

YOUTH COMMISSION AGENDA

**Wednesday, March 12, 2014
7:00 P.M.**

Operations Service Center – 3333 Busch Road

CALL TO ORDER

- Pledge of Allegiance
- Roll Call

AGENDA AMENDMENTS

MINUTES

1. Approve regular meeting minutes of February 12, 2014

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations
3. Public Comment from the audience regarding items not listed on the agenda. *Speakers are encouraged to limit comments to 3 minutes.*

MATTERS BEFORE THE COMMISSION

If necessary to assure completion of the following items, the Chairperson may establish time limits for the presentations by individual speakers.

4. Recommendation to Allocate Community Grant Funds for Fiscal Year 2014/15

COMMUNICATIONS

5. None

COMMISSION REPORTS

6. Committee Meetings
 - A. Bicycle, Pedestrian, and Trails Committee
 - B. Cultural Arts Master Plan Steering Committee
 - C. Parks and Recreation Master Plan Steering Committee
 - D. Youth in Government Day Committee
 - E. Teen Job Fair Committee
7. Brief reports on any meetings, conferences, and/or seminars attended by the Commission members.

COMMISSION COMMENTS

STAFF COMMENTS

8. Community Services Update
9. Library Liaison Update
10. Police Liaison Update

ADJOURNMENT

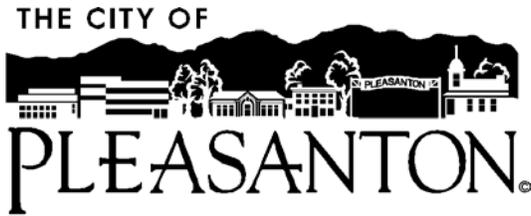
NEXT MEETING: April 9, 2014

Notice

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Community Services Department, 200 Old Bernal Avenue, Pleasanton.

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Youth Commission Minutes

Operations Service Center – 3333 Busch Road, Pleasanton, CA
February 12, 2014 - 7:00 p.m.

CALL TO ORDER

The meeting was called to order at 7:04 p.m. by Chairperson Kaitlyn Mallie

Pledge of Allegiance

The Pledge of Allegiance to the flag was recited.

Roll Call

Commissioners Present: Russell Ambrosiewicz, Lori Franklin, Saira Grewal, Diane Hadley, ,
Katie Olmo, Jonathan Pearce, Meghna Sinha, Taylor Sowers, Yandi
Wu, and Chairperson Kaitlyn Mallie.
(Michael Lamos arrived at 7:20 p.m.)

Commissioners Absent: Erica Utikal, Neha Nirkondar

Staff Present: Becky Hopkins, Recreation Supervisor; Teresa Parham, Teen
Librarian; Lt. Jeff Bretzing, Police Representative; and Edith
Caponigro, Recording Secretary.

AGENDA AMENDMENTS

Ms. Hopkins advised of a change in the order of presentations under item 2.

MINUTES

1. Approve regular meeting minutes of January 8, 2014

Corrections:

Call to Order: The meeting was called to order by Chairperson Kaitlyn Mallie not Vice
Chairperson Katie Olmo.

Commissioners Present: Meghna Sinha arrived late not Neha Nirkondar.

A motion was made by Commissioner Hadley, seconded by Commissioner Grewal, to approve
the minutes from the January 8, 2014 meeting as corrected. **The motion was approved
unanimously.**

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations

Library Youth & Teen Club Presentations:

RSVP (Speech) - Alice Deng, Melody Huang, Robert Rong – reviewed with the Commission a program they have put together to help youth improve their public speaking skills and also help increase awareness of public speaking. They discussed the benefits of being comfortable in public speaking situations and helping youth to be more prepared when confronted with situations that require public speaking. Additionally, they provided information about working with members of the government, a Tri-Valley Speech Contest, and how they are trying to get youth to be excited about public speaking.

FHS SCIFY (Science for Youth) – Grace Yu, Jennifer Ren, Jennifer Kim – provided a presentation on Science for Youth, a non-profit organization of over 120 high school students throughout the Bay Area, of which Foothill High School is an official branch of the organization. They advised that the organization is a science community service club that provides free interactive science presentations for elementary school students in the community.

The mission and goal of Science for Youth is to raise the interest of youth in Science, Technology, Engineering and Math (STEM) by providing science programs and presentations, and provide the education of science beyond the classroom throughout the community.

Science for Youth provides PowerPoint presentation and experiments to youth as a way of providing information and hands-on experience that allows kids to experiment and discover concepts on their own,

Membership in Science for Youth is required, however all youth are welcome. Benefits of being a member are: obtaining community service hours, leadership opportunities, presentation/speaking opportunities, and having an outlet for science. Being a member requires commitment and being part of a team that creates two presentations and attends one other presentation each semester.

AVHS SCIFY (Science for Youth) - Daniel Huang, Megan Gupta, Cynthia Tien, Christine Chen – Advised that the goals of Science for Youth are to: develop the interest of elementary school students in science, get students to think critically about science and how they can be affected by it, and expose students to advanced science.

The group advised that presentations and hands-on activities are provided at Pleasanton Library after school from 4:00 to 5:00 p.m. and are open to students of all ages. Additional presentations/activities are provided at a number of local elementary schools. A two-month “Shoot for the Stars” summer science program was hosted by the group at the Library during the summer of 2013 and a PUSD Elementary Science Olympiad was hosted at Amador Valley High School.

ACE Coding, Siddhartha Desai, Yashworth Nannapaneni, Daniel Huang – this group provided the Commission with information about ACE Coding. They discussed the job/student gap in computer science and the gender inequity, noting that 9 out of 10 schools don't offer computer programming classes. They advised that programming offers students a new way to think, makes them more marketable, and offers them different ways to express themselves.

The Commission was informed that in 2013 almost 100 students enrolled in an ACE Coding program offered at Harvest Park School, and over 70 students from Pleasanton Middle School enrolled. A number of students participated in an Ace Code Day event with workshops that provided learning opportunities for C++, Java, HTML, Python, etc. An App Development Competition was also held and prizes were awarded.

Presenters provided the Commission with information on the impact and benefits to students of getting involved with ACE Coding and becoming a member of the Community to the Power of Code.

Ms. Parham thanked all of the presenters, and stated she was extremely proud of all the opportunities that they are offering at the library.

Janice Louie, Alameda County Public Health / Lauren Chu, U.C. Berkeley – City of Pleasanton Tobacco Survey Results

Ms. Louie and Ms. Chu discussed with the Commission information from the recent Tobacco Retail License Opinion Poll. Ms. Hopkins advised that the Commission would be discussing in detail the survey and program under item 4 on the agenda.

3. Public Comment from the audience regarding items not listed on the agenda

There were none.

3. Participation in Tobacco Retail License Opinion Poll and Reasonable Distance Survey

Ms. Hopkins noted that on December 11, 2013 the Commission voted to participate in the Alameda County Public Health Department Program – Project Teen Friendly that includes several activities to collect information about tobacco use within the City of Pleasanton. The first activity conducted on February 1, 2014 was a Tobacco Survey of retail stores. Additional data will be collected between February 13 and March 11, 2014, with results being brought to the March 12, 2014 Commission meeting.

Ms. Louie questioned whether the Commission wanted to take ownership of this survey and ultimately be responsible for making a presentation to City Council.

Commissioner Lamos asked the reason for the survey and was advised by Ms. Louis that it was to collect data. She provided information about the outcome of a similar survey that had been

conducted in Union City, and noted that the City of Fremont has banned vapor lounges and the sale of electronic cigarettes in new stores.

Lt. Bretzing discussed tobacco resale licensing and the marketing focus of packaging and selling of tobacco products to young people.

Ms. Hopkins reviewed with Commissioners a Reasonable Distance Policy Observational Survey and advised that the goal is to get 200 of these forms completed. After collecting the surveys/data the Commission should decide how they wish to move forward. Staff hopes that the required data can be collected before the Commission year-end. Ms. Hopkins noted that the Youth Commission has never presented a recommendation to City Council in the past and felt this would be a good opportunity for them to do this, as well as present a recommendation to other City Commissions.

Lt. Bretzing provided information about current municipal codes in place in the City of Pleasanton with regard to safe distances for smoking and the goal of using the influence of the Youth Commission to present to City Council.

Ms. Hopkins provided information about the Youth Master Plan and the "Safe and Healthy Youth" segment within it. She also discussed the relationship of the Youth Commission with the Pleasanton Unified School District.

Ms. Louie asked for clarification of the City of Pleasanton's Municipal Code regarding smoking safe distances.

Commissioners discussed the Staff Recommendation to assign eight (8) Commissioners to conduct the Tobacco Retail License Opinion Poll, and assign five (5) Commissioners to conduct the Reasonable Distance Survey.

A motion was made by Commissioner Lamos, seconded by Commissioner Pearce, recommending members of the Youth Commission participate in conducting the Tobacco Retail License Opinion Poll and Reasonable Distance Survey.

ROLL CALL VOTE:

AYES: Commissioners Ambrosiewicz, Franklin, Grewal, Hadley, Lamos, Olmo, Pearce, Sinha, Sowers, Wu, and Chairperson Mallie.

NOES: None

ABSENT: Commissioner Utikal, Nirkondar

ABSTAIN: None

Commissioners Ambrosiewicz, Sinha, Franklin, Grewal, Hadley and Chairperson Mallie agreed to participate in conducting the Tobacco Retail License Opinion Poll, and Commissioners Pearce, Taylor, and Wu agreed to participate in conducting the Reasonable Distance Survey.

A motion was made by Commissioner Lamos, seconded by Commissioner Grewal, to nominate and select Commissioners Ambrosiewicz, Sinha, Franklin, Grewal, Hadley and Chairperson Mallie to participate in conducting the Tobacco Retail License Opinion Poll.

ROLL CALL VOTE:

AYES: Commissioners Ambrosiewicz, Franklin, Grewal, Hadley, Lamos, Olmo, Pearce, Sinha, Sowers, Wu, and Chairperson Mallie.
NOES: None
ABSENT: Commissioner Utikal, Nirkondar
ABSTAIN: None

A motion was made by Commissioner Franklin, seconded by Commissioner Sinha, to nominate and selected Commissioners Pearce, Taylor and Wu to participate in conducting the Reasonable Distance Survey.

ROLL CALL VOTE:

AYES: Commissioners Ambrosiewicz, Franklin, Grewal, Hadley, Lamos, Olmo, Pearce, Sinha, Sowers, Wu, and Chairperson Mallie.
NOES: None
ABSENT: Commissioner Utikal, Nirkondar
ABSTAIN: None

Ms. Hopkins asked Commissioners to pick up the survey forms at the end of the meeting and return to staff before the next meeting. Commissioner Franklin questioned where surveys should be conducted, and Ms. Hopkins reminded Commissioners to wear their Commissioner badges when taking the surveys in public places.

5. Discuss Community Grant – Youth Category – Applicant Presentation Schedule for March 12, 2014 Youth Commission Meeting

Ms. Hopkins reviewed with Commissioners details of the Community Grant process, noting that the Commission had opted to only request presentations from Community Grant applicants that are either first time applicants, or those the Commission would like to specifically hear from. She advised that because this will be a longer than normal meeting, staff was recommending that the meeting begin at 6:00 p.m. She asked the Commission to provide staff with information on the agencies they would like to have present at the meeting.

Commissioners advised that they would like to receive presentations from the following:

- Tri-Valley Haven – Anti-Bullying Project
- Axis Community Health – Assessment of At-Risk Teens for Substance Abuse
- Tri-Valley YMCA – Youth & Government – Model United Nations
- Valley Children’s Museum – Mission Experience Field Trip

Ms. Hopkins advised that grant requests and recommendations would be summarized in the Staff Report for the March meeting, and any staff concerns would be outlined. Commissioners were advised that should a grant request not meet all requirements the Commission is not

required to recommend a grant, or they can request staff work with the grantee. Ms. Hopkins suggested Commissioners make notes on any questions they may have and bring with them to the March meeting.

A motion was made by Chairperson Mallie, seconded by Commissioner Hadley, requesting staff contact the following applicants to present at the March 12, 2014 meeting for the Community Grant in the Youth Category:

- Axis Community Health - Assessment of At-Risk Teens for Substance Abuse
- Livermore Valley Performing Arts Center - Arts in the Schools with Cheza Nami Foundation
- School of Imagination - Preschool Autism Screening
- Tri-Valley Haven - Anti-Bullying Project
- Tri-Valley Haven – Teen Dating Violence Project
- Tri-Valley YMCA – Youth & Government – Model United Nations
- Valley Children’s Museum – Mission Experience Field Trip

ROLL CALL VOTE:

AYES: Commissioners Ambrosiewicz, Franklin, Grewal, Hadley, Liamos, Olmo, Pearce, Sinha, Sowers, Wu, and Chairperson Mallie.

NOES: None

ABSENT: Commissioner Utikal, Nirkondar

ABSTAIN: None

COMMUNICATIONS

6. There were none.

COMMISSION REPORTS

- Bicycle, Pedestrian, and Trails Committee** - Commissioner Franklin advised the Committee had discussed changes to the Vineyard Avenue trail and signage for the Arroyo Mocho. A new Trails Map was also reviewed. She encouraged Commissioners to advise her of any matters they would like for her to present to this Committee.
- Cultural Arts Master Plan Steering Committee** - Commissioner Wu advised that the Cultural Arts Master Plan has now been completed. A joint Workshop with City Council should take place sometime in April.
- Parks and Recreation Master Plan Steering Committee** - Commissioner Pearce advised that the Parks and Recreation Master Plan has been finalized and a joint workshop with City Council is planned for later this month.
- Youth in Government Day Committee** - Commissioners Sowers and Grewal advised that the Committee had discussed scheduling and final details for the Youth in Government Day event. A total of 57 students will participate.

- e. **Teen Job Fair Committee** – Commissioner Olmo advised that the Committee is trying to get more volunteers to assist with the set-up and take-down for this event, which will take place on March 1st. Ms. Hopkins advised that staff anticipates this will be a big event and that it will be taking place at the Senior Center.

COMMISSION COMMENTS

There were none.

STAFF COMMENTS

9. Community Services Update

Ms. Hopkins noted:

- Four (4) Commissioners would be terming out, but are eligible to renew. She asked that they send information to her if they wish to renew and she will have it processed. Ms. Hopkins asked that this information be provided to her before the next meeting.
- Commissioners were reminded that March is the Community Grant meeting and will be a longer than usual meeting.
- Information about the Parent Education Series was provided.
- Details about a Ptownlife.org's 1st Annual Youth Poetry Contest was provided.

10. Library Liaison Update

Ms. Parham noted:

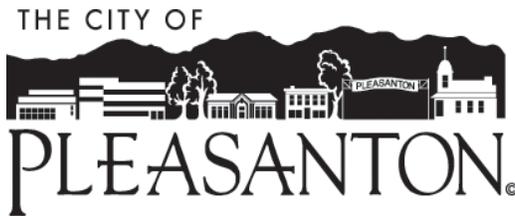
- The library will be hosting a "Benny & Joon" movie event on February 15 – popcorn and door prizes will be made available
- SAT/ACT Taking Presentation to be provided on February 19, 2014 at 7:00 p.m.
- Resilient Children information provided.

11. Police Liaison Update

No report.

ADJOURNMENT

There being no further business, a motion and seconded was made to adjourn the meeting at 8:48 p.m.



Youth Commission Agenda Report

March 12, 2014
Item 4

SUBJECT: RECOMMENDATION TO ALLOCATE COMMUNITY GRANT FUNDS FOR FISCAL YEAR 2014/15

SUMMARY

This report summarizes the eleven (11) applications that were received for funding under the Community Grants Program in the Youth Category. The report provides a synopsis of the projects and recommended funding allocations.

RECOMMENDATION

That the Commission takes the following actions:

1. Review and discuss the eleven (11) Community Grant – Youth Category applications;
2. Review and discuss staff's recommendation; and make modifications as needed;
3. Approve funding and forward recommendations to the City Council for its final review and consideration; and
4. Approve carrying over any un-allocated funds to Fiscal Year 2015/2016 for the Youth Category of the Community Grant Program.

FINANCIAL STATEMENT

An amount of \$40,000 is allocated in the FY 2014/2015 Operating Budget for the Youth category of the Community Grant Program and an additional \$7,877 in unspent funds from the FY 2013/14 Budget for the Youth category of the Community Grant Program is also available for allocation. A total available for FY14/15 funding for all Youth program projects is \$47,877.

BACKGROUND

In 1992, the City initiated a formal funding application process for community-based organizations providing human services and cultural/arts programs promoting the City. These grant requests were reviewed annually by the Human Services Commission, with funding recommendations forwarded to the City Council for inclusion in the fiscal Operating Budget. Beginning in FY 1995/96, the application process was extended to include both civic arts and youth services/needs.

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

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

FISCAL YEAR 2014/2015 FUNDING CYCLE

Application Process

Application Packets were available online beginning December 6, 2013, with applications due on January 27, 2014, by 5:00 pm. The Youth Commission reviewed and evaluated the applications in February 2014. The FY 2014/2015 Application Process allowed time for the agencies to prepare applications, evaluation by City staff, and review by Commissioners prior to the March Youth Commission meeting. Applicants have also been notified if their agency must attend the Youth Commission meeting to make a presentation.

Funding Guidelines and Priorities

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

Analysis of Project Applications

The review/evaluation process for the FY 2014/2015 Community Grant Program includes an assessment by Commissioners of each application received using the online program ZoomGrants. A presentation was given to the Commissioners in January instructing them on how to navigate the online program and review and evaluate the submitted grants. Commissioners were given a time frame to review and evaluate the grants online. Staff has also reviewed the applications and prepared recommendations for the Commissioner's consideration, which are more fully described below.

Staff Comments

A total of eleven (11) applications from eight (8) different agencies were received by the January 27, 2014 deadline, totaling \$75,340 in requested funding. Staff reviewed the applications using the same criteria as the Commissioners, but additionally assessed application completeness and technical merit. The relationship of the grant request to total agency and proposed project budgets, and the number of Pleasanton residents served proportionate to requested funding amount was also considered.

Data was collected from ZoomGrants in regards to the Youth Commission’s tentative “Votes” and “Average Recommended Funding.” Eight (8) out of thirteen (13) Youth Commissioners participated in the tentative voting process. The Commission may use this data as a starting point in its discussion towards making its final funding recommendation.

Staff evaluated the potential implications of expanding service expectations beyond the capabilities and sustainability of the Community Grant program which may create a perception those funds would be available in the future. Duplicated services, unrealistic sustainability without City support, precedent setting projects, other City funding/resource support, and total funding allocations in the Youth category were factors considered in staff’s comments. It is staff’s intention that its comments serve as a starting point for discussion.

Agencies and their respective projects are listed in the order of when their applications were received. Should agencies receive an amount of funding different than what they requested; specifics about how the funding will be utilized will be clarified pending the City Council’s approval and prior to execution of a Community Grant Recipient Agreement.

**Axis Community Health
Assessment of At-Risk-Teens for Substance Abuse**

Requested Funds: \$7,500
Tentative Votes: 8 for / 0 against
Average Funding: \$5,875

Program Description:

This grant will support the purchase of a software version of the Adolescent Substance Abuse Subtle Screening Inventory- A2 (SASSI-A2). This is an electronic screening tool that asks the test-taker a series of questions which help determine the probability of the presence of a substance abuse disorder. The test is designed for adolescents 12 to 18 years of age.

Axis’s Teen Drug and Alcohol Recovery Program (TDARP) has helped hundreds of Pleasanton youth lead constructive and fulfilling lives through treatment and education about the effects of substance abuse and recovery strategies. With the need for these services on the rise, it is more important than ever that TDARP counselors have the capability to accurately assess adolescents at-risk of substance abuse and identify the appropriate level of intervention.

Staff Comments:

This grant will allow Axis to screen 975 youth over the next five years, of which approximately 225 will be Pleasanton residents. The cost to screen 975 youth using this tool is \$7.69 per youth. Pleasanton residents will be 23% of the youth screened using this tool.

This grant meets the Youth Master Plan Goal 2, Healthy and Safe Youth.

Cantabella Children’s Chorus
The 2015 Tri-Valley Children’s Choral Festival

Requested Funds: \$7,500
Tentative Votes: 4 for / 4 against
Average Funding: \$1,812.50

Program Description:

Cantabella Children’s Chorus will host its first children & youth choral festival in spring of 2015. Up to six school and community choirs will be invited to participate in an amazing day of choral singing, learning, sharing and camaraderie. The day will start, under the direction of our prominent guest clinician/conductor, with choral warm-up and rehearsal of the mass-ensemble choir pieces; each individual choir will then have time to work with the guest clinician who will provide constructive feedback on their performance; then participate in three sequential breakout instructional sessions (drumming, rhythm, and movement); the festival will culminate in a free public performance with each individual choir performing their best repertoire followed by an inspiring mass-ensemble performance of choral pieces directed by the master conductor.

This project provides cultural enrichment (includes choral singing, choreography, drumming and a unique opportunity to learn from a well-known choral conductor) for children and youth (4th-12th grades) of Pleasanton in a safe, positive, and mind-enriching environment while being supervised and taught by formally educated and highly accomplished personnel.

Staff Comments:

This grant includes two activities: workshops for students and also a performance that is open to the community. The grant presented conflicting numbers of how many Pleasanton residents would be served. The grantee needs to clarify number of students served and number of audience members anticipated and provide an estimate of Pleasanton residents that will be served by this program. The grantee estimates 350 individuals will be served at \$21.43 per person. A venue for this event has not yet been secured.

This Grant meets Youth Master Plan Goal 4: Youth-Friendly Environments.

Child Care Links
Youth Education and Services

Requested Funds: \$7,500
Tentative Votes: 8 for / 0 against
Average Funding: \$5,017.17

Program Description:

Child Care Links will provide training and education for parents that support positive family communication, expands parenting skills and strengthens family support systems. Child Care Links will offer training to child care providers in an effort to increase quality child care in the community and allow parents to feel comfortable that their children are in safe environments. Child Care Links will provide car restraints/boosters and fitting/installation information to the community.

Staff Comments:

The grant will serve 100 Pleasanton Residents at the cost of \$75.00 per participant. The grantee’s budget allocates for Telephone services in the amount of \$88. This is not an allowable expense under the City Grant Funding Requirements and Limitations item number 15.

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

Livermore Valley Performing Arts Center
Arts in the Schools with Cheza Nami Foundation

Requested Funds: \$7,500
Tentative Votes: 5 for / 3 against
Average Funding: \$2,337.50

Program Description:

LVPAC's Arts in the Schools program will produce ten (10) in-school cultural performing arts assemblies featuring African music and dance by the Cheza Nami Foundation in the Fall of 2014 at schools within the Pleasanton School District. Arts in the Schools, part of LVPAC's Educational Outreach, makes it possible for all students, especially underprivileged children attending Title 1 schools, to receive educational enrichment in cultural performing arts.

Staff Comments:

The grant estimates to serve 4,000 students in the Pleasanton Unified School District. The cost per student is \$1.87. The program is to be presented at Pleasanton Unified School District during school hours; however, the grantee did not submit an Affidavit from the School District affirming their partnership and that this program will be allowed if funds are provided.

This grantee applied for funding through Civic Arts Grant Program for the same program. The Civic Arts Commission is recommending to the City Council to fully fund this program in the amount of \$7,500. It does not appear that they need an additional \$7,500 from the Youth Commission for a total of \$15,000 for this program.

This grant meets the following Youth Master Plan Goals:

Goal 2 Strategy 12 - Support opportunities that encourage self-expression and creativity.

Goal 2 Strategy 13 - Establish and support cultural enrichment activities and programs for children and youth of all ages.

Goal 5, Strategy 4 - Support opportunities for children and youth to develop positive experiences and qualities that help influence choices they make to become caring and responsible people.

School of Imagination
Preschool Autism Screening

Requested Funds: \$5,640
Tentative Votes: 8 for / 0 against
Average Funding: \$3,417.17

Program Description:

The grant will provide screening for children for autism at CAPE Inc. (Head Start) preschools. CAPE Inc. does not have the resources or expertise to identify children who may be on the autistic spectrum and they have asked the School of Imagination for help.

A team from the School of Imagination will work with CAPE Inc. to screen their current students for symptoms of autism. The goal is to provide the teaching teams at CAPE Inc. with the tools and skills required to best serve their children with Autism/Speech-Language and Developmental Delays in order to help each child achieve their educational goals. Specific goals to be addressed are to support children with developmental delays/disabilities by training the teaching team regarding strategies to implement in the classroom and improve each child's academic success. To observe classroom environments and collaborate with the classroom teaching team to implement strategies that will improve each child's academic success. And to screen children identified by classroom teaching team.

Staff Comments:

The grant will serve an estimated 20 children at the cost of \$282.00 per child. This grant does not identify how many Pleasanton children will be served and does not stipulate that the funding will be used for the CAPE Head Start program that is located in Pleasanton only. The grant application did not include agency personnel records as required.

The grant meets the Youth Master Plan Goal 2: Healthy and Safe Youth.

**Tri-Valley Haven
Anti-bullying Project**

Requested Funds: \$7,500
Tentative Votes: 7 for / 1 against
Average Funding: \$4,937.50

Program Description:

Tri- Valley Haven is seeking funding to provide classroom programs for middle and high school students that will inform and engage pupils in identifying bullying, and provide concrete techniques (role plays) to avoid and intervene safely in bullying situations. The focus is on empowering and changing behavior in teen interactions. Tri Valley Haven will utilize “real life” bystander intervention methods to create a safer school community. The Community Education Program will provide effective anti-bullying classes, as well as “real life” bystander education skills to the youth of Pleasanton and to their families in order to combat the bullying problem. The project is designed to specifically serve Pleasanton youth. Youth will benefit from the implementation of this project in the following ways: Haven staff will serve as adult allies for youth grappling with issues of bullying, participating youth will learn more effective means of communication thus reducing the "need" to bully others, participating youth will learn effective means of intervening when they see a peer being bullied, thus helping to create safe space for all.

Staff Comments:

The grant estimates that 300 Pleasanton participants will be served at a cost of \$25 per participant. The submitted budget identifies that the funding would go toward salaries and benefits of staff implementing the program.

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

**Tri-Valley Haven
Teen Dating Violence Project**

Requested Funds: \$7,500
Tentative Votes: 8 for / 0 against
Average Funding: \$4,250

Program Description:

Tri- Valley Haven is seeking funding to provide classroom programs for middle and high school students that informs and engages students in identifying aspects of healthy relationships, warning signs of unhealthy relationships, and concrete ways to avoid teen dating violence situations. The focus is on empowering and changing behavior in teen relationships. The Tri-Valley Haven has delivered Teen Dating Violence education programs to hundreds of Pleasanton High School students so far in the 2013-2014 school year.

Staff Comments:

The grant estimates that 300 Pleasanton participants will be served at a cost of \$25 per participant. The funds requested will be used to pay part of the salary of the Advocacy and

Communications Specialist and part of the salary of the Prevention Educator who would directly implement the project.

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

Tri-Valley YMCA
Providing Opportunities for Kids with Special Needs

Requested Funds: \$7,500
Tentative Votes: 8 for / 0 against
Average Funding: \$5,117.17

Program Description:

Over the past several years, we have seen a dramatic increase in the number of kids with special needs enrolling in summer day camps at the Tri-Valley YMCA. To effectively serve these children and their families, we have expanded the services offered to include higher staffing ratios, more support for families and more intensive case management services. As noted throughout the 2010 Youth Master Plan, there is a tremendous need to provide opportunities and services for children with special needs. This additional staffing will allow for lower staff to camper ratios. We will be able to implement developmentally appropriate curriculum modifications to meet the specific needs of the campers. We will be able to provide intensive behavioral guidance for the special needs children which will include observations and behavior plans. A final component will allow staff to fully engage the parents of our special needs campers to ensure consistency between camp and home.

Staff Comments:

The grant will serve approximately 300 children at the cost of \$25.00 per child. Grant funds will be used to hire professional, trained staff to work with the special needs children at camp. The submitted budget identifies that the funding would go toward salaries and benefits of staff implementing the program.

This grant meets an identified need in the Youth Master Plan for providing opportunities and services for children with special needs.

Tri-Valley YMCA
Social-emotional Learning in Pre-K & Summer Day Camp Programs

Requested Funds: \$7,500
Tentative Votes: 7 for / 1 against
Average Funding: \$3,625

Program Description:

The Tri-Valley YMCA seeks to begin implementing the new Second Step early learning curriculum in its current Kinder Readiness and summer day camp programs. Second Step teaches self-regulation and executive-function skills that help children learn the skills to manage their feelings, make friends, and solve problems through short daily activities that include Brain Builder games, songs, and puppets, in addition to at home activities with their parents. Children who demonstrate problem behaviors, anti-social behavior, aggression, and impulsivity are more likely to experience peer rejection and are less likely to be successful in school. Due to the variety of budget constraints schools experience, it is difficult to devote enough time and energy towards working with the children who demonstrate these types of issues. Parents may also lack the resources and funding to address these needs at home.

The Tri-Valley YMCA has begun to take a proactive approach to this issue by implementing a research based curriculum, Second Step, in its Kinder Readiness program. Utilizing this program will help lead to success in the early learning classroom through increasing school readiness and social and life success by directly teaching children the skills that strengthen their ability to: learn, make friends, have empathy, solve problems, and manage emotions.

Staff Comments:

The grant will serve 320 children at a cost of \$23.44 per child. Funds will be used to pay for the Pre-Kindergarten Second Step curriculum and for the pre-K coordinator to implement the curriculum across our early learning programs.

This grant meets Youth Master Plan Goals 1, 2, 3 and 5: Prepared Youth, Health and Safe Youth, Contributing Youth, and Supportive Families and Community.

Tri-Valley YMCA
Youth & Government – Model United Nations

Requested Funds: \$7,500
Tentative Votes: 6 for / 2 against
Average Funding: \$3,312.50

Program Description:

The Tri-Valley YMCA's Model United Nations program is part of a statewide leadership program for middle school students in which roughly 750 students come together to not only model the United Nations, but also to discuss international issues, discover other cultures, develop life enhancing skills, and make new friends. These students - or ambassadors - participate in weekly delegation meetings at their local YMCAs, and come together for 2 statewide conferences during the year. The four-month program culminates when ambassadors from around the state meet at the YMCA's annual Model United Nations Summit in Irvine, California. This program is life-changing for our middle school participants. It shouldn't be available only to those who can afford to pay the full fee. Through the use of grant funding and fundraising dollars, we would like to offer this amazing program to kids from low-income families.

Staff Comments:

The grant will serve 30 students (85% Pleasanton residents) at a cost of \$250.00 per student. Grant funds would be used to pay for a portion of the staff time for the Program Director and Middle School Curriculum Coordinator who coordinates the program, thus freeing up fundraising dollars to provide assistance for kids who are unable to pay the fees.

This grant meets Youth Master Plan Goals 1 and 3 – Prepared Youth and Contributing Youth.

Valley Children's Museum
Mission Experience Field Trip

Requested Funds: \$2,200
Tentative Votes: 6 for / 2 against
Average Funding: \$1,200

Program Description:

This grant seeks to provide hands-on activity field trips at the mobile museum for classes studying California Mission curriculum, including workbooks, pre- and post-field trip activities, and creative learning activities at Valley Children's Museum's mobile museum, providing standard-based lessons and experiences to supplement the teachers' classroom instruction. Field trips will be offered to all Pleasanton Unified School District fourth grade classes as well as

private, home school and charter school students, offering an affordable and local exemplary field trip experience.

Staff Comments:

The grant estimates they will reach 1,200 Pleasanton participants at a cost of \$1.83 per participant. The submitted budget identifies that the funding would go toward salaries and benefits of staff implementing the program and program supplies.

This grant meets Youth Master Plan Goals 1, 4 and 6: Prepared Youth (age-appropriate education skills and tools), Youth-Friendly Environments (safe access to and benefit from activities and spaces where they can recreate, gather and learn), and Informed Youth and Adults (awareness of programs).

ALTERNATIVE ACTION

Any other action as determined by the Youth Commission.

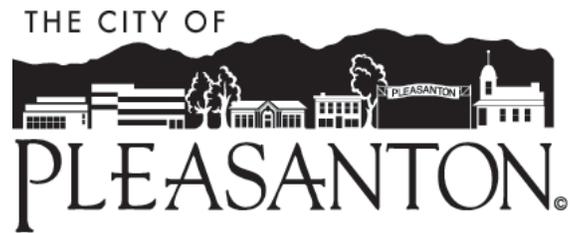
Submitted by:

/s/

Becky Hopkins
Recreation Supervisor

Attachments:

1. Grant Application Packet FY 2014/2015
2. Commission Evaluation Criteria for the FY 2014/15 Community Grant Program
3. FY 2014/2015 Community Grant Applicant Presentation Schedule



Community Grant Program (Civic Arts and Youth)

APPLICATION PACKET for Fiscal Year 2014/15

Mission Statement: To enhance the quality of life in Pleasanton

**For Community Grant inquiries, please contact Mike Patrick,
Management Analyst at (925) 931-5349, or mpatrick@cityofpleasantonca.gov**

Updated November 26, 2013

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Section 1: Must Read Information

- 1) **Project Start-Up and Completion:** Proposed projects must have a start-up date no earlier than July 1, 2014, and must be completed by June 30, 2015.
- 2) **Expenditure Period:** Project funds cannot be spent before July 1, 2014, or after June 30, 2015.
- 3) **Online Application:** A separate application must be submitted for each project for which funds are being requested using the online application through ZoomGrants, www.zoomgrants.com
 - a. No faxes or e-mails will be considered. Applications received after the deadline will not be considered.
- 4) **Failure to submit a complete application, or not complying with any of these procedures and requirements, will disqualify the application for funding consideration.**
- 5) Please note; all dates and locations listed in this document are subject to change.

Section 2: Glossary and Tips to Filling Out the Application

GLOSSARY

- **Duplicative:** Repeating client/participant count; i.e., 5 medical appointments by the same client equals 5 units of service, instead of 1 client served.
- **Expenditures:** Comprehensive financial outlay or burden incurred by a submitting agency and by project.
- **Fiscal Year (FY):** Begins July 1 and ends on June 30 of the following calendar year.
- **Common Indicator:** You will need to select one of the common indicators; Audience, Spectators, Participants or Clients, of which you will track the number of participants for. The indicator must be used when reporting participant numbers for your Midterm and Final Reports.
- **Non-duplicative:** Non-repeating client/participant count; i.e., 500 meals served to 200 different individuals equals 200 clients served.
- **Nonprofit ID Number:** Federal identification number assigned to income tax-exempt, qualified organizations.
- **Professional Fees** (under Project Budget Plan worksheet): Fees to be paid to professional firms or individuals who provide a specialized service (i.e., accounting, auditing, consultants, engineering, graphic design, software designers, etc.).
- **Revenues:** Total income produced by a submitting agency and by project.
- **Seed Funding:** Monies used for the initial or beginning stages of a new project.
- **Capital Funding:** Monies used for semi or permanent physical facility amenities.
- **Operational Funding:** Monies used for direct services only, excludes administrative expenses

TIPS FOR FILLING OUT THE APPLICATION

- You may select only one funding category, please select the category you deem most appropriate.
- To the best of your ability describe your project in clear and concise language.
- Both the Civic Arts and Youth Commissions are interested in funding projects that speak to specific goals and/or strategies mentioned in the Pleasanton Cultural Plan and the Youth Master Plan. Please view <http://www.ci.pleasanton.ca.us/government/representatives/city-commissioners.html> for copies of the Youth Master Plan and the Cultural Plan.
- If you are seeking to utilize a city facility as part of your project, please secure the use of the facility prior to applying for the grant.
- When completing the budget information and budget narrative please use the section to clearly indicate the portion of your project that requested grant funds will be used for, (i.e. total project cost is \$15k, you are requesting \$7,500. Clearly indicate what the \$7,500 will be used for in the project.)

Section 3: Funding Requirements and Limitations

- 1) Community Grant funds may be requested for the following project uses:
 - a. **Seed Funding** (new projects or programs);
 - b. **Capital Projects** (semi or permanent physical facility amenity);
 - c. **Operational** (direct services only, excludes administrative expenses)

General Funding Priority will be given to those applications requesting the following:

1. One-time only or matching funds, and that serve a large number of Pleasanton residents, meet identified community needs
2. Specific goals/strategies in the Pleasanton Cultural Plan and Youth Master Plan.

Community Grant funding is limited.

- 2) At the time of application submittal, applicants must have:
 - a. non-profit status;
 - b. a 501(c)(3) tax-exempt identification number; and
 - c. a valid City of Pleasanton business license.
- 3) Applicants must be a community-based organization.
- 4) The proposed project must provide direct services to Pleasanton residents in the arts or youth services areas.
- 5) Applicants who represent funding foundations or other funding agencies are only eligible for projects that provide a specified direct service to Pleasanton clients or participants only. **Funds cannot be used as pass-through dollars for scholarships or agency administration services.**
- 6) **Funds cannot be used to reimburse travel expenses, or any other costs associated with competitions or exhibitions.**
- 7) Applicants must quantify the total number of project participants, audience members, spectators or clients, and clearly specify how many Pleasanton residents the proposed project will serve.

- 8) The applicant agency must have a Pleasanton resident on its governing board.
- 9) Applicants who propose a project that identifies other agency collaborations must submit a separate affidavit form completed by each supporting agency along with the application. This form can be downloaded in the Documents section of ZoomGrants.
- 10) Applicant programs or services must be accessible to the public.
- 11) Projects involving or requiring religious beliefs or activities are not eligible for funding.
- 12) Applicant agencies or organizations must comply with the Civil Rights Act of 1964, the Rehabilitation Act of 1973 as amended, and the Age Discrimination Act of 1975, which bars discrimination based in race, color, national or ethnic origin, gender, age, or disability.
- 13) Applicant agencies must attend the mandatory funding meeting before the appropriate City Commission and may be asked to present their grant application. See Section 4 of this Application Packet for meeting dates.
- 14) Community Grant funds cannot be used to supplant other contract funds or grant awards.
- 15) **Grant funds cannot be used to cover administrative staff and overhead expenses, including staff leave (sick, vacation, etc.). Only direct costs will be reimbursed that specifically relate to and can be documented for the purpose of the project.**

Section 4: Community Grant Program – Important Dates

Date	Item
Friday, December 6, 2013	<p>2014-15 Community Grant application packets available to the public</p> <ul style="list-style-type: none"> • Online: www.cityofpleasanton.com/community/grants/city-grants.html
Monday, January 27, 2014 5:00pm	<p>Application deadline for the 2014-15 Grants</p> <ul style="list-style-type: none"> • No faxes or e-mails will be considered. • Applications cannot be submitted after the deadline.
Monday, March 03, 2014 7:00pm	<p>Attendance for Civic Arts applicants- 2014 -15 Grants</p> <ul style="list-style-type: none"> • Certain agencies may be required to give a presentation. If your agency is chosen to present, you will be notified ahead of time and required to give a presentation of up to 5 minutes in length. • Any agency not asked to present will be given the opportunity to speak during the Public Comment section of the meeting. • Presentations to be given at the Civic arts Commission meeting 200 Old Bernal Ave., City Council Chambers, Pleasanton. <p>NOTE: See Section 6: Evaluation Process on page 9 for presentation requirements.</p>
Wednesday, March 12, 2014 7:00pm	<p>Attendance for Youth program applicants - 2014-15 Grants</p> <ul style="list-style-type: none"> • Certain agencies may be required to give a presentation. If your agency is chosen to present, you will be notified ahead of time and required to give a presentation of up to 5 minutes in length. • Any agency not asked to present will be given the opportunity to speak during the Public Comment section of the meeting. • Presentations to be given at the Youth Commission meeting, 157 Main St., Pleasanton. <p>NOTE: See Section 6: Evaluation Process on page 9 for presentation requirements.</p>
April or May, 2014	<p>Council approval during regular meeting for 2014-15 Grants</p> <ul style="list-style-type: none"> • Applicants approved for Community Grant funding will receive a notification letter after Council approval.
Friday, May 30, 2014	<p>Addendum due for 2014-15 Grants</p> <ul style="list-style-type: none"> • <u>For projects receiving less funding than requested, approved grant recipients must submit the required Addendum Form.</u>

Friday, June 20, 2014	<p>Community Grant Recipient Agreement due</p> <ul style="list-style-type: none"> Applicants for projects that have been approved for funding (2014-15 Grants) must complete and submit the required Community Grant Recipient Agreement.
Monday , July 1, 2014	<p>2014-15 Community Grant funds available for use</p>
Monday, November 24, 2014	<p>Midterm Report due for the 2013-14 Grants</p> <ul style="list-style-type: none"> Reports will be submitted using ZoomGrants.
January/February 2015	<p>Consideration of Funding Rescissions (if any)</p> <ul style="list-style-type: none"> Commissions consider possible funding rescissions (if any) for the 2013-14 Grants. Staff notifies affected agencies of same.
January/February 2015	<p>Appeal for Reconsideration of Funding due</p> <ul style="list-style-type: none"> Agencies wishing to appeal funding rescissions (2013-14 Grants) must submit a completed Appeal for Reconsideration of Funding.
February 2015	<p>Appeal of Funding Rescissions (if any)</p> <ul style="list-style-type: none"> Agencies appeal rescissions at appropriate Commission meeting for the 2013-14 Grants.
July 22, 2015	<p>Final Report and Project Invoices Due</p> <ul style="list-style-type: none"> Reports and invoices will be submitted using ZoomGrants for the 2013-14 Grants.

*Please note; all dates, times and locations listed in this document are subject to change.

Section 5: Funding Guidelines, Criteria and Categories

1) For All Applicants

- a. There is no minimum funding request amount per application.
- b. The maximum funding request amount per application is \$7,500.
- c. This is a competitive funding process. There is no guarantee that every applicant will receive funding. There is also no guarantee that the amount an agency has requested will be the amount granted.

2) For Civic Arts Applicants

- a. Total available FY14/15 funding for all Civic Arts projects is **\$40,097.67**
- b. In evaluating applications for this category, the Civic Arts Commission will primarily consider:
 - i. Projects that incorporates outreach to new and diverse participants
 - ii. And/or new audience members for the arts in Pleasanton.
 - iii. **Projects that involve coproduction and/or collaboration with other local organizations are encouraged.**

3) For Youth Program Applicants

- a. Total available FY14/15 funding for all Youth program projects is **\$40,377.37**.
- b. In evaluating applications for this category, the Youth Commission will consider programs designed to encourage and promote services that benefit the Pleasanton Youth community. **Applicants should include within their application information on how the project will meet Goals and Strategies outlined in the Youth Master Plan and how they will accomplish these goals.**

*Please note: Available grant funds are subject to change. Grant applicants will be informed of available funds at the Commission review meeting.

Section 6: Evaluation Process

- 1) **Initial Review and Screening:** City staff will screen each application for completeness and compliance with requirements. Commissioners will evaluate applications online and then will receive staff's recommendations for the appropriate commission to review.
- 2) **Commission Review and Mandatory Attendance:**
 - a. Each applicant agency **MUST** attend the appropriate commission's funding meeting. The dates and locations of the meetings are listed in Section 4: Important Dates. Each commission will review and evaluate the appropriate applications, then make funding recommendations, which will be forwarded to the City Council for consideration.
 - b. If any agency has been asked to present: Presentations will be limited to five (5) minutes, and representatives of each applicant agency **must**:
 - i. Explain how you addressed the Commission's criteria (Section 5, page 8)
 - ii. Explain the need in Pleasanton for the specific funding request;
 - iii. Define the project's proposed audience, clients or participants;
 - iv. Explain the number of Pleasanton residents to be served (non-duplicative).
 - v. Discuss past organizational challenges, and how they were addressed; and
 - vi. Discuss the success or impact of past funding (if applicable).
 - c. After the presentations are completed, the commission will discuss the applications as a group, and arrive at appropriate funding amounts for each application. These recommended amounts will be forwarded to the City Council for consideration.
- 3) **City Council Approval:** The City Council will consider all funding recommendations in April or May 2014. All applicants will be notified of the Council's decisions. Agencies whose projects are approved for funding will be contacted to initiate the necessary funding documents.

Approved project funding will not be available until July 1, 2014.

*Please note; all dates and locations listed in this document are subject to change.

Section 7: Evaluation Criteria Used by the Commissioners

As part of the application evaluation process, commissioners will use the following criteria to help them determine whether an application should be recommended for funding.

1) Evaluation of the Proposed Project

- a. Does the proposal clearly define the project?
- b. Does the proposal demonstrate the need for the project?
- c. Does the proposal address an unmet need, or does it expand or continue existing services?
- d. Does the proposal clearly identify source data and resources to substantiate the claim of need for the project?
- e. Does the proposal serve a significant number of Pleasanton residents, relative to project scope?
- f. Does the proposal reflect the mission and meet the general requirements and guidelines of the Community Grant program?

2) Evaluation of Funding Request

- a. Does the organization appear capable of accomplishing the goals of the project?
- b. Is the request reasonable, given the proposed project and the organization's capacity?
- c. Are there any concerns about budget figures or other financial issues?

3) Evaluation of Organization

- a. Does the organization demonstrate long-term viability and financial stability?
- b. Does it demonstrate expertise in the project area?

Section 8: Annual Community Grant – Compliance Protocols

- 1) **Timelines and Forms:** Agencies must adhere to all project timelines and utilize ZoomGrants to submit the required reports and invoice forms. If timelines are missed, or the necessary forms not used, funds may be rescinded, and/or the agency will be ineligible to receive funds in the next fiscal funding cycle.
- 2) **Community Grant Recipient Agreement**
 - a. Agencies **MUST** submit a completed Community Grant Recipient Agreement for each project that is awarded grant funds. The due date to submit this agreement is listed: In Section 4 of this Application Packet;
 - b. Recipient agencies will receive the Community Grant Recipient Agreement to execute. Proof of Insurance is required to complete the Agreement.
- 3) **Addendum**
 - a. **If an agency is awarded fewer or more funds than requested, an Addendum must be completed specifying how the project will be completed with reduced or more Community Grant funds.**
 - b. **This Addendum must be submitted by the deadline listed:**
 - i. **In Section 4 of this Application Packet;**
- 4) **Invoice Form and Documentation**
 - a. All agencies awarded Community Grant funds must submit requests for reimbursement of expended dollars using the invoice form through ZoomGrants.
 - b. Along with the completed, correct invoice form, agencies must attach appropriate and direct accounting documentation, verifying the expense specifically for the awarded project.
 - c. Invoices received before the Community Grant Agreement and Addendum (if needed) are executed will not be processed until these are fully executed through the City Clerk's Office.
 - d. All project invoices (including the final invoice) are due in July, immediately following the end of the fiscal year for which grant funds were allocated as per the Agreement. The due date is listed in Section 4 of this Application Packet.
- 5) **Project Review by Commissions:** City staff will provide the Civic Arts and Youth Commissions with a Community Grant Compliance Summary Review twice a year. This review identifies each project by category, and notes compliance to the above identified requirements.

*Please note; dates and locations listed in this document are subject to change.

6) **Midterm Project Report and Commission Review**

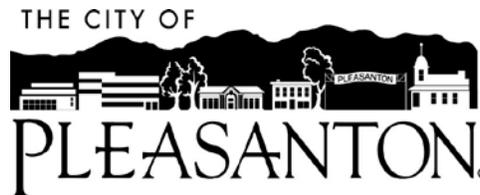
- a. Agencies **MUST** submit a completed Midterm Report for each project by the due date listed in Section 4 of this Application Packet. Reports will be submitted through ZoomGrants.
- b. In January/February 2015, the Civic Arts and Youth commissions will review each project's status and performance based on the agencies Midterm Project Report and Compliance Summary Report. At that time, each commission will also determine if there is reasonable cause to consider a reallocation of funds from underperforming projects. If cause is determined, each commission will consider projects identified on their respective Additional Funding Priorities List (if applicable), and make a recommendation for reallocation of funds, which may be considered by the City Council in March 2015.

7) **Appeals Process**

- a. In January/February 2015, City staff will notify any agency whose project is identified for funds to be rescinded.
- b. If an agency wishes to appeal the proposed rescission, it should prepare and submit an Appeal of Reconsideration Funding form by the deadline listed in Section 4 of this Application Packet.
- c. Agency appeals (if any) will be considered by the appropriate commission in February 2015. A representative from the agency appealing the action **MUST** attend the appropriate commission meeting to address the appeal.

8) **Final Project Report:** Agencies **MUST** complete and submit the required Final Report for each project by the due date listed in Section 4 of this Application Packet.

*Please note; all dates and locations listed in this document are subject to change.



**Evaluation Criteria for
FY 2014/15 Community Grant Program
(Youth Category)**

1. Need

- a. Does the project meet a demonstrated, clearly identified community need?
- b. Does the proposed project provide a realistic and effective scope of services that is clearly stated and realistic for Pleasanton?
- c. Does the project meet the needs of an underserved segment of the community?

2. Benefit

- a. Would funding the activity/program benefit lower to moderate-income residents?
- b. Does the agency provide culturally appropriate services?
- c. Would the project offer an opportunity for residents to experience/receive services not otherwise available in the community?

3. Funding

- a. Is the project budget reasonable for the scope of the activity/service?
- b. Are the funds requested appropriate for the number of Pleasanton residents to be served?
- c. If a regional activity/service, are requested funds proportionate to Pleasanton residents to be served?
- d. Do the items and services requested for funding violate Community Grant rules and guidelines?
- e. Does it appear that the request will not supplant other funding, but enhance an existing activity/service?

4. Alternative Funding Sources

- a. Has the agency/organization sought and obtained other funding sources for its activities/services?
- b. Would the requested dollars be the sole source of funding for the proposed project?
- c. Does the agency charge an appropriate fee, as applicable, to support the activity/service as another source of funding?
- d. Does the project proposal identify a sustainability plan?

5. Eligibility

- a. Are the agency/organization staff/volunteers qualified and have the capacity to provide the activity/service?
- b. Does the agency/organization appear to be able to achieve the stated goals and outcomes?
- c. Does the request provide a new service in Pleasanton?
- d. Are the project outcomes and evaluation process identified and reasonable?

6. Community Support and Collaboration

- a. Does the agency/organization collaborate with other agencies/organizations beyond referrals?
- b. Does the agency/organization have a Pleasanton-based office/operation and if not, does it define how it meets the needs of Pleasanton residents?

- c. Does the agency/organization demonstrate it has community support through participation, alternative funding sources, or in-kind services?

7. Youth Commission Priorities

- a. In evaluating applications for this category, the Youth Commission will consider programs designed to encourage and promote services that benefit the Pleasanton youth community, with added emphasis on projects that address the Goals and Strategies that are outlined in the Youth Master Plan.

HOW THE CRITERIA APPEAR ON THE ZOOMGRANTS WEBSITE:

Instructions:

Enter a score from 0 to 10 for each of the nine (9) questions below (0 = low, negative, disagree, etc.; 10 = high, positive, agree, etc.). The Total Score will be figured automatically. *(Please note: That question 9 only pertains to the Civic Arts Commission and question 10 only pertains to the Youth Commission.)*

1. NEED – Rank the need for this project/program. [Considerations: need has been clearly identified; information supplied by the agency shows how project will address the need/issue/service gap; the project addresses and identified problem (Cultural Arts Master Plan and Youth Master Plan)]
2. BENEFIT – Rank the benefit to Pleasanton Residents. [Considerations: clearly demonstrates number of unduplicated Pleasanton residents who will benefit in relation to funding requested.]
3. ORGANIZATION – Rank the applicant’s organizational strength and capacity. [Considerations: track record, accountability; realistic/achievable goals; consistent philosophy; collaboration; staffing; completeness of application.]
4. FUNDING – Rank the applicant’s request for funding. [Considerations: cost-effective; provides lasting improvements; maintains existing services in jeopardy; achieves impact on need; goals are achievable and measurable.]
5. FUNDING ALTERNATIVES – Rank the proposal regarding funding alternatives. [Considerations: funding from other sources; agency contributions to or generates income to support this project/program, etc.]
6. CITY FUNDING – Rank the proposal regarding the necessity of City Funding. [Considerations: City funds are critical to the project; appropriateness for City funding; no alternative funding sources, etc.]
7. ELIGIBILITY – Rank the applicant’s eligibility based on the “Funding Requirements and Limitations” on pages 4-5 of the Grant Application Packet. (The Application Packet is available online at www.cityofpleasanton.com/community/grants/city-grants.html).
8. COMMUNITY SUPPORT AND COLLABORATION – Rank the applicant on its community involvement and how it defines meeting the needs of Pleasanton residents. [Considerations: Is the organization providing its project/program in Pleasanton; does it demonstrate community support through alternative funding sources; or in-kind services.]
9. YOUTH COMMISSION PRIORITY - Rank the proposal regarding the extent to which it addresses programs designed to encourage and promote services that benefit the Pleasanton youth community, with added emphasis on projects that address the Goals and Strategies that are outlined in the Youth Master Plan.

TIPS FOR REVIEWING GRANT APPLICATIONS

- Go with your gut and follow your intuition while reading the application.
- Remember to separate your passion for an issue (such as visual versus performing arts) from the specific application you are reading.
- Do not read all the applications in one day, use all the time that is allotted for your review. One approach is to read all of the proposals at least twice. Read them all through once, make notes on the first page of each scoring sheet, and give each application a preliminary score. Then wait a few days, re-read the proposals and score them again. Depending upon the proposal, you may want to read it one more time before coming to a final score.
- If possible, refresh your memory by reviewing the application the day before or day of the Commission meeting.
- Do not try to be an expert, but utilize your strengths to evaluate each proposal. Each of you has a unique perspective, background, and strengths that you bring to this process.
- Focus your assessment on the area where you feel most confident. For example, if you have a financial background, it is okay to focus more on the financial piece of the proposal.
- Limit the time you spend reading each application. If it is unclear and difficult to understand, then maybe that is your assessment. Each application must stand on its merits as it was submitted to the City.
- If the application does not address a criterion, do not make an assumption or read something else into the narrative. If the agency did not explain a specific point or points, it did not meet your standard. We should not lower our standards. The agency must meet the established standard in order to be eligible to receive funding.
- Focus on the merits of the application. Did the agency make a compelling argument for funding? Did the application address all established criteria?
- Refer to the points outlined within each section to determine if the application discusses all of the criteria you decided were important.

Youth Commission

FY 2014/2015 Community Grant Applicant Presentation Schedule

March 12, 2014

The Commission will review and evaluate the applications, then forward funding recommendations to the City Council in one (1) combined agenda report.

Some agencies have been asked to present its application before the commission and answer questions by the Commission if applicable.

Presentations will be limited to five (5) minutes and representatives from each applicant agency must address the following:

- ✓ The Commission's Criteria (Section 5, page 8)
- ✓ Need in Pleasanton for specific funding request
- ✓ Define the proposed clients/participants
- ✓ Number of Pleasanton residents to be served (non-duplicative)
- ✓ Past organizational challenges and how you addressed them
- ✓ Success or impact of past funding

A schedule of approximate time each group will present is listed below:

Presentation Schedule

Presentation Time	Agency	Project	Requested Funding
6:30 pm	Axis Community Health	Assessment of At-Risk-Teens for Substance Abuse	\$7,500
6:40 pm	Cantabella Children's Choir	The 2015 Tri-Valley Children's Choral Festival	\$7,500
6:50 pm	Livermore Valley Performing Arts Center	Arts in the Schools with Cheza Nami Foundation	\$7,500
7:00 pm	School of Imagination	Preschool Autism Screening	\$5,640
7:10 pm	Tri-Valley Haven	Anti-Bullying Project and Teen Dating Violence Project	\$15,000
7:15 pm	Tri-Valley YMCA	Youth & Government – Model UN	\$7,500
7:25 pm	Valley Children's Museum	Mission Experience Field Trip	\$2,200