



Agenda Report

MEETING DATE: Tuesday, June 8, 2021

TO: City Council

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

SUBJECT: SOCIAL SERVICES GRANTS

STATEMENT OF ISSUES:

The Watsonville City Council does an annual General Fund allocation to support local community base organizations in meeting the needs of Watsonville residents. In preparation of biannual budget, the Council considers applications to support general operations of nonprofit agencies.

RECOMMENDED ACTION:

The Social & Community Service Grants Subcommittee recommends that the City Council approve by resolution the funding recommendations for the Social and Community Services for the FY 2021/2023 budget for \$266,000 per year.

DISCUSSION/BACKGROUND:

The City Council Subcommittee for the Social and Community Service Grants ("Subcommittee") is responsible for setting application guidelines and priorities, reviewing and making funding recommendations to the City Council for grant applications received through this biannual solicitation. Three Council Members participate in the Subcommittee and are supported by City staff. This year subcommittee included: Mayor Jimmy Dutra, Mayor Pro-Temp Ari Parker and Council Member Eduardo Montesino.

New and previously funded agencies were invited to submit applications for FY 2021/2023. Applications were due on May 17, 2021. The City received a total of 40 applications for funding. Of those who applied: 26 agencies reapplied for continued funding for previously funded programs/services and 14 new agencies applied for funding, requesting a total of \$530,500. Table below summarizes the funding request and recommended per program category.

| Category | # of Programs | Amount | # of Program funded | Amount funded |
|------------------------|--------------------|------------------|---------------------|------------------|
| Youth | 6 programs | \$70,000 | 4 | \$40,000 |
| Family | 26 programs | \$358,000 | 20 | \$188,500 |
| Children/Youth | 1 program | \$5,000 | 0 | 0 |
| Youth/Adults | 2 programs | \$30,000 | 1 | \$5,000 |
| Adults | 1 program | \$15,000 | 1 | \$5,000 |
| Seniors | 3 programs | \$37,500 | 3 | \$27,500 |
| Adults/Seniors | 1 program | \$15,000 | 0 | 0 |
| Total Requested | 40 programs | \$530,500 | 29 Programs | \$266,000 |

During the last funding cycle, FY 2017-2019, the Social and Community Service Grants program allocated a total budget of \$200,000 from General Tax funds. For 2021/2023, \$200,000 will be General Tax funds and \$66,000 will be Measure M funds available for this funding cycle, for a total amount of \$266,000.

The City of Watsonville is proud to work and collaborate with community base 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. On any given year, City of Watsonville contracts with various nonprofit organizations to provide critical services throughout the City. These contracts for services in FY 2020-2021 represent a total of \$2,951,437 in annual funding to community-based programs.

Application Review Process:

In late April 2021, the subcommittee met to determine the application process and priorities for the annual funding. This year the City utilized an online form for applicants to submit their applications. This change made the application process even easier and more user-friendly than in years past.

The subcommittee also established the annual priorities and the rating criteria to prioritize funding during this cycle. The criteria identified to rank the applications included:

- Do the program/services align with the City Council Strategic Plan priorities?
- Does the program/service meet a current community need?
- Is this a Watsonville based program/service?
- Is the organization in good standing with the City? (if previously funded)
- Is the organization in good standing with the State?

On May 24, 2021, the subcommittee reviewed and ranked all funding requests received. As a result, the subcommittee is recommending funding 29 organizations that directly serve the Watsonville community. Funding recommendation list attached.

STRATEGIC PLAN: The proposed allocations are consistent with the City Council Strategic Plan priorities.

FINANCIAL IMPACT: The proposed funding for the Social and Community Service grants in the amount of \$266,000 per year from the General Fund will be included in the budget for FY 2021-2023.

ALTERNATIVES: The City Council may propose a different distribution of funds.

ATTACHMENTS:

1. Proposed Social Service Grants Funding Recommendations by Council Subcommittee