



TO: Mayor and Councilmembers

FROM: Carmen Nichols, Deputy City Manager

SUBJECT: City Funding Support to Nonprofit Agencies

RECOMMENDATION:

- A. Adopt the proposed Support to Other Agency Guidelines (Guidelines) to be implemented in FY 19-20;
- B. Approve the one-year process for FY 18-19 Support to Other Agencies for nonprofits/services identified on list of agencies funded in FY 17-18

BACKGROUND:

Currently the City Council awards funding to nonprofit agencies through the “Goleta City Grant Program” (“City Grant”), “Community Development Block Grant Program” (“CDBG”) which involve a competitive application and selection process; and through “Support to Other Agencies” budget line item appropriations in the City Council budget. During last year’s budget workshops and while reviewing line item funding, City Council requested staff provide additional information regarding the process for designating Support to Other Agencies funding.

Staff presented discussion items at the December 5, 2017, and January 18, 2018, City Council meetings. After discussion and input on January 18, City Council directed staff to meet with the Grant Funding Review Committee (Committee) for further analysis. City staff incorporated City Council input and met with the Committee on April 30, May 24, and May 31 for further review and guidance; after the Committee had completed the CDBG and City Grant application process.

DISCUSSION:

Research of other cities policies and processes indicates that the policies by which City Councils receive, review, select, and fund outside agency support varies. Service categories, eligibility requirements, and funding limits are primarily driven by each city’s strategic plans, priorities, community needs and the city’s fiscal health. It is not uncommon for a city to have a competitive grant program for nonprofit funding and have contracts with different nonprofits for specific programs and services.

The City of Goleta's current process of funding Support to Other Agencies through line item funding in the City Council's budget is one that developed over time through prior City Council approval of general fund appropriations. Agencies provide programs and/or services to the community that the City is unable to provide, or whereby it is more efficient or cost-effective for the outside agency to provide. Some of these requests developed from a coordinated effort to fund services through multi-agency collaboration. Appropriations are carried over from year to year and approved by the City Council through the budget approval process if the City Council desires the continuation of the program or service. A few agencies have not continued to receive funding from year to year or made one-time requests. However, in most cases, funding requests are on-going and have increased, specifically for those where city funds are used to augment maintenance and operations. Funding agreements are approved by the City Council and executed to formally approve the disbursement of funding, provide expectations for how the funds are used, and to provide general reporting requirements.

In response to Council's comments, staff developed policy guidelines which are intended to provide a process that is transparent and allows for a structured approach to allocating funds, allowing different agencies an opportunity for line item funding without necessarily increasing the overall General Fund allocation. The guidelines are responsive to City Council's concerns of accountability and reporting requirements. The guidelines describe an annual process in preparation for the upcoming year, however it is not intended to limit City Council's ability to increase, decrease, terminate or add additional requests during the budget year.

Restructuring of Prior Year "New" Allocations to City Grant Process

Recipients of the Goleta City Grant program and the Support to Other Agencies share or could share similar elements such as: funding source (General Fund), eligibility criteria, service area categories, accountability reporting requirements, evaluation procedures and selection criteria. Individual City Grants are awarded at a \$5,000 maximum. Support to Other Agencies award amounts vary, and in many cases awarded at much higher amounts. Funding amounts from previous years for Support to Other Agencies are carried over into the draft budget for the upcoming year as are new requests. These requests are discussed by staff and City Council during the budget workshop process.

In the FY 2017/18 budget, the City Council increased the Support to Other Agencies line item by \$75,100 allowing additional Goleta City Grants Program recipients to receive funding, after the initial \$73,500 budgeted for that grant program had been exhausted. This caused one-year competitive grant recipients to be co-mingled with recipients of recurring funding servicing the community for several years. A history of Support to Other Agency funding in the City Council budget from FY 10/11 to the present is included as Attachment 1. These awards and some others that fit the competitive process should be evaluated under the Goleta City Grant process. These awards are comparable in amount and provide similar services and programs that should be evaluated with other like applicants. In the future, it is appropriate for these requests to be considered in the Goleta City Grant process. For the FY 2018/19 process, it is recommended by staff and the

Committee that the agencies that requested line item funding be considered under the Support to Other Agency process, since the City Grant process had already been concluded. It is expected that over the course of next year, staff and the Committee will work to further refine eligibility criteria between the two programs.

Outline of Program Guidelines

The process for requesting funds that meet a City Council Strategic Goal will be announced and evaluated through a Request for Proposals (RFP) or Request for Qualifications (RFQ) process. The agency or services provided must meet certain factors:

1. The agency provides a unique service that cannot be provided by another nonprofit at the same service level, and/or;
2. Has a unique relationship within the community to provide a service that cannot be provided by another nonprofit at the same service level, and/or;
3. A relationship with a governmental agency, or collaboration between multi-governmental and/or organizations to address a local regional community need.
4. Awards exceed the limits set for City Grants.

At the December 5, 2017, and January 18, 21018, Council meetings, staff provided the City Council historical information regarding past contributions identifying the amount of funding appropriated by service categories. At the meeting of January 18, the City Council commented they were satisfied with past years' funding allocations covering various services. City Council cautioned setting limits on any service category, and instead supported allowing the Committee flexibility in their recommendations by addressing the changing needs of the community.

The Committee discussed identifying the current recipients in three general categories because of the varied process of evaluation, assessment, and reporting accountability requirements:

Category 1 – Facility Operations – A funding agreement to supplement nonprofit facility or service/program operations at a public City facility or other facility that is open to the public and benefits the overall community.

Category 2 – Other Government Agencies/Multi-Governmental Agency Collaborations – A Memorandum of Understanding (MOU) between the City and a nonprofit or governmental agency, or collaboration between multi-governmental agencies and/or organizations that supports local or regional-wide community needs.

Category 3 - Other Programs/Services – All other community services and programs that fall within guideline key factors and supports a significant need for the community.

Attachment 2 lists agencies by category and identifies current year funding and requested funding.

Program guidelines include elements such as:

1. *Eligibility requirements* require an agency to be a “nonprofit” or governmental agency. Eligibility is not limited to a 501(c)(3) designation which determines an agency’s tax-exempt status. Because the requirements for federal income tax exemption are more stringent than those for nonprofit corporation status, there are some agencies that are nonprofit corporations but do not qualify for exemption from federal income tax. Most nonprofit organizations qualify for federal income tax exemption under one of the subsections of Section 501(c) of the Internal Revenue Code. Most agencies are tax-exempt under Sections 501(c)(3) or (c)(6), and a smaller number under Sections 501(c)(4) or (c)(5).
2. *Restrictions* and limitations prohibit agencies (and affiliates) receiving funding from the City from campaigning, endorsing, and/or fundraising for candidates running for elected office in the City of Goleta. On June 5, 2018, the City Council approved similar language for the City Grants. These guidelines will also include restrictions for the use of funds for religious activities.

This item was discussed at the Committee level, prior to City taking action on June 5. The Committee agreed to make the recommendation for restrictive language similar to what was approved by City Council on June 5 for City Grants. The President/CEO of the Goleta Chamber of Commerce and the Board Chair of the Goleta Old Town Community Association) in particular opposed this restrictive language. The Chamber of Commerce CEO provided a letter to the Committee for their consideration, and advocated for free political expression, public advocacy, and use of their own private resources for political purposes. The Chamber provided information that was submitted for legal counsel review. The City Attorney opined on the matter during Committee review, and also at the June 5 meeting, advising that the constitution is not offended by the City Council choosing to limit the allocation of public funds to organizations that refrain from embroilment in local politics.

3. An *evaluation process* includes a public posting and Request for Proposal period, annually as funds become available or at the direction of City Council. Staff will review, evaluate and present the results to the Grant Funding Review Committee. With the committee’s input and recommendations, funding agreements in the form of a Memorandum of Agreement (MOU) or Contract, funding amounts and term of contract will be presented to the City Council for approval. These agreements will include provisions for reporting and accountability requirements.

Staff had initially suggested that the evaluation process could be separated between staff for Category 1 and 2, while the Committee could evaluate Committee Category 3. However, this would present an issue of maintaining an overall funding cap, if the individual allocations are being decided by different groups.

4. These policy guidelines are intended for line item funding in the City Council's budget. It is recognized that other department budgets may also contain support to other agencies line item funding because they represent services being rendered on the City's behalf by various organizations. Agreements for those agencies are also approved by the City Council.

Provisions of the Contract

Provisions of the contract include but are not limited to:

Term: City Council may prefer that some agreements have longer terms than one year because it expects to fund an operation, program or service for an extended period. This also provides a nonprofit agency with fiscal stability for the term of the contract. As agreements expire, overall funding is made available for the next fiscal year. If there is any priority or purpose of the City Council, an RFP can be written for the need with or without a specific award amount, or an open RFP can be announced to solicit agencies to provide proposals on meeting any need. Although some terms may be for more than one year, the agreement will provide an early termination clause with proper notice to the agency, should the City need to shift fiscal resources, or repurpose funding due to changing priorities, or for any purpose determined by the City Council prior to term expiration. For example, should the City's budget projections change unexpectedly, such as a reduction in revenues due to decreased sales tax or property taxes, or an increase in operational expenses – the City Council may need to re-evaluate these existing agreements. The Committee suggests that staff consider agreements of more than one year for those in Category 1 and 2. To make funds accessible to other agencies through an ongoing RFP process and to evaluate and increase or decrease to recipients without changing the overall contribution, staff will need to carefully plan term limits. As the community's need change, City staff will need to evaluate and recommend adjustment to the overall allocation, as appropriate.

Compliance, Accountability and Reporting: The agreement will include compliance, accountability and reporting requirements providing an annual opportunity for a systematic review of qualifications and performance measures to ensure that services funded are meeting the expectations of the contract. Accountability and reporting requirements may differ from agreement to agreement based on the scope of services.

The guidelines are provided in Attachment 3. Staff will identify any process improvements during implementation and bring those to the City Council as necessary.

Appropriation Limits

There is not one specific manner in determining how funding limits are set, nonetheless limits are driven by the City's fiscal health and its ability to provide funding for various community needs. Some cities put a hard limit on grant funding. A city's needs for

contracts services with nonprofit agencies will fluctuate based on the community needs, overall budget and fiscal health, and Council's prioritization of funding.

Past budget appropriations indicate there have been significant increases from year to year in total allocations due to adding recipients or increasing award amounts for additional programming and/or operations costs. The total General Fund budget allocations are summarized in Table 1, with the detail listed in Attachment 1.

Table 1. Support to Other Agencies (Total GF Budget Allocation)

FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15	FY 15/16	FY 16/17	FY 17/18	FY 18/19
\$154,660	\$163,800	\$236,568	\$299,000	\$299,000	\$557,300	\$510,654	\$597,504	\$500,000
Change from prior year:	6%	44%	26%	0%	86%	-8%	17%	-16%

City Council awarded approximately \$597,504 of General Fund dollars to Support to Other Agencies (Account 101-5-1100-223) for FY 2017/18 which was designated to specific agencies. (An additional \$73,500 was expended through the Goleta City Grants Program.)

City Council has already allocated \$500,000 for FY 2018/19. City staff and the Committee recommend the allocation remain. As part of the Year 1 process, individual awards will be recommended. Attachment 2 provides a list of FY 2018/19 requests, which reflects total of \$654,100 requested, or \$154,100 more than the current budget allocation.

Table 2. Support to Other Agencies and City Grant Program Funding-(Total GF Budget Allocation)

	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15	FY 15/16	FY 16/17	FY 17/18	FY 18/19
Line Item Funding	\$154,660	\$163,800	\$236,568	\$299,000	\$299,000	\$557,300	\$510,654	\$597,504	\$500,000
Goleta Grants	\$10,00	\$12,000	\$20,000	\$20,000	\$71,000	\$75,600	\$76,535	\$73,500	\$77,000
Total Funding:	\$164,600	\$175,800	\$256,568	\$319,000	\$370,000	\$632,900	\$587,189	\$671,004	\$577,000
Percentage of GF Budget	1.1%	1.1%	1.4%	1.5%	1.7%	2.8%	2.4%	2.7%	2.2%

Implementing the Process Fiscal Year 18/19 (Year 1)

Staff recommends that for the upcoming Fiscal Year 2018/19 the process be limited to agencies that are currently receiving line item funding, including those that may be

considered in the City Grant process the following year. Staff recommends an expeditious process that includes requesting a defined scope of services to be included with the funding letters (Attachment 4) that have already been provided to the City. The scope of services should identify a breakdown of how City funding will be utilized.

City staff will evaluate the requests and present recommendations to the Committee. Staff will then provide the City Council recommendations and proposed agreements with suggested funding amounts, terms of the contract, and accountability and reporting requirements to City Council.

Proposed Timeline to Complete Process:

June 20-July 6: Scope of Service Submittals

July 7-August 10: Staff and Committee Review; Q& A with agencies

August 21: Presentation of Recommendations to City Council and Award of Contracts

COMMITTEE REVIEW:

The Grant Funding Review Committee met and discussed several aspects of the new guideline, and provided recommendations regarding the guidelines and the allocation cap. As mentioned, Staff and the Committee should continue to evaluate the guidelines and continue to improve the process.

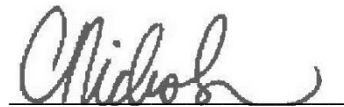
FISCAL IMPACTS:

The City Council approved a \$500,000 General Fund appropriation for FY 2018/19. There are no additional fiscal impacts associated with the recommendations provided.

ALTERNATIVES:

The City Council could elect not to give direction and continue the existing process. In doing so, the current process will require City Council to decide on funding requests/carry overs for the Fiscal Year 2018/19 for "Support to Other Agencies".

Reviewed By:



Carmen Nichols
Deputy City Manager

Legal Review By:



Michael Jenkins
City Attorney

Approved By:



Michelle Greene
City Manager

ATTACHMENTS:

1. Support to Other Agencies Funding History Spread Sheet
2. Support to Other Agencies FY 2018/19 Requests
3. Support to Other Agencies [Proposed] Guidelines
4. FY 2018/19 Funding Request Letters

ATTACHMENT 1:

Support to Other Agencies Funding History Spread Sheet

Support to Other Agencies (Funding History)

Vendor Name/Description	FY 10/11 Adjusted Budget	FY 11/12 Adjusted Budget	FY 12/13 Adjusted Budget	FY 13/14 Adjusted Budget	FY 14/15 Adjusted Budget	FY 15/16 Actual	FY 16/17 Actual	FY 17/18 Adopted	FY 18/19 Proposed
SB Police Activities League (SBPAL)	\$ 13,000	\$ -	\$ 13,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
SBUSD After School Program		\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	
C3H (United Way) Landlord Liaison Program						\$ 1,500	\$ 5,500	\$ 5,000	
C3H (United Way) Homelessness (Additional)								\$ 550	
Goleta Valley Chamber of Commerce (Visitor Service)	\$ 5,500			\$ 100,000	\$ 100,000	\$ 150,000	\$ 150,000	\$ 150,000	
COAST - Safe Route for Schools	\$ 2,860	\$ 4,000	\$ 4,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	
Center for Urban Ag. - Fairview Gardens (Organic Farm)						\$ 50,000	\$ 50,000	\$ 50,000	
Foundation for Girsh Park	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	
Goleta Valley Cottage Hospital Foundation						\$ 10,000	\$ -	\$ -	
Goleta Valley Cottage Hospital Foundation (New)								4,000.00	
Goleta Valley Historical Society	\$ 3,000	\$ 3,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 100,000	\$ 100,000	\$ 100,000	
Goleta Valley Historical Society-Fiesta Ranch (New)								\$ 3,500	
Goleta Valley Historical Society-Music at Ranch (New)								\$ 3,500	
Goleta Valley Historical Society-Fiddlers Conv (New)								\$ 3,500	
Goleta Noontime Rotary Club (New)								\$ 1,500	
Goleta Old Town Community Assoc-Taste (New)								\$ 3,500	
Goleta Old Town Community Assoc-Concerts (New)								\$ 3,500	
Goleta Old Town Community Association (New)								\$ 25,000	
Goleta Valley Art Association-Art Festival (New)								\$ 1,000	
Ice in Paradise						\$ 75,000	\$ -	\$ -	
GVCC - Senior Program			\$ 25,000	\$ 25,000	\$ 25,000	\$ -	\$ 25,000	\$ 25,000	
Unitarian Society of SB - Warming Center	\$ 3,000	\$ 5,000	\$ 8,768	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	
South Coast Railroad - Operational Costs		\$ 16,000				\$ -	\$ 13,300	25,000	
Community Action - South Coast Task Force	\$ 22,800	\$ 22,800	\$ 22,800			\$ 22,800	\$ 22,854	\$ 22,854	
Salvation Army (C3H-Reservation Beds) (New)								\$ 25,550	
Beacon						\$ 4,000	\$ -	\$ -	
Goleta Union School District - Crossing Guard						\$ 20,000	\$ 20,000.00	\$ 20,000	
Support to Other Agencies-Additional (Adjustment)								\$ 550	
Goleta Valley Beautiful (GVB)	\$ 4,500								
	<u>\$ 154,660</u>	<u>\$ 163,800</u>	<u>\$ 236,568</u>	<u>\$ 299,000</u>	<u>\$ 299,000</u>	<u>\$ 557,300</u>	<u>\$ 510,654</u>	<u>\$ 597,504</u>	<u>\$ 500,000</u>

ATTACHMENT 2:

Support to Other Agencies FY 2018/19 Requests

SUPPORT TO OTHER AGENCIES FY 2018-19 STATUS QUO/NEW REQUESTS

Attachment 2

	Status Quo-	Requested
Category 1-Facility Operations	17/18	
Fairview Gardens	50,000	50,000
Girsh Park	100,000	125,000
Goleta Valley Historical Society	100,000	100,000
South Coast Railroad	25,000	64,000
Total Facility Operations	\$ 275,000	\$ 339,000

Category 2-Govt Agencies/Collaborations		
COAST - Safe Route for Schools	6,000	6,000
Community Action-SC Task	0	0
GUSD - Crossing Guard	20,000	20,000
United Way- Home for Good	5,550	5,550
SBUSD After School Program	13,000	13,000
Total Agencies/Collaborations	\$ 44,550	\$ 44,550

(Transferred to NS. Funding maintained in process).

Category 3-Services/Programs		
Goleta Valley Chamber	150,000	150,000
Salvation Army	25,550	25,550
GVCC -Senior Program	25,000	40,000
Goleta Old Town (Marketing)	??**	19,675
Total Service/Programs	\$ 200,550	\$ 235,225

(No marketing in 17/18; FY 18/19 \$50,000 Requests-\$30,325 for events)

Status Quo/Requested:	520,100	618,775
Budget Allocation for FY 18/19:	500,00	500,00
Over(-)/Under Budget Allocation:	\$ (20,100)	\$ (118,775)

Recommended to Trsf to Goleta Grants (19/20)		
Unitarian Warming Center	5,000	5,000
Goleta Old Town (Event)	30,325	30,325
Subtotal Recommended Trsf:	\$ (35,325)	\$ (35,325)

Amounts over Allocation:	\$ (55,425)	\$ (154,100)
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Including Goleta Old Town (Marketing)	-19,675	
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Total Amounts over Allocation:	\$ (75,100)	\$ (154,100)
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This is not a status quo request, but funding was approved for events last year.

(Represents overall difference between Requests and \$500,000)

ATTACHMENT 3:

Support to Other Agencies [Proposed] Guidelines



SUPPORT TO OTHER AGENCIES GUIDELINES

I. PURPOSE

To give staff guidance on evaluating and recommending services to the City Council for service agreements with nonprofit or governmental agencies (agency/ies) to meet a significant community need, under a Support to Other Agencies budget line item(s) in the City Council department budget.

This process is different from the Goleta City Grant Program in that is not considered a competitive application process but does provide an evaluation and selection process. Typically awards for line item funding are larger than those under the City Grant Program. Once a significant community need has been identified, and it meets a City Council Strategic Goal, City Staff must first identify that the request supports these key factors:

1. The Agency provides a unique service that cannot be provided by another nonprofit at the same service level, and/or;
2. Has a unique relationship within the community to provide a service that cannot be provided by another nonprofit at the same service level, and/or;
3. A relationship with a governmental agency, or collaboration between multi-governmental and/or organizations to address a local or regional community need, and/or;
4. Awards exceed the limits set for City Grants.

II. ELIGIBLE SERVICES AND PROGRAMS

1. All services and/or programs must benefit the City of Goleta Community.
2. Services and programs must be sponsored by nonprofit organizations or other governmental agencies.

III. PROCESS AND GUIDELINES

1. Categories

Line item funding is generally addresses three overall categories:

- a. Category 1– Facility Operations – A funding agreement to supplement nonprofit facility or service/program operations at a public City facility or other facility that is open to the public and benefits the overall community.
- b. Category 2– Other Government Agencies/Multi-Governmental Agency Collaborations – A Memorandum of Understanding (MOU) between the City and a nonprofit or

government agency, or a collaboration of governments and/or organizations that support local or regional-wide community needs.

- c. Category 3- Other Programs/Services – All other community services and programs that fall within guideline key factors and supports a significant need for the community.

2. General Process

Agency funding may change depending on the strategic goals and objectives of City Council or the needs of the community. The City Manager will assign staff to manage the contracts.

- a. Around January/February of each year, staff will evaluate each agreement and ensure that accountability and reporting requirements are being met and determine if any agreements will expire at the end of the fiscal year.
- b. As agreement expiration dates near or funding becomes available, City staff will provide a status report, provide a recommendation for the continuation or extension of funding agreements, and recommend a Request for Qualifications (RFQ) process to solicit agencies that provide a service or program, or a call for proposals (RFP-Request for Proposals).
- c. At minimum for all interested agencies, a scope of services and other service level and program budget information will be required. The scope will list the service and service level provided. It will identify and provide a budget of how the funds will be utilized for the Goleta community. The service or program budget will identify all sources of funding. The agency will identify which City Council strategic goal and/or objective is met. City staff may request additional information as part of the RFP/RFQ process.
- d. Staff will evaluate all proposals and utilize the scope of services to develop proposed contract provisions and specific reporting and accountability requirements for selected agencies. At minimum, accountability and reporting requirements will be submitted annually to City staff and to the City Council as requested. City staff will utilize this information for recommendations of continued funding and/or funding agreements/MOUs extensions.
- e. Staff's recommendations will be presented to the Grant Funding Review Committee for input and recommendations.
- f. The City Council will evaluate recommendations and approve or provide direction on proposed agreements.
- g. When a contract is approved, funding will be carried over in the budget from year to year, for the term of the agreement. The City Council may desire to amend or terminate a contract early under the provisions of the contract for various reasons including non-performance, unsatisfactory performance, any violation of the terms, or for budgetary and priority reasons.
- h. During the budget process, the City Council may evaluate the City's funding priorities and will exercise its authority to adjust overall line item funding and individual contracts.
- i. City staff will provide recommendations to City Council for adjustment of overall line item funding as appropriate.
- j. The City Council may approve additional requests at any time, to meet community needs. New requests received outside of the RFP process and supported by the City Council (two or more in support) for further individual consideration, will be evaluated by staff and a recommendation presented at a City Council meeting. Approved requests will be part of the following year's evaluation process, unless otherwise indicated in the terms of the agreement.

IV. RESTRICTIONS AND LIMITATIONS

1. Agencies (and affiliates) receiving funding under these guidelines may not endorse, fundraise, campaign or otherwise support or oppose a candidate for a City of Goleta elected office.
2. Agencies receiving funding under these guidelines may not use funds towards religious activities and will have to demonstrate that all city funds were used for a non-religious service to the community.
3. Compliance, performance measurements, and reporting requirements will be provisions within the contract.
4. The policy guidelines are applicable to agencies funded through the Support to Other Agencies budget line item in the City Council department budget. Other City departments must continue to follow the purchasing and procurement guidelines for other contracts such as recreational activities, police and safety issues, etc.

V. COMPLIANCE

1. The recipient is expected to maintain documentation to demonstrate how the funds benefited the Goleta community. The recipient may be requested to make a presentation before a Committee or at a City Council meeting or workshop.
2. If funds are not expended in accordance with the approved purposes, the agency will be required to refund the amount of funds. Failure to provide proper documentation may jeopardize any future funding. City of Goleta reserves the right to conduct an audit and/or require additional back-up information to substantiate how funds received from the City were expended.

VI. REVISIONS AND MODIFICATIONS

Revisions and modifications to the policy must be approved by the City Council. If during implementation, the process indicates that an adjustment is needed, the City Manager has the authority to approve the adjustment. The adjustment should not favor, or perceive to favor any one agency or agencies, rather it should general apply to all applicants and recipients or to add clarification to the process.

ATTACHMENT 4:

FY 2018/19 Funding Request Letters



Santa Barbara Unified
Every child, every chance, every day.

720 Santa Barbara Street
Santa Barbara, CA 93101
Phone: 805.963.4338
TDD: 805.966.7734
SBUnified.org

To: Michelle Greene, City Manager, City of Goleta
Cc: Carmen Nichols, Deputy City Manager
From: Mauricio Ortega, Principal, Goleta Valley Junior High School
Shawn Carey, Assistant Superintendent, Santa Barbara Unified School District
Re: Request for Funding, Junior High After School Sports Program
Date: April 18, 2018

Dear Ms. Greene,

We respectfully ask that you consider this request for continued funding to support the after-school sports program at Goleta Valley Junior High School for the academic year 2018-2019. This allocation of funds allows SBUnified staff to ensure ongoing high-quality programming for youth and benefits the City and its residents, business and property owners. The allocation of \$13,000 in past years has also provided for administrative costs associated with the management of the program.

We want to highlight the fact that the gracious support we receive from the City of Goleta represents a significant contribution to an orchestrated effort on the part of the broader community. In addition to dedicating its own funds to support after-school sports, SBUnified currently partners with the City of Goleta and the City of Santa Barbara to ensure that youth at all 4 District junior high schools have access to meaningful enrichment following the school day. Specifically, the City of Goleta contribution helps support a SBUSD coordinator, Site Coordinator, and Site Coaches. The sport seasons are five weeks and they run from late September to early May. Sports include boys and girls soccer, basketball, volleyball, flag football, cross-country, track and field, ultimate frisbee, and gaming team.

We are grateful for your commitment to our partnership in serving the youth of Goleta in past years and look forward to continuing our positive relationship into the future. The program provides all students with an experience that helps build character, leadership skills, and develop responsibility in a safe environment. We would be open to a long term contract with the city of Goleta to ensure continuity that is structured, healthy, and exciting for our community.

Sincerely,

Shawn Carey

Mauricio Ortega

Chair:
Hallie Avolio
Latitude 34 Technologies

President & CEO:
Kristen Miller

First Vice Chair:
William Macfadyen
Noozhawk

Treasurer:
Marty Plourd
Community West Bank

Vice Chairs:
Trevor Large
Buynak, Fauver, Archbald & Spray LLP

Kirsten McLaughlin
Cox

Susan Rodriguez
Brown & Brown Insurance

Rich Antles
FLIR Systems

Board Members:
Rod Alferness
University of California, Santa Barbara

Alex Bauer
Sansum

Leslie Brickell
Residence Inn by Marriott Santa Barbara Goleta

Ron Caird
Porlamar Nursery

Jan Campbell

Beth Collins-Burgard
Brownstein/Hyatt/Farber/Schreck

Arie Dejong
Goleta Valley Cottage Hospital

Dan Gabie
LogMeIn

Janet Garufis
Montecito Bank and Trust

Renee Grubb
Village Properties

Hazel Johns
Santa Barbara Airport

Donna Lewis
Goleta Union School District

Matt Long
Signature Flight Support

Michael McDonald
Zizzo's Coffee

Trish Miller
Spherion

Rich Nahas
Glen Annie Golf Club

Anne Pazier
Santa Barbara Gift Baskets

Tony Vallejo
CPA



March 20, 2018

Carmen Nichols
Deputy City Manager
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

RE: Economic Development Contract: Visitor Services and Old Town Goleta

Dear Carmen,

The Goleta Chamber of Commerce is requesting to continue our contract for Visitor Services and Old Town for the next three-year funding and budget cycle, FY 2018-2021.

Our current contract to provide visitor services began in 2017 for one fiscal year after the City indicated that they wanted to change/modify their process for funding outside agencies. The Council indicated that they were interested in making changes to how these funding arrangements are done. We understood that their questions concerned:

- How much money is spent in this category overall;
- Having criteria for how much each agency is funded;
- How to structure the process for funding so that agencies can have some certainty about the Council's long-term intentions, while allowing for natural changes that may occur in the future;
- Performance measures, or reporting/accountability on how the funding is used
- Ensure that there is no overlap in funding similar agencies doing similar work

We understand that there is a City Council Sub-Committee meeting later this month to work on this issue. But as work on this progresses, we would like to offer this additional information in our contract request letter:

We presented an annual performance report on March 6th, 2018. The program results for 2017 are a resounding success. We received positive feedback from Goleta stakeholders, including hospitality businesses, small business owners, restaurants, and other non-profits who are happy with the current size, scope and success of the program. Many were on hand the day of our presentation to support the contract and program moving forward.

Tourism and travel is a crucial segment of our local economy with the largest amount of City revenue coming from Tourism Occupancy Tax (TOT). The Chamber's Visitor Services program is an economic development effort to increase the economic impact of visitors in our community.

Investment in visitor services, destination marketing and downtown revitalization are growth areas for many cities and the trends are only increasing. Investment in this vitally important industry cluster and retail sector are important parts of Goleta's economic development strategy and creates a high rate of return of investment both in city revenue and customer and stakeholder satisfaction.

Old Town remains a focus of the Chamber and a part of the investment from the City (through the Visitor Services funding). The City of Goleta has been committing \$25,000 per year to be focused on research and promotion for Old Town Goleta. We request to continue this program at the same pace and investment for Old Town until we get the results of the Property Business Improvement District (PBID) feasibility study and make a decision about future programming through the City and/or a new PBID.

As we stated in our presentation, consistency is more important than growth right now – meaning it is vitally important that we maintain a steady, right-sized program; more so than increasing the funding. We are on the right track and we need to keep the momentum.

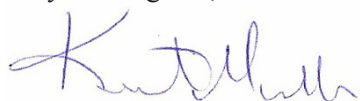
We respectfully request that you include our \$150,000 funding agreement for the next three fiscal years so that for the 2018-2019 City budget cycle we are back in sync with the City's planning cycle.

- We respectfully suggest that in regard to determining how much money is spent in this category overall, that you consider a percentage of TOT as a guideline. We understand that direct funding from TOT is problematic as dedicated funding streams must be approved by voters, but a guideline of 2.25% may be helpful. The South Coast Tourism Business Improvement District determined that 4.5% of their revenue should be dedicated to promoting Goleta through the Goleta Chamber. This results in approximately \$168,000 for 2017 and the City of Goleta agreed to “match” that amount at \$150,000. So in the spirit of matching the TBID the City could make a policy to match the actual amount each year from the TBID so that the amount grows or shrinks with their contribution – or set a percentage of TOT of half the TBID amount of 4.5% and invest 2.25% of the City TOT to the Chamber's Visitor Services program.
- Regarding criteria for funding, we respectfully suggest that our funding criteria be based on return on investment. Our program is unique among the City's agencies in that this is an investment in an economic development program that has a direct affect on the local economy and jobs.
- A two-year budget cycle is sufficient for our planning cycle, as long as there is an over-arching policy that investment in tourism is an economic development program with support from the Council as a strategic initiative.
- Our current process for accountability seems sufficient with an annual performance review presentation to the Council, and quarterly updates to the Economic Development Sub-Committee, but we are open to other requests for performance information.
- We work closely with each of the other Goleta agencies and non-profits and strive to not duplicate efforts when it comes to promoting local events that have a tourism driver. We will also continue to report these expenditures to the Council so that there is complete understanding of “who does what”. For instance, we fund promotions for World of Pinot Noir, Old Time Fiddlers Festival, Lemon Festival, UCSB Parents and Family Weekend, and UCSB All Gaucho Reunion.

Lastly, we reported at our presentation on March 6th that other Cities in our region are heavily investing in economic development funding with their Chambers of Commerce in addition to their TBID funding. This trend of promoting the economic vitality of coastal cities in California through tourism is growing fast. We are concerned that Goleta will need to stay relevant in an increasingly competitive market for visitors.

We sincerely appreciate your attention to this important matter and look forward to working with you on a new and improved funding agreement going forward.

Very best regards,



Kristen Miller
President/CEO

March 1, 2018

Re: Funding Request for Fiscal Year 2018-19 for Safe Routes to School Program

Dear Ms. Nichols:

COAST requests \$6,000 for its Safe Routes to School program for 2018-19.

1. Program Description and Benefits for Goleta

Safe Routes to School is a regional partnership coordinated by the Coalition for Sustainable Transportation (COAST). Now in its twelfth year as a program funded jointly by local government agencies, it encourages children to walk and ride their bikes to school and educates them to do so safely. It features Walk to School Day and Bike to School Day, year-round competitions, school mobility surveys, school zone safety assessments, pedestrian and bicycle safety training, low-cost helmet distributions, help setting up Walking School Buses, Bike Trains and more. COAST coordinates the efforts of some twenty local agencies, including law enforcement, three South Coast government agencies, the Santa Barbara Bicycle Coalition Traffic Solutions, and the PTA, to offer this program to schools.

In Goleta, the reaction to our SR2S program has been enthusiastic; its fine neighborhood schools are very suited to walking and biking. All six of the city's schools are now participating in Safe Routes to School activities. Our bicycle helmet program is especially popular: We bring helmets to the schools where trained volunteers fit them on the children. Last year, we distributed 201 helmets in Goleta alone. On some of our educational offerings, such as the neighborhood walks and in-class presentations, we cooperate with Goleta Police Department.

We believe the program is cost effective and fills a unique need, reducing school traffic, encouraging healthy physical activity in students and helping keep them safe. It benefits not only over a thousand students in the city of Goleta each year, but ultimately the whole community by increasing safety and reducing traffic.

2. Amount of funding requested

Our proposal allocates a fair share to each government agency where we are active (City and County of Santa Barbara, City of Goleta, City of Carpinteria) based on the number of schools in their jurisdiction. In this way, we can provide a quality program to all area schools at a very low cost to the individual agency. In addition, the local government contributions leverage a Measure A Safe Routes to School grant.

We respectfully request funding in the amount of **\$6,000.00** for the 2018-19 school year from the City of Goleta, same as in the previous five years. This would be Goleta's share of an anticipated overall program cost of **102,000** per year. This is based on a compensation rate of \$1,000 per school per year. (For comparison, the County compensates us at a rate of \$1,500 per school/year, the City of SB at a rate of \$937.50, and the City of Carpinteria at a rate of 1,000 per school/yr.)

3. The funds will cover operational expenses of the program, primarily staff compensation.

4. Major funding sources for our program besides Goleta:

Local government contributions: City of Santa Barbara: \$15,000/yr, County of SB: \$15,000/yr, City of Carpinteria: \$4,000/yr. Additionally, we won a Measure A grant of \$62,000/yr. Every dollar Goleta invests thus leverages an additional 2 dollars in Measure A funds. Lastly, we solicit private donations and make extensive use of volunteers.

A handwritten signature in black ink, appearing to read "Eva Inbar". The signature is fluid and cursive, with the first name "Eva" and last name "Inbar" clearly distinguishable.

Eva Inbar, President
Coalition for Sustainable Transportation (COAST)



10 March 2018

Honorable Mayor Perotte
City of Goleta City Councilmembers
130 Cremona Drive, Suite B
Goleta, CA 93117

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Education Director

Michael Ableman
Founder

598 N. Fairview Ave
Goleta, California 93117

Office 805.967.7369

info@fairviewgardens.org
fairviewgardens.org

Dear Honorable Mayor and City Councilmembers:

The Center for Urban Agriculture at Fairview Gardens has been the proud recipient of annual City grant funding in the amount of \$50,000 over the past several years and we are honored to continually be included in your annual budget.

These funds have helped our organization immensely, especially in 2017, as we welcomed a new Executive Director who has taken Fairview Gardens in a new and exciting direction. Our renewed focus is multi-faceted. Starting with young child education, we train educators in nature-based curriculum and provide the community with opportunities to connect with each other through our Sprouts (Infant and Toddlers on the farm) program. We provide valuable outdoor exercise, creative projects, and healthy eating lessons through our seasonal Afterschool, Homeschool, Spring Break and Summer Farm camp children's programs. This year, we have already introduced microscope lessons and a small raised bed garden for those with limited mobility and have begun gardening skills workshops for adults with low- and no-cost options.

We are a place for our neighbors to enjoy, a place for children to run and play, and a sanctuary for many who come to experience the serenity that resides at the farm during the quiet times of dusk and dawn. We are a gem in the City of Goleta – Santa Barbara County's first urban organic farm – rumored to be the starting location of stone fruits on the California Central Coast. All and all, we are a very unique farm of 12.5 acres surrounded by urban development.

City of Goleta's annual grant is critical to ensuring that Fairview Gardens' success continues to grow as we enter a new year of new goals and dreams. In support of Priority Goal #1 of the Santa Barbara County Food Action Plan, we have launched our new Food System Entrepreneurial Academy this Spring! Our farm business trainees are growing organic fruits and vegetables for donation to the Fresh Food Farmacy with our partners, Sansum Diabetes Research Center and Unity Shoppe. The Farmacy serves low-income Latino diabetic patients by providing prescriptions for fresh produce from their medical doctors. Through the hard work of our farm team and managerial team, we aim to be the primary farm supplying this community food research project. In order to continue to expand our positive environmental impact and educational offerings to the community, we are also partnering with the Beekeepers Association to bring more pollinators to the farm as well as the SB Botanic Garden in order to establish native plant hedgerows for wild pollinators to flourish on our land.



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598 N. Fairview Ave
Galea, California 93117

Office 805.967.7365

info@fairviewgardens.org
fairviewgardens.org

Our efforts to continually make steps toward financial independence in 2018 will focus on research into rainfall and runoff capture paired with water quality testing in order to develop a system for safely watering our orchards. We are partnering with civil engineers at Geo Syntec in order to conduct the research and design our water catchment options. With successful water collection, our primary goals are to: 1) reestablish the once thriving orchards of Fairview Gardens with climate-appropriate trees and 2) to introduce native plant hedgerows and gardens to support wildlife and wild pollinators on our farm. We are extremely appreciative of the generosity bestowed upon us thus far and continue to identify and meet the needs of our community. We humbly request that we continue to be a line item on your budget. Please refer to our 2017 Annual Report, included with this letter, and please do not hesitate to contact us with any questions.

On behalf of all of Fairview Gardens staff, the Board of Directors, and all the children and families that enjoy our grounds, we thank you for your continued support.

Most Sincerely,

Matt Buckmaster
President, Board of Directors at Fairview Gardens

Lacey Baldiviez, PhD
Executive Director, Center for Urban Agriculture at Fairview Gardens



March 14, 2018

Carmen Nichols
Deputy City Manager
130 Cremona Dr.
Goleta, CA 93117

Dear Ms. Nichols,

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City of Goleta Liasons

Joanne Plummer
Kyle Richards

Executive Director

Ryan L. Harrington
rharrington@girshpark.org

For over a decade, 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. Since September of 2007 the City of Goleta has contributed \$100,000 each year to Girsh Park's general operating budget. This funding has always been allocated for general maintenance of this 25-acre community asset.

The annual contribution helps to keep our user fees affordable for the non-profits that use Girsh Park. These non-profit user groups include Dos Pueblos Little League, AYSO Region 122, Goleta Valley Dog Club, Central Coast Soccer League, SB Woman's Soccer Organization, Challengers Baseball, Special Olympics of Santa Barbara, and more. We host several events and festivals put on by local non-profits including Goleta Rotary's Fireworks Festival, and the Goleta Chamber's Lemon Festival. We also facilitate the Annual Girsh Park Egg Hunt for thousands of local children.

We estimate that over 350,000 people use Girsh Park 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. We provide recreational opportunities to your citizens at a fraction of the cost, compared to a traditional city model.

Over the course of our 18-year existence, we have utilized more than \$18,000,000 worth of resources and funding to build, operate, and maintain this wonderful facility. Since 2007, your organization has supplied over \$1,000,000 to help subsidize our operations for the community. That is a very good deal for your citizens, and a true net community benefit.

Our business model also allows you a return on investment from the many programs and events that Girsh Park hosts throughout the year. 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 you.

Your contributions over the years have allowed us to focus precious fundraising resources on capital improvement projects including our \$1.2 million synthetic turf soccer field, and our most recent \$600,000 Fieldhouse Project to build restrooms, a concession stand, and proper access to the facility. 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.



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Kyle Richards

Executive Director

Ryan L. Harrington
rharrington@girshpark.org

Over the last four years, our costs have gradually increased. Insurance, maintenance, and water have increased by 20%. With those increases, and our major fundraising resources being utilized for capital projects, we ended with a loss to operations three out of the last four years. We have been implementing measures to try to afford these cost increases, but we are in need of additional assistance to afford these increases. To account for the increased cost of maintenance, we respectfully request \$125,000 for your next fiscal year budget.

To keep up with increased costs, we have increased our user fees by 25%, or higher. This includes a new ten-year funding agreement with Dos Pueblos Little League and AYSO Region 122, that increased their fees to keep up with their growth and future needs. These fee increases have been very difficult for our users to afford, particularly the non-profits.

With new housing being built in Goleta, our population will only increase. As your Recreation Needs Assessment shows, this will only create more demand for recreation facilities. Greater wear and tear on the facility will result, and our costs to maintain will continue to increase over time.

In the future, look to Girsh Park to better fulfill some of the recommendations of the Recreation Needs Assessment. We have the real estate to add more field time into the community's inventory. Adding field lighting, installing synthetic turf fields, building new playgrounds, etc. would add additional recreation opportunities for the community. Let us expand our partnership to provide more facilities for your citizens.

Your approved funding for this current budget cycle will continue to be used for general park maintenance. Our overall operating budget has grown to \$463,000, and approximately 75% of the budget pays for facility maintenance. This funding is critical for maintaining this wonderful public/private partnership. Any reduction would translate into less maintenance, and greater fees to the users. This would lower the quality of both our facility and our programs.

We are at a critical point for Girsh Park, and the many non-profit user groups that utilize our facilities. With increased need for recreational opportunities in Goleta, it seems only natural that we should continue to maintain and expand our very successful public/private partnership. Your funding is critical to continuing this very important endeavor for now, and into the future.

Many thanks for your time, and consideration.

With Gratitude,

Ryan L. Harrington
Executive Director



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Executive Director

Amanda De Lucia

April 6, 2018

Michelle Greene, City Manager
City of Goleta
130 Cremona Drive, Ste. B
Goleta, CA 93117

Subject: **Request - \$100,000 General Operations Funding for 2018-2019 budget**

Dear Ms. Greene,

The Goleta Valle Historical Society is very proud of our partnership with the City of Goleta that allows both us and the City to continue making this significant historic property and slice of history accessible to our community.

The City's past support of GVHS has been vital to our success and we look forward to our continued partnership that enables us to share the wonderful history of Goleta with our community.

Thank you for the opportunity to present our activities and accomplishments to the Council at the April 3 meeting. It was a pleasure to share all that we have accomplished and all that we are planning to accomplish!

Sincerely,

Amanda De Lucia
Executive Director



5710 Hollister Ave. #128
Goleta CA 93117
(805) 694-8275

GoletaOldTown.org  Follow us on Facebook!
oldtowncommunityassociation@gmail.com



March 31, 2018

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Frank Raya
Robin Unander, *Legal Advisor*

Annual Programs



Fed. Tax ID# 81-4923846

City of Goleta
130 Cremona Dr.
Goleta CA 93117

Attn: Michele Greene, City Manager

RE: Budget Line Item Request

Dear Ms. Greene:

Goleta Old Town Community Association (GOTCA) is a registered non-profit organization Fed. Tax ID# 81-4923846. We represent residents, merchants, non-profits, schools, and those who simply love Old Town.

This announcement has not yet been made: GOTCA has been selected as a **finalist in national competition** for **Neighborhood of the Year Program** from Neighborhoods USA. This is a great honor!

GOTCA would like to be considered for an annual budget line item of \$50,000 in the City's upcoming budget to continue and improve our programs and expand outreach. We are able to keep expenses at a minimum due to wide in-kind merchant support. Funds would be used for community building and marketing events. Projected budget is listed.

- **\$18,200 Discover Old Town** – An aggressive year-round marketing campaign to promote OT merchants utilizing social, on-line, and print media, networking, and upgrades to our website to include a restaurant and business guide and resources.
- **\$1475 Envisioning Event** – This free event for OT residents and merchants will explore possibilities for their community. Targeted marketing.
- **\$1050 Landscape Revitalization** – Trash and weed abatement and plantings along the corridor.
- **\$8000 Taste & Sounds of Old Town** – This event promotes restaurants, other OT merchants, and non-profits. Heavy marketing will be created to boost awareness and countywide attendance.



5710 Hollister Ave. #128
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(805) 694-8275

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- **\$5000 Concerts at the Gazebo** – This free community event is a draw for OT residents, an attraction for music lovers outside the area, and a marketing opportunity to promote participating OT restaurants with our Dinner-in-a-Box concert meal deals. Aggressive marketing will be used to raise awareness.
- **\$2500 Family Friendly Summer Movies** – A free community event for residents.
- **\$500 Trick or Treat/Candy Crawl & Games** – With the closure of the Calle Real trick or treat, our Candy Crawl will serve OT families and greater Goleta. Participating merchants can use this free event to market their services by passing out coupons to parents.
- **\$750 Dia de los Muertos Community Altar** – A free community event for residents throughout Goleta and surrounding area.
- **\$12,525 Christmas Parade** – Funds are left over from last year's request and so the amount requested is adjusted accordingly. The community is (spectators, participants, volunteers, and merchants) eagerly anticipating this year's parade. 2017 parade participants had upgraded the quality of their entries, merchants had purchased additional holiday merchandise, and restaurants had special parade meals and drinks ready.

The results of our 'boots-on-the-ground' programs are visible by the increased connectivity of those who live and work in Old Town. Connected communities are safer communities, more profitable for merchants, and result in greater community pride for everyone.

We would appreciate being considered and welcome the opportunity to make presentation to the council.

Respectfully,

Phebe Mansur, Chair



Goleta Valley Senior Center
Funding Request
2018-2019

March 16, 2018

Michelle Green, City Manager
City of Goleta
130 Cremona Drive
Goleta, CA 93117

Dear Ms. Green:

The Goleta Valley Community Center is seeking funding from the City of Goleta in the amount of \$40,000 to help support general operating expenses for the GVCC Senior Program. Our Senior Program offers recreational and social opportunities designed to provide choices that fit varied interests, while providing an array of activities that promote a healthy, active life style. The City's annual financial contribution has been an important source of the revenue to help the GVCC sustain this vitally important community service.

In establishing our Senior Program, early on we identified the need to have a dedicated, safe and comfortable space where seniors could sit, relax, read a book, work on puzzles, play card and board games, knit, paint or just visit with one another and belong. Our Senior Lounge is equipped with big screen TV, microwave oven, coffee pot, card tables for games and easy chairs for relaxing. Our Senior Program Coordinator maintains her office in the lounge and is readily available to the seniors for help and assistance daily. We also set aside additional rooms at specific times and days for the various senior activities being offered under the Senior Program.

A consistent and very important part of our seniors' day is the Community Action Commission's hot lunch program that is administered by our Senior Program Coordinator. Seniors can order lunch for the following day (Monday-Friday). Meals are delivered hot to our kitchen and then served in the Dining Hall by our Senior Program Coordinator. Each year the hot lunch program serves over 4,200 hot meals.

Physical Fitness and mobility are key components of senior activities offered here at the GVCC.

Line Dancing, Chair Yoga, and Tai Chi programs address not only fitness, but the issues of balance and coordination, attendance at these programs alone results in over 20,000 visits to the Community center on an annual basis. Research overwhelming shows that physical exercise can help reduce stress,

depression and anxiety which can lead to improved mental health. Recently we were asked by a group of Seniors to consider converting one of our outdoor courts to a Pickle Ball Court—the fastest growing outdoor racket sport in the U.S. and one which is particularly intriguing to our seniors. Converting one of our courts will help expand our Senior Program to the outdoors, as well as expand the recreational opportunities within our community. We've secured one Grant for \$1,000 toward that effort and are working with another private concern who wants to assist with refurbishing the outdoor courts and building a new Bocci Ball Court. Late last year we introduced Ping Pong as another indoor recreational activity for our seniors and in the last six months attendance has grown to the point that we have added a second table for play.

Recently we partnered with another non-profit, EqualiTech, with the opening of the Goleta Tech Center/ Computer Center where our seniors can go for computer instruction and internet and email access. Assistance is available in English and Spanish – All for FREE

Bingo is a big hit with the seniors and is offered twice weekly in the Dining Hall with many different prizes being awarded to winners. Seniors take this very seriously, often playing as many as 6-10 cards at a time. Art and music are other important components in the daily lives of our seniors. We offer live music and dancing. The "Swing Along Band" performs twice weekly with music, singing and dancing in the Dining Hall just before lunch is served. It's a time of social interaction and it's intergenerational with the seniors and children from the CAC Head Start Program coming together on the dance floor.

Our Senior Center Program is overseen by Donna Hall, our Senior Program Coordinator. Donna also plans and organizes our participation at the annual Senior Expo at Earl Warren Show Grounds. The Senior Expo is our outreach opportunity to highlight the Senior Program and its many and varied activities offered at the GVCC as well as to recruit new members. Seniors are treated to several special events during the year including a Christmas Party, Fourth of July BBQ lunch, Veterans Day Lunch, Valentine's Day Party, Easter Party and Thanksgiving lunch as well as a monthly Birthday Celebration. Our GVCC Administration staff hosts a once a month "Senior Appreciation Day" treating our seniors to a special dessert served by our center staff. Each quarter we issue a Senior Newsletter outlining Senior Program activities and available social services.

Because of the City's generous funding the GVCC has been able to target and provide such diversified recreational and social opportunities for our active seniors. The GVCC is grateful for the City's past support and recognition of our Senior Program. One of the guiding principles at the GVCC is to be intentional in all that we do, so that we don't become complacent or slip into "auto-pilot" mode. So, while we have a good variety of activities for our seniors to sample and participate in, we're not satisfied! We want and are working toward extending our hours of operation and adding new and different activities for our active seniors.

Respectfully,

A handwritten signature in cursive script, appearing to read "Charlie C. Johnson".

Charlie Johnson, Acting General Manager



Request to City of Goleta 'Support of Other Agencies'
Freedom Warming Centers
Kathy Hayes, Director

The mission of the Freedom Warming Centers is to save lives and reduce suffering for our neighbors without homes.

What is a warming center? Warming Centers are a short-term emergency shelter that operates when temperatures or a combination of rain, temperatures and wind create weather conditions that become extreme and may be life-threatening especially for those living with chronic health conditions.

Since opening seven years ago; the Freedom Warming Centers now operate five winter shelter locations (countywide). Carpinteria, Santa Barbara, Isla Vista, Lompoc, and Santa Maria.

The Freedom Warming Centers (FWC) activate/operate between November 15 - March 31. Hours of operation are 6pm to 6am and remain open for as long as dangerous weather condition persist.

Impact and Demographics

There is no specific demographic; the only qualification for accessing the warming center is needing a place to stay – out of the elements during – the winter months.

When activated countywide the Freedom Warming Centers can provide 200 individuals per night a safe warm place to rest. The average age of a Freedom Warming Centers guest is 45 years old; 85% are men and 15 % are women.

During the winter months we will activate (open) between 45-50 nights; during that period approximately 10-15 individuals (per activation) from the Goleta area will access either our Isla Vista or our Santa Barbara warming center location.

These warming centers also serve the greater community reducing or eliminating the burden on businesses having individuals, who may otherwise, sleep in their doorways. Studies indicate individuals who access winter warming centers reduce their risk of serious illness, have fewer emergency room visits and are less likely to be housed in jails. This is a cost savings to both businesses and tax-payers.

Although we do not have a warming center location in Goleta, over the years we have appreciated the fact Goleta understands the role we play in an overall countywide homeless service plan.

Thank you for your support and partnership; we hope the City of Goleta 'Support for Other Agencies' will once again consider approving \$5,000 for the Freedom Warming Centers.

Kathy Hayes, Director
Freedom Warming Centers
(805) 260-1402

Freedom Warming Centers
Unitarian Society of Santa Barbara (fiscal agent)
1535 Santa Barbara St.
Santa Barbara, CA 93101
ussb.org/fwc
Tax ID# 95-1890767

South Coast Railroad Museum

At the historic Goleta Depot



April 17, 2018

Carmen Nichols
Deputy City Manager
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

RE: Funding Support Request for FY2018/19

Dear Ms. Nichols,

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 the 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. These contributions allowed us to recruit and hire a much-needed part time Office Administrator and a part time Bookkeeper.

However, while these contributions have proven vital in helping us keep our organization running, the annual competitive review process limits our ability to use the funds for ongoing operational expenditures as intended due to their inherent uncertainty. It is difficult to make any long-range plans as we are not sure what level of funding in any given year will be approved. For example, last year we requested ongoing operational funding in the amount of \$50,000 which is about 30% of our planned annual budget. The City granted \$25,000 in FY2017-18 and the amount proposed for FY2018-19 has yet to be determined.

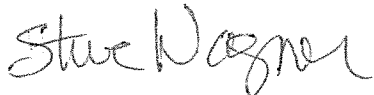
Our organization strongly supports entering some type of contractual relationship (MOU or agreement) with the City for ongoing operational support. Such an agreement not only would provide the City with greater information and oversight on how the operational funds are used, an agreement would also provide our organization the certainty needed to for longer range fiscal planning.

300 NORTH LOS CARNEROS ROAD, GOLETA, CA. 93117-1502
PH: 805-964-3540; FAX: 805-964-3549; E-MAIL: MUSEUM@GOLETADEPOT.ORG
WEB SITE: WWW.GOLETADEPOT.ORG

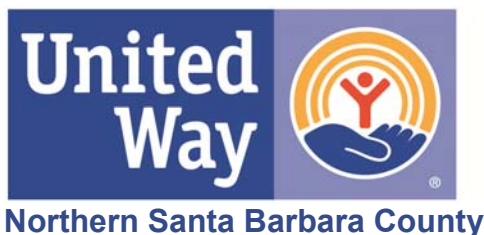
On behalf of the SCRM I request the City consider entering into an agreement with the SCRM for the provision of \$50,000 per year for operational support subject to whatever conditions the City deems necessary in order for the SCRM to provide the level of service Goleta deserves.

We greatly appreciate all the support the City has provided our organization in the past and look forward maintaining a close partnership with the City going forward to ensure that the SCRM/Goleta Depot is financially sustainable and a well-known community asset into the future.

Sincerely,

A handwritten signature in black ink that reads "Steve Wagner". The signature is written in a cursive, flowing style.

Steve Wagner, President
Board of Trustees



LIVE UNITED

May 25, 2018

The Honorable Mayor Paula Perotte
Members of the City Council
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

Dear Mayor Perotte and Councilmembers:

Enclosed you will find our funding request, along with the program budget and support documents. We look forward to working even more closely with the city in the coming years to move the Home For Good effort forward.

Northern Santa Barbara County United Way is leading the effort to establish Home for Good SBC to address the negative impacts of homelessness on our communities and organize around proven strategies to combat homelessness. The effort encompasses four strategic focus areas in every community in Santa Barbara County, including:

- Coordinated Outreach
 - The AmeriCorps Partnership For Veterans and People Experiencing Homelessness
 - The former Central Coast Collaborative on Homelessness (C3H)
- Coordinated Entry
 - United Way serves as the lead agency for the HUD mandated process in Santa Barbara County in partnership with Santa Barbara County Housing and Community Development and the Santa Barbara County Continuum of Care
- The Funders Collaborative, Business Leaders Task Force and Faith Collaborative
 - Funders Collaborative consists of the former C3H Policy Council working along with community investors, foundations, county departments, hospitals and developers. The first meeting was held in April and the next meeting is scheduled in June.
 - Business Leaders Task Force and Faith Collaborative are in the initial development stages in two sections of the county.
- Social Impact Fund
 - Home for Good SBC is working with a local developer and other partners to establish the social impact fund to invest in the development of small to

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Northern Santa Barbara County United Way
P. O. Box 947 Santa Maria, CA 93456
Phone 805 922-0329 www.LiveUnitedSBC.org



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mid-sized affordable housing communities with set-asides for special populations (homeless veterans, chronically homeless, elderly homeless, etc.)

As the CEO of the United Way I write to you with gratitude for the ongoing support from the City of Goleta to address this very important and very visible issue in the community. It will become increasingly important to engage the elected officials as we identify the best opportunities related to the 51 approved strategies to combat homelessness - in other words “determining what we do well and how we can do more of it”.

We are also asking that the city of Goleta continue to provide the same level of funding that has been afforded in prior years to C3H, so we can continue to build on the successes of the prior effort, but more importantly to rise to a much higher level of effectiveness through the strategies outlined above.

Recent Accomplishments and Updates:

- Two new AmeriCorps Members (Joseph and Alex) started serving in Goleta. Other AmeriCorps Members have been joining in outreach to earn additional hours.
- We've been going to weekly outreaches at Goleta Beach on Tuesdays. One mother reunified with her daughter in another state with our financial assistance.
- Thursdays from 11-1pm we do outreach at Sumida Gardens where we complete VI-SPDATs, housing applications and connect people with services.
- We are mapping out Goleta so that we can ensure full geographic coverage and repeat contact at all locations.
- One of the first 4 people placed in Permanent Supportive Housing through the Coordinated Entry System was a long time Goleta resident.
- Vulnerability surveys are being completed for all homeless residents to be entered into the new “open” Homeless Management Information System (HMIS), along with the new Release of Information.
- All entries into the new system are being prioritized for housing in accordance with established protocols.
- The next Point in Time (PIT) Count is scheduled for January/February 2019

Funding Request --

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Northern Santa Barbara County United Way

P. O. Box 947 Santa Maria, CA 93456

Phone 805 922-0329 www.LiveUnitedSBC.org



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Northern Santa Barbara County

We ask that the City of Goleta provide \$5,550. \$550 of the contribution will be earmarked for the coordinated outreach team to provide emergency assistance to homeless residents in Goleta.

Additionally, the City of Goleta could partner in the AmeriCorps program to provide the designated member to work in the city under the direction of the United Way Home for Good management team (in partnership with local police department).

Cost for a full-time AmeriCorps member to serve for one year - \$9,900

cost for a half-time AmeriCorps member to serve for one year - \$5,800

Your support will enable gaps to be filled and maintain a unique collaboration among all stakeholders to find solutions that will end the negative impacts homelessness has on our local businesses, communities and our homeless neighbors.

Thank you for your consideration of this request.

Sincerely,

Eddie Taylor
CEO

cc: Michelle Green, City Manager

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Phone 805 922-0329 www.LiveUnitedSBC.org

ENTRY POINTS FOR EVERYONE IN SANTA BARBARA COUNTY

Regional Entry Points are the primary entry point for Coordinated Entry. These entry points are resource centers where individuals and families experiencing homelessness can get help finding housing and other resources. Regional Entry Points have limited walk-in hours available. Walk-in appointments are first come first served.

REGIONAL ENTRY POINT LOCATIONS

ISLA VISTA

- Isla Vista Community Service District, 970 Embarcadero Del Mar, Isla Vista, CA 93117
 - Wednesday and Friday from 12:30-2:30pm

LOMPOC

- Bridgehouse, 2025 Sweeney Rd, Lompoc, CA 93436
 - Monday, Wednesday and Thursday from 10:00am-12:00pm

SANTA BARBARA

- PATH Santa Barbara, 816 Cacique Street, Santa Barbara, CA 93103
 - Monday, Tuesday, Wednesday and Thursday from 8:30-10:30am
- The Salvation Army, Hospitality House, 423 Chapala St, Santa Barbara, CA 9310
 - Wednesday from 1:00-2:00pm

SANTA MARIA

- Good Samaritan Shelter, 401 W Morrison Ave C, Santa Maria, CA 93458
 - Monday, Wednesday and Friday from 3:00-5:00pm

Call the Santa Barbara County Resource Connect Hotline 805-450-3558 for more information about additional outreach days/times in **Carpinteria, Goleta, Isla Vista, Lompoc, Santa Barbara** and **Santa Maria**.

Home for Good Santa Barbara County
PO Box 947
Santa Maria, CA 93456
(805) 925-0219 x 114

ADDITIONAL VETERAN FOCUSED SITES

Are you a veteran in need of assistance?

LOMPOC

- Veterans Services Office, 401 E. Cypress Suite 101., Lompoc, CA 93436
 - Fridays from 11:30-1:00 pm

SANTA BARBARA

- Veterans' Memorial Building, 112 W Cabrillo Blvd., Santa Barbara, CA 93101
 - Wednesdays from 9:00-11:00am

SANTA MARIA

- American Legion Veterans Memorial Building, 313 W. Tunnell St., Santa Maria, CA 93458
 - Tuesdays from 1:00-3:00 pm



Dial 2-1-1 or Text your zip code to 898-211 for additional Health and Human Resources such as food, counseling, substance abuse resources and much more... 2-1-1 is free, confidential, 24/7 and available in multiple languages.

If you are in crisis, call 9-1-1

Home for Good Santa Barbara County
PO Box 947
Santa Maria, CA 93456
(805) 925-0219 x 114



Staff report May 2018

Americorps members are currently serving 45 hours a week in Goleta, this will increase considerably in 3 weeks when UCSB ends.

At that time there will be 3 members serving over 80 hours per week.

Americorps members are being advised by Officer Valadez

Their location each day is as follows:

Monday – Trader Joes Shopping Center and Osh Shopping Center to include creek bed behind Osh

Wednesday – Old Town Goleta along Hollister and the 217 on ramp off ramp

Thursday – Fairview to Goleta Beach

Friday – Kmart shopping center, Costco shopping Center, Girsch Park, Mountain side of Costco center

8 people have been identified as high needs. These 8 people have weekly contact with Americorps and the Public Health Nurse.

2 of these high needs people are document ready and high on priority lists for CES.

1 has completed detox and rehab and is currently sheltered in Lompoc

Goleta has 2 dedicated weekly outreaches and share 2 Isla Vista weekly outreach sites.

At these sites we provide food, clothing, showers and Americorps members to support people experiencing homelessness with document preparation, medical appointments, social security, job search, housing search.

There are between 15 – 40 people experiencing homelessness present and 4-5 volunteers present at each outreach, along with Americorps and United Way.

Project Title: Home For Good SBC - Coordinated Entry/Outreach
Northern Santa Barbara County United Way

Revenue

Source	Total Program Budget	% of Budget
2017 State ESG State Portion	\$ 38,951	5.5%
Continuum of Care (CoC) Program	\$ 130,675	18.4%
AmeriCorps Partner Payments	\$ 81,950	11.6%
City of Santa Maria - Transitional Housing Grant	\$ 83,500	11.8%
County and City Funding to Home for Good		0.0%
SB County	\$ 90,000	12.7%
City of Santa Barbara	\$ 91,000	12.8%
City of Santa Maria	\$ 24,000	3.4%
City of Lompoc	\$ 16,000	2.3%
City of Goleta	\$ 5,550	0.8%
City of Carpinteria	\$ 2,500	0.4%
City of Buellton	\$ 500	0.1%
Other Federal Funds		
	\$ -	
Other State Funds		
	\$ -	
Other Local Funds (specify program below)		
Private Trusts and Foundation Funds	\$ 54,425	7.7%
Fundraising Events (HomeWalks and ERQ)	\$ 50,000	7.1%
Donations	\$ 25,000	3.5%
Client Fees	\$ -	
Other (specify source below)		
United Way Campaign	\$ 15,000	2.1%
Total Revenue	\$ 709,051	

Expenses

Expense	Total Program Budget	% of Budget
Salaries, Benefits, and Payroll Taxes		
Executive Director @33%	\$ 31,350	4.4%
Program Director @ 100%	\$ 69,450	9.8%
Outreach Director @ 100%	\$ 62,000	8.7%
Program Manager @ 50%	\$ 27,787	3.9%
Team Leader (North) 1FTE @100%	\$ 41,601	5.9%
Team Leader (Mid) 1FTE @ 100%	\$ 41,601	5.9%
Team Leader (South) 1FTE @ 100 %	\$ 41,601	5.9%
Clinical Support (Countywide)	\$ 25,000	3.5%
UW AmeriCorps Members 5 FTE	\$ 120,000	16.9%
Employee Benefits and Payroll Taxes	\$ 100,661	14.2%
Operations		
Consultants and Contracts: MSW Intern Supervision	\$ 10,000	1.4%
Facility, Utilities, and Maintenance	\$ 40,000	5.6%
Telephone, Fax, and Internet	\$ 6,000	0.8%
Supplies	\$ 10,000	1.4%
Postage and Shipping	\$ 2,500	0.4%
Marketing	\$ 10,000	1.4%
Travel, Mileage, and Training	\$ 24,000	3.4%
Equipment Rental and Maintenance	\$ 1,000	0.1%
Insurance	\$ 8,500	1.2%
Ameri-Corps Required Training	\$ 1,000	0.1%
Other (specify below)		0.0%
Household Items / Emergency Funds	\$ 10,000	1.4%
Re-unification Program Expenses	\$ 25,000	3.5%
	\$ 709,051	