



PARKS AND RECREATION COMMISSION REGULAR MEETING AGENDA

Wednesday, November 28, 2012 at 6:30 p.m.
110 Terminal Ave., Menlo Park, CA 94025
Menlo Park Senior Center
Multi-Purpose Room

CALL TO ORDER

ROLL CALL – J. Cebrian (Chair), C. Carlton (Vice Chair), K. Blythe, T. Cecil, N. Naclerio, J. Tooley

A. PUBLIC COMMENT #1 (Limited to 30 minutes)

Under “Public Comment #1”, the public may address the Commission on any subject not listed on the agenda and items listed under the Consent Calendar. Each speaker may address the Commission once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live. The Commission cannot act on items not listed on the agenda and, therefore, the Commission cannot respond to non-agenda issues brought up under Public Comment other than to provide general information.

B. CONSENT CALENDAR

B1. Approval of minutes dated October 24, 2012

C. STUDY SESSION

C1. Review and provide feedback on the Belle Haven After School Program cost-recovery proposals (Attachment)

D. REPORTS AND ANNOUNCEMENTS

D1. Review and consider approval of the 2013 field user groups (Staff Report)

D2. Review and provide feedback on the assessment criteria for the Community Funding Grants YR12-13 (Memo)

E. INFORMATION ITEMS

E1. Monthly Department update (Attachment)

F. PUBLIC COMMENT #2 (*This item is optional*)

Under “Public Comment #2”, the public may address the Commission on any subject not listed on the agenda and items listed under the Consent Calendar. Each speaker may address the Commission once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live. The

Commission cannot act on items not listed on the agenda and, therefore, the Commission cannot respond to non-agenda issues brought up under Public Comment other than to provide general information

G. ADJOURNMENT

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At every Regular Meeting of the Commission, in addition to the Public Comment period where the public shall have the right to address the Commission on any matters of public interest not listed on the agenda, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during the Commission's consideration of the item.

At every Special Meeting of the Commission, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during consideration of the item.

Any writing that is distributed to a majority of the Commission by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available for inspection in the Arrillaga Family Recreation Center, 700 Alma Street, Menlo Park, CA 94025 during regular business hours.

Persons with disabilities, who require auxiliary aids or services in attending or participating in Commission meetings, may call the City Clerk's Office at (650) 330-6620.



**PARKS AND RECREATION COMMISSION
MINUTES
Wednesday, October 24, 2012
6:30 p.m. – 700 Alma Street, Menlo Park, CA 94025
Arrillaga Family Recreation Center
Cypress Room**

Meeting was called to order by Chair Cebrian at 6:30 p.m.

PRESENT – J. Cebrian (Chair), C. Carlton (Vice Chair), T. Cecil, K. Blythe

ABSENT – N. Naclerio, J. Tooley

Staff Present – Katrina Whiteaker, Recreation Services Manager; Derek Schweigart, Social Services Manager; Karen Mihalek, Gymnastics Program Coordinator; Pearce Wagner, Gymnastics Program Coordinator

Minutes:

A. PUBLIC COMMENT #1:

There were no public comments.

B. CONSENT CALENDAR

B1. Approval of minutes dated September 26th, 2012

ACTION: Motion and second (Carlton/Cebrian) to approve the minutes of September 26, 2012 passes unanimously.

C. STUDY SESSION

C1. Gymnastics Business Plan Presentation ([attachment](#))

Pearce Wagner and Karen Mihalek spoke about the history of Gymnastics Program and plan for future years. The Commission members made a suggestion to increase the non-resident fees.

D. REPORTS AND ANNOUNCEMENTS

D1. Review of Parks and Recreation Commission Annual Calendar

The November meeting will be held in Onetta Harris Community Center in Belle Haven Neighborhood.

D2. Review status of Parks and Recreation Commission Work Plan ([attachment](#))

Commission members agreed to keep the same goals as listed in the plan.

E. INFORMATION ITEMS

E1. Review Master User Group List

E2. Department Update ([attachment](#))

F. PUBLIC COMMENT #2

There were no public comments.

G. ADJOURNMENT: 8:15 p.m.

Minutes submitted by Jelena Gaines

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COMMUNITY SERVICES

P&R Commission Meeting Date: November 28, 2012

Agenda Item #:C-1

STUDY SESSION: Review and provide feedback on the Belle Haven Afterschool Program Cost Recovery Proposals

RECOMMENDATION

Staff recommends that the Parks & Recreation Commission review and consider the BHAS program cost recovery proposals and provide feedback to staff moving forward with this project.

BACKGROUND

For nearly 20 years, the Belle Haven Afterschool Program (BHAS) has been providing service to the Belle Haven community. In response to the Belle Haven needs assessment conducted in FY1992-93, the community had placed childcare as a high priority for new programming. In September 1993, as a result of the collaboration between the City of Menlo Park and the Ravenswood School District, the BHAS program was created to provide licensed day care for children in grades K-3 during the hours between 12-6 p.m. on the Belle Haven School campus. Prior to its creation, there were no other licensed afterschool childcare programs in the neighborhood as it is today. During the years between 1998 and 2001, the program received funds from the Community Development Block Grant and the Office of Housing to help subsidize participant fees. This program was created to serve low income working families who desired a safe, structured environment for their children.

Ten years after its inception, the BHAS program experienced a number of significant impacts including program merges, cost-cutting, and increased competition that would later result in the program that exists today. A few of these items include:

- In 2003, the BHAS program and the latch-key program at the Onetta Harris Community Center were merged due to budget cuts. After this merge the program retained its name and began serving children in grades K-6th with the capacity of serving up to 84 children.
- In 2004, as a cost-cutting measure, the sibling discount was eliminated.
- In 2010, the BHAS program's summer camp known as Camp Menlo was merged with the Belle Haven Community School summer program and the Onetta Harris Community Center summer camp to form one summer program serving the Belle Haven Community.

- In September 2010, the low income category subsidy along with the non-resident subsidy was eliminated.
- During the 2010-11 school year, the program experienced increased competition when the Center for New Generation (CNG) at Belle Haven School through partnership with the Boys & Girls Club of the Peninsula (BGCP) expanded their free program and started accepting more children. This has resulted in a decreased demand for the program.

A significant impact to the program and the Belle Haven Community was the dissolution of the Redevelopment Agency. Following the loss of RDA funds, City staff had proposed a number of recommendations to address the loss of funds for FY 2012-13. During the City Council's Study Session on January 30, 2012, the City Council expressed interest in merging the Belle Haven Afterschool Program (BHAS) with the Boys and Girls Club of the Peninsula's program (BGCP) held at Belle Haven School as they were similar services. Council gave direction to Community Services staff to explore a possible shared services arrangement with the BGCP. After initial meetings with the BGCP, it was determined by staff that an effective merger might be possible. City staff conducted a survey of program participants and developed a cost estimate for the City in the event the BGCP program absorbed the children currently being served in the BHAS program.

During the City Council Meeting on May 22, 2012, City staff presented the results of the participant survey and potential budget impacts for the program merger. A program comparison and participant survey results indicated that the merger proposal had some weaknesses, which was reinforced by the public comment that was received at the meeting. Residents expressed that the BGCP program would not adequately meet the needs of their children and were concerned about the elimination of the BHAS. Parents also indicated that more outreach to the community was needed. By consensus, the City Council suspended implementation of the cost-reduction strategy to merge the BHAS and BGCP programs. The City Council directed staff to better engage parents and work with them to develop a recommendation for improved program cost recovery to be considered in the next budget cycle. Council directed that this recommendation include methods to improve cost recovery to the level indicated in the City's cost recovery policy.

ANALYSIS

Following the May City Council meeting and prior to the end of the school year in June 2012, parents of the BHAS program formed a Parent Advisory Committee (PAC) and elected their officers. During the summer, the parents began the work of fundraising for the BHAS program and held three small fundraisers which included two co-sponsored by Jamba Juice and one with Chucky Cheese Pizza. To date the PAC have organized a total of five small fundraisers and are looking hold more later in the fall and at least one high impact fundraiser during the school year. The fundraisers have been well received

by the other parents, friends and neighbors of the program raising nearly \$1,000 for the program.

In August 2012, City staff began the work of developing cost recovery proposals for the program to present to parents for discussion and their feedback (Attachment A). The ultimate goal of these proposals is to achieve the necessary cost recovery as outlined by the City Council's fiscal policy. The cost recovery range for the BHAS program is 30-70%. In recent years the program has achieved between 17-18% which is far below what City policy requires. Given the program's level of high community benefit, 30% cost recovery has become the program's target cost recovery goal.

On September 6, 2012, City staff met with parents from the program to present the cost recovery proposals and to discuss them and any other ideas that parents had for improved cost recovery. Here is a summary of the meeting and the parent feedback on the proposals:

Parent Feedback on Proposals:

At the meeting, parents were presented some background information on the need to address program cost recovery and a framework for the discussion which is contained in the "Givens" (see Attachment A). The discussion was productive with parents sharing their concerns and ideas for what proposals were acceptable and which ones were not. More importantly, parents expressed an understanding of the problem and a desire to be a part of the solution. Here are some of the highlights of the meeting:

- Parents thought proposals # 2 and # 3 were more desirable, which included raising program fees and managing the problem with a combination approach that focused on reducing costs, increasing partnerships and identifying alternative funding sources. In the discussion, parents suggested that a 125% increase would be cost prohibitive but perhaps a 50% or \$30 increase from the lowest rate might be manageable. Parents expressed a desire to survey current parents on their willingness and ability to pay more. Parents expressed an eagerness to continue with fundraising through the Parent Advisory Committee and needed more clarification on direct donations they received from businesses and ones that are granted directly to the City.
- Proposals # 4 and # 5 were the least desirable, as parents had expressed much concern over combining the BHAS program with the Boys & Girls Club program. Parents did not feel that the Boys & Girls Club program met their needs and were concerned with the level of supervision, safety, transportation and other programmatic issues.
- Proposal # 1 was discussed and parents expressed a concern over the consistency of staffing and having a regular permanent Teacher was highly desired. However, it should be noted that the concern over consistency may be more perception than reality as the average tenure of program staff is greater than 4 years.

- In the discussion about fees, parents thought that if the non-resident fee was eliminated the program may be able to attract more families who have the ability to pay. Also, parents suggested that a separate fee for some program components such as “trips” could be charged which would help to reduce the program’s costs.
- Parents thought there should be greater marketing for the program which includes increased collaboration with Tinsley Program participants. Parents wanted to investigate making the BHAS Program one of the Tinsley Program’s bus stops since a number of Tinsley kids are served in the program.

Cost Recovery Progress to Date

After the September 6th parent meeting, the PAC has been meeting periodically to organize fundraising events which have included 2 Jamba Juice Sales, a Chuck E. Cheese Pizza event, Pizza Sale and a Nacho Sale for parents and friends of the program. The PAC is currently organizing a See’s Candy Sale over Christmas, Valentines and Easter that will benefit the program. A number of ideas have been generated for a high impact fundraising event which is to be held during the winter.

In addition, the PAC in coordination with City staff conducted a program fee survey (Attachment B) to evaluate the ability and willingness of parents to pay more for the program and the fee threshold that would be acceptable. Here is a summary of the survey results:

- The BHAS program has significant number of returning participants with 72% of participants in the program for 2-4 years and 38% of respondents reporting they have had siblings participating in the past.
- There were 88% of respondents whose children participate in both the BHAS program and the Camp Menlo program in the summer.
- Of those responding, 50% indicated they could manage a fee increase of \$20-\$40 per month more. 37% of respondents indicated they can manage a fee increase greater than \$40 per month while only 2 respondents or 12% could not manage any fee increase.
- All parent respondents indicated they are willing to participate in some form of fundraising activities for the program, many of who provided suggestions for fundraisers.

At this point, the PAC has not been able to solicit potential funders and partners to replace the 13,000 Homework Grant that was eliminated which represents 25% of the programs projected revenue for this fiscal year. The next step will be to update the City Council during its January study session on the progress made toward improved cost recovery and parent engagement.

RECOMMENDATION

Staff recommends that the Parks & Recreation Commission review and consider the BHAS program cost recovery proposals and provide feedback to staff moving forward with this project.

Natasha Watkins
Recreation Coordinator

Derek Schweigart
Social Services Manager

PUBLIC NOTICE: Public Notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting.

ATTACHMENTS:

- A – BHAS Cost Recovery Proposals and Givens
- B – BHAS Program Fee Survey

Belle Haven After School (BHAS) Cost Recovery Proposals

Givens:

1. 30% cost recovery target based on the City's fiscal policy of 30-70% cost recovery for similar programs. To achieve the 30% cost recovery target, the program would need to generate \$73,080 in revenue or an increase of \$36,698 based on the current program budget of \$243,298. Alternatively, the current projected revenue of \$36,382 would require a decrease of \$122,298 from the current budget.
2. Any increase in user fees must be approved by City Council.
3. Staff-Participant ratios must meet or exceed Title 22 licensing requirements or industry standard for a day care provider which is 1:14.
4. \$13,000 Homework Grant has been eliminated by the County for FY 2012-13 which has created a further revenue deficit for the BHAS program.
5. Parent Advisory Committee must comply with all City policies regarding program fundraising and has sole authority for how money raised will be spent to benefit the program.

Proposals:

1. Change staffing model for BHAS to operate with part-time temporary teachers instead of with a permanent teacher position.

Pros

- The BHAS program would achieve 20.5% cost recovery target taking into account the County's elimination of the \$13,000 Homework Grant.
- If alternative funding for the \$13,000 County Homework Grant is identified, the cost recovery with this proposal would be 28%.
- The change in staffing model would provide a significant improvement in program cost recovery and move it in the right direction.

Cons

- Potential for lost continuity with staffing as part-time employees are limited to 1,000 hours per year.
 - May result in reduced administrative and customer service support for the program.
 - An additional \$17,000 in revenue would need to be identified or alternatively an additional \$56,360 would need to be cut from program budget to achieve the 30% cost recovery target.
2. Increase monthly participant fees by 0-125% or \$1-\$81 from the current extremely low fee of \$64.25/month which is what most participants pay (see chart below). In order to achieve the 30% cost recovery target the monthly fee would

need to be \$145/month with 56 registered participants. A pricing threshold must be determined based on the ability and willingness of parents to pay which will determine the effectiveness of this alternative.

School Year	Fall 2009	63 Total	Fall 2010	55 Total	Fall 2011	40 Total	Fall 2012	48 Total	Fall 2012 Kinders	9 Total
Extreme low Income	\$42	32	\$60	43	\$60	33	\$64.25	40	\$83.50	4
Extreme low Non-Res	\$57	19	\$81	-	NR Full Cost	-	NR Full Cost	-	NR Full Cost	-
Very Low	\$84	7	\$100	8	\$100	6	\$107	6	\$139	5
Very Low Non -Res	\$113	2	\$135	-	NR Full Cost	-	NR Full Cost	-	NR Full Cost	-
Low	\$126	-	-	-	-	-	-	-	-	-
Low Non-Res	\$170	-	-	-	-	-	-	-	-	-
Full Cost	\$386	3	\$450	3	\$450	0	\$482	1	\$737.50	0
Full Cost Non-Res	\$521	-	\$607	1	\$607	1	\$651	1	\$995.60	0

Pros

- The BHAS program would achieve the 30% cost recovery target if current enrollment of 56 participants is met and fees were increased 125%.
- No other program reductions or changes would be necessary.

Cons

- An increase by 125% or \$81 would likely result in reduced participation in the program as demand for the program will be negatively impacted because parents will be unable / unwilling to pay beyond a certain price point. For example, when non-residents rates were increased to reflect the City's non-resident rate requirement enrollment declined dramatically.
 - A reduction in participation would result in reduced revenue and decreased cost recovery.
3. Combination approach that includes eliminating or reducing program components, increasing staff-participant ratios, identifying alternative funding sources, and partnering more closely with Beechwood School and Tinsley program to increase enrollment.

Pros

- This proposal would attempt to limit impacts to users using a diversified approach to addressing cost recovery.

- Successfully identifying partnerships and alternative funding sources could limit the impact on users while improving cost recovery.
- The program's parent association could potentially raise funds that could help to offset reductions to program components such as trips and supplies. The budget for trips and supplies together is \$6,000.

Cons

- This proposal involves further reductions to part-time staff and the elimination of the trips as a component of the program. The identified savings is approximately \$9,000 which is minimal and will have little or no impact on cost recovery.
 - The elimination of the \$13,000 Homework Grant resulted in a 25% decrease in program revenue at the beginning of the fiscal year. This further weakened the program's cost recovery projection.
 - While the desire to increase enrollment and revenue through partnerships is appealing it does not identify any specific cost savings or revenue generation.
4. One proposal that was developed for consideration last fiscal year was a shared services model that merges the BHAS program with the Boys and Girls Club of the Peninsula (BGCP).

Pros

- The program would save at least \$100,000 while preserving permanent staff positions through reassignment.
- The BGCP program charges \$25/year for their program which would be a cost savings for parents.
- Eliminates any duplication of programming through shared services model while improving partnerships with organizations in the neighborhood with similar goals.

Cons

- The BGCP program is not a licensed program.
 - The BGCP program does not provide motorized transportation from school locations to the program as does the BHAS program as it currently serves the Belle Haven School location.
 - Parents concern about staff-participant ratios with BGCP and participant supervision and safety.
5. Another proposal under consideration last fiscal year was the elimination of the BHAS program altogether.

Pros

- The City of Menlo Park would save at least \$160,000 if the permanent staff positions were preserved through reassignment.

Cons

- If other options are not identified, 56 children and their families would need to identify other child care options.
- Other than the BGCP program there are no affordable child care options available for families in the area.

BHAS Program Fee Study

18 surveys received back

How many years has your child been in the afterschool program	1 year	2 years	3 Years	4 years	5 years	6 years
	4	2	6	5	0	1

How many children do you currently have attending the afterschool program	1 Child	2 children
	13	5

In the past, have you had other children attend afterschool program	yes	no
	7	11

Do your children participate in the Camp Menlo Summer Program	yes	no
	16	2

One strategy for improving cost recovery is to look at fee increases for the program.

Would you be willing and able to pay an increase in the following amount for the BHAS?

\$20-\$40	\$40-\$60	\$60-\$80	\$80-\$100	\$100+
8	1	2	2	1

If no, Why not?

Cant afford an increase 2

I don't make enough money to pay for a increase. I simply can't afford it. barley making it now

Another strategy for meeting cost recovery is support of the BHAS Parent Advisory Committee through fundraising for the program. Are you willing to participate in fundraising activities to support the program

100% yes response

Do you have any ideas for program fundraising that you would be willing to support and encourage others to support? If so, which ones?

raffles, garage sale, car wash, bake sale, selling food plates, candy apples, selling candy, donate food to sale special snacks, car show, popcorn sale, silent auction, gift wrap sale, Jamba juice, donation request from potential businesses



COMMUNITY SERVICES

P&R Commission Meeting Date: November 28, 2012

Agenda Item #: D-1

STAFF REPORT: 2013 Field User Group Annual Approval Process & Update

RECOMMENDATION

Staff recommends the Parks & Recreation Commission reviews and considers the approval for 2013 Field User Groups.

BACKGROUND

Field User Group Approval Process

In March 2010, the Parks and Rec Commission approved a new athletic field use policy. As part of the policy, athletic field user groups were required to fill out a Field User Group Application. The application requires a presentation to the Parks and Recreation Commission for all new user groups. Returning user groups are only required to submit their updated paperwork. While the returning user groups are welcome to come to the annual presentation meeting, it is not a requirement for renewal unless the user group violated city field policies during the past year and is on probation.

Existing Field User Group Update

In 2012, all 12 user groups utilized field space and have submitted the required materials to maintain their status for 2013. The table below is the updated figures and percentage of residents for each approved field user group.

Approved User Groups				
Organization	Residents	Non-Resident	Total Users	% of Residents
AYSO	1331	375	1706	75%
Alpine Strikers Football Club (CYSA)	217	122	339	64%
Menlo Atherton Adult Soccer League (MAASL)	19	81	100	19%
Alpine Little League (ALL)	496	301	797	62%
Menlo-Atherton Little League (MALL)	357	180	537	66%
Menlo Atherton Lacrosse Grizzlies (MAL)	66	14	80	82.5%
Association de Futbol Latino Americana (ADF)	22	15	37	59%
Bulldog Sports	63	31	94	67%
Bay Area Wave	24	134	158	15%
Stanford GOALS (Stanford University)	30	0	30	100%
St. Raymond School	42	0	42	100%
Mid-Pen High School	65	0	0	100%
Totals	2459	1092	3551	69.25%
City	Adult Sports Leagues, Kids Love Soccer Classes, City Summer Camps. Hi Five Sports Camps			
Other	1-time rentals and other smaller non-approved rental groups			

The total usage of the sports fields for 2012 is provided below:

Total Sports Field Hours in 2012	Hrs Used
Oak Knoll	2334
Burgess Park	7252
Kelly Park	3248
La Entrada	2997
Jack Lyle	5325
Nealon	6183
Willow	4838

Belle Haven	65
TOTAL	32,242

While a majority of these fields are heavily used during peak seasons and peak times, the space can be found during the following times and days:

- During non-peak season
- Later afternoon during Saturdays and Sundays
- Nealon Park, Oak Knoll, and Belle Haven School have additional availability during the weekends

New User Group Applications

New user group applicants' presentations should take no more than 5 minutes and should cover the following:

1. Overview of Organization (location, board members, affiliations, vision/mission)
2. Total number of users
3. Percentage of residents and non-residents
4. Process for registration/enrollment (open, tryouts, etc)
5. Description of intended use of fields for 2013
6. Overview of field needs (locations, times, seasons)
7. Any other comments that would be beneficial to the Commission

New Field User Group Resident Information

Proposed New User Groups				
Organization	Residents	Non-Resident	Total Users	% of Residents
Xtreme Baseball	12	2	14	86%
East Palo Alto Razorbacks	8	130	138	6%

ANALYSIS

At the November 28 Commission meeting, the Parks and Recreation Commission will be hearing from the above applicant to become an approved Field User. Staff encourages you to ask questions or for points of clarification after each presentation, if needed, for each individual user group. At the conclusion of all of the presentations the Commission will be asked to provide approval, conditional approval, or denial for each of the User Group requests.

Approval: Complete information; demonstrated ability to follow the field use policies; an appropriate and intended use of City athletic fields

Conditional Approval: Incomplete information; on probationary status due to not following field use policies

Deny Approval: Failure to follow field use policies over the past year; not an appropriate or intended use of Menlo Park's athletic fields

Approval of a User Group only guarantees field space for the user group; it does not guarantee the amount of field space, the field location, or times. The field allocation criteria stated in the athletic field policy will guide staff in making these field allocations as equitable as possible.

If additional groups have not filled out their paperwork in advance of the deadline or request field space after the review process, they may still be allotted field space. However, the field space will be allocated after all of the approved user groups have been allocated their field space.

RECOMMENDATION

Staff recommends the following approval for 2013 Field User Groups:

Proposed New User Group	Approval	Conditional Approval	Deny Approval
Extreme Baseball	Meets criteria		
East Palo Alto Razorbacks	Meets criteria		
All Returning User Groups	Meets criteria, no violations in 2012		

Todd Zeo
Recreation Coordinator

Katrina Whiteaker
Recreation Services Manager

PUBLIC NOTICE: Public Notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting.

ATTACHMENTS: None

Memo

To: Parks and Recreation Commission

From: Katrina Whiteaker, Recreation Services Manager
Derek Schweigart, Social Services Manager

Date: November 28, 2012

Re: Park & Recreation Commission for Community Funding Allocation YR12-13

The City Council subcommittee will be recommending to City Council on December 11th to adopt a resolution approving the proposed allocation of the 2012-13 Community Funding in the amount of \$110,000.

This year the Community Services staff created a system to support the subcommittee's work by establishing weighted criteria for assessing the applications against factors such as:

- Verified program results
- Impact on the Menlo Park community
- Percentage of total budget spent on administrative overhead
- Receipt of City funding in previous years
- Community need for the program
- Unduplicated service or, if duplicated, evidence of collaboration
- Alignment with Council goals for the program (Seniors, Youth, Disabled, Emergency Services/Low-Income Support)

These assessment criteria were included with this year's application and questions were modified to solicit information demonstrating that particular program aspect. After the applications were reviewed and points awarded, staff used a formula to allocate the \$110,000 in the fund. The attached staff report (Attachment A) will be presented to City Council on December 11th with the complete list of agencies and their recommended funding. Staff is requesting feedback from the Parks & Recreation Commission regarding the assessment criteria for the Community Funding Grant.



COMMUNITY SERVICES

Council Meeting Date: December 11, 2012

Staff Report #:

Agenda Item #:

CONSENT CALENDAR: Adopt a Resolution Approving the City Council Subcommittee Recommendations Regarding the Allocation of 2012-13 Community Funding in the Amount of \$110,000

RECOMMENDATION

The City Council subcommittee recommends that the City Council adopt a resolution (Attachment A) approving the proposed allocation of the 2012-13 Community Funding in the amount of \$110,000.

BACKGROUND

The Great Recession that ended in 2009 has created an environment of economic uncertainty with increasing poverty and unemployment rates for the Silicon Valley remaining high. Non-profit organizations are seeing a greater demand for their services while experiencing fewer federal, state, and private funds and are increasingly turning to other sources for financial support. As one of those alternative funding sources, the City of Menlo Park has seen increased requests over time and has followed a formal policy since 1996 (see "Community Funding Program Guidelines" Attachment B).

The policy guidelines stipulate that the programs must address a verified community need and have a significant Menlo Park client base. The priority service areas include emergency assistance for those who are homeless or low-income; assistance to the disabled; help for seniors to be independent; senior daycare support; youth services including recreational and summer academic support; crisis and family counseling; and substance abuse prevention. Applicants must maintain accounting records with an independent audit at least once every two years. In some cases, a certification from the Board of Directors that financial statements follow standard accounting practices will be accepted. Each fiscal year, according to the policy, no more than 1.7 percent of General Fund property tax revenue may be allocated to the Community Funding Program. This ceiling would amount to slightly over \$230,000 for the 2012-13 fiscal year. However, in recognition of the City's challenges in balancing the budget this year, the General Fund budget for 2012-13 includes \$110,000 for community programs, the same as last year.

This year, the City provided notice of the grant program to agencies that received funding in prior years. Fifteen agencies responded with requests totaling \$157,000. One agency that received funding in the past declined to submit an application this year. Another agency that received funding in previous years currently does not have enough Menlo Park residents to meet the criteria to submit an application. The applicant agencies provide services that include counseling, crisis intervention, employment assistance, shelter, hospice services, community health, risk reduction education, legal aid to low income seniors, and youth and senior services.

ANALYSIS

On January 10, 2012 the City Council appointed Council Members Keith and Fergusson as the Community Funding Subcommittee for fiscal year 2012-13. The subcommittee is charged with evaluating the funding requests and making recommendations to the full Council as to the allocation of the available funds budgeted for the community funding program.

This year, Community Services staff created a system to support the Subcommittee's work by establishing weighted criteria for assessing the applications against factors such as: verified program results; impact on the Menlo Park community; percentage of total budget spent on administrative overhead; receipt of City funding in previous years; community need for the program; unduplicated service or, if duplicated, evidence of collaboration; and alignment with Council goals for the program. These assessment criteria were included with this year's application and questions were modified to solicit information demonstrating that particular program aspect.

Once applications were reviewed and points were awarded, staff used a formula to allocate the \$110,000 in the fund: Organizations scoring between 80 and 100 were determined to be "first tier" and received 100% of the requested funds. 60% of the requested funds were allocated to the 2nd tier (60-80); 45% for the 3rd tier (50-60); and 20% for the 4th tier (40-50), resulting in a total allocation of \$109,950. One organization was awarded the remaining \$50 in order to allocate exactly \$110,000.

Several notable changes in the applicant pool were observed this year: Adolescent Counseling Services (ACS) has received funding for providing counseling services at Menlo-Atherton High School (M-A). ACS no longer provides counseling services at M-A. M-A has requested StarVista provide these services and received the funding previously allocated to ACS. ACS may re-apply in future years if a program meeting the City's requirements is established elsewhere. Ravenswood Family Health Clinic also did not submit an application this year and has received funding previously.

Several attempts were made to schedule a meeting with the subcommittee in order to review the staff application but a meeting could not be scheduled within the timelines established for the grant program. Staff emailed their recommendation to subcommittee members on November 13th with a request for feedback by November 26th.

The table below outlines funding allocations in FY 2011-12, requests for fiscal year 2012-13, and the staff recommendation to the subcommittee.

Agency Name	2011-12 Allocation	2012-13 Request	2012-13 Recommended
Adolescent Counseling Services	30,000	0	0
Boys and Girls Club of the Peninsula	15,000	20,000	12,000
Community Overcoming Relationship Abuse	3,500	5,000	2,300
Family Connections	3,000	10,000	10,000
Inn Vision Shelter Network	12,250	20,000	20,000
Legal Aid Society of San Mateo County	4,500	5,000	1,000
My New Red Shoes	2,750	5,000	1,000
Nuestra Casa	0	6,000	0
Ombudsman Services of San Mateo County	0	2,000	2,000
Pathways Hospice Foundation	10,000	10,000	2,000
Peninsula Volunteer, Inc	12,500	20,000	20,000
Project WeH.O.P.E.	0	5,000	1,000
Ravenswood Education Foundation	7,000	10,000	6,000
Ravenswood Family Health Center	1,500	0	0
Service League of San Mateo County	2,500	3,000	0
Star Vista	2,500	30,000	30,000
Youth Community Service	3,000	6,000	2,700
Total	\$110,000	\$157,000	\$110,000

Additional information about each organization is available in the Finance Division.

IMPACT ON CITY RESOURCES

The adopted budget for FY 2012-13 includes an appropriation of \$110,000, adequate to fund the amounts recommended for the Community Funding Program.

POLICY ISSUES

The staff recommendation to the subcommittee is consistent with the Council's current Community Funding Program Policy.

ENVIRONMENTAL REVIEW

Environmental Review is not required.

Stephen Green
Financial Analyst

Cherise Brandell
Community Services Director

PUBLIC NOTICE: Public Notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting.

ATTACHMENTS:

- A. Resolution
- B. Council Policy on Community Funding

RESOLUTION NO.

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
MENLO PARK APPROVING THE COUNCIL
SUBCOMMITTEE RECOMMENDATIONS REGARDING
ALLOCATION OF 2012-13 COMMUNITY FUNDING**

The City of Menlo Park, acting by and through its City Council, having considered and been fully advised in the matter and good cause appearing therefore.

BE IT AND IT IS HEREBY RESOLVED by the City Council of the City of Menlo Park that the City Council does hereby approve the City Council Subcommittee Recommendations regarding the allocation of 2012-13 community funding in the amount of \$110,000, as more particularly set forth in the Staff Report presented to the City Council on December 11, 2012.

I, Margaret Roberts, City Clerk of the City of Menlo Park, do hereby certify that the foregoing resolution was approved at a regular meeting of the City Council held on the eleventh day of December, 2012, and adopted by the following votes:

AYES:

NOES:

ABSENT:

ABSTAIN:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Official Seal of said City on this eleventh day of December, 2012.

Margaret S. Roberts, MMC
City Clerk

City of Menlo Park**COUNCIL POLICY**

Department	Page 1 of 2	Effective Date: June 4, 1996
Finance		
Subject	Approved by:	Procedure #
Community Funding Program Guidelines	City Council On June 4, 1996	FIN-01-1996

PURPOSE

To provide guidelines for the award of monetary support to local non-profit agencies whose programs respond to the human service needs of Menlo Park residents. This funding is not intended for use as the sole support of any agency. All recipients of financial assistance grants enter into a contractual agreement with the City detailing the specific objectives to be accomplished as a result of the grant.

POLICY**1. GOALS AND PHILOSOPHY**

The City of Menlo Park recognizes that:

- 1.1 the availability of basic human service programs is a key determining factor in the overall quality of life of Menlo Park residents;
- 1.2 the most cost-effective and efficient manner to insure that these services are available to local residents is through the development of agreements with existing non-profit agencies;
- 1.3 contractual agreements with non-profit agencies allow the City to influence the human service programs offered to Menlo Park residents; and
- 1.4 financial assistance grants demonstrate the City's support of the activities of specific non-profits and make it possible for these agencies to leverage additional funds which will benefit local residents.

2. ELIGIBILITY

- 2.1 All applicants must be formally incorporated non-profit entities and must be tax exempt (under Section 501(c)(3) of the IRS Code, and Section 2370(d) of the California Revenue and Taxation Code).
- 2.2 All applicants must be agencies based in Menlo Park or agencies which provide services throughout the County of San Mateo who can demonstrate a significant Menlo Park client base.
- 2.3 All applications must provide a service that is not a duplication of an existing public sector program, OR if the service is duplicated, the applicant must show why it is not an unnecessary duplication of service.
- 2.4 All applicants shall maintain accounting records which are in accordance with generally accepted accounting practices. The agency must have an independent audit performed at least once every two years.
- 2.5 The agency must have bylaws which define the organization's purposes and functions, its organization and the duties, authority and responsibilities of its governing body and officers.

City of Menlo Park

COUNCIL POLICY

Department	Page 2 of 2	Effective Date: June 4, 1996
Finance	Approved by:	Procedure #
Subject	City Council	FIN-01-1996
Community Funding Program Guidelines	On June 4, 1996	

- 2.6 Governance of the agency should be vested in a responsible and active board which meets at least quarterly and establishes and enforces policies. The board should be large enough and so structured to be representative of the community it serves. It should have a specific written plan for rotation or other arrangements to provide for new members.
- 2.7 The agency must provide for adequate administration of the program to insure delivery of the services. The agency must provide that it has a written job description for each staff position and an organizational chart approved by the board. One individual should be designated as the full time director of the agency.
- 2.8 No less than 85% of City funds granted must be used for direct services as opposed to administrative costs.
- 2.9 City grants can represent no more that 20% of an applicant's total operating budget.
- 2.10 All recipients agree to actively participate in City efforts to coordinate and to improve human services within the City.
- 2.11 The program described must respond to a verified community need as defined by the City Council:
- DISABLED** emphasizes support of programs that will allow the disabled to actively participate in their community and maintain independence from institutional support.
- EMERGENCY ASSISTANCE AND LOW INCOME SUPPORT** emphasizes support of programs that can meet emergency needs for people in crisis such as victims of homelessness, rape, and domestic violence and the basic needs such as food, etc., for low income residents.
- SENIORS** emphasizes support of programs which serve predominantly low income, frail and minority seniors; and those programs which make it possible for seniors to continue to be independent and active community participants.
- YOUTH** emphasizes support of delinquency prevention services including recreation; crisis and family counseling; substance abuse prevention; child care and acculturation of ethnic minorities.

PROCEDURE

Any agency requesting financial assistance must complete the required application and submit it to the Finance Department. The City Council subcommittee is responsible for reviewing all proposals and submitting recommendations for funding to the City Council.

FUNDING

Grants are funded by the General Fund. Each fiscal year, no more than 1.7 % of general fund property tax will be allocated to the Community Funding Program.

Memo

To: Parks and Recreation Commission

From: Katrina Whiteaker, Recreation Services Manager
Derek Schweigart, Social Services Manager

Date: November 28, 2012

Re: Director's Update for November 2012

1. Belle Haven Vision Process

Applications are currently being accepted for volunteers from the Belle Haven neighborhood to serve on a selection committee in choosing the consultant who will lead the community discussions that will take place in the next six to eight months. The deadline for applications is December 17, 2012. Volunteers will be required to review several lengthy proposals and attend one or two meetings in early January, 2013. The Belle Haven Vision Process will help discover what's most important to the people who live and work in the Belle Haven neighborhood.

2. Belle Haven Community Meeting

On Thursday November 8th, a neighborhood meeting was convened by Mayor Kirsten Keith and the Menlo Park Police Department to address the community and provide an update on the critical incidents that have taken place. The meeting was held at Belle Haven Community School with the Chief of Police, his command staff and Assistant City Manager Starla Jerome Robinson in attendance as the meeting started. There were 82 members from the community that attended and the meeting was well received. Chief Violett, Commander Lacey Burt and Commander Dave Bertini summarized the critical incidents that took place on Thursday, Nov 1st and Friday, Nov 2. Their presentations stressed the importance of using the anonymous tip line and handed out statistics demonstrating that police calls for service in Beat 3 (Belle Haven) have actually declined despite the recent activity of the past week.

3. Senior Center Events

Senior Center served a record number of 130 guests at its annual "Let's Give Thanks" luncheon to celebrate Thanksgiving on Thursday, November 15th. Other

exciting events held recently included the “Day of the Dead Celebration” on October 31st complete with an altar, and a Veterans Day Luncheon with story sharing called “Celebrating Local Heroes.” On display were artifacts, medals, photographs and articles from those guests who had fought in wars, with an open microphone time to share real war stories.

4. Onetta Harris Community Center Loteria Night

On Friday, November 16th the Onetta Harris Community Center played host to a night of family fun through its version of a popular family game Loteria (Think Bingo with pictures). There were prizes, snacks and lots of laughter for the families that participated. This free event is just one of a number of neighborhood events the community center hosts throughout the year.

5. Aquatics User Group Survey Process

Based on the feedback from last year’s newly formed Aquatics User Group, staff has decided to use an electronic method for collecting results this year. Instead of having subgroup representatives collect paper surveys from 10 other members within their subgroup and report back to the Parks and Recreation Commission, a survey monkey questionnaire asking similar questions was sent out to all of the various user groups at both pools including the two rental groups (SOLO and Team in Training). The response rate has been much higher so far. We have received over 160 responses compared to 116 in 2011. These results will be presented at the January 2013 meeting. In addition, City staff and Menlo Swim and Sport will encourage users to attend this meeting if they would like to provide any further public comments and feedback to the Commission.

6. Recreation Services Manager Update

Katrina Whiteaker, Recreation Services Manager, announced this week that she is expecting twins in May, 2013. The Community Services team has already begun exploring and evaluating options to maintain operations as she plans her maternity leave.

7. Breakfast with Santa

Annual Breakfast with Santa event will be taking place on Saturday, December 1st from 7:30 to 11:30 am at the Arrillaga Family Recreation Center. Activities will include pancake breakfast, letter writing to Santa, holiday crafts, visiting and picture taking with Santa, and a fun time with friends & family. Reservations are required.

8. Holiday Showcase at M-A PAC

Come see the City of Menlo Park fabulous collection of classes and programs at the Menlo-Atherton Performing Arts Center on Saturday, December 15th from 4-6pm. Performances will include gymnastics, dance, martial arts, African drumming, and more! Tickets are \$5 for Adults and Children under 12 years old are free. To buy tickets in advance, please visit: www.menlopark.eventbrite.com.