

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

- Proposed programs/projects should primarily benefit low and moderate-income residents.
- Applicants must be tax-exempt 501(c)(3) organizations or local units of government whose proposals directly benefit low- and moderate-income City of Santa Barbara residents.
- Proposals 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.
- Proposals must present a marketing strategy, which includes specific efforts to reach ethnic communities.
- Proposals must demonstrate support from the people for which the program is proposed.
- Applicants must clearly identify all funding sources and justify their proposal if services are available through another source.
- Applicants 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to total support of a program, nor shall the City be committed to continue funding in the case where other support is withdrawn.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 CDBG/HS funds shall support only those services that directly benefit residents of the City of Santa Barbara. Programs operated on a countywide 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 application-review process.
- Proposals shall identify geographical areas where they propose to provide services.
- Proposals 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/HS funds are requested shall receive an extra point in the rating process.

COMMUNITY DEVELOPMENT AND HUMAN SERVICES COMMITTEE PROPOSAL REVIEW AND INTERVIEW

A thirteen-member committee appointed by the City Council will review submitted proposals, interview applicants 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, applicants will be allowed a 4-minute presentation, with 10 minutes for questions from the Committee, and a one minute applicant response/final statement. Applicants must have a member of the Board of Directors and appropriate staff present at the interview.

To ensure that verbal presentations made by applicants are accurate and reasonable, applicants are advised that information provided to the Committee is 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. Applicants 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 2 days of such request.

In reviewing applications, the following evaluation criteria are used by the CDHSC:

- **Agency:** Track record/past performance, salaries too high or too low, large wage disparity between management staff and program staff;
- **Board:** Composition, role, diversity, and level of involvement;
- **Program:** Bi-cultural/bi-lingual staff, quality of service, staff capacity (training/experience), program corresponds with the agency's mission, level of program monitoring;

- **Measurable Outcomes:** Programs must identify realistic, measurable results or changes that a client will experience from receiving the service;
- **Need:** Duplication of service, collaboration with other agencies, composition/diversity of clients, target population, funding request corresponds to the number of clients served; and
- **Finances:** Agency revenue/expenses, percentage of funding sources secured, diversity of funding sources, overreliance on City funds, high amount of year-end excess or deficit funds, significant increase or decrease in request from prior year, assets and financial stability of the organization.

For Capital proposals, these additional categories are evaluated:

- **Project Need:** Whom will benefit from the project; clear identification of need; will project satisfy demonstrated need, does the project align with the mission.
- **Project Cost:** Itemized cost estimate from a contractor; reasonableness; can project be completed without full City funding; leveraging of other funding.