

Application Form  
City of Sunnyvale Human Services Funding  
January 2015

# COVER SHEET

## APPLICANT INFORMATION

Legal Name of Organization: Project Sentinel Inc

Mailing Address: 1490 El Camino Real

City: Santa Clara

State: CA

Zip Code: 95050

Web Address: www.housing.org

Contact Person: Anky Van Deursen

Title: Director, Dispute Resolution Programs

Email: avandeursen@housing.org

Telephone Number: 408-470-3735

Fax Number: 408-648-2955

Executive Director: Ann Marquart

Email: amarquart@housing.org, info@housing.org

TYPE OF FUNDS REQUESTED:  **CDBG** (Minimum Request \$25,000)  **GENERAL FUNDS** (Minimum Request \$10,000)

## PROGRAM OVERVIEW

Program Name: Landlord-Tenant Counseling and Dispute Resolution Program

Location(s) where Sunnyvale clients will be served (include full street address(es):

1490 El Camino Real, Santa Clara CA

### **Brief Program Description:**

Enter text here. **DO NOT EXCEED THE SIZE OF THE BOX.** Text will not print and your application will not be accepted. This note applies to all boxes that allow multiple lines of text in this application.

This proposal is submitted in support of tenant-landlord counseling and dispute resolution services. The proposed activity educates tenants and landlords on their respective rights and responsibilities, provides instruction on how to resolve housing problems, and conducts mediations and conciliations as a means of dispute resolution. Services encompass all areas of residential rental concerns: e.g., terminations, evictions, habitability, privacy, deposits, rent increases, and applies to all types of housing including mobile homes and HOAs. The services will primarily benefit low income Sunnyvale tenants to maintain and stabilize their housing.

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**SECTION 1: FUNDING REQUEST FOR SUNNYVALE PROGRAM**

**A. City of Sunnyvale Funding Categories (See RFP Notice, page 8). Please select one:**

- Operational       Emergency       Seed Program

**B. Consolidated Plan Priority Need Type.**

Select only one:

- A. Basic Needs (Food, financial aid, emergency shelter)  
 B. Youth Intervention (mentoring/after-school programs)  
 C. Mental Health or Substance Abuse Counseling  
 D. Other Supportive Services (Legal aid, senior care services, disability-related services, etc.)

**C. Program Financials<sup>1</sup>**

Funding Amount Requested: \$50,000.00      Funding Type:  CDBG     GENERAL FUNDS

Total Program Cost: \$66,500.00

Cost per client for proposed Sunnyvale Program: \$119.00

Number of Sunnyvale clients to be served with City grant: 420 (not including I&R)

Total matching funds for proposed Sunnyvale services: 16,500

Match Ratio (% of program funded by matching funds): 33%

Is Applicant currently receiving funding from Sunnyvale?     Yes       No

Has the Applicant applied for funds from the City of Sunnyvale for this Program before?     Yes     No

If yes, complete the following chart for the previous five years.

| Fiscal Year Applied | Amount Requested | Amount Awarded by City |
|---------------------|------------------|------------------------|
| 2014-2015           | 50,000           | 45,000                 |
| 2013-2014           | 20,000           | 20,000                 |
| 2012-2013           | 0                | 0                      |
| 2011-2012           | 0                | 0                      |
| 2010-2011           | 0                | 0                      |

<sup>1</sup> NOTE: Please see pages iii-iv of Application instructions for details on how to calculate Program Cost and Cost per client

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## **SECTION 2: PROGRAM INFORMATION**

### **A. Program Overview and Target Clientele**

1. Provide a brief description of the proposed Program, including the specific services to be provided to Sunnyvale clients with funds from the City of Sunnyvale. Describe your target clientele in terms of age group, income level, household type, etc.

Project Sentinel proposes to continue to provide landlord/tenant counseling and dispute resolution services, principally benefitting lower income Sunnyvale residents and help residents, who may be at imminent risk of homelessness, to achieve stability and maintain their housing.

All services will be confidential, neutral and free to the residents. Services will encompass all concerns arising out of residential rental relationships, e.g., terminations & evictions, rent increases, habitability, repairs, privacy, deposits, and other housing issues and housing code-related issues, including housing related issues in mobile home parks.

Target clients will be Sunnyvale residents from all age groups and household types who are principally lower income.

Services will include thorough landlord/tenant informational assistance, community education, and dispute resolution services, including conciliation and mediation. Evaluation and follow-up of mediation process will be pursued to determine compliance with the mediated agreement.

Project Sentinel maintains a list of below-market and other affordable rental properties in Santa Clara County, a crucial resource for BMR renters who need to find alternative housing.

In addition to routine activities, Project Sentinel's dispute resolution staff has been utilized by local government for various special projects, such as presenting workshops and drafting handouts.

2. Describe the type of needs(s) that the proposed Program would address, its impact on Sunnyvale, and which need or objective of the City's Consolidated Plan it is primarily intended to meet.

In recognizing that housing is a fundamental human need, this proposal strives to improve housing conditions for Sunnyvale renters, with a focus on low to very low income households. Fifty-three percent (53%) of Sunnyvale's housing units are renter occupied with 27% of that population paying 35% or more of their income towards housing costs. Many pay 50% or more of their income for housing costs. This untenable cost burden is faced by single female heads of household, those with disabilities, seniors on fixed incomes, new immigrants, and many others who struggle on a daily basis to pay their rent and put food on the table. Many are one pay check away from homelessness. These households live outside the boundaries of Silicon Valley's rags to riches tech boom with no hope for stock options in their future. Instead, a late or reduced pay check, a domestic quarrel, an unruly child, a sick family member, a bad day at work, a needed car repair -- any number of circumstances contributing to unmanageable stress can jeopardize their tenancy. Despite these stated difficulties, Project Sentinel is able to help negotiate rental agreements to avoid evictions and homelessness, improve habitability and generally bring a sense of balance and stability to many renters, owners and managers.

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3. Describe the Program's client eligibility requirements. Note if the clients are at-risk and/or an under-served population, and explain why.

Low to very low income tenants and housing providers constitute the majority of clients served. We do not exclude anyone requesting service due to their income level, personal characteristics, household composition or language capability. The primary criterion is that they be Sunnyvale residents. This client base constitutes the most vulnerable and at-risk of our communities; some are monolingual, non-English speaking, some have little or no formal education, some have disabilities, and they are in fear of retaliation, dislocation, institutionalization or deportation, with no other recourse

4. What other private or public organizations are now, or will be, addressing the same needs as the proposed program? List and describe the services provided by each agency to address these needs. Explain how the proposed program augments rather than duplicates the services of others. Describe how your agency collaborates with similar or complimentary service providers.

Project Sentinel is unique among service providers for its focus on landlord-tenant counseling and alternative dispute resolution services where we quickly initiate contact with all effected parties, unlike many of the public interest legal services. Our distinguishing program components include our Rental Rights and Responsibilities workshops and our Conflict Management Training.

Project Sentinel collaborates with a wide range of agencies such as the Sunnyvale Senior Center and Sunnyvale Community Services. These agencies provide space for client meetings, workshops/presentations. We make regular contact with Sunnyvale's Public Safety Department where we distribute business cards which list the agency's services and contact information in English, Spanish and Mandarin.

5. Describe any direct, quantifiable cost savings your proposed program would generate for the City, such as reducing a need for city services, (police, etc.). Attach any reports or other documentation supporting your estimates of city savings. Do not include cost savings to other public or private entities (county, state, federal agencies, or businesses).

The proposed services save city staff time, which translates to cost savings, by not having to assist residents resolve their housing problems. Tenants with long term housing problems have been known to appear before the City Council pleading for City intervention and assistance. The proposed services save City Council time by not having to hear lengthy public testimony. Public Safety, Code Enforcement and Planning Department staff time is saved, again by being able to refer disputing parties to Project Sentinel for education and dispute resolution.

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6. Number of unduplicated clients estimated to be served by the proposed program with the requested City grant funds in next fiscal year (must be consistent with Section 1.C).

Sunnyvale funded Clients: 420 (not incl I&R) Total Program Clients: 420 (not incl I&R)

a. If the agency currently receives Sunnyvale funding, will the amount requested for FY 2015-16 result in an increase in the number of Sunnyvale clients currently being served by the agency (with any funding source)?

Yes       No      (If Yes, continue, if No, go to "B. Objectives")

b. How many additional Sunnyvale clients are expected to be:

Extremely Low Income 5      Very Low Income 10      Low Income: 20

Please complete the table below, using actual client data from prior years; only for the specific program for which you are requesting City funds:

| Time Frame               | Number of Sunnyvale Clients Served with City Funds* | Total Number of Clients Served | Amount of Sunnyvale Funding Received, if Any | Average Annual Program Cost Per Client |
|--------------------------|---|--------------------------------|--|--|
| Average of past 5 years  | (contract start 1314)                               | (contract start 1314)          |  |  |
| FY 2013-14               | 110   | 175 (not incl I&R)             | \$20,000.00                                  | \$114.00                               |
| Estimated for FY 2015-16 | 260   | 420 (not incl I&R)             | \$50,000.00                                  | \$119.00                               |

\* If not funded previously by the City, enter the number of Sunnyvale clients served with any source of funds.

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Please provide the number of unduplicated Sunnyvale clients served by income level and special needs, if any:

|                                   | 2013-2014<br>Actual   | 2015-2016<br>Proposed |                      | 2013-2014<br>Actual   | 2015-2016<br>Proposed |
|-----------------------------------|-----------------------|-----------------------|----------------------|-----------------------|-----------------------|
|                                   | <b>SUNNYVALE ONLY</b> |                       |                      | <b>SUNNYVALE ONLY</b> |                       |
| Extremely Low Income (0%-30% AMI) | 35                    | 63                    | Youth (0-18 years)   | 44                    | 105                   |
| Very Low Income (31%-50% AMI)     | 53                    | 136                   | Adults (19-61 years) | 81                    | 226                   |
| Low Income(51%-80% AMI)           | 62                    | 157                   | Seniors (62+ years)  | 35                    | 64                    |
| Moderate Income (81%-120% AMI)    | 17                    | 42                    | Disabled Individuals | 15                    | 25                    |
| Above Moderate Income (120%+ AMI) | 8                     | 22                    | Other Special Needs  |                       |                       |
| <b>Total</b>                      | 175                   | 420                   | <b>Total</b>         | 175                   | 420                   |

**B. Objectives**

For each program objective, please indicate the proposed type and number of units of service to be provided during the next fiscal year. Units of service are those units that will be used to calculate program performance and justify reimbursement requests. You must include at least one type of unit, and may include up to four types.

| Objective<br>(unit of service)<br>e.g. hours of service, meals provided,<br>evictions prevented, etc. | 1st<br>Quarter | 2nd<br>Quarter | 3rd<br>Quarter | 4th<br>Quarter | Annual |
|---|----------------|----------------|----------------|----------------|--------|
| Tenant-Landlord dispute cases   | 35             | 35             | 35             | 35             | 140    |
| Calls/Requests for information/education  | 125            | 125            | 125            | 125            | 500    |
| Mediations  | 3              | 3              | 4              | 4              | 14     |
| Outreach  | 3              | 3              | 3              | 3              | 12     |

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**C. Program Administration and Monitoring**

1. Use the table and space below to briefly describe how the program will be managed and administered, including proposed staff time and staff functions.

| Position Title               | Program Duties              | Total Annual Salary | Total Hours per Week | % Time Allocated to Sunnyvale Grant Activity | Amount of Salary to be funded by grant, if any |
|------------------------------|-----------------------------|---------------------|----------------------|--|--|
| Executive Director           | Management                  | 101,537             | 40                   | 2%   | 2,031  |
| Director, Dispute Resolution | Direct Service              | 60,000              | 40                   | 20%  | 12,000   |
| Counselor                    | Direct Service - Counseling | 42,000              | 35                   | 40%  | 16,800   |
|                              |                             |                     |                      |  |  |
|                              |                             |                     |                      |  |  |

Program services are accessed by telephone, by email and in person by walk-ins at our office location from 9 a.m. to 12 p.m. and from 1 p.m. to 4 p.m. One staff member will be assigned the role of Sunnyvale case manager. Other staff members will be also available on an as-needed basis. Bilingual Spanish and Chinese services will be available during the routine work week. Other languages are handled by community volunteers or through the Ethnic Bridge translation service.

2. How will the effectiveness of your program be measured during each year of the grant?

\*The agency maintains an extensive database on all cases, which collects demographics, types of disputes and outcomes. This information helps us track staff time and to assess dispute resolution performance to ensure that we meet minimum numerical contract goals and are able to provide all data points enumerated above and as required by the City.

\*Each mediated and conciliated agreement is followed up with a Compliance Review. Staff contact the parties to the mediated and conciliated agreements to determine whether the terms of the agreement have been met. The average annual rate of compliance remains around 96%.

\*A Process and Outcome Satisfaction Survey is administered to mediation participants seeking their feedback on the case development and the mediation process. The survey also seeks feedback on whether they were satisfied with the outcome of their case. Approximately 93% of our clients indicate a positive response and that they would use the service again, if needed

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3. Describe your policies and procedures for assuring that people with disabilities and/or limited English proficiency have equal access to services and benefits. Attach your agency's Language Access Policy and disability-related policies, if any.

Project Sentinel's Personnel Policies Handbook states that agency staff as well as the general public are afforded reasonable accommodation. The agency provides services from accessible office space and advertises use of the California Relay Service on literature that informs the public of available services. This same literature is available in English, Spanish, and several Asian languages.

Project Sentinel's office is wheelchair accessible. Almost all first contact with clients is by phone, at which time the housing counselors will offer to accommodate the caller's needs due to a disability. Outreach and educational material informing the general public that disability is a protected category is distributed in several different languages. Special phone assistance is available to those with hearing, speech, vision or mobility impairment by calling the Accessibility Resource line 1-800-772-3140 or TTY 1-800-75-2929.

The agency has Spanish and Mandarin speaking staff. If these staff members are not available, or other language translation is needed, Project Sentinel staff will use the Ethnic Bridge translation service or seek the services of a partner agency.

4. Provide a brief general description of your agency and the services it provides. Describe your agency's experience in providing the proposed services. If previously funded by the City, what goals and accomplishments were achieved with City funds?

Project Sentinel's mission is "to develop and promote fairness and equality of housing for all persons and to advocate peaceful resolution of disputes for community welfare and harmony." To that end Project Sentinel, a HUD certified Counseling Agency, has over 30 years of experience in providing housing counseling to communities through Santa Clara County, including the City of Sunnyvale. We serve over a thousand households each year in Santa Clara County with counseling and dispute resolution. We have a collaborative working relationship with other social service agencies, including Sunnyvale Community Services, as well as the Sunnyvale Senior Center, which generously offer their facility so the agency can meet and assist low income and senior Sunnyvale residents. We have an excellent working relationship with the Tri-County Apartment Owners Association, and again, collaborate with them in efforts to educate rental owners and managers and to resolve rental disputes. With City of Sunnyvale funding for FY 13-14, we assisted 391 residents with information and referral, and opened 100 cases.

5. Explain how your agency collects client eligibility and demographic data, consistent with CDBG requirements for public services programs. Attach a copy of your client application or income verification form.

Each person who contacts Project Sentinel requesting service and has a case opened, will be asked to provide their race/ethnicity and gross annual income. No one is turned away due to their income category, but the reality is that the majority requesting assistance falls in the low- to extremely low-income categories. Clients are informed that this information is required by our government funding sources. This information is filed in the case management folder and entered into the database.

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**D. Consolidated Plan Goals**

Please indicate which Consolidated Plan Goal(s) will be met by the Program and briefly describe how your Program meets the Goal(s).

- Goal #2:** Support activities to end homelessness
- Goal #3:** Support activities that provide basic services
- Goal #4:** Promote fair housing choice
- Goal #5:** Expand economic opportunities for low-income households.

Proposed services encourage owners to maintain code compliant property, and follow the California Civil Code and any applicable local ordinances in their relationship with the tenants. The services also help low income tenants who may be at imminent risk of homelessness to achieve stability and maintain affordable housing free of unnecessary displacement.

**E. HUD Performance Measures**

HUD required that recipients of federal funding assess the outcomes of their programs. Please identify which HUD objective and HUD outcome will be addressed by your proposal.

**Objectives**

- Objective #1: Creates a suitable living environment.** This objective relates to activities that are designed to benefit communities, families, or individuals by addressing issues in their living environment (such as poor quality infrastructure) to social issues such as crime prevention, literacy or elderly health services.
- Objective #2: Creates economic opportunity.** This objective applies to the types of activities related to economic development, commercial revitalization, or job creation.

**Outcomes**

- Outcome #1: Improve availability/accessibility.** This category applies to activities that make services, infrastructure, public facilities, housing, or shelters available or accessible to low/moderate income people, including persons with disabilities. In this category, accessibility does not refer only to physical barriers, but also to making the affordable basics of daily living available and accessible to low/moderate income people where they live.
- Outcome #2: Improve affordability.** This category applies to activities that provide affordability in a variety of ways in the lives of low/moderate income people. It can include the creation or maintenance of affordable housing, basic infrastructure hook-ups, or services such as transportation or day care.

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**SECTION 3: FINANCIAL AND OTHER ORGANIZATION INFORMATION**

**A. Agency Information**

Non-Profit with 501(c)(3) Status : Yes \_\_\_\_\_

Faith-based organization: No \_\_\_\_\_

Community Based Development Organization (CBDO): No \_\_\_\_\_

Community Housing Development Organization (CHDO): No \_\_\_\_\_

Other Type of Organization: N/A \_\_\_\_\_

Describe: N/A \_\_\_\_\_

DUNS Number: 781326608 \_\_\_\_\_

**B. Total Agency Budget**

|  | <b>Planned<br/>2015-16</b> | <b>Adopted<br/>(Actual if available)<br/>2014-15</b> | <b>Actual<br/>2013-14</b> | <b>Actual<br/>2012-13</b> |
|--|----------------------------|--|---------------------------|---------------------------|
| <b>Administration</b>                      | \$269,325.00               | \$269,317.00   | \$226,179.00              | \$336,052.00              |
| <b>Fundraising</b>                         | \$0.00                     | \$0.00   | \$0.00                    | \$0.00                    |
| <b>Proposed Program<br/>(Total Budget)</b> | \$774,150.00               | \$630,611.00   | \$721,537.00              | \$870,164.00              |
| <b>All Other Programs</b>                  | \$890,219.00               | \$865,640.00   | \$1,085,839.00            | \$1,232,022.00            |
| <b>Total Agency Budget</b>                 | \$1,933,694.00             | \$1,765,568.00                                       | \$2,033,555.00            | \$2,438,238.00            |

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**C. Budget for Fiscal Years 2015-16 & 2016-17**

| Proposed Sunnyvale Program Annual Expenses*                        | City Funds         | Matching Funds     | Total              |
|--|--------------------|--------------------|--------------------|
| Salaries/Benefits/Payroll/Taxes                                    | \$37,123.00        | \$5,000.00         | \$42,123.00        |
| Office Supplies  | \$1,000.00         | \$2,000.00         | \$3,000.00         |
| Communication  | \$700.00           | \$700.00           | \$1,400.00         |
| Publications/Printing/Advertising                                  |                    | \$600.00           | \$600.00           |
| Travel   |                    | \$400.00           | \$400.00           |
| Rent/Lease/Mortgage  |                    | \$7,000.00         | \$7,000.00         |
| Utilities  | \$793.00           | \$200.00           | \$993.00           |
| Insurance  | \$384.00           | \$600.00           | \$984.00           |
| Equipment Rental/Maintenance                                       | \$500.00           |                    | \$500.00           |
| Audit/Legal/Professional Services<br>(for CDBG portion only)       | \$5,500.00         |                    | \$5,500.00         |
| Direct Services (Funding for<br>specific service, e.g. meal, ride) | \$4,000.00         |                    | \$4,000.00         |
| Contract Services  |                    |                    |                    |
| Other  |                    |                    |                    |
| <b>Total Expenses</b>  | <b>\$50,000.00</b> | <b>\$16,500.00</b> | <b>\$66,500.00</b> |

\* Round to the nearest whole dollar and include only expenses associated with proposed program and Sunnyvale clients.

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| <b>Proposed<br/>Funding Sources<br/>for Sunnyvale Program</b> | <b>Amount</b> |
|---|---------------|
| City of Sunnyvale   | 50,000        |
| Other Jurisdictions   |               |
| Foundation  |               |
| Individual Donations  |               |
| Santa Clara County ADR  | 9,500         |
| Core (Presidio) office space                                  | 7,000         |
|   |               |
|   |               |
| <b>TOTAL</b>  | <b>66,500</b> |

1. Does your Organization have a HUD-approved indirect cost plan?       Yes     No
2. Does your agency charge any fees for the proposed Sunnyvale services?       Yes     No
3. Please explain how your organization is leveraging the requested City funds with other funds.

Project Sentinel is intending to leverage the city funds with funds from other sources, such as the County of Santa Clara DRPA Funds as well as with in-kind forms of assistance.