

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15**

SS-1

1. **Project Name:** Community Ambassadors Program 2. **Total Amount Requested:** \$ 20,000
Non-housing proposals must specify the amount requested from each planning area.
3. **Project Sponsor:** Marin Grassroots Leadership Network

Contact Person: Ericka Omena Erickson

Title: Associate Director

Mailing Address: 30 N. San Pedro Rd. Suite 290. San Rafael, CA

Telephone: (415) 491-4366 **Ext.** x 303

Fax: (415) 491-9757

E-mail: ericka@maringrassroots.org

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$
Novato Planning Area	\$
Richardson Bay Planning Area	\$ 10,000
San Rafael Planning Area	\$ 10,000
Upper Ross Valley Planning Area	\$
West Marin Planning Area	\$

Website (optional):

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

4. **Project Location: (Precise street address).** For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number.

The Marin Grassroots Community Ambassadors Program will be implemented in San Rafael and Marin City. The coordinating of the project and the trainings will take place at our office in San Rafael – 30 N. San Pedro Rd. Suite 290.

5. Project Description:

The Community Ambassadors Program (CAP) involves members of diverse and low-income communities in an 8-month action-learning training to build their capacity to serve others in their own communities, in their own language, within their own cultural norms, and does so where community members live, worship, and socialize. Ambassadors serve as a bridge between the formal network of social services and their respective faith and cultural communities, and assist community members in need in locating social and legal services and programs in the county and its cities. CAP is a unique program, based on national best-practices such as the City of Fremont Community Ambassadors for Seniors Program and the *Promotoras de Salud* model. We will recruit 12 Community Ambassadors (6 from the Canal neighborhood of San Rafael, 6 from Marin City – representing the African-American, Latino, and Vietnamese ethnic groups) from our pool of 140 graduates of our Marin Equal Voice Leadership Academy, which has been implemented for the last 10 years. The training curriculum will include topics such as

- Role of the Community Ambassador
- Active listening
- Circles of Care
- Housing
- Interpretation
- Mental and emotional well-being
- Health Issues
- Transportation
- Health Benefits (Medicare & Medi-Cal) & Covered California
- Social Security
- Local Resource Centers
- Legal Assistance
- Tours of local organizations

Representatives from the following organizations, members of Marin Grassroots, will be invited as trainers and speakers to their expertise with the above topics:

- | | |
|--|--|
| <ul style="list-style-type: none"> ▪ Marin City Community Service District ▪ Marin City Community Development Corporation ▪ Marin City Health and Wellness Clinic ▪ Marin City Network ▪ Marguerite Johnson Senior Center ▪ Manzanita Child Development Center ▪ Southern Marin Intern Project/ISOJI ▪ Bridge the Gap ▪ Community Media Center of Marin ▪ Canal Alliance ▪ Canal Welcome Center ▪ Dynamic Solutions for Youth ▪ EAH Housing ▪ Homeward Bound of Marin ▪ Huckleberry Youth Program | <ul style="list-style-type: none"> ▪ St. Vincent de Paul Society of Marin ▪ Legal Aid of Marin ▪ Novato Youth Center ▪ Next Generation Scholars ▪ Women Helping All People ▪ Marin Link ▪ Marin Dept. of Health and Human Services ▪ Marin Bicycle Coalition ▪ Community Action Marin ▪ Marin Asian Advocacy Project ▪ Center for Domestic Peace ▪ Parent Voices ▪ Youth Leadership Institute ▪ Marin Center for Independent Living ▪ Community Violence Solutions ▪ Parent Services Project |
|--|--|

Workshops will be offered twice a month and participants in the training will receive stipends to cover potential transportation and childcare costs associated with their participation. They will be staffing booths at different community events during the Spring and Summer of 2014, including weekly farmers' markets, bi-national health week event, Novato Multicultural Festival, and others. Local resource guides developed by the County of Marin Health & Human Services will be used and updated with feedback from the community and program participants. At least 1,200 low-income residents will be directly reached through this program and informed about the different support services available to support their upward economic and social mobility. During the workshops, participants will review their progress in reaching out to the community and review cases, share challenges and best practices.

6. Total Project Cost: *(Include all costs for this particular project regardless of source.)*
 \$ 35,000

7. Project Budget for CDBG Funds:

Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-Bacon wage rates if applicable.** If your project includes residential rehabilitation, describe your plans to comply with federal lead paint regulations.

PROJECT BUDGET FOR CDBG FUNDS

Project Coordination	5,000.00
Professional Services	
Trainings & Meeting Facilitators	1,800.00
Logistical Support	
Rent (space & booths) & Food	2,500.00
Childcare & Transportation	
Stipends	7,200.00
Marketing & Communications	
Printing & Mailing	1,500.00
Administrative Costs (10%)	2,000.00
Total	20,000.00

8. Other Sources of Funds for this Project: *Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?*

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>Date Funds Were Committed</u>	<u>When Available</u>
One Bay Area/Metropolitan Transportation Commission – Equity Initiative	Stipends for Community Ambassadors	\$ 4,500	Dec. 2, 2013	No	N/A	April 2014
Marin Community Services District	Community Ambassadors Stipend - Rocky Graham Park	\$9,000	March 2013	Yes	April 2013	Already Available

9. Project Implementation:

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

Our Executive Director, John Young Jr., will act as the project director, and will be responsible for the overall supervision of the project and determination of time frame, financial management, procedures for accomplishing the project, staffing, and contracted services requirements, and allotment of available resources to various phases of the project. Our Associate Director, Ericka Omena Erickson, will act as the project coordinator, overseeing and implementing the project. Our Communications Associate, Jannicka Murphy, will support the Project Coordinator in executing the administrative and communications aspects of the project and to educate and inform the broader community, organize trainings, and facilitate our internal process of developing communication systems.

The project will be implemented following best-practices such as the one implemented by the Fremont Department of Health and Human Services. The following is the proposed schedule for project implementation:

Action Item	Timeline
Convene Program Advisory Committee	Monthly - Starting on Feb. 2014
Recruitment and Selection of Participants	Feb. & March 2014
Reserve space for trainings, identify and confirm speakers/presenters	Feb. & March 2014
Implement action-learning training	April – November 2014

10. Need for the Project:

A. Need Group

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950
7	104,700
8	111,450

The primary beneficiaries of this project are low-income residents of Marin, primarily residents of San Rafael, Marin City, and Novato. We will document eligibility through income-related questions in surveys used by the Community Ambassadors during the referral process.

B. Project Rationale: *Why is this project needed? Will it assist an especially needy or underserved group?*

In 1970, 7% of the population of Marin was non-white. By 2010, that proportion had grown to 29%, with Hispanics dominating the growth differential. This trend is likely to continue, and by 2050 it is projected that 67% of residents will be of color. This project will be implemented in a critical time for the neighborhoods considered *Communities of Concern* in Marin County – the “Canal District” of the City of San Rafael and Marin City. These two communities are distinct in the County of Marin as they are populated almost exclusively by low-income families of color as opposed to the surrounding population of Marin County, which is largely Caucasian and affluent. The increase of diverse cultures presents many opportunities for growth and learning but also challenges in the delivery of culturally appropriate services. This project will address the need for culturally-competent and effective community education about local services and benefits available to them and, at the same time, build the capacity of community members to work in local non-profits and social services.

C. Equal Opportunity: *For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)*

We have a 17 years history of working with local low-income communities and communities of color – especially Marin City and Canal - and we plan to involve our organizational members and graduates of our Leadership Academy in the outreach for this project. We will primarily use the grassroots marketing approach for this project, which is based on peer outreach.

If this project involves housing, how will it affirmatively further fair housing?

We will be affirmatively furthering fair housing by educating the community about the different services and options associated with housing in Marin.

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people. N/A

D. Accessibility: *What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?*

All facilities we use related to this and other projects are accessible for people with disabilities. Some graduates of our Leadership Academy have physical and other disabilities. The Marin Center for Independent Living is one of our community partners and we will also invite them to participate in the outreach related to this project.

E. Green Building: *For new construction or rehabilitation, what will you do to incorporate "green building" principles?*
N/A

- For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.
- The current year's application form must be used.
- Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- **Applications sent by fax or e-mail will not be accepted.**
- This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
- Don't forget to fill out the Organization Profile form.
- All County publications are available in alternative formats (Braille, large print, or CD) upon request. Requests for accommodations may be made by calling (415) 473-4381 (Voice), 473-3232 (TDD/TTY), or by e-mail at disabilityaccess@marincounty.org. This form and other County documents are available in alternative formats upon request.

DEADLINE: APPLICATIONS MUST BE RECEIVED BY FRIDAY, DECEMBER 13, 2013, AT 5 P.M.

Remember that we don't accept e-mailed or faxed applications.

Organization Profile - 2014-15 Data Collection Pilot

The County of Marin is interested in more deeply understanding the population demographics of those who staff, govern and/or utilize the services of Community Development Block Grant (CDBG) and HOME Program grantee and applicant organizations. More deeply understanding these demographics will address some of the topics highlighted in the 2011 Analysis of Impediments to Fair Housing in Marin.

The data gathered on this form will NOT determine an organization's likelihood to receive CDBG or HOME funding. If you do not collect or do not wish to share the demographic information requested, please check the appropriate box below. We hope you will be able to participate in this pilot project. If you have completed a similar organization profile form when applying for foundation grants in Marin, feel free to use the information collected for those forms if submitted within the last 12 months.

Name of Organization: Marin Grassroots Leadership Network

My organization does not gather demographic data. My organization does not wish to share demographic data.

<i>Income of Level of Clients Your Org Serves %</i>	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	50%
Low income people	50%
People above the low income limits	

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff	Professional Staff	Board	Advisory Committee
<i>Ethnic/Racial Demographics</i>						
Asian-American/Pacific Islander	40	40				
African-American/Black	27	27		67	43	
Caucasian/White				33		
Native American	7	7			14	
Mixed Heritage	13	13			43	
Unknown/other	13	13				
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Latino/Hispanic Origin</i>						
Of Latino/ Hispanic Origin	89	89		25	43	
NOT of Latino/ Hispanic Origin	11	11		75	57	
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Age</i>						
0-5 years old						
6-17						
18-24	10	10				
25-59	70	70		90	20	
60 +	20	20		10	80	
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Gender</i>						
Female	75	75		75	57	
Male	25	25		25	43	
Total %	100%	100%	100%	100%	100%	100%
Disabled %	30					

Involvement of Clients Your Organization Serves	Percent of Board/Committee Members Who Are Clients
On Governing Board	100%
On Advisory Committee	100%

SS-2

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15**

1. Project Name: Community Health Hub San Rafael **2. Total Amount Requested: \$7,500**

Project Sponsor: LIFT - Levántate

Non-housing proposals must specify the amount requested from each planning area.

Contact Person: Richard Waxman

Title: Executive Director

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$
Novato Planning Area	\$
Richardson Bay Planning Area	\$
San Rafael Planning Area	\$ 7,500.00
Upper Ross Valley Planning Area	\$
West Marin Planning Area	\$

Mailing Address:

P O Box 6799
San Rafael, CA 94903

Telephone: 415-507-1564 Ext.

Fax: (415) 524-2837

Website (optional):www.lift-levantate.org

E-mail:richardwaxman@lift-levantate.org

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

4. Project Location: (Precise street address). For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number.

The Canal Community Health Hub will be located at the Marin Community Clinic 3110 Kerner Boulevard San Rafael, CA 94901.

5. Project Description:

LIFT - Levántate (LIFT) is a San Rafael non-profit organization dedicated to creating healthy, equitable communities. Since 2008, LIFT has addressed the most challenging health and wellness issues confronting vulnerable families in lower socio-economic areas in Marin, especially those populations facing steeper challenges than their peers. It is a sad fact that many people living in poverty are often hungry and obese. LIFT's innovative Community Health Hub design is more than emergency food assistance as it identifies key elements needed to improve and support long-term community changes in healthy behaviors, i.e. nutritious foods, increased nutrition education, opportunities for vigorous exercise, preventive medical care, CalFresh enrollment and system change.

LIFT's Community Health Hub proven model increases the availability of affordable fresh fruits and vegetables, provides comprehensive family-focused nutrition education, increases opportunities for physical activity in underserved communities and coordinates with the Marin Community Clinic to connect families to preventative and urgent medical care.

Poverty-level households experience food insecurity, where children and adults must skip meals, be satisfied with small servings, or consume items they would not otherwise choose. Paradoxically, food insecurity is associated with overweight as low-income children find that nutrient dense foods often are out of reach, as their neighborhoods lack stores that provide fresh produce, or the produce is more expensive than the fast food on the corner. The people most affected by the hunger obesity paradox, and its associated health problems, are concentrated among the millions of low-income Americans served each year by food pantries. LIFT works in

partnership with the San Francisco Marin Food Bank, local farmers and food producers/distributors to provide fresh produce, lean protein and whole grains.

LIFT's successful Health Hub program at the Marin Community Clinic in Novato, is reaching approximately 300 low-income households each week, providing critical services to the working poor, isolated seniors and vulnerable families and has distributed over 160,000 pounds of healthy, nutritious food.to-date.

What really stands out about LIFT's work is a deep understanding of the system-related strategies that need to change, not only as they relate to food distribution efforts, but to culturally responsive nutrition education, healthcare delivery, benefit enrollment, and workforce development. While specialization has value, services delivered in silos often miss the mark of serving the public effectively, as barriers limit the public's understanding and access to those services. LIFT uses evidence-based strategies and culturally competent staff to reduce barriers through more effective collaboration and innovation from a wide range of service providers to better serve the individual. By leveraging a community's existing resources across multiple sectors, LIFT brings comprehensive critical resources to the community table in service of the individual. Ordinarily, a person would have to find a food pantry to meet their family's food needs, a county office to sign-up for SNAP/CAL-Fresh benefits, an adult education class for nutrition information, a clinic for health needs, and another for physical activities. All these services will be available to San Rafael Community Health Hub participants.

Targeting vulnerable, low-income communities of color and seniors, LIFT's overarching goals include:

1. Reducing food insecurity and increasing access to and consumption of fresh produce, lean protein, and whole grains
2. Increasing opportunities for vigorous physical activities
3. Increase prevention and screening of chronic conditions

Once per week, Health Hub activities:

- Distribution of free nutritious food to low-income individuals and families;
- Weekly nutrition information and education sessions that introduce new healthy food items, through taste-tests and provide ReThink Your Drink and other sugar reduction strategies.
- Culturally engaging physical activity classes that are age and ability appropriate.
- Monthly health screening for diabetes and high blood pressure.

Activities are led by multi-lingual health clinicians, promotores, and trained residents/peers who model healthy social norms and behaviors. Yoga in the shape of fruits and vegetables will be offered for children.

Activities to accomplish these goals include:

- Distributing free nutritious food to 300 households/week, thereby feeding 1,200 people weekly
- Recruiting, training and mentoring 5 community promotoras
- Increasing CAL-Fresh sign-ups by 100 participants
- Providing weekly nutrition information/education sessions to 75 or more participants
- Providing physical activity classes to 50 participants per month
- Providing diabetes screenings to 50 participants per month

6. Total Project Cost: *(Include all costs for this particular project regardless of source.)*

\$45,000 - Personnel, Printing, Outreach, Cooking Supplies, Instructors for Physical Activities, Diabetes/Blood Pressure Screening supplies, etc. (Does not include volunteer time, partner agency personnel contributions (HHS & Community Clinic) or In-Kind food donations from the Food Bank, farmers and other food distributors)

7. Project Budget for CDBG Funds:

*Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-***

Bacon wage rates if applicable. If your project includes residential rehabilitation, describe your plans to comply with federal lead paint regulations.

\$2,500 Stipends for Latino/Vietnamese community health educators/promotores/activity instructors
 \$2,500 Salary contribution to Health Hub Coordinator for oversight and administration
 \$2,500 culturally appropriate nutrition materials, physical activity supplies and diabetes/blood pressure screening supplies

8. Other Sources of Funds for this Project: Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>Date Funds Were Committed</u>	<u>When Available</u>
County of Marin Community Services Fund	Culturally engaging physical activities and nutrition education in the Canal	2,500	9/13	Yes	11/27/13	12/15/13
CX3 Communities of Excellence contract	Culturally engaging physical activities and nutrition education in the Canal	\$25,000 of the \$54,000 contract allocated to these activities	10/13	Yes	11/22/13	11/22/13
Rotary Club	Diabetes Screening	2,500	12/01	Yes	12/5/13	2/1/13

9. Project Implementation:

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

In April 2013, LIFT's Community Health Hub at the Novato Clinic successfully launched as a pilot project, and is already one of the largest food distribution sites in the county, while also providing hundreds of patients with free diabetes and high blood pressure screenings, Zumba classes, nutrition education demonstrations, and assistance with CalFresh enrollment. By December 2013, the Health Hub distributed over 167,000 pounds of fresh produce, lean protein, and whole grains to about 250 to 300 families each week. LIFT has developed a solid operational plan that is easily replicable in the Canal.

LIFT's Health Hub Coordinator, Jasmine Martinez (a native Spanish speaker) who implemented and oversees LIFT's successful Novato Health Hub, will implement the San Rafael site. LIFT recently received a commitment for partial funding from the County of Marin for the Novato Health Hub

January 2014: Confirm delivery logistics and details with the SF/Marin Food Bank and alternative food sourcing providers; continue fund and partner development activities

February/March 2014: Begin outreach, promotion and volunteer recruitment to community/clinic partners, county and social service agencies (e.g. WIC, Senior Services, etc), local schools, veterans resource department, service clubs, public/low income housing, etc; confirm local community residents as bilingual/multicultural physical activity specialists, nutrition educators, health promotores, etc

April 2014: Open the Canal Health Hub to the community

May 2014: Continue outreach, partner and volunteer promotion

June 2014: Scale operation in anticipation of expected summer participation increases
 Operation continues weekly throughout the year

10. Need for the Project:

A. Need Group

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950
7	104,700
8	111,450

The overwhelming majority of Health Hub participants are low and very low income Latino and Asian-Pacific Islanders living in the underserved Canal community. Many are under or unemployed, the working poor, day laborers, isolated seniors and families facing extreme levels of food insecurity., Many of our participants have self-reported income levels at, or below 250-300% of the Federal Poverty Level and are patients of the Marin Community Clinic

LIFT staff received training from the County and the Food Bank to become CalFresh assisters and will be reviewing financial documentation for Health Hub participants enrolling in the CalFresh program.

B. Project Rationale: Why is this project needed? Will it assist an especially needy or underserved group?

LIFT-Levántate’s Canal Community Health Hub will serve vulnerable children, adults, seniors, and families facing steep economic, cultural and environmental challenges in one of Marin communities experiencing the shortest life expectancies. According to the *Portrait of Marin, 2012* report, the overall human development index for the Canal community is the lowest in Marin County. The index for Ross is reported to be 9.70 and is only 3.10 for the Canal. Life expectancy, educational levels and median income levels were tracked and compared.

LIFT’s comprehensive weekly Health Hub will ensure that each participating low-income household receives fresh produce/lean protein/whole grains with culturally appropriate, bilingual family-focused nutrition education. Supporting services will include Peer Health Workers providing healthy taste tests, CAL-Fresh (SNAP) benefit enrollment, sugar reduction strategies and vigorous physical activities for all ages. Information about MediCal and ACA is provided, along with enrollment opportunities. Medical staff will provide free health screenings to longitudinally measure blood pressure, cholesterol, body mass index and A1C glucose levels.

Hundreds of formerly unaffiliated participants will be made aware of the clinic and many at-risk clients will receive free diabetes/blood pressure screenings so that formerly undiagnosed clients can receive immediate and or critical care. For many participants, this will be the only nutrition education, physical activity and nutritious food they receive. LIFT evaluates impact and program participants consistently increase their consumption of fresh produce and water, decrease their intake of sugary drinks and processed foods, increase physical activity levels and participate in preventative care.

C. Equal Opportunity: For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)

LIFT typically targets low-income Latino and African-American individuals and families and has less participation from Asian and Caucasian populations. LIFT outreach materials have traditionally been provided in English and Spanish, yet, as we have expanded our outreach to include Asians, we are seeing an increase in participation from Vietnamese individuals and families in communities LIFT serves. LIFT will continue to work with the Asian Advocacy Project for outreach to members of the Asian community. At the Novato Health Hub, LIFT is also seeing an increase in participation of Caucasian seniors, living on fixed, limited incomes. LIFT’s community outreach efforts include close contacts with organizations serving seniors.

If this project involves housing, how will it affirmatively further fair housing?

N/A

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people.

N/A

D. Accessibility: *What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?*

Since LIFT brings services into the community, we utilize facilities that are ADA approved and accessible to people with disabilities. We also tailor our activities to the individual, so it is not uncommon to start working with someone at their comfort level and abilities for physical, emotional or cognitive skill building activities.

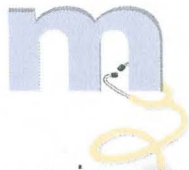
E. Green Building: *For new construction or rehabilitation, what will you do to incorporate "green building" principles?*

N/A

- For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.
- The current year's application form must be used.
- Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- **Applications sent by fax or e-mail will not be accepted.**
- This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
- Don't forget to fill out the Organization Profile form.
- All County publications are available in alternative formats (Braille, large print, or CD) upon request. Requests for accommodations may be made by calling (415) 473-4381 (Voice), 473-3232 (TDD/TTY), or by e-mail at disabilityaccess@marincounty.org. This form and other County documents are available in alternative formats upon request.

DEADLINE: APPLICATIONS MUST BE RECEIVED BY FRIDAY, DECEMBER 13, 2013, AT 5 P.M.

Remember that we don't accept e-mailed or faxed applications.



marin community clinics

November 25, 2013

Michelle Garcilazo
Senior Program Coordinator
Marin SF Food Bank
75 Digital Drive
Novato, CA 94949

Dear Ms. Garcilazo,

I am writing to express my support for the development of a second Health Hub Food Pantry in partnership with LIFT-Levántate at our San Rafael clinic in the Canal to serve our families who live in San Rafael. The Marin Community Clinics staff and patients in Novato have been truly overwhelmed by the incredible success of the LIFT Community Health Hub. Already it has grown to serve more families and in more ways than we had ever imagined and our organizations have gained tremendous experience over the course of the year that would prove invaluable for a second Health Hub Food Pantry in the Canal.

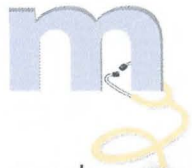
Several times per week, one of the families of my patients comments on what a gift it is – whether for the access to fresh and healthy foods, having their children try a sample of a new healthy recipe that expands everyone’s horizons, having a mother and daughter join in the Zumba group, or having their otherwise undiagnosed hypertension or diabetes recognized. In addition, we have been aware that there have been barriers that prevent our food-insecure patients from enrolling in Cal Fresh to provide a more stable source of food for their families. Having someone who can enroll families into the program in addition to all of the other services available has helped to overcome those barriers.

As you are likely aware, when we were planning the Health Hub, none of us anticipated the extent of the demand for a farmers’ market-style food pantry. The consistent arrival of such huge numbers of families has, I think, revealed that the need is much greater than any of us imagined.

We’ve also been struck by the number of people who have been identified through blood pressure and diabetes screenings, many of whom lack insurance so only come to see us when they are really ill, but until now have not received preventive care or health surveillance.

Last, the integration of so many different members of the community in the weekly event – from veterans to youth to Health Promotores to members of the community being served – has been a powerful way to connect the people of our community here in Novato. A mother of one of my patients told me proudly that volunteering at the Health Hub has been one of the most positive things that she does. When her child was diagnosed with a serious chronic disease, she felt grateful for all of the supports that were provided not only by our clinic but by a number of community agencies connected to the Health Hub. She said that she feels proud to be a part of the effort to help others in need.

Clinic: 6100 Redwood Boulevard, Novato, CA 94945
Other Clinics in Greenbrae and San Rafael
Phone: 415-448-1500
www.marinclinics.org



marin community clinics

I believe that the development of a similarly well integrated program located at our San Rafael clinic would have a huge impact on the health of our San Rafael patients and would be a powerful way to provide that community with support for making positive health effort and wellness improvements.

Thank you for your consideration and for all of the important work that you do.

Sincerely,

Tracey Hessel, MD
Lead Pediatrician

cc: Sheila Kopf, Sean Brooks

Organization Profile – 2014-15 Data Collection Pilot

The County of Marin is interested in more deeply understanding the population demographics of those who staff, govern and/or utilize the services of Community Development Block Grant (CDBG) and HOME Program grantee and applicant organizations. More deeply understanding these demographics will address some of the topics highlighted in the 2011 Analysis of Impediments to Fair Housing in Marin.

The data gathered on this form will NOT determine an organization's likelihood to receive CDBG or HOME funding. If you do not collect or do not wish to share the demographic information requested, please check the appropriate box below. We hope you will be able to participate in this pilot project. If you have completed a similar organization profile form when applying for foundation grants in Marin, feel free to use the information collected for those forms if submitted within the last 12 months.

Name of Organization: LIFT-Levántate

My organization does not gather demographic data. My organization does not wish to share demographic data.

Income of Level of Clients Your Org Serves %	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	43%
Low income people	57%
People above the low income limits	0%

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff	Professional Staff	Board	Advisory Committee
Ethnic/Racial Demographics						
Asian-American/Pacific Islander	9	6				10%
African-American/Black	15	10	5			15%
Caucasian/White	72	66	95	100	100	75%
Native American	0					0
Mixed Heritage	4	4				0
Unknown/other		14				0
TOTAL %	100%	100%	100%	100%	100%	100%
Latino/Hispanic Origin						
Of Latino/ Hispanic Origin	68%	68%	60%	55%	10%	12%
NOT of Latino/ Hispanic Origin	32%	32%	40%	45%	90%	88%
TOTAL %	100%	100%	100%	100%	100%	100%
Age						
0-5 years old	6%	7%	0	0	0	0
6-17	24%	19%	10%	0	0	0
18-24	8%	6%	20%	20%	0	0
25-59	51%	40%	65%	65%	100%	90%
60 +	19%	28%	5%	15%	0	10%
TOTAL %	100%	100%	100%	100%	100%	100%
Gender						
Female	58%	58%	66%	60%	50%	50%
Male	42%	42%	33%	40%	50%	50%
Total %	100%	100%	100%	100%	100%	100%
Disabled %						

Involvement of Clients Your Organization Serves	Percent of Board/Committee Members Who Are Clients
On Governing Board	0%
On Advisory Committee	12%

Organization Profile - 2014-15 Data Collection Pilot

Income Limits

Household Size	Very Low Income Limit (≈50% of Median Income)	Low Income Limit (≈80% of Median Income)
1	36,950	59,100
2	42,200	67,550
3	47,500	76,000
4	52,750	84,400
5	57,000	91,200
6	61,200	97,950

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15**

SS-3

1. Project Name: Family Law Legal Services for Low income Marin Families

Total Amount Requested: \$25,600

3. Project Sponsor: Family & Children's Law Center

2. Non-housing proposals must specify the amount requested from each planning area.

Contact Person: Shawna Hoch

Title: Administrative Coordinator

**Mailing Address:
30 North San Pedro Road, Suite 245
San Rafael, CA 94903**

**Telephone: 415-492-9230 Ext. 214
Fax: 415-479-2553
E-mail: shoch@yahoo.com**

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$7,000
Novato Planning Area	\$7,000
Richardson Bay Planning Area	\$2,000
San Rafael Planning Area	\$7,000
Upper Ross Valley Planning Area	\$2,600
West Marin Planning Area	\$0

Website (optional): www.faclic.org

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

4. Project Location: (Precise street address). For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number.

30 North San Pedro Road, Suite 245, San Rafael, CA 94903

5. Project Description:

Founded in 1985, FACLC is dedicated to helping low-income children and families in Marin County by providing sliding scale family law legal services to the working poor. FACLC strives to provide access to justice for low-income families and children who due to financial constraints and complex family transitions, would have no other means for representation in the courts. The overwhelming complexity of the legal system is compounded when financial barriers are present. Hit hardest by the recent downturn in our economy are low-income families – especially children. During such times, financial pressures can become unbearable and the home environment begins to or more precipitously unravel, causing their legal needs to skyrocket. Last year, FACLC provided over 1200 client appointments and the demand for such services only keeps growing. To serve more families and children in these times of great need, we need your help and support. Our goal is to break down barriers to allow access for all to the justice system.

6. Total Project Cost: (Include all costs for this particular project regardless of source.) **\$290,600.00**

7. Project Budget for CDBG Funds:

Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-Bacon wage rates if applicable.** If your project includes residential rehabilitation, describe your plans to comply with federal lead paint regulations.

<u>POSITION</u>	<u>TOTAL COST</u>	<u>CDBG COST</u>	<u>COST PAID BY OTHERS</u>
Staff Attorney1.0	\$70,000	\$5,000	\$65,000
Staff Attorney1.0	\$50,000	\$5,000	\$45,000
Intake Specialist .1.0	\$33,000	\$8,000	\$25,000
Legal Director 1.0	\$89,000	\$4,000	\$85,000
Program Assistant 1.0	\$48,600	\$3,600	\$45,000

8. Other Sources of Funds for this Project: Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>Date Funds Were Committed</u>	<u>When Available</u>
MCF	CORE	\$85,000	7/1/13	Yes	12/1/13	Now
Special Event	CORE	\$60,000	10/25/13	Yes	10/25/13	Now
County of Marin	CORE	\$20,000	7/1/13	Yes	8/1/13	Now
Client Fees	CORE	\$100,000	N/A	Yes	Ongoing	Now

9. Project Implementation:

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

CDBG Funds will support the services of two Staff Attorneys, one Legal Director, one Program Assistant and one Intake Specialist. The Legal Director will continue to implement an outreach program that will provide increased awareness of the Family & Children's Law Center and its services in the community. The Legal Director will supervise the staff attorneys and oversee the day-to-day implementation of the legal program. The Intake Specialist will screen all potential clients for eligibility identifying their fee rate and schedule them for an appointment to meet with a staff attorney. The Staff Attorneys will implement the legal program by meeting with an average of six clients per day and attending an average of three court hearings per week. The Program Assistant will provide administrative support to the Staff Attorneys, Executive Director and the legal program. Brochures and other informational materials will be distributed to various additional agencies and made readily available to potential clients.

10. Need for the Project:

A. Need Group

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950
7	104,700
8	111,450

FACLC uses CDBG income guidelines and completes an income eligibility worksheet for each client. All Clients are required to provide written verification of income in the form of tax returns and pay stubs. The low income population is one with particular needs as they are disenfranchised due to low income, minimal resources and misinformation regarding the legal system. By providing low cost, high quality legal services the Family and Children's Law Center increases access to justice for a significant portion of the Marin County community.

B. Project Rationale: Why is this project needed? Will it assist an especially needy or underserved group?

The Family Law Legal Services for Low Income Marin County Families Project is critical to the well-being and functionality of the low income families in our community. Equal access to justice is a basic right that should be afforded to all, regardless of income level. Without the services of the Family and Children's

Law Center, low income individuals will be left to navigate a complex and confusing legal system on their own, leaving them to fend for themselves to obtain domestic violence restraining orders, child custody and support orders, and other court orders that ultimately provide security for at risk families. Most self represented litigants do not have the resources or knowledge necessary to successfully represent themselves in court. Many of the issues faced in family law courts can be volatile and have long standing repercussions and implications that can negatively impact families and children who are forced to proceed without legal representation for many years to come.

- C. Equal Opportunity: *For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)*

We have found that in many cases Latino immigrants are reluctant to seek court intervention for family law matters as they are concerned that any involvement in the legal system may bring their legal status into question. We always share information about our organization including intake forms and brochures with agencies that target their services to this population, and explain to them that in the family law courts, a parties legal status is never brought into question.

If this project involves housing, how will it affirmatively further fair housing?
Not Applicable

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people.
Not Applicable

- D. Accessibility: *What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?*
Located across from the Civic Center and the Courts. Wheelchair accessible. Can arrange for telephone/mail service. Can arrange for home visits when special circumstances apply. Can arrange for sign language interpreters for hearing impaired clients.

- E. Green Building: *For new construction or rehabilitation, what will you do to incorporate "green building" principles?*
Not Applicable

- For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.
- The current year's application form must be used.
- Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- **Applications sent by fax or e-mail will not be accepted.**
- This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
- Don't forget to fill out the Organization Profile form.
- All County publications are available in alternative formats (Braille, large print, or CD) upon request. Requests for accommodations may be made by calling (415) 473-4381 (Voice), 473-3232 (TDD/TTY), or by e-mail at disabilityaccess@marincounty.org. This form and other County documents are available in alternative formats upon request.

DEADLINE: APPLICATIONS MUST BE RECEIVED BY FRIDAY, DECEMBER 13, 2013, AT 5 P.M.

Remember that we don't accept e-mailed or faxed applications.

Organization Profile – 2014-15 Data Collection Pilot

The County of Marin is interested in more deeply understanding the population demographics of those who staff, govern and/or utilize the services of Community Development Block Grant (CDBG) and HOME Program grantee and applicant organizations. More deeply understanding these demographics will address some of the topics highlighted in the 2011 Analysis of Impediments to Fair Housing in Marin.

The data gathered on this form will NOT determine an organization's likelihood to receive CDBG or HOME funding. If you do not collect or do not wish to share the demographic information requested, please check the appropriate box below. We hope you will be able to participate in this pilot project. If you have completed a similar organization profile form when applying for foundation grants in Marin, feel free to use the information collected for those forms if submitted within the last 12 months.

Name of Organization: Family & Children's Law Center

My organization does not gather demographic data. My organization does not wish to share demographic data.

Income of Level of Clients Your Org Serves %	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	
Low income people	
People above the low income limits	

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff	Professional Staff	Board	Advisory Committee
Ethnic/Racial Demographics						
Asian-American/Pacific Islander	3	3	0	0	10	N/A
African-American/Black	4	4	0	0	0	N/A
Caucasian/White	81	81	100	75	90	N/A
Native American	1	1	0	0	0	N/A
Mixed Heritage	1	1	0	25	0	N/A
Unknown/other	10	10	0	0	0	N/A
TOTAL %	100%	100%	100%	100%	100%	100%
Latino/Hispanic Origin						
Of Latino/ Hispanic Origin	39	39	50	0	0	N/A
NOT of Latino/ Hispanic Origin	61	61	50	0	0	N/A
TOTAL %	100%	100%	100%	100%	100%	100%
Age						
0-5 years old	0	0	0	0	0	N/A
6-17	0	0	0	0	0	N/A
18-24	6	6	0	0	0	N/A
25-59	92	92	100	100	80	N/A
60 +	2	2	0	0	20	N/A
TOTAL %	100%	100%	100%	100%	100%	100%
Gender						
Female	73	73	100	75	60	N/A
Male	27	27	0	25	40	N/A
Total %	100%	100%	100%	100%	100%	100%
Disabled %						

Involvement of Clients Your Organization Serves	Percent of Board/Committee Members Who Are Clients
On Governing Board	0
On Advisory Committee	Not Applicable

SS-4

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15**

1. Project Name:
Mental Health Services for Homeless Children

3. Project Sponsor: Homeless Children's Network

Contact Person: Dr. April Silas

Title: Executive Director

Mailing Address:

3265 17th Street, Suite 404
San Francisco, CA 94110

Telephone: (415) 437-3990 **Ext.**

Fax: (415) 437-3994

E-mail: april@hcnkids.org

Total Amount Requested: **\$ 17,715**

Non-housing proposals must specify the amount requested from each planning area.

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$
Novato Planning Area	\$
Richardson Bay Planning Area	\$
San Rafael Planning Area	\$ 17,715
Upper Ross Valley Planning Area	\$
West Marin Planning Area	\$

Website (optional): <http://www.hcnkids.org/>

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

4. Project Location: (Precise street address). For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number.

Services will be provided at Homeward Bound, at 430 Mission Ave., San Rafael, CA 94901. HCN is located at 3265 17th Street, Suite 404, San Francisco, CA 94110.

5. Project Description:

Through this "Public Services" project, HCN will provide mental health services, assessment, collateral services and therapy to homeless children (ages 0-17) who are referred by Homeward Bound of Marin. HCN Clinicians provide comprehensive mental health services, including intake assessments with relevant history, recommendations, and goals for treatment as expressed by the client or guardian. HCN also obtains consent for treatment and authorization to share confidential information with relevant stakeholders (family members, teachers, parole officers and others as appropriate). HCN Clinicians encourage each client to participate in establishing at least one Plan of Care goal at intake. All Plan of Care goals are realistic, observable or measurable and include the date they were established and the anticipated time frame for completion.

HCN's interventions follow the Plan of Care goals. All interventions are strengths-based and family-focused, designed to help clients overcome the traumas of homelessness. HCN therapists take into account the ages and stages of development of all individuals in the family. Through talk therapy, group therapy, and other interventions, we help clients improve their mental health and living skills and functioning within the family and the broader community. Twenty unduplicated individuals, which can include family members, adults and children, will receive services through CDBG funding. HCN plans to leverage the funding from CDBG to reach out to other funding sources to expand services to additional children referred by Homeward Bound.

The mission of HCN is to decrease the trauma of homelessness and domestic violence for children, youth, and families; to empower families; and to increase the effectiveness of collaborative efforts among service providers to end

homelessness and poverty. To accomplish our mission, HCN provides comprehensive behavioral health services, case management, consultation, education, aftercare, and family support services to homeless children, youth, parents, and providers.

In addition to these direct service programs, HCN serves as a community convener. We are the hub of the HCN Collaborative, a network of 34 organizations serving homeless families in San Francisco. HCN hosts monthly Service Provider Meetings for HCN Collaborative members. We exchange referrals and resources, provide training and workshops, and work to create a uniform "standard of care" for homeless families. We see our network of partnerships as an extension of our organization – our partners enable HCN to reach our clients, provide needed support, and coordinate care with Primary Care Providers, Substance Abuse Providers, and other culturally-relevant services as needed.

6. **Total Project Cost:** (Include all costs for this particular project regardless of source.) \$17,715

7. **Project Budget for CDBG Funds:**

Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-Bacon wage rates if applicable.**

Please see attached budget.

8. **Other Sources of Funds for this Project:** Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>Date Funds Were Committed</u>	<u>When Available</u>
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HCN plans to leverage funds from the Community Development Block Grant to seek additional support for this program in the future.

9. **Project Implementation:**

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

The project will primarily be implemented by the mental health consultant, who is licensed or license-eligible, either a registered MFT intern or associate social worker. The consultant will be overseen by HCN's Clinical Supervisor and Program Director. The consultant will be onsite at Homeward Bound six hours per week on an ongoing basis throughout the duration of the project.

HCN's Program Director oversees program development, to address issues and monitor program requirements. In addition, weekly supervision sessions include every client in treatment, treatment interventions, improvements in interventions, and any red flags which need to be addressed immediately. HCN's clinical supervisor, approaches supervision from a strengths-based and trauma-informed model. Her style is a combination of directive and dialectical, depending on the client's diagnosis and needs. Treatment modalities are developed in keeping with each client's presenting problem, the families' needs and strengths, and consideration for the setting in which the client is served.

10. **Need for the Project:**

A. Need Group

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950
7	104,700
8	111,450

Children and families who are homeless, formerly homeless or at risk for homelessness will benefit from this project. All families served will have income below the limits set by CDBG. Families will be referred by Homeward Bound, which provides shelter and residential services for homeless families and individuals, serving approximately 1,400 people per year in 14 inter-related residential programs.

B. Project Rationale: Why is this project needed? Will it assist an especially needy or underserved group?

Homeless children and families are often living on relatives' couches, in shelters, parks, or moving from one housing site to another in order to stay unified with their families. Homeless families face a day-to-day struggle to locate adequate shelter, food, employment, medical and support services –and many fail to adapt to this precarious existence. The traumas experienced by homeless children and youth and their resulting impact on the brain are at the root of substance abuse, mental illness, and unhealthy life choices. Almost half of all homeless children have anxiety, depression, or withdrawal; nearly one in three homeless children has at least one major mental disorder that interferes with daily activities. Up to 45% of homeless children do not attend school on a regular basis and experts estimate that fewer than 25% of homeless youth will graduate high school. One fifth to one third of homeless youth report a sexual relationship which resulted in a pregnancy, and 10 to 20% of homeless youth consider themselves chemically dependent. These children are at grave risk of becoming tomorrow's chronically homeless.

Many homeless children and youth have been socialized to believe their experiences of violence, fear, self-destruction and low self-esteem are inevitable. Without specialized care and support, they are at risk of joining gangs and using increasingly dangerous drugs, further limiting their own ability to obtain meaningful employment and break the cycle of poverty and homelessness.

C. Equal Opportunity: *For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)*

HCN will receive referrals for mental health services through Homeward Bound of Marin. HCN has proven experience effectively serving youth and families, and working with staff from culturally and economically diverse populations. HCN's staff is culturally and ethnically diverse; we offer services in English, Spanish, and American Sign Language, and HCN team members also have first-hand understanding of issues relating to poverty, homelessness, and the socio-economic status of our clients: in addition to professional experience, many team members have personal experiences of homelessness, extreme poverty, or violence. We provide effective, understandable, respectful services to our clients in a manner compatible with their cultural beliefs and preferred languages. HCN continues to expand our cultural capacity through quarterly on-site cultural competency trainings.

Families need service providers who demonstrate cultural humility, speak their preferred language, and understand diversity of age, income level, ethnicity, and sexual orientation. Families who are homeless, formerly homeless, or at risk of homelessness need service providers whose competence extends to the culture of homelessness – providers to whom they will not need to explain what it means to be homeless or experience severe trauma. Families need service providers they can trust, who help them overcome their fear of accessing “the system” – fear that if they have children they will be taken away, that their immigration status will jeopardized, or that they will be judged for their substance abuse or other coping mechanisms. When families have evidence of cultural competency, they're more likely to engage in and remain committed to project activities.

If this project involves housing, how will it affirmatively further fair housing?

This Public Services project does not directly provide housing services.

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people.

This project does not involve construction.

D. Accessibility: *What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?*

All services will be provided at a location accessible to people with physical and other disabilities. HCN is committed to ensuring the accessibility of program services for families.

E. Green Building: *For new construction or rehabilitation, what will you do to incorporate “green building” principles?*

This project does not include new construction or rehabilitation of physical infrastructure.

- For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.
- The current year's application form must be used.

- Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- **Applications sent by fax or e-mail will not be accepted.**
- This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
- Don't forget to fill out the Organization Profile form.
- All County publications are available in alternative formats (Braille, large print, or CD) upon request. Requests for accommodations may be made by calling (415) 473-4381 (Voice), 473-3232 (TDD/TTY), or by e-mail at disabilityaccess@marincounty.org. This form and other County documents are available in alternative formats upon request.

DEADLINE: APPLICATIONS MUST BE RECEIVED BY FRIDAY, DECEMBER 13, 2013, AT 5 P.M.

Remember that we don't accept e-mailed or faxed applications.

Organization Profile – 2014-15 Data Collection Pilot

The County of Marin is interested in more deeply understanding the population demographics of those who staff, govern and/or utilize the services of Community Development Block Grant (CDBG) and HOME Program grantee and applicant organizations. More deeply understanding these demographics will address some of the topics highlighted in the 2011 Analysis of Impediments to Fair Housing in Marin.

The data gathered on this form will NOT determine an organization's likelihood to receive CDBG or HOME funding. If you do not collect or do not wish to share the demographic information requested, please check the appropriate box below. We hope you will be able to participate in this pilot project. If you have completed a similar organization profile form when applying for foundation grants in Marin, feel free to use the information collected for those forms if submitted within the last 12 months.

Name of Organization: Homeless Children's Network

My organization does not gather demographic data. My organization does not wish to share demographic data.

Income of Level of Clients Your Org Serves %	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	80
Low income people	20
People above the low income limits	0

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff	Professional Staff	Board	Advisory Committee
<i>Ethnic/Racial Demographics</i>						
Asian-American/Pacific Islander	13%					
African-American/Black	15%				50%	
Caucasian/White	22%				50%	
Native American	0%					
Mixed Heritage	0%					
Unknown/other	50%	100%	100%	100%		100%
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Latino/Hispanic Origin</i>						
Of Latino/ Hispanic Origin	27%				89%	
NOT of Latino/ Hispanic Origin	73%	100%	100%	100%	11%	100%
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Age</i>						
0-5 years old	30%	30%				
6-17	40%	40%				
18-24	10%	10%				
25-59	10%	10%				
60 +	0%	0%				
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Gender</i>						
Female	50					
Male	50					
Total %	100%	100%	100%	100%	100%	100%
<i>Disabled %</i>						

Involvement of Clients Your Organization Serves	Percent of Board/Committee Members Who Are Clients
On Governing Board	Unknown
On Advisory Committee	HCN has a Parent Advisory Committee

Organization Profile – 2014-15 Data Collection Pilot

Income Limits

Household Size	Very Low Income Limit (≈50% of Median Income)	Low Income Limit (≈80% of Median Income)
1	36,950	59,100
2	42,200	67,550
3	47,500	76,000
4	52,750	84,400
5	57,000	91,200
6	61,200	97,950

Homeless Children's Network

Specific Project Financial Plan

Project: Mental Health Services for Homeless Children

Duration: July 1, 2014 - June 30, 2015

Total Project 17,715

Funding will be used for staff time for direct mental health treatment for homeless children and families and required program supervision by our Clinical Supervisor and Program Manager.

For sustainability this program leverages HCN's existing direct mental health infrastructure, including operating and indirect costs for equipment, travel, accounting, audit and insurance etc.

Title	Salary	FTE		Total
Program Manager, MFT	60,000	0.03	1.00	1,500
Clinical Supervisor, LCSW	55,000	0.03	1.00	1,375
Mental Health Consultant	40,000	0.23	9.00	9,000
Total Salary				11,875
Payroll Fringe		25.0%		2,970
Total Salary				14,845
Rent				1,335
Utilities				115

Travel		445
Program supplies		75
Indirect Expenses (Accounting, Audit, Payroll, Insurance etc)	5%	900
Total Project Expenses		17,715

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15**

SS-5

- | | |
|--|---|
| <p>1. Project Name: Brain Injury Network of the Bay Area
Therapeutic Day Program & Other Services</p> <p>3. Project Sponsor: Brain Injury Network of the Bay Area
(aka: Marin Brain Injury Network)
Contact Person: Patricia Gill</p> | <p>2. Total Amount Requested: <u>\$30,000</u></p> <p>Non-housing proposals <u>must</u> specify the amount requested from each planning area.</p> |
|--|---|

Title: Executive Director

Mailing Address: 1132 Magnolia Avenue
Larkspur, CA 94939

Telephone: 415-461-6771 **Ext.**
Fax: 415-461-8406
E-mail: patricia@binba.org

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$7,000
Novato Planning Area	\$1,500
Richardson Bay Planning Area	\$2,000
San Rafael Planning Area	\$11,000
Upper Ross Valley Planning Area	\$7,000
West Marin Planning Area	\$1,500

Website (optional):

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

4. **Project Location: (Precise street address).** For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number. **1132 Magnolia Avenue, Larkspur, CA 94939**
5. **Project Description:** Brain Injury Network of the Bay Area (BINBA) is the only therapeutic non-profit center in Marin County offering an array of services specific to survivors of an acquired brain injury. The services meet the short and long-term therapeutic needs of community members who have experienced a stroke, accident, viral infection, tumor, loss of oxygen, and other causes of a brain injury. Additionally, the center provides services to family members and professionals in the community who seek support, education, and referrals. The programs exist to help survivors achieve greater independence, participate more fully in their communities, improve cognitive abilities, increase self-esteem, and to provide a safe place to come and be with others who understand how dramatically life changes after a brain injury.

To accomplish the mission of BINBA and meet these needs, the programs provide education, training, therapeutic intervention and skill building courses in cognitive, social, behavioral, psychological and pre-vocational assistance. The center offers a structured day program, resource referral assistance, a resource handbook (release date of January 2014), support groups, assessments and counseling, occupational therapy sessions, therapeutic computer program (formerly at College of Marin), concussion website (www.concussionmarin.org) and concussion education in collaboration with MCOE. Caregivers receive respite, support groups, educational presentations, resource referral, and training to assist in coping with the challenges of caring for a loved with a brain injury. Additionally, we are an intern host site for future professionals to train in the fields of psychology and occupational therapy. Dominican University annually sends 5-10 interns for training at BINBA.

6. Total Project Cost: (Include all costs for this particular project regardless of source.) The project cost, which is the operational budget for all services offered at BINBA, is \$425,000. This budget includes all overhead costs (building, insurance, space lease, utilities), supplies, and personnel costs to operate the services. A new service item to the budget this year is the printing and dissemination of the new Brain Injury Information Handbook. This handbook has been completed to help fill the gap in the continuum of care, providing information while in the hospital and at home, that patients do not receive by their healthcare team. It has been 2-3 years in the making and will reach a wide array of community members from all areas of Marin. The handbook will also be accessible online at www.binba.org and a printable version will be available as well.

7. Project Budget for CDBG Funds:

Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-Bacon wage rates if applicable.** If your project includes residential rehabilitation, describe your plans to comply with federal lead paint regulations.

The CDBG funds are respectfully being requested to support the current salary of the part-time Director of Programs, Maggie Pesta, OTR/L. Ms. Pesta, an Occupational Therapist, has been in the position for 1.5 years and is strengthening services through her occupational therapy training and provision of O.T. sessions to a range of clients. She is responsible for the successful implementation of all services, plus ensures outcome measures are complete, and researches trends in the community needs of survivors and their families. She works closely with the executive director to design services to ensure high quality programs that fill community gaps are hosted at BINBA. Her annual salary is \$50,000. All funds from CDBG will be applied to allow BINBA to continue this crucial role in the center's ability to provide services.

8. Other Sources of Funds for this Project: Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>Date Funds Were Committed</u>	<u>When Available</u>
Fee for Service	Treatment	90,000	Ongoing	Yes	Ongoing monthly fees	Ongoing
Foundations	Treatment/ Operating	150,000	Variable	Yes + awaiting response	Variable	Throughout FY
Other Fundraising (indivs/events/corp)	Treatment/ Operating	185,000	Ongoing Fundraising	Yes + awaiting	Variable	Throughout FY

9. Project Implementation:

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

Patricia Gill, Executive Director, in collaboration with the Board of Directors, is responsible for the successful operation of BINBA and all services offered. Maggie Pesta, Director of Programs, will work in collaboration with the Board and E.D. to design and implement all services. The professional team of the Board of Directors, Advisory Board, and staff consult regularly.

Currently, ten services are offered on-site each week: structured day program (25 hrs), educational class (1.5 hrs), survivors support groups (3.5 hrs), caregiver support group (2 hrs/mo), individual assessment/consultation (10 hrs), resource referral assistance (10 hrs). Additionally, BINBA hosts a concussion website that is always available and provides community presentations as scheduled. The Brain Injury Information Handbook will always be maintained and available online plus will be disseminated physically to case managers at local hospitals and clinics, reaching hundreds of community members BINBA was not able to reach in previous years.

10. Need for the Project:

A. Need Group

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950
7	104,700
8	111,450

The groups served are survivors of acquired brain injury and their families/caregivers. Strokes in Marin are on the rise, as are concussions. A stroke happens every 40 seconds in the U.S. and in Marin, with our aging demographic, we are seeing an increase in strokes and TBI's from falls. The majority of clients served, 65% in FY2012/2013, have low, very low, or extremely low incomes. Many of BINBA's clients are only able to pay a nominal fee for the services provided. For this reason, all services are offered free of charge or on a sliding-scale. Over 75% of clients receive reduced or free service due to need. Socioeconomic information is gathered at intake for many clients served and is entered into our demographic and stat recording database. BINBA does not receive insurance reimbursement for service due to the long-term nature of services and the post-acute medical phase of the rehabilitation for those we serve. BINBA clients come for service most often when they are no longer eligible for therapeutic treatment covered by their insurance carrier, which over time would result in decreased functional ability and decreased quality of life. BINBA offers a place for continued improvement and mood stability at affordable rates. Each year, the number of people we serve increases by 15%-20%.

B. Project Rationale: *Why is this project needed? Will it assist an especially needy or underserved group?*

Brain Injury Network of the Bay Area (BINBA) is the only non-medical therapeutic service center in Marin County offering long-term services specifically designed for survivors of acquired brain injury. Research demonstrates the existence of neuroplasticity and our brain's ability to continue to heal itself for the rest of our lives, providing a person remains actively engaged in learning new information and skills. This research directly supports the foundation of MBIN programs and services – long term attendance to groups and classes that provide stimulation, education, and therapy - to keep the brain active, engaged, and healing.

There is no ongoing, dedicated public funding for community services for civilian ABI survivors and their families, and as a result, BINBA has become crucial to help individuals cope with the long-term disabilities that accompany a life with brain injury. In addition to the cognitive, psychological, and access to community resources benefits that are offered here, so many of those we serve report feeling less alone in the world and express benefit from having a place to go where they know they will be accepted without judgment. For many whose ability to work and communicate has been compromised, it is critical they have a safe place to come and focus on rehabilitation. For those who will rehabilitate to return to work or community involvement, BINBA offers courses to rebuild confidence and skills to assist in the return to community process. Attending these programs supports survivors to cope with issues and behaviors that are side-effects of their brain injury and allows them to be more successful in their rehabilitative and community efforts. In addition, this center provides education about brain injury to interns, volunteers, and community members, increasing the understanding of the needs to future professionals and the community at large.

New services offered include concussion education for the community, to schools, coaches, and parents. BINBA participates in concussion education forums with Mary Jane Burke. Concussion education and management has become a critical issue in our community and nationally, as has been shown in recent coverage in national news forums. And, a critical service BINBA will provide in January 2014 is the dissemination of an information and resource handbook. During the ICU/acute hospital treatment phase, and when discharged home, there is a gaping hole in the provision of information and guidance. This handbook is created to fill this gap for all socioeconomic groups in Marin. It is free of charge and accessible in hard-copy and online.

C. Equal Opportunity: *For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)*

At BINBA, we have noticed a few groups of people that tend to resist seeking services: people with milder side-effects from an ABI (from concussions, strokes, or mild accidents), people whose brain injury has resulted in a lack of insight and awareness about their challenges and needs (termed *anosognosia*); those that speak English as a 2nd language, and caregivers. To support access to our services for these groups:

- We created an information and resource handbook that will be available in print and online.
- We work in collaboration with other community organizations, including the Marin Community Clinics, Buckelew Center, Marin General, MarinLink, and others to provide service to the demographic groups we hope to engage.
- BINBA is now part of the stroke coalition formed in Marin that consists of professionals from many medical/community organizations providing service to stroke survivors and their families.
- We implemented a concussion education program with the Marin County Office of Education that provides information to families throughout Marin, of all economic levels and ethnic backgrounds.
- For caregivers, we have increased marketing and advertising in local media forums about our monthly caregiver group, consultation services, and resource referral service.
- We started a speaker's series that provides information on a range of topics for the community each month.
- We work with Dominican University Occupational Therapy interns to create program plans that increase services offered to caregivers on-site.
- BINBA offers to coordinate intake and other services with language interpreters as needed
- We increased stroke specific services and to reach out to survivors who have a lack of awareness of their challenges, we are hosting a group of survivors and their families in 2014, to discuss their specific needs and how to meet them.

If this project involves housing, how will it affirmatively further fair housing? N/A

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people. N/A

- D. Accessibility: *What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?*

To make our services accessible, we have increased marketing efforts each year to raise awareness of our existence. We continue our mission of sliding-scale and free of charge service to allow anybody to access service regardless of financial ability (we fundraise 75% of our annual budget). All survivors who attend the services are disabled due to long-term side effects of their injury and we have a number of caregivers who are disabled as well. The center is highly accessible for all disability levels, with the center having handicap accessibility, and located right off a main bus route. And we work with Whistlestop to ensure transportation accessibility.

- E. Green Building: *For new construction or rehabilitation, what will you do to incorporate "green building" principles?*

- For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.
- The current year's application form must be used.
- Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- **Applications sent by fax or e-mail will not be accepted.**
- This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
- Don't forget to fill out the Organization Profile form.
- All County publications are available in alternative formats (Braille, large print, or CD) upon request. Requests for accommodations may be made by calling (415) 473-4381 (Voice), 473-3232 (TDD/TTY), or by e-mail at disabilityaccess@marincounty.org. This form and other County documents are available in alternative formats upon request.

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The data gathered on this form will NOT determine an organization's likelihood to receive CDBG or HOME funding. If you do not collect or do not wish to share the demographic information requested, please check the appropriate box below. We hope you will be able to participate in this pilot project. If you have completed a similar organization profile form when applying for foundation grants in Marin, feel free to use the information collected for those forms if submitted within the last 12 months.

Name of Organization: Brain Injury Network of the Bay Area (BINBA)

My organization does not gather demographic data. My organization does not wish to share demographic data.

Income Level of Clients Your Org Serves %	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	15%
Low income people	20%
People above the low income limits	19%

Note: 32% fall below very low income and 14% fall in the category of unknown

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff	Professional Staff	Board	Advisory Committee
Ethnic/Racial Demographics						
Asian-American/Pacific Islander	4%	4%	0	0	10%	
African-American/Black	1%	1%	0	0	0	
Caucasian/White	75%	75%	64%	66%	60%	
Native American	0	0	0	0	0	
Mixed Heritage	5%	5%	36%	34%	30%	
Unknown/other	15%	15%	0	0	0	100%
TOTAL %	100%	100%	100%	100%	100%	100%
Latino/Hispanic Origin						
Of Latino/ Hispanic Origin	5%	5%	13%	0	0	
NOT of Latino/ Hispanic Origin	95%	95%	87%	100%	100%	100%
TOTAL %	100%	100%	100%	100%	100%	100%
Age						
0-5 years old	0	0	0	0	0	0
6-17	0	0	0	0	0	0
18-24	5%	5%	13%	0	0	0
25-59	50%	50%	74%	34%	55%	53%
60 +	45%	45%	13%	66%	45%	47%
TOTAL %	100%	100%	100%	100%	100%	100%
Gender						
Female	60%	60%	87%	100%	82%	53%
Male	40%	40%	13%	0	18%	47%
Total %	100%	100%	100%	100%	100%	100%
Disabled %						
	65%	65%	0	0	10%	13%

Note: 100% of brain injury clients served are disabled; 5% of caregivers served are disabled = 65% of total served disabled

Involvement of Clients Your Organization Serves	Percent of Board/Committee Members Who Are Clients
On Governing Board	18%
On Advisory Committee	13%

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15**

SS-6

Middle School Program

1. **Project Name:** Youth Scholarship Program
for middle school youth
3. **Project Sponsor:** Canal Alliance

2. **Total Amount Requested:** \$15,000
- Non-housing proposals must specify the amount requested from each planning area.

Contact Person: Sherrie Holmes

Title: Director of Development

Mailing Address:

91 Larkspur Street
San Rafael, CA 94901

Telephone: (415) 454-2640 **Ext.**

Fax: (415) 454-3967

E-mail: sherrieh@canalalliance.org

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$
Novato Planning Area	\$
Richardson Bay Planning Area	\$
San Rafael Planning Area	\$15,000
Upper Ross Valley Planning Area	\$
West Marin Planning Area	\$

Website (optional): www.canalalliance.org

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

4. **Project Location: (Precise street address).** For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number.

86 Larkspur Street
San Rafael, CA 94901

5. **Project Description:**

Canal Alliance's YSP is a five-day afterschool program that provides bilingual, bicultural academic support, parent engagement and family case management to middle school aged low-income Latino immigrant youth in order to promote academic success and graduation from high school and college. YSP students engage in a variety of academically-focused activities that were created to help them increase core academic skills and subject mastery and promote college-readiness as well as to learn practical skills such as time-management, goal-setting, research skills and problem solving, including:

- **Academic support:** Volunteer academic tutors provide individual and small group assistance with homework and mastery of subject content
- **Support for English Language Learners (ELL):** The YSP program consistently addresses the needs of ELL students and incorporates best practices based on research in the area of ELL learning, including offering project-based writing and literacy projects, providing bilingual staff and tutors, and ensuring ELL students are taking as many college preparatory courses as possible to reduce remediation time.

- **Regular check-in sessions:** Check-ins between students and Youth Education Advocates ensure students are staying on track to complete the goals defined in the Individual Success Plans that they create at the beginning of the school year.
- **Project-based Learning:** In partnership with *ForWords*, a key academic partner that provides two credentialed teachers to work with YSP students to develop their reading and writing skills, YSP provides engaging and creative projects to improve student's English literacy and comprehension skills.

6. **Total Project Cost:** (Include all costs for this particular project regardless of source.)

The total project cost is \$233,157

7. **Project Budget for CDBG Funds:**

Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-Bacon wage rates if applicable.** If your project includes residential rehabilitation, describe your plans to comply with federal lead paint regulations.

Please see attached project budget.

8. **Other Sources of Funds for this Project:** Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>When Available</u>
Marin Community Fdn.	YSP	\$150,000	5/23/13	yes	8/1/13
Alexander M. and June L. Maisin Foundation	YSP	\$15,000	4/25/13	yes	6/25/13
Maria Kip Orphanage Fund	YSP	\$3,000	4/15/13	yes	6/24/13
Newman's Own Fdn.	YSP	\$15,000	3/14/13	yes	4/10/13

9. **Project Implementation:**

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

The Canal Alliance YSP for middle school youth has been in operation for eleven years and is an ongoing program. The program is managed by Director of YSP Raquel Saunders, two Youth Education Advocates and a network of dedicated volunteer and paid tutors. The program takes place during the regular school year, with a fall session (August – December), spring session (January – June) and a one-month summer session (July). Middle school students entering the program and their parents must complete a formal application and interview and, once accepted, a contract is created defining expectations for participating students and families. The family must formally commit to all program requirements, a process that enables them to take ownership in achieving the goal of college graduation. This eligibility and commitment process is repeated each year.

10. **Need for the Project:**

A. **Need Group**

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

The YSP Middle School Program targets at-risk, underachieving (1.5-2.5 GPA) Spanish-speaking, immigrant youth who are struggling in school and facing multiple obstacles to graduating from high school and college. They are immigrants or the children of immigrants, mostly from rural areas of Guatemala, El Salvador and Mexico. Approximately half are English Language Learners, which makes succeeding in school even more challenging. They are almost exclusively from very low-income families, as indicated by qualification for Free and Reduced Lunch and income information provided by students' parents.

B. Project Rationale: *Why is this project needed? Will it assist an especially needy or underserved group?*

In Marin County, the Latino population has increased substantially in recent years (43% between 2000 and 2010), mainly as a result of increased immigration from Mexico, Guatemala and El Salvador. As the number of Latino students in Marin schools has increased, so has evidence of a wide educational achievement gap between Latinos and their white counterparts. According to 2012 school data:

- 63% of third grade Latino students did not meet or exceed state standards in language arts or reading proficiency.
- Only 26% of Latino 7th-11th grade students passed the high school exit exam in math compared to 64% of white students.
- The high school drop-out rate was four times as high for Latino students as for white students.

There are many reasons for this achievement gap, including the following:

Poverty

The majority of Latino immigrant students are from very low-income households. In the Canal neighborhood where most reside, the median income is the lowest in Marin: \$21,272. A high correlation exists between income and academic success for many reasons, including enrollment in schools with limited resources, summer learning loss, and parents' inability to be fully engaged in their children's education due to lack of time (as they often must work several jobs), the language barrier, and parents' low level of formal education. Extreme poverty creates many stressors such as unstable living situations, family discord and inability to afford basic necessities such as school supplies or even a proper lunch. Many youth face the added pressure of being expected to or feeling they should work in order to supplement their families' limited incomes. This factor contributes to the high school drop-out rate of Latino students.

Language

English mastery is a challenge for many Spanish-speaking immigrant students, since many begin learning English as older youth and often fall behind quickly upon enrolling in an English-speaking school. Research indicates that it takes 5-7 years for a non-English speaker to master the English language at a level that allows the learner to fully comprehend and master academic concepts. Even students who were born in the US to immigrant parents often lack English fluency because they speak only Spanish home and have few opportunities outside of school to speak English. And, the limited curriculum offered to English Language Learner (ELL) students significantly reduces student engagement and motivation.

Cultural Differences

At school, many teachers and school staff consider immigrant parents to be disinterested in their students' education and students to be disengaged. In reality, expectations and social norms regarding school are often different in an immigrant's home country than in the US. In many Latin American cultures, students are expected to remain quiet in class as a sign of respect to the teacher. Likewise, parents show deference to their children's teachers by completely entrusting them with all educational decisions. In the US, where both parent involvement and frequent participation in class are expected, parents may be viewed as being disinterested in their children's success and students may be viewed as being unmotivated.¹

¹ Promoting Academic Engagement Among Immigrant Adolescents Through School-Family-Community Collaboration, New York University, October

- C. Equal Opportunity: For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)

YSP staff promotes the program in a variety of ways, including presentations at local high schools and middle schools, outreach to other service organizations for referrals, and increased focus on families with students about to transition from elementary to middle school and those transitioning from middle school to high school. In this way, students will be enrolled in the program at critical times in their education and will benefit more from the program than will those who start later. Additionally, the program is promoted to parents who visit Canal Alliance for other services, and within the Canal neighborhood.

If this project involves housing, how will it affirmatively further fair housing?

N/A

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people.

N/A

- D. Accessibility: What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?

Canal Alliance's site is the only building complex located in the heart of the Canal neighborhood that is large enough to accommodate all of our YSP services. Unfortunately, the Middle School Program operates on the second floor of a building that has neither an elevator nor an outside ramp. We continue to be in discussion with the landlord with our request to install both.

- E. Green Building: For new construction or rehabilitation, what will you do to incorporate "green building" principles?

N/A

- o For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.
- o The current year's application form must be used.
- o Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- o **Applications sent by fax or e-mail will not be accepted.**
- o This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
- o Don't forget to fill out the Organization Profile form.
- o All County publications are available in alternative formats (Braille, large print, or CD) upon request. Requests for accommodations may be made by calling (415) 473-4381 (Voice), 473-3232 (TDD/TTY), or by e-mail at disabilityaccess@marincounty.org. This form and other County documents are available in alternative formats upon request.

DEADLINE: APPLICATIONS MUST BE RECEIVED BY FRIDAY, DECEMBER 13, 2013, AT 5 P.M.

Remember that we don't accept e-mailed or faxed applications.

Canal Alliance YSP Middle School Budget		CDBG Grant
Salaries - General	\$ 92,485.06	\$ 15,000.00
Payroll taxes	\$ 8,723	
Health Benefit	\$ 7,485	
Worker's Comp	\$ 818	
Contract Services	\$ 6,772	
Hiring Costs	\$ 786	
Office Supplies	\$ 228	
Computer Supplies	\$ 140	
Computer Technical Support	\$ 1,008	
Repair & maint-facilities	\$ 4	
Janitorial Service	\$ 59	
Client Support	\$ 352	
Dues/Publications	\$ 300	
Field Trips	\$ 4,000	
Program Snacks and Meals	\$ 899	
General Postage	\$ 56	
Copying & Printing	\$ 112	
Program Equipment and Supplies	\$ 898	
Scholarships	\$ 24,044	
Staff Development	\$ 1,971	
Mileage, Parking & Tolls	\$ 320	
Volunteer Support	\$ 80	
Misc Program Costs	\$ 960	
Donor/Mktg Mtgs/Events	\$ 2,400	
Shared Cost-Occupancy	\$ 36,589	
Shared Costs -Gen Op	\$ 26,288	
Shared Cost-Tech Support	\$ 6,287	
Total Expense	\$ 224,066	\$ 15,000

Organization Profile - 2013-14 Data Collection Pilot

The County of Marin is interested in more deeply understanding the population demographics of those who staff, govern and/or utilize the services of Community Development Block Grant (CDBG) Program grantee and applicant organizations. More deeply understanding these demographics will address some of the topics highlighted in the 2011 Analysis of Impediments to Fair Housing in Marin.

The data gathered on this form will NOT determine an organization's likelihood to receive a CDBG grant. If you do not collect or do not wish to share the demographic information requested, please check the appropriate box below. We hope you will be able to participate in this pilot project. If you have completed a similar organization profile form when applying for foundation grants in Marin, feel free to use the information collected for those forms if submitted within the last 12 months.

Name of Organization: Canal Alliance

My organization does not gather demographic data. My organization does not wish to share demographic data.

<i>Income of Level of Clients Your Org Serves %</i>	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	98%
Low income people	1%
People above the low income limits	1%

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff	Professional Staff	Board	Advisory Committee
<i>Ethnic/Racial Demographics</i>						
Asian-American/Pacific Islander	3%					
African-American/Black	1%		17%			
Caucasian/White	3%		33%	42%	73%	
Native American	0%					
Mixed Heritage	2%					
Unknown/other Latino	91%	100%	50%	58%	27%	
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Latino/Hispanic Origin</i>						
Of Latino/ Hispanic Origin	91%	100%	50%	58%	27%	
NOT of Latino/ Hispanic Origin	9%		50%	42%	73%	
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Age</i>						
0-5 years old	0					
6-17	3%	100%				
18-24	7%					
25-59	82%		100%	91	91%	
60 +	8%			9%	9%	
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Gender</i>						
Female	61%	45%	83%	44%	45%	
Male	39%	55%	17%	56%	55%	
Total %	100%	100%	100%	100%	100%	100%
<i>Disabled %</i>						

Involvement of Clients Your Organization Serves	
On Governing Board %	0
On Advisory Committee %	n/a



canal alliance

December 12, 2013

Roy Bateman
Federal Grants Division
Marin County Community Development Agency
3501 Civic Center Drive, Room 308
San Rafael, CA 94903

Dear Roy:

On behalf of Canal Alliance, thank you for your support of our education program for low-income, middle school youth through the Community Development Block Grant (CDBG). Enclosed is our application for 2014-2015.

Your continued support will help us to provide at-risk middle school immigrant youth with the tools and support they need to succeed academically, graduate from high school and college, and become self-sufficient, contributing adults.

Thank you again for your past support and the opportunity to submit this request. From everyone at Canal Alliance, best wishes to you for a happy, healthy holiday season.

In community,

Tom Wilson
Executive Director

Thank you, Roy!

MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15

SS-7

1. **Project Name:** Performing Stars

2. **Total Amount Requested:** Non-housing proposals must specify the amount requested from each planning area.

\$ 20,000

3. **Project Sponsor:**
Performing Stars of Marin
Contact Person:
Felecia Gaston
Title: Executive Director

Mailing Address:
271 Drake Avenue
Marin City, CA 94965

Telephone: 415 332-8316 **Ext.**
Fax:
E-mail: performingstars@sbcglobal.net

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$
Novato Planning Area	\$
Richardson Bay Planning Area	\$15,000
San Rafael Planning Area	\$ 5,000
Upper Ross Valley Planning Area	\$
West Marin Planning Area	\$

Website (optional): performingstars.org

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

4. **Project Location: (Precise street address).** For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number.

271 Drake Avenue, Marin City, CA 94965

5. **Project Description: *Transforming Lives Through Youth Enrichment Programs***

Performing Stars transforms the lives of low-income, primarily multicultural, children throughout Marin County by using enrichment programs to build pride, character, discipline and self-esteem. Our programs help youth develop good work habits and positive social skills, enhance academic performance and professional readiness, improve critical thinking and communication skills, and gain the confidence they need to overcome the limitations imposed by poverty.

6. **Total Project Cost:** (Include all costs for this particular project regardless of source.)

See Attached Budget

7. **Project Budget for CDBG Funds:**

Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-Bacon wage rates if applicable.** If your project includes residential rehabilitation, describe your plans to comply with federal lead paint regulations.

\$75,000 (in the attachment)

8. **Other Sources of Funds for this Project:** Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>Date Funds Were Committed</u>	<u>When Available</u>
Joseph Parker Fdn	Social Skills	\$5,000	8/2013	yes	Nov.2013	Nov. 2013
Sato Fdn	Social Skills	\$15,000	3/2013	yes	Oct. 2013	Dec. 2013
Wells Fargo	Social Skills	\$5,000	4/2013	yes	June 2013	July 2013
MCF	Capacity Bldg	\$5,000	2/2013	yes	Aug. 2013	Sept 2013
Individual Donors	Operating	\$20,000	n/a	n/a	ongoing	

9. **Project Implementation:**

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

Felecia Gaston, The Executive Director will oversee the project. Classes will be taught after school at the various sites with the partner organizations – such as the Branson School, Bayside Elementary School, Stapleton Theater, Marin Theater Company. During the summer – the youth will be involved with various scholarship placements and all wrap around services will be incorporated in their classes. The proposed schedule is July 2014 to June 2015 .

10. **Need for the Project:**

A. Need Group

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950
7	104,700
8	111,450

We serve the underserved and low income children in Marin County. These children live in Marin City, however some of the children who attend the childcare centers are enrolled in the Community Action Marin programs, and many of them live in the Canal Area of San Rafael. We document eligibility by having parents complete an in-house form, and we rely on the partnership of the many agencies we work with (who have the income documentation verified). The great majority of these children live in households with incomes well below the poverty level.

B. Project Rationale: *Why is this project needed? Will it assist an especially needy or underserved group?*

Our students typically lack the transportation, nutrition, and equipment they need to “fit in” with the rest of the students, stay focused, and succeed. In addition to providing these services, we also take great care working with our program partners to place students in the right programs and to facilitate ongoing communication with our families. Our chaperones and mentors do so much more than just help students get to class on time, show up well fed, and come prepared with the right uniforms and equipment. They help them with life-skills, connect them and their families with additional community services, and mediate difficult cross-cultural interactions.

C. Equal Opportunity: *For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)*

Through personal outreach to the parents, the schools, the churches, all childcare centers, through door to door Personal contact, word of mouth, referrals. Publicity in local newspapers, social media (facebook) and website.

If this project involves housing, how will it affirmatively further fair housing?

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people.

D. Accessibility: *What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?*

We do not discriminate and our programs are offered to everyone who wants the opportunity

E. Green Building: *For new construction or rehabilitation, what will you do to incorporate “green building” principles?*

- For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.
- The current year's application form must be used.
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The data gathered on this form will NOT determine an organization's likelihood to receive a CDBG grant. If you do not collect or do not wish to share the demographic information requested, please check the appropriate box below. We hope you will be able to participate in this pilot project. If you have completed a similar organization profile form when applying for foundation grants in Marin, feel free to use the information collected for those forms if submitted within the last 12 months.

Name of Organization: Performing Stars

My organization does not gather demographic data. My organization does not wish to share demographic data.

Income of Level of Clients Your Org Serves %	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	100%
Low income people	
People above the low income limits	

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff	Professional Staff	Board	Advisory Committee
Ethnic/Racial Demographics						
Asian-American/Pacific Islander						
African-American/Black	75	75		2	3	2
Caucasian/White	20	20			1	5
Native American						
Mixed Heritage	5	5				
Unknown/other						
TOTAL %	100%	100%	100%	100%	100%	100%
Latino/Hispanic Origin						
Of Latino/ Hispanic Origin	50	50				
NOT of Latino/ Hispanic Origin	50	50	0	0	0	0
TOTAL %	100%	100%	100%	100%	100%	100%
Age						
0-5 years old	30	30				
6-17	60	60				
18-24	5	5		2	0	
25-59					1	
60 +					3	
TOTAL %	100%	100%	100%	100%	100%	100%
Gender						
Female	60	60	1	2	4	6
Male	40	40	0	0	0	1
Total %	100%	100%	100%	100%	100%	100%
Disabled %	0	0	0	0	0	0

Involvement of Clients Your Organization Serves	
On Governing Board %	
On Advisory Committee %	

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-2015**

SS-8

1. Project Name: Pickleweed Children's Center

2. Total Amount Requested:

\$51,601

3. Project Sponsor: City of San Rafael

Non-housing proposals must specify the amount requested from each planning area.

Contact Person: Kelly Albrecht

Title: Senior Recreation Supervisor

Mailing Address:

City of San Rafael Community Services

P.O. Box 151560

San Rafael, CA 94915-1560

Telephone: 415-485-3386 Ext.

Fax: 415-485-5009

E-mail: kelly.albrecht@cityofsanrafael.org

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$
Novato Planning Area	\$
Richardson Bay Planning Area	\$
San Rafael Planning Area	\$ 51,601
Upper Ross Valley Planning Area	\$
West Marin Planning Area	\$

Website (optional):

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

4. Project Location: (Precise street address). For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number.

Pickleweed Children's Center
40 Canal Street,
San Rafael, CA 94901

Census Tract 1122

5. Project Description:

CDBG funding will support the Assistant Teacher position assigned to the Pre-Kindergarten Classroom, working 7 hours a day from August to mid June. The Center serves 42 children in two classes each day operating 8:00am-11:00am and 11:30am-2:30pm.

The Program provides developmental and age appropriate curriculum building cognitive, social, emotional, physical and linguistic growth. We provide a balance of child-initiated and teacher directed activities. The core of the Program philosophy is that time spent in our Montessori model Preschool Program is highly effective for each individual's level of need. Each child is guided to mature and develop at his or her own pace. The Program offers opportunities to meet challenges, achieve success, and develop confidence within a safe and nurturing environment. Our year-end goal is that each child be kindergarten ready. To this end, staff works closely with the Faculty at Bahia Vista School to coordinate curriculum. The Program is highly praised by the Administration of Bahia Vista School.

Previously supported by the State Department of Education, the Program now is partially funded through the DOE. Small local grants combine with State resources but together they do not cover the full cost of running the Preschool Program. Current levels of City of San Rafael subsidy are unsustainable.

6. Total Project Cost: (Include all costs for this particular project regardless of source.)

\$285,385 per academic year.

7. Project Budget for CDBG Funds:

Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-Bacon wage rates if applicable.** If your project includes residential rehabilitation, describe your plans to comply with federal lead paint regulations.

CDBG funds will be applied to the annual cost of the Pickleweed Preschool Assistant Teacher position, compensation at the fully burdened rate for salary. \$ 28,191 and benefits \$ 23,410 totaling \$ 51,601

8. Other Sources of Funds for this Project: Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>Date Funds Were Committed</u>	<u>When Available</u>
California Department of Education	Preschool	\$142000	Dec 2013	Yes	March 14	FY 2014-2015

9. Project Implementation:

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

Child Care Division, Senior Recreation Supervisor, Kelly Albrecht, is responsible for implementing the Project. The Children's Center Director, Shawn Koller, is responsible for certifying eligibility of families for CDBG funding (based on CDBG eligibility guidelines), and is in charge of Program delivery. The Program operates on the academic calendar established by the San Rafael City Schools District.

10. Need for the Project:

A. Need Group

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950
7	104,700
8	111,450

The Preschool serves very low and low income San Rafael Families. The Marin Child Care Council Centralized Eligibility List is used to identify eligible families for the Preschool Program. The List pre-ranks families according to need and income level. 100% of families currently attending the program meet CDBG criteria for income level. Staff further documents eligibility through the California Department of Education Application for Services form which requires income confirmation from families seeking assistance.

B. Project Rationale: *Why is this project needed? Will it assist an especially needy or underserved group?*

Pickleweed Preschool has been in operation for over 20 years and is one of the longest standing Preschools in the San Rafael area. It has a consistent and recognized reputation for high quality preparation of all students for kindergarten. In San Rafael it is an unfortunate fact that many students enter Kindergarten with no preschool experience, impacting classroom management, curriculum and age appropriate development. In addition, almost every student at the Pickleweed Pre School begins the program with no English language skills. These disadvantages are critical impediments to success in elementary school. Combining local resources with CDBG support is essential to continue the operation of the Pickleweed Preschool by maintaining the staffing levels mandated by the California Department of Education, Title 5 regulations.

C. Equal Opportunity: *For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)*

Pickleweed Preschool utilizes the centralized eligibility list maintained by the Marin Child Care Council to fill vacancies in the program. The Marin Childcare Council has over 1,000 families waiting for subsidized pre school. The list is prioritized by need and income level.

The nine Children Centers operated by the City of San Rafael are open to all City residents. Available subsidized enrollments are offered to families that meet income qualifications. The City of San Rafael provides information on the Child Care and Pre School programs in City publications directly mailed to all households three times per year, promotes the programs on the City webpage, and distributes program information through the elementary school districts. Marin Child Care Commission and Marin Child Care Council, non- profit organizations and community groups, also distribute information and recommend the programs to families wishing to enroll.

This year the Child Care Division increased distribution of information packets during the Pre School program enrollment period at all school age Centers. Family meet and greet events were held in the spring and summer to inform families of qualifications for the Pre School. Staff offered assistance to families, such as assistance with applications and on-line tours of Pickleweed Preschool.

If this project involves housing, how will it affirmatively further fair housing?

N/A

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people.

N/A

D. Accessibility: *What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?*

The Pickleweed Children's Center is ADA compliant and accommodations for students with special needs are welcomed.

E. Green Building: *For new construction or rehabilitation, what will you do to incorporate "green building" principles?*

- For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.

- The current year's application form must be used.
- Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- **Applications sent by fax or e-mail will not be accepted.**
- This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
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DEADLINE: APPLICATIONS MUST BE RECEIVED BY FRIDAY, DECEMBER 13, 2013, AT 5 P.M.

Remember that we don't accept e-mailed or faxed applications.

SS-9

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15**

1. Project Name: Portuguese Social Referral Project (PSRP)

2. Total Amount Requested: \$17,500

3. Project Sponsor: Brazilian Alliance

Non-housing proposals must specify the amount requested from each planning area.

Contact Person: Jonathan Matthews

Title: Legal Clinic Director

Mailing Address:

30 N. San Pedro Road, Suite 290
San Rafael, CA 94903

Telephone: 415-472-2950 Ext.

Fax:

E-mail: jmatthews@brazilianalliance.org

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$
Novato Planning Area	\$
Richardson Bay Planning Area	\$5,000
San Rafael Planning Area	\$10,000
Upper Ross Valley Planning Area	\$
West Marin Planning Area	\$2,500

Website (optional): www.brazilianalliance.org

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

4. Project Location: (Precise street address). For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number.

Portuguese Social Referral Project (PSRP) – Brazilian Alliance, 30 North San Pedro Road, Suite 290, San Rafael, CA 94903

5. Project Description: The Portuguese Social Referral Project (PSRP) is designed to assist Portuguese-speaking people in Marin receive referrals for legal, health, education, and domestic violence services. The Portuguese Social Referral Project (PSRP) aims at providing these referrals primarily to the areas of San Rafael, Richardson Bay, and West Marin where Portuguese speakers are known to reside. Providing these referrals are critical because the Portuguese-speaking population does not have a resource to consult about social services, and feels more comfort with an organization that can share these opportunities in their own language.. With the implementation of the ACA (Affordable Care Act) and the ongoing problems of domestic violence, the need for referral services for the Portuguese-speaking community is more crucial than ever. The PSRP will receive incoming phone calls, emails, and inquiries and through their staff and network of professionals in the Bay Area provide the referrals to the community.

Total Project Cost: (Include all costs for this particular project regardless of source.)

\$25,000 – Budget Attached

7. Project Budget for CDBG Funds:

Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-Bacon wage rates if applicable.** If your project includes residential rehabilitation, describe your plans to comply with federal lead paint regulations.

\$25,000 – Budget Attached

8. Other Sources of Funds for this Project: Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>Date Funds Were Committed</u>	<u>When Available</u>
California Bar Foundation	Information on Legal Services	\$20,000	10/8/2013	Still Waiting	Still Waiting	Still Waiting
Brazilian Alliance Legal Clinic Income	Referrals, Information and Education	\$2,000	N/A	Yes	Available	Available Now

9. Project Implementation:

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

The Executive Director, Legal Clinic Director, and Project Assistant will field the calls and process the inquiries to get the referrals and then promptly follow up with the community to provide the referrals and the necessary follow-up details. The project will also include engagement with the community to introduce the program and help the community meet with providers partnering with Brazilian Alliance to carry out the PSRP.

10. Need for the Project:

A. Need Group

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950
7	104,700
8	111,450

The PSRP will serve Portuguese speakers, who are primarily a working to middle-class population below the income levels to the left. Brazilian Alliance would collect information on clients assisted through the referral program to track area of Marin served, nationality, gender, age, and income level. We will review quarterly our ability to provide the referral services to evaluate the effectiveness of the program and identify trends that will assist in maximizing the effectiveness of the service.

B. Project Rationale: Why is this project needed? Will it assist an especially needy or underserved group?

The project is needed because there are no similar services assisting the Portuguese-speaking population primarily as its focus. The project will assist a population underserved and often ignored by nonprofit service providers and public officials.

C. Equal Opportunity: For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)

The groups that will likely be served by this project will be Portuguese-speakers (65%), Spanish Speakers (30%) s[The percentage of Spanish speakers is due to the inability of service providers to meet the demand for referrals), Others (Caucasian, African-Americans – 5%). The program will be targeted to Portuguese speakers, but we have found that other groups come forward to seek referrals to projects we advertise and we do not turn people away.

If this project involves housing, how will it affirmatively further fair housing?

N/A

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people.

N/A

D. Accessibility: What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?

The project is centrally located in a building that is handicapped-accessible.

E. Green Building: For new construction or rehabilitation, what will you do to incorporate "green building" principles?

The project is located in a building committed to green principles including recycling, conservation of energy, and is close to and readily accessible by public transportation.

- For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.
- The current year's application form must be used.
- Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- **Applications sent by fax or e-mail will not be accepted.**
- This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
- Don't forget to fill out the Organization Profile form.
- All County publications are available in alternative formats (Braille, large print, or CD) upon request. Requests for accommodations may be made by calling (415) 473-4381 (Voice), 473-3232 (TDD/TTY), or by e-mail at disabilityaccess@marincounty.org. This form and other County documents are available in alternative formats upon request.

DEADLINE: APPLICATIONS MUST BE RECEIVED BY FRIDAY, DECEMBER 13, 2013, AT 5 P.M.

Remember that we don't accept e-mailed or faxed applications.

INCOME	
REVENUES	
Legal Fees	2000.00
FUNDRAISING	3000.00
GRANTS	
California Bar Foundation	2500.00
CDGB	17500.00
	25000.00

EXPENSES	Total Budget	CDBG Costs
Personnel		
Executive Director	6500.00	4550.00
Director Of Legal Clinic	5000.00	3500.00
Project Assistant	4500.00	3150.00
Office Manager	2500.00	1750.00
Subtotal Personnel	18500.00	12950.00
Benefits		
Payroll Taxes and Workers Compensation		
Total Personnel	18500.00	12950.00

Operating Costs	Total Budget	CDBG Costs
Rent and Utilities		
Office and Computer Supplies	150.00	105.00
Marketing and Advertising	450.00	315.00
Telecommunications		
Outside Personnel Services		
Equipment		
Insurance		
Postage and Shipping	200.00	140.00
Staff Development		
Subtotal Operating Cost	800.00	560.00

	Total Budget	CDBG Costs
Books, Publications, Memberships		
Conference Fees		
Program Supplies		
Newsletter	150.00	105.00
Mailing - Dissemination	200.00	140.00
Printing	2500.00	1750.00
Rental Facility		
Meals and Incidentals - Meetings		
Community Outreach Travel		
Meals and Incidentals - Staff	800.00	560.00
Staff and Volunteer Ground Travel	1000.00	700.00
Stipends for Volunteers	1050.00	735.00
Board Development		
Subtotal Program Operations	5700.00	3990.00
TOTAL COST	25000.00	17500.00

Organization Profile – 2014-15 Data Collection Pilot

The County of Marin is interested in more deeply understanding the population demographics of those who staff, govern and/or utilize the services of Community Development Block Grant (CDBG) and HOME Program grantee and applicant organizations. More deeply understanding these demographics will address some of the topics highlighted in the 2011 Analysis of Impediments to Fair Housing in Marin.

The data gathered on this form will NOT determine an organization's likelihood to receive CDBG or HOME funding. If you do not collect or do not wish to share the demographic information requested, please check the appropriate box below. We hope you will be able to participate in this pilot project. If you have completed a similar organization profile form when applying for foundation grants in Marin, feel free to use the information collected for those forms if submitted within the last 12 months.

Name of Organization: Brazilian Alliance

My organization does not gather demographic data. My organization does not wish to share demographic data.

Income of Level of Clients Your Org Serves %	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	65%
Low income people	33%
People above the low income limits	2%

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff (N/A)	Professional Staff	Board	Advisory Committee (N/A)
<i>Ethnic/Racial Demographics</i>						
Asian-American/Pacific Islander	2%					
African-American/Black	2%			33.3%	14.3%	
Caucasian/White	6%	2@		33.3%	28.6%	
Native American						
Mixed Heritage						
Of Latino/ Hispanic Origin	90%	98%		33.3%	57.1%	
Unknown/other						
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Latino/Hispanic Origin</i>						
Of Latino/ Hispanic Origin	90%	98%		33.3%	57.1%	
NOT of Latino/ Hispanic Origin	10%	2@		66.6%	42.9%	
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Age</i>						
0-5 years old	2%	2%		0%	0%	
6-17	35%	10%		0%	0%	
18-24	20%	15%		0%	0%	
25-59	33%	65%		100%	100%	
60 +	10%	8%		0%	0%	
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Gender</i>						
Female	60%	70%		33.3%	85.7%	
Male	40%	30%		66.6%	14.4%	
Total %	100%	100%	100%	100%	100%	100%
<i>Disabled %</i>						
Disabled %	1%	2%	0%	0%	0%	

Organization Profile – 2014-15 Data Collection Pilot

Involvement of Clients Your Organization Serves	Percent of Board/Committee Members Who Are Clients - 29%
On Governing Board - 29%	
On Advisory Committee – N/A	

Income Limits

Household Size	Very Low Income Limit (≈50% of Median Income)	Low Income Limit (≈80% of Median Income)
1	36,950	59,100
2	42,200	67,550
3	47,500	76,000
4	52,750	84,400
5	57,000	91,200
6	61,200	97,950

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15**

SS-10

1. **Project Name:**
San Francisco and Marin Food Bank
3. **Project Sponsor:**

2. **Total Amount Requested:** \$72,945
Non-housing proposals must
specify the amount requested
from each planning area.

Contact Person:
Gina Salerno

Title:
Grants Manager

Mailing Address:
75 Digital Drive
Novato, CA 94949

Telephone: (415) 282-1900 **Ext.** 297

Fax: (415) 282-1909

E-mail: grants@sffb.org

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$11,159
Novato Planning Area	\$14,920
Richardson Bay Planning Area	\$14,075
San Rafael Planning Area	\$23,493
Upper Ross Valley Planning Area	\$9,298
West Marin Planning Area	\$0

Website (optional):

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

4. **Project Location: (Precise street address).** For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number.

The Food Bank's Marin County warehouse is located at 75 Digital Drive, Novato, CA 94949. From this location we service all of Marin County.

5. Project Description:

The merger of the San Francisco and Marin Food Banks has enabled us to expand food assistance services for residents of Marin County by a remarkable margin. We currently operate 45 weekly pantry sites in Marin. In the past year we have strengthened the food assistance network in Marin by opening 6 new weekly pantry sites and increased distribution frequency at existing pantry sites from monthly to weekly. This year we will distribute 5.4 million pounds of food in Marin County—more than double the amount that the Marin Food Bank was distributing at the start of the recession. In addition to increasing the total pounds of food we disperse in Marin, we have been able to dramatically increase the quality and variety of product distributed to low-income Marin residents, adding significant inventory from fresh rescue (grocery store pickups of meat and perishables--up 250%), food drives (canned goods), and greater availability of fresh produce.

As a result of these efforts, more than half of all the food we distribute in Marin now consists of fresh fruits and vegetables. While we have significantly increased our service delivery in response to the heightened need, philanthropic support in Marin has not similarly kept pace with our expansions. In fact, last year there was a gap of more than one half million dollars between funds raised for Marin and Marin Food Bank expenses. We need a commitment of financial support from the County to encourage increased support from individuals and organizations in Marin County in order to ensure that we are able to maintain our services. The Food Bank is requesting funding for salary and payroll costs for our Warehouse Manager who oversees the warehouse, inventory, and shipping controls. This position is critical to our overall operation of distributing food to low-income families and individuals throughout Marin County.

6. **Total Project Cost:** (Include all costs for this particular project regardless of source.)

Our total organization budget for the San Francisco and Marin Food Bank is \$17,232,350 for the fiscal year 2013-2014. The total cost of our operations in Marin County is \$2,060,730 for this fiscal year.

7. Project Budget for CDBG Funds:

Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-Bacon wage rates if applicable.** If your project includes residential rehabilitation, describe your plans to comply with federal lead paint regulations.

Warehouse Manager Salary: \$53,796 Payroll Taxes: \$4,116 Health Insurance: \$6,156 Retirement Plan: \$1,613 Workers Comp: \$7,264

8. Other Sources of Funds for this Project: *Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?*

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>Date Funds Were Committed</u>	<u>When Available</u>
Individual Support Foundations Corporations	General	\$39,848	n/a	yes	various	FY 13-14
	General	\$56,000	various	yes	various	FY 13-14
	General	\$30,502	various	yes	various	FY 13-14

9. Project Implementation:

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

Sean Brooks, Director of Programs, will be responsible for implementing our food distribution programs in Marin County. All of our food distribution programs are ongoing. We currently have three Programs staff at the Marin Food Bank office in Novato who work directly with our pantries and agencies in Marin. Additionally, Debi Moss, our Associate Director of Programs, focuses specifically on our Marin programming and works closely with our more than 75 pantries and partner agencies throughout the County.

10. Need for the Project:

A. Need Group

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950
7	104,700
8	111,450

The Food Bank serves as the central hub of food assistance in Marin County and works with more than 75 community agency partners and pantries to provide food to those in need. All individuals that receive food from the Food Bank or our partners are low-income or very low-income. We currently serve more than 4,100 low-income households each week through our network of 45 pantries in Marin.

Since the beginning of the recession, the need for food assistance in Marin has increased by 50%. Now, more than 21% of Marin residents—51,247 individuals—live at or below 185% of the federal poverty level (or \$42,642 annually for a family of 4—half of CDBG limits).

In keeping with our goal of making food accessible, culturally-appropriate, and available in a dignified manner, the Food Bank does not collect specific demographic information related to such attributes as income level, housing status, etc. The majority of our pantries and programs, however, operate out of affordable housing complexes, schools with high poverty rates, and community and social service centers serving primarily low-income populations.

B. Project Rationale: *Why is this project needed? Will it assist an especially needy or underserved group?*

Our programs provide food—the most basic of all human needs—to those who are most at risk of going hungry. Over the last four years of the recession, the Food Bank has greatly expanded our services to reach the unmet need for food assistance in Marin. Low-income Marin residents continue to turn to the Food Bank and our partner agencies for food assistance in increasing numbers. We have worked to reach out to those groups that have been underserved in Marin previously: including those in rural west Marin, the low-income immigrant population, and residents of public housing in Marin City. We have also greatly increased our food distribution in order to serve all those families and individuals who have been forced to reach out for food assistance for the first time due to a loss of income.

C. Equal Opportunity: *For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)*

We have focused our food distribution efforts on low-income groups that are often marginalized or isolated geographically. In areas such as the Canal District, where low-income residents are sometimes reluctant to reach out for assistance due to language barriers and immigration concerns, we collaborate with agencies embedded in the community such as Canal Alliance, Canal Welcome Center, and Bahia Vista Elementary School. Our programs staff work closely with these partners

to strengthen the community's awareness of our food assistance programs and to ensure that more low-income clients feel comfortable accessing our services. We have recently opened a number of new pantries designed to meet the need of those in the community who were previously being underserved: a new Brown Bag Pantry for seniors at the Villas at Hamilton; Cornerstone Baptist Church Pantry will be open to the public to better meet the growing need in Marin City; Holy Innocents Episcopal Church in Corte Madera will be open to the public in an area of Marin County that is often underserved; and North Bay Children's Center in the Hamilton area of Novato will serve the public in this high need community.

We have also recently expanded our senior Brown Bag pantry programming in Marin, replacing monthly/semi-monthly distributions with weekly pantries and opening them to more residents at many low-income senior housing sites. These pantries are currently operating at Bennett House, MacKey Terrace, Maria Freitas Senior Housing, Martinelli House, Parnow Friendship House, Pilgrim Park Apartments, and the Villas at Hamilton. We also have public bi-monthly farmers' market style senior pantries at Margaret Todd Senior Center, Marguerite Johnson Senior Center, and the Salvation Army.

D. Accessibility: *What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?*

We provide food for many low-income individuals who have disabilities. All of our sites are accessible to those with disabilities. We have certain programs such as our Home Delivered Groceries program that provide food directly to those who have mobility challenges and are unable to pick up food at pantries or other partner sites. We strive to make our services available to all low-income individuals and families in need.

E. Green Building: *For new construction or rehabilitation, what will you do to incorporate "green building" principles?*

N/A

- o For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.
- o The current year's application form must be used.
- o Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- o **Applications sent by fax or e-mail will not be accepted.**
- o This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
- o Don't forget to fill out the Organization Profile form.
- o All County publications are available in alternative formats (Braille, large print, or CD) upon request. Requests for accommodations may be made by calling (415) 473-4381 (Voice), 473-3232 (TDD/TTY), or by e-mail at disabilityaccess@marincounty.org. This form and other County documents are available in alternative formats upon request.

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Organization Profile - 2014-15 Data Collection Pilot

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The data gathered on this form will NOT determine an organization's likelihood to receive CDBG or HOME funding. If you do not collect or do not wish to share the demographic information requested, please check the appropriate box below. We hope you will be able to participate in this pilot project. If you have completed a similar organization profile form when applying for foundation grants in Marin, feel free to use the information collected for those forms if submitted within the last 12 months.

Name of Organization: San Francisco and Marin Food Bank

My organization does not gather demographic data. My organization does not wish to share demographic data.

Income of Level of Clients Your Org Serves %	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	100%
Low income people	
People above the low income limits	

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff	Professional Staff	Board	Advisory Committee
<i>Ethnic/Racial Demographics</i>						
Asian-American/Pacific Islander	42%	3%	20%	8%	6%	
African-American/Black	18%	3%	12%	8%	0%	
Caucasian/White	15%	22%	42%	75%	94%	
Native American	1%	0%	6%	0%	0%	
Mixed Heritage	0%	0%	0%	0%	0%	
Unknown/other	24%	72%	20%	8%	0%	
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Latino/Hispanic Origin</i>						
Of Latino/ Hispanic Origin	18%	41%	23%	12%	0%	
NOT of Latino/ Hispanic Origin	82%	59%	77%	88%	0%	
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Age</i>						
0-5 years old	4%	4%	0%	0%	0%	
6-17	26%	26%	0%	0%	0%	
18-24	6%	6%	2%	0%	0%	
25-59	34%	34%	90%	86%	77%	
60 +	30%	30%	8%	14%	23%	
TOTAL %	100%	100%	100%	100%	100%	100%
<i>Gender</i>						
Female	55%	55%	27%	61%	23%	
Male	45%	45%	73%	39%	77%	
Total %	100%	100%	100%	100%	100%	100%
<i>Disabled %</i>						

Involvement of Clients Your Organization Serves	Percent of Board/Committee Members Who Are Clients
On Governing Board	
On Advisory Committee	

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15**

SS-11

1. **Project Name:** Senior Access - Scholarships 2. **Total Amount Requested:** \$50,000
 Non-housing proposals must specify the amount requested from each planning area.

3. **Project Sponsor:** Senior Access
Contact Person: James Ward

Title: Executive Director

Mailing Address:
 70 Skyview Terrace
 San Rafael, CA 94903

Telephone: 415-491-2500 **Ext. 11**
Fax: 415-491-2503
E-mail: jward@senioraccess.org

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$7,000
Novato Planning Area	\$12,000
Richardson Bay Planning Area	\$7,000
San Rafael Planning Area	\$19,000
Upper Ross Valley Planning Area	\$5,000
West Marin Planning Area	\$

Website (optional): www.senioraccess.org

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

4. **Project Location: (Precise street address).** For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number.

Senior Access
 70 Skyview Terrace, Bldg B
 San Rafael, CA 94903

5. Project Description:

The Senior Access Scholarship Fund provides financial assistance to Marin County's low, very low and extremely low income residents who have dementia and/or related chronic conditions for attendance at Senior Access' Adult Day Program (ADP). More than one-third of Marin residents are over the age of 60; of these older adults, 10% live with cognitive decline and require considerable personal care. Senior Access (SA) offers people with dementia and their caregivers an affordable alternative to in-home or nursing home care. The agency's services meet critical needs for a large population of caregivers and older adults **who would otherwise not be served**. With an annual budget of \$711,343, SA maintains a staff of 7 (FTE equivalent) and an active volunteer and University intern program. SA operates its programs in San Rafael.

ADP participants enjoy current events, expressive arts, concerts, trivia, word games and exercise as well as healthy snacks and lunch. Services include intake screening and assessment; development of an individual plan of care; and assistance with toileting, ambulating, transferring and eating. While the ADP is in session, family caregivers get time off from the demands of 24-hour caregiving and can take advantage of information and referrals from the resource center and share resources at the free monthly caregiver support group. SA also provides free educational and community workshops.

Research studies indicate that ADPs reduce premature placement in skilled nursing facilities. In addition, the SA Caregiver Impact Survey demonstrated that 100% of respondents agreed that their quality of life and their loved one's quality of life improved because of the program.

SA's service area includes all of Marin County. In 2012-13, the SA Scholarship Fund subsidized 1,332 days of care and 6,660 hours of caregiver respite. The average \$30 scholarship reduced the \$95 daily fee to \$65 per day for low-income members. Though the numbers vary, the Scholarship Fund supported an average of over 110 days of care each month. In addition, SA held 12 Caregiver Support Groups, 1 memory screening and 6 Brain Fitness Workshops.

6. Total Project Cost: *(Include all costs for this particular project regardless of source.)*

The total projected cost of the 2014-2015 Scholarship Fund is \$70,000. Based on 2012-2013 Club statistics, 57% of total participants are low income; of this group of low-income participants, 79% are extremely low-income

The 2014-15 Scholarship Fund budget reflects the cost of direct subsidies toward attending SA and not administration of the program; further, all recipients of CDBG funds must qualify using the most current HUD standards. Below is the allocation by Planning Area of the annual project budget for the SA Scholarship Fund:

ANNUAL Budget for the Senior Access Scholarship Fund

<u>Planning Area</u>	<u>Low Income</u>	<u>Very Low Income</u>	<u>Extremely Low Income</u>	<u>Annual TOTAL</u>
Lower Ross	\$1,500	\$3,000	\$4,500	\$9,000
Novato	\$3,000	\$6,000	\$9,000	\$18,000
Richardson Bay	\$1,500	\$3,000	\$4,500	\$9,000
San Rafael	\$3,000	\$6,000	\$16,000	\$25,000
Upper Ross	\$1,500	\$3,000	\$4,500	\$9,000
West Marin	\$0	\$0	\$0	\$0
TOTAL	\$10,500	\$21,000	\$38,500	\$70,000

7. Project Budget for CDBG Funds:

*Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-Bacon wage rates if applicable.** If your project includes residential rehabilitation, describe your plans to comply with federal lead paint regulations.*

The \$50,000 request for CDBG Funds comprises 71% of the total \$70,000 budget of the 2014-15 Scholarship Fund. It is expected that \$4,167 of CDBG Funds will be used monthly, with \$2,417 supporting extremely low income, \$1,190 supporting very low income and \$560 supporting low income participants per month. Below is the allocation by Planning Area of the annual project budget for CDBG funds:

ANNUAL Budget for CDBG Funds

<u>Planning Area</u>	<u>Low Income</u>	<u>Very Low Income</u>	<u>Extremely Low Income</u>	<u>Annual TOTAL</u>
Lower Ross	\$960	\$2,040	\$4,000	\$7,000
Novato	\$1,920	\$4,080	\$6,000	\$12,000
Richardson Bay	\$960	\$2,040	\$4,000	\$7,000
San Rafael	\$1,920	\$4,080	\$13,000	\$19,000
Upper Ross	\$960	\$2,040	\$2,000	\$5,000
West Marin	\$0	\$0	\$0	\$0
TOTAL	\$6,720	\$14,280	\$29,000	\$50,000

8. Other Sources of Funds for this Project: *Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?*

Source	Use	Amount	Date You Applied	Are Funds Committed?	Date Committed	When Available
Community Services Fund Program	Scholarships	\$1,000	12/2013	No	TBD	2/2014
Outdoor Art Club	Scholarships	\$5,000	8/2013	No	TBD	TBD
Individual Donors	Scholarships	\$14,000	All year	Yes	All year	All year
TOTAL	Scholarships	20,000	Varied	Varied	Varied	Varied

9. Project Implementation:

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

The Scholarship Committee manages and evaluates the funds. The Scholarship Committee is comprised of the Executive, Program and Finance Directors and the Finance Committee of the Board of Directors. The Scholarship Committee determines annual scholarship award amounts and distribution limits per client; tracks the balance of the Fund throughout the fiscal year; is responsible for maintaining Scholarship Fund policy and procedure manuals; and conducts annual financial reevaluations for all scholarship recipients. The Program Director is responsible for determining scholarship eligibility via financial documents provided by families and administering the scholarship funds. The Finance Director retains all confidential financial documents. The Executive Director is responsible for securing matching funds for the program.

10. Need for the Project:

A. Need Group

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

The Scholarship Assistance Fund benefits low-income adults with Alzheimer’s disease, dementia or other chronic health conditions who are dependent on a family member for their care. One-hundred percent of project beneficiaries have incomes below the CDBG Low-Income limits. In 2012-13, 79% of recipients were extremely low income; 14% were very low income; and 7% were low income. The average age of scholarship recipients is 85 years-old; 93% are female; 7% are male. Of the 2012-2013 scholarship recipients: 48% live in San Rafael; 20% live in Novato; 5% live in Upper Ross Valley, 8% in Lower Ross Valley, 29% in Richardson Bay Area, and none live in West Marin.

Scholarship eligibility is determined for clients whose previous year’s IRS Tax Form 1040 demonstrates their household income falls below HUD’s Standard income limits. Scholarships are awarded in incremental levels based on HUD’s three income level categories: low, very low and extremely low.

2013-2014’s award amounts:

- Low Income: \$10 scholarship (Charged \$85 of the \$95 daily fee for service)
- Very Low Income: \$20 scholarship (Charged \$75 of the \$95 daily fee for service)
- Extremely Low Income: \$30 scholarship (Charged \$65 of the \$95 daily fee for service)
- Some people are grandfathered in at previous \$45 scholarship rate (charged \$50 of the \$95 daily fee for service).

The Scholarship Fund is projected to fulfill the needs of Marin’s large community of older adults living with dementia by providing more than 10,000 hours of care and caregiver respite annually.

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950

7	104,700
8	111,450

B. Project Rationale: *Why is this project needed? Will it assist an especially needy or underserved group?*

Marin's growing aging population is well documented in the Marin County Health and Human Services *Strategic Plan Data Focus Report* (2004-2014). Marin's older adult population accounts for a third of the total population, totaling over 75,900 people. **The largest proportional increase is in persons age 85+, of whom nearly 50% live with dementia.** It is estimated that more than 6,000 people in Marin currently live with dementia (Alzheimer's Association, North Bay Chapter).

Alzheimer's disease (AD) and dementia are dreaded diseases associated with aging, engendering fear and anxiety, resulting in prejudice, discrimination and social stigmatization of the person diagnosed and those caring for him/her. AD and dementia bring a progressive loss of the ability to function socially in normatively acceptable ways. The loss of initiative renders people with dementia unable to reach out; fear causes friends and colleagues to withdraw. Seclusion from established networks results in isolation, depression, anxiety, and premature institutionalization. For those affected, everyday tasks and activities become arduous or impossible. Persons with dementia need a safe haven where they can connect with their peers and participate in cognitively appropriate activities.

Research suggests that socialization may positively influence cognition, general functioning and overall quality of life. Socialization plays an important role in the management of dementia. (Ruthirakuhan, M, et al, "Use of Physical and Intellectual Activities and Socialization in the Management of Cognitive Decline of Aging and in Dementia: A Review," *Journal of Aging Research*, Volume 2012 (2012), Article ID 384875, <http://dx.doi.org/10.1155/2012/384875>.)

There is no cure for dementia. Today, quality care and caregiver respite are the best solutions we can offer. Non-pharmacologic interventions are an essential part of any management plan, especially for geriatric populations in whom the harmful effects of polypharmacy are a major concern. (Ruthirakuhan, M, et al, "Use of Physical and Intellectual Activities and Socialization in the Management of Cognitive Decline of Aging and in Dementia: A Review," *Journal of Aging Research*, Volume 2012 (2012), Article ID 384875, <http://dx.doi.org/10.1155/2012/384875>.) Senior Access is the only care program of its kind in Marin, meeting critical needs of Marin's large population of caregivers and older adults with dementia who would otherwise not be served.

The SA Scholarship Fund helps low-income families access quality services, serving a population that is increasingly marginalized and undeserved, families who are struggling with the challenges of both limited income and a demanding progressive disease. In the last fiscal year, the CDBG funds were exhausted by December 2012. Senior Access has adjusted to the increased needs of families by increasing fundraising efforts for scholarship funds.

Due to the high cost of assisted living and skilled nursing facilities, SA Scholarship Fund often provides the only affordable care option for low-income older adults with dementia in its service areas. Almost half of our family caregivers get no other respite than the time their loved one spends at SA. The Marin County Division of Aging and Adult Services recognizes the lack of long-term care options for residents whose income falls below HUD's low-income criteria and in its 2006 report cautioned that other than Senior Access, "the only [other] option for these [low-income] individuals may be placement in another county outside of the Bay Area region." Sadly, this is still true in 2013. SA's local, affordable day-time care option is crucial for low income caregivers, whose respite needs are particularly acute because daytime hours are required to maintain employment or care for other family members.

Of significance is the growing population of older adults in non-English speaking communities in Marin. SA is making progress in our efforts to reach out and become a resource to these community members.

C. Equal Opportunity: *For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is*

implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)

Dementia carries with it a myriad of behavioral changes that stigmatize and challenge families, isolating them and separating them from their communities. For this reason, all demographic groups are unlikely to seek help, however the Spanish and Vietnamese speaking and African American communities are less likely to join groups not vetted by their own leadership. Senior Access is responding to this challenge with the following approaches:

- Offering the Latino community increased access to care via a bi-lingual Program Director and Program Assistants;
- Meeting with SA Advisory Council members to address issues of community resources and how we might address dementia in order to have a collective impact in all communities. The SA Advisory Council has broadened its membership to more closely reflect the community, including members of Mission Possible, people living with dementia, caregivers and professionals;
- Convening with “Mission Possible,” a group of older adult leaders who advise county and local agencies on cultural competency. SA is working with this group to determine new and/or alternative practices to encourage a welcoming atmosphere for those who are less likely to attend;
- Working with Mission Possible to bring regularly scheduled memory screenings to the Albert Boro Community Center and Whistlestop, staffed by language-proficient professional staff. Memory screenings are a free, confidential mini-mental status test that can uncover concerns and unmet medical and social needs of older adults and their families;
- Planned workshops in 2014 to educate and recruit ambassadors in diverse communities about Alzheimer’s disease and dementia, interventions and community resources;
- Outreach using the universal language of art. In collaboration with Mission Possible and the Pickleweed Park congregate meal program, SA is bringing art activities to non-English speaking communities. This program engenders good will, trust and confidence in SA;
- Participating in community events: SA club members created an altar for the 25th anniversary of the Day of the Dead celebration at the Albert Boro Community Center;
- Having participated in cultural competency training with Spectrum LGBT Center; SA worked closely with Spectrum to develop welcoming language as part of our information and enrollment packets and in-house signage. Program and administrative staff are trained in LGBT awareness; and
- Being a good community partner – partnering with Marin County’s Division of Aging and Adult Services, for-profit agencies and nonprofit organizations for community education and awareness.

If this project involves housing, how will it affirmatively further fair housing?

Not applicable

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people.

Not applicable

D. Accessibility: *What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?*

All of our participants live with physical and cognitive disabilities: dementia and chronic health conditions. All participants require personal assistance with activities of daily living (ambulating, toileting and eating).

SA facilities are specifically furnished to accommodate the needs of our population and staff are trained in dementia care. Licensed by the California Department of Social Services, SA programs are required to be ADA compliant. SA refers clients to para-transit services with wheelchair accessible vehicles and drivers who are trained in transporting disabled clients.

E. Green Building: *For new construction or rehabilitation, what will you do to incorporate “green building” principles?*

Not applicable

- For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.

- The current year's application form must be used.
- Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- **Applications sent by fax or e-mail will not be accepted.**
- This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
- Don't forget to fill out the Organization Profile form.
- All County publications are available in alternative formats (Braille, large print, or CD) upon request. Requests for accommodations may be made by calling (415) 473-4381 (Voice), 473-3232 (TDD/TTY), or by e-mail at disabilityaccess@marincounty.org. This form and other County documents are available in alternative formats upon request.

DEADLINE: APPLICATIONS MUST BE RECEIVED BY FRIDAY, DECEMBER 13, 2013, AT 5 P.M.

Remember that we don't accept e-mailed or faxed applications.

Organization Profile – 2014-15 Data Collection Pilot

The County of Marin is interested in more deeply understanding the population demographics of those who staff, govern and/or utilize the services of Community Development Block Grant (CDBG) and HOME Program grantee and applicant organizations. More deeply understanding these demographics will address some of the topics highlighted in the 2011 Analysis of Impediments to Fair Housing in Marin.

The data gathered on this form will NOT determine an organization's likelihood to receive CDBG or HOME funding. If you do not collect or do not wish to share the demographic information requested, please check the appropriate box below. We hope you will be able to participate in this pilot project. If you have completed a similar organization profile form when applying for foundation grants in Marin, feel free to use the information collected for those forms if submitted within the last 12 months.

Name of Organization: Senior Access

My organization does not gather demographic data. My organization does not wish to share demographic data.

Income of Level of Clients Your Org Serves %	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	93% of scholarship recipients are extremely low and very low income;
Low income people	57% of all Senior Access members are low, very-low and extremely low income
People above the low income limits	43% of all members

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff (Admin)	Professional Staff (Program)	Board	Advisory Committee
Ethnic/Racial Demographics						
Asian-American/Pacific Islander	6%	4%	0%	7%	0%	4%
African-American/Black	2%	0%	0%	13%	0%	3%
Caucasian/White	92%	89%	50%	67%	100%	88%
Native American	1%	0%	0%	10%	0%	3%
Mixed Heritage	0%	4%	50%	3%	0%	2%
Unknown/other	0%	3%	0%	0%	0%	
TOTAL %	100%	100%	100%	100%	100%	100%
Latino/Hispanic Origin						
Of Latino/ Hispanic Origin	0%	0%	50%	13%		5%
NOT of Latino/ Hispanic Origin	100%	100%	50%	87%	100%	95%
TOTAL %	100%	100%	100%	100%	100%	100%
Age						
0-5 years old	0%	0%	0%	0%	0%	
6-17	0%	0%	0%	0%	0%	
18-24	0%	0%	0%	33%	0%	
25-59	1%	3%	75%	47%	40%	64%
60 +	99%	97%	25%	20%	60%	36%
TOTAL %	100%	100%	100%	100%	100%	100%
Gender						
Female	73%	93%	75%	87%	40%	74%
Male	27%	7%	25%	13%	60%	26%
Total %	100%	100%	100%	100%	100%	100%
Disabled %						
	100%	100%	0%	7%	0%	4%

Involvement of Clients Your Organization Serves	Percent of Board/Committee Members Who Are Clients
On Governing Board: Club members all live significant	20%

Organization Profile - 2014-15 Data Collection Pilot

cognitive decline and are not able to participate as leadership volunteers; caregivers are represented on the governing board	
On Advisory Committee: Club members (1 member lives with significant memory loss); caregivers (5 members)	8%

Income Limits

Household Size	Very Low Income Limit (≈50% of Median Income)	Low Income Limit (≈80% of Median Income)
1	36,950	59,100
2	42,200	67,550
3	47,500	76,000
4	52,750	84,400
5	57,000	91,200
6	61,200	97,950

SS-12

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15**

1. **Project Name:** Whistlestop's Excursion Vans 2. **Total Amount Requested:** \$83,718
 Non-housing proposals must specify the amount requested from each planning area.
3. **Project Sponsor:** Marin Senior Coordinating Council dba Whistlestop

Contact Person: Yvonne Roberts

Title: Development & Marketing Director

Mailing Address:
 930 Tamalpais Avenue
 San Rafael, CA 94901

Telephone: 415.456.9062 **Ext.** 108

Fax: 415.456.1008

E-mail: yroberts@whistlestop.org

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$ 12,558
Novato Planning Area	\$ 8,372
Richardson Bay Planning Area	\$ 8,371
San Rafael Planning Area	\$ 41,859
Upper Ross Valley Planning Area	\$ 12,558
West Marin Planning Area	\$ -0-

Website (optional): www.whistlestop.org

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

4. **Project Location: (Precise street address).** 930 Tamalpais Avenue, San Rafael, CA 94901

5. **Project Description:** Whistlestop seeks to expand its transportation services with two, 12-passenger vans that will provide rides for small groups of frail, low-income older adults who want to travel to a single destination for a day trip and then return to their homes. Whistlestop's paratransit buses provide transportation for disabled riders according to ADA guidelines. Whistlestop needs a flexible, cost-efficient alternative that will expand its services for those older adults for whom transportation is still unavailable. Some riders live in areas that are not easily accessible to the paratransit buses because of narrow roads or steep hillsides or driveways. Frail riders are not able to travel distances on large buses or spend time waiting at bus stops and riding on long routes. These passenger vans are not commercial buses, so they are more comfortable and require no special license or driver training. They will be outfitted for passengers who are able to walk, but who may no longer drive. They will open a whole new world to disenfranchised, older adults who would otherwise be left out and left at home. Whistlestop's program directors will be able to organize excursions for older adults who want to attend museums, classes, cultural events or points of interest that would otherwise be difficult or impossible for them to access.

6. **Total Project Cost:** \$83,718

7. **Project Budget for CDBG Funds:** Two Ford E350 XL SD 12 seat vans: \$72,770; Fuel/Maintenance: \$3,600; Insurance for two vans: \$5,828; Staff Driver Safety Training: \$1,020; Parking and Tolls: \$480; Program Promotion: \$500.

8. Other Sources of Funds for this Project:

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>Date Funds Were Committed</u>	<u>When Available</u>
Bothin Foundation	Purchase one van	\$40,000	12/13/13	No		03/01/13

9. Project Implementation:

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation?

The Active Aging Center's Services Manager, Vicky Voicehowsky, will be responsible for the Whistlestop's Excursion Vans program with guidance from the experienced management, staff and well-trained drivers who operate Whistlestop's excellent paratransit services. Because the vans are not commercial vehicles, no special driver's licenses are required so Whistlestop's program staff will learn how to safely operate the vehicles and how to assist frail or disabled riders. This is a new program for Whistlestop, so project implementation will commence once the drivers are trained and the vans are ready to operate. In the interim, program staff can begin identifying and promoting opportunities to fill the greatest needs and the multiple uses anticipated, i.e. trips to museums, concerts and classes.

10. Need for the Project:

A. Need Group:

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950
7	104,700
8	111,450

Whistlestop projects that at least 62% of the passengers for these vehicles will have incomes that are well-below the income limits for this application. This is a conservative estimate however because a large number of potential riders are currently inaccessible due to their geographical location. Once the Whistlestop Excursion Van program is operational and marketed Whistlestop expects a rapid increase in ridership. We project that at least 69% of the passengers will be over 60 years old. Whistlestop has a free membership program called "My Senior Center" that enables it to track participants who use all of its programs and services with a touch screen and scanner. This system will enable us to easily report information on the passengers' demographics.

B. Project Rationale: Why is this project needed? Will it assist an especially needy or underserved group?

For low-income, older adults in Marin County without cars or who can no longer drive, limited access to affordable transportation services isolates them from community involvement and special events. In January of 2013, the Marin Community Foundation commissioned research that resulted in a report by the Center for the Health Professions, University of California, San Francisco, called *Mission Possible: Improving the Lives of All Older Adults in Marin, Needs and Assets Scan of Culturally Appropriate Services for Older Adults in Marin County*. A key finding was the need for transportation to help curb loneliness and isolation. "Aside from the impact loneliness has on happiness and wellbeing, there is growing evidence of its impact on physical health and life expectancy...The challenge of access to transportation was echoed in all focus groups. This barrier contributed to feelings of loneliness and isolation...Desired improvements included a ... structure of scheduled periodic group pick-ups for activities like grocery shopping."

Last year, Whistlestop partnered with two high schools in Marin to create an intergenerational program that brought high school students and older adults together to converse and share stories in Spanish. The program was a huge success. Sadly, because there were no means of transporting the older adults to the high schools on a regular basis, the program was discontinued until transportation could be provided. Program coordinators and teachers are prepared and ready to revive it.

This past year, Whistlestop hosted a multicultural anniversary celebration. The seniors in Marin City's Sunshine Club were invited, but they had to pay to charter a vehicle to transport all of them. Another example was an excursion to the Cedars Textile Center. We had to use an expensive 12 passenger paratransit vehicle to transport a group of senior to a weaving program. These are ideal examples of where inclusion is warranted and Whistlestop would like to be able to provide such transportation.

Whistlestop seeks to acquire two, 12-passenger vans that will be dedicated to those older adults who want to maintain their independence, but have no way to enjoy the culture, educational opportunities, social interaction or entertainment Marin County offers its residents. For almost sixty years, Whistlestop has served the older adult and disabled community in Marin with paratransit services. Its expertise in management, staffing and administration can be easily shared with the Whistlestop's Excursion Van program.

- C. Equal Opportunity: *For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)*

Three groups who are unlikely to attend a Whistlestop activity or the diverse and interesting activities in the County are the African American, Vietnamese, and Hispanic older adults in the Marin City area and the San Geronimo and Canal areas, respectively. It is challenging for these individuals to participate largely due to the geographic and/or language barriers. Many activities exist that would expand their horizons and better integrate them into mainstream Marin. Whistlestop will reach out to these groups by disseminating translated materials and other information about this new program through organizations that support these groups, such as the Canal Alliance, San Geronimo Valley Community Center, Community Action Marin, and the Marguerita C. Johnson Senior Center. In order to reach out to homebound older adults who live independently, Whistlestop will promote the new program through the Whistlestop Meals on Wheels program, through the Whistlestop Express newsletter (distribution of 24,000 each month in the Pacific Sun), through our website, and through ads in local newspapers.

If this project involves housing, how will it affirmatively further fair housing?

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people.

- D. Accessibility: *What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities?*

Whistlestop will welcome all older people who can get in and out of a van using a step stool. Wheel chairs and walkers can be folded up and stowed in the rear of the vehicles. We will provide trained staff who are accustomed to assisting people living with disabilities. The nature of the population served by Whistlestop's paratransit services makes it well-positioned to run an easily accessible passenger van program. Management, staff and drivers are trained to assist the aged and disabled. With their expert guidance, the van drivers will be prepared to provide the utmost accessibility and assistance to their riders.

- E. Green Building: *For new construction or rehabilitation, what will you do to incorporate "green building" principles?*

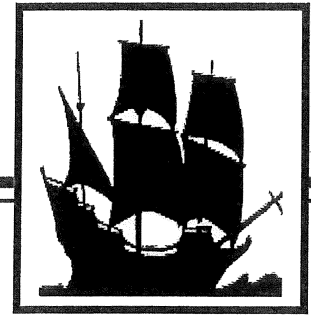
- For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.
- The current year's application form must be used.
- Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- **Applications sent by fax or e-mail will not be accepted.**
- This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
- Don't forget to fill out the Organization Profile form.
- All County publications are available in alternative formats (Braille, large print, or CD) upon request. Requests for accommodations may be made by calling (415) 473-4381 (Voice), 473-3232 (TDD/TTY), or by e-mail at disabilityaccess@marincounty.org. This form and other County documents are available in alternative formats upon request.

DEADLINE: APPLICATIONS MUST BE RECEIVED BY FRIDAY, DECEMBER 13, 2013, AT 5 P.M.

Remember that we don't accept e-mailed or faxed applications.

Sir Francis Drake High School

A California Distinguished School



Liz Seabury, Principal

Eric Saibel & Chad Stuart, Assistant Principals

Mr. Joe O'Hehir
Whistelstop
930 Tamalpais Ave, San Rafael,
CA, 94901

Dec. 11, 2012

Dear Mr. O'Hehir,

The World Languages Department at Drake High School would like to thank Whistelstop for organizing and participating in a cultural exchange with our students. These types of experiences are hard to come by, yet they are extremely valuable. Allowing our students the chance to practice their Spanish while learning about the lives of native Spanish speaking senior citizens who live in our community is a great gift. As teachers of Spanish we are always looking for ways to engage students in real life situations and to overcome their fears of using the language. Your volunteers were so nice, accepting and open that many of the students felt as if they were talking to their own grandparents. The feedback from students was overwhelmingly positive. We hope that the volunteers who were involved felt the same. Below are a selection of comments from the students themselves.

Thank you so much for helping us practice our colloquial Spanish! It has helped a lot. I appreciate how patient and easy-going you have been. I realize it can be hard to listen to teenagers who are butchering your native language. Your visits have showed me that what we are learning in class has a real world application: conversing with people! Thank you again.

– Sam B., Junior

It was a pleasure to talk to you all when you came to Drake High School. I was fascinated by all of your lives and the times you've had. I feel as though I learned beyond Spanish, and learned the rich history with which each one of you holds. It was a great learning experience.

– Jamison B., Sophomore

Thank you guys so much for taking the time to come and visit our school. The experience was very cool and it was fun talking to you about your lives. Conversations could get awkward sometimes when no one would know what to say but when they flowed it was great. Thank you.

-- Giovanni C., Sophomore

Thank you so much for visiting our classroom! I really enjoyed learning about where our guests came from and learning about their life stories. I thought it was very nice that we got to practice our spanish with real spanish speakers. Thank you!

--Lindsey K., Junior

Thanks for visiting Drake. It was very helpful to have a conversation with a native Spanish speaker. I can better understand the accents and it has made me more comfortable speaking Spanish. Specifically I'd like to thank Eda. She didn't seem displeased when my groupmates or I couldn't understand/didn't know the correct word to respond, and in fact was very helpful whenever an occasion like this occurred. Thanks.

--Adam M., Junior

Thank you very much for coming to our school. Thanks you for taking time out of your day to help us with our Spanish. We enjoyed talking to you and getting to know you. Thank you for helping us with our Spanish.

--Isabel N., Sophomore

Muchas gracias! Thank you very much for coming to talk with us. It was a lot of fun and it was very helpful to be able to talk to a native Spanish speaker. I really enjoy Spanish and I hope to continue to learn it so talking with someone who speaks it so naturally was very inspiring for me. Thank you so much for coming to our school!

--Marley V., Junior

Yo pienso que es necesario en la clase de español a tener la oportunidad a hablar con personas que hablen español perfecto. Para obtener éxito en español, necesitas hablar y esa oportunidad nos da la oportunidad perfecta. Me gustaban las reuniones con Whistlestop y no puedo esperar por la próxima visita.

--Estudiante de Drake

Era una buena oportunidad para nosotros oír personas de otras culturas y era interesante escuchar a las historias de las personas. También pienso que es importante usar español para cosas que no son ejercicios, pero cosas como hablar con personas que hablan español para su primera lengua.

--Estudiante de Drake

Desde mi punto de vista como profesora, la oportunidad de conectarnos con personas tan amables que son hispanohablantes es un tesoro. Los alumnos se animan al ver a la gente mayor y casi todos piensan en sus "abuelos" cuando hablan. Los jóvenes tienen un poco de miedo cuando tienen que hablar, y no comprenden todo de las conversaciones, pero si yo preparo más actividades explícitas de antemano creo que los nervios se desaparecerán.

--Linda Bonura, Spanish Teacher

As you can see our students and teachers are very appreciative of these experiences. We hope we can continue this cross-cultural and cross-generational exchange. Please communicate to those who were involved our thanks and we look forward to the next time we are all together.

Sincerely,



Tristan Bodle
Teacher Leader
World Languages Department
Sir Francis Drake High School

Organization Profile - 2014-15 Data Collection Pilot

The County of Marin is interested in more deeply understanding the population demographics of those who staff, govern and/or utilize the services of Community Development Block Grant (CDBG) and HOME Program grantee and applicant organizations. More deeply understanding these demographics will address some of the topics highlighted in the 2011 Analysis of Impediments to Fair Housing in Marin.

The data gathered on this form will NOT determine an organization's likelihood to receive CDBG or HOME funding. If you do not collect or do not wish to share the demographic information requested, please check the appropriate box below. We hope you will be able to participate in this pilot project. If you have completed a similar organization profile form when applying for foundation grants in Marin, feel free to use the information collected for those forms if submitted within the last 12 months.

Name of Organization: Marin Senior Coordinating Council dba Whistlestop

My organization does not gather demographic data. My organization does not wish to share demographic data.

Income of Level of Clients Your Org Serves %	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	30%
Low income people	32%
People above the low income limits	38%

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff	Professional Staff	Board	Advisory Committee
Ethnic/Racial Demographics						N/A
Asian-American/Pacific Islander	8%	8%	4%		8%	
African-American/Black	2%	2%	8%		8%	
Caucasian/White	67%	67%	73%	100%	84%	
Native American	1%	1%	0			
Mixed Heritage	0	0	5%			
Unknown/other	22%	22%	10%			
TOTAL %	100%	100%	100%	100%	100%	100%
Latino/Hispanic Origin						
Of Latino/ Hispanic Origin	22%	22%	10%			N/A
NOT of Latino/ Hispanic Origin	78%	78%	90%	100%	100%	
TOTAL %	100%	100%	100%	100%	100%	100%
Age						
0-5 years old	0	0	0			N/A
6-17	1%	0	0			
18-24	0	0	3%			
25-59	19%	31%	58%	25%	42%	
60 +	79%	69%	38%	75%	58%	
TOTAL %	100%	100%	100%	100%	100%	100%
Gender						
Female	66%	70%	25%	25%	67%	N/A
Male	34%	30%	75%	75%	33%	
Total %	100%	100%	100%	100%	100%	100%
Disabled %						N/A

Involvement of Clients Your Organization Serves	Percent of Board/Committee Members Who Are Clients
On Governing Board	8%
On Advisory Committee	N/A

**MARIN COUNTY COMMUNITY DEVELOPMENT
BLOCK GRANT (CDBG) PROPOSAL
2014-15**

55-13

- | | |
|---|---|
| <p>1. Project Name: Wise Choices for Girls</p> | <p>2. Total Amount Requested: <u>\$14,000</u></p> <p>Non-housing proposals <u>must</u> specify the amount requested from each planning area.</p> |
|---|---|

3. Project Sponsor: Marin City Services District
630 Drake Ave, Marin City, CA 94965/
Jo Mi Jo Foundation
369 B Third Street #1114
San Rafael, CA.94901
Contact Person: Alexis Wise

Title: Founder/Director

Mailing Address: Hanna Gallery
170 Donahue St.
Sausalito/Marin City,94965

Telephone:415-410-6715 **Ext.**
Fax:415-332-9225
E-mail:lwisem@aol.com

For non-housing projects only:	Funds Requested
Lower Ross Valley Planning Area	\$
Novato Planning Area	\$1,000
Richardson Bay Planning Area	\$12,000
San Rafael Planning Area	\$1,000
Upper Ross Valley Planning Area	\$
West Marin Planning Area	\$

Website (optional):Face book: Wise Choices for Girls Community Organization

All future announcements will be sent to you by e-mail, unless you indicate otherwise: Please send by mail.

The County of Marin is committed to encouraging new grant applicants. Please call us at 473-6698 for advice about our requirements and what to emphasize in your application, and consider attending one of our informational workshops. HUD requires that all CDBG projects engage in affirmative marketing. That means analyzing which demographic groups are least likely to apply and taking extra steps to market the program or project to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. The goals of affirmative marketing are to enhance neighborhood diversity and to support the County's commitment to affirmatively furthering fair housing and equal opportunity.

The concept of fair housing encompasses both federal and state laws that prohibit housing discrimination. The federal Fair Housing Act prohibits discrimination in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including pregnancy and the presence of children), and disability. In addition, state law prohibits housing discrimination on the basis of age, ancestry, marital status, medical condition, source of income, sexual orientation, gender expression, gender identity, and many other categories.

- 4. Project Location: (Precise street address).** For housing and capital projects, include the year the building was constructed and the Assessor's Parcel Number.

Hanna Gallery, Gateway Shopping Center
170 Donahue St.
Sausalito/Marin City, Ca.
94965

5. Project Description: Wise Choices for Girls is a Marin County girls group. We serve at risk low income youth from the ages of 12-18. Our goal is to inspire girls to strive for academic excellence by developing good daily study habits, we develop social and cultural competence and we serve our communities. We develop leaders through training, and collaboration with existing programs in the Marin County area, such as: Performing Stars, Youth Leadership Institute, Hanna project, Marin City Community Services District, Bridge the Gap, Woman's Commission Teen Girls Conference, which wise girls serve as ambassadors. Wise girls also serve on Marin County Youth Commission.

6. Total Project Cost: *(Include all costs for this particular project regardless of source.)* \$20,000

7. Project Budget for CDBG Funds:

Budget **must** include an itemized estimate of how you would spend the CDBG amount you are requesting, as accurate and comprehensive as possible. For example, land or building acquisition costs, construction costs, remodeling costs, architectural and engineering fees, salaries, administrative expenses, etc. **For rehabilitation or construction projects, you must include a contractor's written bid or other equally reliable cost estimate, using Davis-Bacon wage rates if applicable.** If your project includes residential rehabilitation, describe your plans to comply with federal lead paint regulations.

Wise girls will utilize the CDBG funds on; **Equipment-** 10 tablets/ laptops \$400 each total, \$4,000. This will assist the girls to keep up with the ever changing technology mainly used for homework assignments. **Uniforms-**T-shirts, aprons, Jackets. \$1,500 **Nutritional meals-** \$3,000 **Transportation-** Gas, bridge toll, travel expenses. \$2,000 **Program supplies-** Flyers, brochures, event items, table cloths, napkins, utensils, serving tools, decorations, pencils/pens, notebooks, paper clips, printer ink, printer paper, lap top, projector.\$1,500.

8. Other Sources of Funds for this Project: Include amount, source, use, status, and timing of funds other than CDBG funds, if applicable. Have you applied for the other funds? Are the other funds **firmly committed** for this project?

<u>Source</u>	<u>Use</u>	<u>Amount</u>	<u>Date You Applied</u>	<u>Are Funds Committed?</u>	<u>Date Funds Were Committed</u>	<u>When Available</u>
Youth Leadership Institute	Leadership Training	\$1,500	11/2013	In process		
Ray Menester	Training	\$1,000	09/2013	yes	11/2013	12/2013
Individual Donor	Meals	\$ 500	On going	yes	09/2013	09/2013
Marin City Development Center	Training	\$2,000	In process			

9. Project Implementation:

Who will be responsible for implementing the project? How will it be implemented and what is the proposed schedule for project implementation? Alexis Wise, Project/Founder will oversee and is responsible for this project. It will be implemented by offering nutritional meals. We offer demonstrations on preparing healthy meals. We sponsor speaker series involving professional women that share their experiences on how to be successful. We have training courses on manners and etiquette, and leadership skills. We will implement self-confidence courses, and we expose them to the world outside of Marin City. Classes will be offered for leadership training. The older teenage girls will also work with the younger girls as role models. Classes will be taught after school held at the Hannah Gallery and the Marin City Services District Teens facility. We also collaborate with existing programs throughout Marin County, such as: Performing Stars, 10,000 Degrees, Women's Commission Marin Teen Girls Conference, Hanna Project, Bridge the Gap, Youth Leadership Institute. Wise Girls meet three times per week, and every other weekend.

10. Need for the Project: There is such a need for this project. At risk girls, often come from dysfunctional/and or disadvantage lifestyles. Through positive, productive interaction with mentoring programs, tutoring programs, health programs, nutritional information and general assistance, we guide these girls to make 'Wise Choices' in their everyday lives.

A. Need Group

What groups or individuals will benefit from the project? What income level will you serve? How will you document eligibility? CDBG recipients are required to provide documentation that the majority of the users have incomes at or below the CDBG income limits. The current upper income limits for CDBG beneficiaries are shown in the table below. Applicants for housing funds must describe how the project will ensure long-term affordability.

12-30 needy, underserved/low income girls ages 12-18 of Marin County will benefit from this project. The income level of these girls families are well below \$30,000 per year, with household sizes more than 3-4 per household, some far below this level. The majority of these girls live in Marin City; however we are also serving low income areas of Mill Valley, Novato, and the Canal areas. We document eligibility by having parents complete a registration form including their income.

Household Size	Income Limit
1	\$59,100
2	67,550
3	76,000
4	84,400
5	91,200
6	97,950
7	104,700
8	111,450

B. Project Rationale: *Why is this project needed? Will it assist an especially needy or underserved group?*

It is documented that girls are most vulnerable, starting at age 12-18. There is a need for mentoring these at risk/high risk girls to make wise choices. The need is prevalent due to the circumstances surrounding their everyday struggles. Wise Choices offers these girls a safe place to share and overcome the emotional disparities due to economic/social hardships. Wise girls are encouraged to join academic tutoring classes, leadership training, health workshops, and etiquette classes. Wise Choices ensures safe travels to/from each of these programs throughout Marin County. Yes, it will assist the needy and or underserved.

- C. Equal Opportunity: For all projects, which demographic groups are least likely to apply, and what affirmative marketing steps do you plan to reach them? (Affirmative marketing means analyzing which demographic groups are least likely to apply and taking extra steps to market the program to those groups. One aspect of affirmative marketing is implementing strategies to make your program more welcoming and comfortable to the groups which are least likely to apply. Be sure to consider race, ethnicity, and disability, as well as other demographic factors, in your analysis.)

*Our Affirmative Marketing Strategies target **all** girls from **all** backgrounds, primarily the girls we serve are African American, however; we include Caucasian, Hispanic, Asian, Indian, and Middle Eastern youth. We realize it is difficult to bridge the gap between different cultural, social economic groups. At Wise Choices for Girls we bridge that gap, by providing a very safe and neutral zone for the girls to meet: The Gateway Shopping Mall in Marin City, CA. Hanna Gallery. Parents from each of these groups have visited and are very comfortable with the location. We include all 5 high school districts at Wise Choices for Girls. All girls and their families are comfortable with our overall structure of the program, including guest speaker series, drug and alcohol awareness, self-esteem building, health education, and career training, and more.*

If this project involves housing, how will it affirmatively further fair housing?

If this project involves construction, discuss (1) your plans for recruiting women- and minority-owned firms to bid on the design and development of this project, and (2) your plans to provide employment opportunities to low-income people and businesses owned by low-income people.

- D. Accessibility: What steps are you taking to make this project (and your overall program) accessible to people with physical and other disabilities? Wise Choices for Girls do not discriminate. Our programs are offered to everyone/anyone who wants the opportunity. We encourage and welcome all girls to join with different cultural backgrounds, economic differences, and with physical/mental/learning disabilities.

- E. Green Building: For new construction or rehabilitation, what will you do to incorporate "green building" principles?

- For further information, please call Roy Bateman (473-6698). It's ok to call with any questions at any time.
- The current year's application form must be used.
- Completed applications may be mailed or hand-delivered to the Federal Grants Division, Marin County Community Development Agency, 3501 Civic Center Drive, Room 308, San Rafael, CA 94903-4157.
- **Applications sent by fax or e-mail will not be accepted.**
- This form can be expanded to accommodate additional text, but we encourage you to be brief. You may attach supplementary material. If you need more space for several questions, please answer all questions in sequence. If you'd like to download this form as a Microsoft Word document, visit www.marincdbg.com or www.co.marin.ca.us/depts/CD/main/comdev/FEDERAL/index.cfm.
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K:\Cycle\2014 Cycle\Grant Applications\2014-15 CDBG Application Form.Doc/roy

Organization Profile - 2013-14 Data Collection Pilot

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Name of Organization: Wise Choices for Girls

My organization does not gather demographic data. My organization does not wish to share demographic data.

Income of Level of Clients Your Org Serves %	(Please use the federal income guidelines on the reverse of this page.)
Very low income people	100%
Low income people	
People above the low income limits	

Percentages (%)	Clients Your Organization Serves	Clients for this Project	Support Staff	Professional Staff	Board	Advisory Committee
Ethnic/Racial Demographics						
Asian-American/Pacific Islander	2					
African-American/Black	12		1			5
Caucasian/White	2					
Native American						
Mixed Heritage	4		1			1
Unknown/other						
TOTAL %	100%	100%	100%	100%	100%	100%
Latino/Hispanic Origin						
Of Latino/Hispanic Origin	3					
NOT of Latino/Hispanic Origin						
TOTAL %	100%	100%	100%	100%	100%	100%
Age						
0-5 years old						
6-17	12-20					
18-24		1				1
25-59		1				1
60 +						3
TOTAL %	100%	100%	100%	100%	100%	100%
Gender						
Female	20					3
Male						2
Total %	100%	100%	100%	100%	100%	100%
Disabled %						

Involvement of Clients Your Organization Serves	
On Governing Board %	0
On Advisory Committee %	0