


City of Alexandria, Virginia

15
6-11-02

MEMORANDUM

DATE: MAY 31, 2002

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHIL SUNDERLAND, CITY MANAGER 

SUBJECT: APPROVAL OF A GRANT AWARD FROM THE DEPARTMENT OF
CRIMINAL JUSTICE SERVICES TO FUND A TOY BOAT
ENTREPRENEUR PROJECT FOR COURT- INVOLVED YOUTH

ISSUE: Approval of an award from the Department of Criminal Justice Services to fund a toy boat project for the period beginning June 2002 and ending September 2002.

RECOMMENDATION: That City Council:

- (1) accept a grant award for \$22,200 from the Department of Criminal Justice Services to fund a summer boat project operated by the Court Service Unit; and
- (2) authorize the City Manager to execute all documents that may be required.

BACKGROUND: In January, 2002, the Department of Criminal Justice Services (DCJS) sent a notice to localities offering one-time federal funds for projects that enable juvenile courts and probation offices to be more effective and efficient in holding juveniles accountable. DCJS offered to provide State general funds to meet the 10% match requirement to access the funds. In order to be considered to receive the funds, localities were to submit concept papers for programs that would cost no more than \$50,000 and would fund short-term projects or needs. Any money received by the locality is to be spent by September 30, 2002.

There was no formal grant process required to access these funds and therefore it was determined that a concept letter would be submitted due to time limitations and that Council would be notified as soon as possible should money be awarded to the City. The funds will not be received until approved by Council.

DISCUSSION: The Court Service Unit prepared a concept paper for a toy boat entrepreneur project which would promote juvenile accountability by exposing juveniles to the experience of creating and implementing a small business. The program, as designed, would concentrate on entrepreneurship skill learning for many youth currently on supervised probation with the Court Service Unit. At the same time, the program seeks to provide a service to the community. Essentially, youth would work towards establishing a business of selling unassembled toy boat kits to tourists and young children in the community. Prior to participation in the project, youth

would participate in pre-employment training. These mini-courses would teach essential skills in career exploration, application and resume building, interviewing, job maintenance and career advancement. Youth would develop a business plan for the toy boat project and design the project name, logo, sign and uniform hats and t-shirts.

The toy boat project will operate on Wednesdays and Thursdays from 10:00 am to 4:00 pm and some Saturdays during the summer months at the waterfront area behind the Torpedo Factory. Court Service Unit probation staff will supervise the project and youth at all times of the program operation, but virtually all other aspects of the business will be run by the youth. On the job site, the youth will teach others about Alexandria's maritime history while selling unassembled toy boats. When a toy boat is sold, the youth will assist the buyer on how to assemble and decorate the miniature sailboats. The hope is that the toy boats will attract young children and tourists with young children who are visiting the waterfront area.

Youth participants will not be salaried but rather earn QUIDs (Quality Improvement Dollars) for each hour of work. Each youth will have a responsibility in the business as advertisers or sales executives to earn the QUIDs. Any profit gained by the selling of the toy boats will be converted to QUIDs which will be used for same day purchase that promote successful employment, education and productive use of leisure time. The youth will have the opportunity to purchase items such as clothing for job interviews, bus tokens, school supplies as well as movie passes and tickets to amusement parks and other local activities. An added benefit of this token economy is that it will promote positive community involvement of juvenile offenders.

After the youth complete the toy boat business experience, they will receive support in obtaining employment in the community through JobLink. Court Service Unit case managers will assist in monitoring the youth's progress throughout each phase of the program and evaluations on the impact of the program on the youth will be completed by the use of post-participation survey tools.

The grant will pay for rental of outside space and storage rental which has been arranged through Gary Baker, Director of Operations for Realco Project Management Services, the owner of the property. Mr. Baker is both supportive and enthusiastic about this project. The Torpedo Factory also has been made aware of the project.

GRANT PERIOD: The program will start in June 2002 and operate until mid-September 2002 with adjustments in hours after school begins.

FISCAL IMPACT: The City will receive a one-time cash amount of \$22,200 to pay for supplies, cost of rentals, and advertising. All of the funds must be expended no later than September 30, 2002.

There is no requirement for the City to provide a cash match or an in-kind match for these funds. The City is responsible for the normal administrative costs and reporting oversight associated with this grant which will be provided by the Court Service Unit, the Finance Department and the

Office of Management and Budget. There is a 10% cash match requirement that will be assumed by the State Department of Criminal Justice Services. It should be noted that there are no monies available in the City budget to continue funding this program once the grant monies are expended.

STAFF:

Lillian Brooks, Director of Court Services

Linda Odell, Program Coordinator, Court Services

Carol Moore, Acting Deputy Director, Office of Management and Budget