



Council Meeting: November 13, 2012

SUBJECT: Discussion and Possible Action to Determine Priority Needs for Human Services and Amount of Supplemental Funding for Fiscal Years 2013-14 and 2014-15

BACKGROUND

The City provides funding to eligible human services agencies on a competitive basis pursuant to Council Policy 5.1.3: Human Services, originally adopted in 1981, and amended in 1999 and 2006. Eligible human service agencies are those providing supportive services to clients, a majority of whom are lower-income persons or households (those earning less than 80% of area median income). This funding is provided on a two-year cycle following hearings held by the Housing and Human Services Commission (Commission) and Council to determine the “priority human service needs” for the next two years.

Currently, slightly over two-thirds of this funding comes from the federal Community Development Block Grant (CDBG), and the remainder from City general funds, pursuant to historic practice and formalized by Council actions taken in November 2008 which directed staff to include an appropriation of \$100,000 (confirmed annually) in supplemental funding for human services in the City’s 20-year Resource Allocation Plan. On April 3, 2012, Council held a study session on Council Policy 5.1.3, and provided input on the current evaluation and allocation process (see **Attachment 1**). This input has been incorporated into the recommended alternatives, as explained further in the Discussion section of this report.

Agencies providing human services not encompassed within any of the priority needs categories are not excluded from this funding opportunity, although proposals addressing priority needs will receive higher ranking than those addressing non-priority needs. After the priority needs have been recommended by the Commission and approved by Council, staff will issue a request for proposals (RFP) for programs serving the priority needs, and will begin reviewing proposals in early 2013. After proposals are reviewed by staff for eligibility, the Commission will hold several more public hearings to evaluate proposals and recommend funding allocations to Council for approval in May 2013.

EXISTING POLICY

Human Services Policy 5.1.3

POLICY STATEMENT:

I. The City will bi-annually, prior to adoption of the two-year Resource Allocation Plan, review prevailing conditions of human needs within the City and give appropriate attention to Human Services Policies in the City. The Housing and Human Services Commission, following one or more public hearings, will recommend to City Council priority human service needs for the next two years. Following a public hearing, City Council will adopt a two-year priority of human service needs.

2010-2015 HUD Consolidated Plan:

Goal C: Community Development

Objective 1: Support provision of essential human services, particularly for special needs populations.

Need addressed: Lower-income households and/or those with special needs often struggle to meet their basic needs for food, clothing, health, child care, and shelter, or more specialized services described in Chapter 4.

Prioritization: Very low-income, extremely low-income, and/or special needs households (seniors, disabled, homeless people, children, youth, victims of domestic violence, etc.):

- A. Basic needs (such as food, shelter, transportation, health & mental health care, employment assistance/training, child care, etc.).
- B. After school or intervention programs to provide youth with positive alternatives to drugs, violence, and/or gangs (i.e., recreational, mentoring, educational, and career-building activities).
- C. Mental health, addiction and substance abuse counseling, particularly for youth and those exiting institutions.
- D. Other specialized supportive services as may be requested by the community, such as foreclosure assistance, legal assistance for seniors and others, and other specialized human services, such as those currently supported by the City, or those that may address a new or unmet priority need.

DISCUSSION

For many years Sunnyvale has provided funding for various human services using both CDBG and general funds (“supplemental funds”). The use of CDBG funds must be consistent with the City’s 2010-2015 Consolidated Plan, a five-year strategic plan, required by the U.S. Department of Housing and Urban Development (HUD) as a condition of providing the grant. This plan identified Sunnyvale’s housing and community development needs through a citizen participation process held in 2009-10, and outlines a strategy to address those needs, including the priority human services needs set forth by the City, as well as the criteria used to set such priorities. Based on community input,

Commission recommendations and Council actions, the adopted 2010-15 Consolidated Plan included the objective of meeting priority needs for human services in categories A through D, as shown above.

Attachment 2 provides more detail on how funding was allocated among these general priority needs categories for the current two-year funding cycle (fiscal years 2011-12 and 2012-13). The allocations are also shown by type of clientele or special needs group (elderly, disabled, homeless, etc.) to receive “prioritization” in receiving the services funded, consistent with the Consolidated Plan.

The purpose of the current biennial hearing is to determine whether this list of priority needs should continue to be implemented for the FY 2013-2015 funding cycle, or if it should be modified or updated in any way prior to solicitation of proposals. An additional aspect of this process that Council may wish to consider at this time is whether the current amount of annual supplemental general funds provided in the 20-year Resource Allocation Plan (\$100,000) is appropriate for the upcoming two-year cycle.

In addition, in response to some of the input received at the April 3, 2012 Council study session, staff has provided a copy of the current evaluation criteria and scoring guidelines used during the last funding cycle, for Council consideration and possible adjustment (**Attachment 3**). Council may also wish to provide additional direction to staff and/or the Commission for other modifications to the funding process, such as setting a pre-determined proportion of funding for each of the general need categories and evaluating applications only within their respective needs. For instance, all basic needs (“safety net”) services would compete amongst similar safety net programs within the pre-determined portion of funding (i.e. 60% of total or other percentage) allocated for safety net services. In prior funding cycles, staff has recommended setting such funding targets for each category before issuance of an RFP, but those recommendations were not supported by the Commission in the past, as commissioners preferred to evaluate each proposal on its merits against all other proposals received.

Council may wish to consider setting general targets similar to the percentage of funding shown for each priority needs category in the first chart in Attachment 2, or in any other amounts. The current percentages reflect the past practice and decisions made through general community consensus in the prior funding round. The current distribution of funding among the categories is generally similar to that of earlier cycles as well. While setting targets can be helpful, flexibility should be allowed to respond to the quality of eligible proposals received, and the public comments received through the citizen participation process.

FISCAL IMPACT

The recommended alternatives (1.a and 2.a) are consistent with the current Adopted Budget and 20-year Resource Allocation Plan, and therefore these alternatives would have no fiscal impact on the general fund. The impact of different alternatives would depend on the alternative amount of general funds proposed. Expenditures of CDBG grant funds on human services is not considered an impact to the general fund, as these funds must be spent in a timely manner or any unused portion will be lost to the City. Alternative 3 would not have any fiscal impact as it would not change the total amount of funding made available for human services, but it would provide some guidance regarding how to allocate available funds among the service categories.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

At a regular meeting on October 24, 2012, the Commission held a hearing to review the needs identified in the Consolidated Plan, as noted on page two above, and to identify any new priority or unmet human service needs, and made the following recommendation to Council: Approve Alternatives 1(a) and 2(a) and do not approve Alternative 3. The Commission felt that Alternative 3 would be too restrictive and might discourage some applicants from applying for the funds. Minutes of that meeting are provided in **Attachment 4**.

ALTERNATIVES

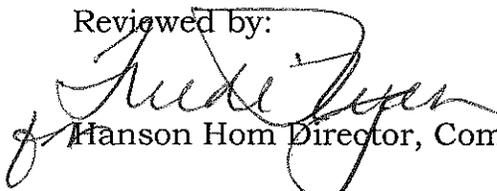
1. Determine Priority Needs:
 - a. Approve the priority human service needs as described in the 2010-2015 Consolidated Plan.
 - b. Approve a modified list of priority human service needs.
2. Determine Supplemental Funding:
 - a. Confirm the annual appropriation of \$100,000 in general funds for supplemental human services, consistent with the current 20-year Resource Allocation Plan, and direct staff to include that amount in the Recommended 2013 Projects Budget.
 - b. Direct staff to include a different amount of general funds in the Recommended 2013 Projects Budget.
3. Set general funding targets for each priority need category, to be used as a guideline for future allocation decisions, consistent with the distribution shown in page 1 of **Attachment 2**, or as determined by Council.
4. Provide direction to staff regarding any desired modifications to the current evaluation and scoring system as shown in Attachments 1 and 3.

RECOMMENDATION

Staff recommends Alternatives 1.a, 2.a, and 3. Public input and concerns expressed during the hearings on the 2010-2015 Consolidated Plan and subsequent annual Action Plans confirm that the priority needs set forth in the Consolidated Plan continue to be valid. The Commission has consistently recommended maintaining supplemental general funding for human services at \$100,000 annually, as the cost of providing a consistent level of service to address these priority needs exceeds the amount of CDBG funding available for human services.

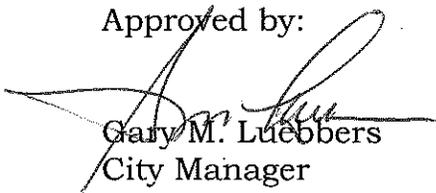
Staff also recommends Alternative 3 as it may help applicants more clearly define their proposals, would allow programs to be more fairly evaluated among peer services, and would help policy-makers with difficult allocation decisions, if funding targets were established in advance for each priority need category. Staff feels the Commission's concerns about setting overly restrictive funding targets and/or discouraging applicants can be addressed by: clarifying that the targets are simply guidelines to inform applicants and the Commission about the general goals of the funding program, similar to the targeted funding approach used in recent years by the United Way Silicon Valley and the Community Foundation; and the RFP can be structured so as to inform rather than discourage applicants, if Council chooses to approve Alternative 3.

Reviewed by:


Hanson Hom Director, Community Development

Prepared by: Suzanne Isé, Housing Officer
Katrina L. Ardina, Housing Programs Analyst

Approved by:


Gary M. Luebbers
City Manager

Attachments

1. Notes from April 3, 2012 Council Study Session
2. Current Human Services Funding Distribution
3. Evaluation Methods from January 2011 RFP
4. Minutes of the Housing and Human Services Commission Meeting of October 24, 2012
5. Written Comments Received From the Public

Attachment 1

Notes from April 3, 2012 Council Study Session

CITY OF SUNNYVALE
City Council Study Session
Summary

Study Session on
April 3, 2012

Review of Council Policy 5.1.3: Human Services

The City Council met in study session in the West Conference Room at City Hall, 456 W. Olive Avenue in Sunnyvale, California, on April 3rd, 2012 at 6:30 p.m., with Vice-Mayor David Whittum presiding.

City Councilmembers Present:

Mayor Anthony Spitaleri
Vice Mayor David Whittum
Chris Moylan
Jim Griffith
Patrick Meyering
Tara Martin-Milius
Jim Davis

City Councilmembers Absent:

None

City Staff Present:

Gary Luebbbers, City Manager
David Kahn, City Attorney
Robert Walker, Assistant City Manager
Hanson Hom, Director of Community Development
Suzanne Isé, Housing Officer

Visitors/Guests Present:

Marie Bernard, Sunnyvale Community Services

Call to Order: 6:30 p.m.

Study Session Summary:

Director Hom introduced Housing Officer Isé, who gave a brief slide presentation on the subject, including a brief background, the issues of concern identified by Council and staff during several public hearings on human services funding last year, and some possible changes to the process.

Council asked questions and commented on the subject:

- Council should follow the adopted funding policies/criteria throughout the process, not change criteria at the end of the process. The process seemed to work well last time. Is it really broken?
- The system is broken.
- Cost per client or per unit of service is a very important evaluation criterion. Staff must provide accurate data regarding these costs.
- Cost per client is not really the best way to evaluate the cost-effectiveness of these programs. A more important factor is how much cost-savings the proposed program would generate for the City, by preventing the need for more critical and expensive city services (public safety interventions, hospitalizations, incarceration, etc.).
- Council should provide direction to the Housing and Human Services Commission (HHSC) early in the process regarding the amount of the General Fund supplement Council is willing to allocate.
- We need to look both ways at cost effectiveness: both cost per unit or client, and value to society of the service.
- Staff should provide data on cost savings created by each program.
- The aging population is going to impact all levels of government by increasing the need for human services. This will be the number one issue impacting cities in the coming years.
- City role is to have a bigger perspective, including acknowledging the law enforcement savings created by many of these programs.
- Council is not as familiar with the proposed programs as are others involved earlier in the evaluation process, so they should give serious consideration to the evaluations of those who have spent time reviewing the programs in detail.

Members of the public offered the following comments:

- Other funding agencies, such as the United Way, the County, and Silicon Valley Community Foundation, are also looking at ways to better evaluate and rank funding proposals. Many of these funding agencies are dividing available funds into pre-determined portions before soliciting proposals, such as a fixed amount for safety net services, and another amount for one or more specialized social services. City should look at what they are doing and may find some good techniques for making difficult funding decisions.

Adjournment: 6:55 p.m.

Respectfully submitted,

Suzanne Isé
Housing Officer

Study Session on Human Services Policy 5.1.3

Purpose and Desired Outcome of Study Session:

The purpose of this study session is to determine what aspects of the CDBG Human Services funding process Council wishes to further explore. Staff has divided the current process into five components which are described below. For each component, staff has provided Council's existing policy, concerns it has heard over the years, and possible options Council may wish to explore as a part of this study. This exercise will help staff to focus its efforts on those aspects of the funding process that concern the Council the most.

A. Background

Policy Framework for Human Services Funding Program:

- Council Policies
- Council Actions on December 16, 2008 (RTC# 08-372)
- HUD Consolidated Plan
- Socio-Economic Element of the General Plan
- Allocation to Program in Projects Budget and Resource Allocation Plan

B. Issues for Discussion

1. Determination of General Fund Supplement Amount

Council Policy 5.1.3 (full text is attached).

POLICY STATEMENT:

- 1. The City will **bi-annually**, prior to adoption of the two-year Resource Allocation Plan, review prevailing conditions of human needs within the City and give appropriate attention to Human Services Policies in the City. The Housing and Human Services Commission, following one or more public hearings, will recommend to City Council priority human service needs for the next two years. Following a public hearing, City Council will adopt a two-year priority of human service needs.*

Current policy requires the City to hold three Council hearings in first year of two-year cycle. This provides three opportunities in the first year of the cycle for Council to modify the amount of General Fund supplement for the coming fiscal year. The first of these opportunities, the November hearing, occurs prior to the release of the RFP for human services proposals:

- November:** Tentative determination of General Fund supplement during CDBG Priority Needs hearing.
- May:** Tentative amount of supplement is confirmed or modified during CDBG Action Plan hearing.
- June:** Final approval of supplement as part of City budget approval.

Two hearings are required in the second year of two-year cycle:

- May:** Tentative amount of supplement is confirmed or modified during CDBG Action Plan hearing.
- June:** Final approval of supplement as part of City budget approval.

Possible Concerns:

During the most recent funding cycle, at least one councilmember asked if there were any opportunities to reconsider the general fund supplement amount for the following fiscal year (FY 2012-13) prior to approval of the budget for that fiscal year.

Option:

Hold an additional hearing (before May) in the second fiscal year of the cycle to confirm or modify the General Fund supplement amount contained in the Projects Budget and Resource Allocation Plan, which would have been adopted during the budget hearings in June of the first year of the cycle. This consideration could be a consent agenda item or a public hearing.

2. Role of the Housing and Human Services Commission

Current Council Policy provides rather broad direction to the Commission regarding evaluation of human services applications:

C.P. 5.1.3 §VIII (4):

The Housing and Human Services Commission will conduct formal evaluations of the applications, including the opportunity for each group to present its program in public hearing for evaluation. The Commission will make recommendations to the City Manager and Council for allocation of available CDBG funds to outside groups to provide human services.

Possible Concerns:

During the last cycle, some council members were apparently disturbed by an unanticipated recommendation of the Commission to use approximately \$60,000 from the Budget Stabilization Fund for human services grants, and/or were confused by the Commission's choice not to formally rank or score the grant proposals, and their decision to recommend grants based on a proportion of the total funding available (an unknown amount due to Congressional debates at the time), rather than allocating a fixed dollar amount at the time of the hearing. All of these issues were unique to the 2011 allocation cycle, however, and were primarily related to the federal funding cuts expected last year.

Options:

Provide more specific direction to the Commission with regard to how it should make its recommendation to the City Manager and Council, such as:

- a. Require Commission to ensure that its funding recommendations do not exceed the amount of funds allocated to Human Services in the Resource Allocation Plan or most recent Council Hearing to determine tentative funding amount.
- b. Require Commission to ensure that recommended grant awards are within the minimum and maximum grant amounts established by Council.
- c. Require the Commission to formally score and/or rank the applications prior to determining recommended grant amount, using the scoring method established in the RFP and/or added to Council Policy.
- d. Establish a Council sub-committee to develop more detailed policy direction to the Commission regarding the procedures it shall follow in making its funding recommendations (i.e., any of the above details and/or direction regarding site visits, evaluation criteria, etc.).

3. Evaluation Criteria

Council Policy 5.1.3 includes broad guidelines regarding the evaluation process and criteria to be used in allocating human services funding. These are largely similar to those used in the non-Human Services Outside Group Funding process:

VIII. EVALUATION PROCESS:

To assure all applications for City funding of human services receive due consideration and to ensure Council is provided with the information it needs to make its funding decisions, the following evaluation process will be applied to requests received:

1. Applications not received by the due date will be rejected. Applicants submitting applications, which are materially incomplete, will have five working days from notification by staff to correct any deficiencies, or their applications will not receive further evaluation.

2. Staff will determine proposal eligibility based on guidelines provided in this policy. Proposals not qualifying will not be recommended to Council for funding and will not receive further evaluation.

3. Staff will prepare a technical evaluation of the applications and make recommendations to the Housing and Human Services Commission based upon the priorities adopted by City Council and upon its evaluation of the applicant's ability to effectively deliver such services.

4. The Housing and Human Services Commission will conduct formal evaluations of the applications, including the opportunity for each group to present its program in public hearing for evaluation. The Commission will make recommendations to the City Manager and Council for allocation of available CDBG funds to outside groups to provide human services. The Commission may also notify the City Manager and City Council of applications where a significant need will remain unmet even if Council allocates CDBG funds as recommended. The City Manager may recommend, and the City Council may provide supplemental funding from the annual Operating Budget.

5. *The City Manager will forward the Commission recommendation to Council with a staff recommendation thereon.*

The Housing and Human Services Commission shall develop evaluation criteria, which criteria must be consistent with adopted Council policy. Staff and the Commission will apply these criteria uniformly to all applications reviewed. The following guidelines for general evaluation criteria include (but are not limited to):

Critical Evaluation Factors. *Each of these factors must be met for the program to receive a recommendation for City funding.*

- *The organization must meet minimum eligibility standards to receive funding.*
- *The organization and its program must have demonstrated good performance and capability to effectively provide the program.*
- *The organization and its program must deliver services in a cost-effective manner.*
- *The organization must be an appropriate agency to deliver this program.*
- *The program must not be a duplication of services provided in the same service area.*
- *The organization and its programs must demonstrate strong financial management and effective management controls.*
- *The proposed program must have a contingency plan for funding if City support is limited or eliminated in the future.*

Favorable Evaluation Factors. *The proposed program must address one or more of the following factors to receive a positive recommendation.*

- *The proposed program addresses a priority adopted by the City Council and is related directly to a general plan policy.*
- *The proposed program is a needed enhancement of any existing City program, and can be better performed by an outside group than by the City directly.*
- *The program has a diverse funding base and is not heavily reliant upon City funds to support its operation.*
- *The program has leveraged City funds with other funding sources to maximize service provision.*

Slightly more detailed evaluation criteria and a scoring method was established in the RFP and application form provided to applicants in FY 2010-11. These criteria, which incorporate all the applicable CDBG regulations, were used by staff in order to complete the technical evaluations called for in Council Policy. The current form of the RFP and application form was developed in 2009 in collaboration with other CDBG jurisdictions within the County and their technical consultant, based on CDBG regulations and past practices of the participating jurisdictions. It is similar to the documents that had been used in prior years. The RFP was reviewed and approved by the Housing and Human Services Commission prior to its release, to ensure that they agreed with the evaluation method described therein.

Possible Issues:

At least one Council member expressed dissatisfaction that neither staff nor the Commission used a mathematical formula to evaluate proposals and determine grant amounts, based on data such as “cost per client” and “number of Sunnyvale residents served”.

Options:

- a. Develop more detailed evaluation criteria and/or a more detailed evaluation process.
- b. Add language to this section of the Council Policy describing the desired evaluation criteria and/or process in more detail.

4. Staff Technical Evaluations and Scoring

Currently Housing Division staff is responsible for technical evaluations and staff scoring of applications received. Staff uses the CDBG regulations and administrative requirements, and the broad eligibility criteria contained in Council Policy 5.1.3, sections VI and VII, as well as the Consolidated Plan-identified Priority Needs, to determine applicant eligibility for a grant. Current practice is to establish the scoring system in the RFP, as explained above. This scoring system is quite similar to that used by City Purchasing staff for evaluation of proposers for professional services, and by other grant-making organizations, where cost is not the only criteria in the selection process. The scoring system works best when several people with general knowledge of the relevant policies and regulations, a broad perspective of the program objectives, and some familiarity with the local community are available to review the applications and assign scores. Staff used the following scoring system in the FY 2010 cycle:

Category	Maximum Points Available
1. Organizational Capacity and Relevant Experience	20 points
2. Evidence of Need for Program (Program addresses one or more Priority Needs for human services, as described in Consolidated Plan)	20 points
3. Program Design and Readiness	20 points
4. Budget Narrative and Financial Management	20 points
5. Percentage of Project Cost Provided by Applicant's Matching Funds	20 points
Total Points Available	100 points

Possible Issues:

Same concern as noted above under Item 3.

Options

- a. Modify scoring system prior to issuance of the next RFP, if desired.

- b. Establish a staff evaluation committee, consisting of five staff members, such as: two Housing staff and three staff (i.e., management analysts) from other departments such as Finance, Community Services, and OCM, to score proposals based on the scoring system set forth in the RFP. The membership of this committee may change with each two-year cycle, if needed due to operational/staffing changes.

5. Data to be provided in application

The following information is requested in the current human services grant applications, as well as a description of the proposed program and various other information:

- Unit cost: for unit of service for which applicant seeks City grant (applicant defines unit of service).
- Average units per client, based on prior year(s) source data, to the extent available
- Cost per client (based on cost of average units per client)
- Total Sunnyvale clients served by program generally (any funding source)
- Number of Sunnyvale clients served by requested grant amount, based on cost/client

Possible Issues:

Same concern as noted above under Item 3.

Options:

- a. Improve the forms to be used in the future, to better explain the data required.
- b. Provide additional technical assistance and training to applicants to improve quality and accuracy of data received. Staff held a workshop for current grantees in July 2011 to ensure compliance with HUD and City requirements by the current fiscal year grantees. Staff will continue to offer this workshop to grantees at the start of each fiscal year to ensure they all have a clear understanding of the grant requirements, particularly any agencies with new staff members administering the City grant.

Attachment: Council Policy 5.1.3

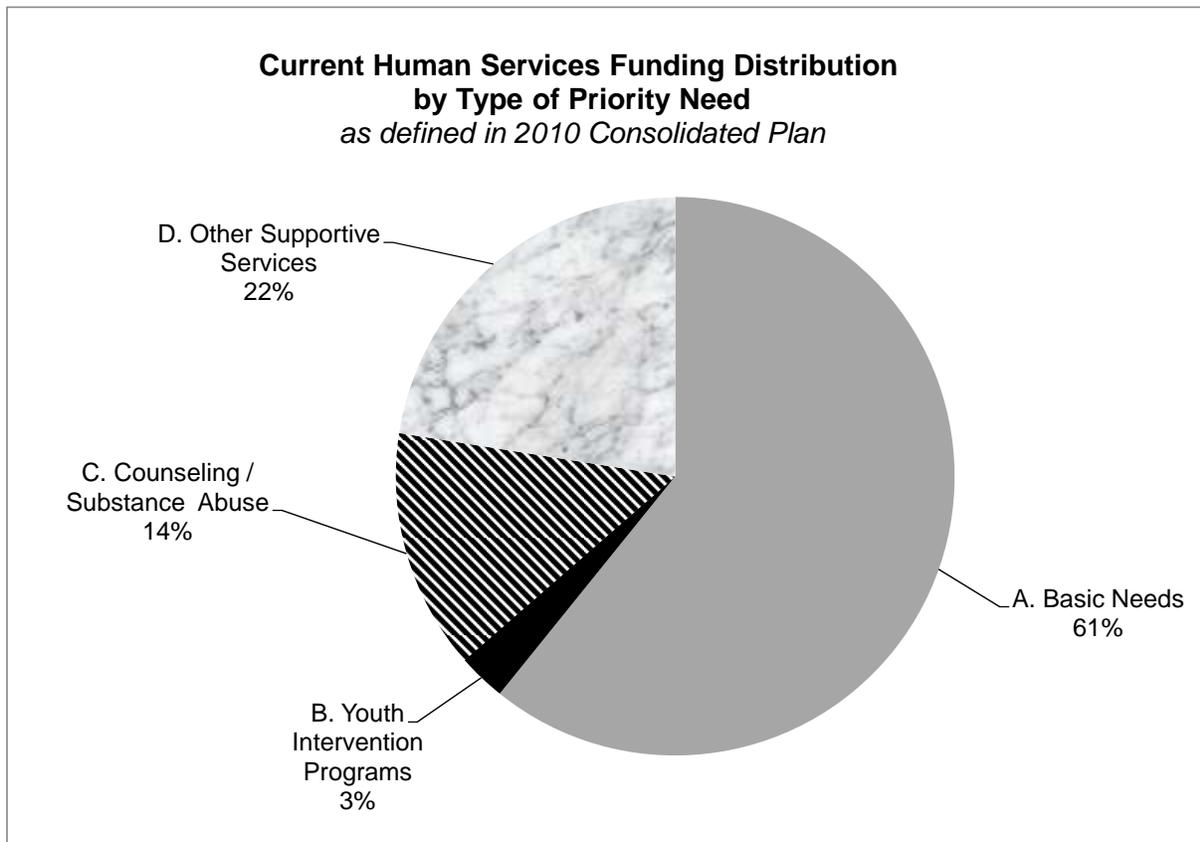
Attachment 2

Current Human Services Funding Distribution

Current Human Services Funding Distribution

Funding Distribution by Priority Need Category and Subcategory of Funded Service in FYs 2011/12 and 2012/13

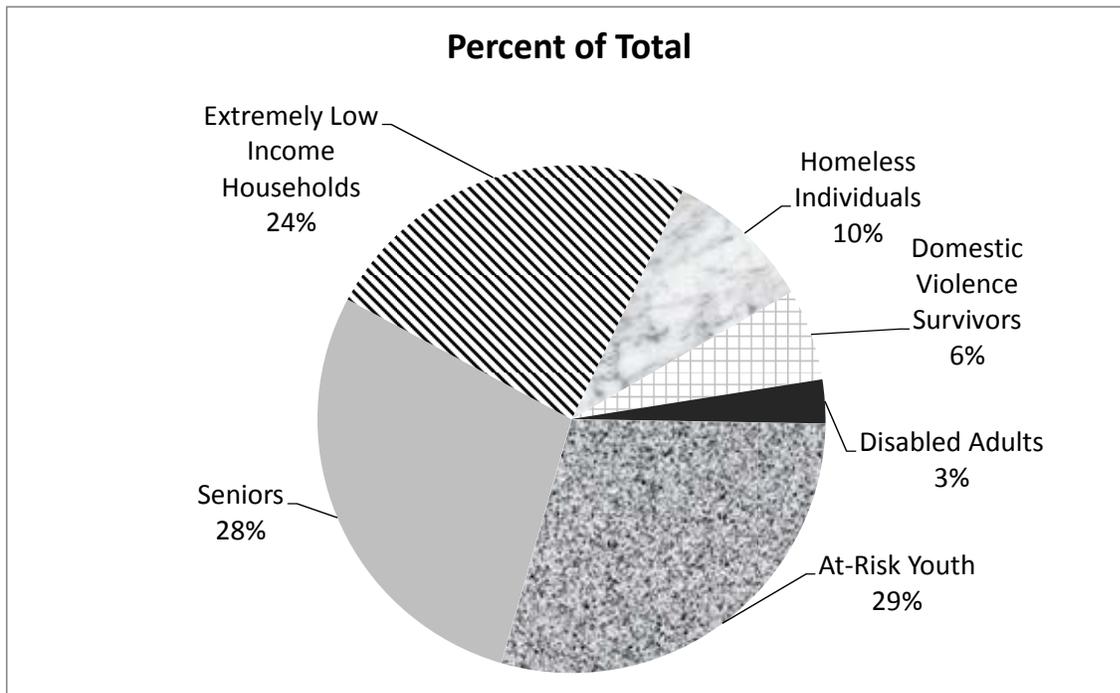
Priority Need Category	Sub-Category: Specific Need Addressed	Percent of Funding within Need Category	Total Funding for Category	Category Percent of Total
A. Basic Needs (Safety Net)	Food & Nutrition	55%	\$ 187,013	61%
	Health Care	17%		
	Transportation	16%		
	Shelter	11%		
	Subtotal A	100%		
B. Youth Intervention	Youth Mentoring & Recreation	100%	\$ 8,551	3%
	Subtotal B	100%		
C. Counseling & Substance Abuse	Mental Health / Crisis Counseling	100%	\$ 42,754	14%
	Subtotal C	100%		
D. Other Supportive Services	Homeless Case Management	11%	\$ 69,260	23%
	Domestic Violence Crisis Support	26%		
	Elder Day Care	28%		
	Occupational & Enrichment Services	12%		
	Legal/Advocacy	22%		
	Subtotal D	100%		
Total			\$ 307,578	100%



Current Human Services Funding Distribution

Funding Distribution by Target Clientele of Funded Service in FYs 2011/12 and 2012/13

Target Clientele	Total Funding	Percent of Total
At-Risk Youth	\$ 89,781	29%
Seniors	\$ 87,216	28%
Extremely Low Income Households	\$ 75,000	24%
Homeless Individuals	\$ 29,073	9%
Domestic Violence Survivors	\$ 17,957	6%
Disabled Adults	\$ 8,551	3%
Total	\$ 307,578	100%



Attachment 3

Evaluation Methods from January 2011 RFP

Policy 5.1.3 Human Services

POLICY PURPOSE:

The City of Sunnyvale recognizes that the supportive human services programs of the Federal, State and County governments do not fully meet the needs of all its population. The City, therefore, shall make its best efforts to provide supplemental human services, which include but are not limited to the emergency services, senior services, disabled services, family services and youth services.

The City establishes this Human Services Policy to insure that Human Services are identified and provided in the most efficient and effective manner.

This policy establishes guidelines for funding programs/services that may be provided on behalf of the City by outside groups. The intent of this policy is to:

- A. Establish a process through which outside groups can be funded to provide needed human services cost-effectively.
- B. Establish a methodology by which programs/services proposed by outside groups can be assessed.
- C. Establish an evaluation system that assures equity in the process of funding considerations by Council.
- D. Establish the type and amount of funding commitment that the City will provide.

This policy does not apply to those outside groups with whom the City contracts to provide City services other than human services. Human Services Agencies are defined as those which provide supportive services to a specific group of people, at least 51% of whom are lower income (80% or less than of area median income).

POLICY STATEMENT:

- I. The City will bi-annually, prior to adoption of the two-year Resource Allocation Plan, review prevailing conditions of human needs within the City and give appropriate attention to Human Services Policies in the City. The Housing and Human Services Commission, following one or more public hearings, will recommend to City Council priority human service needs for the next two years. Following a public hearing, City Council will adopt a two-year priority of human service needs.
- II. The City seeks to meet as many Human Service needs as possible using its limited available resources. The primary resource utilized for funding human services is the Federal Community Development Block Grant (CDBG) which permits up to 15% of the annual grant entitlement to be utilized for such purposes. The City Council may choose to supplement CDBG funding of human services through the annual Operating Budget process.
- III. The City assumes an advocacy role to manage the use of its resources to meet human service needs in Sunnyvale in the following ways:

Encourages and advocates coordination and cooperation among organizations providing Human Services in Sunnyvale

Advocates, encourages and wherever possible, facilitates the co-location of human service providers

Actively pursues the cooperation of Federal, State, County and other agencies to enhance the quality and availability of human services to residents of Sunnyvale.

IV. The City *may directly provide* needed Human Services when:

Specifically targeted intergovernmental funds (such as CDBG) are available. The City is the most cost-effective or logical provider of the service, AND Provision of such services by the City is compatible with the City's General Plan, policies and/or action plans.

V. The City *may fund service providers* of needed human services when:

Specifically targeted intergovernmental funds (such as CDBG) are available, Another agency is the most cost-effective or logical provider of the service, AND Provision of such services by the City is compatible with the City's General Plan, policies and/or action plans.

VI. PROPOSAL FUNDING CATEGORIES:

Programs requesting funding must qualify under one of the categories below:

Operational: Funding of programs and services to address identified community needs or problems as specified in the City's General Plans or other policies through direct financial support and/or in-kind contributions.

Programs/services funded under this category must represent a service that can be more cost-effectively operated by the proposer than by the City, or Must be such that the proposer because of its role in the community is the most logical service provider.

Funding may be provided on a multi-year basis but is not guaranteed. Continued funding is contingent upon City budget limitations and proposer's previous program performance.

Proposer must demonstrate good faith efforts to secure funding for programs/service from other sources.

Emergency: Funding of operational programs offered in the community that meet an existing need for which normal funding is no longer available.

Proposers and programs qualifying under this category must demonstrate:

- o Good performance of current programs;
- o Current financial difficulties will largely curtail the services currently provided to City residents;
- o Future funding to continue the program can be obtained from other sources with reasonable probability;
- o Funding for programs qualifying under this category shall be limited to one year.

Seed Program: Funding for start-up of new programs designed to meet a significant community need or problem.

Proposers must demonstrate a high probability that funding can be sustained beyond the commitment of City funds;
Initial funding for seed programs is limited to one year;
Second year funding may be possible if the program demonstrated good performance or special factors related to the continued need for funding can be demonstrated;
Prospect must demonstrate good faith efforts to secure funding for programs/services from other sources.

Project: Funding of capital or other one-time projects designed to address a significant community need or problem.

Funding of such projects shall be limited to a specific time frame, usually not more than one year.

VII. APPLICATION POLICY STATEMENT:

The City wishes to consider funding of needed and appropriate services. In order to determine which agencies should be awarded funding, the Council has adopted a formalized human services funding application procedure. All groups desiring to act as service providers, and requesting City funds to do so, must submit a complete application by specific due dates. Public notice of the availability of requests for proposals and the specified dates will be provided in ample time for applications to be prepared.

All applicants desiring a grant from the City to provide human and social services will be required to comply with the application procedure and time schedule. All applications will have to meet the following three criteria:

1. Provide a service consistent with an existing recognized City priority need, policy, goal or objective;
2. Request funds for a program or project that qualifies under one of the four previously identified funding categories;
3. Have completed the application process and the application has been determined to be accurate and complete.

VIII. EVALUATION PROCESS:

To assure all applications for City funding of human services receive due consideration and to ensure Council is provided with the information it needs to make its funding decisions, the following evaluation process will be applied to requests received:

1. Applications not received by the due date will be rejected. Applicants submitting applications, which are materially incomplete, will have five working days from notification by staff to correct any deficiencies, or their applications will not receive further evaluation.
2. Staff will determine proposal eligibility based on guidelines provided in this policy. Proposals not qualifying will not be recommended to Council for funding and will not receive further evaluation.
3. Staff will prepare a technical evaluation of the applications and make recommendations to the Housing and Human Services Commission based upon the

priorities adopted by City Council and upon its evaluation of the applicant's ability to effectively deliver such services.

4. The Housing and Human Services Commission will conduct formal evaluations of the applications, including the opportunity for each group to present its program in public hearing for evaluation. The Commission will make recommendations to the City Manager and Council for allocation of available CDBG funds to outside groups to provide human services. The Commission may also notify the City Manager and City Council of applications where a significant need will remain unmet even if Council allocates CDBG funds as recommended. The City Manager may recommend, and the City Council may provide supplemental funding from the annual Operating Budget.
5. The City Manager will forward the Commission recommendation to Council with a staff recommendation thereon.

The Housing and Human Services Commission shall develop evaluation criteria, which criteria must be consistent with adopted Council policy. Staff and the Commission will apply these criteria uniformly to all applications reviewed. The following guidelines for general evaluation criteria include (but are not limited to):

Critical Evaluation Factors. Each of these factors must be met for the program to receive a recommendation for City funding.

The organization must meet minimum eligibility standards to receive funding. The organization and its program must have demonstrated good performance and capability to effectively provide the program.

The organization and its program must deliver services in a cost-effective manner.

The organization must be an appropriate agency to deliver this program.

The program must not be a duplication of services provided in the same service area.

The organization and its programs must demonstrate strong financial management *and effective management controls*.

The proposed program must have a contingency plan for funding if City support is limited or eliminated in the future.

Favorable Evaluation Factors. The proposed program must address one or more of the following factors to receive a positive recommendation.

The proposed program addresses a priority adopted by the City Council and is related directly to a general plan policy.

The proposed program is a needed enhancement of any existing City program, and can be better performed by an outside group than by the City directly.

The program has a diverse funding base and is not heavily reliant upon City funds to support its operation.

The program has leveraged City funds with other funding sources to maximize service provision.

(Adopted: RTC 81-617 (10/13/1981); Amended: RTC 99-430 (10/19/1999); Amended: RTC 06-112 (4/11/2006))

Lead Department: Community Development Department

EVALUATION PROCESS:

To assure all applications for City funding receive due consideration and to ensure Council is provided with the information it needs to make its funding decisions, the following evaluation process will be applied to requests received:

- I. Applications not received by the due date will be rejected. Applicants submitting applications, which are materially incomplete, will have five (5) working days from notification by staff to correct any deficiencies, or their applications will not receive further evaluation.
- II. Staff will determine proposal eligibility based on guidelines provided in this policy. Proposals not qualifying will not be recommended to Council for funding and will not receive further evaluation.
- III. Staff will prepare a technical evaluation of the applications before submitting to the advisory committees/commissions.
- IV. The advisory committees/commissions will conduct formal evaluations of the applications, including the opportunity for each group to present its program to the advisory committee for evaluation. Staff and advisory committee will make recommendations to the City Manager and Council.
- V. The City Manager will review the proposals and recommend to Council which programs should be funded, taking into consideration other budget priorities.

EVALUATION CRITERIA

Required – Each of the following factors must be met for the program to receive a recommendation for City funding.

- Proposed service is consistent with an existing recognized City need, policy, and goal or objective.
- Program qualifies under one of the three Proposal Funding Categories.
- Organization completed the application process in a timely manner and the application has been determined to be accurate and complete.

Critical Evaluation Factors: Each of these factors must be met for the program to receive a recommendation for City funding.

- The organization must meet minimum eligibility standards to receive funding.
- The organization and its program must have demonstrated good performance and capability to effectively provide the program.
- The organization and its program must deliver services in a cost-effective manner.
- The organization must be an appropriate agency to deliver this program.
- The program is not a duplication of services provided in the same service area.
- The organization and its programs must demonstrate strong financial management and effective management controls.
- The proposed program has a contingency plan for funding if City support is limited or eliminated in the future to receive a positive recommendation.

Favorable Evaluation Factors: The proposed program must address one or more of the following factors to receive a positive recommendation.

- The proposed program addresses or is related directly to a general plan policy or action statement.
- The proposed program is a needed enhancement of an existing City program or program direction and can be better performed by an outside group rather than by the City directly.
- The program has a diverse funding base and is not heavily reliant upon City funds to support its operation.
- The program has leveraged City funds with other funding sources to maximize service provision.

Attachment 4

Minutes of the Housing and Human Services Commission Meeting of October 24, 2012



DRAFT MINUTES

SUNNYVALE HOUSING AND HUMAN SERVICES COMMISSION

October 24, 2012

The Housing and Human Services Commission met in regular session in the City Hall West Conference Room, 456 W. Olive Avenue at 7:00 p.m. with Chair Dietrich presiding.

The meeting was called to order at 7:01 p.m.

ROLL CALL

Board/Commission Members Present: Eric Anderson, Dennis Chiu, Hannalore Dietrich, Patti Evans, Diana Gilbert, and Barbara Schmidt.

Board/Commission Members Absent: Younil Jeong (excused)

Council Liaison: Vice Mayor David Whittum (absent).

Staff Present: Housing Officer Suzanne Isé and Housing Programs Technician Edith Alanis.

Others: 5 members of the public were present.

SCHEDULED PRESENTATION

None.

PUBLIC ANNOUNCEMENTS

Housing Officer Isé invited everyone to the Silicon Valley Housing Fall Tour scheduled for Saturday, October 27th. She noted that a couple of sites in Sunnyvale were featured and that Sunnyvale's Mayor Tony Spitaleri and Planning Officer Trudi Ryan would be speaking.

CONSENT CALENDAR

Chair Dietrich asked for a motion to approve the consent calendar.

Commissioner Anderson moved and Commissioner Evans seconded to approve the Consent Calendar which contained the minutes of the September 26, 2012 meeting.

Motion passed unanimously 6-0-0.

PUBLIC COMMENTS

None.

PUBLIC HEARINGS/GENERAL BUSINESS

2. Public Hearing: Discussion and Possible Action to Determine Priority Needs for Human Services and Amount of Supplemental Funding for Fiscal Years 2013-14 and 2014-15.

Officer Isé gave a brief summary and explained that the Consolidated Plan is in effect for five years and according to City policy, priorities are evaluated every two years, since community needs can change significantly in five years. This year, staff is also requesting input from City Council regarding the general fund supplement before the Request for Proposals (RFP) is published. She clarified that this would not be a formal budgetary action by the City Council, but could provide a more accurate funding estimate to be used in the RFP.

She gave a quick overview of the timeline leading up to the adoption of the Action Plan in May 2013, when the grant awards would be announced.

She reviewed the draft Report to Council (RTC), the alternatives recommended by staff, and explained the charts provided in Attachment 2.

Chair Dietrich opened the public hearing at 7:16 p.m.

Marie Bernard, Executive Director of Sunnyvale Community Services (SCS), invited everyone to participate in a Poverty Simulation, sponsored by Leadership Sunnyvale and SCS, to be held at Sunnyvale Presbyterian Church on November 15th. She distributed some materials to the Commissioners and gave a brief presentation. She noted that the number of clients seeking help from SCS has not increased for the last two to three years. SCS serves approximately 5% of Sunnyvale's population or approximately 7,000 individuals. She added that low-income families are fleeing Sunnyvale and the entire County due to the lack of affordable housing, the continued rent increases, and the rising cost of food. She has observed that the local homeless population has changed to include more families. Many SCS clients are one bill away from homelessness. She expressed concern that all low-wage service workers are being pushed out of the City. Ms. Bernard invited everyone to the SCS Annual Holiday Auction, a fundraiser which supports their services.

Becky Cooper, Executive Director of Friends for Youth, expressed agreement with the prior speaker's comments, and added that the impact of the economic downturn on the children is very evident. She explained that Friends for Youth has been able to serve to approximately 200 Sunnyvale youth and their families, as well as caring adults willing to become mentors. She also noted that Friends for Youth is looking to expand its services by reaching out to feeder elementary schools to Columbia Middle School. Currently, all of their Sunnyvale referrals come from the Columbia Middle School. Friends for Youth has been in operation for 33 years and has a 90% success rate at keeping youth matched with adult mentors for at least a year, and often these relationships last well into adulthood. The program really works and has a ripple effect within families, breaking cycles of poverty and incarceration, and in turn lowering the cost to society.

Ann Marquart, Executive Director of Project Sentinel, gave a brief description of the services that her agency provides, which include housing counseling, dispute resolution for tenants and landlords, mortgage foreclosure counseling and intervention, and fair housing services. She noted approximately 85% of the calls that they receive are from low-income tenants with a tenant/landlord dispute related to an eviction or a rent increase. She explained that during the last two years they have provided fewer mediation sessions in person, shifting mainly to phone conciliations since they have only county funding for these services. A majority of the calls they receive are related to rent increases that the tenants cannot afford. They also receive many calls related to substandard property maintenance, which they refer to City code enforcement staff. Lastly, she stated that the demand for fair housing services has also increased. The majority of these cases are related to denial of reasonable accommodations for tenants with

disabilities. There have also been cases of discrimination due to national origin, familial status, and hostile living environment.

Sujatha Venkatraman, Program Manager with West Valley Community Services, reported on the success of their "Haven to Home" program that serves homeless people and families. She explained that the Department of Housing and Urban Development (HUD) has defined homelessness to include couch surfing and living in temporary arrangements. West Valley Community Services is the only agency providing comprehensive supportive services for homeless people in the north county, especially during the months when the seasonal Armory shelter in Sunnyvale is closed. They provide a year-long program of supportive services designed to re-house individuals, and more recently, families.

Vice Chair Evans left at 8:17 p.m. due to a family commitment.

Chair Dietrich closed the public hearing at 8:21 p.m.

There was a lengthy discussion among the Commissioners, who also asked questions of Housing Officer Suzanne Isé.

Chair Dietrich asked for a motion.

Commissioner Anderson moved and Vice Chair Evans seconded to recommend approval of Alternatives 1.a Approve the priority human service needs as described in the 2010-2015 Consolidated Plan; 2.a Confirm the annual appropriation of \$100,000 in general funds for supplemental human services; and not to recommend approval of Alternative 3: Set general funding targets for each priority need category.

Motion passed unanimously 5-0-0.

NON-AGENDA ITEMS AND COMMENTS

B/C Members Oral Comments

None

STAFF Oral Comments

Staff noted a minor change to the work plan. One of the items scheduled for November was the item heard this evening. In November the Commission will review the RFP before it is released.

INFORMATION ONLY ITEMS

None.

ADJOURNMENT

The meeting adjourned at 8:47 p.m.

Respectfully submitted,

Suzanne Isé
Housing Officer

Attachment 5

Written Comments Received From the Public



SVCN Report on Public Funding Trends in the Nonprofit Sector

October 2012

“The Bleeding has stopped..... but the transfusion has not begun”

The Silicon Valley Council of Nonprofits (SVCN) champions the interests of nonprofits in Silicon Valley. As part of the multiple services provided, SVCN researches data and trend reports in order to track and monitor public funding impacts to nonprofit organizations in Santa Clara County.

Nonprofits receive approximately \$200 million in local government and federal Medi-cal match funding for health and human services. Over the last two years, nonprofits received almost \$18 million in service cuts from government, which has caused deep cuts to the social safety net.

SVCN has some 200 member nonprofits. Approximately 165 out of the 200 local nonprofits contract with local government agencies for funding to provide services to low income and marginalized individuals. These include mental health services, drug, alcohol and addiction services, senior nutrition and senior wellness programs, foster care and youth related services, domestic violence intervention, housing and homelessness, immigration integration, emergency assistance programs and more.

During the summer of 2012, SVCN conducted its 3rd annual Fundraising Pulse Survey and Data Collection to get a sense of any noticeable trends in fundraising and service demands. **For this year’s** report, we are pleased to share that **The Bleeding has stopped..... but the transfusion has not begun.**

CURRENT DATA TRENDS

This year, agencies are reporting greater stability and optimism about the future. About 50% of agencies are increasing or expanding programs and services. In the last two years, over 50% of nonprofits have restructured their programs to be able to deliver services in new or reduced ways. Only 19% of surveyed agencies have reported downsizing their services as compared to FY11/12.

“The City of San Jose is targeting limited CDBG funds more intensively, concentrating on funding outcomes rather than organizations. With declining federal funds and other financial constraints, the City is faced with doing more with less. We targeted our funding with larger grants into specific outcome areas to make a greater impact toward creating more permanent housing solutions and reducing homelessness in our community.”

*Leslye Corsiglia,
City of San Jose Director of Housing*

Another major trend is that agencies are reporting more required collaboration as a part of grant requests by funders. 70% report that competition for funding is more difficult and some areas of giving are being eliminated.

Funding has become more restrictive than in previous years with donors, foundations and corporations constraining their giving to specific programs and services. The financial health of organizations seems to be stabilizing, yet cash flow continues to be a concern for

42% of agencies. Ultimately, funding is now more driven by outcomes with greater agency requirements.

Government funding is no longer a reliable long term funding stream for nonprofit services. This is due to fewer dollars available for services, reprioritization of government services and rebidding of services, resulted in programs that may have been funded by government in the past are not able to rely on this funding stream moving forward.

- Overall, the annual stream of \$182 million in funding to nonprofits has stabilized.
- There is a crosscurrent of increased funding for certain nonprofit service providers as well as cuts and service reductions for others. Despite the stabilization in funding in FY 12/13, not all nonprofits have benefitted. Due to new requirements of funding for collaborative models, fewer agencies were funded but at higher amounts which caused some agencies to experience deep cuts.

Changes in Government Funding

- The City of San Jose CDBG went from 56 contracts in FY 11/12 to 11 contracts in FY 12/13, two of which are collaborative grants. The average grant size jumped from \$45K to \$211K.
- County Social Services went from 79 contracts in FY 11/12 to 70 contracts in FY 12/13. The average grant size jumped from \$39K to \$46K.

Nonprofit Workforce Trends

In the last two years, we have reported layoffs and downsizing of staff within the sector. This year, relatively few layoffs were reported.

- 1/3 of surveyed agencies are reporting staff growth.
- 1/3 have frozen wages or benefits but the workforce remains stable.
- 1/3 are significantly impacted by rising employee health and benefit costs.

FUNDRAISING STRATEGIES

The uncertain economic climate over the past several years has caused nonprofits to reexamine their fundraising strategies. Three quarters of the nonprofits surveyed reported that they are seeking new revenue streams. According to our survey, agency development and fundraising are the main organizational capacities needed going into the next fiscal year.

Nonprofits are funded by a variety of sources for the services they provide.

- **82%** receive Foundation funding
- **76%** receive funding from Individuals
- **73%** receive funding from Corporations
- **60%** use Fees for Service
- **60%** utilize Events to raise funds
- **60%** receive Government grants or contracts
- **75%** are seeking new revenue streams, *such as exploring expansion into new funding markets, social enterprise activity, and more collaboration to increase funding viability.*

Individual Donor Giving continues to be the growth area for fundraising for the 3rd year in a row. Surprisingly 35% of agencies are reporting growth of 10% or greater. Agencies are reporting that they have an increase in

the number of donors, but a stable or decrease per individual giving. They are also working harder on individual giving by directing development staff to grow their individual fundraising appeals and major donor campaigns.

Corporate Fundraising had mostly bottomed out over the last two years, with severe cuts in local corporate giving and event sponsorship. This year, corporate giving is ever slightly increasing and stabilizing. However, the deep cuts in this area of giving will take some time for a full recovery.

Foundation Support Foundation support has remained stable and continues to do so. Only 1/3 of agencies are indicating increases of 10% or greater in foundation support over last year. Foundations continue to prioritize their giving strategies and restrict their giving.

Though we are seeing some stability in giving, we are not seeing any new or increased dollars that would equalize the cuts that have been made over the last few years, thus we conclude that the “transfusion” of funding has not yet begun.

“We all want to see battered women and their children secure stable housing. One research project in Oregon found a decrease in incidences of violence with permanent housing established early. But for the Domestic Violence community a collaborative grant will not substantially help. It is too little spread across too many programs.

Collaborations must be funded at decent levels to make sure that the funding has an effect. Funding must be provided for administrative overhead. We are not sure the new model adopted in San Jose will effectively impact most women and children who need DV/homeless services in our community.”

Kathleen Krenek
Next Door Solutions to Domestic Violence

MAJOR SERVICE CUTS

Senior Services

In the last couple of years, we have been reporting severe cuts in senior services, but for this year there have been some major improvements. Additional funding has been secured for Senior Wellness and Nutrition programs. There was a decrease in senior services in FY12/13 however funding levels are up 4% compared to last year. This year, the City of San Jose is only funding 49% of the programs they had initially provided for in FY10/11.

Community Violence Prevention

Community Violence Prevention services, which include Domestic Violence, Safe Summer Initiative, CDBG Youth Programs and San Jose BEST, were reduced by an additional 15% percent in addition to cuts made in the past three years. We also note that the reductions and cuts made in Police and Community Public Safety Programs show a correlation with the increase in violence and crime being reported in San Jose. The Mayor added additional funding to Community Violence Prevention in FY 12/13 however the funds will not be allocated until October 2012.

San Jose Local Safety Net Services were restructured via CDBG grants process resulting in prioritizing collaborative funding model grants to local safety net providers providing housing, senior, and

emergency services has been reduced. The City of San Jose narrowed their youth focus toward a neighborhood-based strategy to address 3rd grade reading scores & Kindergarten readiness in three neighborhoods. The City did provide \$800K for Senior Wellness Services this year; \$400K from CDBG and \$400K from the General Fund for Senior Wellness Services.

Housing Programs and services have decreased by 16%, a significant improvement from the 43% reduction seen in FY11/12. This continued reduction is primarily due to the federal government reduction in CDBG (Community Development Block Grant). On the bright side, \$1.2M in vouchers was provided by Santa Clara County to the chronically homeless and reentry adults. It is proven that permanent housing solutions save government resources and that housing vouchers move the homeless toward permanent housing solutions. For more information go to:

<http://destinationhomesc.org/documents/2012-02-SJMN-Seipel-19900695.pdf>

In addition to these cuts, there were major reductions in **Public Health**. The loss of the \$3M Healthy Communities Federal grant caused a decrease in public health services provided by nonprofits by nearly 50%. And in **First 5 Funding** which experienced a planned state reduction of 20%, resulting in a loss of \$2.5 M to local nonprofits serving families and children this year.

“The greater impact for the homeless community is that we will have a coordinated system of care that will assess clients in terms of vulnerability and then match them to the correct housing and service resources to meet their needs. This partnership will ensure a better and more efficient utilization of scarce resources while bringing to the table the County of Santa Clara, the City of San Jose and nonprofit partners in a meaningful way to end chronic homelessness.”

*Jenny Niklaus
Chief Executive Officer | EHC*

GROWTH IN SERVICES

Alcohol and Drug and Probation: Due to Governor Brown’s realignment plan of the prison system (AB109), an influx of state funding through the County Alcohol and Drug Department and Probation Department increased. Alcohol and Drug related services increased by nearly 30% representing an increase of \$2M over the past year. Probation services increased by 100%, with an additional \$1.7M going to nonprofits in the County as a result of AB109 as well as due to an increase in funding for the Juvenile Justice Crime Prevention Act (JJCPA).

Youth Programs: Youth programs have rebounded slightly over last year with a 3% increase.

Mental Health: Mental Health funding from the County has also increased significantly, up by 41%. This is primarily due to the release of Mental Health Services Act Funding (MHSA). Rebidding in this system is expected to begin in 2012.

DEMAND FOR SERVICES

This year, our agencies continue to experience an increase in demand for services for the third year in a row. Almost half of the nonprofits report a 10% increase in the demand for services in FY11/12. This increase however, has been occurring for the past two years as a consistent trend among agencies. Due to various funding constraints, many agencies report that they continue to provide more services to try and meet needs, yet with fewer dollars.

The top five demands for services for FY12/13 are:

Housing/Rental Assistance

Due to the current housing crisis, rental costs have escalated by 10%, leaving renters with higher rent than last year. The average monthly rent in San Jose is \$1800 per month.

Employment Services

There has been an increase in demand due to the continuing high unemployment rates that have been impacting our community. The rate of unemployment is 8.5% in Santa Clara County (as of August 2012).

Mental Health/Drug and Alcohol Services

There has been a steady demand for services in this area.

Violence Prevention/Domestic Violence

Increase in this area is due to 2 factors: years of reductions in prevention services and reductions in police safety services.

Food and Emergency Assistance

We believe the United Way Silicon Valley (UWSV) and Silicon Valley Community Foundation (SVCF) focus on this service need has impacted the community's capacity to serve in this area.

TOWARD THE FUTURE

Health Care Reform will be front and center in the planning efforts of both the County and Nonprofits in developing an excellent delivery system for the poor and uninsured in our County.

Ensuring that the Nonprofit Voice is actively part of all planning efforts will be a key area of influence for SVCN through at least 2014.

We are increasing the organizational capacity of nonprofits as the sector begins to stabilize after years of downsizing budgets and services in order to rebuild the staff infrastructure needed to serve clients.

- The sector will focus on rebuilding and increasing organizational capacity in technology, board development, social media, financial system, fundraising and development.
- Organization will most likely invest in staff training and development to build a strong nonprofit workforce to provide services.
- SVCN will also take a lead role in developing programs and services **to support the organization's** training and capacity needs of the sector.

Changes in the role of government funding for nonprofits will continue to evolve. Government funding will no longer be a reliable long term funding stream for nonprofit services and rebidding of systems, as well as a more robust RFP system will create changes for individual agencies.

Collaborations will become an even stronger mantra from our funders and government partners.

- Integration of Mental Health and Drug and Alcohol into a Behavioral Health System will be a key area of collaboration.
- Developing a model of best practices in collaborative funding will be important.
- Best Practices and Outcome measurements will become a key determinate in funding for agencies.

DATA AND RESEARCH BACKGROUND

The information in this report was compiled from data obtained from Santa Clara County, the City of San Jose, local municipalities, First 5 and other government funding streams. A survey, distributed to SVCN members, along with numerous focus groups held between July to September 2012 with nonprofits contributed to the findings of the report. The survey was sent out to 174 member agencies. Response to our survey was extremely high with a 38% response rate. SVCN staff analyzed this data in the summer of 2012, with substantial support from Jaime Kemmer and Joelle Santos, SVCN public policy interns.

Silicon Valley Council of Nonprofits champions the interest of health and human service nonprofits in Silicon Valley. SVCN works to ensure the nonprofit sector's voice is heard and that solutions are developed in ways in which Everybody Wins! We are a collaborative organization that takes positions on issues that impact our sector with a goal that Everybody Wins! To achieve results, we develop extensive groundwork in data collection, understanding government budgets and developing the nonprofit perspective. We work in partnership with our nonprofit agencies that are primarily health and human services community-based agencies

SVCN
Sobrato Center for Nonprofits
1400 Parkmoor #130
San Jose, CA 95126
408 260-3615
www.svcn.org

Abilities United Services for Sunnyvale Residents

Abilities United's mission is to champion people with developmental and physical challenges and provide the training, education and support they need to lead the lives they choose. We strive to be a model of how society can be barrier-free to enable the full participation of people with disabilities and their families.

We provide services to individuals, infants to seniors, through our 4 service centers: Children's Development Services, Family Support Services, Adult Development Services, and Aquatic Services. We are the only agency in the Bay Area that provides a lifetime continuum of services.

In FY 2011/12, Abilities United had a contract to provide 202 hours of services to 15 Sunnyvale residents through our Adult Development Services program, which includes: Adult Day Activities Program, Community Connections Program, Independent Living Skills Program, and Employment Services. The Adult Services program creates community experience for individuals with developmental or other disabilities that enriches their lives and helps them obtain appropriate housing, jobs, independent living skills, and provide volunteer community service to nonprofits in the Bay Area. The Community Connections program (a program where participants volunteer in the community), provided 3,592 hours of community services to Bay Area nonprofits, including Sunnyvale Community Services.

From July 1, 2011-June 30, 2012, Abilities United provided 6,339 hours of service to 16 unduplicated Sunnyvale residents in our Adult Services Program. Obviously, the \$8,188 the City paid does not begin to cover the full cost of services to individuals in this program. However, your support is very important to us and helps us leverage funding from other sources to help cover the cost. We think the City received a great return on this investment!

Many other Sunnyvale residents, of all ages and abilities, utilized our other service centers during FY 2011/12:

- Aquatic Services provided services to 158 Sunnyvale residents of all ages: 96 residents learned to swim/enjoyed recreational opportunities; 43 residents utilized our warm water pool for rehabilitation; and 19 residents participated in fitness classes.
- Children's Development Services provided early intervention, therapy services, and preschool services to 8 Sunnyvale children and their families.
- Family Services provided Computer Education Services, Respite Services, and Afterschool Socialization Services to 9 Sunnyvale residents.

Our services are important to Sunnyvale residents of all ages and abilities, and they are not readily available through other local programs. Thank you for your support, and we hope you'll continue to support low-income people with disabilities in your community.

From: Heidi Cartan <hcartan@catholiccharitiesscc.org>
To: Edith Alanis <ealanis@ci.sunnyvale.ca.us>
Date: October 24, 2012 2:24:58 PM
Subject: Commission input

October 24, 2012

Dear City of Sunnyvale Housing and Human Services Commission Members,

The Day Break adult day care program of Catholic Charities has been pleased to be a partner with the City of Sunnyvale in providing much needed support services to low-income and ethnic minority elders and their caregivers. Combining the City's support with that of other funders has allowed our program to deliver high quality care to some of our community's most vulnerable elders.

Day care services for dependent adults are a vital component of the community's long term care system and provide an essential alternative to more costly and often less desirable institutional placement. When family members can no longer care for an elderly loved one due to caregiver stress or burn-out, our Day Break program offers them safe respite they can trust. By offering elders a stimulating and caring day care option, our program also does much to alleviate the isolation and depression that often arise among elders struggling with dementia and other disabilities.

We have recently expanded our program hours to better accommodate working caregivers; themselves a growing population. As life expectancy continues to increase, so does the number of families caring for elderly loved ones at home. Advancing age often brings with it higher levels of disability, both physical and cognitive. By collaborating with community partners, including the City of Sunnyvale, elders and their caregivers in Sunnyvale have a viable and essential respite option in our Day Break adult day care services. Our focus on serving low-income and minority elders has resulted in culturally competent services, offered on a sliding fee scale, six days a week.

In the context of an aging population here in Sunnyvale that mirrors the same demographic trends nationally; the Sunnyvale Day Break adult day care program offers a unique service to dependent elders and their hard-working caregivers.

Because this service is so essential to a growing population, Catholic Charities of Santa Clara County particularly appreciates the Commission's commitment to Sunnyvale seniors and their families. We encourage the Housing and Human Services Commission to continue its financial support of elders in our community and we welcome the opportunity to continue our successful partnership into the future.

Sincerely,

Heidi Cartan, M.S.W.
Interim Day Break Program Director
Catholic Charities of Santa Clara County

NORTH COUNTY
(650) 969-8656

SOUTH COUNTY
(408) 847-7252

October 24, 2012



SALA
Senior Adults Legal Assistance

CENTRAL
OFFICE
160 EAST VIRGINIA ST.
SUITE 260
SAN JOSE, CA 95112
(408) 295-5991
FAX: (408) 295-7401

Hanson Hom
Suzanne Ise
Katrina Ardina
City of Sunnyvale, Community Development Department
456 W. Olive Avenue
Sunnyvale, CA 94086

RE: Priority Needs for 2013-2014/2014-2015 Human Services Funding Cycle

Dear Mr. Hom, Ms. Ise, and Ms. Ardina,

Senior Adults Legal Assistance (SALA) submits these comments regarding priority Human Needs for the 2013-2014/2014-2015 Human Services Funding Cycle. We thank you for inviting us to submit these comments. Unfortunately, due to the short notice that we received about the Housing and Human Services Commission meeting this evening, a representative of SALA will not be available to attend the hearing before the Commission on this issue. As such we request that our letter be distributed to the Commission and that these written comments become part of that hearing record.

We understand the Commission is interested in information about priority needs for which the City's Human Services funding might be used for the next two year funding cycle. The need for Legal Assistance for seniors who are low income and at-risk is one such area that is currently identified in Sunnyvale's 2010–2015 HUD Consolidated Plan under Goal C, Objective #1 D "*other specialized supportive services as may be requested by the community, such as ...legal assistance for seniors.*"

We support the staff recommendation that the Commission adopt Alternative 1a approving priority human service needs as described in the 2010-2015 Consolidated Plan, as this includes legal assistance for seniors. We also hope the Commission will support the recommendation regarding Alternative 2a to confirm the annual appropriation of \$100,000 in General Funds for Supplemental Human Services.

We do have a concern about Alternative 3a (the recommendation to establish funding targets for each priority need category) and how it will impact projects or services that might address more than one priority need area. Our comments below about SALA's services will demonstrate that we not only address the "specialized need" for legal services for seniors, but we also deliver critical "safety net" services that assist seniors to meet their basic needs by ensuring their access to public benefits to pay for their necessities or by preventing the loss of their shelter/housing as a result of evictions, housing discrimination, or discharges from care facilities. If funding targets are adopted, we hope that they will allow for flexibility for projects that address needs in more than one category and that they can be revisited, if needed, to respond to the number of qualified applicants per category.

The remainder of this letter documents the need for legal assistance for seniors and provides information about the legal services SALA provided to Sunnyvale residents in FY 2011-12, in particular how these services impacted their lives. That information will also demonstrate that legal issues are often imbedded in many areas of service essential to the elder population's daily survival.

THE NEED FOR LEGAL ASSISTANCE FOR SENIORS

We preface this section by noting that Legal Assistance provides support to elders across numerous fields of human service, so the need for this service tends to be under-reported and under-ranked as a priority when funders conduct needs assessments. For the foregoing reason, our comments are limited to the need for Legal Assistance by elders. The limitation of our comments to this need area should not be construed as our position regarding the relative merits of any other human service needs in Sunnyvale or as an indication that we believe that they are not important needs as well.

A. Documentation of Need from Local Needs Assessments

Needs reports prepared by Council on Aging Silicon Valley (COA) and by the County of Santa Clara provide documentation of the critical need for accessible and affordable legal services for local elders, in particular for those seniors that are low income or at risk (SALA's target population), to keep them independent and to prevent their abuse, conservatorship, or premature institutionalization. Specifically, COA's Area Plan on Aging 2009-2012 notes that legal assistance is a priority need *"to help older persons to obtain services and benefits including protective services for financial abuse, competence and conservatorship"*. COA's Area Plan on Aging 2012-16 affirms that legal services are a priority service and notes such services *"are crucial in helping keep seniors in their homes"* and *"are absolutely vital to those in need of them."*

Unmet Civil Legal Needs of Indigent Residents of Santa Clara County, a report prepared for the Santa Clara County Board of Supervisors in August 2001, confirms the findings of the COA and notes: *"legal representation and counsel can be essential to the elderly and their families in gaining access to health, income, and social services."* A Community for Life, the ten year strategic plan on aging completed by the County of Santa Clara and City of San Jose in February 2005, identifies the availability of legal assistance at senior centers as a *"key service need"*. In fact, this needs assessment states that when asked which programs and activities they would like senior centers to offer, legal services was one of the three services that was identified by more than one half of the older adults that participated in the telephone survey that was conducted in conjunction with this report.

Most recently, the report entitled Santa Clara County Senior Agenda: A Quality of Life Assessment, prepared for the Board of Supervisors in April 2012, identified elder abuse prevention and legal services as *"key service needs"* noting that funding will be necessary to maintain legal services for at risk seniors.

The need for legal services, as well as other supportive services for seniors, will continue to grow along with the older population's growth. United Way's recent Community Impact Report notes that the older population is expected increase from 11% to nearly 27% of the County's population by 2040. It also states that *"the growing number of older adults will undoubtedly require an increase in human services delivered to this population."*

Based upon the sources cited above, we believe there is sufficient documentation that Legal Assistance continues to be a need that is critical to the lives and well being of elders in Sunnyvale, particularly those that are at-risk and/or low-income. We also believe this documentation supports the conclusion that Legal Assistance is a key access service for this population and their families or caregivers. The

above-referenced needs reports could also support the interpretation that Legal Assistance is the most critical of access services for older adults because, as the provider of "last resort," Legal Assistance is necessary to enforce elders' rights to services and public benefit entitlements after preliminary access has been denied. These needs reports also identify the critical linkage between Legal Assistance and Protective Services (including prevention of elder abuse and conservatorship), yet another factor that should support the ranking of Legal Assistance as a critical service need of Sunnyvale elders.

B. Documentation of Need from SALA

SALA is the only agency in Santa Clara County designated by Council on Aging Silicon Valley to provide free legal services exclusively to elders under the Older Americans Act. SALA is also the only provider of free legal services with a physical presence in Sunnyvale, making our services accessible locally to Sunnyvale seniors. Specifically, SALA currently provides services at least twice monthly at the offices of Sunnyvale Community Services.

Consistent with the mandate of the Older Americans Act, SALA targets our legal services to elders countywide and in Sunnyvale who have low incomes, are frail, or are at-risk of abuse, isolation or institutionalization. Due to their low-income status, many of SALA's target clients are underserved because they struggle to provide for their basic needs (food, medical, housing, transportation) and cannot pay a private attorney \$500 an hour. Our target clientele is also at higher risk (in Greater Social Need) due to the characteristics (age 75/+ or disabled) many exhibit that are cited below.

Statistics for SALA clients from Sunnyvale provide support for the assessment that Legal Assistance is critical to the lives and well being of the most vulnerable and at-risk elders in Sunnyvale. Specifically, for 2011-11 SALA provided free legal services to **117 unduplicated Sunnyvale residents** age 60 or older. Most had characteristics that put them in great economic need or at some level of being "at risk" of abuse, isolation, conservatorship, or premature institutionalization as noted below:

- **51%** were **extremely low income** (incomes at or below 30% of the county median)
- An additional **20%** were **very low income** (incomes at or below 50% of the county median).
- **44%** were **age 75 or older** (placing them at higher risk according to the Older Americans Act)
- **33%** were **disabled** (placing them at higher risk according to the Older Americans Act).

The critical role that SALA plays in the lives of elders is also illustrated by the types of legal problems for which they request our assistance. These requests address a broad spectrum of issues including (1) **legal planning for incapacity/end stages of life** to maintain independence and prevent conservatorship, (2) **housing and public benefits** (e.g. Social Security, SSI, Medicare, Medi-Cal) to meet their basic needs, and (3) **prevention of elder abuse**.

This is the breakdown of types legal matters for which Sunnyvale clients requested SALA's assistance in FY 2011-12:

- 30% -- Planning for Incapacity/End Stages of Life
- 19% -- Housing and Nursing Homes/Residential Care
- 16% -- Public Benefits (primarily SSI, SSA, Medi-Cal, Medicare, In Home Supportive Service)

- 16% -- Debt Collection/Consumer-Finance
- 11% -- Elder Abuse/Domestic Violence/Family Law
- 5% -- Probate/Probate Alternatives
- 2% -- Immigration
- 1% -- Other

We note that **legal planning for incapacity** or later stages in life is a great concern for the Sunnyvale residents we serve, as well as for our clients countywide. This advance planning assists seniors to appoint caregivers of their choice to step in and manage their health care and personal care, as well as their financial matters, when they can no longer do so enabling them to age in place for as long as possible and to avoid court ordered conservatorships. This planning is also helpful to their family or caregivers because they can legally step in and manage our clients' affairs when our clients lack capacity to do so without having to petition the court to appoint them as a conservator.

While legal planning for the future is an ongoing client concern, a significant percentage of clients we see are in crisis. These include seniors whose **basic needs** (housing, public benefits, medical or nursing care) are in jeopardy or who are victims of **elder abuse/domestic violence**. Last year client matters related to **basic needs** (Housing, Public Benefits, Nursing Home/Residential Care) comprised **35%** of the requests for assistance in Sunnyvale and **elder abuse** made up another **10%** of these matters.

The information about the low income status for the Sunnyvale clients served by SALA last year indicates economic security is also an issue for many, so not surprisingly **debt collection** or assistance with **consumer/finance** matters comprised **16%** of the Sunnyvale requests for assistance last year.

We close this section by noting that the increasing need for Legal Assistance for seniors over the past decade has created a demand that far exceeds the existing service levels of SALA, the sole provider of such services locally. Moreover, funding for SALA's services has not keep up with the demand, creating waiting times for an appointment with SALA at many of our 20+ appointment locations that now average one to two months. The Santa Clara County Senior Agenda report notes that this will only get worse: *"The coming "age wave" will increase the demand for these [legal] services and currently service providers are fighting for their own survival while attempting to advocate for seniors"*

SUMMARY

We believe that we have demonstrated that Legal Assistance continues to be a need that is critical to the lives and well being of elders in Sunnyvale, particularly those that are low income or at risk. The importance of Legal Assistance in the area of Incapacity/End of Life Planning and Elder Abuse is also documented, as is the role of Legal Assistance as a "safety net" service and key access service to ensure elders' adequate income, housing, basic necessities, safety, and independence.

We thank you again for the opportunity to submit these comments.

Respectfully submitted,


Georgia Bach, Directing Attorney



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Dear Housing and Human Service Commission,

My name is Maritza Henry. I am the Director of School Based Services from Family & Children Services. Founded in 1948, we are a private, non-profit health and human services agency offering a range of quality mental health and prevention services.

First and foremost, I would like to thank the Housing and Human Service Commission and the City of Sunnyvale for supporting continual funding for the counseling services that Family & Children Services provides at Columbia Neighborhood Center in Sunnyvale. These services are offered at **no cost** to individual youths and families. Family and Children Services Youth Counseling Program is a **Limited Clientele Activity**. We support city residents who are very low/low-income, uninsured, and underinsured. When a youth or family begins services, **income verification** is conducted by Family and Children Services staff. Approximately **100%** of YCS clients are very low or low-income residents, and **100%** of funding from the City of Sunnyvale will be used to support residents from very low through moderate-income households, meeting the National Objective that funding “principally benefit low- and moderate-income persons.”

I am writing to requested that the Housing and Human Service Commission considers continual funding for the Family and Children Services Youth Counseling Program at Colombia Neighborhood Center.

For the past 10 years Family and Children Services has been providing individual and family counseling; crisis intervention and community resources and referrals for **at risk, very low income and underserved youth and families** at Columbia Neighborhood. The types of issues we have treated include (but are not limited to) depression, anxiety, self-esteem, self harm, acculturation, school-based concerns, teen pregnancy scares, family violence and abuse; substance abuse, gangs; divorce, separation, remarriage, and loss; crisis intervention; and conflict resolution. Many of the youth and families’ problems are not singular or isolated; they often present with a variety of issues. In order to address the severity and complexity of many of the issues Jennifer Lainez, our Licensed Bilingual Spanish speaking therapist, continues to partner and collaborate with various staff and partners at Columbia Neighborhood Center to help parents and families access wrap-around services in areas of health insurance, free immunization services for uninsured, parent education, City’s Park & Recreation, support groups for Spanish speaking women involved in domestic violence, childcare resources, churches and mentoring programs to address the needs of her clients. Jennifer also continues to collaborate with other service providers and City staff such as Department of Family & Children Services, Probation and Columbia Middle school.

One success story that illustrates the effectiveness of mental health and partnership is Jennifer was referred a 13 year old 8th grade Hispanic girl from a single parent household whom we will call Vera. She is the eldest of three children. During the 2011-12 school year Vera experienced a

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stressful transition in her home as her mother separated from her father who had a long history of alcoholism, abuse and domestic violence towards the mother and children. Vera came to counseling and was working through her symptoms of trauma following many years of living in fear around her father's unpredictable, angry alcoholic rages and the parentified burden of caring for her two younger siblings when her mother was at work. About mid way through the school year the father was arrested and incarcerated for an incident of domestic violence. Although this brought a certain amount of relief it also created financial hardship on the household, mixed feelings towards her father and increased conflict and resentment towards her mother as her parentified responsibilities at home increased. An additional stressor for Vera is that her mother became even more devoutly committed to their Jehovah Witness church community as she sought support for the family, but Vera only resented this as she experienced the church community to be too restrictive and not reflective of her life experiences. Vera used counseling to receive support, validate her feelings and on a few occasions to avoid running away from home when conflicts with her mother peaked. Several referrals were made to Vera and her family for legal aid to assist with restraining orders, financial assistance and supplementary food programs, and teen and family support around alcoholism. Vera successfully completed her 8th grade year and moved on to high school where she was referred for ongoing support.

Another success story that highlights the effectiveness of Family and Children Services Youth Counseling Program at Columbia Neighborhood Center is Jennifer was referred an 11 year old, 6th grade, biracial (Fijian Indian and Caucasian) boy whom we will call Raj. Raj came to counseling struggling with the transition from grade school to middle school. The family dynamic at home was chaotic, overwhelming, and rigid. The parents struggled with establishing consequences at home when Raj got in trouble at school. Raj often, at school, got into trouble for conflicts with other children. Counseling sessions with Raj revealed he was resentful towards his stepfather for what he experienced as unfair, unreasonable and overly strict rules at home. Raj would act out his feelings about this at school in conflicts with other children. Raj also struggled to resolve his emerging sense of individuality in a household where he was the only person with his racially mixed identity. Raj lived with his Caucasian mother and stepfather; he had no contact with his Fijian Indian father and had siblings who were of different ethnicities from his mother's subsequent relationships. In counseling Raj learned and applied coping skills to help manage his mixed emotions. He also worked on strengthening his own personal identity and set long and short-term goals for himself that helped increase his sense of hopefulness about his future.

For the past 10 year Family and Children Services has either met or exceeded our units of service and performance measures based upon the contract scope of services and quarterly reports.

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Please find included a table that illustrates our performance goals over the past three years.

YEAR	Actual Unduplicated Youth Served	YE-Goal for youth served	Actual # of counseling sessions provided	YE-Goal for # of counseling sessions provided
2009-2010	27	27	191	189
2010-2011	33	27	211	189
2011-2012	26	26	224	211

In regards to qualitative outcomes for 2011-2012 Family and Children Services used the Community Health Awareness Council measurement tool which includes an External and Internal Asset Inventory. Out of 26 youth 24 completed the pre and post-test External and Internal Assets Inventory, a self rating impact measurement scale that assesses the client's inventory of 40 developmental assets related to healthy development. Please find included the following results:

- **Support:** 100% of youth reported an increase in feeling supported at home, school, and in the neighborhood when comparing pre-test with post-test.
- **Empowerment:** 100% of youth reported an increase in his / her sense of safety in their home, school, and neighborhood and reported feeling they were both useful and valued by their community.
- **Boundaries and Expectations:** 67% of youth reported an increase in their sense of having clear rules and expectations set forth at school, home and the neighborhood, parents and other adults followed and reinforced these rules as well as modeled responsible behavior.
- **Constructive Use of Time:** 25% of youth reported an increase in structured use of time, including the arts, sports, and religious activities.
- **Positive Values:** 72% of youth report an increase in their self-evaluation of living by positive values, including honesty, conviction, courage, healthy decision making around sex and drugs, as well as altruism, equality, and humanitarian issues, such as poverty and hunger.
- **Social Competencies:** 93% of youth reported an increase in their ability to plan and make decisions for themselves based on their own values, use positive relationship, conflict resolution and communication skills (empathy sensitivity, active listening) and to feel comfortable with people of varying ethnic cultural backgrounds.
- **Positive Identity:** 100% of youth reported an increase in their sense of purpose, self-

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esteem, self efficacy and overall optimism about their future.

- **Change in Healthy Developmental Assets:** 61% increase in the overall report of students' developmental assets was reported from the time that they began utilizing counseling services up to the termination of services. The clients received two surveys: Columbia Neighborhood Center Customer Satisfaction Survey and Family and Children Services- School Based Survey.

Family and Children Services looks forward to continuing to provide youth counseling services to the residents of Sunnyvale at Colombia Neighborhood Center. Please contact me if you have any further questions.

Thank you for your time,

Maritza Henry,
Licensed Marriage and Family Therapist
Director of School Based Services
Family and Children Services
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*Our mission is to prevent homelessness and hunger
for low-income families and seniors facing
temporary crises*

*As the "Emergency Assistance Network" Agency in
Sunnyvale, we provide financial aid, food, and other support
that prevents larger problems with more expensive solutions*

Since 1970, "Our business is booming, and that's not good!"

Marie Bernard
Executive Director
Sunnyvale Community Services
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Sunnyvale, CA 94086
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Sunnyvale Community Services



Hunger and Poverty in the "Heart" of Silicon Valley



* Sunnyvale Community Services helps 7,000 individuals each year
with food and/or financial assistance

That's 5% of the population of Sunnyvale

But...

* We know that 25% of the population is at risk of hunger, and
half of Sunnyvale's children qualify for free or reduced lunches

Sunnyvale Community Services

A perfect storm for low-income families and seniors



- Rents in Sunnyvale increased 34% in the past two years!
(source: RealFacts.com)
- Food costs are rising 6-40% a year, USDA Foods are being cut.
(source: Second Harvest Food Bank)
- Lack of health insurance, job benefits, and affordable transportation is impacting the health of our entire community.

...“One-bill away” from homelessness is becoming the norm.

Sunnyvale Community Services

Financial Assistance in Sunnyvale

* We provide financial aid to low-income families and seniors, who are often one bill away from homelessness.

* Our financial assistance prevents homelessness, hunger, malnutrition, job loss, and untreated medical conditions.

*In FY 2012, we distributed **\$810,874** in financial aid for rent, rental deposits, utility bills, gas vouchers, medically-related bills, gas vouchers, and bus passes.*

We make 800+ client referrals each month for other services and resources.



Sunnyvale Community Services

Food and “In-Kind” Assistance

- * Produce Mondays
- * Monthly Food Distribution for Families
- * Senior Monthly Food Distribution
- * Kids’ Summer Food & Backpacks
- * Community Christmas Center
- * “Fresh from the Farm” partnership with Full Circle Farm
- * “Sunnyvale Works” partnership with Downtown Streets Team



Staff from Second Harvest Food Bank is on site every week to sign up families for CalFresh (food stamps)

Sunnyvale Community Services

Produce Mondays

- * We surveyed over 400 Families in Summer 2011
- * **90%** of families wanted more fresh fruits and vegetables
 - Second Harvest Food Bank made it possible!
 - Over 700 families each week

“Produce is expensive in the stores. Getting a bag of produce here every week helps me save up some money to pay for other expenses.”
– SCS Client



Sunnyvale Community Services

Childhood Hunger in Silicon Valley

* More children need more food and financial assistance

- 41% of our clients are children, almost double their percentage (22%) of the population of Sunnyvale
- SCS covers the most needy schools where 65%+ of children qualify for free or reduced lunches



The Community's Response:

Sunnyvale's "Head to Toe" Campaign for Kids

* Kids' Summer Food

- > 2,400 bags of groceries during June, July and August

* Back-to-school Backpacks & Shoes

- 1,082 new backpacks and \$25 Shoe Gift Cards

* Sunnyvale Kids' Food Program

- A new year-round collaborative of local non-profit and business organizations committed to feeding school children in our community

Sunnyvale Community Services

The outcomes if things don't change...

* The demographics of "homelessness" are shifting

We are seeing more...

- Returning clients with different financial emergencies
- Youth/young adults who are homeless/couch-hopping
- Women, families sleeping in their cars
- Workers needing car repairs to get to work
- Multiple families crowding into apartments and garages
- Domestic violence cases coming to our doors
- Victims of payday loans



* Low-income workers are fleeing Silicon Valley

- Service Workers
- Entry Level jobs
- Part-time workers
- Contract workers with no benefits

Sunnyvale Community Services

How to help with basic needs in Silicon Valley

Volunteer

- * Get exercise and make a *local* impact
- * Run a Food or Toy or Backpack Drive
- * Donate Food & Holiday Gifts

*My-Dung Tran at (408) 738-4298
mtran@svcommunityservices.org*



Make a Financial Contribution

- * Donations of any amount help prevent homelessness and hunger
- * Many employers match financial donations or volunteer hours
- * Donate an old Car, Boat, or RV
- * Leave a Legacy by remembering your favorite nonprofit in your will or estate plan

*Marie Bernard at (408) 738-0121
mbernard@svcommunityservices.org*



Support programs for low-income families and seniors

- * Government funding is < 10% of our budget, but we need every penny!
- * A healthy community benefits all of us

Sunnyvale Community Services

Silicon Valley can still be *The Valley of Hearts Delight*

Join us in advocating for:

- Affordable Housing for very low and low income families
- A Living Wage
- Access to healthy food
- Affordable health care options
- Access to transportation
- Quality education



October 25, 2012 Project Sentinel's Activity in the City of Sunnyvale

Project Sentinel has opened 66 mortgage foreclosure cases for Sunnyvale homeowners in the past 12 months.

The agency receives on the average over 350 phone calls a year from Sunnyvale residents seeking assistance with rental housing problems. Those callers are provided counseling and dispute resolution services.

- *household of 4 received a 15% rent increase
- *household of 5 suffered from substandard maintenance resulting in health problems for the children.
- *multiple households issued eviction notices because the owner is increasing the rents.
- * Callers asking for help due to bed bugs and no response from the landlord.

On May 30, 2008 Project Sentinel resolved for \$100,000 a complaint of national origin discrimination where East Indian households were treated less favorably than other applicants and residents. This case resolution is especially important in its application for new immigrant households to Silicon Valley and the City of Sunnyvale.

Sexual harassment by a property manager was confirmed with witness statements and the case was referred to an attorney. Resolved September 2011 for \$15,000.

Recent Investigation Results of Fair Housing Complaints:

- *A Pakistani household was denied space in a mobile home park on the basis of credit despite having an excellent credit score and was also denied the option of securing a co-signer. Project Sentinel's investigation found another resident, who is white, was allowed a co-signer when they did not qualify on the basis of credit. This complaint was referred to an attorney.
- *Overly restrictive rules of conduct for families with children were modified.
- *A resident with a respiratory disability was allowed to install an exterior mounted air conditioner.
- *A resident had been charged late fees and was threatened with eviction for continual late payments of rent. Project Sentinel staff was able to adjust the time frame for paying the rent to coincide with the receipt of social security checks, and to get a refund of late fees.
- *A resident with a mental health disability was allowed to keep her companion cat.