



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Leslye Corsiglia

SUBJECT: SEE BELOW

DATE: May 29, 2012

Approved

Date

6/1/12

COUNCIL DISTRICT: 3, 5 & 7
SNI AREA: Five Wounds/
Brookwood Terrace, Mayfair
& Tully-Senter

**SUBJECT: AWARD OF \$300,000 OF C.D.B.G. FUNDS TO THREE AGENCIES
PROVIDING SCHOOL READINESS/THIRD-GRADE LITERACY
SERVICES TARGETED TO THREE NEIGHBORHOODS**

RECOMMENDATION

It is recommended that the City Council adopt a resolution:

1. Awarding Community Development Block Grant (CDBG) funds in the amount of \$100,000 each to the San Jose State University Research Foundation, Catholic Charities of Santa Clara County, and Somos-Mayfair, Inc., to provide School Readiness/Third-Grade Literacy services in the Five Wounds/Brookwood Terrace, Mayfair and Santee neighborhoods, respectively, in Fiscal Year 2012-2013; and
2. Authorizing the Director of Housing to negotiate and execute these grant agreements.

OUTCOME

Providing approximately 700 children and parents with Kindergarten Readiness, Third-Grade Literacy and parent engagement services in the target neighborhoods will foster improved reading achievement and parent participation and, as a result, an improved chance of academic success.

BACKGROUND

On January 10, 2012, the City Council adopted priorities for the expenditure of CDBG funds in the 2012-13 Fiscal Year, including a Place-Based Strategy targeting the Five Wounds/ Brookwood Terrace, Mayfair and Santee neighborhoods for more intensive investment. As part of that action, the City Council endorsed the Administration's recommendation that the City partner with three nonprofits – CommUniverCity, Somos-Mayfair, and the Franklin McKinley Children's Initiative, respectively – to assist City staff identify services and infrastructure projects to be funded in these target neighborhoods. In its approval of the CDBG spending plan for 2012-13, the Council allocated \$300,000 for targeted, priority projects or services in those three neighborhoods without specifying the nature of such projects or services.

During the month of January, while the Requests for Proposals (RFPs) for other CDBG- and ESG-funded programs and services were being prepared for release, staff was simultaneously meeting with the three nonprofit agencies with whom the City would be partnering in the three target neighborhoods: CommUniverCity in Five Wounds; Somos-Mayfair in Mayfair; and the Franklin-McKinley Children's Initiative in Santee. In these discussions, the three agencies agreed to a single service that would benefit all three neighborhoods. They reached agreement that kindergarten readiness and third-grade literacy were urgent priorities in each neighborhood.

The RFP process to determine which agencies would be selected to provide these services was not completed by the time that the 2012-2013 Consolidated Annual Action Plan was approved by the City Council. This was because it took time for the agencies to identify the service and staff subsequently needed additional time to be educated on this subject in order to be able to prepare an RFP. The RFP process has now been completed and staff is prepared to recommend the agencies to be awarded these funds.

ANALYSIS

Kindergarteners with strong skills all across all the development areas when they enter school do better as they progress through elementary school and are more likely to graduate from high school. These children are also less likely to become involved in crime and drugs, and are more likely to have successful careers.

School readiness is strongly influenced by the family and the community since readiness is fostered by a variety of activities: coloring, drawing or painting; outings (to the playground, library or museums, for instance); being read to or shown picture books; being told stories and singing songs; and exercising or playing in groups. Children of lower-income parents living in lower-income neighborhoods are less likely to have these types of activities as a part of their daily lives, and are thereby less likely to arrive at kindergarten fully ready to start learning.

The pre-kindergarten years also prove to be critical because the skills that children develop in their first five years are closely correlated with their ability to read at grade level when they are

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in third grade. This is especially important given that third-grade reading proficiency is a powerful indicator of later academic success. To quote from a report by Applied Survey Research on school readiness in Santa Clara County, reading proficiency in the third grade “prepares the student for fourth grade, where the focus of reading instruction changes from ‘learning to read’ to ‘reading to learn’.”

In order to enhance the delivery of services to the neighborhoods and avoid duplication, the RFP advised applicants that the successful candidates would be required to work closely with current providers of school readiness services funded by First 5 of Santa Clara County or with existing after-school tutoring programs to improve reading skills of K-3 students. The RFP allowed the agencies currently providing these services in the three neighborhoods to apply since they would be able to achieve the twin targets of enhancing service delivery and avoiding duplication. The selection criteria was as follows:

1. Project Eligibility/Meeting Minimum Requirements (Pass/Fail)
2. Program Description (25% of score)
3. Organizational Capacity and Experience (25% of score)
4. Goals and Outcomes (40% of score)
5. Budget and Fee Structure (10% of score)
6. Past Performance (+/- 10 points)

A review panel reviewed and scored each application based on the above criteria. Applicants were also invited to participate in a panel interview. Because the Housing Department has established a working relationship with the three existing service providers, none of the staff assigned to the Place-Based Strategy participated in rating and scoring the applications.

Five nonprofit agencies submitted eligible applications under the School Readiness/Third-Grade Literacy RFP. The agencies that applied for funding were as follows:

1. The San Jose State University Research Foundation
2. San Jose Grail Family Services
3. PARTI Program
4. Somos Mayfair, Inc.
5. Catholic Charities of Santa Clara County.

All applicants proposed K-3 after-school tutoring programs. Based on the selection criteria and panel interview process noted above, the San Jose State University Research Foundation (on behalf of CommUniverCity), Catholic Charities of Santa Clara County (on behalf of the Franklin-McKinley Children’s Initiative) and Somos-Mayfair, Inc., are recommended for funding. Each agency received the highest scores in the competition for providing services in the Five Wounds/ Brookwood Terrace, Santee and Mayfair neighborhoods, respectively. The Housing and Community Development Advisory Commission discussed and recommended approval of the three awards at its May 10, 2012 meeting. The Commission indicated that there was widespread agreement that third grade literacy is an extremely important metric, and that the three organizations selected were well chosen.

The \$300,000 of CDBG funds being awarded was included in the 2012-2013 Consolidated Annual Action Plan and is in the City Manager's proposed City Operating Budget for Fiscal Year 2012-13.

EVALUATION AND FOLLOW-UP

The achievements of the selected School Readiness/Third-Grade Literacy agencies will be evaluated in the September 2013 Consolidated Annual Performance Evaluation Report (CAPER).

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater.
(Required: Website Posting)
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

The recommended action does not meet any of the above criteria. Nonetheless, this report will be posted on the website for the City Council's June 19, 2012 meeting.

COORDINATION

The preparation of this report was coordinated with the Office of the City Attorney and the City Manager's Budget Office.

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BUDGET REFERENCE

The table below identifies the fund and appropriation proposed to fund the agreements recommended as part of this memo.

Fund #	Appn #	Appn. Name	Total Appn	Amt for Contract	2012-2013 Proposed Budget (Page)*	Last Budget Action (Date, Ord. No.)
441	0055	Contractual Community Services	\$1,266,042	\$300,000	X - 5	N/A

* The 2012-2013 Proposed Operating Budget is scheduled for consideration by the City Council on June 19, 2012.

CEQA

Not a Project, File No. PP10-066(e), Services that involve no physical changes to the environment.

/s/
LESLYE CORSIGLIA
Director of Housing

For questions please contact Leslye Corsiglia, Director of Housing, at 408-535-3851.