

City of Alexandria, Virginia

19
4-9-02

MEMORANDUM

DATE: APRIL 2, 2002

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*

SUBJECT: PROPOSED GUIDELINES FOR DISTRIBUTING THE FY 2002 YOUTH FUND

ISSUE: City Council consideration of the proposed guidelines for expenditure of the Youth Fund (\$100,000), which were developed by the Youth Policy Commission (YPC), to support programs and activities that promote positive adolescent development.

RECOMMENDATION: That City Council:

- (1) endorse the proposed guidelines and processes developed by the Youth Policy Commission for expending the Youth Fund; and
- (2) direct City staff to initiate all processes necessary to solicit proposals for expending the Youth Fund.

The Commission discussed and endorsed the guidelines at its meeting on March 6, 2002.

BACKGROUND: In the context of approving the FY 2002 budget, the City Council approved the establishment of a Youth Fund (\$100,000) to support innovative activities that promote and enhance positive youth development, particularly for adolescents. Council directed staff to work with the Youth Policy Commission to prepare guidelines for this fund to ensure that its monies are used to advance strategies that are part of a positive youth development model, endorsed by the Commission, called the "developmental asset model."

DISCUSSION: Included in the approved FY 2002 budget is \$100,000 designated to fund activities that promote positive development among adolescents, such as activities designed to enhance adult support of youth, create productive intergenerational relationships, provide safe places, and develop a commitment to learning and a consistent attention to values.

The Alexandria City Council established the YPC in 1997. Its role is to provide policy guidance to City Council. In 2000, the YPC developed a policy statement, which was adopted by City Council, to guide youth funding and program decisions in Alexandria. The policy statement is:

"It is the Youth Policy of the City of Alexandria to emphasize prevention, and to target activities that effectively promote positive outcomes for youth and support families"

through optimal use of existing funds, development of new resources, and engagement of the community."

The YPC supports the developmental assets model, which underscores prevention and provides a framework for mobilizing communities to take action in shaping young people's lives. Developmental assets are building blocks that all children need to grow up to be competent, caring, and healthy adults. When present, these assets protect young people from risk-behaviors and nurture behaviors that are valued by society. The more assets young people have, the more protected they are from risky behaviors and the more supported they are with positive societal values.

Based on the research findings from the Search Institute of Minneapolis, MN of more than 100,000 youth, the asset model identifies 40 factors for young people's growth and development. The asset framework is based on years of scientific inquiry into risk and resiliency factors, as well as normal developmental processes. The Search Institute has conducted a survey of approximately 3,700 Alexandria youth (grades 6 through 12) in order to construct a profile of our youth in terms of the developmental assets mentioned above.

The YPC has developed guidelines for the FY 2002 Youth Fund which are built around three areas of focus (Attachment I). These areas are part of an overall action plan to build assets in the youth of Alexandria. They are youth empowerment, community service, and intergenerational relationships. Organizations requesting grants must relate their program proposals to one or more of these program areas.

Upon the endorsement by City Council, the Department of Human Services Office of Youth staff will work with the Commission in announcing the availability of funds, and request proposals addressing asset development activities. The Youth Policy Commission will establish a committee to review and select proposals for funding based on the criteria in the Commission's guidelines. The Commission will notify City Council of its selections.

FISCAL IMPACT: \$100,000, which was included in the approved FY 2002 Budget, is available to fund proposals addressing asset development activities in Alexandria for youth in grades 6 through 12. For a FY 2003 funding cycle, \$100,000 is included in the proposed budget, as it is contemplated that this should be an ongoing item in the budget each year.

ATTACHMENTS:

Attachment I: Guidelines FY 2002 Request for Grant Proposal, The City of Alexandria, Virginia
FY 2002 Youth Fund

STAFF:

Ronald H. Frazier, Director of Youth Services
Suzanne T. Chis, Director, Division of Social Services
Meg O'Regan, Director, Department of Human Services
Carol Moore, Acting Deputy Director, Office of Management and Budget
Gene Swearingen, Director, Office of Management and Budget

GUIDELINES

FY 2002 REQUEST FOR GRANT PROPOSAL

THE CITY OF ALEXANDRIA, VIRGINIA

YOUTH FUND

PURPOSE

The City of Alexandria is seeking proposals from non-profit organizations and community groups to provide a range of activities for Alexandria's school children (grades 6 through 12). Proposals will focus on and reinforce the Developmental Asset approach produced by the Search Institute of Minneapolis, Minnesota. The goal of the Fund is to promote and enhance youth development, particularly adolescents, and to mobilize organizations and institutions to take action around a shared understanding of positive asset development in the youth of Alexandria.

The grant period will be a twelve-month period beginning July 1, 2002 and ending June 30, 2003. The maximum grant will not exceed \$25,000 for the grant period.

BACKGROUND

The Alexandria City Council established the City Youth Fund for children in grades 6 through 12 on May 7, 2001. The Fund will be administered by the City's Department of Human Services, Office of Youth Services, and monitored by the Youth Policy Commission (YPC).

The Alexandria City Council established the YPC in 1997. The Commission meets monthly and is chaired by Mayor Kerry Donley. Its role is to provide policy guidance to the City Council with a vision that "Alexandria is a community where diversity is embraced, and children are born healthy and grow up safe, nurtured, well educated and prepared for life." In 2000, the YPC developed a policy statement for youth that was adopted by the City Council to guide the Alexandria youth funding and program decisions. The policy statement is:

" It is the Youth Policy of the City of Alexandria to emphasize prevention, and to target activities that effectively promote positive outcomes for youth and support families through optimal use of existing funds, development of new resources, and engagement of the community."

The YPC has embraced the Developmental Asset approach as a framework for positive youth development that underscores prevention as well as the engagement of the entire community. Developmental assets are building blocks that all children need to grow up to be competent,

caring, and healthy adults. When present, these assets protect young people from risk-behaviors and nurture behaviors that are valued by society. Based on the research findings from the Search Institute of more than 100,000 youth, the Developmental Assets model identifies 40 factors for young people's growth and development. The model provides a framework for mobilizing communities to take action in shaping young people's lives.

These 40 developmental assets are grouped into 20 external and 20 internal assets. External assets are positive developmental experiences that surround youth with support, empowerment, boundaries and expectations, and opportunities for constructive use of time.

Internal assets are the young person's own commitments, values, and competencies. These 40 assets are grouped into eight categories: support from families and others; empowerment and opportunity to contribute; boundaries and expectations; constructive use of time; commitment to learning; positive values; skills to make positive choices; and positive identity.

The more assets young people have, the more protected they are from risky behaviors and the more supported they are with positive societal values. The developmental asset framework is based on years of scientific inquiry into risk and resiliency factors, as well as normal developmental processes.

The Search Institute has conducted a survey of approximately 3,700 Alexandria youth (grades 6 through 12) in order to construct a profile of our youth in terms of the developmental assets mentioned above. A copy of the survey results is available from the Department of Human Services, Office of Youth Services (703-838-0990).

PROGRAM FOCUS

The YPC has formulated three areas of focus for the FY 2002 Youth Fund. These areas of focus are part of an overall action plan to build assets in the youth of Alexandria. Organizations requesting grants must relate their program proposals to the areas described below:

Youth Empowerment: Develop and implement a program or activity to give voice, responsibility and accountability to Alexandria's youth throughout community life. The intent is for youth to have useful roles in the community and for youth to perceive that the community values them. As an example, Essex, Vermont has a program called CHIPS, or Community Helping to Inspire People to Succeed. The program stresses youth as an integral member of planning committees. Hampton, VA has experimented with various models including youth on boards and commissions. The model Hampton deems most successful is a parallel process in which youth and adults first tackle a problem with their peers rather than in mixed age groups. Other examples include entrepreneurial experiences or mock government opportunities in conjunction with City government.

Based on the results of the Alexandria survey for the asset "Community values youth," 22 percent of the respondents perceive that adults in the community value youth.

Community Service: Develop and implement a program or activity that encourages Alexandria's youth to engage in providing service to their community. The intent is to alert the youth to the critical human needs that exist in our community and to ingrain in them a sense of service that will remain with them as they transition into adulthood. Examples include: projects that encourage youth to care for the aging; tutoring programs; and activities aimed at preserving the environment.

Based on the results of the Alexandria survey for the "Youth as resource asset," 27 percent of the respondents felt that young people are given useful roles in the community.

Inter-generational Relationships: Develop and implement a program or activity promoting inter-generational relationships between Alexandria's adults and youth (stressing creative activities, e.g., music, theater or other arts). Create new ways to connect senior citizens to youth, teens to children, and parents to the needs of their school age children. The intent is to conduct activities and events that promote bonding between seniors and youth, e.g, seniors volunteering at schools and recreation centers, or tutoring and mentoring youth.

Based on the results of the Alexandria survey for the asset "Creative activities," 22 percent of the young people spend three or more hours per week in lessons or practice in music, theater, or other arts. For the asset "Adult role models," 31 percent indicated that parent(s) and other adults model positive, responsible behavior.

PROGRAM PROPOSAL OVERVIEW

Goals

Describe the purpose of the proposal and how it responds to one or more of the areas in the Program Focus section of this request for grant proposals. Outline how the proposed program will benefit Alexandria's youth.

Description:

1. Provide a statement of need (why activity is needed and whether it duplicates or augments existing City or other agency programs).
2. Identify the target population (age, grade, gender, size of population or any special characteristics like language, licensing, or special accommodations or facilities).
3. Specify area(s) of the City to be served and provide justification for the selected area(s).
4. Describe staffing patterns/qualifications of staff and volunteers who will be working with the target population. Also, envisioned hours/days of operation.
5. Describe collaboration with other agencies including the City that are doing similar or related work in the geographic area. Letters from supporting agencies must accompany the submission.

Evaluation Plan

List the program's anticipated outcomes and associated measurable goals. Outcomes are the benefits to the target population during or after participating in program activities. Outcomes relate to knowledge, attitudes, values, skill, behavior, or other attributes. Outcomes should be divided into three stages, initial (the first benefits/changes participants experience), intermediate (the link between initial and long-term outcomes), and long-term outcomes (the ultimate/meaningful change for participants).

List two or three primary evaluation questions that will be answered. Note the assessment methods/strategies that will be used to answer the evaluation questions (records, surveys, interviews, pre- and post-tests, community feedback). Please be specific and realistic.

Describe how stakeholders (board members, the target population, and community members) will be involved in the evaluation process.

Sustainability

Provide a budget for the amount of funding requested through the FY 2002 Youth Fund. Describe the additional resources needed to continue this project over time (financial, staffing, partners). Describe how additional resources will be secured to maintain the program beyond any grant that may be obtained through the FY 2002 Youth Fund. *This section does not apply to requests for one-time activities or projects.*

Organizational Background:

1. Describe the organization's history, mission, and goals.
2. Describe current programs, activities, and accomplishments.
3. Describe the responsibilities of the board, staff, and volunteers.
4. Submit information on the previous year's, the current year's, and the projected next year's revenue and expenses.

Proposal Evaluation Criteria

The YPC will appoint a Review Committee that will review each application and recommend successful grant applicants to the YPC for final review and selection. City Council will be notified of the selections. Listed below are the criteria that will guide the selection process.

1. The extent to which the proposal falls into at least one of the three focus areas and meets the highlighted needs.
2. The extent to which the proposal addresses all of the elements of RFP in sufficient detail.
3. The extent to which program goals are clearly outlined, achievable, and within the capacity of the submitting agency or community group.
4. The extent to which the evaluation plan is complete and will measure actual progress toward the stated goals.
5. The extent to which the proposed budget, including the amount of the grant, is adequate to sustain the program, especially in the out years.

6. The extent to which the proposed program is innovative and new to the City of Alexandria.

Proposal Due Date

Proposals must be received no later than 5:00 p.m. on May 31, 2002, in person or by mail (no fax copies accepted) to the Department of Human Services, Office of Youth Services, 2525 Mt. Vernon Avenue, Alexandria, VA 22301. **LATE OR INCOMPLETE PROPOSALS WILL NOT BE CONSIDERED.** Successful grant recipients will be notified by June 14, 2002.

FORMAT AND CONTENTS OF PROPOSALS

Application Information Cover Sheet

The attached Application Information Cover Sheet must be completed and returned with the offerer's proposal. Failure to sign and return the form are grounds for the City to reject a proposal.

Required Request for Proposal Response Format

In order for the City to conduct a uniform review process of all proposals, proposals must be submitted in the format set forth below. Failure to follow this format may be cause for rejection of a proposal because adherence to this format is critical for the City's evaluation process.

1. Title Page

The title page should reflect the Request for Proposal subject, name of the organization, address, telephone number, contact person and date of preparation.

2. Table of Contents

The Table of Contents must indicate the material included in the proposal by section and page number. A proposal's table of contents should mirror this section of the City's Request for Proposal and must include all the items set forth in this section.

3. Letter of Transmittal

A letter of transmittal must be submitted with an offerer's proposal. The letter must include:

- a. The names of the persons who are authorized to make representations on behalf of the offerer (include their titles, addresses and telephone numbers).
- b. A statement that the individual who signs the transmittal letter is authorized to bind the offerer to a contract with the City.

4. Profile of the Offerer

- a. Whether the offerer is a local, regional or national organization.
- b. Foreign (out-of-state corporations) desiring to transact business in the State of Virginia must register with the State Corporation Commission in accordance with Section 13.1-48 through 13.1-121 of the Code of the State of Virginia, as amended. Proof of registration, or proof of application for such registration, must be provided with the proposal.

c. Brief description of the organization, which states how long the organization has operated under the present name and structure. Provide any other names under which the organization has done business and the dates it operated under each name and the locations at which it operated under each name.

d. Financial

Include copies of the organization's last two audited financial statements if available. If an audit was not completed, include financial statements including a balance sheet and statement of revenues and expenditures.

e. A description of any comparable services performed by the offerer during the most recent five-year period similar in scope to the City's project outlined in the RFP. To the extent possible, include work for clients who are local or State governments.

f. Provide a minimum of three (3) letters of support or reference letters. Each letter should include a complete address and telephone number and the name and title of a contact individual. It should also describe the contract under which the offerer provided services to the reference, the length of the contract and its project budget.

5. Required Representations by the Offerer

a. Submit a statement that supervision of the offerer's staff providing the services to the City will be by a principle of the organization.

b. Provide resumes of full time and part time staff that would directly perform the work. Each resume must provide: The name of the individual, job title, education, work experience relevant to the nature of this RFP, and their work responsibilities under the contract. Resumes are not required for administrative personnel such as secretarial and clerical staff who would indirectly support the contract.

6. Offerer's Response to Scope of Work

In preparing your response to the Scope of Work, organize your proposal to follow the order of information requested in the proposal. Be specific and thorough in your proposal.

7. Cost

Include a budget which addresses the requirements specified in the Statement of Work.

8. Additional Data

Data not specifically requested by the foregoing sections but which is considered essential to the proposal may be presented in this section. However, suggestions of additional information include, but are not limited to, copies of relevant media reprints and promotional brochures of your organization.

ATTACHMENT

CITY OF ALEXANDRIA
YOUTH FUND
FY 2002 APPLICATION INFORMATION COVER SHEET

Program Title: _____

Submitted By: _____

Address: _____

Contact Person: _____

Email Address: _____ Fax: () _____

Funding Request: _____

(Amount and time period - number months, year, etc.)

Organization's total budget for FY 2003 (exclude in-kind contributions) _____

Populations(s) Priority(ies) being addressed: _____

Program Priority(ies) being addressed: _____

I certify that to the best of my knowledge, information regarding this proposal reflects accurate data regarding need and estimates for planned/delivered services. This proposal was considered and approved for submission by the agency Board of Directors on (date) _____.

By signing this application, the undersigned offers and agrees if the proposal is accepted, to furnish items or services for which prices are quoted, subject to final negotiation and acceptance by the City of Alexandria and subsequent contract award.

Executive Director (or name of representative) _____ Date: _____
(for multiple agency submissions, please submit additional sheets as necessary)

DEADLINE FOR SUBMISSION IS MAY 31, 2002 BY 5:00 P.M.

SUBMIT TO:

City of Alexandria
Department of Human Services
Office of Youth Services
2525 Mt. Vernon Avenue
Alexandria, VA 22301
Attention: Ronald Frazier

*Please note, all applications must be received and logged in at the office listed above by
May 31, 2002 by 5 p.m. to be considered for this funding.*