Performance, Background, and Rationale

The two main aspects of our organization for which we are requesting funding are the **Education Programs** and the installment of a **Native Plant Walk**.

Education Programs

We offer several different education programs for the community.

- The **Sprouts Program** for infants and toddlers allows our youngest students and their parents or guardians to experience the joy and wonder of farm. Participants explore various themes through play, storytelling, art, and music. Children and adults develop lasting connections to the natural world and farm by exploring the garden using all of their senses, enjoying a farm fresh snack, and spending time with the farm animals.
- The **Carrot Top Enrichment Program** provides preschool and kindergarten students with an opportunity to have unstructured exploration in the garden and open-ended play in a farm environment while making friends and building community. Youth are encouraged to have an open mind when trying new fruits and vegetables, develop empathy through spending time with the animals, learn about healthy risk taking while climbing trees, and think creatively when making nature inspired art.
- **Farm School** is an afterschool program designed for students in 1st - 4th grade. Students engage with the seasonal and daily cycles of the farm environment and discover all the beauty and wonders of the natural world. Through hands-on learning, educational games, nature inspired art projects, stories, and songs, students deepen their connection to the farm, natural world, themselves, and the community.
- **Local school partnerships** for grades K-12 have enabled us to expand our commitment to teaching our youth about food systems and creating connections between food, agriculture, and community. We give children a hands-on experience centered on the farm with various activities involving our greenhouse operations, composting projects, field work, livestock care and harvesting produce. We focus on integrating Next Generation Science Standards in tangible and approachable ways. From September through May, we work with local schools to bring classes to the farm to experience what it takes to grow what they eat and to form healthy relationships to their food.

The community of Santa Barbara is still affected by the health pandemic that began in early 2020. Covid-19 forced families to seek refuge inside and away from friends and family. They've missed the outdoors, and it has affected children incredibly hard. Our outdoor education

programs provide an essential antidote to the downsides of the pandemic. Learning outside supports creativity and problem solving in children, enhances cognitive abilities, and improves academic performance. Studies have shown strong progress in social studies, science, language arts, and math through nature-based education programs. Mental and physical health are also enhanced by time in nature. Children learn both consciously and subconsciously in natural settings and develop social and emotional intelligence through experiences in nature. We remain committed to our efforts to provide these essential outdoor educational experiences.

Native Plant Walk

As a working farm, last year we produced more than 20,000 lbs of organic produce for the community. With over 12 acres of available land on the farm, we believe we have the land capacity to produce five times that amount in a single year. We are actively working to improve our methodologies to achieve this potential. Alongside the farming, we are looking for ways to elevate the visitor experience and the ecological diversity of the land. The Native Plant Walk would address these goals through the enhancement of the pedestrian experience and the increase in native plants for pollinators and wildlife.

Fairview Gardens is moving strategically towards a **climate resilience model** of farming and the Native Plant Walk directly addresses these goals. All the choices we make as a small organic farm are influenced by the reality of today's climate challenges. We have to take into account the very real risk of drought, water scarcity, extreme heat events, extreme rain events, and wildfire threat. Native plants are essential to this ecosystem as they are drought tolerant, aid in drainage, and mitigate flooding. They also attract beneficial pollinators, which support the organic practices we employ.

We envision the entire farm as an environmental and educational ecosystem. While these two offerings for which we are requesting support, the **Education Programs** and the **Native Plant Walk**, have distinct timelines and budgets, they are synergistic in their objectives. Both will increase the knowledge, delight, and connection to the land that is central to our mission. In addition to the practical aspects of a new perimeter pathway, the Native Plant Walk will be seamlessly integrated into the education programs. The youth in our education programs take frequent farm walks and a dedicated interactive pathway would enhance this experience and improve engagement while moving around the farm, whether it's small group exploration or large field trips shuttling from location to location.

Native plants are also vital teaching tools as they offer a multitude of uses. They can be harvested as medicinals for teas and salves, as edibles for cooking, as natural dyes and

printmakers for art projects. The insects and pollinators that native plants attract provide insight into the life cycles of an ecosystem. As a permanent perennial garden pathway, in contrast to the temporary annual crops, the Native Plant Walk will allow visitors to deepen their relationship to the land. As the plants grow, the knowledge base grows as well. Our Education Programs value nature connection; the Native Plant Walk will expand this concept to also allow for connection over time.

C. Mission Statement and Program Fit

The mission of The Center for Urban Agriculture at Fairview Gardens is to build critical connections between community, agriculture and education. We envision a sustainable world for future generations where knowing the source of food is common knowledge and being connected to nature is common practice. All of our programs and offerings are mission driven and in alignment with our core values and principles. Our education programs and offerings to community members of all ages encourage curiosity, cultivate stewardship, build community, and deepen connections to the farm and natural world.

D. Operational Aspects of the Programs

Education Programs

1. Days and hours of operation:

- Farm School After School Program - Mondays, Tuesdays, or Thursdays from 3 - 5:30pm in the Winter and Late Fall, 3 - 6pm in the Spring and Early Fall
- Homeschool on the Farm Program - Wednesdays, 9am - 12pm
- Carrot Top - Thursdays 2 - 4pm
- Sprouts - Tuesday, Thursday, or Friday, 9 - 10:30am
- Field Trips - available Mondays, 9:30 - 11:30
- Teen Agriculture Internship, Fridays 4 - 5pm

2. Number of service hours provided annually: In 2021 we provided 1,189.5 service hours

3. How the programs will be managed and monitored: The Education Programs are managed and monitored by our education team which includes two full time program managers and three part time farm educators.

Native Plant Walk

1. Days and hours of operation: 9am to 1 hour before sunset daily
2. Number of service hours provided annually: 2,920 hours per year
3. How the programs will be managed and monitored: Educators will manage the walks for each Education Program, docents will manage the walks for scheduled farm tours, signage will provide guidance for self-guided walking tours. The on-site farm manager will monitor the use and implementation of the Native Plant Walk.

E. Populations Served

Fairview Gardens is a community organization dedicated to serving the wider population of Santa Barbara county through our education programs, community workshops, and farm stand offerings. The Fairview Gardens Education Programs serve students age 2 - 18 in Goleta and Santa Barbara are made available to families of all income levels. We offer financial assistance for the with a goal of 60 percent participation from low-income families from the Goleta/Santa Barbara areas. In 2021, we served 504 youth in total and 136 Goletans. In 2022, we anticipate expanding our constituency to serve 800 participants in our Education Programs. The Native Plant Walk will be available to all visitors to the farm as well as all neighbors and community members. We anticipate that this walk could be enjoyed by as many as 5,000 visitors per year.

F. Performance Metrics

We measure success in a variety of ways. The biggest success for us is a positive lasting impact for program participants. To gauge this for our Education Programs, we implement entry and exit surveys to the participants, and in the case of children, we survey their families as well. We ask questions to establish a baseline for where the participant is coming into a program, and then measure the change based on an exit interview or survey to see the impact of a program according to the participant. Staff also do an evaluation to see what impacts are observed. Metrics are generally more qualitative than quantitative, however, repeat participation is considered a high success. Demand is also a critical measurement of impact and success. Over the previous two years, our programs have met their capacity limits. With the shifts in programming as a result of Covid-19 we will be initiating new metrics for evaluation of programming in 2022 that will capture more relevance to the changes and effects of Covid-19 on the physical and mental health, and learning effectiveness for program participants.

To evaluate the success of the Native Plant walk, we will administer periodic surveys to our visitors and neighbors to track the usage, engagement and satisfaction with the project.

G. Leveraging Other Resources

A grant from the City of Goleta at this time would allow us to leverage new resources and catalyze new initiatives. Fairview Gardens is at a very promising inflection point with the transition to a new executive director, Chris Melancon, who just took over the helm in fall of 2021. With this change in leadership and renewed motivation for fundraising and collaborations, the organization is poised to take advantage of new funding streams and to reinvigorate old partnerships.

The Education Programs are supported through a diverse network of foundations and donors. As this program grows, we are looking to expand the staffing as well as to improve the outdoor classroom offerings. The more secure we are in our capacity to provide high quality programming, the more we will be able to broaden our horizons to catalyze new educational partnerships and grant opportunities. We are currently in conversation with the Goleta School District, as well as several other nature-based and educational nonprofits, about increasing our alliances. We recognize that our farm is a valuable community resource and we want to ensure that its potential is maximized for the good of all.

Funding to launch the Native Plant Walk would further our nascent partnership with the Santa Barbara Botanic Garden and allow us to progress toward achieving our shared goals of increasing native plantings in the county and educating the population on the benefits of such. This promising collaboration would be well served with a capital grant to initiate the practical aspects of the project and catalyze further funding to see it through to completion.

H. Necessity of Requested Funds and Other Sources of Funding

Past funding from the City of Goleta has been extremely helpful to the operations of Fairview Gardens. We continue to seek a diversified stream of funding from private foundations, government grants and individual donors to ensure the long-term vitality of the farm. As mentioned above, we have a new executive director, Chris Melancon. In this revitalized role, Chris is focused on expanded outreach to the community. His networking efforts have been widening the circle of support and partnership in the community.

I. Frequency of Requested Funding

This proposal is a one-time request through the City of Goleta RFP for Programs, Services and Activities, with the intention to reapply in subsequent years for additional funding if available.

J. Budget Tables

Education Programs

Revenues

	FY 21/22 (Current Year)	FY 22/23 (Next Year - Projected)
City of Goleta Funds*	\$48,000	\$75,000
Federal (PPP Loan)	\$28,740	
State	\$7,500	\$10,000
County		
Municipal (Other Cities)		
School District		
Foundations/Trusts	\$122,750	\$180,000
Donations/Fundraising	\$40,750	\$50,000
Fees	\$85,025	\$122,500
Other Sources/Revenues**		
TOTAL REVENUE	\$335,765	\$437,500

*In the first column titled "FY 21/22 (Current Year)", please note the amount of City of Goleta Funds received by your agency for the current fiscal year, if any. In the second column titled "FY 22/23 (Next Year - Projected)", please include the amount of City of Goleta funds your agency is requesting under this solicitation.

**Please specify the Other Sources/Revenues: Farm produce sales.

Education Programs

Expenditures

	FY 21/22 (Current Year)	FY 22/23 (Next Year - Projected)	<i>City of Goleta Funds Requested for FY 22/23 (Next Year - Projected)*</i>
Salaries, Benefits, Payroll Taxes	\$255,000	\$325,000	\$50,000
Consultants and Contracts			
Facility, Utilities, Maintenance	\$36,000	\$55,000	\$20,000
Supplies	\$8,790	\$12,500	\$1,250
Marketing (Printing, Advertising)	\$1,200	\$3,500	\$2,500
Travel, Mileage, Training	\$2,540	\$3,000	\$1,250
Equipment Rental/Maintenance			
Insurance	\$28,084	\$30,000	
Other Expenditures**			
TOTAL EXPENDITURES	\$331,614	\$429,000	\$75,000

****In the far-right column titled "City of Goleta Funds Requested for FY 22/23 (Next Year - Projected)", please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).***

****Please specify Other Expenditures**

Native Plant Walk

Revenues

	FY 21/22 (Current Year)	FY 22/23 (Next Year - Projected)
City of Goleta Funds*		\$100,000
Federal		
State		
County		
Municipal (Other Cities)		
School District		
Foundations/Trusts		\$50,000
Donations/Fundraising		\$50,000
Fees		
Other Sources/Revenues**		
TOTAL REVENUE		\$200,000

*In the first column titled "FY 21/22 (Current Year)", please note the amount of City of Goleta Funds received by your agency for the current fiscal year, if any. In the second column titled "FY 22/23 (Next Year - Projected)", please include the amount of City of Goleta funds your agency is requesting under this solicitation.

**Please specify the Other Sources/Revenues:

Native Plant Walk

Expenditures

	FY 21/22 (Current Year)	FY 22/23 (Next Year - Projected)	<i>City of Goleta Funds Requested for FY 22/23 (Next Year - Projected)*</i>
Salaries, Benefits, Payroll Taxes			
Consultants and Contracts		\$200,000	\$100,000
Facility, Utilities, Maintenance			
Supplies			
Marketing (Printing, Advertising)			
Travel, Mileage, Training			
Equipment Rental/Maintenance			
Insurance			
Other Expenditures**			
TOTAL EXPENDITURES	\$0.00	\$200,000	\$100,000

**Please specify Other Expenditures:

Organization Point of Contact:

Chris Melançon

Executive Director, Center for Urban Agriculture at Fairview Gardens

chris@fairviewgardens.org

415-265-3634 mobile

Deliverables

Girsh Park RFP for City of Goleta Funding to Outside Agencies FY 22-23

The Foundation for Girsh Park respectfully requests \$135,000 to help fund park maintenance in fiscal year 2022-23. We are requesting an additional \$10,000 to account for inflation and the ever-increasing expenses associated with park maintenance. The cost of all materials, water, equipment, and manpower have dramatically increased in the last two years. To afford these increases we have also increased the annual draw from our endowment, raised user fees, and have increased our fundraising activities. This added funding will help keep the facility in good working order for the community. Thank you for your time and consideration.

A. Detail the program, service, and/or activity for which funding is being requested. If requesting funding for more than one program/service/activity, provide a description of each, and for each include these components.

Since 2007, the City of Goleta and The Foundation for Girsh Park have maintained a highly successful public/private partnership to provide recreational opportunities for the community. The annual contribution from the City of Goleta allows Girsh Park to keep user fees affordable for the nonprofits that use the facility. These nonprofit user groups include Dos Pueblos Little League, AYSO Region 122, Santa Barbara Soccer Club, Goleta Valley Dog Club, Central Coast Soccer League, Challengers Baseball, Special Olympics of Santa Barbara, etc.

We estimate that Girsh Park receives over 500,000 visits each year for many different activities. We are a multi-use facility that brings together people of all ages, ethnicities, and socioeconomic levels to recreate in a safe and healthy environment. Your investment in Girsh Park helps to continue our successful enterprise and fulfills the need for community recreation. This model ensures that your citizens have recreational opportunities at a fraction of the cost compared to a traditional city model.

Over the last few years Girsh Park was the only recreational facility that was able to keep the doors open during a raging pandemic. Today, fields at local school districts and UCSB remain closed to the public. To ensure the children of our community have a place to play, we have hosted 7 days a week soccer and baseball to keep up with the demand. We had teams in every patch of grass that you could find on our fields. Without your funding to maintain the park, this would not have been possible.

B. Please summarize your agency's past performance (as applicable) in relation to the program/service/activity for which funding is being requested. Are there any trends, best practices, or research related to the program/service/activity that can provide a background or rationale for your proposed scope of services?

Over the course of our 23-year existence, we have utilized more than \$22,000,000 worth of funding and resources to build, operate, and maintain this wonderful facility. Over that time the City of Goleta has contributed about \$2,000,000 to our efforts. Compared to a traditional city park model, this is a massive savings for taxpayers. We have been able to provide this facility with a relatively small amount of public money. That directly shows the success of our private/public partnership.

Our business model also allows you a return on investment from the many programs at Girsh Park. When we host soccer and baseball tournaments, teams visit Goleta from all over the state to compete. They stay in local hotels, eat out at restaurants, and shop in our local stores. This directly benefits local business and helps to create greater tax revenue for the city.

Your contributions over the years have allowed us to focus other resources on capital improvement projects including a synthetic turf soccer field, new restrooms, a concession stand, batting cages, new ADA pathways, etc. We have also been able to focus efforts on developing more programs at the park, as well as improving the programs that we already have. Without your funding for maintenance, this would not be possible.

One of the most glaring trends is the steady increase of users at Girsh Park. Even through the depths of the lockdowns and pandemic, people came to Girsh Park in large numbers. Today our fields are reaching maximum capacity, and we need to add more field time to accommodate this demand. More synthetic turf and field lighting projects are needed. Additionally, more playgrounds, fitness areas and courts are going to be desired by the community. Our foundation is committed to meeting those desires, and we need your help to reach these goals.

C. Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.

"It is our mission to develop, maintain and enhance Lester A. Viola S. Girsh Park to provide all community members with affordable, high-quality park and recreational facilities in a safe, attractive and healthy environment."

The funding that we are seeking is allocated to our annual park maintenance budget. Fundamentally our organization's main goal is to properly maintain Girsh Park. Balancing our operations budget long-term is the most important aspect of our business. When properly balanced, we can work on other mission fulfilling projects such as capital

improvements and park beautification. All these efforts together define our mission and purpose. We are here to own, operate, and improve Girsh Park for the community.

D. Describe the operational aspects of the program/service/activity, including:

1. Days and hours of operation

Girsh Park is open 7 days a week, 365 days of the year, from 7AM to sunset. We have limited nighttime activity including soccer under portable lighting.

2. Number (estimated) of service hours provided annually

This is difficult to calculate considering we are a 25-acre facility with multiple activities going on at the same time. We are open to the public for nearly 4,000 hours each year. Programs like Dos Pueblos Little League AYSO, Santa Barbara Soccer Club hold their sessions/seasons for a minimum of 48 hours per participant. Some of these programs are operated for multiple seasons each year increasing the estimated number of service hours per participant.

Families participant in multiple programs and spend time recreating at Girsh Park year-round. A common joke in the community is that AYSO stands for “All Your Saturdays Occupied”. Do not forget about two practices per week and a Sunday scrimmage! This holds true for our other baseball and soccer programs. We currently estimate that we receive 500,000+ visits per year.

3. How the program/service/activity will be managed and monitored.

The public uses Girsh Park for organized programs/events and spontaneous/drop-in use. This includes walking, running, playground use, meetings, picnics, workouts, dog walking, etc. Programs and events all vary by season and are carefully scheduled to coexist with one another. For instance, Dos Pueblos Little League plays in the spring, AYSO in the fall. Our youth sports occur after-school, on the weekends, or during school breaks. Parties and picnics are booked year-round in our event venues, mainly on the weekends. Girsh Park is always in use, and more activities are being constantly added.

E. Describe the priority population that will be served, and the estimated number of Goletans served.

We serve all demographics at Girsh Park, including a wide range of ethnicities and socioeconomic levels. We have partnered with many other nonprofit organizations to provide recreation programs for youth and adults in our community. Our most attended programs include Dos Pueblos Little League and Challengers (400 participants), AYSO Region 122 (2,500 participants), Central Coast Soccer League (1,000 participants) Santa Barbara

Soccer Club (1,500 participants), etc. We estimate that sixty + percent of these participants live in the City of Goleta based on information provided by our users. Scholarship programs are available through each program to ensure that all our programs are affordable to the public.

Spontaneous drop in use of the park such as lunch in the park, dog walking, or playing pickup basketball occurs each day. We estimate that we receive over 500,000 visits each year. Most of these visits are made by Goleta residents.

F. How does (or will) your organization measure the success or performance of your program/service/activity?

The Foundation for Girsh Park measures success in several ways. Our number one goal each year is the balance our budget while successfully maintaining the facility. This is not an easy task considering the efforts needed to generate enough revenue to offset expenses. We also measure success by the number of people that utilize the facility each year. Measuring the actual number is difficult, but we can look to our program participation numbers for a good representation. All our programs have grown throughout the years, and they are getting more popular by the season.

Another major goal each year is to improve and beautify Girsh Park outside of the day-to-day operations of park maintenance. For instance, this year we improved the baseball fields with new bullpens, pitching mounds, fences, and better infields. We put resources into landscape improvements, irrigation improvements and new irrigation controllers to save water. We measure our success by the improvement projects we have accomplished. Most of the funding for capital improvement projects is raised outside of our operating budget. Our organization has dedicated itself to improving the facility for the community, because Girsh Park will be needed for generations to come.

G. Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.

Yes, we leverage the resources of many other non-profit organizations to provide programs for the community. We have long-term partnership agreements with DPLL, SBSC, Goleta Valley Dog Club and AYSO that allow us to work together. Your funding helps Girsh Park honor these agreements by keeping the facility in good working order. Without your funding our fields would be in poor shape, and each of these organizations would not have a proper and safe place to play.

H. Please describe the extent to which the requested funds vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize?

Your continued funding is vital for our organization. Our wonderful public/private partnership with the City of Goleta has lasted for 14 years. If this partnership were to terminate, or be reduced, then it would be very difficult to keep Girsh Park in good working order for the community. Our business model would need to be dramatically changed, and ultimately it would affect the quality of the facility and programming. That would negatively impact Goleta residents. We would like to continue our partnership and expand it into the future to fulfill other community recreational needs.

We seek funding sources from all over the community. This includes a robust fundraising effort this year for both operations and capital improvements. This funding comes from families, individuals, foundations, corporations, etc. We collect user fees from program operators. Currently we are seeking funding from California Parks and Recreation through their Regional Park Program to fund capital improvement projects throughout our facility. We are also seeking funding to build more synthetic turf fields and field lighting projects. All to benefit the community.

I. Please explain whether the requested funding is needed on an ongoing basis, or if this is a City of Goleta RFP for Programs, Services and Activities (Fiscal Year 2022/2023) one-year request. (Pilot programs or capital expenses are considered one-time requests.)

On-going operational funding for park maintenance is necessary for the health and longevity of Girsh Park. We can provide this wonderful community asset for a fraction of the cost that it would take to operate this as a traditional city park. Your support into the future is critical to ensure that Girsh Park is here for generations to come. Girsh Park is truly Goleta's Park.

**GIRSH PARK
Revenues**

	FY 21/22 (Current Year)	FY 22/23 (Next Year - Projected)
City of Goleta Funds*	125,000	135,000
Federal	32,817	0
State	15,000	0
County	0	0
Municipal (Other Cities)	0	0
School District	0	0
Foundations/Trusts	31,000	22,000
Donations/Fundraising	38,000	20,000
Fees	99,500	238,000
Other Sources/Revenues**	92,310	102,992
TOTAL REVENUE	433,617	517,992

*In the first column titled "FY 21/22 (Current Year)", please note the amount of City of Goleta Funds received by your agency for the current fiscal year, if any. In the second column titled "FY 22/23 (Next Year - Projected)", please include the amount of City of Goleta funds your agency is requesting under this solicitation.

**Please specify the Other Sources/Revenues:

ENDOWMENT DRAW

GIRSH PARK
Expenditures

	FY 21/22 (Current Year)	FY 22/23 (Next Year - Projected)	City of Goleta Funds Requested for FY 22/23 (Next Year - Projected)*
Salaries, Benefits, Payroll Taxes	173,588	178,000	
Consultants and Contracts	13,700	15,000	
Facility, Utilities, Maintenance	226,991	302,992	135,000
Supplies	7,485	10,000	
Marketing (Printing, Advertising)	1,119	1,000	
Travel, Mileage, Training	0	0	
Equipment Rental/Maintenance	0	0	
Insurance	10,305	11,000	
Other Expenditures**			
TOTAL EXPENDITURES	433,188	517,992	

**In the far-right column titled "City of Goleta Funds Requested for FY 22/23 (Next Year - Projected)", please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).*

****Please specify Other Expenditures:**

Goleta Valley Historical Society (GVHS)

Overview:

This proposal addresses the City of Goleta's plan to provide programs, services and/or activities to the citizens of Goleta that support the government/interagency and City facilities/recreational goals. More specifically, it fulfills support of programs that enhance the quality of life in the Goleta community such as recreation, educational programs, large scale festivals, and cultural programs to aid our local Goleta schools. As specified within the RFP guidelines, this proposal will address the following key directives, 1) Staffing, 2) Education, 3) Festivals and Large-Scale Recreational Activities, 4) Maintenance and 5) Aid to Local Schools. Detail for Sections A-J as required, are indicated within the proposal in parentheses.

(B) The Goleta Valley Historical Society (GVHS) has enjoyed a long and rich partnership with the City of Goleta in promoting the history, heritage and community-spirit of our area. Without the support of the City, the Goleta Valley Historical Society could not exist; and without the dedicated efforts of the Goleta Valley Historical Society, the City would lose a responsible and intentional caretaker of one of the City's most valuable and prestigious links to the past - the Stow House and records associated with the 19th and 20th century growth in our area. Our partnership is not only mutually beneficial, but together we provide a rich resource to members of our City both as a destination for educational and cultural heritage and as a gathering place for the members of our community. **In keeping with the Goleta Valley Historical Society's lease with the City of Goleta, funding through this grant opportunity will place the GVHS in a stronger position to continue to provide robust educational programs, recreational opportunities and entertainment programming for members of our beloved community.**

The mission of the Goleta Valley Historical Society is to collect, preserve, interpret, and foster appreciation of Goleta Valley's history through exhibits, programs and stewardship of the historical Rancho La Patera, home to the Stow family.

Deliverables:

Staffing (D-3): The GVHS is overseen by a Board of Directors comprised of 6 volunteer community members and is currently managed by one full-time employee (Director of Operations) and four part-time employees who coordinate event planning, marketing and membership, visitor services and guest services in our on-site Museum store. These paid staff members are supported by the efforts of nearly 50+ volunteers throughout the year. **The Director of Operations serves as on-site security support while living in the Caretaker's Cottage. This on-site**

security presence is an important benefit to the GVHS and the City, in that it provides a set of eyes and ears on a property that is somewhat remote in its location, despite being close to neighborhoods and business areas.

Because this security presence is currently the Director of Operations, the property is monitored throughout the day as well as the evening and nighttime hours.

Education (A): Our educational programming includes the more than 600 third graders from the Goleta Union School District and beyond who participate in our **Ranch Days program**, a flagship program for the Goleta Union School District (GUSD), which meets the state-mandated curriculum for local history. Due to Covid-19 restrictions, we were not able to offer the full in-person experience as in past years; however, our staff and volunteers did their best to provide virtual learning for these students as well as small group in-person instruction when health and safety requirements permitted.

We launched the **Camp Stow** summer program in 2019. This highly successful program available to K-3rd grade children, is an expansion of the Ranch Days program that provides two weeks of experiential learning through interaction with our ranch yard chickens, baby goats and other live farm animals, lake walks, exploration of our natural environment, and arts and crafts activities. This program has been so beneficial to our local children, that at the request of community parents, we offered a week long program during the winter break from school, aptly named **“Winter” Camp Stow**. With the generous funding provided in the past by the City of Goleta and other benefactors, we are considering offering a **“Spring Break” Camp Stow** if health and safety guidelines permit. The pandemic has created many barriers for our families who rely upon quality child care and afterschool programs to enable parents to work to support their families. All of our youth-centered educational programs have a proven record of accomplishment for being engaging, stimulating and FUN! **(B) Our custom designed programs for the youth in our community blends beautifully with the City of Goleta’s priority to support aid to our local schools while also addressing the needs of our parents who have shouldered the lion’s share of uncertainties throughout the pandemic.**

Additional Educational Opportunities: The society collects and makes available to the community, historical resources and provides educational programs for adults that promote local history. This includes lectures and exhibits that showcase different topics related to the Goleta Valley. Our Visitor’s Center has a large collection of books, (many are written by local authors), and other items that detail the history and lives of those who live in our unique slice of paradise.

GVHS has created three onsite educational areas that provide intentional self-guided tours of the Rancho La Patera Ranch. Upon entering the property, 1) **the Visitor Interpretive Center** welcomes guests to an overall description of the property featuring a model of the Rancho La Patera footprint, placement of buildings and grounds. The Visitor Interpretive Center also posts various aspects of the history of the property and the Stow Family. Passing between the Stow House and bunkhouse, visitors enter 2) **the Ranch Yard**, an interactive display of farm equipment used on the property. Utilizing funding from a grant secured late in 2021, we are in the process of updating the Ranch Yard tour with engraved signage and QR capabilities to providing a broader understanding of the farming/agricultural industry locally and the impact of the contributions of the research done on the Rancho La Patera nationally. At the back of the Ranch Yard is the century-old walnut packing shed, which houses 3) **the History Education Center, telling** the story of the Goleta Valley, from Chumash and native peoples up to present day, with a focus on ranching and agricultural stories. The center has been designed as an interactive experience, utilizing new technologies, innovations, and materials to enhance the visitor experience.

These interactive self-guided educational opportunities are complemented by the docent-led tours of **Stow House**. Visitors can ask questions of the docents who are well versed on the house, its period contents, the Stow family and aspects of their life as Goletans, scientists, and agricultural entrepreneurs and inventors. **With the City’s approval, GVHS invested in a Master Interpretive Signage Project in 2015 to help visitors understand the history of the property.** Local residents walking their dogs, bird watching or just taking during their lunch break, stop and read the signs that reveal the history of this historic property.

Festivals and Large Scale Recreational Activities (A):

The Goleta Valley Historical Society has a rich tradition and history of overseeing many annual local festivals. These major events include:

- **Fiesta Ranchera** (presented by Old Spanish Days-Fiesta). This past year was the 12th anniversary for hosting this event at the Stow House with a modified attendance of 85 due to Covid restrictions. Normally this event draws approximately 1000 attendees and is **one of the most popular events of the summer**.
- **Old Time Fiddler's Festival** (celebrating 50 years and usually 1200 attendees each year)
- **Old Fashioned 4th of July** (celebrating its 50th year with 1500 attendees on average)
- **Music at the Ranch** (a free summer concert series, featuring local musicians) The GVHS expanded the time period this year from seven (7) weeks to ten (10) weeks. Prior to the pandemic this highly appreciated offering hosted on average 12,000 attendees over the course of the seven week period) **This series has offered an outdoor and much-needed distraction for the community (within a safe environment) from the social isolation brought on by the pandemic.**
- **Sundays at the Ranch** (a weekly event that includes barnyard fun with our furry and feathered friends; tractor rides, arts and crafts, outdoor walks on the property. **This is a very popular event for our local families and out-of-town visitors to the area.**
- **Holiday at the Ranch** (this 2-day event features Stow House tours for family and friends to enjoy the house decorated in fine holiday regalia, visits to Santa by children and their parents, keeping with the traditions that the Stow family enjoyed over many years. Our volunteer Santa has delighted children for 25 years!
- **Stow House Tours** (tours take place every weekend [with the exception of January], **with volunteer docents offering a rich guided history of the Stow House, the Stow family and the community of Goleta**)
- **Stow 150 (Stow House celebrates its 150th Anniversary this year** and the GVHS is in the process of scheduling historical themed lectures and exhibits related the history of the Stow family and Goleta ranching history. We plan to capture oral histories from members of the Stow family, local ranchers, and long-term volunteer docents. This information will be integrated into our docent-led tours of Stow House and La Patera Ranch becoming part of our historical archives for posterity.
- **City of Goleta's 20th Anniversary** (GVHS is thrilled to collaborate with the City of Goleta in celebrating their 20th Anniversary! We look forward to the planning process and in honoring the incorporation of our beautiful city 20 years ago.

Note: With the exception of Fiesta Ranchera, all of our community events are free or at reduced pricing for GVHS members. Our programs and events draw a diverse population from every socio-economic group of our region. **(E)**

Additional Events (A):

The GVHS is committed to continue its tradition as a gathering place for events on the Rancho La Patera and Stow House property.

- **Weddings, Fundraisers, Private and Corporate Events and Memorial Services** (the GVHS continues to open this exquisite property for rental in order to enable families and companies to celebrate those meaningful events in their lives. **Our desire is that with our continued partnership with, and funding from, the City of Goleta, we will be able to increase our exposure and services as an excellent, full service destination location for these most important and meaningful occasions.**

Note: Some previously utilized parking on the property has now been designated as “environmentally sensitive”. The Society supports this designation; however, this change in circumstance has led to the exploration of alternatives for off-site parking and shuttle services to properly accommodate the needs of our guests who attend events hosted on the property. **We are grateful to the City of Goleta for their generosity in offering to assist the Society in developing mutually beneficial guidelines to address this necessary component for hosting community and private events. The Society is clear that for private events, the potential costs incurred for parking/shuttle services for private events**

would be the financial responsibility of the hosting entity. For community-wide events, we are hopeful that the City will accept our request for funding through this RFP process in order to cover these potential costs in the future.

Maintenance (A): Since 1967, GVHS has been the steward of Rancho La Patera & Stow House. GVHS maintains and interprets 4.7 acres within the Lake Los Carneros Nature & Historical Preserve, which features the Stow House, built in 1872.

To facilitate and encourage return visits from the community, along with hosting events, **we intend to address the much-needed deferred maintenance on the interior of the Stow House and the Ranch Yard, which we have not been able to fund due to decreased income during the pandemic.** Our Building and Maintenance committee crew is eager to move forward with several priority projects in order to maintain this highly valued asset of the City of Goleta.

In the Ranch Yard, we look to overhaul the existing grounds with turf or sod. We need to restore the blacksmith shop to its former glory, and attend to maintenance on other ranch buildings, such as repairing and re-roofing the History Education Center and the Ranch Yard Carriage Center to protect the historical assets contained within.

Days and Hours of Operation (D-1):

- The Ranch Yard and History Education Center is currently open Sundays from 11 a.m. to 2:00 p.m.
- The Museum Store and Visitor Interactive Center are open Saturdays and Sundays from 1:00 p.m. to 4:00 p.m.
- Beginning again in February 2022, one-hour Stow House tours will be held on Saturdays at 2:00 p.m. and 3:00 p.m.
- Individual Stow House tours are also available upon request

Number of (estimated) service hours provided annually (D-2): The Goleta Valley Historical Society serves over 25,000 people each year, or an estimated 20,000 unduplicated individuals.

Our partnership is not only mutually beneficial, but together we provide a rich resource, both as a destination for educational and cultural heritage, and as a gathering place for your family and mine.

Necessity of Requested (on-going) Funding (I): The Goleta Valley Historical Society, without the generous support of the City of Goleta, our cherished membership and community foundation funding, the GVHS would not be able to provide the level of service we currently offer. **Without funding on an on-going basis, this wonderful and long-term partnership with the City, the valuable assets and links to the past – the interpretation of Rancho La Patera & Stow House and records associated with the 19th and 20th century growth – will suffer.** The City's funding is critical as we submit proposals to local foundations, many of which ask for a list of others who support us. In this way, we are able to leverage the City's faithful and generous giving for additional donations that support both our operating budget and special projects. **(G) The Goleta Valley Historical Society receives about one-third of its required income from membership dues, programs, events, rentals, museum store sales and investments. We are dependent on charitable income for the balance.** Operating on a budget of approximately \$300,000 that means that we must raise approximately \$250,000 annually from donations. **(H) This makes the City's investment vital to our health as an organization and to the offerings we are able to bring to the Goleta community.**

How we measure success: The City of Goleta (through repeated leasing agreements) has been supportive of The Society for so many years because we are good stewards of their community valued asset. Through our community and educational offerings we offer the heart of Goleta's community and history. No other entity within Goleta provides the range of large-scale community gathering opportunities that we provide, nor impacts so many of its residents. We serve as a repository for the history of the City. With the City's investment in maintaining our mutual and successful relationship, the City will maintain a valuable foundation upon which its success is built. We are grateful for your support of GVHS and are proud to be your partners in this critical work.

Budget Tables:

Revenues - Community

	FY 21/22 (Current Year)	FY 22/23 (Next Year- Projected)
City of Goleta Funds	91,000	125,000
Federal		
State	15,000	
County		
Municipal (Other Cities)		
School District		
Foundations/Trusts	39,195	41,500
Donations/Fundraising	27,332	30,500
Fees	15,500	20,000
Other Sources/Revenues	3,000	6,000
TOTAL REVENUES - Community	191,027	223,000

Expenditures - Community

	FY 21/22 (Current Year)	FY 22/23 (Next Year- Projected)	City of Goleta Funds Requested for FY 22/23 (Next Year – Projected)
Salaries, Benefits, Payroll Taxes	116,945	121,519	32,891
Consultants and Contracts	25,231	26,240	26,240
Facility, Utilities, Maintenance	39,409	40,665	40,665
Supplies	8,220	8,549	0
Marketing (Printing, Advertising)	3,621	3,766	3,435
Travel, Mileage, Training	308	320	0
Equipment Rental/Maintenance	4,586	4,769	4,769
Insurance	7,781	8,092	0
Other Expenditures – Bank charges, taxes	1,104	900	0
TOTAL EXPENDITURES - COMMUNITY	207,205	214,820	108,000

Revenues - Education

	FY 21/22 (Current Year)	FY 22/23 (Next Year- Projected)
City of Goleta Funds		17,000
Federal		
State		
County		
Municipal (Other Cities)		
School District – Ranch Days	2,010	2,000
Foundations/Trusts		
Donations/Fundraising		
Fees – Camp Stow	2,680	15,000
Other Sources/Revenues		
TOTAL REVENUES – EDUCATION	4,690	34,000

Expenditures - Education

	FY 21/22 (Current Year)	FY 22/23 (Next Year- Projected)	City of Goleta Funds Requested for FY 22/23 (Next Year – Projected)
Salaries, Benefits, Payroll Taxes	28,134	29,541	17,000
Consultants and Contracts			
Facility, Utilities, Maintenance	97	120	0
Supplies	2,356	2,700	
Marketing (Printing, Advertising)	750	1,000	
Travel, Mileage, Training			
Equipment Rental/Maintenance			
Insurance			
Other Expenditures	234	250	
TOTAL EXPENDITURES - COMMUNITY	31,571	33,611	17,000



**REQUEST FOR PROPOSALS FOR THE PROVISION OF
PROGRAMS, SERVICES, AND ACTIVITIES THAT SUPPORT
GOVERNMENT/INTERAGENCY AND CITY
FACILITIES/RECREATION IN THE CITY OF GOLETA (FISCAL
YEAR 2022/2023)**

December 17, 2021

Proposals due by January 21, 2022, 5:00 PM PST
(POSTMARKS WILL NOT BE ACCEPTED)

City of Goleta RFP for
Programs, Services and Activities
(Fiscal Year 2022/2023)

CITY OF GOLETA

**REQUEST FOR PROPOSALS FOR THE PROVISION OF
PROGRAMS, SERVICES, AND ACTIVITIES THAT
SUPPORT GOVERNMENT/INTERAGENCY AND CITY
FACILITIES/RECREATION IN THE CITY OF GOLETA
(FISCAL YEAR 2022/2023)**

INTRODUCTION

The City of Goleta is requesting proposals from qualified organizations interested in providing programs, services, and/or activities that support the government/interagency and City facilities/recreation goals of the City, as detailed in this advertisement.

The City is calling upon governmental agencies and nonprofit organizations to submit proposals for programs, services, and/or activities that will support services to the citizens of Goleta that the City cannot provide on its own, including maintenance, staffing, and education at local museums/historical sites; areas for festivals and large-scale recreational activities; and aid to our local schools. Funding awarded to organizations as a result of this RFP will be for programs, services, and/or activities taking place during the 2022/2023 Fiscal Year (July 1, 2022 - June 30, 2023).

BACKGROUND

The City of Goleta is located on the Central Coast of California just north of Santa Barbara. Incorporated in 2002, the City has the warmth and charm of a small town. Beaches and well-maintained parks and open spaces add to its attraction. Contributing to this young community's outstanding quality of life are the City's low crime rate, mild coastal climate, and desirable location.

The current population is just over 30,000. Residents enjoy several distinct neighborhoods, each with its own character. Goleta elementary and secondary schools have a reputation for high academic achievement and excellent instruction. The University of California at Santa Barbara, located to the south of the City, is a world class public university.

Support to Other Agencies Funding

Resulting from a Grant Funding Review Subcommittee Meeting on August 2, 2021, the Subcommittee directed staff to seek proposals from governmental agencies and nonprofit organizations in Goleta that provide recreational, intergovernmental agency, and educational opportunities to the citizens of Goleta. Funding for this area is budgeted by the City Council under the Support to Other Agencies Program. To view Program Guidelines, refer to Attachment 1.

This upcoming fiscal year (July 1, 2022 - June 30, 2023) represents a change from the City's prior practice of awarding funds to agencies in this budget area, in that such funding has not historically been subject to a competitive process. The development of Program Guidelines and a new solicitation, evaluation, and funding process represents the City's efforts to create a more standardized and equitable opportunity for agencies to apply for and receive City financial support.

This RFP may result in contracts with varying agencies that are able to provide the programming, services and/or activities called for in this solicitation. This available funding is made possible through the City's Support to Other Agencies program. The City's funding is intended to augment an organization's operations, services, and/or programming budget; City funding is not expected to fully fund any one operation, service, or program.

PURPOSE OF THE REQUEST

This Request for Proposals (RFP) is soliciting responses from public agencies and nonprofit organizations interested in providing programs, services, and/or activities that promote recreational, intergovernmental agency, and educational opportunities in the City of Goleta, and as informed by the Citywide Two-Year Strategic Plan. Funding awarded to organizations as a result of this RFP will be for programs, services, and/or activities taking place during the 2022/2023 Fiscal Year (July 1, 2022 - June 30, 2023).

Resulting from this RFP, the City will enter into one or two-year agreements with selected agencies that meet the needs defined in this RFP.

DELIVERABLES

Please submit all of the below requested information in Sections A through J with your submittal. Proposals will be rated for completeness.

A. Detail the program, service, and/or activity for which funding is being requested. If requesting funding for more than one program/service/activity, provide a description of each, and for *each* include these components.

B. Please summarize your agency's past performance (as applicable) in relation to the program/service/activity for which funding is being requested. Are there any trends, best practices, or research related to the program/service/activity that can provide a background or rationale for your proposed scope of services?

C. Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.

D. Describe the operational aspects of the program/service/activity, including:

1. Days and hours of operation;
2. Number (estimated) of service hours provided annually; and
3. How the program/service/activity will be managed and monitored.

E. Describe the priority population that will be served, and the estimated number of Goletans served.

F. How does (or will) your organization measure the success or performance of your program/service/activity?

G. Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.

H. Please describe the extent to which the requested funds vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize?

I. Please explain whether the requested funding is needed on an ongoing basis, or if this is a

one-year request. (Pilot programs or capital expenses are considered one-time requests.)

- A. This event is the annual Goleta Holiday Parade. This Parade has become an annual event at the beginning of December each year, celebrating the holiday season.
- B. In 2021, the Goleta Lions Club managed the fundraising, entries, and all parade activities. We worked with the City of Goleta to coordinate the rental of and placement of lights and street blockages. I personally have been involved from the first parade organized 6 years ago. The community has very well received this event. Although Covid did affect this year's number of entries, our hopes are that this number will go back to the 60 plus entries prior to the Covid issue.
- C. I have attached the mission statement for the Goleta Lions Club, a service club that has been in the Goleta Valley since the 1940's.
- D. The parade occurs on a Saturday night on Hollister Avenue, between Fairview and Kellogg Ave. The parade begins at 6pm and is over by 8:30pm. This year we had 48 entries. Amounting to 500 people participating in the event. We also had 80 volunteers helping with operations, both before the parade and at the event. Our total man hours donated exceed 500. As we have volunteers who have participated in the four previous parades, our operations management and monitoring systems are fairly tested and sophisticated. Our fifty-page operations notebook is available for review if the committee so desires.
- E. The priority population is the youth and adult segment of people living in the Goleta Valley. As stated above, this year we had around 500 participants in the parade and spectators are estimated at about 3,000.
- F. The measure of success has been the excitement and participation of the community, both from sponsors and community members. Until Covid, the number of entries had grown each year and hopefully, when we return to normal, that will grow more.
- G. The City's participation in funding certain activities is incentive for other entities and organizations to also participate.
- H. The City's funding will allow us to continue having a successful nighttime parade. The majority of the Community wants the parade to be at night. This requires almost \$10,000 in expenditures for rental and placement of same. Also, closures of intersections by vehicles as "crash barriers" has contributed increased costs. Coverage of all other costs depend on donations from local service clubs, businesses, and private citizens. This year that number was slightly more than \$18,000.
- I. Yes, this request would be an ongoing necessity for a nighttime parade.

J. Using the budget tables on the following pages, please list all revenue and expenses for the program/service/activity that you are seeking City funding for, according to the sources and time periods listed. Duplicate this form as necessary. Note: This budget form must be completed for each separate program/service/activity you are requesting City funding for. *Any budgets submitted in separate format from the below tables will not be considered.*

Revenues

	FY 21/22 (Current Year)	FY 22/23 (Next Year - Projected)
City of Goleta Funds*	0	15,000
Federal	0	0
State	0	0
County	0	0
Municipal (Other Cities)	0	0
School District	0	0
Foundations/Trusts	0	0
Donations/Fundraising	20,054	25,000
Fees	0	
Other Sources/Revenues**	720	800
TOTAL REVENUE	20,774	40,800

*In the first column titled "FY 21/22 (Current Year)", please note the amount of City of Goleta Funds received by your agency for the current fiscal year, if any. In the second column titled "FY 22/23 (Next Year - Projected)", please include the amount of City of Goleta funds your agency is requesting under this solicitation.

**Please specify the Other Sources/Revenues:

PARADE ENTRY FEES

Expenditures

	FY 21/22 (Current Year)	FY 22/23 (Next Year - Projected)	City of Goleta Funds Requested for FY 22/23 (Next Year - Projected)*
Salaries, Benefits, Payroll Taxes	0	0	0
Consultants and Contracts	0	0	0
Facility, Utilities, Maintenance	0	0	0
Supplies	2,000	2,200	0
Marketing (Printing, Advertising)	2,000	2,200	0
Travel, Mileage, Training	0	0	0
Equipment Rental/Maintenance	4,000	14,400 #2	10,000
Insurance	1,776	2,000 #2	0
Other Expenditures** #1	11,000	16,000 #2	5,000
TOTAL EXPENDITURES	20,776	36,800	15,000

*In the far-right column titled "City of Goleta Funds Requested for FY 22/23 (Next Year - Projected)", please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).

**Please specify Other Expenditures:

#1 POLICE FEES, PERITS, CLEAN-UP, Traffic Control

#2 SAME AS #1 AND LIGHT RENTAL, LABOR AND Intersection Barricades

check #	amount	Date	Deposit	whom			
		18-May	500	Cencal			
		28-May	0.45	int. income			
101	240.06			website creation			
		30-May	0.65	int. income			
		30-Jul	0.59	int. income			
102	118	6-Aug		City of Goleta par perm			
		31-Aug	0.62	int. income			
126	283.85	1-Sep		Kinko's print			
		30-Sep	0.57	int. income			
		4-Oct	1,000	Donation Aceves			
			250	Donation GV Paint			
		22-Oct	1,000	Donation Toyota			
104	155.25	27-Oct		flyer printing			
		29-Oct	1	int. income			
		2-Nov	500	Don. American Rivera			
		4-Nov	1,000	Don Summer Sky			
			3,000	Don Santa Cruz MKT			
Paypal	0.48	8-Nov	0.48	paypal chg			
107	289.59	9-Nov		Staples Print			
		10-Nov	75	parade entries			
			1,000	Don Easy Lift			
			100	Don Hammonds			
127	258.09	12-Nov		Boone printing			
		18-Nov	75	parade entries			
			500	Don Dal Pozzo Tire			
106	1,775.53	18-Nov		HUB Inter Insurance			
105	2,332.34	19-Nov		Police dep.			
108	130.58	26-Nov		Parade Lunch			
		29-Nov	500	Don Montecito Bank			
		30-Nov	135	parade entries			
		30-Nov	0.82	int. income			
		3-Dec	150	parade entries			
		3-Dec	2500	Don Elk's Lodge			
			1000	Don Mechanics Bank			
			250	Don Noodle City			
		6-Dec	667.19	paypal entries			
			965	Don Cerderlof			
			100	Luz Reyes-Martin			
		8-Dec	100	Woolover Tire			
		9-Dec	500	Don Cajun Kitchen			
			100	Don Round 3rd Home			
			60	parade entries			
		10-Dec	1,000	Don Marborg			
			1,000	Don Yardi			
			500	Don Camino Real mkt			

		10-Dec	1,000	Don Marborg			
			1,000	Don Yardi			
			500	Don Camino Real mkt			
129	7345	14-Dec		Barricade services			
130	798	16-Dec		Giffin			
131	525	16-Dec		Surface Mgt		not cashed yet	
128	1150	16-Dec		Whitmark Promotions			
111	1248.34	16-Dec		United Rentals carts	736.57		
				printing	135		
				Batt, hardware	169.43		
				Breakfast/Domingos	207.34		
		15-Dec	1,000	Don Community West			
		15-Dec	100	Don Farris Family			
			250	Don Kyle Richards			
113	350	22-Dec		Marborg - Fences			
114	2,300	22-Dec		Marborg - Toilets/roll			
		22-Dec	500	SB Airbus			
		22-Dec	85.88	Paypal entries			
		31-Dec	0.82	Int. income			
112	1269.83	4-Jan		Tri Valley - Banners			
		10-Jan	100	Donation cash			
		10-Jan	55	Donation checks			
115	716.27	10-Jan		city of Goleta park per	318		
				fee	9		
				smart and final -food	154.11		
				staples	103.47		
				United rentals fuel	131.69		
		10-Jan	150	Return park dep.			
			20,774	Total Income			
	22,286.21			Expenses			

ADDITIONAL REQUIREMENTS/GUIDANCE FOR PROPOSERS

Only that information which is essential to an understanding and evaluation of the proposal should be submitted. Items not specifically and explicitly related to the RFP and proposal, e.g. brochures, marketing materials, etc. will not be considered in the evaluation.

Proposals must address all items in the order listed under the DELIVERABLES section of this solicitation. Proposals must reference each Section "A" through "J" in the submitted Proposal.

INSURANCE REQUIREMENTS

Without limiting Grantee's indemnification of Agency, and prior to commencement of Work, Grantee shall obtain, provide and maintain at its own expense during the term of this Agreement, policies of insurance of the type and amounts described below and, in a form, satisfactory to Agency.

General liability insurance. Grantee shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, in an amount not less than \$1,000,000 per occurrence and \$2,000,000 general aggregate, for bodily injury, personal injury, and property damage. The policy must include contractual liability that has not been amended. Any endorsement restricting standard ISO "insured contract" language will not be accepted.

Automobile liability insurance. Grantee shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of the Grantee arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than \$1,000,000 combined single limit per accident.

Workers' compensation insurance. Grantee shall maintain Workers' Compensation Insurance (Statutory Limits) and Employer's Liability Insurance (with limits of at least \$1,000,000). Grantee shall submit to Agency, along with the certificate of insurance, a Waiver of Subrogation endorsement in favor of Agency, its officers, agents, employees and volunteers.

Primary/noncontributing. Coverage provided by Grantee shall be primary and any insurance or self-insurance procured or maintained by Agency shall not be required to contribute with it. The limits of insurance required herein may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of Agency before the Agency's own insurance or self-insurance shall be called upon to protect it as a named insured.

PROJECT SCHEDULE

Recreation, Intergovernmental Agencies, and Education is a priority funding area for the City. Below is a tentative schedule for the RFP, rating process, and award of funds for FY 2022/2023; however, dates may be subject to change and adjusted as necessary.

Proposals Submittal Deadline
City Evaluation of Proposals
Award Contract(s)

January 21, 2022, 5:00 PM PST
February and March, 2022
June 1, 2022

SELECTION CRITERIA

Proposers must meet eligibility requirements to be considered for funding under this RFP. Eligibility requirements are detailed in the Program Guidelines (Attachment 2):

In addition to basic eligibility considerations, City staff evaluation of proposals will consider the following criteria:

- Extent to which the numbers of Goletans are served (e.g., target population served, numbers of people served, program/service hours)
- Completeness of Proposal
- Effectiveness of services to be provided by the Proposer
- Cost (Proposal price will not be the sole determining criteria)
- Percentage of City funds directed at direct programmatic costs (vs. indirect costs such as facility maintenance, office supplies, rent, etc.)
- Extent to which the requested City funds are necessary or vital to carrying out the program/service/activity
- Extent to which the requested City funds will leverage other funding or resources
- Proposer's ability to perform the work within the 2022/2023 Fiscal Year (July 1, 2022 - June 30, 2023)
- Proposer's compliance with applicable laws, regulations, policies (including City Council policies), guidelines, and orders governing prior or existing contracts performed by the Proposer

Requirements not limiting. Requirements of specific coverage features, or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. If the Grantee maintains higher limits than the minimums shown above, the Agency requires and shall be entitled to coverage for the higher limits maintained by the Grantee. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the Agency.

All insurance policies shall be issued by a financially responsible company or companies authorized to do business in the State of California. City, its officers and employees, shall be named as additional insured. Grantee shall provide City with copies of certificates for all policies, in a format acceptable to City, with the appropriate named additional insured coverage and an endorsement that they are not subject to cancellation without 30 days prior written notice to City. Insurance certificates must be submitted by Grantee and approved by City before grant work commences.

General Information

1. The City reserves the right to cancel or reissue the RFP or extend the timeline at any time.
2. The City reserves the right to reject any and all proposals. The City may accept any proposal if such action is determined to be in the best interest of the City in the sole and exclusive discretion of the City Council.
3. The City is not liable for any costs incurred by the proposer prior to issuance of a written contract (fully executed) to the successful organization(s).
4. The program/service/activity is subject to the approval of the City of Goleta. The City will have the right to review and approve any changes in the program/service/activity.

Questions during Proposal Period

All questions should be directed in writing to: Shanna Dawson, Management Analyst, sdawson@cityofgoleta.org.

DEADLINE FOR PROPOSAL SUBMITTALS

Submittals are due by 5:00 PM PST on January 21, 2022.

Proposals to be received and emailed to Shanna Dawson at sdawson@cityofgoleta.org or by mail at ATTN: Shanna Dawson, 130 Cremona Dr., Suite B, Goleta, CA 93117 by the above deadline.

Proposals not received by the due date and time requested in the Project Schedule herein may be rejected without consideration.

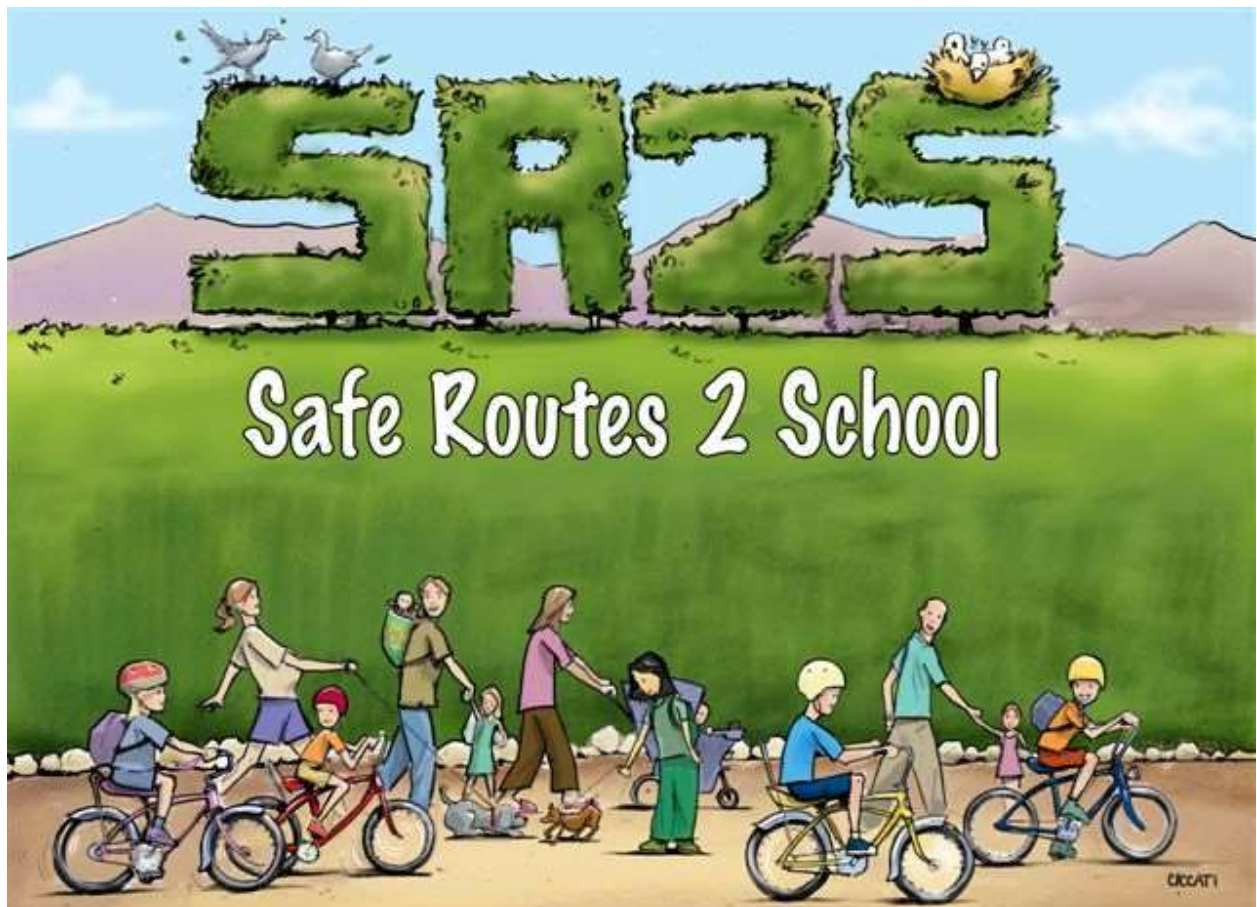
NOTE: FAXED, LATE OR "BY-POSTMARK DATE" PROPOSALS WILL NOT BE ACCEPTED.

Attachment 1 – Support to Other Agencies Program Guidelines



Coalition for Sustainable Transportation and Santa Barbara Bicycle Coalition

Safe Routes to School and Bicycle Education Proposal (in response to Provision of Programs, Services, and Activities that Support Government/Interagency and City Facilities/Recreation RFP) in the **City of Goleta for FY 2022-23**



The Coalition for Sustainable Transportation and Santa Barbara Bicycle Coalition (COAST+SBBIKE) are excited to submit this proposal to continue Safe Routes to School and Bicycle Education programming for the youth of the City of Goleta. Increasing climate-friendly transportation choices and providing youth with opportunities for outdoor activities has never been more important and we thank the City of Goleta for considering our proposal.

A. Detail the program, service, and/or activity for which funding is being requested. If requesting funding for more than one program/service/activity, provide a description of each, and for *each* include these components.

The mission of our Safe Routes to School program is to encourage students to walk, bike or roll to and from school and enable them to do so safely by addressing common barriers. We will do this through a comprehensive approach based on the six “E’s” of the Safe Routes to School program: Engagement (listening to stakeholders and engaging frequently); Engineering (addressing physical barriers); Encouragement (generating enthusiasm); Education (teaching youth and adults safe behaviors and how to ride a bicycle); and Evaluation (performing counts and assessing success). We will also conduct helmet distributions and partner with after-school and summer programs to reach more youth.

B. Please summarize your agency's past performance (as applicable) in relation to the program/service/activity for which funding is being requested. Are there any trends, best practices, or research related to the program/service/activity that can provide a background or rationale for your proposed scope of services?

SBBIKE+COAST's Safe Routes to School (SR2S) program is a regional partnership now in its fourteenth year, funded jointly by local government agencies; the City of Goleta has funded this program annually since FY 2007-2008. We conduct safety presentations for every grade level as well as on-bike skills classes. We have two fleets of bicycles we bring to schools so all youth can participate. We offer low-cost helmet distributions. We support school-driven campaigns that encourage students and families to walk and bike to school. We facilitate traffic safety assessments where city engineers, law enforcement and the school community discuss physical barriers to walking and bicycling to school. We offer services to all schools in Santa Barbara County including the seven public schools located in the City of Goleta: Brandon Elementary, Ellwood Elementary, La Patera Elementary, Kellogg Elementary, Santa Barbara Charter School, Goleta Valley Junior High and Dos Pueblos High School.

The program is based on nationally recognized best practices and implements commitments made by the City of Goleta in your Strategic Plan and Bicycle Pedestrian Master Plan.

The national Safe Routes to School program has been found to:

- Increase walking and bicycling rates among children
- Reduce traffic congestion in school zones and vehicle miles traveled during peak hours

The program includes:

- Identifying barriers to walking and bicycling safely to school
- Gathering data used by the City of Goleta for grant applications
- Providing comprehensive pedestrian and bicycle safety education for youth
- Encouraging students and parents to use sustainable transportation

The City of Goleta Strategic Plan includes:

- Encourage Use of Alternative Transportation Methods that Reduce Vehicle Miles
- Encourage and promote alternative transportation, including transit, biking and walking

The City of Goleta Bicycle Pedestrian Master Plan includes:

- Identify barriers, both actual and perceived, to bicycling and walking and provide opportunities through community outreach and improvement projects to remove the barriers and improve the network.
- Reduce the percentage of peak- hour person-trips that are made by automobile and provide the facilities that will enable diversion of trips from automobiles to other modes.
- Increase walking and bicycling mode share to 15% by 2025 and 20% by 2030 (and increasing the percentage of school-aged children walking and bicycling to schools to 15% by 2030)
- Work with community partner organizations to develop a comprehensive bicycling and walking safety training program.
- Encourage third-party bicycling and walking education programs, such as Street Skills clinics and employee workshops, while also continuing to work with regional, state, national, and community partner organizations to provide bicycling and walking education.
- Develop programs to increase awareness of bicycling and walking benefits and to encourage residents to bicycle and walk to work, shopping, school, and for recreation.
- Collaborate with community partner organizations to develop a bicycle safety outreach campaign on an ongoing basis.

C. Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.

The newly merged Santa Barbara Bicycle Coalition + the Coalition for Sustainable Transportation's (SBBIKE+COAST) mission is to promote walking, bicycling and public transit county-wide to create healthy, sustainable, and equitable communities.

The Safe Routes to School program is an embodiment of our mission. We encourage students and families to walk, bike and roll to and from school and other places to actualize the myriad benefits for ourselves and our community including increased health, improved academic performance, cleaner air, feeling connected to our community, reduced traffic congestion and lowering transportation costs for families.

D. Describe the operational aspects of the program/service/activity, including:

1. Days and hours of operation;
2. Number (estimated) of service hours provided annually; and
3. How the program/service/activity will be managed and monitored.

We schedule the program in partnership with schools, bringing instructors, bicycles, and helmets as needed. (Under Covid protocols, we can also instruct online.) We work closely with

teachers, to allow them to teach the program in the future, ensuring sustainability. We also work with after school programs, teach week-long bicycle safety summer camps, and host community bike safety events throughout the year. We schedule programs as needed at each school or with partner organizations. Typically, 50 hours are spent at each school, for example, in-class safety presentations are typically .75 hours, bicycling education is 20 hours for each class, pedestrian safety walks are 2-3 hours per grade level, and walk and bike to school day support requires approximately 10 hours per school. The program is managed and monitored by our Education Director with trained Education Coordinators conducting school-specific programming.

E. Describe the priority population that will be served, and the estimated number of Goletans served.

Students in grades K-12 are our target population. Our program reaches approximately 3,000 students in the City of Goleta each year.

F. How does (or will) your organization measure the success or performance of your program/service/activity?

The schools submit mobility counts which survey students regarding their mode of transportation used to arrive and depart from school over a three-day period. Results are stored using the National Center for Safe Routes to School data collection website. We compare surveys annually to see if more students are walking and biking to school. We track the number of helmets provided, the number of students taught including the number of students who learn to ride a bicycle for the first time.

G. Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.

Yes, the City's funds leverage Measure A funding (they are a required match) managed by the Santa Barbara County Association of Governments. Our funding request to the City of Goleta is a small percentage of the cost of the program.

H. Please describe the extent to which the requested funds are vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize?

Due to the Measure A match requirement, the funds from the City of Goleta are vital to providing the Safe Routes to School program in Goleta.

I. Please explain whether the requested funding is needed on an ongoing basis, or if this is a one-year request. (Pilot programs or capital expenses are considered one-time requests.)

This funding is needed on an ongoing basis.

J. Using the budget tables on the following pages, please list all revenue and expenses for the program/service/activity that you are seeking City funding for, according to the sources and time periods listed. Duplicate this form as necessary. Note: This budget form must be completed for each separate program/service/activity you are requesting City funding for. *Any budgets submitted in separate format from the below tables will not be considered.*

Expenditures

	FY 21/22 (Current Year)***	FY 22/23 (Next Year - Projected)	<i>City of Goleta Funds Requested for FY 22/23 (Next Year - Projected)*</i>
Salaries, Benefits, Payroll Taxes	\$46,872	\$99,750	\$10,000
Consultants and Contracts	\$1,350	\$2,500	
Facility, Utilities, Maintenance	\$4,118	\$7,000	
Supplies	\$273	\$650	
Marketing (Printing, Advertising)	\$159	\$250	
Travel, Mileage, Training	\$865	\$3,000	
Equipment Rental/Maintenance	\$478	\$850	
Insurance	\$3,318	\$3,950	
Other Expenditures**	\$1,220	\$1,950	
TOTAL EXPENDITURES	\$58,653	\$119,900	

**In the far-right column titled "City of Goleta Funds Requested for FY 22/23 (Next Year - Projected)", please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).*

****Please specify Other Expenditures: Cost of Goods for Bikes & Software**

*****Partial Year - 6 months complete from 7/1/2021 to 12/31/2021**

Request on Behalf of the South Coast Railroad Museum for Support of Programs, Services and Activities for City-Owned Facilities/Recreation in the City of Goleta (Fiscal Year 2022-2023)

The South Coast Railroad Museum (SCRM) is proud to provide unique, family focused activities to Goleta Valley residents and visitors through the historical Goleta Depot, visitor center and Goleta Short Line small gauge railroad. Over the past few years the City of Goleta has provided the SCRM financial support through the City's annual community grant program and the Support to Other Agencies grants. These contributions allowed us to recruit and hire a much-needed part time Office Administrator and a part time Bookkeeper. We greatly appreciate all the support the City has provided our organization in the past and look forward to maintaining a close partnership with the City to ensure the South Coast Railroad Museum is financially sustainable and a well-known community asset is maintained into the future.

We are making a request for continuing support for our programs for Fiscal Year 2022-2023. Below is the requested information for our submittal.

A. Detail the program, service, and/or activity for which funding is being requested. If requesting funding for more than one program/service/activity, provide a description of each, and for each include these components.

The South Coast Railroad Museum at the Historic Goleta Depot is celebrating its 40th year of serving the people of the Goleta Valley. The museum was formed after a successful campaign to save Goleta's 1901 Southern Pacific Depot. We believe the City's historic park complex including the Stow House and the Goleta Depot stands out among the top tier of municipal historic museums in this region. We are proud to be a part of this complex of museums and natural park facilities at Lake Los Carneros Park. Together we bring our community's history to life and engage, entertain and educate families in our community. Both the Stow House and the Railroad Museum punctuate the year with events that gather hundreds of families to enjoy nature, appreciate art and music, and become acquainted with our community's unique history. In this context we are dedicated to the City Council's strategic initiative of "supporting community vitality and enhanced recreational activities." The long term partnership between the City of Goleta and the South Coast Railroad Museum exemplifies the benefits that a Public agency and a non-profit association can bring to the citizens of Goleta. The proposed grant of funding from the City assures that this most economical and effective use of the public resources will continue.

The South Coast Railroad Museum participates with the City of Goleta as a leaseholder of the historic depot. The City owns the nationally registered historic structure and the museum operates it including operating the Goleta Short Line ride-upon train and our museum-built handcar. We give tours of the historic structure and impart a bit of what it was like to live and work in a country railroad station at the beginning of the twentieth century. We maintain and display our small collection of railroad related artifacts within

the context of the museum. We celebrate with the community the importance of the railroad during our Goleta Railroad Days, the saving of the depot during Goleta Depot Day, as well as special holidays throughout the year including 4th of July, Halloween and the end-of-year holiday season with our Candy Cane Train.

- Miniature ride-on train, every Saturday and Sunday
- Birthday parties with reserved location and train tickets
- Tours of the Historic Goleta Depot
- Trails and Rails – Interpretive Guide program aboard the Amtrak Coast Starlight under the auspices of the National Park Service
- Visitor Center and Gift Shop
- Handcar rides
- Fourth of July
- Goleta Railroad Days – two day celebration
- Haunted Depot (Halloween train and more)
- Goleta Depot Day
- Candy Cane Train – weekend after Thanksgiving until Christmas Eve

This request is for the City of Goleta to continue to support the work of the South Coast Railroad Museum in all its activities throughout the year. It helps to partially offset some of the operational expenses associated with running the museum.

B. Please summarize your agency's past performance (as applicable) in relation to the program/service/activity for which funding is being requested. Are there any trends, best practices, or research related to the program/service/activity that can provide a background or rationale for your proposed scope of services?

We are celebrating our 40th year as a museum and steward for the 120 year old Historic Goleta Depot. Our programs have adapted over the years to new trends and challenges. The past couple years have challenged us with COVID restrictions. Several of our normal programs had to be curtailed or stopped all together. When allowed we opened up cautiously with appropriate protocols in place. We continue to provide family fun with the miniature train with some of our new riders being grandchildren of visitors who rode when they were younger. And they get to ride the new locomotive provided by a generous grant from a private foundation. We are adapting to new ways with video tours of the museum, a Facebook presence and other social media. We look forward to the next 40 years of service to the people of Goleta. The funding is being requested for our operating budget for this continued service.

C. Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.

The Museum's Mission statement is included in attachment No. 1 to this application.

D. Describe the operational aspects of the program/service/activity, including:

- 1. Days and hours of operation;**
- 2. Number (estimated) of service hours provided annually, and**
- 3. How the program/service/activity will be managed and monitored.**

The museum is located at Lake Los Carneros Park which is open seven days a week from dawn to dusk. Because of this, the museum grounds are permanently open during daylight hours and the Goleta Depot is available for external viewing. People come to walk the grounds, enjoy a quiet lunch, or have an enjoyable outing with a friend during the week. The museum with its visitor center, exhibits and miniature train line is open to all members of the public on weekends. During operating hours, volunteers and paid staff are ready to give tours describing the history of the depot and its central role in the Goleta community and take passengers a ride on our miniature train. The museum strives to make Goleta History engaging and accessible to local youth and the broader public.

1. We are currently open Saturday and Sunday from Noon until 4 PM.
2. We rely heavily on volunteers. The estimated hours of service annually exceeds 5000 hours.
3. The programs are actively managed and monitored by our Board of Trustees. All of them are involved in different areas of the museums operation and contribute the hours of service reported in 2 above. We have a very limited part time staff of under 1 FTE

E. Describe the priority population that will be served, and the estimated number of Goletans served.

We seem to draw families more than any other population. Some visitors come for the historic depot but many come for the train ride. We estimate that between 15,000 and 16,000 visitors tour the museum, ride the train, or are exposed to the museum's programs each year. These past two years have not been normal because of COVID. We were shut down for months and when we reopened, precautions were taken including physical distancing on the train and in the waiting lines. The shop was closed and when it reopened occupancy was limited. This severely reduced our visitor numbers. We hope that our numbers come back. We think it will as we saw one day in December 2021 with over 330 riders on the train. This bodes well for the future but we are still cautious.

Another targeted population that we are working with is the Spanish speaking families of Goleta. We have translated some of our tour guides of the museum grounds and were given a grant to pursue this just before COVID started. We would like to continue this effort with the City's Spanish Engagement Specialist, Marcos Martinez.

F. How does (or will) your organization measure the success or performance of your program/service/activity?

It is easiest to measure success by tracking the number of visitors to the museum or ride the miniature train. We do this. Measuring the smiles on faces, excitement of children riding the train, enlightenment in the conversations of adults visiting the Historic Depot's Freight Office or Waiting Room exhibits, or gauging the volume of applause at

the end of a Trails and Rails presentation are all much more difficult. We do track the number of persons who hear our on-board Trails and Rails presentations and also can track visitors on our web page and Facebook page.

G. Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.

The City funds, if awarded, would augment operational expenses and allow us to improve the level of service to the community by keeping train ride costs down and making the property more usable for a larger segment of our residents and visitors. It will also give us more time to pursue other forms of support including encouraging local businesses to join with the City in support of the museum.

H. Please describe the extent to which the requested funds vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize.

The requested City funding is vital to the long term success of the museum. We rely on it for much of our operational support. Without it the museum would be operating at a loss and that financial deficit would undermine our efforts to grow our membership and donor base, which in turn would endanger the museum's continued existence. Ongoing funding from the City will help secure and ensure the museum's financial stability and guarantee that it can continue to leverage its existing resources of community volunteers, historic landmark building and beautiful natural surroundings to deliver unique educational and affordable recreational offerings.

We currently get additional funding through our shop sales, train rides, membership dues, donations and corporate sponsorships.

I. Please explain whether the requested funding is needed on an ongoing basis, or if this is a one-year request. (Pilot programs or capital expenses are considered one-time requests.)

Funding is currently needed on an ongoing basis. As a major community resource for Goleta, in addition to serving as an attraction to visitors to our region, we are requesting funding to sustain the museum. Continued secure support for personnel and operations will ensure we keep the Goleta Depot as a community resource for future generations to appreciate and treasure.

J. Using the budget table on the following pages, please list all revenue and expenses for the program/service/activity that you are seeking City funding for, according to the sources and time periods listed. Duplicate this form as necessary. Note: This budget form must be completed for each program/service/activity you are requesting City funding for. *Any budgets submitted in separate format from the below tables will not be considered.*

Revenues

	FY 21/22 (Current Year)	FY 22/23 (Next Year - Projected)
City of Goleta Funds*	\$34,000.00	\$43,000.00
Federal	\$0.00	\$0.00
State	\$0.00	\$0.00
County	\$0.00	\$0.00
Municipal (Other Cities)	\$0.00	\$0.00
School District	\$0.00	\$0.00
Foundations/Trusts	\$2,000.00	\$10,000.00
Donations/Fundraising	\$18,028.24	\$25,000.00
Fees	\$0.00	\$0.00
Other Sources/Revenues**	\$20,623.18	\$23,000.00
Total Revenue	\$74,651.42	\$101,000.00

*In the first column titled "FY 21/22 (Current Year)" please note the amount of City of Goleta Funds received by your agency for the current fiscal year, if any. In the second column titled "FY 22/23 (Next Year - Projected)", please include the amount of City of Goleta funds your agency is requesting under this solicitation.

**Please specify the Other Sources/Revenues:

\$2,387.47 - Memberships

\$18,235.71 - Retail Sales

Expenditures

	FY 21/22 (Current Year)	FY 22/23 (Next Year - Projected)	City of Goleta Funds Requested for FY 22/23 (Next Year Projected)*
Salaries, Benefits, Payroll Taxes	\$2,246.26	\$3,756.00	\$2,000.00
Consultants and Contracts [†]	\$32,900.00	\$55,000.00	\$36,000.00
Facility, Utilities, Maintenance	\$3,978.90	\$5,000.00	\$2,000.00
Supplies	\$24,850.26	\$25,000.00	
Marketing (Printing Advertising)	\$3,475.66	\$3,500.00	
Travel, Mileage, Training	\$0.00	\$0.00	
Equipment Rental/Maintenance	\$548.48	\$600.00	
Insurance	\$2,642.00	\$4,000.00	\$2,000.00
Other Expenditures**	\$4,284.85	\$5,000.00	\$1,000.00
Total Expenditures	\$74,925.61	\$101,856.00	

****In the far-right column titled “City of Goleta Funds Requested for FY 22/23 (Next Year Projected)”, please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).***

****Please specify Other Expenditures:**

\$607.23 - Accounting/Payroll Fees

\$2,493.88 - Computer Systems/Database Management/Internet Hosting

\$1,182.94 - Government Fees/Taxes

[†] The museum does not have any full time employees and part time employees are employed under contract.

Attachment 1

SOUTH COAST RAILROAD MUSEUM STATEMENT OF PURPOSE

Adopted by the Board of Trustees, October 19, 1988

The South Coast Railroad Museum at the Goleta Depot is dedicated to the history, technology, and adventure of railroading. Special emphasis is placed on the railroad's contributions to local history, on the Southern Pacific Railroad, and on the key historical role of the railroad depot in rural community life across America.

Within this subject framework, the museum seeks to educate all ages and segments of the general public, to provide family recreational opportunities that are consistent with and supportive of the museum's educational goals, and to preserve items of historical significance. Foremost among these artifacts is Goleta Depot, a Victorian-styled 1901 Southern Pacific railroad station and a Santa Barbara County Historical Landmark, which also houses most of the collections and exhibits.

The museum endeavors to achieve its educational, recreational, and preservation goals through research, publication, rail trips, school and community outreach programs, guided tours, special events, living history, a variety of exhibits and displays, collecting and conservation, and an ongoing building restoration program. The museum strives to achieve program excellence and to conduct its activities in a professional manner.

The South Coast Railroad Museum at the Goleta Depot attempts to complement rather than duplicate the programs of the larger rail museums within the state, most notably the California State Railroad Museum, which are built around collections of railroad locomotives and cars.

ATTACHMENT 2

Support to Other Agency Agreement Template

**AN AGREEMENT FOR GRANT FUNDS
BETWEEN THE CITY OF GOLETA
AND**

[ORGANIZATION NAME]

THIS AGREEMENT FOR GRANT FUNDS ("Agreement"), made and entered into this _____ day of _____, _____, by and between the **CITY OF GOLETA**, a municipal corporation (herein referred to as "City"), and the **[ORGANIZATION NAME]**, a California non-profit corporation (herein referred to as "Grantee").

WHEREAS, Grantee is a non-profit organization supporting **[IDENTIFY TARGET AUDIENCE]**; and

WHEREAS, Grantee is providing services as identified in paragraph 1A; and

WHEREAS, the City chooses to contract for the above-described services, which benefit the City, its residents, business and property owners, and employees, because it is unable to provide such services with its own resources; and

WHEREAS, it is beneficial to the City, its residents, business and property owners, and employees and the public welfare that these services be provided; and

WHEREAS, Grantee desires to provide to the City, its residents, business and property owners, and employees said services and is qualified by reason of experience, organization, preparation, staffing, and facilities to provide such services; and

WHEREAS, the City Council, on this _____ day of _____, _____, approved this Agreement and authorized the City Manager to execute the Agreement.

NOW, THEREFORE, in consideration of the foregoing and the promises herein contained, City and Grantee agree as follows:

1. DESCRIPTION OF SERVICES

(a) The services to be performed by Grantee are as follows:

[DESCRIPTION OF PROGRAM, SERVICES]

Grantee shall provide the following deliverables to the City by June 30, 2023:

(i) Financial documentation: This should include an itemized report detailing how the funds were expended. Grantee should also retain receipts of any expenditures as back up for a minimum of two years should the City request this information.

(ii) Sample promotional program materials (if applicable)

(iii) End-of-year program report: The Grantee shall complete and submit an End of Year Report for each program year during the term of this agreement, in accordance with the template attached as Exhibit A.

(b) Grantee warrants that funds granted by this Agreement shall be used solely for the purpose described on the application form submitted by Grantee. If the activity that is to be funded under this Agreement is canceled or substantially altered, Grantee agrees to notify City and to refund the grant amount in full or in part as directed by City.

(c) City determines that funding is for a project that provides a public benefit within the City of Goleta.

(d) No part of funds provided pursuant to this Agreement shall be used to construct a public project as that is defined in California Labor Code Section 1771, or any administrative or judicial authorities interpreting this section.

2. GRANT PAYMENT

(a) **Maximum and Rate.** The total grant payable to Grantee by City for services under this Agreement shall be [AMOUNT].

(b) **Payment Schedule.** City shall fund Grantee with grant funds no later than October 31, ____.

3. RESTRICTIONS AND LIMITATIONS ON USE OF CITY FUNDS

(a) Grant funds provided by City under this Agreement shall not be used for political campaigning purposes or activities. Grantee may not endorse, fundraise, campaign or otherwise support or oppose a candidate for a City of Goleta elected office.

(b) Grant funds provided by City under this Agreement shall not be used for religious activities.

4. TERM

The term of this agreement shall commence on July 1, 2022 and continue until June 30, 2023.

5. CITY PROJECT MANAGER AND SERVICES BY CITY

City's "Project Manager", as that person is designated by the City from time to time, is Jaime Valdez, Neighborhood Services Director.

6. PROGRESS AND COMPLETION

Grantee shall commence work on the services to be performed upon receiving written authorization to proceed with the work provided by City's Project Manager and receipt of an executed Agreement. All services shall be completed within the term of this Agreement. If the services are incomplete in any way, the Project Manager may take appropriate action under this Agreement, at law or in equity, including requiring Grantee to repay to City any funds received for such projects.

7. PREVAILING WAGES

To the extent any work performed by or for the Grantee pursuant to this Agreement requires that the payment and reporting of payment of prevailing wages pursuant to State law, such obligation is the responsibility of Grantee.

8. OWNERSHIP OF DOCUMENTS

City may request any drawings, designs, data, photographs, report and other documentation directly related to the project (other than Grantee's drafts, notes and internal memoranda), including duplication of same, prepared by Grantee in the performance of these services.

9. PERSONAL SERVICES/NO ASSIGNMENT/SUBCONTRACTOR

First, Last Name or other City-approved representative, is deemed to be specially experienced and is a key member of the project team of Grantee, and shall be directly involved in performing, supervising or assisting in the performance of this work. She/he shall communicate with, and periodically report to, City's Project Manager on the progress of the work. No work shall be assigned to a subcontractor without City's written consent.

10. HOLD HARMLESS AND INDEMNITY

(a) Hold Harmless for Grantee's Damages. Grantee holds City, its elected officials, officers, and employees, harmless from all Grantee's claims, demands, lawsuits, judgments, damages, losses, injuries or liability to Grantee, to Grantee's employees, to Grantee's volunteers, contractors or subcontractors, or to the owners of Grantee's firm, whether damages, losses, injuries or liability occur during the work required under this Agreement, or occur while Grantee is on City property, or which are connected, directly or indirectly, with Grantee's performance of any activity or work required under this Agreement.

(b) Defense and Indemnity of Third Party Claims/Liability. Grantee shall investigate, defend, and indemnify City, its elected officials, officers, employees, and volunteers from any claims, lawsuits, demands, judgments, and all liability including, but not limited to, monetary or property damage, lost profit, personal injury, wrongful death, general liability, automobile, infringement of copyright/patent/trademark,

or professional errors and omissions arising out of, directly or indirectly, an error, negligence, or omission of Grantee or Grantee's volunteers, contractors, subcontractors, or the willful misconduct of Grantee or Grantee's volunteers, contractors, subcontractors, in performing the services described in, or normally associated with, this type of contracted work. The duty to defend shall include any suits or actions in law or equity concerning any activity, product or work required under this Agreement, and also include the payment of all court costs, attorney fees, expert witness costs, investigation costs, claims adjusting costs and any other costs required for and related to such litigation.

(c) No Waiver. City does not waive, nor shall be deemed to have waived, any indemnity, defense or hold harmless rights under this section because of the acceptance by City, or the deposit with City, of any insurance certificates or policies described in Section 11.

11. INSURANCE

Without limiting Grantee's indemnification of Agency, and prior to commencement of Work, Grantee shall obtain, provide and maintain at its own expense during the term of this Agreement, policies of insurance of the type and amounts described below and in a form satisfactory to Agency.

General liability insurance. Grantee shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, in an amount not less than \$1,000,000 per occurrence and \$2,000,000 general aggregate, for bodily injury, personal injury, and property damage. The policy must include contractual liability that has not been amended. Any endorsement restricting standard ISO "insured contract" language will not be accepted.

Automobile liability insurance. Grantee shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of the Grantee arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than \$1,000,000 combined single limit per accident.

Workers' compensation insurance. Grantee shall maintain Workers' Compensation Insurance (Statutory Limits) and Employer's Liability Insurance (with limits of at least \$1,000,000). Grantee shall submit to Agency, along with the certificate of insurance, a Waiver of Subrogation endorsement in favor of Agency, its officers, agents, employees and volunteers.

Primary/noncontributing. Coverage provided by Grantee shall be primary and any insurance or self-insurance procured or maintained by Agency shall not be required to contribute with it. The limits of insurance required herein may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance shall contain or be endorsed to contain a provision that such coverage shall

also apply on a primary and non-contributory basis for the benefit of Agency before the Agency's own insurance or self-insurance shall be called upon to protect it as a named insured.

Requirements not limiting. Requirements of specific coverage features or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. If the Grantee maintains higher limits than the minimums shown above, the Agency requires and shall be entitled to coverage for the higher limits maintained by the Grantee. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the Agency.

All insurance policies shall be issued by a financially responsible company or companies authorized to do business in the State of California. City, its officers and employees, shall be named as additional insured. Grantee shall provide City with copies of certificates for all policies, in a format acceptable to City, with the appropriate named additional insured coverage and an endorsement that they are not subject to cancellation without 30 days prior written notice to City. Insurance certificates must be submitted by Grantee and approved by City before grant work commences.

12. RELATION OF THE PARTIES

The relationship of the parties to this Agreement shall be that of independent contractors and that in no event shall Grantee be considered an officer, agent, servant or employee of City. Grantee shall be solely responsible for any workers compensation insurance, withholding taxes, unemployment insurance, and any other employer obligations associated with the described work.

13. AUDIT OF RECORDS

At any time during normal business hours and as often as it may deem necessary, Grantee shall make available to a representative of City for examination of all its records with respect to all matters covered by this Agreement and will permit City to audit, examine and/or reproduce such records. Grantee will retain such financial records, time sheets, work progress reports, invoices, bills and project records for at least two years after termination or final payment under this Agreement.

14. WAIVER; REMEDIES CUMULATIVE

Failure by a party to insist upon the strict performance of any of the provisions of this Agreement by the other party, irrespective of the length of time for which such failure continues, shall not constitute a waiver of such party's right to demand strict compliance by such other party in the future. No waiver by a party of a default or breach of the other party shall be effective or binding upon such party unless made in writing by such party, and no such waiver shall be implied from any omissions by a party to take any action with respect to such default or breach. No express written waiver of a specified default or breach shall affect any other default or breach, or cover

any other period of time, other than any default or breach and/or period of time specified. All of the remedies permitted or available to a party under this Agreement, or at law or in equity, shall be cumulative and alternative, and invocation of any such right or remedy shall not constitute a waiver or election of remedies with respect to any other permitted or available right of remedy.

15. CONSTRUCTION OF LANGUAGE OF AGREEMENT

The provisions of this Agreement shall be construed as a whole according to its common meaning of purpose of providing a public benefit and not strictly for or against any party. It shall be construed consistent with the provisions hereof, in order to achieve the objectives and purposes of the parties. Wherever required by the context, the singular shall include the plural and vice versa, and the masculine gender shall include the feminine or neutral genders or vice versa.

16. MITIGATION OF DAMAGES

In all situations arising out of this Agreement, the parties shall attempt to avoid and minimize the damages resulting from the conduct of the other party.

17. GOVERNING LAW

This Agreement, and the rights and obligations of the parties, shall be governed and interpreted in accordance with the laws of the State of California. Should litigation occur, venue shall be in the Superior Court of Santa Barbara County.

18. NONDISCRIMINATION

Grantee shall not discriminate on the basis of race, color, gender, gender identity/expression, pregnancy, and sexual orientation.

19. CAPTIONS

The captions or headings in this Agreement are for convenience only and in no other way define, limit or describe the scope or intent of any provision or section of the Agreement.

20. AUTHORIZATION

Each party has expressly authorized the execution of this Agreement on its behalf and bind said party and its respective administrators, officers, directors, shareholders, divisions, subsidiaries, agents, employees, successors, assigns, principals, partners, joint venturers, insurance carriers and any others who may claim through it to this Agreement.

21. ENTIRE AGREEMENT BETWEEN PARTIES

Except for Grantee's proposals and submitted representations for obtaining this Agreement, this Agreement supersedes any other agreements, either oral or in writing, between the parties hereto with respect to the rendering of services, and contains all of the covenants and agreements between the parties with respect to said services. Any modifications of this Agreement will be effective only if it is in writing and signed by the party to be charged.

22. PARTIAL INVALIDITY

If any provision in this Agreement is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way unless to do so would frustrate the principal purposes of the Agreement.

23. NOTICES

Any notice required to be given hereunder shall be deemed to have been given by depositing said notice in the United States mail, postage prepaid, and addressed as follows:

TO CITY: Michelle Greene, City Manager
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

TO GRANTEE: [CONTACT NAME, TITLE]
[ORGANIZATION NAME]
[ADDRESS]
[PHONE]
[EMAIL]

24. COUNTERPARTS AND FASCIMILE OR PDF SIGNATURES

This Agreement may be executed in one or more counterparts, each of which when executed and delivered shall be an original, and all of which when executed shall constitute one and the same instrument. This Agreement may be delivered by facsimile and/or emailed pdf format, and such signatures shall constitute an original signature for any and all purposes.

In concurrence and witness whereof, this Agreement has been executed by the parties effective on the date and year first above written.

CITY OF GOLETA

GRANTEE

Michelle Greene, City Manager

ATTEST

Deborah Lopez, City Clerk

APPROVED TO FORM

Winnie Cai, Deputy City Attorney

Name
Title

Name
Title

EXHIBIT A

End of Year Report

JULY 1, 2022 – JUNE 30, 2023

Agency Name:

Contract Amount: \$

Activity or Program Name:

Activity Location:

Agency Contact Name:

Agency Contact Number:

1. Please describe the activity or program accomplishments.

2. Comment on areas of significant deviation from the activity/program goals and objectives, if any.

3. Comment on any areas of significant deviation from the budget proposal submitted with the activity/project application, if any.

4. Approximately how many persons in Goleta were served?

5. Please attach an itemized budget report, detailing how the program or activity funds were expended.