



Agenda Report

MEETING DATE: Tuesday, April 11, 2023

TO: City Council

FROM: ASSISTANT CITY MANAGER VIDES
SOCIAL & COMMUNITY SERVICE GRANTS CITY COUNCIL
SUBCOMMITTEE
ELIZABETH PADILLA, SENIOR ADMINISTRATIVE ANALYST

THROUGH: CITY MANAGER MENDEZ

SUBJECT: MOTION APPROVING THE SOCIAL & COMMUNITY SERVICE
GRANT FUNDING LEVELS AND APPLICATION PROCESS FY
2023/2025

RECOMMENDED ACTION:

By motion, approve the Social and Community Service Grant funding range and the application process for FY 2023/2025.

BACKGROUND

The Watsonville City Council does an annual General Fund allocation to support local community-based organizations in meeting the needs of Watsonville residents. It is estimated that \$270,000 will be available annually to distribute through this program. The Social and Community Service Grants are funded on a two-year funding cycle to align with the city's budget process.

In FY 2021/2023, a total of 40 applications were received and 73% of those organizations were funded. The City of Watsonville is proud to work and collaborate with community based organizations in meeting the service and program needs of Watsonville residents. Annual Social Service grants is just one of the ways in which the City funds core services for the community.

DISCUSSION

This year, the Council Subcommittee is composed of Mayor Eduardo Montesino, Council Members Jimmy Dutra, and Casey Clark. The subcommittee met to discuss the application process, funding level, and evaluation criteria to be used during this funding cycle. The subcommittee is bringing its recommended process to the Council for review and approval prior to opening the application cycle.

Application

Community based organizations applying for funding will be expected to complete a simple online application. Over time, the Council Subcommittee has worked with staff to create a streamlined application for this program. The application is simple and it has been designed to reduce the administrative burden of applying for this funding. The subcommittee's recommended application process makes applying for funding easy and more equitable for small, medium, or large organizations.

This year, the Council Subcommittee is recommending continuing the past practice of allowing flexibility in the use of this funding by community-based organizations, where funding could be used for programs or general admin support.

The application process will be open from April 12, 2023 to May 1, 2023.

Application Review

The Subcommittee is recommending that applications be evaluated and ranked utilizing the following criteria:

- Do the program/services align with the City Council Strategic Plan priorities?
- Does the program/service meet a current community need?
- Is the organization in good standing with the City and state? (if previously funded)
- Organization serves the Watsonville community
- Financial need as demonstrated by the organization's overall funding request and annual budget
- Completeness of the application
- Impact on Watsonville residents

Funding Range

Last funding cycle applicants were eligible to receive funding in the range of \$5,000 to \$15,000. For this upcoming funding cycle, the subcommittee is recommending funding organizations at a minimum of \$10,000 and a maximum of \$20,000. This increase in funding will allow organizations to make a more impactful difference for Watsonville residents.

STRATEGIC PLAN:

The Social Service Grant Program is consistent with Strategic Plan Goal No. 6 of Community Engagement and Wellbeing.

FINANCIAL IMPACT:

The proposed funding for the Social and Community Service grants in the amount of \$270,000 per year from the General Fund will be included in the budget for FY 2023-2025.

ALTERNATIVES:

The City Council may propose a different application method, funding range, or evaluation criteria from the one proposed by the Council Subcommittee.

ATTACHMENTS:

None