

AGENDA ITEM #: \_\_\_\_\_

DATE: March 2, 2020

CAR #: 2020-6886ws



## CITY COUNCIL ACTION REPORT

**SUBJECT:** 2019 Community Assessment & Community Reinvestment Program Best Practices

**STAFF PRESENTER(S):** Wynette Reed, Deputy City Manager  
Christina Panaitescu, Grants & Neighborhood Services Supervisor

**OTHER PRESENTER(S):** Kathleen Carlson, Director of Community Strategies  
Pinnacle Prevention

**Summary:** Council discussion related to the city's investment in the health & wellness of our residents in the form of grants to non-profits – Goodyear's Community Funding program.

**Recommendation:**

Staff will present on the 2019 Community Assessment to seek input and direction on council's vision for the future of Goodyear Community Funding program.

**Fiscal Impact:** The ongoing base budget for Community Funding is \$114,400. This year, Council approved a one-time supplemental of \$25,600 of which 1) \$10,000 was allocated to fund the Assessment and 2) \$15,600 was added to bring the community funding disbursement to \$130,000. While this work session has no financial impact, funding referenced in the presentation would be subject to future budget discussions.

### Background and Previous Actions

The Goodyear Community Funding program provides direct monetary grants to non-profit agencies and organizations that provide health/human services, and quality of life programs to Goodyear residents.

It was formalized by Council resolution in 2001, to "Continue those social and community services that are needed and provide direct or indirect benefit to Goodyear residents." The initial funding allowance was set at just over \$12,000.

The fund had grown to \$154,400, until in FY2014, when \$42,000 was obligated to an IGA with the city of Avondale in support of the senior and resource centers, leaving an ongoing budget of \$114,400 available to nonprofits through the competitive grant process.

A three-person council subcommittee, established in FY2006, evaluates applications and makes a funding recommendation to the full Council.

Grants are awarded to organizations or programs with focus ranging from arts and quality of life to core human and social services.

Historically, award amounts vary from \$1,000 to \$15,000. In the current fiscal year (FY20), 30% of funded requests were fully funded; otherwise, awards ranged from 25-80% of the requested amount. One proposal was funded at 150%.

#### Grant Application Timeline

April: Application available

May: Application due/Subcommittee review

June: Recommendation to Council

July: Check issued to awarded agencies

Reporting requirements consist of a six-month progress report and a 12-month annual report.

Census data related to poverty, and other risk factors, reveal that Goodyear's vulnerable population remains small compared to neighboring cities. However, demographic census data alone does not tell a complete story; therefore, a community assessment has been conducted to help inform future funding priorities. This will help us identify where the city can have the greatest impact on the health and wellness of our community through investment in non-profit human and social services.

### **Staff Analysis**

For the Assessment, the Pinnacle Prevention research and analysis team conducted key informant and focus group discussions and looked at indicators linked to the Vitalyst Health Foundation Elements of a Healthy Community Wheel (social determinants of health).

Selected indicators used in the assessment have data sets that are:

- Consistently available at the city level so we can track performance or impact and identify trends.
- Easy to understand, readily accessible and publishable.
- Recent, preferably within the last three years.

Pinnacle Prevention also researched best practices in grant making and analyzed the practices of four cities in the Metro Area to compare as benchmarks.

### **Attachments**

2019 Community Assessment