



# Memorandum

**TO:** NEIGHBORHOOD  
SERVICES AND  
EDUCATION COMMITTEE

**FROM:** Jon Cicirelli

**SUBJECT:** See Below

**DATE:** August 26, 2024

Approved

Date:

9/5/2024

**COUNCIL DISTRICT:** Citywide

**SUBJECT:** Parks, Recreation and Neighborhood Services Grantmaking Unit Status Report

## **RECOMMENDATION**

Accept the report on the Parks, Recreation and Neighborhood Services Grantmaking Unit, including an overview of how the City invests and partners with community-based organizations to serve our residents through grantmaking.

## **BACKGROUND**

The Department of Parks, Recreation and Neighborhood Services' (Department) vision of building healthy communities that inspire belonging is guided by the Department's strategic plan ActivateSJ.<sup>1</sup> ActivateSJ is a people-focused, service-driven plan where Stewardship, Equity & Access, Identity, and Public Life drive the work of our grantmaking efforts. The work of the Grantmaking for Community Impact team is specifically related to the Stewardship guiding principle. Grantmaking works to diversify the Department's funding for a sustainable system by continuing to strengthen relationships with our nonprofit partners.

The Department administers five grant programs<sup>2</sup>: 1) BeautifySJ Grant, 2) Bringing Everyone's Strengths Together, 3) Opioid Overdose Prevention Grant, 4) Safe Summer Initiative, and 5) Older Adult Health & Wellness partners. Over 120 community-based organizations and neighborhood groups (see Attachment B for a list of grant funded agencies) are funded to provide services for vulnerable youth and families, older

<sup>1</sup> For more information see the [ActivateSJ Strategic Plan](#)

<sup>2</sup> For more information on Department funding opportunities and procurements:

<https://www.sanjoseca.gov/your-government/departments-offices/parks-recreation-neighborhood-services/get-involved/funding-opportunities-procurements>

adults, and a variety of neighborhoods in San José. The grants programs are intended to compliment and further enhance the effort of existing programs offered by the Department's Community Services and Recreation Divisions for better community outcomes. This memo will primarily include effort and outcomes from four of the five grant programs for the 2022-2023 program year as Opioid Overdose Prevention Grant was newly implemented in 2023-2024.

## **ANALYSIS**

Reaching the desired community impact requires the Department to partner with funded agencies to exchange knowledge and insights and combine resources. The Grantmaking for Community Impact team encompasses four key areas when partnering with community groups and stakeholders; 1) Focus on equity and access, 2) Support and strengthen relationships with partners, 3) Create an environment for feedback and continued learning for process improvement, and 4) Collaborate for a greater impact.

Contract deliverables are monitored through the Department's Grant Monitoring Guidelines and outputs and outcomes are tracked annually. Grantmaking also involves a phased administrative process to ensure the following:

- 1) application process is fair and equitable,
- 2) grant recipients are providing quality programs to areas in most need,
- 3) service delivery aligns with contract deliverables to meet intended outcomes.

Through community group partnerships and grant monitoring and evaluation, the Department can capture service outputs, outcomes, and areas for continuous improvement so that the limited resources available for grant funded services are used efficiently and effectively.

## **Grant Program Descriptions**

The following descriptions provide a general overview of each grant program. Each program serves a specific target population with a unique scope that is intended to meet outcomes related to implemented services and activities. More details for each program are outlined in *Attachment A - Grant Program Descriptions*.

### ***BeautifySJ Grant Program***

BeautifySJ Grant supports existing efforts led by the BeautifySJ Neighborhood Blight Reduction team which provides graffiti, blight and litter removal and encampment abatement along with trash services for people experiencing homelessness. The program funds neighborhood groups, including new emerging groups and community groups that support neighborhoods with beautification projects like tree planting and mural installation and neighborhood engagement such as National Night Out, cultural festivals, and community building events.

### *Bringing Everyone's Strengths Together (BEST) Grant Program*

The BEST Grant Program is the funding arm of the San José Youth Empowerment Alliance (SJYEA) which funds agencies that provide gang prevention and intervention services to San José schools, youth and families. The BEST Program developed a scope of services to reflect this approach using five Service Strategy Areas; 1) Youth Development and Leadership, 2) Place-Based Intervention and Diversion Services, 3) Vocational & Job Training Services, 4) Family and Neighborhood Strengthening Support, and 5) Individual and Whole Family Supportive Services.

### *Older Adult Health and Wellness Grant Program (OAHW)*

The Older Adults Wellness Grant Program funds agencies that reduce social isolation and improve the health and wellness of individuals ages 50 and older through the provision of supportive services and activities at various City of San José Community Centers, primarily Santa Clara County-sponsored Senior Nutrition Program sites.

### *Opioid Overdose Awareness Grant Program*

The Department in collaboration with the City Manager's Office, community-based organizations, and Santa Clara County partners, supports efforts to decrease opioid poisonings and deaths including enhancing linkage to care for people with opioid use disorder and risk for opioid overdose, partnering with public safety, and implementing other innovative prevention activities to support public outreach and education.

### *Safe Summer Initiative Grant Program (SSIG)*

SSIG Grant Program along with the BEST and Opioid Overdose Prevention grants support the efforts of the San José Youth Empowerment Alliance to reduce youth violence through prevention, intervention, diversion and re-entry, and healing strategies. SSIG aims to provide and enhance recreational or educational opportunities not normally available to the San José Youth Empowerment Alliance Target Population during the summer months. Thereby providing youth a safe environment while keeping them active and engaged in positive activities.

### **Priority Service Areas**

Priority service areas for grant programs are areas that have been identified as having the highest concentration of underprivileged populations, including households with low incomes, people of color, limited economic opportunity, and inequitable education resources. These areas are prioritized when allocating grant resources as these communities are still experiencing the impact of historic underinvestment and limited access to resources and opportunities. Priority service area determination draws on

crime and census data, stakeholder focus groups, and historical grant award data. Depending on the grant program other factors may be considered when determining priority service areas, such as locations with high overdose deaths areas impacted by blight, or areas with higher concentration of older adults who have the greatest economic and social needs.

### Program Service Outputs

For the 2022-2023 program year, Department grant programs were allocated a total of \$3,794,757 and funded 120 community partners including nonprofit organizations, neighborhood associations, and emerging neighborhood groups.

Figure 1: 2022-2023 Total Grant Funding Allocation by Grant Program<sup>3</sup>

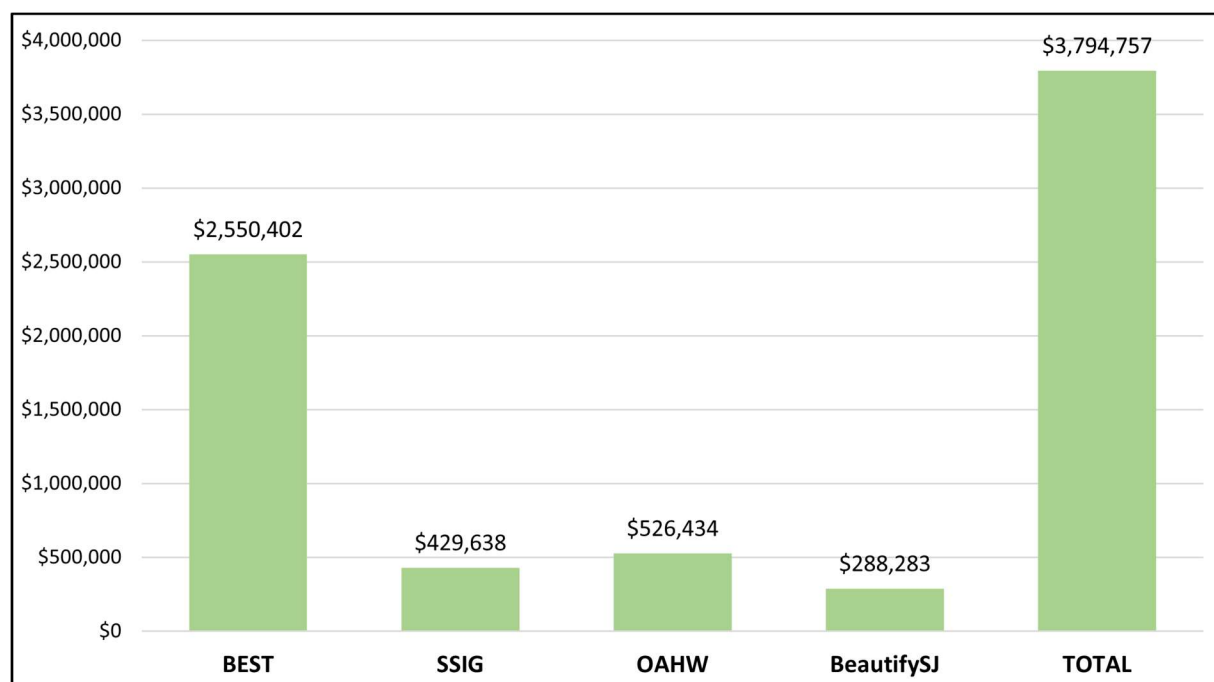
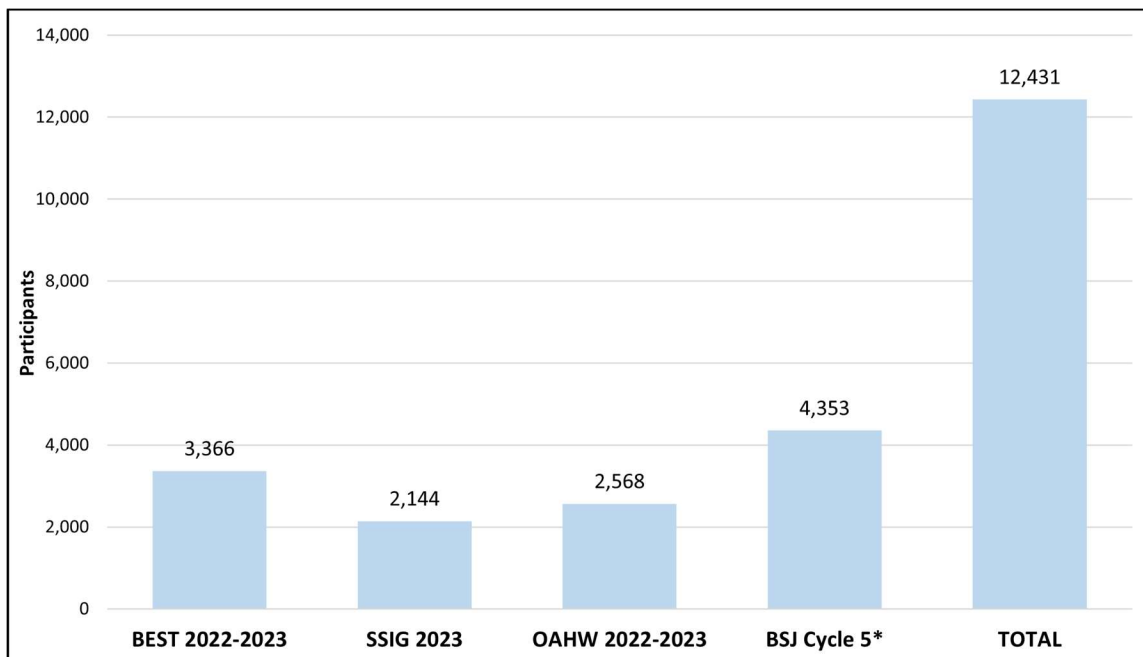


Figure 2 below outlines the number of participants served by each grant program. Community partners served a total of 12,431 participants and volunteers that range from children as young as six to older adults above the age of 65. For the BEST Grant Program, 77% of participants were served in priority neighborhoods<sup>4</sup>.

<sup>3</sup> The total 2023-2024 SSIG allocation is \$579,638. The \$429,638 included in the Figure 1 is the portion of the allocation that is awarded to nonprofit agencies. The remaining \$150,000 is distributed to San Jose Community Centers for summer program scholarships.

<sup>4</sup> Priority Neighborhoods are San José neighborhoods with higher level of youth violence and a greater need for resources and services. See [Priority Neighborhoods Map](#).

Figure 2: 2022-2023 Total Program Participants by Grant Program<sup>5</sup>

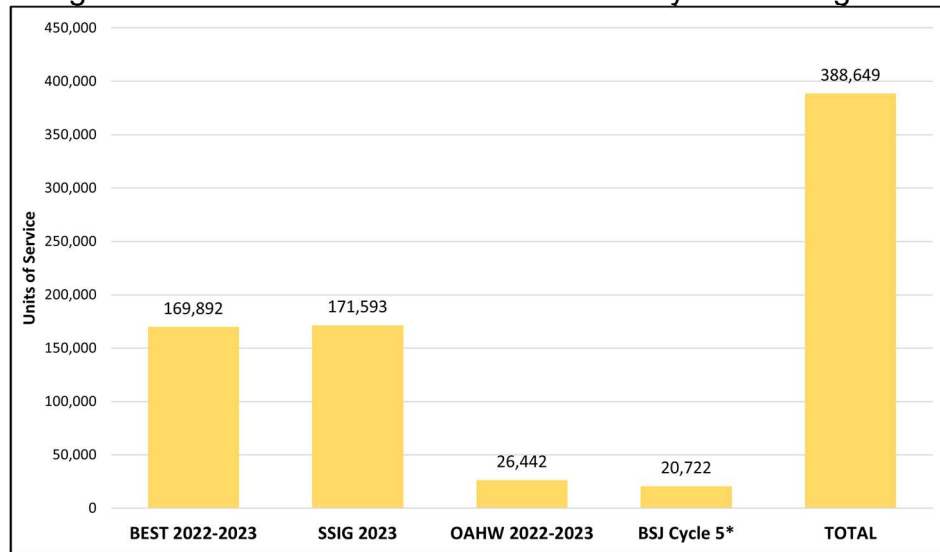


The BEST, SSIG, Older Adult Health and Wellness, and Safe Summer Initiative Grants use a formula to measure the amount of services provided by each nonprofit partner. This formula, which uses the number of participants, sessions, and time per session to measure service delivery, yields Units of Service (UOS)<sup>6</sup>. The BeautifySJ Grant counts volunteer hours instead of UOS. In 2022-2023, Department grant programs provided a total of 388,649 hours of service. Figure 3 outlines the total number of UOS by grant program.

<sup>5</sup> Beautify SJ Grant Program counts total number of volunteers who participated in events or projects instead of total participants served.

<sup>6</sup> Units of Service (UOS) = Total Number of Sessions x Average Number of Participants per Sessions x Average Number of Hours per Session.

Figure 3: 2022-2023 Total Units of Service by Grant Program<sup>7</sup>



## Program Outcomes

The Performance Measurement Framework used by the Grantmaking for Community Impact Unit is designed to capture each grant's impact on its participants based on type and level of service provided to the specified target population. To evaluate program outcomes, BEST, Older Adult Health and Wellness, and Safe Summer Initiative Grants administer a participant survey that assesses participant changes in knowledge, beliefs, attitudes, and behaviors. To assess impact for the BeautifySJ Grant Program, neighborhood groups track the number of beautification projects and neighborhood engagement events conducted.

### *BeautifySJ*

- 117 Beautification Projects (dumpster days, gardening, public art).
- 452 Neighborhood Engagement events (National Night Out, community engagement, cultural events).

### *Bringing Everyone's Strengths Together*

- 87.9% of surveyed BEST participants felt they had developed a relationship with a caring adult.
- Over 87% of surveyed BEST participants also reported confidence in their ability to resolve challenges or problems in their life.

<sup>7</sup> The BeautifySJ Grant Program tracks volunteer hours instead of Units of Service.

### Older Adult Health and Wellness

- 97% seniors reported they feel an overall improved sense of health and wellness.
- 97% of participants reported increased knowledge in accessing supportive services (legal aid resources, how to lead a healthy lifestyle, and the use of technology).

### Safe Summer Initiative

- 95% of participants felt SSIG was a safe program.
- 92% reported learning about other resources as a result of participating in SSIG.
- 94% felt connected to a caring adult through SSIG.

### Looking Forward

The Grantmaking for Community Impact team will continue to prioritize work to improve equitable outcomes for communities served through Department grant programs. The nonprofit agencies in which the Department collaborates with are increasingly relied upon to implement evidence-informed programs and deliver results for disadvantaged, under privileged communities. These challenges created an opportunity for grant funded agencies and the Department to come together and discuss solutions. In our evaluation process and continued discussions with our valued partners, we identified areas upon which to build our grantmaking process to better support our nonprofit partners:

- Prioritizing racial equity so that San José residents, primarily those that are in disadvantaged communities, have access to resources or opportunities to participate in economic, social, and civic life.
- Increase the opportunities for smaller, community-led organizations with staff who have lived experience to build stronger infrastructures. This item was recommended by Silicon Valley Council of Nonprofits through continued feedback discussions.
- Support community-based organizations by investing in capacity building through a Community of Learning program. Community of Learning works to provide trainings and sharing of best practices amongst funded agencies. The partner convenings are powerful tools to build trusting relationships and establish a true partnership that extends outside of the traditional funder and grantee relationship.

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**COORDINATION**

This memo was coordinated with the City Manager's Budget Office and City Attorney Office.

/s/

Jon Cicirelli

Director, Parks, Recreation, and  
Neighborhood Services

For questions, please contact Petra Rigüero, Program Manager at  
[Petra.Rigüero@sanjoseca.gov](mailto:Petra.Rigüero@sanjoseca.gov) or (408) 793-4198.

**ATTACHMENT A- GRANT PROGRAM DESCRIPTIONS**  
**ATTACHMENT B- GRANT FUNDED AGENCIES**



**ATTACHMENT A- GRANT PROGRAM DESCRIPTIONS**

<b>Grant Program</b>	<b>Who is program serving?</b>	<b>Funded Agencies 2022-2023</b>	<b>What services are provided?</b>	<b>What is impact of program?</b>
<b>BeautifySJ</b>	San José Residents	73	<ul style="list-style-type: none"> <li>• Beautification projects</li> <li>• Neighborhood quality of life and organization building events</li> <li>• Neighborhood support &amp; capacity building activities</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthen neighborhood groups</li> <li>• Improve neighborhood conditions through beautification</li> <li>• Engage with neighbors to reduce trash, graffiti, and other sources of blight</li> </ul>
<b>BEST</b>	Ages 6-24 and their families	14	<ul style="list-style-type: none"> <li>• School-based youth support and leadership groups</li> <li>• Street outreach and intervention in priority neighborhood</li> <li>• Pro-social activities and field trips</li> <li>• Parent life skill training</li> </ul>	<ul style="list-style-type: none"> <li>• Basic needs met</li> <li>• Access to resources improved</li> <li>• Improved relationships with adults</li> <li>• Better school attendance</li> <li>• Reduce risky behaviors</li> <li>• Increased social/emotional skills</li> </ul>
<b>Older Adult Health &amp; Wellness</b>	Ages 60 and above	9	<ul style="list-style-type: none"> <li>• Support Services</li> <li>• Health and Wellness Promotion and Educational Class</li> <li>• Age-Friendly Programming</li> </ul>	<ul style="list-style-type: none"> <li>• Improved sense of health &amp; wellness</li> <li>• Participants will learn more about their oral health</li> <li>• Participants will improve their physical functioning</li> <li>• Participants will report a boost in mood elevation</li> <li>•</li> </ul>

<b>Opioid Overdose Prevention</b>	Ages 6-24, families, and residents	4 (2023-2024)*	<ul style="list-style-type: none"> <li>• School based substance use prevention groups and parent assemblies</li> <li>• Adult trainings including Narcan distribution</li> <li>• Community-based youth and parent workshops</li> <li>• Social Media Awareness Campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness of opioid/ fentanyl misuse consequences</li> <li>• Access to additional resources which address opioid/fentanyl misuse</li> </ul>
<b>SSIG</b>	Ages 6-24	27	<ul style="list-style-type: none"> <li>• Educational programs to increase math and reading achievement</li> <li>• Youth development</li> <li>• Recreation, health, and fitness</li> </ul>	<ul style="list-style-type: none"> <li>• Participants will feel safe during their involvement in program</li> <li>• Participants will learn more about services that benefit them or their peers</li> <li>• Participants will report a connection to one or more caring adult</li> </ul>

\*Opioid Overdose Prevention Grant was first implemented in 2023-2024.

**ATTACHMENT B- GRANT FUNDED AGENCIES**

<b>BeautifySJ- Cycle 5 Grantees</b>	
	<b>Neighborhood Group Name</b>
1	Alma Neighborhood Association
2	Almaden Valley Community Association
3	Alum Rock Village Action Committee (ARVAC)
4	Alviso Neighborhood Group
5	Baker West Neighborhood Association
6	Beautiful Day - through Westgate South Hills church
7	Berryessa Citizens Advisory Council
8	Blossom Valley Neighborhood Association
9	Brahms/Edgeview Neighborhood Association
10	Buena Vista Neighborhood Association
11	Cadillac/Winchester Neighborhood Association
12	California Native Plant Society - Santa Clara Valley Chapter G1
13	California Native Plant Society - Santa Clara Valley Chapter G2
14	Campus Community Association
15	Cassell Neighborhood Association
16	Comanche Blossom Valley Neighborhood Association
17	Communications Hill Neighborhood Association
18	Cory Neighborhood Association
19	Cottle to Lean Neighborhood Association
20	Creekside Evergreen Neighborhood Association
21	District 1 Leadership Group
22	DISTRICT 10 Leadership Coalition
23	District 5 Leadership Group
24	District 8 Community Roundtable
25	Doerr Neighborhood Association
26	Eden Neighborhood Association
27	Erikson Neighborhood Association
28	Evergreen Estates Neighborhood Association
29	Evergreen Leadership Neighborhood Association
30	Foxdale Neighborhood Association
31	Friends of Santa Teresa Park
32	Gardner Neighborhood Association
33	Girl Scouts of Northern California
34	Goodyear/Mastic Neighborhood Association
35	Great Oaks Neighborhood Association
36	Hellyer Neighborhood Association
37	Hill Park Drive Neighborhood Association
38	Japantown Neighborhood Association

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39	Kirkwood Neighbors on Watch
40	Kooser Woods Coalition Neighborhood Association
41	Little Branham Rosswood Neighborhood Association
42	Lone Bluff-Senter Neighborhood Association
43	Los Paseos Neighborhood Association
44	Lyndale Neighborhood Association
45	Mayfair NAC
46	McLaughlin Area Tenants
47	Moreland West Neighborhood Association
48	Mount Pleasant Neighborhood Association
49	North Willow Glen Neighborhood Association
50	Norwood Neighborhood Association
51	Oak Grove Neighborhood Association
52	Olinder Neighborhood Association
53	Palm Haven Restoration Committee
54	Penitencia Neighborhood Association
55	Plata Arroyo Neighborhood Association
56	Poco Way Apartments
57	Primrose Neighborhood Assoc.
58	Rosemary Gardens Neighborhood Association
59	Rubino Park Neighborhood Association
60	Seven Trees Neighborhood Association
61	Shasta Hanchett Park Neighborhood Association
62	Silverleaf Neighborhood Association
63	South University Neighborhood Association
64	Spartan Keyes Neighborhood Action Coalition (NAC)
65	Thousand Oaks Neighborhood Association
66	Tropicana Lanai Neighborhood Association
67	University Neighborhoods Coalition
68	Welch Park Neighborhood Association
69	West Evergreen Community Action Team
70	West Evergreen Neighborhood Association
71	Westgate Village Neighborhood Association
72	Willow Glen Garden Club
73	Willow Glen Neighborhood Association

<b>Bringing Everyone's Strengths Together- 2022-2023 Grantees</b>	
	<b>Agency Name</b>
1	Alum Rock Counseling Center
2	Bay Area Tutoring Association
3	Bill Wilson Center
4	Caminar
5	Catholic Charities of Santa Clara County

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6	ConXion to Community
7	Fresh Lifelines for Youth
8	New Hope for Youth
9	Pacific Clinics
10	San Jose Jazz
11	Shine Together
12	The Art of Yoga Project
13	The Tenacious Group
14	Ujima Adult and Family Services

<b>Safe Summer Initiative- Summer 2023 Grantees</b>	
	<b>Agency Name</b>
1	Alum Rock Counseling Center, Inc.
2	AWO
3	Boys & Girls Clubs of Silicon Valley
4	Breakthrough Silicon Valley
5	CamCamp
6	Catholic Charities of Santa Clara County
7	ConXion to Community
8	Compassion point Mentorship
9	Empowering our Community for Success
10	Joyful Learning Educational Development Center
11	Life Skills Training and Educational Programs, Inc.
12	Mama D 2nd Chance
13	New Hope for Youth
14	PARTI
15	San Jose Jazz
16	San Jose Multicultural Artists Guild
17	San Jose Museum of Art Association
18	Saved By Nature
19	School of Arts and Culture at MHP
20	Shine Together
21	Silicon Valley Education Foundation
22	The Art of Yoga Project
23	The Tenacious Group
24	To Be Empowered
25	Ujima Adult and Family Services
26	Valdes Math Foundation
27	Vietnamese American Roundtable

<b>Older Adult Health and Wellness – 2022-2023 Grantees</b>	
	<b>Agency Name</b>
1	Bay Area Community Health
2	Breath California of the Bay Area
3	Catholic Charities of Santa Clara County
4	Health Mobile
5	Korean American Community Services
6	Portuguese Organization for Social Services & Opportunities (POSSO)
7	Senior Adults Legal Assistance (SALA)
8	The Vietnamese Voluntary Foundation (VIVO)
9	Yu-Ai Kai

<b>Opioid Overdose Prevention - 2023-2024 Grantees</b>	
	<b>Agency Name</b>
1	Catholic Charities of Santa Clara County
2	New Hope for Youth
3	Sunday Friends
4	The Tenacious Group