

*City of Alexandria, Virginia*

## MEMORANDUM

DATE: FEBRUARY 7, 2007

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER *J*

SUBJECT: AUTHORIZATION OF GRANT APPLICATION TO THE ALEXANDRIA ROTARY CLUB FOR A ONE YEAR PROJECT TO ENHANCE YOUTH COMMUNITY EDUCATION SERVICES

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**ISSUE:** Authorization of grant application in the amount of \$5,000 to the Alexandria Rotary Club to enhance youth community education services.

**RECOMMENDATION:** That City Council:

- (1) Authorize the grant application to the Alexandria Rotary Club in the amount of \$5,000; and
- (2) Authorize the City Manager to execute all necessary documents.

**BACKGROUND AND DISCUSSION:** The Alexandria Office on Women (OOW) has applied for a one-time grant to address gaps in services to the youth in Alexandria. The project would fund an extension of our community education program for youth on building healthy relationships by advertising our text message line and web site to them. Staff does not expect to request any additional funding after the one-year period either from the grantor or the City of Alexandria.

The Alexandria Office on Women proposes to expand the promotion of a teen text message line and a web site to provide interactive advice and information to teens on building healthy relationships and living violence-free lives. The Alexandria Office on Women will employ an intern to expand the interactive portion of the youth web site ([www.alexandriava.gov/youth](http://www.alexandriava.gov/youth)) and purchase promotional materials, including posters, flyers, and small giveaways that advertise the teen text message line (703.717.TEEN) to increase its usage and encourage youth to visit the web site.

The Office on Women has concurrently applied to two sources to fund this project. Identical critical item funding requests were included in each of the grants. If the department were to be

awarded both grants it would enable the project to expand its scope to additional Alexandria youth. The staff requested funding for several other items in each of the grants in the event that we received both grants.

The Alexandria Office on Women submitted this grant application to the Alexandria Rotary Club to meet its deadline of January 31, 2007, with the understanding that subsequent City Council authorization would be required to accept this grant award.

This grant came to the attention of Office on Women staff in mid-January, approximately one week before the second legislative session of City Council. This was insufficient time for staff to prepare an adequate response to the grant application and prepare an item to be placed on the docket for the second legislative session in January. It is always our intention to submit grants in a timely manner to allow Council to review and approve them if they see fit.

**FISCAL IMPACT:** Receipt of up to \$5,000 for the one-year program. No City match is required. The program will end in one year and no additional City funds will be needed to continue the program.

**STAFF:**

Jen Harris, Community Education Specialist

Claire Dunn, DVP Coordinator

Erika Callaway Kleiner, SARA Program Coordinator

Lisa Baker, Director, Office on Women