

California Public Records Act ("PRA"): In compliance with the PRA, the documents pertaining to agenda items, including attachments, which are presented to the Vernon CommUNITY Fund Grant Committee in open session are available for public inspection. They may be inspected during regular business hours in the City Clerk's Office at Vernon City Hall, 4305 Santa Fe Avenue, Vernon, California 90058, and on the City's website at www.cityofvernon.org. No prior appointment is required.

Americans with Disabilities Act ("ADA"): In compliance with the ADA, if you need special assistance to participate in a meeting, please contact the City Clerk's office at (323) 583-8811. Notification of at least 48 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.



Agenda
Regular Vernon CommUNITY Fund
Grant Committee Meeting
May 18, 2016, 10:00 a.m.
Council Chamber
City Hall, 4305 Santa Fe Avenue
Vernon, California 90058

Michael Gavina, Chairperson
Jessica Maes, Vice Chairperson
Lawrence Cooper, Committee Member
William Davis, Committee Member
Juliet Goff, Committee Member
Steve Veres, Committee Member
Rafael Gonzalez, Committee Member

CALL TO ORDER & FLAG SALUTE

CHANGES TO THE AGENDA

PUBLIC COMMENT - At this time the public is encouraged to address the Grant Committee on any matter that is within the subject matter jurisdiction of the Grant Committee. The public will also be given a chance to comment on matters which are on the posted agenda during deliberation on those specific matters.

GRANT AWARDING

1. **[Award of Fiscal Year 2015/2016 Docket IV Vernon CommUNITY Fund Grants](#)**

Recommendation:

- A. Find that the award of the grants proposed in this staff report is exempt under the California Environmental Quality Act (CEQA) in accordance with Section 15061(b)(3), the general rule that CEQA only applies to projects that may have an effect on the environment.

- B. Award Fiscal Year 2015/2016 Docket IV grants totaling \$187,000 to the four applicants identified below at the amounts recommended:

Applicant	Original Amount Requested	Amount Recommended	Proposed Term
CicLAvia	\$50,000	\$40,000	1 year
LA Family Housing	\$150,000/2 years	\$75,000	1 year
Big Citizen HUB	\$50,000	\$50,000	1 year
Coalicion de Latinos Americanos (CODELA)	\$235,000/ 2 years	\$22,000	1 year

NEW BUSINESS

2. [Approval and Adoption of the Proposed Vernon CommUNITY Fund Capital Grants Program](#)

Recommendation:

- A. Find that approval of the Vernon CommUNITY Fund Capital Grants program proposed in this staff report is exempt from California Environmental Quality Act (“CEQA”) review, because it is a continuing administrative activity that will not result in direct or indirect physical changes in the environment, and therefore does not constitute a “project” as defined by CEQA Guidelines section 15378.
- B. Approve and adopt the proposed Vernon CommUNITY Fund Capital Grants program.

DISCUSSION ITEM (POSSIBLE DIRECTIVES TO STAFF)

3. [Discussion Regarding Development of a Scholarship Fund](#)

Recommendation:

- A. Hold a discussion regarding the development of a scholarship fund
- B. Authorization to form a subcommittee to further consider and possibly develop a scholarship fund

ORAL REPORTS

4. Update on proposed funding ratio and priority areas for funding.

5. Summary of Interim Grant Report for fiscal year 2014/2015 and 2015/2016.
6. Brief reports on activities, other brief announcements, and directives to staff.
7. Next regular meeting: August 18, 2016

ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California, that the foregoing agenda was posted on the bulletin board at the main entrance of the City of Vernon City Hall, located at 4305 Santa Fe Avenue, Vernon, California, and on the City's website, not less than 15 days prior to the meeting set forth on this agenda. Dated this 3rd day of May 2016.

By: _____
Maria E. Ayala, Secretary

RECEIVED

MAY 03 2016

CITY CLERK'S OFFICE



STAFF REPORT

CITY ADMINISTRATION

DATE: May 18, 2016

TO: Honorable Members of the Vernon CommUNITY Fund Grant Committee

FROM: Carlos Fandino, Executive Director *CA 5-3-16*
Originator: Lilia Hernandez, Executive Assistant to the City Administrator

RE: Award of Fiscal Year 2015/2016 Docket IV Vernon CommUNITY Fund Grants

Recommendation

- A. Find that the award of the grants proposed in this staff report is exempt under the California Environmental Quality Act (CEQA) in accordance with Section 15061(b)(3), the general rule that CEQA only applies to projects that may have an effect on the environment.
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Big Citizen HUB	\$50,000	\$50,000	1 year
Coalicion de Latinos Americanos (CODELA)	\$235,000/ 2 years	\$22,000	1 year

Background

As one of the key elements of the City's good governance reforms, the City Council created the Vernon CommUNITY Fund ("VCF") to provide grants to charitable and governmental entities for projects and programs that benefit those residing and working in Vernon. Given the

exclusively industrial nature of Vernon, the City Council determined that the VCF was in the best interest of the City and its residents, businesses, and workers.

On September 1, 2013, the City retained the services of Jemmott Rollins Group, Inc. (“JRG”) to provide consultation, guidance, research and specialized administrative support services to the City Administrator and City staff related to the VCF. JRG has extensive experience in non-profit grant-making and grants management and specialized knowledge of ethics principles governing the grant-making process.

On February 4, 2014, the City Council adopted Ordinance No. 1218 to establish the Vernon CommUNITY Fund Grant Committee (“Grant Committee”) and provide the basic guidelines and operational procedures for said Committee and its officers, including those related to the allocation of funds and the processes for reviewing and ranking applications and awarding grants.

Fiscal Year 2015/2016 Funding

Pursuant to Vernon Municipal Code Section 2.164, the City Council appropriated \$1,000,000 to the VCF for fiscal year 2015-2016. The Grant Committee is required to allocate funds in accordance with the following formula:

- 1) No less than 25% of funds available in any fiscal year shall be awarded to proposals to expend funds on capital projects with a projected useful life of 10 years or more, or otherwise reserve such funds for such projects to be awarded in the future.
- 2) The remainder of available funds in any fiscal year may be awarded to proposals to expend funds on direct services. No single grant of this type shall be in an amount less than \$5,000 or more than \$250,000.
 - a) The Grant Committee may award multi-year grants. For such grants, all funds necessary to fund the entire grant must be available to the Committee in the year of the award. The total amount of any grant may not exceed \$250,000, regardless of the number of years over which the grant funds are to be spent. The Grant Committee shall reserve sufficient funds to ensure that the grant can be fully funded without the appropriation of additional City funds in future years.

In consideration of the minimum required set aside for capital projects, the total maximum amount of grant funds available for award to proposals for direct services during Fiscal Year 2015/2016 is \$750,000. As such, JRG and City staff recommend the Grant Committee award approximately \$187,500 in grants for direct services at each of four quarterly meetings proposed to occur this fiscal year, including this meeting. This will assure the availability of resources throughout the year and a level playing field for applicants.

Criteria for Ranking Grant Proposals

Pursuant to Vernon Municipal Code Section 2.166, no grant shall be awarded unless doing so serves a municipal purpose of the City, and the Executive Director and Grant Committee must rank all proposals from eligible applicants using the following factors:

- 1) The extent to which the funds will promote the health, safety, and welfare of persons residing or working within the Vernon Area.
- 2) The benefit anticipated to accrue to the Vernon Area.
- 3) The extent to which the public will appreciate that the benefits of the proposed actions were a direct result of the funding provided by the City of Vernon.
- 4) Evidence that the funds will be used by an organization with sufficient capacity to do the work, and will be used effectively and without inefficiencies, waste or fraud.
- 5) For proposals for capital projects, the ability and commitment to fund the maintenance and repair of the project over the long term.

FY 2015/2016 Docket IV Grant Applications

Docket IV and 2015/2016 year to date information is summarized in the Grant Review Committee Transmittal Report attached hereto as Attachment 1.

As previously indicated, the fourth grant docket for the VCF contains four applications for review, deliberation, and award by the Grant Committee. All applicants meet the eligibility requirements set forth in Section 2.165 of the Vernon Municipal Code and all applications were thoroughly vetted by JRG and City staff using the aforementioned ranking criteria.

Based on the application criteria, JRG's due diligence findings, and the amount of funding available, the total amount of grant funding recommended for Fiscal Year 2015/2016 Docket IV is \$187,000.

JRG staff has prepared a written summary for each grant application describing its merits and potential risks, which is attached hereto as Attachment 2. These materials and recommendations are to be used only as guiding documents for the Grant Committee's deliberation. The Grant Committee is expected to debate the content of each application at its May 18, 2016 meeting. The full applications are publicly available and can be accessed online at <https://jemmottrollinsgroup.fluidreview.com> or at the City Clerk's Office at Vernon City Hall.

Grant Agreement

Upon award of grants by the Grant Committee, each grant recipient shall be required to execute a Grant Agreement in substantially the same form as attached hereto as Attachment 3. The Grant Agreement sets forth the terms and conditions of the grant, including the amount and purpose(s) of the grant, written reporting requirements, the return of any unused portion, and requirements respecting the use of the VCF logo.

Fiscal Impact

The Fiscal Year 2015/2016 Docket IV total recommended grant award amount of \$187,000 is included in the 2015/2016 City Budget and is within the recommended quarterly allocation of approximately \$187,500 for this fiscal year.

Attachment(s)

1. Grant Review Committee Transmittal Report
2. FY 2015/2016 Docket IV Grant Application Summaries
3. Form Grant Agreement

Attachment 1

Grant Review Committee Transmittal Report



Grant Review Committee

Transmittal Report

May 2016

Current Cycle: Docket IV FY15-16

Total \$ Amount of Grant Requests	\$292,000/1 year
Total Grant Budget – Current Cycle	\$187,000
Total # Recommended Grants	4
Average Recommended Grant Amount	\$46,750

Summary of Recommended Grants

ORGANIZATION	REQUESTED AMOUNT	RECOMMENDED AMOUNT	COMMUNITIES SERVED
CicLAvia	50,000	40,000	Huntington Park, Maywood, Bell, Commerce, Bell Gardens, South Gate, Watts, Lynwood
LA Family Housing	150,000/ 2 years	75,000	Boyle Heights, unincorporated East Los Angeles,
Big Citizen HUB	50,000	50,000	Huntington Park, Boyle Heights, Vernon, Maywood, Unincorporated East LA
Coalicion de Latinos Americanos (CODELA)	\$235,000/ 2 years	22,000/ 1 year	Maywood
TOTAL RECOMMENDED AMOUNT		\$187,000	

Comments/Observations

- Three of the four grant recommendations are for project/program grants.
- Geographic spread throughout VCF region
- Largest grant is for services and housing for homeless families

Year to Date FY15-16: Docket I, II, III

Total \$ Amount of Grant Requests	\$999,000
Total Grant Amount	\$563,000
Total # Grants Recommended	15
Average Recommended Grant Amount	\$37,533

Application Pipeline (As of May 2016)

Number of Pending Applications	0
Total \$ Amount of Grant Requests	n/a

Projections

Total Grants Awarded – Dockets I, II, III, IV	19
Total \$ Amount of Grants – Dockets I, II, III, IV	\$750,000

Attachment 2

FY 2015/2016 Docket IV Grant Application Summaries



General Applicant Information

Applicant Organization:	CicLAvia		
Type of Organization:	Community-based	Year Founded:	2010
Annual Budget:	2,500,000	No. of Board Members:	13
Amount Requested:	\$50,000	Recommended Amount:	\$40,000
Type of support requested:	<input type="checkbox"/> General Operating <input checked="" type="checkbox"/> Project/Program		

Brief Narrative description of the organization
<p>"CicLAvia catalyzes vibrant public spaces, active transportation and good health through car-free streets in Los Angeles county and engages people to positively transform relationships with our diverse communities and with each other." At its core, CicLAvia conceptualizes, produces and coordinates family-friendly open streets events as a way to catalyze the transformation that they seek in our communities.</p> <p>Since 2010, CicLAvia has held 16 open streets events throughout Southern California, with attendance ranging from 40,000 - 100,000 participants at each event. As a result of these events, CicLAvia has been able to show outcomes related to its work in the areas of public health, active transportation, environment and air quality. CicLAvia has partnered with UCLA to gather initial data on the real-time impacts of their open streets events, which have shown: a 49% reduction in air pollution, a 10% bump in retail sales for local businesses, and a 40% drop in violent crime.</p>

Organizational strengths:
<ul style="list-style-type: none">-Well-connected, strong leadership, at the Board and Management level-A proven track record of well-managed, successful events that have produced good relationships with a broad spectrum of stakeholders across the region, including community groups, business leaders an owners, nonprofit organizations, local elected officials, activists and advocates, and community residents.-Funding and support from a variety of different entities, including The Annenberg Foundation, Metro, Kaiser Permanente, the Cities of Huntington Park, Lynwood and South Gate, the County of Los Angeles, First 5 LA, Pure City Cycles, Los Angeles Cleantech Incubator

Proposal Details

Specific population(s) targeted by grant request (if applicable)

Age Range: all Family Type: all
 Gender: all Military Status: all
 Race/Ethnicity: all Sexual Orientation: all
 Economic Status: all Other (specify): all

Description of the proposal to which funds would apply
 (if no particular project is specified, please note General Operating Support in this area)

This particular grant request is to support CicLAvia: Southeast Cities in May 2016. This car-free event will take place over a 10-mile route, where participants can walk, skate, jog, roll, or ride their bikes on quiet streets without the noise and pollution from motor vehicles. The route has been mapped out to go through Huntington Park, South Gate, Lynwood, Florence/Firestone, Walnut Park and Watts, with participants coming from all over Southern California. This is the first CicLAvia to take place in Southeast Los Angeles. It is anticipated that 50,000 people will participate in this upcoming event.

There are significant costs associated with this event, including traffic management, insurance, program activities, signage and route hub activation, volunteer training, staff costs, and law enforcement/security.

Cost/Benefit:

With a conservative attendance estimate of 50,000 participants, the VCF would be making an investment of \$1.25/per person. The benefit created on the day of the event can be measured in the reduction in reduced air pollution, increased physical activity by participants, and increased retail sales in the region.

Beneficiaries and/or potential impact on the non-profit/governmental landscape:

-Local retail and local business have shown a 10% bump in sales on the day of the event
 -Data indicates a 49% reduction in air pollution on days when CicLAvia is held.

Staff Analysis

Documents reviewed

- Audit/IRS Form 990 (dated: 12 / 31 / 2013)
- Organizational Budget
- Proposal Budget

How does the proposal align with the goals of the Fund?

CicLAvia: Southeast Cities most closely aligns with the following VCF goals:
 To encourage and inspire positive social development in Vernon and neighboring communities;
 To promote positive social development of children, youth, families and senior residents in Vernon and the surrounding areas;
 To improve the built environment of Vernon and nearby communities

In terms of eligibility criteria, this project is particularly strong in the following areas:
 Garner appreciation from the public and recognize the contribution from the City of Vernon;
 Demonstrate a measurable benefit to residents of Vernon and surrounding areas;
 Promote the health, safety and welfare of persons residing or working within the designated geographic areas.

What previous projects has the applicant successfully implemented?

The most recent open streets events include:
-CicLAvia: The Valley (March 2016)
-CicLAvia: Heart of LA (October 2015)
CicLAvia: Culver City Meets Venice (August 2015)
CicLAvia: Pasadena (May 2015)

List any foreseeable challenges that the applicant may encounter in the implementation of this proposal or in general:

The foreseeable challenges with this grant are the recurring ones that the organization has learned from in their previous 5 years of producing open streets events. The scale of the event, the nature of the required logistics, and general coordination are challenging in producing an interactive event for upwards of 100,000 people. Moreover, the Southeast Cities region poses challenges because of the number of separate municipalities and public entities that need to be coordinated along this particular route.

It is important to note that several municipalities in the Southeast have already expressed support for the event and have been involved from the beginning in the planning of the upcoming CicLAvia.

Funding Recommendation

Fund this proposal?	<input type="checkbox"/> Yes
	<input type="checkbox"/> No

Recommended Amount:	\$40,000
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Suggested revision(s) to proposal/fund amount, if applicable:

Because of the timing of the event, the recommendation is to allocate the grant funding for traffic management, signage, and event staff, and other costs associated with the day of the event, instead of early preparation and pre-planning, as noted in their original grant request.

Staff reviewer: Anne-Marie Jones

Signed: _____

Date: 4 / 9 / 2016



General Applicant Information

Applicant Organization:	LA Family Housing
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Type of Organization:	Community Based	Year Founded:	1983
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Annual Budget:	\$16,800,000	No. of Board Members:	19
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Amount Requested:	\$150,000/ 2 years	Recommended Amount:	\$75,000/1 year
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Type of support requested:	<input type="checkbox"/> General Operating <input checked="" type="checkbox"/> Project/Program
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<p>Brief Narrative description of the organization</p> <p>LA Family Housing's (LAFH) mission is to help families and individuals transition out of homelessness and poverty through a continuum of housing enriched with supportive services. Founded in 1983, LAFH owns and operates 22 properties, including three shelters and 19 apartment buildings designated as permanent affordable housing. On an annual basis, the organization helps approximately 500 households transition to housing stability, and reaches over 5,000 people in its multi-tiered housing and services network.</p> <p>Essentially, LAFH's efforts fall into three categories: temporary housing, permanent housing, and supportive services. It is important to note that the LAFH temporary housing model is one that focuses on the entire family, ensuring that family groups are not separated as a requirement of receiving shelter, no matter the family composition. Housing resources, employment training and placement, financial literacy, life skills training, and health referrals are components of the comprehensive services provided by LAFH.</p>
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<p>Organizational strengths:</p> <ul style="list-style-type: none"> -Proven track record of owning and operating temporary and permanent housing -Executive leadership with strong reputation and expertise -One of the largest providers of services to homeless families in the San Fernando Valley, although the organization has sites throughout the eastern part of the County, and specifically in the VCF area

Proposal Details

Specific population(s) targeted by grant request (if applicable)

Age Range: n/a Family Type: n/a
 Gender: n/a Military Status: n/a
 Race/Ethnicity: all Sexual Orientation: n/a
 Economic Status: low and very low income families Other (specify): homeless families

Description of the proposal to which funds would apply
 (if no particular project is specified, please note General Operating Support in this area)

Grant funds are being requested to support the activities at Comunidad Cesar Chavez (CCC), a 27-unit emergency shelter for families in Boyle Heights. The goal at CCC is to stabilize families in crisis, and provide easy access to an array of services that could help them be successful and thrive over the long term. Goals for this particular project are:

- Place approximately 100 families into emergency housing in one of the 27 units at CCC
- Connect 100% of families to child care services, and the onsite Children's Program
- Provide access to move-in and rental assistance to 100% of households who need it
- Provide post-placement, home-based case management to enhance housing stability, as needed

Cost/Benefit:

A VCF grant at the recommended amount represents an investment of \$500/family. The cost per family served at CCC is \$7,300/family.

Beneficiaries and/or potential impact on the non-profit/governmental landscape:

Homelessness has reached epidemic proportions in the greater Los Angeles area. Both the City and County of Los Angeles have allocated significant resources to attempt to address this crisis. Investing grant funds in LAFH is a solid contribution to a broader regional effort to address critical issues of housing and homelessness.

Staff Analysis

Documents reviewed

- Audit/IRS Form 990 (dated: 12 / 31 / 2014)
- Organizational Budget
- Proposal Budget

How does the proposal align with the goals of the Fund?

This project most closely aligns with the following goals:

- To promote positive social development of children, youth, families and senior residents in Vernon and surrounding areas;
- To support and assist organizations that expand opportunities for training and development of residents for potential employment in businesses located in Vernon and surrounding communities

In terms of eligibility criteria, the organization ranks highest against the following:

- Promote the health, safety and welfare of persons residing or working within the designated geographic areas
- Demonstrate capacity by the applicant organization to ably manage and achieve intended results in an effective and efficient manner

What previous projects has the applicant successfully implemented?

Founded in 1983, LAFH not only owns and operates 22 housing complexes, it also has entered into master leases with multiple private landlords to provide housing placement at a number of scattered sites throughout Los Angeles. CCC was opened in 1988, and has served as temporary housing for thousands of people since then.

List any foreseeable challenges that the applicant may encounter in the implementation of this proposal or in general:

The primary challenge for this nonprofit organization is the lack of quality affordable housing in the Los Angeles region. It is not uncommon for LAFH clients to have trouble finding a landlord who will accept a voucher for subsidized housing, even after the long wait to apply for and be approved for a housing subsidy.

Funding Recommendation

Fund this proposal?	<input type="checkbox"/> Yes
	<input type="checkbox"/> No

Recommended Amount:	\$75,000/1 year
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Suggested revision(s) to proposal/fund amount, if applicable:

A 1-year grant is being recommended.

Staff reviewer: Anne-Marie Jones

Signed: _____

Date: 04 / 10 / 16



General Applicant Information

Applicant Organization: Big Citizen HUB

Type of Organization: Community-based Year Founded: 2015

Annual Budget: \$490,000 No. of Board Members: 5

Amount Requested: \$50,000 Recommended Amount: \$50,000

Type of support requested: [] General Operating [x] Project/Program

Brief Narrative description of the organization
Big Citizen HUB is an innovative Saturday youth leadership development and skills building program. Its mission is to build a community of Big Citizens, expanding the social capital of youth through curiosity, gratitude, team and adventure. A big citizen is defined as someone who prioritizes active participation within their communities and larger society. The organization serves as a type of "little league" for civic action, creating a place where middle school students and high school youth can practice "daily democracy" and engage in meaningful ways in their local communities.
The core program is a structured, rigorous, thought-provoking series of workshops, where students are provided with:
-Leadership skills to support college and career readiness, including problem-solving, collaboration, communication, and critical thinking
-The environment to tackle pressing civic challenges in their communities, while interacting with positive role models and peers
-An asset-based, service-oriented culture that places youth at the center and promotes youth voice
A group of education, childhood development, community development experts, practitioners, and academics works closely with the staff to develop and refine program curriculum to ensure that the learning experiences are age-appropriate, connected to school curriculum, relevant to students' daily experience, and geared towards critical thinking, communication and problem solving. In their inaugural year, 75 students enrolled in the program, with a 92% retention rate. By year five, it is anticipated that 500 students per year would participate in and complete the Big Citizens HUB program.

Organizational strengths:
-Highly innovative program model
-Strong partnerships with established programs, such as After-School All-Stars, City Year and Communities in Schools
-Early support from local funders such as the Goldhirsh Foundation and the Hauptman Family Foundation, and corporate sponsor Aramark
-Solid planning for the early phases of the organization's life cycle, including the use of Community Partners as a fiscal sponsor to ensure high-quality, stable organizational operations
-Committed, knowledgeable, dedicated staff and volunteers
-An expert group of advisors to contribute to curriculum and program design

Proposal Details

Specific population(s) targeted by grant request (if applicable)

Age Range: Students - middle and high school Family Type: all
 Gender: all Military Status: all
 Race/Ethnicity: all Sexual Orientation: all
 Economic Status: all Other (specify): _____

Description of the proposal to which funds would apply (if no particular project is specified, please note General Operating Support in this area)

Funds are being requested to support participation of youth from the Vernon CommUNITY Fund area. Based on enrollment figures from 2015, it is anticipated that approximately 54 students from throughout the VCF area would be participating in the program, which has a duration of 9 - 12 weeks, depending upon the age level of the students. The workshops are divided into 3-part modules, where students explore pressing local issues such as homelessness, climate change, and transportation. Learning consists of research, service projects, interviewing practitioners and experts, and team projects to develop ideas and presentations about how to address these issues. Parents are required to commit to supporting consistent student attendance. It is important to note that the vision of this program is one that serves young people from all over the region, and from all different economic backgrounds, as promoting civic engagement is important for all residents in the region.

Current partnerships with VCF area organizations include: Aspire Schools; Camino Nuevo Schools; Guadalupe Homeless Project, and the Promesa Boyle Heights coalition. Additional schools where students are enrolled are primarily in Boyle Heights, but the partnership with Aspire Schools will facilitate recruitment from schools in Huntington Park, Maywood, and other independent cities in Southeast. Overall program demographics include: 73% female; 27% male; 76% Latino; 17% Asian; 3% African-American; 3% Caucasian; 1% multiracial.

Cost/Benefit:

The cost per student in the Big Citizen HUB program is \$2,800. With a \$50,000 grant, the VCF would be covering the costs of about 18 students from the Vernon CommUNITY fund area.

Beneficiaries and/or potential impact on the non-profit/governmental landscape:

Leadership training and skills building as an area for philanthropic investment is growing in terms of the understanding of its importance. Encouraging and supporting youth leaders to play an active role in their communities is a key strategy for improving overall life outcomes in the areas of educational attainment, community safety, civic engagement, and community development.

Staff Analysis

Documents reviewed

- Audit/IRS Form 990 (dated: 06 / 30 / 2015)
- Organizational Budget
- Proposal Budget

How does the proposal align with the goals of the Fund?

Big Citizen HUB most closely aligns with the goals of:
 -To promote effective and responsible leadership at every level of society;
 -To encourage and inspire positive social development in Vernon and neighboring communities;
 -To promote positive social development of children, youth, families and senior residents in Vernon and surrounding communities

In terms of eligibility requirements, this project is strong when evaluated against the following:
 -Invest in workforce development, particularly for young people ages 14 - 24
 -Garner appreciation from the public and recognize the contribution from the City of Vernon

What previous projects has the applicant successfully implemented?

The first year of Big Citizen HUB yielded results that indicate this program has great potential. Some of the results include:
 -92% of students graduated from the program
 -98% of students agreed or strongly agreed that they have increased ability to work with others as a part of a team
 -96% of parents reported that they agree or strongly agree that they have seen positive changes in their child as a result of Big Citizen HUB
 -93% of students indicated that they identified a problem in their community and had a plan for solving the problem in their community

The fiscal sponsor for this organization, Community Partners, has a long history in Southern California of successfully supporting nonprofit organizations in the early stages of development. They have a strong reputation in the field for providing stability and expertise in "back of house" functions, such as monitoring and tracking of financials, providing human resources infrastructure, filing taxes, and handling compliance/monitoring for public sector funding.

List any foreseeable challenges that the applicant may encounter in the implementation of this proposal or in general:

The challenges that face Big Citizen HUB in implementing their program are consistent with those that face many nonprofits. Fund development is always a priority. Continuing program relevance and innovation, and maintaining strong relationships with other nonprofits and public agencies will be very important for this organization. They are well-positioned to be able to withstand these expected challenges as they come up.

Funding Recommendation

Fund this proposal?	<input type="checkbox"/> Yes
	<input type="checkbox"/> No

Recommended Amount:	\$50,000
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Suggested revision(s) to proposal/fund amount, if applicable:

Fund Big Citizen HUB as Founding Partner for the coming fiscal year, which begins July 2016. The recommended grant would allow for the funding of 30% of students who are enrolled in the program from the VCF area in the coming year. With a one-year commitment, a Founding Partner grant includes the creation of "Vernon CommUNITY Fellows" cohort of students, for Big Citizens living in the VCF area. In addition, there will be opportunities for establishing connections to the organization through volunteer opportunities on Big Service Day, hosting student service day projects in Vernon or the surrounding communities, and having Vernon CommUNITY Fellows play an active, visible role in service projects in the VCF.

Staff reviewer:	Anne-Marie Jones
Signed: _____	Date: 04 / 10 / 2016



General Applicant Information

Applicant Organization:	Coalicion de Latinos Americanos (CODELA)
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Type of Organization:	Community-based	Year Founded:	2001
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Annual Budget:	\$1.3 million	No. of Board Members:	6
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Amount Requested:	\$235,000/2 years	Recommended Amount:	\$22,000
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Type of support requested:	<input type="checkbox"/> General Operating <input checked="" type="checkbox"/> Project/Program
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<p>Brief Narrative description of the organization</p> <p>Coalicion de Latinos Americanos (CODELA) is a private, nonprofit organization with a mission to provide high-quality pre-school education, child nutrition programs, and family support services. The target population for CODELA services is predominantly Latino, and largely low-income. The organization assists 380 pre-school aged children and their families on an annual basis.</p> <p>CODELA offers a comprehensive curriculum to students to ensure kindergarten readiness. Their teachers are certified in early childhood education, and CODELA also hosts student teachers from East Los Angeles Community College, Cerritos College, and Los Angeles Community College.</p> <p>The organization's headquarters and principal pre-school are located in Maywood, and they operate two other pre-school sites in Bell Gardens. Almost 85% of the organization's revenues come from the State Department of Education, with approximately 10% of the budget funded by a federal food nutrition program. The organization's website address is: www.codelapreschool.org</p>
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<p>Organizational strengths:</p> <ul style="list-style-type: none"> -Consistent, year over year funding from the California State Department of Education to provide pre-school education -Good relationships with local community colleges, which facilitates certification of pre-school educators in the VCF area, and the professional development CODELA staff -Strong parental engagement via the parent council

Proposal Details

Specific population(s) targeted by grant request (if applicable)

Age Range: children aged 3 -5 Family Type: all
Gender: all Military Status: n/a
Race/Ethnicity: Latino Sexual Orientation: n/a
Economic Status: Low-income Other (specify): _____

Description of the proposal to which funds would apply
(if no particular project is specified, please note General Operating Support in this area)

Grant funds were requested to start-up a new job training program for parents of students at CODELA's Maywood pre-school site. The job-training program was geared towards training in the Solar Energy industry, specifically the installation of solar panels. It was anticipated that 14 students per year would be trained by an accredited, for-profit training institute and certified by a national solar energy organization.

Cost/Benefit:

CODELA's grant request breaks down to a per student cost of \$8,357.

Beneficiaries and/or potential impact on the non-profit/governmental landscape:

Solar energy has been seen as a potential growth industry as alternative energy becomes more commonplace. There is a risk in launching a new program where there is limited staff expertise on that particular programmatic focus.

Staff Analysis

Documents reviewed

- Audit/IRS Form 990 (dated: 06 / 30 / 2014)
- Organizational Budget
- Proposal Budget

How does the proposal align with the goals of the Fund?

The proposal is aligned with the following VCF goal:

-To support and assist organizations that expand opportunities for training and development of residents for potential employment in businesses located in Vernon and surrounding communities;

There are some questions about the proposed new program when considering the following criteria:
-Demonstrate capacity by the applicant organization to ably manage and achieve intended results in an effective and efficient manner

What previous projects has the applicant successfully implemented?

The organization operates three successful pre-schools in the Southeast Los Angeles communities of Maywood and Bell Gardens.

List any foreseeable challenges that the applicant may encounter in the implementation of this proposal or in general:

There are significant challenges in launching a new training programming, especially when that is not the primary focus of the organization. Covering the ongoing program costs after the initial launch funding can strain an organization's resources, when funding and capacity is already stretched in other areas of the organization.

Funding Recommendation

Fund this proposal?	<input type="checkbox"/> Yes
	<input type="checkbox"/> No

Recommended Amount:	\$22,000 GOS
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Suggested revision(s) to proposal/fund amount, if applicable:

A 1-year general operating support grant in the amount of \$22,000 is being recommended for CODELA. Grant funds would support strengthening of organizational infrastructure, to allow for activities that may include: professional development for staff, the creation of a fundraising/development plan, information technology planning and upgrades, and support for parent council activities.

CODELA has provided quality pre-school education for children in the Maywood community for more than a decade. Providing grant funds to strengthen the organization is a good investment in an underserved community of the Vernon COMMUNITY Fund area.

Staff reviewer:	Anne-Marie Jones
Signed: _____	Date: 04 / 11 / 2016

Attachment 3

Form Grant Agreement



Vernon CommUNITY Fund Grant Agreement

On [INSERT DATE] the Vernon CommUNITY Fund (Grantor) awarded a grant to [INSERT ORGANIZATION] (Grantee) in the amount of \$[INSERT AMOUNT] to support the following purposes: To support [INSERT ORGANIZATION MISSION AND PROJECT DESCRIPTION].

Grantor and Grantee agree to the following terms and conditions of the grant:

1. Scope of Work:

Grantee shall use the grant funds solely for the purposes stated below, and Grantee shall repay to Grantor any portion of the amount granted which is not used for those purposes. Any changes in the purposes for which grant funds are spent must be approved in writing by Grantor before implementation.

[INSERT SCOPE]

2. Amount of Grant:

\$(INSERT AMOUNT), payable upon the Vernon CommUNITY Fund's receipt of this executed Grant Agreement.

3. Conditions of Agreement:

Grantee agrees to the following conditions:

A. Reports. Grantee shall submit written reports to The Vernon CommUNITY Fund as follows:

- A narrative report describing in detail the use of the granted funds, compliance with the terms of the grant and the progress made toward achieving the purposes of the grant. A financial report detailing all expenditures resulting from the grant.
- A copy of materials (if applicable) produced as part of the grant.

The schedule for such reports is:

Interim report: [INSERT DATE]

Final report: [INSERT DATE]

Please submit your report using your FluidReview account. If you have any questions about the grant report, please reach out to Anne-Marie Jones at The Vernon CommUNITY Fund by email at vernoncommunityfund@ci.vernon.ca.us or call her at 323.351.1198.

B. Expenditure of Grant Funds. Any funds not expended in accordance with the terms of this agreement must be returned to Grantor. Grantee shall not use any portion of the funds granted herein to engage in any grassroots or direct lobbying, to intervene in any political campaign on behalf of or in opposition to any candidate for public office, to fund union activity, to induce or encourage violations of law or public policy, to cause any improper private benefit to occur, nor to take any other action inconsistent with Section 501(c)(3) of the Internal Revenue Code.

C. PATRIOT Act. Grantee agrees that it will use the grant funds in compliance with all applicable anti-terrorist financing and asset control laws, regulations, rules and executive orders, including but not limited to the USA Patriot Act of 2001.

D. Return of Funds. If Grantor, in its sole discretion, determines that Grantee violates or fails to carry out any provision of this Agreement, Grantor may, in addition to any other legal remedies it may have, refuse to make any further payments to Grantee, and Grantor may demand the return of all or part of the unexpended grant funds, which the Grantee shall immediately repay to Grantor.

E. Records and Audits. Grantee must maintain these grant funds in a separate fund dedicated to charitable purposes. A systematic accounting record shall be kept by Grantee of the receipt and expense of such funds. Grantee shall retain original substantiating documents related to specific expenditures and make these records available for Grantor's review upon request. Grantee shall be responsible for maintaining adequate financial records of this grant.

F. No Further Obligations by Grantor. This grant is made with the understanding that Grantor has no obligation to provide other or additional support or grants to Grantee.

G. Subgrantees. With regard to the selection of any subgrantees to carry out the purposes of this grant, Grantee retains full discretion and control over the selection process, acting completely independently of Grantor. There is no agreement, written or oral, by which Grantor may cause Grantee to choose any particular subgrantee.

H. Licensing and Credentials. Grantee hereby agrees to maintain, in full force and effect, all required governmental or professional licenses and credentials for itself, its facilities and for its employees and all other persons engaged in work in conjunction with this agreement.

I. Organizational and Staff Changes. Grantee agrees to provide immediate written notice to Grantor if significant changes or events occur during the term of this Agreement which could potentially impact the progress or outcome of the grant, including, without limitation, changes in: a) the Grantee's executive staff or key staff responsible for achieving the grant purposes, or b) losses in funding. In the event that Grantee ceases its operations, Grantee shall transfer any property purchased with the grant funds to Grantor.

J. Liability, Disclaimers and Insurance Requirements. Grantee hereby irrevocably and unconditionally agrees, to the fullest extent permitted by law, to defend, indemnify and hold harmless Grantor, its officers, directors, trustees, employees and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorneys' fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying the funds furnished pursuant to the grant or in carrying

out the program or project to be funded or financed by the grant, except to the extent that such claims, liabilities, losses or expenses arise from or in connection with any act or omission of Grantor, its officers, directors, trustees, employees or agents. Grantees receiving grants in the amount of \$75,000 or more shall obtain from their insurance carriers certificates of insurance naming the City of Vernon as additional insured.

K. Identification of Grantor. Grant does not imply Grantor’s sponsorship or endorsement. All of Grantee’s proposed external communications regarding Grantor or this grant, including approval of any Grantor sponsorships, endorsements or use of the Grantor’s logo, shall be submitted first to Grantor for its review and approval. Grantor may request specific Vernon CommUNITY Fund branding provisions at any time during the term of this grant.

L. Entire Agreement. Grantor reserves the right to withhold or suspend payments of grant funds if Grantee fails to comply strictly with any of the terms and conditions of the Agreement. This Agreement shall supersede any prior oral or written understandings or communications between the parties and constitutes the entire agreement of the parties with respect to the subject matter hereof. This Agreement may not be amended or modified, except in a written document signed by both Grantor and Grantee.

IN WITNESS WHEREOF, the parties have executed this Grant Agreement effective on the day of _____, 20____.

[INSERT NAME], Grantee

Authorized Signature

Printed Name

Title

Date

CITY OF VERNON, Grantor

ATTEST:

By: _____

Maria E. Ayala, City Clerk

Name: Carlos R. Fandino, Jr.

Title: City Administrator

Date: _____

RECEIVED

MAY 03 2016

CITY CLERK'S OFFICE



STAFF REPORT

CITY ADMINISTRATION

DATE: May 18, 2016

TO: Honorable Vernon CommUNITY Fund Grant Committee Members

FROM: Carlos Fandino, City Administrator *CA 5-3-16*
Originator: Alex Kung, Economic Development Manager

RE: Approval and Adoption of the Proposed Vernon CommUNITY Fund Capital Grants Program

Recommendation

- A. Find that approval of the Vernon CommUNITY Fund Capital Grants program proposed in this staff report is exempt from California Environmental Quality Act ("CEQA") review, because it is a continuing administrative activity that will not result in direct or indirect physical changes in the environment, and therefore does not constitute a "project" as defined by CEQA Guidelines section 15378.
- B. Approve and adopt the proposed Vernon CommUNITY Fund Capital Grants program.

Background

As one of the key elements of the City's good governance reforms, the City Council created the Vernon CommUNITY Fund ("VCF") to provide grants to charitable and governmental entities for projects and programs that benefit those residing and working in Vernon. Given the exclusively industrial nature of Vernon, the City Council determined that the VCF was in best interest of the City and its residents, businesses, and workers.

On September 1, 2013, the City retained the services of Jemmott Rollins Group, Inc. ("JRG") to provide consultation, guidance, research and specialized administrative support services to the City Administrator and City staff related to the VCF. JRG has extensive experience in non-profit grant-making and grants management and specialized knowledge of ethics principles governing the grant-making process.

On February 4, 2014, the City Council adopted Ordinance No. 1218 to establish the Vernon CommUNITY Fund Grant Committee ("Grant Committee") and provide the basic guidelines and operational procedures for said Committee and its officers, including those related to the

allocation of funds and the processes for reviewing and ranking applications and awarding grants.

Pursuant to Vernon Municipal Code Section 2.164, the City Council appropriated \$1,000,000 to the VCF for fiscal year 2015-2016. The Grant Committee is required to allocate funds thoughtfully. No less than 25% of funds available in any fiscal year shall be awarded to proposals to expend funds on capital projects with a projected useful life of 10 years or more, or otherwise reserve such funds for such projects to be awarded in the future. Currently, \$500,000 has been reserved for capital projects and staff anticipates an additional \$250,000 will be available for fiscal year 2016-2017 pending City Council's approval of the citywide budget in June 2016.

At the February 17th 2016 meeting, the committee met to further discuss the development of the CommUNITY Fund Capital Grants program. At the meeting, the committee instructed JRG to establish a capital grant program that would define the program, determine eligibility requirements, and the application process for receiving a capital grant. In addition, a subcommittee was formed consisting of Committee members Steve Veres, Rafael Gonzales and Juliet Goff.

On March 16th, 2016, the subcommittee met with JRG, city consultant, Fred McFarlane and City staff to review and discuss the attached proposed Capital Grants Program. Below is a summary of the proposed grant program.

Capital Grant Program Summary

The proposed program defines capital grants as specific one-time funding awards that are often time limited and related to physical acquisition, repurposing and improvement of property with a useful life of 10 years or more which supports an organization's charitable involvement in the community.

Capital grants would be for projects located in the area served by the Vernon CommUNITY Fund. Applicants would first submit a two page letter of interest signed by the Executive Director and the Chair of the Board of Directors describing the proposed project along with the estimated cost and other funding sources. The program would be focused on capital projects that are site ready and beyond the planning stage. Committee members will select the most promising applications to advance to the Request for Proposal (RFP) stage. Applicants that advance to the RFP stage may expect meeting with city officials and site visits.

Fiscal Impact

There is no known or anticipated fiscal impact associated with the actions proposed in this staff report.

Attachment(s)

1. Proposed Vernon CommUNITY Fund Capital Grants Program



VERNON COMMUNITY FUND
NOTICE OF FUND AVAILABILITY (NOFA)
CAPITAL GRANTS

The Vernon CommUNITY Fund is pleased to announce the availability of funds for capital expenditures. Potential applicants are encouraged to review the City of Vernon web site (www.cityofvernon.org) and click on the Vernon CommUNITY Fund button. The following general information appears on the web site as well as more details about the history of grants awarded

Background:

Founded in 1905 as the first exclusively industrial city in the Southwestern United States the City of Vernon is an industrial city of 5.2 square miles located several miles to the southeast of Downtown Los Angeles in Southern California. Vernon currently houses more than 1,800 businesses that employ approximately 50,000 people, serving as a vital economic engine in the region. Vernon maintains strong philanthropic ties with the neighboring communities where much of its workforce lives, providing significant financial support for public services including health care and education.

The Vernon CommUNITY Fund (VCF) contributes to the health, well-being and quality of life in surrounding communities. The Fund is administered by a diverse group of appointed volunteers serving as the Grant Committee which reviews and approves applications from community and faith-based organizations as well as local governments.

VCF Mission:

The Vernon CommUNITY Fund provides charitable contributions to community-based organizations and governmental agencies in support of efforts to improve the quality of life, strengthen families and affirm Vernon's ties with neighboring communities in pursuit of bright futures.

Goals:

- To strengthen and support non-profit organizations that benefit residents and neighborhoods;
- To improve the built environment of Vernon and nearby communities;
- To encourage and inspire positive social development in Vernon and neighboring communities;
- To support and assist organizations that expand opportunities for training and development of residents for potential employment in businesses located in Vernon and surrounding communities;
- To promote positive social development of children, youth, families and senior residents in Vernon and surrounding areas;
- To promote effective and responsible leadership at every level of society

Values:

- Shared responsibility for the well-being of our neighbors now and into the future;
- Integrity and accountability for fair decisions using high ethical standards;
- Unity of purpose and commitment to succeed at fulfilling our mission

Definition and Funds Available:

Capital Grants are specific one-time funding awards that are most often time limited and related to physical acquisition, repurposing and improvement of property that supports an organization's charitable involvement in the community. Capital grants typically do not support personnel, general operating costs or programs. The Vernon CommUNITY fund will award up to \$750,000 for one or more capital grant(s) in 2016/2017 and no less than 25% of the total CommUNITY fund annual budget in subsequent fiscal years.

Consideration will be given for the following purposes with useful life of 10 years or more:

- Equipment, furnishing, and other major material purchases
- Renovations, refurbishment, remodeling, rehabilitation, etc. for outdated facilities
- Construction or purchase of new facilities
- Land purchases
- Capital campaigns (formal approaches to major construction projects)
- Matching/challenge grants for capital campaigns

Eligibility and application process:

Capital Grants are for projects located in the area served by the Vernon CommUNITY Fund. All eligibility criteria for the general fund will apply for consideration of a Capital Grant as well as additional criteria outlined here.

The application for a capital grant is different than the typical operating or project support grant.

The application process is initiated with a formal letter of interest signed by the Executive Director and the Chair of the Board of Directors. This is not the formal proposal. Rather this letter requests the VCF to consider capital grants funding for a specific purpose that is outlined in the letter.

A description of the purpose for which an award would be used is required along with the estimated cost of the total project; list and amounts pledged from other funders; time period in which funds will be spent; final product and value added to Vernon and the surrounding community. The letter of interest cannot exceed two pages.

Attached to the letter of interest, applicants must include an IRS determination letter; latest Form 990, most recent financial audit, list of the board of directors and list of other funding partners.

Site Readiness:

The letter of intent for a capital project must contain an accurate physical description of the location for which funds will be used if the applicant is awarded a grant.

The VCF grant review will include a full review of the following:

Site control: who owns and has title to the property? If not the applicant, what is the relationship between the property owner and applicant? If property is a government agency and tenant is the applicant non-profit, what is the length and terms of the lease? Is the applicant able to assure ten or more years of continuous tenancy? Why is the tenant and not the owner applying for funds?

Proposed use of funds: The letter of interest must demonstrate intent well beyond the idea stage of development. Is transparency and approval evident in records of the Board of Directors, its committees and planning meetings? Are other funders of the organization supportive of the capital project, even if they will not be direct contributors? Why does the applicant believe the use of capital grants is feasible to achieve its goals? What is the proposed total estimate of costs and how was it derived?

Project Management: What is the proposed plan for managing capital expenditures? What key staff/personnel will be involved? What is their experience with capital grants? What consultant expertise will be used? How will consultants be chosen?

Ongoing Maintenance: Is there a plan and budget developed for ongoing maintenance of the capital project? Who will maintain the capital project after completion?

Request for Proposal (RFP): The VCF Grant Committee will select the most promising applications to advance to the RFP stage. Applicants may expect site visits, meetings with City of Vernon consultants and Administrative Staff of the City.

Timeline:

July 5:	Release of Notice of Fund Availability;
September 5	Bidders conference
October 17	Deadline to submit LOI
November 14	Notification of successful bid
January 30, 2017	Deadline for submission of proposal
May 2017	Presentation for approval by VCF Grants Committee Grant Agreement Letter issued
June 2017	Grant funded

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MAY 03 2016

CITY CLERK'S OFFICE



STAFF REPORT CITY ADMINISTRATION

DATE: May 18, 2016

TO: Honorable Vernon CommUNITY Fund Grant Committee Members

FROM: Carlos Fandino, City Administrator *CF 5-3-16*
Originator: Alex Kung, Economic Development Manager

RE: Discussion Regarding Development of a Scholarship Fund

Recommendation

- A. Hold a discussion regarding the development of a scholarship fund
- B. Authorization to form a subcommittee to further consider and possibly develop a scholarship fund

Background

Recently, the Vernon CommUNITY Fund Chair, Michael Gavina, inquired with the city's consultant, Jemmott Rollins Group (JRG), the feasibility of establishing a scholarship fund for high school students of Vernon residents, businesses and their employees interested in attaining a postsecondary education. In response to the Chair's request, JRG reached out to local postsecondary educational institutes and non-profit organizations to determine the feasibility in creating a fund. As a result of their discussions, JRG recommends the Committee members form a subcommittee to further consider and address factors relating to the creation of a scholarship fund.

Fiscal Impact

Any potential fiscal impact associated with the creation of a scholarship fund is unknown at this time and will be addressed when such proposed requirements are more fully developed and evaluated by the proposed subcommittee, Jemmott Rollins Group, and City staff.

Attachment(s)

None.