Summary Title: HSRAP Contracts

Title: Finance Committee Recommendation for Approval of The Fiscal Year 2011-13 Human Services Allocation Process (HSRAP) Contracts

From: City Manager

Lead Department: Community Services

RECOMMENDATION

The Finance Committee and staff recommend that Council:

1. Approve the following contracts for Fiscal Year 2011-13: Avenidas, in the amount of $402,224; Palo Alto Community Child Care, Subsidy Program, in the amount of $407,491; and Adolescent Counseling Service, in the amount of $87,561. These three contracts total $897,276.

2. Authorize the City Manager or his designee to execute the multi-year contracts, Avenidas and Palo Alto Community Child Care for a renewal up to 5 additional years.

3. Authorize the City Manager or his designee to execute the Human Services contracts less than $85,000 and any other necessary documents concerning the contract. These eleven contracts total $213,176.

COMMITTEE REVIEW AND RECOMMENDATIONS

The Finance Committee conducted a public hearing on April 5, 2011 and heard testimony from the Human Relations Commission as well as several HSRAP applicants, including Senior Adult Legal Services (SALA), La Comida, Peninsula Healthcare Connections, Inn Vision, and Downtown Streets Team. The Finance Committee voted unanimously to recommend Funding Option B (see Attachment B) which allocates $1,110,452 in General Funds to fourteen not for profit agencies to provide a variety of human services programs in the community. The Finance Committee rejected staff recommended Option A (see Attachment B) which would have retained 2.5 percent of the total allocation ($27,761) for administrative costs for the Office of Human Services (OHS), choosing to instead fund OHS with Council Contingency funding. The Finance Committee vote to approve Funding Option B included a directive for staff to return mid-cycle in the next budget cycle with a strategic funding plan to direct HSRAP funding over a longer period of time.

This staff report seems very short and incomplete. The amount of awards mentioned in Recommendation #1 [3 recipients] don’t add up to the amounts mentioned in second paragraph, Option B [14 recipients]
Attachments:
- Attachment A - CMR 1523 (PDF)
- Attachment B - HSRAP2011-13 FUNDING RECOMMEND(XLS)

Prepared By: Minka VanDerZwaag,

Department Head: Greg Betts, Director, Community Services

City Manager Approval: James Keene, City Manager
Executive Summary
This report transmits to the Finance Committee, the proposed Human Services Resource Allocation Process (HSRAP) funding recommendations for the Fiscal Period 2011-13, the Human Relations Commission's (HRC) HSRAP Priority of Needs for Fiscal Period 2011-13, and the proposal summaries submitted for funding consideration.

The funding recommendations will provide either $1,082,690 or $1,110,452 for up to fourteen agencies each year for two-years. There are two alternative funding proposals included in this report for consideration by the Finance Committee. Option A includes a 2.5% reduction of the total grant amount to cover the administration costs of overseeing the grant program by the Office of Human Services, a work group within the Community Services Department (CSD.) This reduction totals $27,761. Option B does not include this reduction and instead suggests that administrative expenses be separately funded by an allocation from the General Fund operating budget.

Recommendation
Staff and the Human Relations Commission (HRC) recommend that the Finance Committee recommend to Council:

1. The approved funding option for 2011-13 (Attachment A), be included in the Fiscal Period 2011-13 Office of Human Services contract budget.
2. The City Manager or his designee is authorized to execute year one and for a renewal up to one additional year (FY2013). The City Manager or his designee also be authorized to execute the Human Services Contract and any other necessary documents concerning the contracts.
3. The Council approve the contracts that are $85,000 or greater as identified in Attachment A.
4. Provide direction to staff on whether administrative expenses related to the oversight and administration of the HSRAP program should be funded from existing HSRAP funding (Option A) or through new allocated funds from the General Fund (Option B).
**Background**

Since 1983, the HSRAP Process has identified community service needs to determine City funding for human services. The City’s Human Relations Commission (HRC) actively participated in identifying human services needs through information provided by the community at the HRC’s monthly meetings and by hosting two ‘needs assessment’ forums. The needs assessment activities assisted in establishing bi-annual priorities of human services needs for the Palo Alto community. The Allocations Committee; comprised of Human Services staff, the City’s Interim CDBG Coordinator, and two HRC Commissioners, reviewed and analyzed the merits of funding requests and provided funding recommendations based on the established funding criteria and the bi-annual priority of needs. The HSRAP Allocations Committee recommendations are reviewed by the City administration and are then forwarded to Council through the Finance Committee for consideration and approval.

The funding review process included the follow six components:

1. In September, 2010, the Office of Human Services and the HRC hosted two panel discussions on local human services needs and invited broad based experts in a variety of fields and current HSRAP grantees to speak on current and emerging human services needs.

2. The HRC established and adopted a bi-annual Priority of Needs for the Community that provided guidance for HSRAP funding recommendations (Attachment B.)

3. The Request for Proposals (RFP) process was expanded to a wider distribution base in order to reach a more diverse and greater pool of providers than in the past. The RFP was made available on the City’s website/homepage to increase visibility and accessibility to the invitation.

4. The HSRAP and the Community Development Block Grant (CDBG) processes were coordinated to maximize resources and streamline the City’s human services funding approach. Coordination involved specifying what funding request each fund would entertain, adopting the same Request For Proposal schedule, conducting a joint bidder’s workshop on November 15, 2010 for interested non profit providers, and for the first time, the same committee reviewed and made funding recommendations for both HSRAP and CDBG.

5. Avenidas and Palo Alto Community Child Care, which provide senior services and child care subsidies respectively, are “sole source” contract agencies because they meet the criteria as set fourth in CMR 118:99, “Proposed Human Services Resource Allocation Process (HSRAP) Implementation Plan.” Designation as a sole source contract agency may be considered when the service meets the City of Palo Alto target population needs as described in the City’s Comprehensive Plan or Consolidated Plan. Services to seniors and child care were established as priority needs. The two-year program proposals will be reviewed as they are received and contracts will be renewed contingent upon meeting performance objectives and standards.

6. HSRAP funding requests, for a two-year period, were reviewed to determine if they addressed the community Priority of Needs established by the HRC for Fiscal Period 2011-13.
Discussion
As previously stated, there are two funding options being presented to the Finance Committee for considerations. In both options, the impact to the general fund is the same amount of $1,110,452.

Option A -
The Office of Human Services consists of managing the HSRAP program, mediation in the community, and various Human Service needs such as support of the HRC, child care, liaison work with local non-profits, homelessness services, landlord/tenant issues, Family Resources, and response to human service needs in the community such as Project Safety Net.

After department budget cuts in each fiscal year since 2007, Human Services programs were underfunded, but continued to operate with funding from prior years being carried forward together with some transfers from the Cubberley Community Center operating budget, and some program reductions. Now that the funds carried forward have been exhausted, the Human Services program is seriously underfunded and no longer able to support HSRAP and contracted services at the current level.

With annual department-wide program and budget cuts for the past several years, CSD no longer has funding in other program areas to transfer into Human Services operations as in prior years. Thus, staff recommends a 2.5% reduction of the total grant amount be retained in the operating budget of the Office of Human Services to cover the Administration Costs of overseeing and administering the grant program and fund the operations of Human Services as outlined above. Such reduction amounts to a total $27,761.

Option B-
This option does not include a 2.5% reduction to HRSAP grantees.

The following was recommended by the Human Relations Commission (HRC) at their March 16, 2011 meeting. The HRC’s priority recommendation would allocate the entire anticipated HSRAP revenue to the 14 most compelling applications as reflected in Option B. This recommendation is conditional on other funds being allocated to the Office of Human Services operating budget for program administration from new General Fund appropriations, as noted above. By allocating the entire HSRAP amount to deserving applicants, the purpose of these monies is most fully met.

If it is not possible to allocate the $27,761 outside of the HSRAP funds, the HRC proposes Option A. Option A would reduce most of the recommended allocations by approximately 2.5 percent, leaving $1,082,690 for HSRAP grantees. The sum of these reductions, $27,761, is recommended by the HRC to be applied to the Office of Human Services to enable it to continue to administer HSRAP and support Human Service programs effectively.

Agencies being recommended for funding:
Sole Source Agencies:
The following agencies are recommended for Sole Source funding in Fiscal Year 2011-13:

- Avenidas provides a comprehensive system of services to senior citizens.
- Palo Alto Community Child Care (PACCC) administers the City's subsidy for child care to low-incomes families.

Non Sole Source Agencies:
The following agencies are recommended for HSRAP funding in Fiscal Period 2011-13:

1. Abilities United (formerly Community Association for Rehabilitation) provides a wide range of support services to people with disabilities. These services include day center support services, child care for developmentally delayed children, employment services for the disabled, a creative recreation program and therapeutic aquatic program for adults.
2. Adolescent Counseling Services provides comprehensive counseling services to students and families in the Palo Alto Unified School Districts' secondary schools.
3. Community Health Awareness Council’s Outlet Program provides crisis counseling and sensitivity training services for Lesbian, Gay, Bisexual, Transgender and Questioning Teens. The program targets Palo Alto teens in Palo Alto Unified School District schools.
4. Community Technology Alliance (CTA) provides internet access to subsidized housing units in Palo Alto and Santa Clara County through its searchable website, Housing SCC. In additional, CTA will continue to provide voicemail account to homeless persons who are clients of Palo Alto’s non profit agencies who serve the homeless population in order to help individuals seek work, housing and other means of support.
5. Downtown Streets Team, Inc., provides funding to train homeless participants in job skills and how to competively search for jobs. Training is also provided to work with the Palo Alto Police Department, downtown merchants, the Palo Alto Downtown Business and Professional Association, and other agencies in effectively addressing homeless issues.
6. Inn Vision provides food to low income and homeless residents of Palo Alto at a local food closet and meals programs. (Inn Vision is not included as a funding recipient in Option #1. It is being recommended for funding by CDBG.)
7. La Comida de California provides hot meals for Palo Alto senior citizens. The agency provides hot lunches at the Avenidas Senior Center and Stevenson House, an affordable senior housing complex in South Palo Alto, five days a week. La Comida also provides hot lunches every Wednesday as part of Senior Friendship Day Program (a co-sponsored city program) at the Cubberley Community Center.
8. May View Community Health Center provides medical and health care services to Palo Alto’s homeless and very low-income residents.

9. Momentum for Mental Health provides a homeless outreach program in Palo Alto. The outreach program provides emergency on-call services to City departments, libraries, community centers and homeless service providers.

10. Peninsula Health Care Connections provides case management to Palo Alto homeless individuals receiving Santa Clara County Housing Authority “Section 8” housing vouchers.

11. Senior Adults Legal Assistance provides Palo Alto seniors with legal advice counseling sessions at Avenidas Senior Center and at Stevenson House.

12. Youth Community Services provides community services opportunities for youth in the community and also with local non-profit agencies.

HSRAP funding was discussed during the March 4 and March 16 HRC meetings. Commissioners heard testimony from agencies applying for HSRAP funding. The request for additional funding for non-profit agencies was unprecedented due to the decline in the overall economy. The agencies are experiencing an overall decline in donations and increased demand for services.

Timeline
Upon approval by the City Council, the contract period will be July 1, 2011-June 30, 2012 and renewable for one more year at the same funding level for funding for the budget period July 1, 2012 through June 30, 2013.

Resource Impact
The HSRAP funding recommendation will allocate either $1,082,690 or $1,110,452 in General Funds to support up to fourteen programs; two sole source agencies and up to twelve general agencies. Staff is recommending the HSRAP funding from the General Fund as reflected in the Community Services Department’s proposed budget for Fiscal Year 2011-12.

Environmental Review
This program is not a project as defined by the California Environmental Quality Act (CEQA) and is not subject to CEQA review.

Attachments:
- Attachment A - HSRAP2011-13CITYCOUNCILFUNDINGRECOMMEND (XLS)
- Attachment B - PRIORITYOFNEEDSFY11-13 (DOC)
- Attachment C - PROPOSALSUMMARIES (PDF)

Prepared By: Minka VanDerZwaag,
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1. **Children**
   - Early Care and Education
   - Children with Special Needs

2. **Youth**
   - Youth Well Being
   - Counseling
   - Mental Health
   - Youth Programs
   - Tutoring
   - Transportation

3. **Seniors**
   - Food/Nutrition
   - Social Services
   - Mental Health
   - Transportation
   - Legal Assistance

4. **Homelessness**
   - Outreach
   - Case Management
   - Mental Health
   - Emergency Housing
   - Low Income Housing

5. **Basic Needs**
   - Food
   - Housing
   - Mental Health
   - Transportation

6. **Social Services Coordination**
   - Encourage collaboration, coordination, and exchange of ideas among agencies.
## Proposal Summary

**Human Services Resource Allocation Process (HSRAP)**

**Request for Proposals # 139069**

### Proposal Summary

**Fiscal Year 2011-12**

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<th>Agency: Abilities United</th>
<th>Name of Program: Disability Services</th>
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<td>Address: 525 E. Charleston Road</td>
<td>City: Palo Alto</td>
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<tr>
<td>Contact: Linda Chin</td>
<td>Phone Number: (650) 618-3329</td>
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2011-12 Funding Requested $56,000

Clearly and concisely summarize your request. Use the space provided on this page only.

1. **Proposal Summary:** Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

   **Identify the priority area:** 1. Children-Children with special needs; 2. Seniors-Social Services; 3. Basic Needs-Housing; 4. Youth-Youth well-being; 5. Social Services Coordination.

   **List Goals & Objectives:**
   - **Goal #1:** To provide early intervention and therapy to infants in PA who have developmental disabilities
   - **Goal #2:** To build physical health and independence for PA seniors by providing affordable rehabilitation
   - **Goal #3:** To provide employment training, independent living skills training, and social services to PA adults with developmental disabilities to help them obtain appropriate, affordable housing
   - **Goal #4:** To provide afterschool and respite care for PA youth with developmental disabilities
   - **Goal #5:** To provide volunteer services to nonprofits in PA

   **Objective #1:** To provide 300 hrs. of Children's Services to children, birth to age 3, and their parents
   - **Objective #2:** To provide 5,000 hrs. of Aquatic Services to PA seniors
   - **Objective #3:** To provide over 9,000 hrs of Adult Services to PA adults
   - **Objective #4:** To provide 2000 hrs. of Afterschool and Respite care for PA youth
   - **Objective #5:** Clients will provide 1600 hrs. of volunteer services to PA nonprofits

   **Methods:**
   - **Method #1:** Early-intervention group classes, individual therapies, and parent training/support
   - **Method #2:** Aquatic therapy, adapted aquatics, wellness classes, and self-directed exercise
   - **Method #3:** Job placement and coaching, training for independent living skills, social services
   - **Method #4:** In-home Respite, center-based Afterschool Socialization
   - **Method #5:** Client community service in PA nonprofits

2. **Population Served:** Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information.
   - **a.** Total Palo Alto population served by this program: 225
   - **b.** Total Palo Alto population served by the Requested Funding Amount: 226

   We will provide services to 225 unduplicated residents of PA who have disabilities, or are elderly; most are low/middle income. We will provide at least 16,300 hours of service. In addition, our clients will provide 18 PA nonprofits with 1,600 hours of community service.

3. **Budget Narrative:** Describe specifically how the requested funding will be used. The funding will be used for staff salaries to provide direct services to clients.

4. **Funding Diversification:** Summarize how your agency plans to leverage the funding from the City and diversify funding for this program. We will garner increased support from donors who reside in PA and the surrounding area. Your grant is a vote of confidence for our services.

5. **Supplemental Questions**
   - **a.** What services do you provide that is unique and no other agency provides these services in Palo Alto? We provide a lifetime continuum of services to people of all ages who have developmental disabilities. There are no other warm water pools in the area offering affordable, rehabilitating aquatic services. We coordinate and collaborate with 18 PA nonprofits to help them fulfill their missions in the community by providing them with 1,600 hours of volunteer services by our clients.
Human Services Resource Allocation Process (HSRAP)
Request for Proposals #139069

**PROPOSAL SUMMARY**
Fiscal Year 2011-12

| Agency: Adolescent Counseling Services | Name of Program: On-Campus Counseling Program |
| Address: 4000 Middlefield Road, Suite FH | City: Palo Alto |
| Contact: Philippe Rey, Psy.D., Executive Director | Zip Code: 94303 |
| 2011-12 Funding Requested: $110,000 | Phone Number: (650) 424-0852 ext. 101 |

Clearly and concisely summarize your request. Use the space provided on this page only.

1. Proposal Summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

**Identify the priority area:**
The Adolescent Counseling Services (ACS) On-Campus Counseling (OCC) Program addresses Youth: Youth well-being, Youth: Counseling, Youth: Mental Health, and Basic Needs: Mental Health under the HSRAP Priority of Needs. This program also address several specific areas, including: Access to mental health services for low income population, crisis counseling for youth, and crisis counseling services for gay and lesbian teens.

**List Goals & Objectives:**

| Goal #1: | To address issues that impede the personal growth and academic success of Palo Alto youth and to provide professional training to the next generation of mental health clinicians in our community. |
| Objective #1: | 50% of the students seen five or more times will either maintain or improve their grades. |
| Objective #2: | 70% of the students seen five or more times will improve their level of functioning. |
| Objective #3: | 80% of the students seen five or more times will report that the counseling they received was "helpful" or "very helpful". |
| Objective #4: | 65% of students identified as mildly depressed and seen 5 or more times will show a decrease in depressive symptoms. |

**Methods:**

**Method #1:** A licensed LMFT or LCSW serves as Site Director at each of the 5 secondary schools. Combined, they provide licensed supervision to 15-20 graduate school-level counseling interns. Both directors and interns provide free on-site individual, family and group counseling to students and their families.

**Method #2:** ACS will collaborate with the Palo Alto Unified School District (PAUSD) to provide free counseling services and prevention education, working with school administration and staff to ensure coordination of care for students, appropriate referrals to community resources, and critical education to parents and students in Palo Alto.

**Method #3:** ACS provides extensive professional training to 15-20 counseling interns, utilizing outside professionals in the field of mental health and psychotherapy to offer cutting-edge education in at least 40 hours of training annually.

2. Population Served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information.

   a. **Total Palo Alto population served by this program:** At least 550 unduplicated Palo Alto residents will benefit from counseling, but the program is open and accessible to all 11,000 students in the PAUSD. The OCC Program serves students who attend the five secondary schools in Palo Alto, with 83% residing in Palo Alto and 10% in East Palo Alto. Twenty-six percent (26%) of those served come from low-income families. Our clients also reflect the diversity in our community: 53% Caucasian, 18% Latino, 17% Asian/Pacific Islander, 10% African-American, and 2% Mixed or other.

   b. **Total Palo Alto population served by the Requested Funding Amount:** The requested funding will serve at least 550 Palo Alto residents and a total of 650 students in the PAUSD will receive counseling through 5,000 counseling sessions.

3. Budget Narrative: Describe specifically how the requested funding will be used.
The funding will support ACS' OCC Program in all five of the secondary schools of Palo Alto, including Gunn and Palo Alto High Schools and Terman, JLS and Jordan Middle Schools. Five (5) licensed Program Directors will provide on-site supervision to 15-20 counseling interns and provide services to at least 650 students in Palo Alto. Funding covers the cost of individual, family and group counseling, crisis intervention, prevention education, planning and coordination with guidance and other school staff, and on-going professional training and supervision of clinical interns.
4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program.
With $110,000 of support from the City of Palo Alto, ACS can attract funding from community organizations, foundations and corporations. The partnership with the City communicates to potential funders that ACS and our OCC program are viable and critical services in our schools, attracting funders such as the Palo Alto Weekly Holiday Fund, Rotary Club of Palo Alto, Palo Alto Community Fund, School PTAs and Site Councils. In addition to seeking this institutional support, ACS continues to broaden our individual contributors through successful annual giving campaigns and special events, as well as foundation and corporate funders through extensive grant research.

5. Supplemental Questions
a. What services do you provide that is unique and no other agency provides these services in Palo Alto?
The OCC Program is the only professional counseling program on-campus at all of the secondary schools in the PAUSD providing free counseling services to students and their families. The program has worked with staff and administration at these five Palo Alto schools, providing accessible, quality counseling for over 30 years.
Attachment G

PROPOSAL SUMMARY
Request for Proposals #139069
Fiscal Year 2011-12

Agency: Avenidas                             Name of Program: Senior Services
Address: 450 Bryant St.                     Zip Code: 94301
City: Palo Alto                             Phone: (650) 289-5440
Contact: Lisa Hendrickson, President/CEO  
2011-12 Funding Requested $450,000

1. Proposal Summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

Identify the priority area: Senior Services

List Goals & Objectives:
Goal #1: The Palo Alto community will have a comprehensive local resource for seniors and caregivers that identifies their needs and designs and delivers programs and activities to meet these needs and interests.
Goal #2: Senior adults will be supported in their efforts to maintain and improve their functional ability to remain in their own homes.
Goal #3: Caregivers, particularly spouses and adult children, will be supported in their work of providing in-home care to less independent seniors.
Goal #4: Older adults will receive assistance in maintaining their homes, keeping them safe and in good operating condition at an affordable cost.
Goal #5: Senior adults will be supported in maintaining or improving their health and level of fitness.
Goal #6: Seniors will achieve greater satisfaction in life and improved emotional well-being.
Goal #7: Seniors and caregivers will be supported in their search for information about, and assistance with, complex and ever-changing issues and problems associated with aging.

Methods:
Operate a senior center and a senior day health center offering a full continuum of services and activities for family caregivers, independent seniors and frail, less-independent seniors.

2. Population Served: Avenidas serves older adults, age 50 or older, and their family members and caregivers from all of Palo Alto. In recent years, the agency has served approximately 3,000 unduplicated Palo Alto residents. Programs are utilized by residents of all incomes, but participants tend to be of a lower-income than that of the community at large. Many participants are disabled.
   a. Total Palo Alto population served by this program: 3,000
   b. Total Palo Alto population served by the Requested Funding Amount: 3,000

3. Budget Narrative: Approximately 61% of the funding will be spent on salaries and benefits. Another 35% will be spent on direct program expenses. The remainder will help offset facility and administrative expenses.

4. Funding Diversification: The agency will leverage the City’s funding 10 times, through fundraising from the community, program fees, and other contracts. In 2010-2011, the agency expects to raise $630,000 from the community, transfer $1,000,000 from its reserves, receive $1,200,000 in fees, receive $650,000 from Medi-Cal and the VA and receive $106,000 in contractual income from other government entities.

5. Supplemental Questions
   a. What services do you provide that is unique and no other agency provides these services in Palo Alto? Most of Avenidas’ services are unique or modified specially for older adults.
Clearly and concisely summarize your request. Use the space provided on this page only.

1. Proposal Summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

   **Identify the priority area:** Homelessness of veterans.

   **List Goals & Objectives:**
   - **Goal #1:** To assist 10 qualified chronically homeless veterans with rental assistance subsidy to obtain community based housing.
   - **Goal #2:** To determine client minimum income eligibility in order to provide security deposit assistance.
   - **Goal #3:** To facilitate retention in housing for at least 6 months by providing supportive housing services.
   - **Objective #1:** Within 15 days of the award, to establish controls for financial assistance and payment requirements for eligible clients.
   - **Objective #2:** Within 30 days to consult with clients to identify rental property that meets their needs and arrange for security deposit assistance.
   - **Objective #3:** 80% of participating veterans retain housing for at least 6 months or longer. Case manager will meet with every client on at least a monthly basis for providing supportive housing services.

   **Methods:**
   - **Method #1**
     Program Manager will meet with Fiscal and Housing staff to establish an auditable process for making payments. Case Manager will meet with client and landlord to ensure completion of inspection request form, utility allowance form, rental calculation form, W-9 form, copy of lease document and submit check request to Fiscal office for monthly payment assistance.
   - **Method #2**
     Case Manager will screen clients as per eligibility criteria, review income verification, lease inspection requirements, security deposit criteria and ensure rental property adheres to HUD Housing Quality Standards for rental properties, then request payment for deposit.
   - **Method #3:**
     Case Manager will hold a face-to-face meeting with clients who receive rental and security deposit assistance to complete initial assessment, service plan and progress notes demonstrating the supportive housing activities.

2. Population Served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information.
   a. **Total Palo Alto population served by this program:** 10
   b. **Total Palo Alto population served by the Requested Funding Amount:** 10

3. Budget Narrative: Describe specifically how the requested funding will be used.

   This funding will be used for rental assistance subsidy, security deposit, personnel and service delivery costs.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program.

   SAMHSA grant funds leverage $400,000 annually for the proposed program and some agency cash match funds.

5. Supplemental Questions
   a. **What services do you provide that is unique and no other agency provides these services in Palo Alto?**
      Short-term financial assistance to close gap in housing costs for veterans to remain in community residences in the Palo Alto area.
Attachment G
Proposal Summary
Human Services Resource Allocation Process (HSRAP)
Request for Proposals # 138069

PROPOSAL SUMMARY
Fiscal Year 2011-12
Agency: Community Health Awareness Council     Name of Program: Outlet
Address: 711 Church St.          City: Mountain View       Zip Code: 94041
Contact: Eileen Ross            Phone Number: (650) 965-2020 x22

2011-12 Funding Requested $ 10,000

Clearly and concisely summarize your request. Use the space provided on this page only.

1. Proposal Summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

Identify the priority area: Youth and Social Services Coordination

List Goals & Objectives:
Goal #1: Increase Palo Alto LGBTQ teens' feelings of self worth and pride.
Goal #2: Reduce Palo Alto LGBTQ teens' high risk-taking behaviors such as illicit drug and alcohol use.
Goal #3: Increase awareness and support for LGBTQ youth needs in schools and in other community agencies.
Objective #1: Deliver direct support services including support groups, counseling, and GSA support to at least 45 Palo Alto LGBTQ teens in collaboration with Adolescent Counseling Services (ACS) by June 2012.
Objective #2: Provide LGBTQ sensitivity trainings and awareness for 400 staff and students throughout the 12 PAUSD elementary, middle, and high schools by June 2012.
Objective #3: Offer staff trainings to 3 other agencies that serve the LGBTQ community, with a focus on youth serving agencies, including young children by June 2012.
Objective #4: Coordinate support services with Adolescent Counseling Services (ACS).

Methods:
Method #1: Support groups at CHAC, ACS and on school campuses, outreach: online and in-person
Method #2: Gay Straight Alliance club support and consultation
Method #3: Individual Counseling at a low cost through CHAC and ACS
Method #4: Educational and Sensitivity Trainings and outreach

2. Population Served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information. The Outlet Program serves Lesbian, Gay, Bisexual, Transgender, Queer and Questioning (LGBTQQ) youth ages 13-24. The program targets 45 Palo Alto teens in all areas of Palo Alto. Teens represent all gender, ethnic, religious, and socio-economic backgrounds. In addition, we are targeting 12 PAUSD schools and 3 outside agencies with LGBTQ sensitivity trainings to create safe and successful learning environments for LGBTQ youth and their families.
   a. Total Palo Alto population served by this program: 788
   b. Total Palo Alto population served by the Requested Funding Amount: 150

3. Budget Narrative: Describe specifically how the requested funding will be used. We are requesting $10,000 to cover partial costs for providing outreach, support groups, counseling, and trainings to an approximate total of 500 Palo Alto youth and adults. Of the $10,000, Outlet intends to use $8200 for salaries,
benefits and payroll taxes for 4 Outlet staff members who provide direct support services to Palo Alto youth and adults who work with youth. The additional $1800 will cover program and operational costs, all associated with communicating with and serving Palo Alto residents.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program. The Outlet Program receives a diverse mix of funding through foundations and corporate grants (21%), Government Contracts (29%), Workshop fees and donations (1%), individual donors (6%) and special events (31%). Outlet successfully leverages City of Palo Alto funds as we continue to seek a variety of funding sources with a focus on developing our individual giving and foundation grant support.

5. Supplemental Questions

a. What services do you provide that is unique and no other agency provides these services in Palo Alto? Outlet is the ONLY program on the Peninsula that focuses solely on LGBTQ youth in English and Spanish. Outlet has an established weekly support group that has been meeting every Monday since 1997 specifically for LGBTQ youth, and De Ambiente is the only LGBTQ Latino, Spanish-speaking support and education youth group in the larger Bay Area. Finding a community and network of support is extremely important for the healthy development of all youth, and Outlet provides the only opportunity for LGBTQ youth to connect with others both as friends and as role models. Further, Outlet offers critical support to service providers working with youth, as well as families, through educational and sensitivity trainings, consultations, referrals, curriculum development and legal information.
1. Proposal Summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

**Identify the priority area:** Homelessness, Basic Needs and Social Service Coordination are met through programs CTA and our partner agencies provide, through HMIS our partner agencies can collaborate and provide clients with outreach, case management, mental health assistance and emergency or low-income housing, CTA's Voicemail system connects clients to basic needs through communication to housing, case management, healthcare, mental health, food and transportation services.

**List Goals & Objectives:**
- Un-housed and at-risk Palo Alto residents:
  - Goal #1: Are connected to opportunities for jobs, income, housing and healthcare through Community VoiceMail assigned by a partnering agency.
  - Goal #2: Receive more holistic care and improved access to a broad array of available services offered by our CoC through HMIS SCC.
- Goal #3: Gain information about services offered for Children, Youths, Seniors, Homelessness for healthcare, housing, mental health, transportation and other basic needs.
  - Objective #1: Opportunities for self-sufficiency increase for 15 homeless and at-risk Palo Alto residents assigned CVM.
  - Objective #2: 150 un-housed and at-risk Palo Alto residents benefit from holistic, collaborative service delivery from public and non-profit partners using HMIS SCC.
  - Objective #3: 200 anonymous low-income residents learn about housing, healthcare, youth, senior and mental health services available through HelpSCC.org.

**Methods:**
- Method #1: Provide and maintain the phone lines, technology, support, training and materials required by partnering agencies and their clients.
- Method #2: Provide, maintain and enhance the web-based HMIS SCC database. Train and support Palo Alto based partnering agencies. Report to policy makers on demographic of and services provided to low income residents. Provide and maintain HelpSCC and the 250+ Collaborative list serves.
- Method #3: Provide and maintain the HelpSCC website and Collaborative list serves. Outreach to Palo Alto agencies.

2. Population Served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information.
   - Total Palo Alto population served by this program: 1.10% to 1.15% of homeless and (presumed low income by HUD standards) clients in the HMIS database claim a last permanent zip code (94301-94310) in Palo Alto.
   - Total Palo Alto population served by the Requested Funding Amount: approximately 1.10% to 1.15% un-housed or at risk clients in HMIS SCC database who claim a last permanent zip code (94301-94310) in Palo Alto.

3. Budget Narrative: Describe specifically how the requested funding will be used. Funds will be used for direct program expenses—staff salary and benefits, CVM phone lines and office and training supplies for partners and clients.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program. This request represents 3% of funds required to provide service to Santa Clara County residents, comparable to Palo Alto's share of the County's population.

5. Supplemental Questions
   - What services do you provide that is unique and no other agency provides these services in Palo Alto? Training, maintenance, outreach and technical support for Community Voice Mail, HelpSCC, Collaborative list serves and HMIS SCC.
Attachment G
Proposal Summary
Human Services Resource Allocation Process (HSRAP)
Request for Proposals #139069

Proposal Summary
Fiscal Year 2011-12

Agency: Downtown Streets, Inc.
Name of Program: Downtown Streets Team
Address: 480 Lytton Ave., Suite 2A
City: Palo Alto Zip Code: 94301
Contact: Eileen Richardson
Phone Number: (650) 462-1795

2011-12 Funding Requested $55,000

Clearly and concisely summarize your request. Use the space provided on this page only.

1. Proposal summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

Identify the priority area: The Downtown Streets Team's priority is to provide access to food and shelter to the homeless, low-income and at risk of being homeless members of our community in exchange for them keeping our streets clean and vibrant. We find permanent housing and jobs for team members so they may become self-sufficient, productive members of our community. Our program has housed 74 individuals and found employment for 85. To summarize, 159 team members no longer live on the streets, parking garages, parks and storefronts of Palo Alto.

List Goals & Objectives:
Goal #1: A leading program goal is to provide tools for the homeless population which lead them to lives of independence; thus reducing the use of our City's expensive and valuable resources-emergency rooms, criminal justice system and other services.
Goal #2: To dramatically curb and eventually end panhandling in Palo Alto.
Goal #3: To keep our city vibrant, clean and safe so as to promote it as a destination for shopping, dining and events.

Objective #1: To train team members in job skills and intensive job search skills through volunteers and partnerships.
Objective #2: To be a leader in the community for innovative ideas and collegial efforts to make lasting change for our impoverished citizens.
Objective #3: To work with merchants, the BID (Palo Alto Downtown Business and Professional Association), Catholic Charities, Inn Vision, Peninsula HealthCare Connection, City of Palo Alto, City of Palo Alto Police Department, EHC, Momentum for Health Care, etc to once and for all have a unified solution to our community's unique homeless issues.

Methods: The program methods are to provide structure, training, guidance, confidence, inspiration and hope to individuals to achieve their goal of re-entering society and our community as a productive and independent member again.
Method #1: Weekly Success Team meetings are held where participants are guided along a "Ladder of Success" to a job and housing.
Method #2: Strict rules for team members which mirror a traditional mainstream work environment. Each participant is evaluated weekly for his or her performance, attendance, punctuality and attitude.
Method #3: Intensive job search skills training each week, attention to each individual to address their personal issues. Extensive network of partner non-profits to garner services we do not provide directly.

2. Population served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information. The population served is the homeless, the disabled, seniors, those with mental health and physical issues, low income, at risk of being homeless and the under employed. The program has served more than 425 unduplicated individuals and has found employment for 85 and housing for 74.

a. Total Palo Alto population served by this program: 295
b. Total Palo Alto population served by the Requested Funding Amount: 75
3. Budget Narrative: Describe specifically how the requested funding will be used. This funding will be used to purchase vouchers for the participants and for some program overhead. Program overhead is a small percentage of the budget because there are only two and one-half employees, the Executive Director, the Program Manager and a half-time Case Manager.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program. The Downtown Streets Team works with many local agencies to attain services for its participants that we do not supply directly. For example, instead of paying for housing ourselves, we nurture strong relationships with EHC Lifebuilders for shelter and have housed 9 of our team members this year through one of their grants. We also work with Peninsula HealthCare Connection to attain medical and mental health services and the Stanford Law School to aid in filing SSI applications. We volunteer as a team to help run Family Harvest at the Opportunity Center, a meal program for needy families and our Executive Director is a member of InnVision’s Peninsula Advisory Council (IPAC), the Santa Clara County Collaborative to End Homelessness and Destination: Home Jobs and Housing Group. We have diversified funding by not only expanding our grant writing efforts but by securing contracts for services with the City of Palo Alto, EHC Lifebuilders, InnVision, the Palo Alto Daily News, Whole Foods, and the Palo Alto Adult Soccer League.

5. Supplemental Questions

a. What services do you provide that is unique and no other agency provides these services in Palo Alto? The Downtown Streets Team is not only unique to Palo Alto but is believed to be the first of its kind on the West Coast. We have had inquiries from all over the country about our model and successes. Gilroy, CA, San Jose, Ca. and Daytona Beach FL have implemented programs based on our model with the latter having paid a franchise fee. As evidenced by such awards as the 2009 Harvard University Kennedy’s School Ash Institute “Top 50 Innovations In Government” – a City of Palo Alto honor—that rewards achievement and innovation in government, as well as the 2010 Tall Trees Award winner for Outstanding Non-profit, we are being recognized locally and nationally as unique and a provider of service that no one else in Palo Alto or other communities offer.

Unlike traditional social programs, we do more than feed and temporarily house our team members, we also:

• Keep our city clean, vibrant and safe, therefore, improving business and assisting Palo Alto in becoming a destination for events, shopping and business.
• Provide a clearly defined road to self-sufficiency and long-lasting lives of independence, i.e., hope, self respect and a path to a new life.
• Curb and eventually eliminate panhandling.
• Provide team members with the basic needs to succeed such as dentures, automobiles, bicycles, bus passes, prescriptions, clothes, apartments and furniture.
Human Services Resource Allocation Process (HSRAP)
Request for Proposals # 139063

PROPOSAL SUMMARY
Fiscal Year 2011-12
Agency: Family & Children Services (F&CS)  Name of Program: Healthy Relationships Project
Address: 375 Cambridge Avenue  City: Palo Alto  Zip Code: 94306
Contact: Maryanne McGlothlin  Phone Number: 650-326-6576
Senior Director of Development

2011-12 Funding Requested: $46,000

Clearly and concisely summarize your request. Use the space provided on this page only.

1. Proposal Summary
   Priority Area: Youth (Youth well-being, Counseling, Mental health, Youth programs) and Basic Needs (Mental health)
   Goals & Objectives:
   Goal #1: To help support the well-being of Palo Alto high school students by supporting the development of healthy teen relationships and the prevention of unhealthy relationships, dating violence, and bullying.
   Objective #1: 10 Palo Alto students will be trained annually to be Healthy Relationships project peer educators.
   Objective #2: 8 presentations will be conducted annually by trained Palo Alto students.
   Objective #3: 150 Palo Alto students will attend Healthy Relationships project presentations each year.
   Objective #4: 75% of youth will indicate increased understanding of the characteristics of a healthy relationship.
   Objective #5: 75% of youth will indicate increased skills for developing and maintaining healthy relationships.
   Methods
   Method #1: Based on an established curriculum, provide 8 presentations by trained peer educators.
   Method #2: Provide quarterly adult trainings on supporting healthy teen relationships.

2. Population Served
   F&CS’s proposed project will serve Palo Alto high school students throughout the City with on-campus services: 160 unduplicated Palo Alto residents will be served, including clients who may be low-income.
   a. Total Palo Alto population served by this program: 160
   b. Total Palo Alto population served by the Requested Funding Amount: 160

3. Budget Narrative: Funding will be used exclusively to support Healthy Relationship project implementation (e.g., training peer educators, conducting youth workshops, providing adult workshops) and staffing to support Palo Alto high school youth.

4. Funding Diversification: As an agency, F&CS receives support from over 15 foundations, 80 corporations, and hundreds of individuals, as well as funding through more than 20 contracts with cities, counties, school districts, and corporations. For our proposed project, F&CS will leverage City funding to seek additional service resources and support. Counseling services offered as part of this project will be supported in part by existing fee-for-service agreements.

5. Supplemental Questions
   a. What services do you provide that are unique and that no other agency provide in Palo Alto?
      Based on 60 years of service experience, F&CS is uniquely qualified to support the development of healthy relationship skills and the avoidance of teen violence for high school youth. No other known agencies currently provide similar services or this curriculum to youth in Palo Alto, one of F&CS’s two agency ‘hometowns.’

Family & Children Services (F&CS)  Proposal Summary
**Proposal Summary**

**Human Services Resource Allocation Process (HSRAP)**

**Request for Proposals # 139069**

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**PROPOSAL SUMMARY**

**Fiscal Year 2011-12**

<table>
<thead>
<tr>
<th>Agency: InnVision the Way Home</th>
<th>Name of Program: Opportunity Services Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address: 33 Encina Way</td>
<td>City: Palo Alto</td>
</tr>
<tr>
<td>Contact: Denise Scovel</td>
<td>Zip Code: 94301</td>
</tr>
</tbody>
</table>

**2011-12 Funding Requested** $50,000

Clearly and concisely summarize your request. Use the space provided on this page only.

1. **Proposal Summary:** Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

**Identify the priority area:**

The Opportunity Services Center (OSC) operates daily between 8:00am-3:00pm. One of the primary services we provide is feeding the homeless in the Palo Alto area. Each day, the center feeds between 100-120 individuals with breakfast and lunch. Dinner is also provided through local community churches in the Palo Alto area. Although many clients initially visit the center to get fed each day, our case management staff take this opportunity to engage these clients on a deeper level, encouraging them to access mainstream services such as Social Security benefits, address health and medical issues, and repair their financial credit. Once a rapport and trust is established with the clients, the staff begin to see clients on a more regular basis, thereby working with them to establish and achieve their goals towards improved self-sufficiency and stabilization, by connecting them with local resources or collaborating with other partnering agencies.

We currently have three programs operated directly at the Opportunity Services Center: Daily breakfast and lunch program at the OSC which serves about 100-120 daily, a daily grocery program through the Food Closet that serves about 75 individuals and Family Harvest, which distributes about 60 individuals and families a month. Dinner is also provided for those in need through the Breaking Bread program. To date, we have served 1,100 unduplicated clients at the OSC. Of this, 13% are senior citizens, and 15% are children, which is a trend that has increased from the last fiscal year, suggesting that more seniors and children are in need of the services we provide at the OSC, particularly providing services to supplement their income through our weekly Family Harvest and Food Closet program that provides bags of groceries for families with children. The staffs that serve, coordinate and assist in the management of our various food programs are integral to the execution of our successful programs that serve the community.

These programs are critical to meet the basic hunger and nutritional needs of the local homeless and low-income population. We collaborate with many local service organizations which aids in the operation of our programs. Our supply of meals of food is generated through our membership with The Second Harvest Food Bank. Additionally, we receive tremendous support from many local high-tech companies, restaurants and grocery stores who supply us with a variety of food ranging from pre-made lunch meals, canned goods and fresh produce.

The Opportunity Services Center directly assists homeless Palo Alto residents in need of critically important food, clothing, shelter, referrals and counseling. This daytime center is open each weekday during the morning and afternoon and serves homeless men, women and children. The Urban Ministry of Palo Alto operated a drop-in center for approximately 20 years as a non-sectarian, non-profit serving homeless and very low-income Palo Alto residents. Recently, Urban Ministry merged into InnVision, a like-minded social service agency based in San Jose, which has increased our organization's stability as well as improved administrative efficiency and additional client services.

**List Goals & Objectives:**

**Goal 1:** To provide daily meals and distribute grocery bags to homeless and/or low-income individuals and families in the Palo Alto and surrounding area.

**Objective 1:** Operate the food program at the "Opportunity Services Center" and "Breaking Bread Hot Meals" to provide daily breakfast, lunch and dinner five days a week between 8:00am-2:00pm to meet daily basic food needs.

**Outcome:** By June 30, 2012, 95% of 1,000 homeless individuals will have daily hunger issues met. Numbers served: 950 individuals and households (95% of 1,000)
Goal 2: To ensure that all individuals and families do not go hungry by providing them with meals and groceries. Objective 2: Distribute daily grocery bags filled with canned goods, fresh produce, dairy products and bread to low-income residents of Palo Alto through the Food Closet located on 425 Hamilton in Palo Alto, and Family Harvest food programs at the OSC. Outcome 2: By June 30, 2012, 75% of 50 homeless or at-risk homeless individuals or household will have basic groceries provided to them which will enable them to cook and feed themselves or their family. Number served: 37 individuals and/or families (75% of 50)

Goal 3: Encourage self-sufficiency by helping clients sign up for Food Stamps. Accessing mainstream benefits, linkages to mental health, employment services gateway to other services we provide. Increase in population served more families who are high risk at being homeless. Objective 3: Work with homeless or very low-income individuals and household to sign up for USDA Food Stamps program. Outcome 3: By June 30, 2012, 50% 10 individuals or household of will have applied for the USDA Food Program. Number served: 5 individuals and/or household (60% of 10)

Methods:
Method #1
Operate Opportunity Services Center daily Food Program on a daily basis from 1:30am-4:30pm
Method #2:
Coordinate and distribute groceries from local grocery stores, restaurants and high-tech companies; distribute to homeless and low-income individuals and families on a daily basis.
Method #3:
Case Managers will work with and strongly encourage individuals and families to apply for the USDA Food Stamps program by having the resources and information available for the application process.

2. Population Served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information.
   a. Total Palo Alto population served by this program: 1,219
   b. Total Palo Alto population served by the Requested Funding Amount: 1,000

Ninety percent of Opportunity Center clients are homeless people who sleep outside, in cars, or in places not normally utilized as housing. Between 100 and 120 seek services at the drop-in center on the average weekday morning. The typical shelter client is a single adult who became homeless after losing a job and subsequently being evicted from housing. Many of the families that we serve are employed, but are low-income. The basic needs of buying groceries, particularly in this stressful economy, forces many to choose between the basic needs of housing (rent), food and clothing. The assistance of providing daily meals and groceries to homeless and low-income families alleviates a part of this financial burden. Last year, we served over 1,219 Palo Alto residents through our Food Pantry, Family Harvest Programs and Breaking Bread Programs

3. Budget Narrative: Describe specifically how the requested funding will be used. The Opportunity Center's annual budget is $1,091,460. Other services, in addition to the day center include 15 nighttime emergency shelter beds at the Hotel de Zink, the Breaking Bread hot meal program, the Food Closet and Family Harvest. The $50,000 in HSRAP funding requested for the daytime Opportunity Center will partially fund the Food Worker, Program Workers, and Program Director who work directly with the coordination, pick-ups, distribution of the food and meals that we serve to our clients. These staff members work directly with clients ensure that the various food programs operate effectively and efficiently.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program. This program depends on many funding sources to accomplish its purpose, and funding from HSRAP is a critical component, especially in this difficult fundraising environment. If the money is not granted or reduced, we would attempt to find other sources, but this will certainly prove very difficult and service cutbacks may well be required.

5. Supplemental Questions
   a. What services do you provide that is unique and no other agency provides these services in Palo Alto?

Each weekday between 100 and 120 homeless people visit the Opportunity Center on Encina Way near downtown Palo Alto. There is no other agency in the area that provides the wrap-around services to the homeless that the OSC provides. The Center provides breakfast, lunch, dinner, and access to laundry services, computer access, clothing, toiletries and towels. They also come to check job listings, to make phone calls, to get their mail or to receive free transportation vouchers which they use to get to an interview, a job, a meal or a doctors' appointment.
Human Services Resource Allocation Process (HSRAP)  
Request for Proposals # 139069

PROPOSAL SUMMARY  
Fiscal Year 2011-12

Agency: La Comida  
Name of Program: Senior Nutrition Program  
Address: 450 Bryant Street  
City: Palo Alto  
Contact: Ruth Rosenbaum  
Phone Number: (650) 321-0243  
Zip Code: 94301

2011-12 Funding Requested: $34,000

1. Proposal Summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

   Identify the priority area: Meeting the nutritional and social needs of the elderly who live locally.

   List Goals & Objectives:
   - Goal #1: Provide high quality, affordable, nutritious meals for individuals who are 60 years and older.
   - Goal #2: Provide socialization opportunities for elderly who are isolated.
   - Goal #3: Provide education, information and referral services.
   - Goal #4: Prevent illness/declining health caused by inadequate or inappropriate nutrition.
   - Objective #1: Serve a hot, nutritious, affordable meal once a day, five days a week.
   - Objective #2: Create an attractive setting that encourages socialization.
   - Objective #3: Recruit volunteers from elderly population.
   - Objective #4: Educate participants about their nutritional requirements.
   - Objective #5: Identify and refer individuals in need of the special services that Avenidas provides.
   - Objective #6: Provide transportation for individuals who otherwise could not attend La Comida.

   Methods:
   - Method #1: Utilize advanced menu planning to provide variety and meet nutritional requirements.
   - Method #2: Maintain well-trained staff and site manager; meet and exceed County standards.
   - Method #3: Collaborate with Avenidas by referring individuals for their services as appropriate and sharing responsibility for providing transportation to the lunch site for needy individuals.
   - Method #4: Fund program with: continued subsidies from Federal and State funds (Council on Aging), Santa Clara County (Senior Nutrition Program) and City of Palo Alto; donations from local service organization; private individuals.
   - Method #5: Continue shared administration of Program by active Board of Directors. (16 members)
   - Method #6: Collaborate with County staff to provide supplementary services and educational programs.

2. Population Served: Describe the population served by the proposed program. Program serves all Palo Alto residents aged 60 and over, many of whom have restricted incomes. 7/1/09 – 6/30/10 La Comida served 690 unduplicated P. A. residents. The total number of unduplicated individuals served was 1,090.
   - a. Total Palo Alto population served by this program: U. S. Census Bureau (2008) shows Palo Alto's population 65 and over at around 10,000. Add to that number residents aged 60-65, and the number served by La Comida is substantially greater than 11,000.
   - b. Total Palo Alto population served by the Requested Funding Amount: Total population would stay the same. (See #2a above.) Possible consequences of eliminating requested City funding: decrease in quality of meals and/or decrease in number of serving days.

3. Budget Narrative: How will requested funding will be used? Funding will help pay for purchase and preparation of food for daily lunch, salaries of Site Manager, staff and related budget items. In 2011-12 plan to serve 39,500 meals at 3 sites: La Comida at 450 Bryant St., Stevenson House and Cubberley.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program. Nutrition Program funding sources: Federal Title IIIC and State funds (Council on Aging); County of Santa Clara (Senior Nutrition Program); Santa Clara Valley Transit Authority OUTREACH; voluntary contributions from local service organizations and individuals.

5. Supplemental Question:
   - a. What services do you provide that is unique and no other agency provides these services in Palo Alto? La Comida is the only on-site organization in Palo Alto that provides subsidized, low-cost, freshly-cooked, nutritious lunches specifically designed for and dedicated to our older population.
## ATTACHMENT G - Proposal Summary
Human Services Resource Allocation Process (HSRAP)
Request for Proposals # 139069

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Agency: Kara  
Name of Program: Palo Alto Grief Counseling & Crisis Response

Address: 457 Kingsley Avenue  
City: Palo Alto  
Zip Code: 94301

Contact: Stephanie Demos  
Phone Number: (650) 321-5272 ext. 17

2011-12 Funding Requested $65,000

Clearly and concisely summarize your request. Use the space provided on this page only.

1. Proposal Summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.  
   *Identify the priority area:* Youth Mental Health and Counseling, Senior and Basic Needs Mental Health

### List Goals & Objectives:

- **Goal #1:** Enable bereaved individuals and families to move through their grief towards renewed hope and meaning.
- **Goal #2:** Normalize the grieving process as one of life’s universal experiences.
- **Goal #3:** Create a compassionate and resilient community in regards to grief, loss, and trauma.

- **Objective #1:** Decrease the sense of isolation that individuals may feel while they are grieving.
- **Objective #2:** Teach coping skills that clients can use during and after receiving grief support from Kara.
- **Objective #3:** Build community capacity to support others experiencing grief and to be better prepared to cope when someone experiences loss themselves.

### Methods:

- **Method #1:** Provide an array of customized and age-appropriate grief support, including individual peer counseling, specialized grief groups, psychotherapy, crisis intervention and community events.
- **Method #2:** Provide grief crisis preparedness and education to individuals, families, schools, organizations, businesses, and professional caregivers.
- **Method #3:** Participants in community preventative and responsive community efforts to address the mental health of teens, families, and individuals.

2. Population Served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information.
   - a. The program serves any individual, family, school, or organization in Palo Alto that is dealing with issues related to end-of-life, grief, trauma and loss. It serves all income levels, including low-income.
   - b. Total Palo Alto population served by this program: 1,130
   - c. Total Palo Alto population served by the Requested Funding Amount: 300

3. Budget Narrative: Describe specifically how the requested funding will be used. The $65,000 would pay the salaries of program and program administration staff who deliver grief support, crisis response, and grief-related therapy. It would also fund proposed new workshops and groups to respond to evolving needs as our community works to enhance the social emotional health of community members, including youth, teens and seniors.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program. Securing the first government-based funding for Kara would actually improve our likelihood of receiving new grants from foundations and corporations who are focused on investing in organizations with diversified funding sources. This funding would also enable Kara to design and pilot more fee-based services, such as new workshops, that would eventually be self-sustaining.

5. Supplemental Questions
   - a. What services do you provide that is unique and no other agency provides these services in Palo Alto? Although Kara is not the only organization offering grief support or crisis intervention, we are unique in the breadth of specialized support and rich with nearly 35 years of substantial and sustained experience.
Proposal Summary
Human Services Resource Allocation Process (HSRAP)
Request for Proposals # 139069

Fiscal Year 2010-11

Agency: MayView Community Health Center
Name of Program: Healthcare for Low-Income and Uninsured Palo Alto Residents

Address: 270 Grant Avenue
City: Palo Alto
Phone Number: (650) 327-1223

2010-11 Funding Requested $ 25,000

Clearly and concisely, summarize your request. Use the space provided on this page only.

1. Proposal Summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

**Identify the priority area:** Healthcare: Preventative Services/Wellness Services

**List Goals & Objectives:**
- Goal #1: Expand access to quality health care services for the low-income, uninsured people, regardless of ability to pay.
- Goal #2: Strengthen strategic partnerships and leverage networks to reinforce the health care safety net and to ensure that MayView services can better meet the needs of the community.
- Objective #1: Ensure that low-income, uninsured individuals and families have access to primary healthcare and other healthcare resources, including at least 100 low-income, uninsured Palo Alto residents.
- Objective #2: Expand partnerships and linkages with teaching institutions, residency programs, hospitals and the community as a whole to improve patient care and access to services.

**Methods:**
- Method #1a: Provide medical care and preventative services to individuals and families.
- Method #1b: Work with community partners on patient satisfaction, program development and assessment.
- Method #2: Position MCHC with community partners to promote prevention and wellness.

2. Population Served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information.

In 2009/10, a total of 609 unduplicated Palo Alto residents received medical services at MayView clinics. Of these, 125 received 255 services subsidized by our funding from the City of Palo Alto. Over 93% of MCHC’s clients have incomes at or below 200% of the federal poverty level.

3. Budget Narrative: Describe specifically how the requested funding will be used.

The funding will support direct services for at least 250 direct medical services (including some lab services, and malpractice insurance) to at least 100 low-income or homeless residents of Palo Alto.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program.

One of our strategies for fund raising has always been to leverage on the funding/relationship that we have with the City of Palo Alto and Santa Clara County with other donors. In the past, we have been able to leverage funding from the Palo Alto Medical Foundation, Stanford Hospital Community Benefit Program and will continue to do so in the future. Our programs clearly identify with community needs.

5. Supplemental Questions
   a. What services do you provide that is unique and no other agency provides these services in Palo Alto?

   MayView is the only community health center providing primary healthcare in the affluent community of Palo Alto, the only access point for healthcare for low-income and uninsured people. They are not eligible to receive services from other health care providers where private insurance coverage or large prepay are required. MayView provides a medical home and continuity of care for low-income families and individuals, which is especially important for those with chronic diseases like diabetes or hypertension. Most of our staff are bilingual in Spanish and English, and are able to maintain a relationship with the clients, coordinate referrals to specialty providers when necessary and provide case management.
PROPOSAL SUMMARY
Fiscal Year 2011-12

Agency: Momentum for Mental Health
Name of Program: Homeless Outreach

Address: 2001 The Alameda
City: San Jose
Zip Code: 95126

Contact: Jerry McCann
Phone Number: (408) 261-7135 x2118

2011-12 Funding Requested $ 25,650

Clearly and concisely summarize your request. Use the space provided on this page only.

1. Proposal Summary: Momentum is requesting funding to provide outreach and referral services to address the Priority Need of Homelessness in Palo Alto. The goal of the outreach and referral is to successfully connect those that are homeless and have a mental illness to services that are designed to mitigate the symptoms of mental illness, address physical health issue, receive assistance with financial benefits and housing, and receive general support to break the cycle of homelessness. This program will benefit the residents of Palo Alto by providing the types of support that will lead to reductions in homelessness. The Homeless Outreach program will succeed in its efforts by working together with Palo Alto City, Santa Clara County and other service providers in a collaborative and coordinated manner towards the common goal of improving the quality of life for residents of Palo Alto, particularly those that are homeless and have a mental illness.

Identify the priority area: Momentum's Homeless Outreach Program addresses several of the Priority Needs of the City of Palo Alto including Homelessness: Outreach, Case Management, Mental Health, Housing, Youth: Mental Health, Youth Well Being, Seniors: Mental Health, Social Services, Food and Nutrition, Basic Needs: Food, Housing, Mental Health, Health Care, and Social Services Collaboration

List Goals & Objectives:

Goal #1: Provide outreach to people in Palo Alto that are homeless and have a mental illness.

Goal #2: Provide referrals to services and resources that will be helpful to those in Palo Alto that are homeless and have a mental illness.

Goal #3: Provide proactive contact with staff of public and private entities in Palo Alto that come in contact with the homeless population to develop greater understanding and skills among staff in dealing with homeless people with mental illness and to provide effective interventions.

Objective #1: Complete 500 service contacts with a minimum of 50 unduplicated individuals, 30 of which will have a mental illness.

Objective #2: Of the 30 clients that have a mental illness, 20 will be referred to mental health and other services and 10 will follow through with the referral.

Objective #3: The Homeless Outreach Specialist will provide, by request, up to 5 one hour trainings to public or private entities in Palo Alto on effective methods to support people that are unhoused.

Methods:
Method #1: Homeless Outreach Specialist will conduct direct street outreach to locations in Palo Alto where the homeless are known to frequent.

Method #2: Homeless Outreach Specialist will provide support to access appropriate and desired services and make referrals to those services to those located through outreach services.

Method #3: Homeless Outreach Coordinator will provide "in person" training to public and private entities in Palo
2. Population Served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information. The Momentum Homeless Outreach Program will serve at least 50 unduplicated individuals residing in Palo Alto that are homeless and may have a mental illness. All of Palo Alto will be covered as necessary, but some areas that we will focus on will include El Camino Park, Downtown Palo Alto, South Palo Alto, Mitchell Park and California Avenue. Additionally, the program will reach an unspecified number of staff of private and public entities in Palo Alto that are interested in learning about how to better address homelessness.

3. Budget Narrative: Describe specifically how the requested funding will be used. The funding will be used to pay .36 FTE Salary of a Homeless Outreach Specialist.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program. The funding from the HSRAP grant will be combined with federal PATH dollars obtained in a separate agreement with the Santa Clara County Mental Health Department.

5. Supplemental Questions

a. What services do you provide that is unique and no other agency provides these services in Palo Alto? High quality, proactive and effective homeless street outreach.
Attachment G
Proposal Summary
Human Services Resource Allocation Process (HSRAP)
Request for Proposals # 139069

PROPOSAL SUMMARY
Fiscal Year 2011-12

Agency: NOVA Youth Foundation
Name of Program: Real-world Work Experience for Youth
Address: 505 W. Olive Avenue Suite 550
City: Sunnyvale
Zip Code: 94086
Contact: Cindy Stahl
Phone Number: (408) 730-7236

2011-12 Funding Requested $ 40,000.00

Clearly and concisely summarize your request. Use the space provided on this page only.

1. Proposal Summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

Identify the priority area: Youth well-being, counseling, youth programs, transportation

List Goals & Objectives:
Goal #1: Youth identify educational and career objectives and take positive steps toward their accomplishment.

Goal #2: Youth exhibit effective job search and job retention behaviors and attitudes.

Goal #3: Youth experience paid, real-world work experience enabling them to make better career choices and become excellent employees of the future.

Objective #1:
Objective #2:
Objective #3:

Methods:
Method #1: Provide career guidance and access to comprehensive career/labor market information and resources through both individualized and group trainings

Method #2: Match 10 disadvantaged Palo Alto youth with a worksite within their career interest for up to 200 hours of paid work experience.

Method #3:

2. Population Served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information.

a. Total Palo Alto population served by this program: minimum 10 in internship program
b. Total Palo Alto population served by the Requested Funding Amount: 10 low-income or disabled youth from any area of Palo Alto will be served.

3. Budget Narrative: Describe specifically how the requested funding will be used. Funding will be used for 10 youth internships averaging $1800 each ($18,432 including fringe), .25 FTE of a career advisor ($12,780 including fringe), and 52 hours of a program manager ($2,621 with benefits). The budget also includes $3,250 for supportive services (youth transportation), $1,684 for travel (advisor mileage), and $1,233 for indirect costs.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and
diversify funding for this program. Other funding sources for the youth internship program include corporate donations (estimated at $40,000) and up to $80,000 in Workforce Investment Act funds, NOVA will also be applying for grants from foundations.

5. Supplemental Questions

a. What services do you provide that are unique and no other agency provides these services in Palo Alto? NOVA offers no-cost workforce development services to all adult and youth residents of Palo Alto, as well as more intensive, specialized services to adults and youth who meet the eligibility requirements for a variety of grants that we administer. We are not aware of any other agency providing paid work experience opportunities for youth, accompanied by counseling and support services.
PROPOSAL SUMMARY  
Fiscal Year 2011-12

Agency: Palo Alto Community Child Care (PACCC)  Name of Program: Child Care Subsidy Program
Address: 3990 Ventura Court  City: Palo Alto  Zip Code: 94306
Contact: Janice Shaul  Phone Number: (650) 493-2361

2011-12 Funding Requested $ 444,820

Clearly and concisely summarize your request. Use the space provided on this page only.

1. Proposal Summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

   Identify the priority area: Child Care Subsidy Program for low-income families

   List Goals & Objectives:
   Goal #1: Maximize the number of children and families served by the City of Palo Alto Subsidy Program
   Goal #2: Collaborate with other service agencies to serve the unique needs of low-income families
   Goal #3: Increase the number of affiliate providers participating in the City of Palo Alto Subsidy Program thereby increasing parental choice.

   Objective #1: Leverage multiple funding sources to allow City of Palo Alto funding to serve the most children possible.
   Objective #2: Increase the number of collaborations with agencies that serve the special needs of the population served by the City of Palo Alto Subsidy Program.
   Objective #3: Increase affiliate providers by at least one center-based program and one family child care provider.

   Methods:
   Method #1: Annual family certification and data collection will identify families who are eligible for combined funding.
   Method #2: Build or enhance collaborations with Palo Alto Housing Corporation, PAUSD (VTP, Special Ed., transportation) City of Palo Alto Family Resources.
   Method #3: Enhance effort to provide accurate information to child care providers on the benefits of becoming an affiliate for the City of Palo Alto Subsidy Program.

2. Population Served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information.

   All of the families served in the City of Palo Alto Subsidy Program are low-income residents of Palo Alto. They reside in all areas of Palo Alto or are Voluntary Transfer Program students living in East Palo Alto:
   31% North Palo Alto, 19% Midtown, 17% Barron Park/Ventura, 8% Evergreen Park, 2% Stanford West, 23% East Palo Alto.

   Ethnicity of the children being served: 6% Asian, 28% African American, 11% Caucasian and 55% Latino/Hispanic. 90% of the children are from single parent households; 22% are receiving special education services; 8% have been adopted by a grandparent.

   a. Total Palo Alto population served by this program: 36
   b. Total Palo Alto population served by the Requested Funding Amount: 37-39 depending on age of children being served.
3. Budget Narrative: Describe specifically how the requested funding will be used. Of the $444,820 requested, $365,320 will be used to directly support the quality child care needs of qualifying families. The remaining $79,500 supports the salaries and other subsidy program expenses. PACCC is requesting a 10% increase only to direct services to qualifying families. This requested amount is in an attempt to partially restore funds that have been eliminated over the past several years.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program. PACCC’s total agency Subsidy program is $1,572,072. This includes the requested $444,820 from the City of Palo Alto, $607,172 from the State of California (as contracted by Palo Alto Unified School District) and $520,080 from PACCC’s agency-generated funding, including in-kind contributions.

5. Supplemental Questions

a. What services do you provide that is unique and no other agency provides these services in Palo Alto?

Palo Alto Community Child Care is the only child care program in the City of Palo Alto that was started by the City. PACCC has been the only provider to manage the City’s Subsidy Program and has done so for over 35 years. In addition, PACCC is the only non-profit provider of child care services that sub-contracts with the Palo Alto Unified School District to manage and provide services to families qualifying for State Department of Education funding.

PACCC operates after-school programs at 11 of the 12 elementary school sites, providing quality care to children in grades kindergarten through 5th grade.

PACCC, since 1998, operates the Provider Connection which serves as an education, training and professional development resource for teachers. The Provider Connection supports the work of all providers within the City of Palo Alto and beyond.
Attachment G
Proposal Summary
Human Services Resource Allocation Process (HSRAP)
Request for Proposals #139069

Proposal Summary
Fiscal Year 2011-12

Agency: Peninsula HealthCare Connection, Inc.
Name of Program: Project Downtown Connect
Address: 33 Encina Avenue #103
City: Palo Alto Zip Code: 94301
Contact: Eileen Richardson Phone Number: (650) 462-1795

2011-12 Funding Requested $63,000

Clearly and concisely summarize your request. Use the space provided on this page only.

1. Proposal summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

Identify the priority area:
There are an estimated 400 homeless individuals living in the City of Palo Alto. According to a recent study, sixty-six percent or 264 of these individuals suffer from mental health issues and physical health problems. Approximately fifty-percent of these or 132, do not receive medical care or counseling. Most homeless individuals spend every day searching for food and shelter each night. There is little or no time left to seek health care, counseling and housing. For some, the symptoms of their illnesses actually prohibit them from doing so. This program will reach out, treat and house these community members and put procedures in place to reduce the chances of them returning to the streets.

The benefits to Palo Alto residents are two fold. First, this will remove individuals from areas of Palo Alto where people traditionally spend time with their families such as parks, sidewalks and storefronts. Second, according to the most recent census, forty-five percent of the entire homeless population living on the streets of Palo Alto actually grew up in Palo Alto. Since they grew up here and the census counts them as living in Palo Alto, they are in effect Palo Alto residents, who will be receiving health care and housing.

List Goals & Objectives:
Goal #1: Improve the health (mental and physical) of members of the Palo Alto community who are homeless or at risk of homelessness and currently not receiving these services.
Goal #2: Increase housing accessibility for homeless members of Palo Alto.
Goal #3: Decrease likelihood of homeless individuals returning to streets of Palo Alto.

Objective #1: Provide treatment to homeless individuals from our community for mental and physical issues.
Objective #2: Move homeless individuals from the parking garages, parks, and creeks to stable, permanent housing.
Objective #3: Keep individuals permanently housed and off the streets of our community.

Methods:
Method #1: Through collaboration, an outreach program will identify, seek out and begin therapy of homeless members of Palo Alto who are currently suffering from various untreated mental and medical conditions.
Method #2: Through collaboration with the Santa Clara County Housing Authority, a case manager will secure housing for homeless individuals.
Method #3: etc. Provide a case manager whose main focus is to monitor the client's progress and keep them connected to the various medical, psychiatric and counseling services available at Peninsula HealthCare Connection.

2. Population served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information. The population served is the homeless, the disabled, seniors with limited income, those with mental health and physical issues, low income, at risk of being homeless and the under-employed. The area served is the entire City of Palo Alto. We have 627 unduplicated primary care patients.

a. Total Palo Alto population served by this program: over 130 a year
b. Total Palo Alto population served by the Requested Funding Amount: over 85 a year
3. Budget Narrative: Describe specifically how the requested funding will be used.

We are requesting funds for one half-time (20 hours per week, $31,500 per annum) Outreach Case Worker and one half-time (20 hours per week, $31,500 per annum) Housing Case Manager.

The Outreach Case Worker will provide healthcare outreach to homeless individuals in Palo Alto who have serious medical and/or psychiatric conditions, but currently do not receive medical or psychiatric care. This Outreach Worker would not duplicate any existing services, but would rather connect, through active, ongoing outreach and intensive case management, currently untreated homeless individuals with PCH’s existing medical and mental health teams.

The Housing Case Manager will be responsible for seeking out and securing permanent, stable and safe housing. Additionally, they would meet the clients on an on-going basis to continually assess their needs and keep them connected to the various services offered by PCH. For the first time in Palo Alto’s history, PCH has DIRECT access to Section 8 vouchers which provide permanent housing for our community members at a rate of 2 to 3 per month.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program.

The collaboration the Santa Clara County Housing Authority for Section 8 vouchers means that PCH will receive 2 to 3 vouchers per month. Each voucher is equivalent to $2000 in rent per month. Annualized this means that the vouchers are worth $72,000. To sum it up, our Housing Case Manager salary of $31,500 per year, returns $72,000 in housing per year.

5. Supplemental Questions

a. What services do you provide that is unique and no other agency provides these services in Palo Alto?

We are the only agency in Palo Alto whose focus, mission and purpose is to provide mental health, primary care, counseling, intensive case management, social work, housing assistance and disability benefits assistance to the homeless and those at risk of being homeless and low income community members of Palo Alto. All of these services are provided free of charge.

Adding an outreach worker and housing case manager would infinitely add access of the vast array of services provided at the clinic. Other outreach work or social work in this vicinity is not integrated with a Palo Alto-based medical team, psychiatrist, and or intensive case management.
## Attachment G

### Proposal Summary

**Human Services Resource Allocation Process (HSRAP)**

**Request for Proposals # 139069**

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### Agency: Senior Adults Legal Assistance (SALA)

Name of Program: Legal Assistance to Elders

Address: 160 E. Virginia Street, Suite 260  
City: San Jose  
Zip Code: 95112

Contact: Georgi Bacil, Directing Attorney  
Phone Number: (408) 295-5991

### 2011-12 Funding Requested: $9,000

Clearly and concisely summarize your request. Use the space provided on this page only.

1. **Proposal Summary:** Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

   **Identify the priority area:** The project addresses the HSRAP priority of Seniors, in particular the area of free Legal Assistance for seniors (persona age 60 or older) identified on the list of priority areas of need in this RFP.

   **List Goals & Objectives:**
   - **Goal #1:** To support Palo Alto elders to live independently, safely, non-institutionalized and with dignity.
   - **Objective #1:** To provide direct legal assistance to at least 60 Palo Alto elders (age 60 or older) annually.
   - **Objective #2:** To make one community education presentation in Palo Alto annually.

2. **Population Served:** Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information. SALA will serve a minimum of 60 Palo Alto elders (age 60 or older) through this program. No individuals other than Palo Alto residents will be served. Services will be provided on a citywide basis targeting elders throughout Palo Alto that are low income or “at-risk” of abuse, exploitation, or institutionalization. SALA’s statistics for Palo Alto residents served in 2009-2010 indicate 88% were very low income (at or below 50% of the median as defined by HUD), 52% were age 75 or older (placing them “at-risk”), and 65% were female. SALA expects similar demographics for Palo Alto clients served in 2011-12 and in 2012-13 if the contract is renewed.
   - **a. Total Palo Alto population served by this program:** 60 Palo Alto seniors
   - **b. Total Palo Alto population served by the Requested Funding Amount:** 60 Palo Alto seniors

3. **Budget Narrative:** Describe specifically how the requested funding will be used. The $9,000 requested will provide partial support for personnel costs (Salaries/Benefits/Payroll Taxes) to support SALA’s expanded services to Palo Alto elders as proposed. No HSRAP funds will be used for overhead costs.

4. **Funding Diversification:** Summarize how your agency plans to leverage the funding from the City and diversify funding for this program. Annually, SALA will leverage additional support totaling at least $23,100 Older Americans Act; Santa Clara County; State Bar Trust Fund; Equal Access Fund; Silicon Valley Campaign for Legal Services; and contributions. In kind support from Intake volunteers and pro bono Willa Panel attorneys is estimated at $3,500. In kind space for donated interview rooms at Agendas and Stevenson House will be $400.

5. **Supplemental Questions:** What services do you provide that is unique and no other agency provides these services in Palo Alto? SALA is the only agency countywide and in Palo Alto that that has been designated by Council on Aging Silicon Valley to provide free legal services to seniors at appointments at local senior centers, senior residences, or other sites in the community under the mandate of the Older Americans Act. Moreover, SALA is the only legal services provider countywide and in Palo Alto with an expertise in Elder Law. As such, SALA provides a unique service that is unduplicated by any other legal service or senior service provider in the county and in Palo Alto.
1. **Identify the priority area:** In the event of a disaster, this program will provide all Palo Alto residents with up-to-date disaster information. This proposal encompasses all of the priority area(s), because residents of all ages, including homeless individuals, have information needs and basic needs in times of disaster. Up-to-date Social services access is critical during times of disaster.

   **Goal #1:** Develop and maintain a mutual understanding with the City of Palo Alto emergency manager, and establish a working partnership in order to better serve Palo Alto during times of disaster.

   **Goal #2:** Research, identify and collect additional database resources in the City of Palo Alto.

   **Objective #1:** Develop an MOU with the City of Palo Alto, clearly identifying the procedures and expectations of both the City of Palo Alto and 211 SCC.

   **Objective #2:** Enter all collected database resources into the 211 SCC database, which will better prepare 211 for its response during disaster.

   **Method #1:** Senior Vice President's and Director's time will be allocated to develop and maintain relationships with those in Palo Alto who are involved with disaster preparation and response.

   **Method #2:** Program Manager's time will be allocated to research, identify and enter the new resources into the 211 SCC database.

2. **Population Served:** Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information.

   a. Total Palo Alto population served by this program: 100%
   
   b. Total Palo Alto population served by the Requested Funding Amount: 100%

3. **Budget Narrative:** Describe specifically how the requested funding will be used.

   Funds will be used to support the salaries of the 211 SCC staff who will operate and oversee the emergency/disaster preparation and response.

4. **Funding Diversification:** Summarize how your agency plans to leverage the funding from the City and diversify funding for this program.

   Currently 10 out of 15 cities in the County of Santa Clara provide financial support to 211 SCC. Support from the City of Palo Alto will add to the funding diversification. We also receive support from Kaiser, IBM, FIRST 5 and the County of Santa Clara.

5. **Supplemental Questions**

   a. What services do you provide that is unique and no other agency provides these services in Palo Alto?

   211 SCC has a statewide network of call centers who can assist in times of disaster. If our call center's surge exceeds our capacity, we can activate other 211 call centers to assist. The obligation of 211 is to be available 24 hours a day, 7 days a week, and answered by a live person.
PROPOSAL SUMMARY
Fiscal Year 2011-12

Agency: Youth Community Service
Name of Program: Service and Leadership Program
Address: 4120 Middlefield Rd. P-8
City: Palo Alto
Zip Code: 94303
Contact: Leif Erickson
Phone Number: (650) 858-8061

2011-12 Funding Requested $16,000

Clearly and concisely summarize your request. Use the space provided on this page only.

1. Proposal Summary: Identify the priority area of need met by this program, the program goals and objectives, how it benefits Palo Alto residents, and how the program effectively utilizes existing resources through collaborative efforts.

Identify the priority area: Youth Well Being

List Goals & Objectives:
Goal #1: To increase self-efficacy and connectedness of youth through service to others.
Goal #2: To increase opportunities for cross-cultural interaction and appreciation.
Goal #3: To provide active learning opportunities for issue awareness and youth leadership

Objective #1: To strengthen our school service clubs in Palo Alto middle and high schools, and our partnerships with others.
Objective #2: To expand our Freshmen Leadership Corps programming through our Summer of Service (SOS)
Objective #3: To expand large-scale special family service days and quarterly service day events.

Methods:
Method #1: Weekly school-based service clubs and leadership teams that address community needs.
Method #2: Active learning experiences for youth in leadership, facilitation, planning and diversity.
Method #3: Intensive summer camp experiences in service, learning, transition and leadership development.

2. Population Served: Describe the population served by the proposed program. Include the area of Palo Alto served, the number of unduplicated Palo Alto residents served, whether it serves low-income residents and any other relevant information.

a. Total Palo Alto population served by this program: 500
b. Total Palo Alto population served by the Requested Funding Amount: 500

3. Budget Narrative: Describe specifically how the requested funding will be used.
Requesting $16,000 to support salaries for YCS staff.

4. Funding Diversification: Summarize how your agency plans to leverage the funding from the City and diversify funding for this program. In-kind assistance from school district and other partners plus other grants leverage this grant.

5. Supplemental Questions
a. What services do you provide that is unique and no other agency provides these services in Palo Alto?
   YCS is designated by the State Dept. of Education as the service-learning lead in our five-county region. We bring service-learning experience to our youth programs and have won awards for our work bringing together diverse communities.
## 2011-2013 Human Services Resource Allocation Process (HSRAP)
### Selection Committee’s Proposed Funding Recommendations to HRC
#### March 16, 2011

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<tr>
<th>No.</th>
<th>Agency</th>
<th>Program Description</th>
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