



TO: Mayor and Councilmembers

FROM: Vyto Adomaitis, Neighborhood Services & Public Safety Director

CONTACT: Claudia Dato, Senior Project Manager

SUBJECT: Discussion of CDBG and Goleta City Grant Funding Programs

RECOMMENDATION:

Provide direction to the Grant Funding Review Committee on the implementation of evaluation criteria for use in reviewing grant applications.

BACKGROUND:

At its December 19, 2017, meeting, the City Council discussed the recommendations of the City's Grant Funding Review Committee which included some changes to the Goleta City Grant and Community Development Block Grant (CDBG) programs. Council also considered the possible establishment of criteria or targets to assist in the evaluation process of the grant applications. The City Council approved some changes, including an increase in the maximum award of the Goleta City Grants, and the majority voted to initiate the grant cycles. However, no action was taken on potential evaluation criteria or the establishment of funding targets. Instead, Council asked for additional information on historic funding levels.

As requested, staff is providing information about City Grant funding allocated over the past several years, as well as CDBG funding for Capital Improvement Projects (CIP). Council was interested in knowing how much funding has been allocated into each of the below funding categories identified by staff, and the corresponding percentages of funding in these categories:

- Educational Programs
- The Arts (music, dance, theater, fine arts)
- Community Events
- Services for Low-Income People, including the Homeless
- Services/Programs for Seniors
- Environmental/Wildlife/Animal Welfare Programs
- Youth Services/Programs
- Miscellaneous Programs/Services

Subsequent to this meeting, City staff initiated the joint application cycle for the two grant programs. Applications are due January 31, 2018.

DISCUSSION:

Staff has prepared a spreadsheet which provides data for the above categories starting with fiscal year (FY) 09/10 and going through FY 17/18 (Attachment 1). Although the Goleta Community Grants Program dates back to FY 02/03, it seemed that the further back staff went, the less relevant the information became. Those early grants had only a few eligible categories and the funding level was quite low.

For FY 09/10 through FY 13/14, total General Fund monies allocated by the City Council for the Community Grant Program ranged from \$10,000 to \$20,000 a year. Beginning with FY 14/15, the amount dedicated to the renamed Goleta City Grant Program ranged from a much higher \$71,000 to \$77,000. Due to the large disparity in the funding levels, staff grouped the first five years and provided average percentages for those years, and then grouped the most recent four years and provided the average percentages for those years. As shown in the attachment, comparing a \$10,000 grant year to a \$77,000 grant year produces misleading results.

The second page of Attachment 1 provides an example year showing how individual applications were categorized. It is important to note that applications often cross over two or more categories, such as an environmental program that teaches children about ecology, or a music program for youth. Many of the awards under the Educational Programs category could have also been placed under Environmental Programs or Youth Programs. Staff attempted to place the grant in the category based on the organization's primary mission, such as environmental programs/advocacy as opposed to a singular program (e.g. teaching ecology to youths).

Staff was also asked to provide information about the CIP CDBG funding over the past several years. CDBG funding for capital projects typically represents 65% of the City's allocation, with the other 35% dictated by HUD maximums (i.e. 20% maximum can be spent on planning and administration of the program, and a maximum of 15% may be spent on public services). The process for earmarking CDBG funding to capital projects has always started with an annual request from the Public Works Director to the Grant Funding Review Committee. Typically the Committee accepts the request of the Public Works Director, and then passes on this recommendation to the full City Council. Attachment 2 is a table showing CIP CDBG funding for the past nine years, along with periodic Action Plan Amendments reallocating funds from one project to another.

Finally, staff has again included copies of the evaluation forms provided to the City Council on December 19th since that discussion was not concluded (Attachment 3). Due to the increase in the number of applications submitted over time, the process of reviewing those applications has become exceedingly more difficult due to the sheer volume (nearly 60 last year). The Grant Funding Review Committee is therefore requesting that some evaluation criteria be established to assist in determining recommended recipients. The criteria are intended to prioritize applications under a point system that best reflects factors such as the extent to which the applicant's funding request will serve the Goleta community and how critical the funding is for success.

FISCAL IMPACTS:

At the meeting of January 20, 2015, the City Council confirmed its commitment to award \$100,000 in grants annually, inclusive of the CDBG funding. The FY 2018/19 Operating Budget includes \$77,000 for award as Goleta City Grants under General Fund - City Grants Account 101-5-1100-220.

Reviewed By:



Carmen Nichols
Deputy City Manager

Approved By:



Michelle Greene
City Manager

ATTACHMENT:

1. Historical Grant Funding Expenditures Overview FY 09/10 - FY 17/18
2. Summary of CDBG Funded CIP Projects for FY 09/10 - FY 17/18
3. Goleta City Grant and CDBG Application Evaluation Forms

Attachment 1
Historical Grant Funding Expenditures Overview
FY 09/10 – FY 17/18

	FY 2009/2010			FY 2010/2011			FY 2011/2012		
Grant Category	Number of Grants Awarded	Total Amount Awarded	Percentage of Funds Available	Number of Grants Awarded	Total Amount Awarded	Percentage of Funds Available	Number of Grants Awarded	Total Amount Awarded	Percentage of Funds Available
Educational Programs	2	\$1,500	7.5%	1	\$1,000	10.0%	1	\$1,000	10.0%
The Arts (Music, Dance, Theater, Art)	1	\$500	2.5%	1	\$500	5.0%	1	\$1,500	15.0%
Community Events	4	\$5,000	25.0%	2	\$2,000	20.0%	1	\$500	5.0%
Services for Low-Income Persons	3	\$3,100	15.5%	3	\$3,000	30.0%	2	\$3,000	30.0%
Services/Programs for Seniors	3	\$3,000	15.0%	1	\$750	7.5%	3	\$4,000	40.0%
Environmental/Wildlife/Animal Programs	2	\$1,900	9.5%	1	\$500	5.0%	1	\$1,000	10.0%
Youth Services/Programs	4	\$4,000	20.0%	3	\$2,250	22.5%	0	\$0	0.0%
Miscellaneous Programs/Services	1	\$1,000	5.0%	0	\$0	0.0%	2	\$1,000	10.0%
Total:	20	\$20,000	100.0%	12	\$10,000	100.0%	11	\$12,000	100.0%

	FY 2012/2013			FY 2013/2014			AVERAGE PERCENTAGES FY 09/10-FY 13/14 (5 YRS)	FY 2014/2015		
Grant Category	Number of Grants Awarded	Total Amount Awarded	Percentage of Funds Available	Number of Grants Awarded	Total Amount Awarded	Percentage of Funds Available		Number of Grants Awarded	Total Amount Awarded	Percentage of Funds Available
Educational Programs	1	\$1,250	6.3%	2	\$4,600	23.0%	11.4%	1	\$3,500	4.9%
The Arts (Music, Dance, Theater, Art)	1	\$1,200	6.0%	0	\$0	0.0%	5.7%	1	\$3,000	4.2%
Community Events	5	\$8,500	42.5%	3	\$6,500	32.5%	25.0%	4	\$5,000	7.0%
Services for Low-Income Persons	0	\$0	0.0%	2	\$5,000	25.0%	20.1%	4	\$14,000	19.7%
Services/Programs for Seniors	1	\$1,500	7.5%	0	\$0	0.0%	14.0%	5	\$16,100	22.7%
Environmental/Wildlife/Animal Programs	2	\$2,300	11.5%	1	\$1,500	7.5%	8.7%	3	\$7,750	10.9%
Youth Services/Programs	1	\$1,500	7.5%	1	\$2,400	12.0%	12.4%	6	\$15,000	21.1%
Miscellaneous Programs/Services	3	\$3,750	18.8%	0	\$0	0.0%	6.8%	3	\$6,650	9.4%
Total:	14	\$20,000	100.0%	9	\$20,000	100.0%	100.0%	27	\$71,000	100.0%

	FY 2015/2016			FY 2016/2017			FY 2017/2018			AVERAGE PERCENTAGES FY 14/15-FY17/18 (4 YRS)
Grant Category	Number of Grants Awarded	Total Amount Awarded	Percentage of Funds Available	Number of Grants Awarded	Total Amount Awarded	Percentage of Funds Available	Number of Grants Awarded	Total Amount Awarded	Percentage of Funds Available	
Educational Programs	6	\$13,500	17.9%	9	\$17,000	22.2%	9	\$14,200	18.4%	15.9%
The Arts (Music, Dance, Theater, Art)	3	\$8,500	11.2%	4	\$9,900	12.9%	3	\$6,200	8.1%	9.1%
Community Events	4	\$6,000	7.9%	2	\$6,000	7.8%	3	\$4,950	6.4%	7.3%
Services for Low-Income Persons	8	\$14,000	18.5%	5	\$9,500	12.4%	4	\$7,850	10.2%	15.2%
Services/Programs for Seniors	3	\$6,000	7.9%	4	\$6,500	8.5%	5	\$11,250	14.6%	13.4%
Environmental/Wildlife/Animal Programs	3	\$6,250	8.3%	4	\$7,035	9.2%	5	\$8,200	10.6%	9.8%
Youth Services/Programs	7	\$13,600	18.0%	4	\$10,300	13.5%	8	\$15,550	20.2%	18.2%
Miscellaneous Programs/Services	3	\$7,750	10.3%	7	\$10,300	13.5%	4	\$8,800	11.4%	11.1%
Total:	37	\$75,600	100.0%	39	\$76,535	100.0%	41	\$77,000	100.0%	100.0%

It is important to note that applications often cross over two or more categories, such as an environmental program that teaches children about ecology, or a music program for youth. Many of the awards under the Educational Programs category could have also been placed under Environmental Programs or Youth Programs. Staff attempted to place the grant in the category based on the organization's primary mission, such as environmental programs/advocacy as opposed to a singular program (e.g. teaching ecology to youths). Ultimately, each Review Committee can decide which category it wants to place the grant in and may enjoy the flexibility to place a particular grant into more than one category. For example, all funds have already been allotted to youth services, but the Committee feels strongly about awarding the grant under another applicable category. Funding categories are intended to serve as guidelines rather than mandatory categories of funding.

Example FY 15/16	Total # of Grants	Grant 1	Grant 2	Grant 3	Grant 4	Grant 5	Grant 6	Grant 7	Grant 8	Total Amount
Educational Programs	6	Goleta Education Foundation \$3,000	SB Partners in Education \$2,000	Soroptimists Safety Town \$2,000	GV Library Summer Reading \$2,500	United Way Fun-in-the Sun \$1,000	Post-Partum Education PEP \$3,000			\$13,500
The Arts (Music, Dance, Theater, Art)	3	SB Symphony Orchestra Kids Workshops \$3,000	SB Children's Choir \$2,500	Mariachi Monarcas Kids Dance \$3,000						\$8,500
Community Events	4	Rotary Fireworks \$3,000	GV Historical 4th of July \$1,000	GV Historical Fiesta Ranch. \$1,000	GV Historical Music at the Ranch \$1,000					\$6,000
Services for Low-Income Persons	8	New Beginnings \$1,000	Sarah House \$1,000	Goleta Neighborhood Clinic \$1,000	Pacific Pride Found. \$1,000	Foodbank of SB County \$2,500	United Way/C3H \$3,500	Transition House \$1,000	Food from the Heart \$3,000	\$14,000
Services/Programs for Seniors	3	CAC Senior Lunch \$1,000	FSA Ombudsman \$3,000	Friendship Center \$2,000	-	-	-	-	-	\$6,000
Environmental/Wildlife/Animal Programs	3	SB Urban Creeks \$3,250	SB Audubon Winter Bird Count for Kids \$1,000	Explore Ecology School Garden						\$6,250
Youth Services/Programs	7	DP Engineering Prog. \$2,000	Boys & Girls Club \$2,500	Girls Inc. \$2,100	Reid's Gift Day Camp \$3,000	Rotary Teen of the Year \$1,000	GV Girls Softball \$2,000	FSA Big Brother/Big Sisters \$1,000		\$13,600
Miscellaneous Programs/Services	3	Fairview Gardens \$2,750	SB Rape Crisis Center \$3,000	South Coast Railroad \$2,000						\$7,750

These grants could have fallen under youth programs

These grants could have fallen under The Arts

Attachment 2

Summary of CDBG Funded CIP Projects for FY 09/10 - FY 17/18

**CDBG CIP Funding
FY 09/10 – FY 17/18**

Fiscal Year	Project	Amount
09/10	San Jose Creek Flood Control Project	\$97,998
	San Jose Creek Bike/Ped Bridge	\$50,000
09/10 Amendment 1	San Jose Creek Bike/Ped Bridge	(\$40,000)
	Nectarine Park Completion	\$40,000
10/11	Old Town Sidewalk Improvements	\$173,852
	Nectarine Park Completion	\$15,000
11/12	Old Town Sidewalk Improvements	\$157,456
12/13	Ekwill/Flower - Hollister Ave Roundabouts	\$97,000
	Armitos to Hollister Class I Bike/Ped Path	\$130,259
13/14	San Jose Creek Bike Path Middle Extent	\$140,924
14/15	Pedestrian Improvements in Old Town	\$105,851
14/15 Amendment 1	San Jose Creek Bike Path Middle Extent	(\$90,000)
	Old Town Sidewalk Improvements	\$60,000
	GVCC Pedestrian Path Lighting Project	\$30,000
14/15 Amendment 2	San Jose Creek Bike Path Middle Extent	(\$28,000)
	Hollister Ave Crosswalk at GVCC	\$23,000
	Old Town Sidewalk Improvement Project	\$5,000
15/16	GVCC Pedestrian Path Lighting Project	\$75,000
	Hollister Avenue Complete Streets	\$30,791
16/17	Pedestrian Improvements in Old Town	\$101,698
16/17 Amendment 1	San Jose Creek Bike Path Middle Extent	(\$72,723)
	Pedestrian Improvements in Old Town	\$72,723
17/18	Pedestrian Improvements in Old Town	\$42,000
	Boys & Girls Club Playground Replacement	\$73,259

ATTACHMENT 3

Goleta City Grant and CDBG Application Evaluation Forms

Goleta City Grant Program Application Evaluation Form

A. Applicant Information

1. Program, Project, Event Title:	
2. Grant Amount Requested:	
3. Applicant/Organization Name:	
4. Mailing Address:	
5. Contact Person, Title:	
6. Phone:	
7. Email:	

B. General Eligibility (applicant must meet these General Eligibility criteria for consideration)

	Yes	No
1. Does the applicant's program/project/event fall within one of the following eligibility categories: <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> Services/ Programs for Seniors Environmental/Wildlife/Animal Programs Educational Programs Services for Low-Income Persons </div> <div style="width: 45%;"> Youth Services/ Programs The Arts (Music, Dance, Theater, Art) Community Events Miscellaneous Programs/ Services </div> </div>		
2. Is the applicant located in Santa Barbara County and clearly able to demonstrate that the services, event or program provided are of benefit to Goleta residents?		
3. Is the applicant a 501(c)(3) non-profit organization?		
4. Will the applicant's program/project/event provide a service that the City does not or cannot provide?		

C. Criteria

(Rate each of the following criteria on a scale of 1-10, with 10 being the highest score/strongest affirmative)

	Rating
1. The grant funds will be utilized for the benefit of the residents of Goleta (e.g. consider how many Goleta residents will be served by the applicant).	
2. The amount of funding requested is appropriate or reasonable for the project/program/service.	
3. The project/program/service satisfies an unmet or under-met need in the community.	
4. The applicant or organization appears to be staffed and equipped to effectively carry out the project/program/service.	
5. The project/program/service would aid in the prevention of future problems or conditions.	
6. The City's funding would leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing. The City funding would catalyze other initiatives, such as expanding a service organization's capacity.	
7. The City's funding is critical to the success of the program/service/project given other sources of funding.	
TOTAL (out of 70 possible points)	

D. Comments/Notes

Recommended for Funding?

Yes _____

No _____

Amount: \$ _____

Goleta City Grant Program

CDBG Application Evaluation Form

1. Program, Project, Event Title:	
2. Grant Amount Requested:	
3. Applicant/Organization Name:	
4. Mailing Address:	
5. Contact Person, Title:	
6. Phone:	
7. Email:	

B. General Eligibility NOTE: STAFF WILL COMPLETE THIS SECTION TO DETERMINE ELIGIBILITY
(applicant must meet these General Eligibility criteria for CDBG consideration)

	Yes	No
1. Does the applicant's program or service meet one of the national objectives for CDBG and fall within the list of eligible activities under Title 24 Code of Federal Regulations 570.201, 570.202, or 570.203?		
2. If applicable, will the proposed program/services predominantly serve low-income people (at least 70% of total services) in at least one of the following categories: homeless, seniors, youth, special needs populations (e.g. HIV/AIDS), and general services (e.g. medical, etc. for low-income people)?		
3. Is the applicant located in Santa Barbara County and clearly able to demonstrate that the program or services are of benefit to Goleta residents?		
4. Is the applicant a 501(c)(3) non-profit organization?		
5. Will the applicant provide a service that the City does not or cannot provide?		
6. Does the applicant have the ability to verify/track income, age (if applicable), and race/ethnicity?		
7. Does the applicant's facility/program have any barriers that would prevent a person with a disability from gaining employment, attending meetings, or obtaining services?		
8. Does the applicant have current registration with the System for Award Management (SAM)?		
9. Has the applicant been disbarred from receiving federal funds?		
10. Has the applicant had any past issues complying with CDBG requirements or negative findings as a result of CDBG Monitoring? If yes, please describe in the comments section below.		

C. Criteria

(rate each of the following criteria on a scale of 1-10, with 10 being the highest score/most affirmative)

	Rating
1. The grant funds will maximize the benefit to Goleta residents (e.g. consider how many Goleta residents will be served by the applicant)	
2. The amount of funding requested is appropriate/reasonable for the project/program/service.	
3. The project/program/service satisfies an unmet or under-met need in the community.	
4. The applicant or organization appears to be staffed and equipped to effectively carry out the project/program/service.	
5. The project/program/service aids in the prevention of future problems or conditions.	
6. The City's funding leverages other resources, such as supporting joint partnerships, matching funds, or cost sharing, or serves to catalyze other initiatives, such as expanding a service organization's capacity.	
7. The City's funding is critical to the success of the program/service/project given other sources of funding.	
TOTAL (out of 70 possible points)	

D. Comments/Notes:

Recommended for Funding? Yes _____ No _____
 Amount: \$ _____