



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: October 25, 2011
TO: Mayor and Councilmembers
FROM: Housing and Redevelopment Division, Community Development
SUBJECT: Human Services And Community Development Block Grant
Application Release And Funding Process

RECOMMENDATION: That Council:

- A. Approve the City of Santa Barbara's Community Development Block Grant Administrative Manual and the updated City of Santa Barbara's Citizen Participation Manual;
- B. Review and provide input and direction to the Community Development and Human Services Committee on funding priorities for the Fiscal Year 2013 Human Services and Community Development Block Grant allocation process;
- C. Authorize staff to release the Fiscal Year 2013 funding application along with the committee application review process, criteria and schedule;
- D. Establish a funding commitment from the Fiscal Year 2013 General Fund in the amount of \$703,256 for the Human Services Program; and
- E. Authorize the allocation of up to \$75,000 from Fiscal Year 2013 Human Services Program funds to pay the City's share of staffing costs associated with a regional homeless collaborative.

EXECUTIVE SUMMARY:

Annually, Council confirms funding priorities, approves criteria, schedules, and determines funds availability prior to applications being made available for Community Development Block Grant (CDBG) and Human Services funds. Upon Council's approval, applications for Fiscal Year 2013 grants will be released on October 27, 2011.

DISCUSSION:

Administration and Citizen Participation Manuals

Each CDBG entitlement jurisdiction is required to adopt plans that set forth the jurisdiction's policies and procedures for administration and citizen participation. The City has always complied with federal regulations concerning the allocation, management, and reporting for its use of CDBG funds. With the approval of the Administrative Manual, the City will satisfy the federal requirement for a concise written policy and procedures manual that provides guidance to Community Development staff. The City's existing Citizen Participation Manual complied with the Housing and

Community Development Act of 1974, but required updating according to the HUD Office of Community Planning and Development (CPD). This manual provides guidance on techniques that foster citizen involvement in the process of developing and implementing comprehensive strategies, addressing needs, and assessing performance of entitlement jurisdictions.

It should be noted that, in addition to these program manuals, Community Development has for many years had a comprehensive Sub-grantee manual that provides detailed guidance to all CDBG and Human Services grantees. The manual is updated as required by federal regulations or Council direction.

These manuals are available to the public upon request, in the Council Reading File, the Community Development office and online.

CDBG Funding Priorities

Since 1974, when Congress established the Community Development Block Grant (CDBG) Program of the U.S. Department of Housing and Urban Development (HUD), the City of Santa Barbara has been a participating jurisdiction.

Under the Housing and Community Development Act of 1974, each CDBG-funded activity must meet one of three statutory objectives: 1) primarily benefit low and moderate-income persons; 2) eliminate or prevent slums or blight; or 3) meet other urgent local community development needs. HUD, through the CPD, seeks to develop viable communities by promoting integrated approaches that provide for 1) decent housing; 2) a suitable living environment; and 3) expanded economic opportunities for low- moderate-income persons.

While a small portion of CDBG funds may be expended on "Public/Human Service" activities, CDBG is primarily a "bricks and mortar" program, with the largest portion of the funds used for "Capital" projects.

The City Council previously adopted the following priorities for CDBG Capital project proposals:

- Proposals which facilitate housing for low and moderate-income persons;
- Proposals which revitalize downtown neighborhoods (Census Tracts 8.01, 8.02, 9, 10, 11.02 and 12.04);
- Proposals which strengthen or expand public or social service agencies that facilitate low and moderate-income housing; and
- Economic development proposals, which leverage financial resources to create or retain jobs for low and moderate-income persons.

Staff recommends that no changes be made to the CDBG Capital priorities because of the great flexibility allowed within which the varied needs and circumstances of programs and projects can be achieved.

Public/Human Services Funding Priorities

The CDBG program allows a maximum of 15% of CDBG funds to be used for Public/Human Service activities, which are combined with Human Services Funds provided from the City's general fund.

The City of Santa Barbara has contracted with local agencies to provide essential social services for many years. Until 1987, the Federal government provided funds for this purpose through the Federal Revenue Sharing Program. When that federal program was eliminated, the City Council committed to continue funding human service programs through the City's General Fund. Over the years, thousands of City residents have received assistance from agencies supported through City Human Services funds. In the current fiscal year, the City's Human Services allocation equaled \$703,256 which, when added to the CDBG 15% Public Service amount, totaled \$848,784 to fund fifty-four programs in the Public/Human Services category.

(Attachment 1: Fiscal Year 2012 CDBG/Human Service Funding Overview)

Council previously adopted two Public/Human Services priorities:

1st Priority - Proposals which help meet basic human needs, and programs that directly relate to City-initiated collaborative efforts, such as the South Coast Task Force on Youth Gangs and the Strategies to Address Community Issues Related to Homelessness; and

2nd Priority - Proposals that are preventative in nature and/or promote the highest degree of functioning that an individual is capable of achieving.

At the required public hearing regarding Housing and Community Development needs held September 27, 2011, the CDHSC reviewed Council's goals and priorities, and the federally mandated Consolidated Annual Performance and Evaluation Report (CAPER). This report details the City's use of CDBG funds during Fiscal Year 2011..

During the meeting, the Committee voted to recommend to Council that the Public/Human Services funding priorities remain unchanged this year. However, based upon suggestions brought forth by Council at the public hearing held March 22, 2011, the CDHSC voted to revise the application.

With the revisions, the CDHSC will be better able to determine:

- 1) The applicant's methodology (including demographics, statistics, and reports) used to describe the problem(s), need(s), issue(s) or service gap(s) that support the demand and need for their services.
- 2) The methods employed by the applicant to monitor, analyze and quantify results, measure impact, and report outcomes as they relate specifically to their mission and goals; and

- 3) How the data obtained is utilized by the applicant for evaluation, analysis and possible changes or enhancements to the applicant's activities.

Application Criteria, Schedule and Process

Staff is not recommending any changes to the application criteria (Attachment 2). The schedule is similar to last year's (Attachment 3). Upon Council's authorization, a master funding application will be available October 27, 2011, which allows applicants approximately two additional weeks to prepare and submit their applications. The application period will end December 12, 2011 with interviews being held throughout the month of February 2012. Funding recommendations are tentatively scheduled to come before Council on March 27, 2012.

For the first time, this year's applicants will complete the entire application on-line using a user-friendly, web-based grant management program called "ZoomGrants". This web-based submission will make the grant submission process more streamlined, save applicants' and staff time, and eliminate redundancies arising from the previous paper-based process. In past years, City staff met with each applicant to review their application for completeness including missing attachments, typographical errors, calculation inconsistencies and other errors. By utilizing ZoomGrants, such errors are virtually eliminated as the program has spell check and calculation features, and requires that certain information fields be completed and required attachments uploaded before the application can be submitted and "accepted". City staff will have immediate online access to the applications and will review them upon submission and provide feedback to applicants prior to the due date. In addition to these benefits, ZoomGrants provides technical support and assistance for both the City and all applicants.

The mandatory application orientation/technical assistance workshop is scheduled for November 4, 2011. At the workshop, staff will explain in detail the application process, funding criteria, priorities, and answer any questions. A representative from ZoomGrants will present the online program. City TV is filming the entire workshop for viewing on the Community Development Programs web page. Exceptional support is provided to applicants given the longer application period, real-time staff, technical assistance, and a new "Frequently Asked Questions" section on the website.

The CDHSC will also have additional time to review applications and analyze the merits of each of the different competing proposals prior to the applicant interviews. They will continue to make their funding recommendations to Council in accordance with both CDBG and City Council objectives.

To encourage maximum participation in the application process and attendance at the orientation/workshop, an announcement will be mailed and e-mailed to all Human Services and Community Development Block Grant agencies that have expressed an interest in applying or have applied for funding in the past two years. In addition, a notice announcing the availability of applications will appear in the Daily Sound and the

Santa Barbara News Press; a press release will be disseminated to the local media; and an announcement will be posted on the City's website.

Based on the successful implementation of the grant process over the past years, it is important that distinct, established application criteria and funding priorities be available for use by applicants, staff and the CDHSC. Council now has the opportunity to provide additional direction to the CDHSC and/or to change the priorities for the upcoming grant year.

BUDGET/FINANCIAL INFORMATION:

Fiscal Year 2013 CDBG Funding

The CDBG program allocated \$970,185 for Fiscal Year 2012, which was a 16.62% decrease from the previous year's allocation. At this time, Staff cannot predict the amount of new entitlement funds the City will be awarded for Fiscal Year 2013.

Fiscal Year 2013 Human Services Funding and Allocation

Council has expressed a desire to increase Human Services funds by 3 percent each year to account for inflation. However, with recent economic challenges, Council has approved level funding each year since Fiscal Year 2009. Staff is recommending level funding of \$703,256 for Fiscal Year 2013. The funding commitment approved by Council today will be included in the City's Fiscal Year 2013 budget.

On September 13, 2011, Council approved, in concept, the creation of a regional homeless collaborative. In anticipation of the collaboration, and with the expectation that other public government bodies will also contribute their fair share, Council approved setting aside Fiscal Year 2013 Human Services funding to pay the City's share of staffing costs. Staff recommends that an amount not to exceed \$75,000 be allocated from Fiscal Year 2013 Human Services funding for this purpose.

- ATTACHMENTS:**
1. CDBG/HS Funding for Fiscal Year 2012 by Priority, Rating and Category
 2. CDHSC Combined Funding Application Criteria, Review and Interview Process
 3. Proposed Fiscal Year 2013 Application Schedule

PREPARED BY: Brian Bosse, Housing and Redevelopment Manager/der

SUBMITTED BY: Paul Casey, Community Development Director

APPROVED BY: City Administrator's Office

ATTACHMENT 1

AGENCY	PROGRAM	Priority	Service	Avg Rating	2011-2012 FUNDING		
					CDBG	HUMAN SERVICES	TOTAL
PUBLIC / HUMAN SERVICES							
1. Casa Esperanza Homeless Center	Homeless Day Program	1st	Homeless	24.0	\$52,250		\$52,250
2. Casa Esperanza (Fiscal Umbrella)	BOCH	1st	Homeless	23.7		\$14,250	\$14,250
3. Casa Esperanza Homeless Center	Community Kitchen	1st	Food	23.7		\$48,156	\$48,156
4. Aids Housing Santa Barbara	Sarah House	1st	Homeless	23.3		\$24,250	\$24,250
5. Foodbank	SB Warehouse	1st	Food	22.9		\$23,250	\$23,250
6. Channel Islands YMCA	Noah's Anchorage	1st	Homeless	22.9	\$21,000		\$21,000
7. Pacific Pride Foundation	Necessities of Life	1st	Food	22.8		\$22,000	\$22,000
8. S.B. Rape Crisis Center	Same	1st	Emergency	22.8		\$24,000	\$24,000
9. S.B. Neighborhood Clinics	Dental Care for Homeless	1st	Homeless	22.7		\$25,000	\$25,000
10. Transition House	Comp. Homeless Services	1st	Homeless	22.4	\$39,000		\$39,000
11. S.B. Community Housing Corp.	New Faulding Coordinator	1st	Housing	22.2		\$14,000	\$14,000
12. Domestic Violence Solutions	Emergency Shelter	1st	Housing	22.0	\$33,278	\$10,722	\$44,000
13. Domestic Violence Solutions	Second Stage	1st	Housing	21.9		\$6,750	\$6,750
14. S.B. Community Housing Corp.	Riviera Dual Diagnosis Prog.	1st	Housing	21.9		\$19,000	\$19,000
15. New Beginnings Counseling Cente	Homeless Outreach	1st	Homeless	21.7		\$14,750	\$14,750
16. WillBridge	WillBridge	1st	Housing	21.7		\$21,750	\$21,750
17. Legal Aid Foundation	Emergency Legal Services	1st	Homeless	21.5		\$21,000	\$21,000
18. Foodbank	Brown Bag	1st	Food	21.1		\$7,750	\$7,750
19. CADA	Project Recovery Detox	1st	Homeless	21.0		\$17,000	\$17,000
21. Unity Shoppe, Inc	Central Distribution Facility	1st	Food	20.5		\$22,000	\$22,000
20. St. Vincent's	PATHS	1st	Housing	20.5		\$8,750	\$8,750
22. People's Self Help Housing	Supportive Housing Program	1st	Housing	20.1		\$7,000	\$7,000
23. Community Action Commission	Senior Nutrition	1st	Food	19.8		\$11,000	\$11,000
24. Catholic Charities	Emergency Services	1st	Food	19.7		\$11,000	\$11,000
25. Unitarian Society (Fiscal Umbrella)	Freedom Warming Centers	1st	Homeless	19.0		\$6,000	\$6,000
26. Channel Islands YMCA	Transitional- Youth Housing	1st	Housing	18.4		\$16,000	\$16,000
27. Casa Serena	Scholarship Program	1st	Housing	18.1		\$8,000	\$8,000
28. Community Action Commission	So. Coast Taskforce on Gangs	1st	Gangs	17.3		\$15,000	\$15,000
29. Food From The Heart	Food From The Heart	1st	Food	17.2		\$3,500	\$3,500
30. Family Service Agency	Big Brothers/Big Sisters	2nd	Child	23.4		\$7,500	\$7,500
31. S.B. Co. DA - Victim Witness Assista	S.A.R.T.	2nd	Other	23.3		\$7,500	\$7,500
32. Friendship Center	Adult Day Services	2nd	Senior	22.9		\$20,000	\$20,000
33. CALM	Biling. Child Abuse Treatment	2nd	Child	22.5		\$19,000	\$19,000
34. Transition House	Homelessness Prevention	2nd	Other	22.5		\$7,500	\$7,500
35. City At Peace	City At Peace	2nd	Youth	22.1		\$7,500	\$7,500
36. Planned Parenthood	Peer Advocates/ Education	2nd	Youth	22.0		\$7,500	\$7,500
37. S.B. Police Activities League	PAL Jr. High After School	2nd	Youth	22.0		\$16,000	\$16,000
38. Family Service Agency	2-1-1/HelpLine	2nd	Other	21.8		\$19,000	\$19,000
39. Long Term Care Ombudsman	Ombudsman Services	2nd	Senior	21.7		\$21,000	\$21,000
40. Family Service Agency	Caregiver Mental Health	2nd	Other	21.5		\$2,000	\$2,000
41. Storyteller Children's Center	Same	2nd	Child	21.5		\$22,000	\$22,000
42. Rental Housing Mediation TaskForce	City CD	2nd	Other	21.4		\$22,000	\$22,000
43. Family Service Agency	Family Resource Centers	2nd	Other	21.2		\$9,000	\$9,000
44. United Boys & Girls Club (Westside)	Teen Programs	2nd	Youth	21.1		\$13,500	\$13,500
45. Future Leaders of America	Equality in Education	2nd	Youth	21.1		\$8,000	\$8,000
46. Mental Health Association in S.B.	Fellowship Club	2nd	Other	20.9		\$9,000	\$9,000
47. Independent Living Resource Ctr.	Independent Living Services	2nd	Other	20.4		\$18,000	\$18,000
48. AHA! Academy of Healing Arts	AHA! Academy of Healing Arts	2nd	Youth	20.0		\$9,500	\$9,500
49. Boys & Girls Club of SB	Power Hr Homework Club	2nd	Youth	20.0		\$7,000	\$7,000
50. S.B. Arts Alliance City of SB - P & R	SB Arts Alliance	2nd	Youth	19.6		\$7,000	\$7,000
51. Jewish Federation of Greater S.B.	Portraits of Survival	2nd	Youth	18.7		\$5,000	\$5,000
52. CADA	CORE	2nd	Youth	18.6		\$5,000	\$5,000
53. Job Apprenticeship City of SB - P &	Job Apprenticeship Program	2nd	Youth	18.1		\$9,000	\$9,000
54. People's Self Help Housing	Gang Prevention through	2nd	Youth	17.4		\$2,878	\$2,878
TOTAL					\$145,528	\$703,256	\$848,784

2011-2012 FUNDING OVERVIEW

CAPITAL						
1. SB Neighborhood Clinics	Westside Clinic Flooring	N/A	23.1	\$34,833	X	\$34,833
2. CADA	Project Recovery Capital	N/A	23.0	\$5,375	X	\$5,375
3. City of S.B. – NITF	Access Ramps	N/A	22.4	\$50,000	X	\$50,000
4. Girls Inc. of Santa Barbara	Kitchen remodel	N/A	22.1	\$55,000	X	\$55,000
5. City of S.B. – NITF	Sidewalk Infill	N/A	22.1	\$155,086	X	\$155,086
6. Casa Esperanza Homeless Center	Bathroom and Floor Replace	N/A	22.0	\$90,000	X	\$90,000
7. Women's Economic Ventures	Microenterprise Development	N/A	21.9	\$25,000	X	\$25,000
8. Jewish Federation	Community Ctr. Rehab	N/A	21.3	\$110,000	X	\$110,000
9. City of S.B. – NITF	Ortega Park Lighting	N/A	20.1	\$60,000	X	\$60,000
10. City of S.B. – NITF	Westside Ctr. Cameras	N/A	19.9	\$47,000	X	\$47,000
11. City of S.B. – NITF	Bus Shelters	N/A	19.7	\$48,369	X	\$48,369
TOTAL				\$680,663		\$680,663
Administration				\$194,615		\$194,615
RHMTF				\$39,179		\$39,179
Fair Housing				\$10,243		\$10,243
TOTAL				\$244,037		\$244,037

GRAND TOTAL			
	CDBG	HUMAN SERVICES	TOTAL
CDBG Entitlement Amount	\$ 970,185	\$ 703,256	\$ 1,773,484
CDBG Reprogrammed Amount	\$ 100,043		
	<u>\$ 1,070,228</u>		

TOTAL PUBLIC/HUMAN SERVICES BY CATEGORY			
Service	2011-2012 FUNDING		
	CDBG	HUMAN SERVICES	TOTAL
Emergency		\$ 24,000	\$ 24,000
Food		\$ 148,656	\$ 148,656
Gangs		\$ 15,000	
Homeless	\$ 112,250	\$ 122,250	\$ 234,500
Housing	\$ 33,278	\$ 111,972	\$ 145,250
Child		\$ 48,500	\$ 48,500
Youth		\$ 97,878	\$ 97,878
Other & Senior		\$ 135,000	\$ 135,000
Total	\$ 145,528	\$ 703,256	\$ 848,784

COMMUNITY DEVELOPMENT HUMAN SERVICES COMMITTEE
CDBG/HS COMBINED FUNDING APPLICATION CRITERIA

- Programs should primarily benefit low and moderate-income residents.
- Programs must address specific social or physical needs and conditions of the people they propose to serve. Documentation could include social indicators, demographic data, surveys, community plans and need as perceived by potential consumers.
- Programs must present a marketing strategy, which includes specific efforts to reach ethnic communities.
- Programs must demonstrate support from the people for which the program is proposed.
- Agencies must clearly identify all funding sources and justify proposal if services are available through another source.
- Agencies shall seek funding, or demonstrate funding support from other public/private sources. The City shall not be committed to total support of a program nor shall the City be committed to continue funding in the case where other support is withdrawn.
- City funds should support only those services that directly benefit residents of the City of Santa Barbara. Programs operated on a county or regional basis must show documentation that (a) services benefit City residents, and (b) sufficient funds are available to support non-city residents.
- Administrative costs shall be held to a minimum and will be scrutinized during the program review process.
- Programs shall identify geographical areas where they propose to provide services.
- Programs that pay the local minimum wage (as described in Chapter 9.128 of the City of Santa Barbara Municipal Code) to all staff for which CDBG/Human Services funds are requested shall receive an extra point in the rating process.

COMMUNITY DEVELOPMENT AND HUMAN SERVICES COMMITTEE **REVIEW AND INTERVIEW**

A thirteen-member committee appointed by the City Council will review applications, interview agencies and make funding recommendations to the City Council. The City Council makes final decisions on funding. The Community Development and Human Services Committee include representatives of the following groups:

- Youth-Oriented Services
- Business/Economic Development Community
- Human Services
- Latino/Hispanic Community
- African American Community
- Senior Citizens
- Housing Interests
- Four (4) Low Income Neighborhoods: Eastside, Westside, Downtown, and Lower Westside
- Disabled Community
- Housing Authority Representative

At the scheduled interview, agencies will be allowed a 4-minute presentation, with 10 minutes for questions from the Committee, and an agency response/final statement. Agencies are requested to have a member of the Board of Directors and appropriate staff present at the interview.

In reviewing applications, the following criteria are used by the CDHS Committee:

- Eligibility
- Priority
- Need for service
- Quality of the program and its administration
- Cost effectiveness of the service to be provided
- Fiscal management
- Ability to implement the project and expend funds within the fiscal year. HUD may requisition unused or inappropriately used funds
- Completeness of proposal

To ensure that verbal presentations made by agency representatives are accurate and reasonable, applicants are advised that information provided to the Committee plays an important factor in formulation of specific funding recommendations; furthermore, statements made by an applicant upon which the Committee relies in making a funding recommendation shall become binding and included as part of any contract which may be executed. Agencies should come prepared to justify their proposal within the priorities outlined previously.

Applicants are further advised that the Committee may request additional information on any part of the proposal after the scheduled interview. Applicants will be required to respond in writing within 5 days of such request.

City of Santa Barbara
Community Development Block Grant and Human Services
APPLICATION SCHEDULE AND PROCESS
Fiscal Year 2012-2013

Application Available On Line.....Thursday, October 27, 2011

Mandatory - Application Orientation and Friday, November 4, 2011

Technical Assistance Workshop 2:30 – 4:30 p.m.

David Gebhard Public Meeting Room (All Applicants)
Community Development Building
630 Garden Street

Applications Due MIDNIGHT DECEMBER 12, 2011

**LATE APPLICATIONS
CANNOT BE SUBMITTED OR ACCEPTED – WEBSITE IS LOCKED**

Staff Reviews Applications Upon Submission

**Applications Reviewed by CDHSC
January 9 - February 28, 2012**

Applications Available to CDHSC.....	January 9, 2012
Applicant Interviews	February 2, 7, 9, 14, 16, 2012 (4:00 - 9:00pm)
CDHSC Meeting to Rank Applications	February 21, 2012
CDHSC Subcommittee Meeting to Formulate Recommendations	February 24, 2012
CDHSC Meeting on Recommendations.....	February 28, 2012

**Funding Recommendations Available *Wednesday, February 29, 2012
to City Council and Public (Tentative)**

**City Council Public Hearing *Tuesday, March 27, 2012
on Committee Recommendations (6:00 P.M., Council Chambers) (Tentative)**

**City Council Action *Tuesday, March 27, 2012
(Tentative)**

Environmental Reviews..... *April, 2012

Application to HUD.....May, 2012

Execution of Contracts *June, 2012

Funds Available..... *July 1, 2012

Contract Period July 1, 2012 - June 30, 2013

*Tentative Dates