



City of Capitola Community Grants Program (CGP) Review

Interim Report to the Capitola City Council on Implementing Recommended CGP Process Improvements

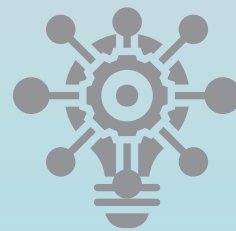
April 14, 2022

Optimal Solutions Consulting

CGP Review, Phase 2



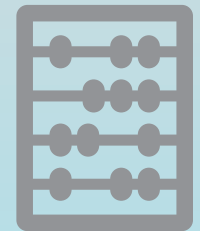
Community
Profile



Useful Lessons
& Insights



City Council
Member
Interviews

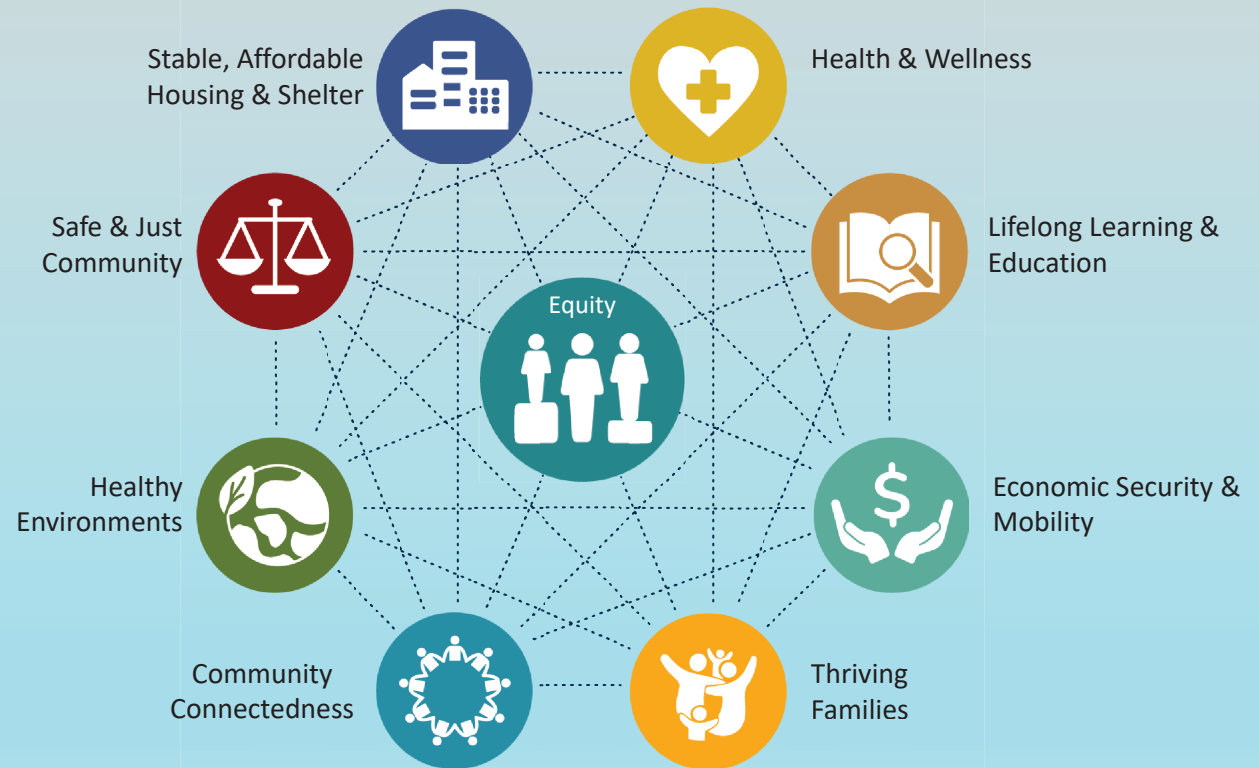


Funding
Allocation
Strategy and
Process

City of Capitola Community Profile



CORE Conditions for Health & Well-being



City of Capitola Community Profile

City of Capitola Community Profile

A Snapshot of Community Health & Well-being

Prepared for Capitola Community Health & Well-being Steering Committee
March 2022

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Who Lives in Capitola?

Age

Age Group	2019	2020	2021	2022
0-14	10%	10%	10%	10%
15-24	10%	10%	10%	10%
25-34	10%	10%	10%	10%
35-44	10%	10%	10%	10%
45-54	10%	10%	10%	10%
55-64	10%	10%	10%	10%
65-74	10%	10%	10%	10%
75-84	10%	10%	10%	10%
85+	10%	10%	10%	10%

Population

Year	Population
2019	13,750
2020	13,750
2021	13,750
2022	13,750

Gender

Gender	Percentage
Male	50%
Female	50%

Race, Ethnicity & Language

Race/Ethnicity	Percentage
White	65%
Hispanic	25%
Other	7%

Income

Income Level	Percentage
Below \$10,000	7%
\$10,000 - \$14,999	4%
\$15,000 - \$24,999	13%
\$25,000 - \$34,999	12%
\$35,000 - \$49,999	11%
\$50,000 - \$74,999	11%
\$75,000 - \$99,999	11%
\$100,000+	11%

A Framework for Understanding Community Health & Well-being in the City of Capitola

The City of Capitola is a vibrant community with a rich history and a strong sense of community. The City's health and well-being is shaped by a variety of factors, including the built environment, social determinants of health, and the community's overall health and well-being.

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CORE Condition: Health & Wellness

All citizens have the opportunity to live a healthy, active, and well-being life.

17% of the population is 65+ years old.

40% of the population is 18-24 years old.

10% of the population is 25-34 years old.

10% of the population is 35-44 years old.

10% of the population is 45-54 years old.

10% of the population is 55-64 years old.

10% of the population is 65-74 years old.

10% of the population is 75-84 years old.

10% of the population is 85+ years old.

CORE Condition: Economic Security and Social Mobility

Income, wealth, and social mobility are key factors in determining a community's health and well-being.

20% of the population is in the lowest income quartile.

10% of the population is in the second income quartile.

10% of the population is in the third income quartile.

10% of the population is in the fourth income quartile.

CORE Condition: Community Connectedness

Community connectedness is a key factor in determining a community's health and well-being.

33% of the population is in the lowest connectedness quartile.

10% of the population is in the second connectedness quartile.

10% of the population is in the third connectedness quartile.

10% of the population is in the fourth connectedness quartile.

CORE Condition: Safe & Just Community

A safe and just community is a key factor in determining a community's health and well-being.

10% of the population is in the lowest safe and just community quartile.

10% of the population is in the second safe and just community quartile.

10% of the population is in the third safe and just community quartile.

10% of the population is in the fourth safe and just community quartile.

CORE Condition: Thriving Families

Thriving families are a key factor in determining a community's health and well-being.

21% of the population is in the lowest thriving families quartile.

10% of the population is in the second thriving families quartile.

10% of the population is in the third thriving families quartile.

10% of the population is in the fourth thriving families quartile.

CORE Condition: Healthy Environments

Healthy environments are a key factor in determining a community's health and well-being.

51% of the population is in the lowest healthy environments quartile.

10% of the population is in the second healthy environments quartile.

10% of the population is in the third healthy environments quartile.

10% of the population is in the fourth healthy environments quartile.

CORE Condition: Stable, Affordable Housing & Shelter

Stable, affordable housing and shelter are a key factor in determining a community's health and well-being.

51% of the population is in the lowest stable, affordable housing and shelter quartile.

10% of the population is in the second stable, affordable housing and shelter quartile.

10% of the population is in the third stable, affordable housing and shelter quartile.

10% of the population is in the fourth stable, affordable housing and shelter quartile.

DATA SOURCES

Information was gathered from various sources, including the U.S. Census Bureau, the American Community Survey, and the City of Capitola's own data.

U.S. Census Bureau, American Community Survey, 2019








City of Capitola, 2022

View the Capitola Community Profile: <https://bit.ly/Capitola-Community-Profile-2022>

Capitola Community Profile: A-ha's & Surprises

Age of population: working age (25-64), older adults

Growing diversity of population: race/ethnicity, language

-  Older adults with a disability
-  Childcare: unmet need, high cost (> UC tuition)
-  Residents with a Bachelor's degree
-  Median household income
-  Children (<18) living in families with low incomes
-  AARP Livability score
-  Home ownership rate; Housing vacancy rate

*"Those who **want** to live here **can't**; those who **can afford** to live here **don't!**"*

Many of the indicators are related, or interconnected...like the CORE Conditions

Data Wish List

- More data on adolescent / young adult age groups
- Civic engagement; connection to local government; levels of volunteerism
- Access to counseling, mental health services
- Nature of service calls to Capitola Police Dept
- Participation in Capitola Parks & Rec programs
- Effects of tourism on quality of life
- Homeless Census Count



Useful Lessons & Insights: Funders & Community- based Organizations (CBOs)

- **Streamline and simplify** funding processes
- **Simple ≠ Easy**
- **CORE Conditions** as organizing framework
- **Embed equity** throughout funding processes
- CBOs appreciate:
 - Clear and frequent **communication**
 - **Tools and technical assistance**
 - Only being asked for **information that will be used** for funding decisions and reports
 - **Level of detail** required in funding applications and progress reports is **proportionate** to amount of funds requested

Interview Themes

- Data & Results: Situational Approach
- High-level Priorities
- Leveraging Opportunities
- Consistent, Stable Process
- Existing vs. New Grantees



Address gaps or unmet needs with an equity lens

informed by a variety of data (quantitative and qualitative)



Align with other City goals & commitments (plans, budget principles)

while leaving room to address emerging issues



Invest in the health & well-being of Capitola residents

through City-specific programs and/or contributions to countywide efforts



Balance consistency, flexibility, past practices, innovation, accountability & feasibility

to ensure effective use of CGP funds while minimizing burden for grantees and staff

DRAFT: Guiding Principles for CGP Funding

1. Identify **3-4 priority areas**: informed by **data** about overall needs and specific populations, aligned with **City goals and commitments**, organized by **CORE Conditions for Health & Well-being**
2. Allocate an **equal percentage of CGP funds across selected priority areas** unless/until a more thorough community-centered prioritization process is conducted
3. Consider **multi-year grants** that **align with other local funding cycles** to increase stability, enhance leveraging potential, and reduce workload for grantees and staff
4. Consider using [GuideStar profiles](#) and [Candid's Seals of Transparency](#) as the grant application, supplemented with minimal additional, Capitola-specific information
5. Establish **2-3 types of Community Grants**, with varying award amounts and expectations that are proportionate to the amount of funding requested

Recommendations to Consider

Example: Aligning CGP Priorities

CORE Condition	Health & Wellness	Lifelong Learning & Education	Community Connectedness	Stable, Affordable Housing & Shelter
Areas of Community Need	<ul style="list-style-type: none"> • Older adults w/a disability • Mental health of adults & youth • Food security & nutrition 	<ul style="list-style-type: none"> • Childcare needs & cost (including out-of-school care) 	<ul style="list-style-type: none"> • Social capital • Civic engagement 	<ul style="list-style-type: none"> • Housing stability (access, affordability) • Rental assistance
Aligns with: City Goals, Plans, Existing Efforts, and/or Other City Investments	<ul style="list-style-type: none"> • Public Service budget principle • Opioid settlement • CDBG grants 	<ul style="list-style-type: none"> • Public Service budget principle • Recreation Programming • Children & Youth Fund 	<ul style="list-style-type: none"> • Public Service budget principle • Recreation Programming 	<ul style="list-style-type: none"> • Public Service budget principle • Housing Element • Countywide Homelessness Response • CDBG grants

Example: Candid Seals of Transparency (excerpt)

	Bronze	Silver	Gold	Platinum
Agency Overview: Contact Info, Mission Statement, Subject Area, Target Population, Agency Leader	✓	✓	✓	✓
Programs: Program Name & Description, Geo Area Served		✓	✓	✓
Financials: Audited Financial Statement or Financial Reports			✓	✓
Board & Staff: Board Chair, Board Members, Other Staff, Leader Demographics (race/ethnicity, gender, sexual orientation, disability status)			Leadership Demographics required, all else is optional	✓
Strategy & Goals: Strategic Plan or Stated Goals, Metrics, <i>Evaluation Report (optional)</i>				✓

[View PDF Summary](#)

Example: Types of Community Grants

	Operational Grants	Outcomes Grants	Impact Grants
Grant Size	Small (e.g., \$5,000 - \$9,999)	Medium (e.g., \$10,000 - \$19,999)	Large (e.g., \$20,000+)
# Awards	More	Fewer	Least
Grant Purpose	Support general operating costs for programs that foster health & well-being of Capitola residents	Support implementation and/or evaluation of programs that foster health & well-being of Capitola residents; Directly benefits Capitola residents	Co-fund/Contribute to broader initiative(s) that foster equitable health & wellbeing; May directly or indirectly benefit Capitola residents
Application & Data/Reporting Expectations	<ul style="list-style-type: none"> • Bronze Seal or higher • Program description & use of CGP funds • Est. % Capitola residents served • Units of service (outputs) 	<ul style="list-style-type: none"> • Silver Seal or higher • Program description & use of CGP funds • Est. % Capitola residents served • Units of service (outputs) • At least 1 outcome 	<ul style="list-style-type: none"> • Gold Seal or higher • Accept detailed proposals & progress reports submitted to other co-funders