



**CITY OF BOULDER  
CITY COUNCIL AGENDA ITEM**

**MEETING DATE:** Sep. 16, 2014

**AGENDA TITLE** Consideration of a motion to authorize the City Manager to disburse the city's remaining education excise tax revenue.

**PRESENTERS**

Jane S. Brautigam, City Manager

Carl Castillo, Policy Advisor

Karen Rahn, Director, Department of Human Services

**EXECUTIVE SUMMARY**

On June 3, 2014, City Council directed the City Manager to issue a request for proposals (RFP) to award the city's remaining Education Excise Tax (EET) funds. At that time, the balance in the EET fund was \$276,714. An RFP (**Attachment A**) was issued on June 10, 2014 and 27 proposals were received.

On Aug. 14, 2014, the City Council School Issues Committee (the Committee) reviewed the proposals and identified funding recommendations for City Manager approval, totaling \$276,061. The Committee also authorized the City Manager to disperse additional funds accrued through revenue and interest subsequent to August 14, in a manner consistent with the fund round process and EET funding criteria. The additional amount totals \$5,777 and will be dispersed among proposals recommended for funding.

The City Manager met with staff to review the process and recommendations and approved the recommendations on August 26 and September 2.

Background contained in a previous memo on the Education Excise Tax allocations [may be found here.](#)

## **CITY MANAGER PRELIMINARY DECISION**

The City Manager recommends that council affirm the funding recommendations proposed by the Committee and approved by the City Manager, and authorize the City Manager to disburse \$281,838 in EET funds, including \$276,061 in approved Committee allocations and \$5,777 in accrued funds as of August 27.

### **Suggested Motion Language:**

The City Manager requests council consideration of this matter and action in the form of the following motion:

Motion to authorize the City Manager to disburse \$281,838 of the city's education excise tax revenue.

## **COMMUNITY SUSTAINABILITY ASSESSMENTS AND IMPACTS**

- **Social** – Investments in school readiness and closing the achievement gap contribute to residents' long-term self-sufficiency and less reliance on more costly public services. Academic success correlates with greater long-term financial stability, lifelong earnings, employment and housing stability and avoidance of public subsidies.

## **OTHER IMPACTS**

- **Fiscal** – Non-personnel expenses associated with conducting a round of funding are estimated to be between \$500 and \$1,000, depending on the grant application process and the number of applicants.

A total of \$281,838 is being recommended for allocation to community agencies. The city does not anticipate collection of significant additional EET funds. EET revenues from new permits issued by the city are not anticipated unless City Council reinstates the imposition of the EET by ordinance. Although the council reduced the rate to zero in 2010, the city continues to have the authority to levy these taxes.

- **Staff time** – Staff support for committee and fund round process is estimated to be 120 - 160 hours through the allocation of funds and an additional 60 - 80 hours for contracting and compliance through the life of the contracts, depending on the number of contracts.

## CITY COUNCIL’S SCHOOL ISSUES COMMITTEE FEEDBACK

At its meeting on August 14, the Committee reviewed the proposals received and identified funding recommendations to the City Manager, identified in Table 1.

<b>Table 1: Committee Funding Recommendations</b>		
<b>Agency and Program</b>	<b>Type of Funding</b>	<b>Recommended Funding Amount</b>
1. BVSD Boulder High School CLASS: Collaborate, Learn, Attend & Study to Succeed	Operating	\$27,000
2. BVSD Casey Middle School Community Learning Center	Operating	\$25,000
3. BVSD Whittier Elementary School Best Practices in Social Emotional Learning	Operating	\$26,155
4. BVSD Whittier Elementary School Writing Project	Operating	\$20,155
5. Boulder Institute for Psychotherapy & Research School Readiness for At-Risk Children	Operating	\$26,155
6. Early Childhood Education Council of Boulder County Touchpoints Training Team Development	Operating	\$50,061
7. I Have A Dream Foundation DREAM BIG Project	Operating	\$91,155
8. Voices For Children Special Truancy Advocate	Operating	\$16,157
<b>Total Recommended EET Funding Awards</b>		<b>\$281,838</b>

Twenty seven proposals were received in response to the EET RFP. Proposals most closely aligned with the EET fund goals and criteria, as identified in the RFP, were recommended for funding. Programs not recommended for funding are identified in **Attachment B**.

The funding recommendations include \$183,527 for four non-BVSD projects and \$98,311 (35 percent of the recommended funding), for four programs at BVSD schools. The funding recommendations would allocate 27 percent of the funding to programs with a focus on school readiness and 73 percent to programs with a focus on closing the achievement gap. No proposals for capital improvements were recommended for funding.

As of August 27, the total balance of EET funds available for appropriation include: \$276,061 in Committee funding recommendations, and additional unallocated revenue and interest of \$5,777, totaling \$281,838. The Committee supports fully expending all remaining EET funds and recommended that any additional balance be disbursed at the City Manager’s discretion in a manner consistent with the intent of EET. The City Manager has determined the accrued fund balance to be distributed equally among the five proposals not fully funded, amounting to an additional \$1,155 for each proposal.

## **BACKGROUND**

On Feb. 10, 2014, Council's School Issues Committee, made up of Council members Morzel, Plass and Shoemaker recommended that council direct the City Manager to proceed with a second and final EET fund round award process similar to the one used in 2013.

On June 3, council directed the City Manager to initiate a process to award the remaining balance of the EET, and approved the use of the below criteria in an RFP:

- Funds should be used for one-time capital or non-capital projects:
  - For operating projects, funding must provide seed, startup or gap funding for a sustainable project;
  - For real property acquisition projects, successful applicant would enter into a shared equity agreement with the city.
- To further council's commitment toward:
  - School readiness for at-risk children;
  - Closing the achievement gap;
  - Interventions that help reduce youth risk factors.
- Project provides educational support to low-income or disabled children or children of non-native English speaking families;
- Applicants must be a 501(c) (3) nonprofit or educational entity located within the city;
- Applicants must serve children age birth through 18 as primary beneficiaries;
- Applicants must demonstrate committed, matching funds;
- Minimum application amount is \$25,000;
- Maximum application amount is \$120,000;
- Applicants must agree to enter into a contract with the city for funding and to report two times annually on expenditures and outcomes;
- Funds must primarily serve City of Boulder residents; and
- Proposals may not seek funding for:
  - Playgrounds and technology requests;
  - City of Boulder proposals, as the intent of the EET is not to fund city programs; and
  - Previous EET recipients.

On June 10, 2014, the Committee issued a public RFP. On August 14, the Committee reviewed the proposals received with staff and identified the funding recommendations to the City Manager, as described above. The City Manager approved funding recommendations on August 26 and September 2.

## **NEXT STEPS**

If council affirms the City Manager's preliminary decision, staff will execute contracts with the selected agencies as follows:

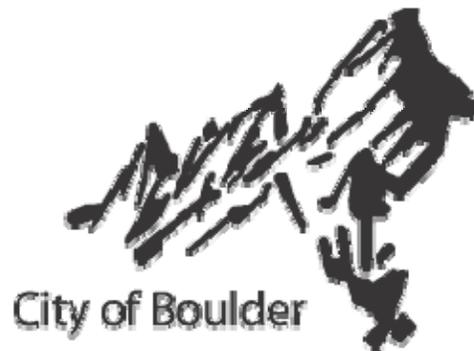
- Notification of funding award to agencies September 2014
- Contracts executed October 2014

**ATTACHMENTS**

**Attachment A – Education Excise Tax Request For Proposals**

**Attachment B – Education Excise Tax Proposals Not Recommended for Funding**

# Attachment A –Education Excise Tax Request For Proposals



## **Funding for Projects to Address School Readiness and Close the Achievement Gap Education Excise Tax 2014-2015 Funding Round**

**Notice of Request for Proposals  
Deadline: Tuesday, July 8, 2014, 4:30 p.m.**

**For more information:**  
Wanda Pelegrina Caldas  
[pelegrinaw@bouldercolorado.gov](mailto:pelegrinaw@bouldercolorado.gov)  
303-441-4059

# **Attachment A –Education Excise Tax Request For Proposals**

## **Funding for Projects Education Excise Tax 2014-2015 Funding Round Notice of Request for Proposals (RFP)**

### **General Overview and Proposal Checklist**

#### **Fund Description**

The City of Boulder has education excise tax (“EET”) revenue, which it intends to award. This revenue was generated pursuant to a 1994 voter-approved measure that called for taxing new residential development and using the funds generated to promote education-related facilities and services. Historically these funds have been spent on Boulder Valley School District (BVSD) projects, and a variety of other projects funded through a competitive process in 2013. Boulder City Council will now disburse the remaining funds through this competitive RFP process, subject to the criteria and considerations below, for projects that help address school readiness and close the achievement gap in the City of Boulder.

#### **Available Funds**

The city has \$276,714 available in existing EET funds, which are subject to this RFP. The EET tax, originally collected pursuant to 1995 City Ordinance No. 5689, was repealed in 2009 through Ordinance No. 7698. Any interest or additional EET funds collected during the first half of 2014 will be allocated in this final EET fund round.

#### **Eligibility Criteria**

Boulder City Council adopted the following criteria for purposes of inviting Requests for Proposals:

- Applicant must be a 501(c)(3) nonprofit or educational entity located within the city of Boulder.
- Funds should be used for one-time capital or operating projects:
  - For operating projects, funding must provide seed, start-up or gap funding for a sustainable project
  - For real property acquisition projects, successful applicant must enter into a shared equity agreement with the city
- To further council’s commitment toward:
  - School readiness for at-risk children
  - Closing the achievement gap
  - Interventions that help reduce youth risk factors
- To provide educational support to low-income or disabled children or children of non-native English speaking families.
- Applicant must serve children aged birth through 18 as primary beneficiaries
- Funds must be used to serve primarily City of Boulder residents
- Applicant must demonstrate committed matching funds
- Minimum application amount is \$25,000
- Maximum application amount is \$120,000
- Funds may not be used to purchase technology or playground equipment
- City of Boulder departments and programs are not eligible

#### **Contract and Reporting Requirements**

Funded applicants must agree to enter into a contract with the city for funding. Operating projects will report biannually on outcomes and expenditures; capital programs will report quarterly on project progress with a final expenditure and outcomes report.

# Attachment A –Education Excise Tax Request For Proposals

## **Deadline and Submittals**

All proposals must be **received** by 4:30 p.m., **Tuesday, July 8, 2014**. No extensions will be granted under any circumstances. Due to this restriction, we strongly encourage you to turn your proposal in at least one day early.

Submit your proposals as **one** PDF document via email to [pelegrinaw@bouldercolorado.gov](mailto:pelegrinaw@bouldercolorado.gov), with the subject line EET 2014-2015 Funding Round RFP.

***Please note that electronic submittals are preferred, but you may mail or hand-deliver as explained below.***

Submit one copy printed double-sided on standard 8 ½ x 11 size paper in a standard font no smaller than 11 point, recycled paper encouraged. It is not necessary to staple or put your proposal in a binder, but please number each page and submit it in a sealed envelope, clearly marked Education Excise Fund.

**U.S. Mail:** To the attention of Wanda Pelegrina Caldas, Department of Human Services, PO Box 791, Boulder, CO 80306. Please allow for adequate delivery time, as on-time proposals will be determined by delivery date and not postmark.

**Hand-Deliver:** To the attention of Wanda Pelegrina Caldas, 1101 Arapahoe Avenue, 2nd Floor, Boulder, Colorado 80302 between 8:00 a.m. and 5:00 p.m. You may use our after-hours drop off box, located at our front door, but proposals received after 4:30 p.m. on July 8 will not be accepted.

## **Review Process**

Please note your completed proposal does not guarantee funding. The committee will consider all proposals during July and August of 2014, prior to making recommendations to the city manager, followed by City Council later this summer. The committee or staff, on behalf of the committee, may contact you to address follow-up questions and may require a site visit prior to deciding which projects to recommend for funding.

## **Project Timeline**

<b>Event</b>	<b>Date</b>
RFPs due	July 8, 2014
School Issues Committee reviews applications and makes funding recommendations to city manager	By mid-August, 2014
City manager approves recommendations	By end of August, 2014
City Council considers recommendations for funding	Sept. 16, 2014
Contracts negotiated	Sept.-Oct., 2014
Contracts executed and funds distributed	October 2014

## **For Additional Information**

To ensure an accurate and timely response to your questions about this RFP, contact Wanda Pelegrina Caldas at [pelegrinaw@bouldercolorado.gov](mailto:pelegrinaw@bouldercolorado.gov) or 303-441-4059.

# Attachment A –Education Excise Tax Request For Proposals

## **Proposal Checklist**

The following checklist is provided to facilitate your review and response of this RFP. Please check your proposal against this list before submitting to ensure that your proposal is complete as per the requirements. *Proposals missing one or more of the following components or not following these directions may not be reviewed.*

Your proposal should contain each of these items in this order, using the tables provided:

**Part I: Proposal Abstract (1 page maximum).** The top page of your proposal must be a completed copy of the Proposal Abstract form. Please do not include pages 1-4 with your submission; these are for your information

**Part II: Proposal Narrative (2 page maximum).** Your proposal should contain the following sections in the following order:

- A. Need for Project/Services
  - 1. Target Population
  - 2. Problem Statement
  - 3. Services in Boulder
- B. Proposed Project/Services
  - 1. Project/Services Description (note: different questions for operating and capital)
  - 2. Funding Specifics
  - 3. Cost-Per-Client/Cost-Per-Contact
  - 4. Sustainability

**Part III: Organizational Management (1 page maximum).**

- A. Evaluation
- B. Demographics
  - 1. Projected Clients and Clients Served
  - 2. Race/Ethnicity
  - 3. Income Level

**Part IV: Financial Statements and Attachments (1 page maximum for tables A & B plus attached budget).**

- A. Sources of Income
- B. Fundraising to Date
- C. Detailed Program or Project Budget (note: different questions for operating and capital)
- D. Organizational Budget for the current fiscal year

Submit your proposals as **one** PDF document via email to [pelegrinaw@bouldercolorado.gov](mailto:pelegrinaw@bouldercolorado.gov), with the subject line EET 2014-2015 Funding Round RFP. All proposals must be **received** by 4:30 p.m., Tuesday, July 8, 2014. No extensions will be granted under any circumstances. Due to this restriction, we strongly encourage you to turn your proposal in at least one day early.

# Attachment A –Education Excise Tax Request For Proposals

**Part I: Proposal Abstract** *(Please use this form and do not exceed one page)*

**A. Applicant Information**

Organization’s Full Legal Name:		Organization DBA Name (if applicable):	
Mailing Address, City, State, Zip (and Physical Address, if it different and not confidential):			
Telephone:		Website:	
Name of CEO or Executive Director:		Phone:	
E-Mail Address:			
Type of organization: <input type="checkbox"/> Nonprofit <input type="checkbox"/> Educational Entity		EIN:	
Name and Title of the main contact for this RFP <i>(if not the Executive Director)</i> :			
E-Mail Address:		Phone:	
Year Founded:		Mission Statement:	
Number of Employees: Full-time:		Part-time:	Number of Volunteers:

**B. Project Information**

Type of project: <input type="checkbox"/> Capital Acquisition (requires a shared equity agreement with the city) <input type="checkbox"/> Operating ( <b>Please check type</b> ): <input type="checkbox"/> Seed <input type="checkbox"/> Start-up <input type="checkbox"/> Gap funding	
Project Title:	
Project Address(s), if different than above:	
Project Start Date:	Project End Date:
Is your <b>project</b> contingent on this funding?: <input type="checkbox"/> Yes <input type="checkbox"/> No Explain, if yes:	
Is your <b>timeline</b> contingent on this funding?: <input type="checkbox"/> Yes <input type="checkbox"/> No Explain, if yes:	
What age group will your project serve?:	

**C. Financial Information:**

Total Project Cost: \$
Amount of EET funds requested for your project (min \$25,000/max \$120,000):\$
Total matching funds (non-City of Boulder) raised to date: \$

# Attachment A –Education Excise Tax Request For Proposals

## Part II. Proposal Narrative *(Two-page maximum)*

Provide a narrative of your proposed project in no more than two pages using the questions outlined below. Use a standard font no smaller than 11 point and **include the headings** provided. It is not necessary to repeat the text of the questions. You are not required to submit the full amount of pages, but **you may not exceed this limit**. Note, some questions differentiate answers for operating vs. capital funding; please answer the appropriate set of questions, not both.

**A. Need for Project/Services** This section should describe the population you intend to (or already) serve and the specific problems they face, also services in Boulder (other than your own) that attempt to address these problems.

**1. Target Population:** Briefly identify and describe the population your project will serve, both demographically and geographically including an estimate of how many persons will benefit from the proposed project (e.g., 45 City of Boulder Latinas, ages 10-17).

**2. Problem Statement:** Describe the problem faced by your target population and any emerging trends that your proposed project addresses. *Do not describe how your project will address this problem in your answer.*

**3. Services in Boulder:** (a) Describe existing services in Boulder (other than your own) that attempt to address this problem. (b) State how these other projects and services differ from yours and give specific examples of collaborative efforts with these other agencies.

**B. Proposed Project/Services** This section should describe your project/services, with specific information on the results you expect to accomplish and the major activities for achieving the goals of this project.

**1. Project/Services Description:** Describe your proposed project/services. **Operating projects include:** (a) the goal of your project; (b) a brief description of the programs and services provided through this project; and (c) what benefits your target population will receive; **Capital projects include:** (a) the project scope and timeline; (b) a brief description of the programs and services provided through this project; and (c) a rationale for the project, e.g. why it is important for the mission of the organization and how this project will allow you to better meet the needs of the target population.

**2. Funding Specifics:** What specifically will an award from the EET fund?

**3. Cost-Per-Client/Cost-Per-Contact:** Provide an estimate of your cost-per-client and/or contact for services provided by the project proposed. Discuss how estimates were determined. Base these on the total cost of the project/services, not just the funds requested from the EET.

**4. Sustainability:** Please explain the impact of this project on your organizational or operating expenses, and how the project will be sustained after one-time EET funds are expended.

# Attachment A –Education Excise Tax Request For Proposals

## Part III: Organizational Data *(One page maximum)*

Provide a picture of whom your organization serves in no more than one page using the tables and questions outlined below. Use a standard font no smaller than 11 point. You may add additional rows to the tables, but **do not change the formatting or omit the headings provided**. It is not necessary to repeat the text of the questions. You are not required to submit the full amount of pages, but **you may not exceed this limit**.

**A. Evaluation:** Describe: (a) the organization’s overall approach to evaluation; (b) how frequently data collection occurs; (c) how impact is measured; and summarize (d) key evaluation results or findings that demonstrate the organization’s impact.

**B. Demographics:** If your organization follows a non-traditional calendar (e.g., school year), base answers on your calendar year.

### 1. Projected Clients and Clients Served

How many <b>unduplicated</b> clients, age 0-18, did your agency serve last year?
What percentage of the total <b>unduplicated</b> clients were <b>City of Boulder residents</b> ?
How many <b>unduplicated</b> City of Boulder residents, age 0-18, does your agency propose to serve if your proposal is funded?

**Using the proposed number of City of Boulder residents (above), please fill out the following tables.**

### 2. Race/Ethnicity *(Project the race/ethnicity of the proposed unduplicated City of Boulder residents)*

African American	Native American	Asian/Pacific Islander	Latino/Hispanic
Caucasian Non-Latino	Mixed Race	Other	Unknown

### 3. Income Level *(Project the income level of the proposed unduplicated City of Boulder residents)*

Note: The area median income (AMI), for a four person household, in Boulder County is \$93,017

Extremely Low Income: (Less than or equal to 30% of AMI)	Very Low Income: (Less than or equal to 50% of AMI)
Low Income: (Less than or equal to 80% of AMI)	Non-Low Income:

# Attachment A –Education Excise Tax Request For Proposals

**Part IV: Financial Statements and Attachments** (1 page maximum for tables A and B plus attached budget)

Please fill out the following tables and provide the following financial documents. Budgets may be inserted as tables or attached in the order specified below. Make sure you label any attachments.

**A. Sources of Income:** Complete the table below for the organization as a whole, based on the most recently completed fiscal year. You may add rows to fit your organization’s funding categories. Indicate 0% for categories that do not apply to your organization’s funding categories.

Percentage	Funding Source
%	Government grants or contracts (federal or state)
%	Local government grants or contracts (county or city)
%	Boulder and/or St. Vrain Valley School District(s)
%	Foundations
%	Business sponsorships
%	Events (include event sponsorships)
%	Individual contributions
%	Fees/earned income
%	Workplace giving campaigns
%	In-kind contributions (optional)
%	Other
%	<b>TOTAL (should equal 100%)</b>

**B. Fundraising to Date (for this project):** Please fill out the following table inserting more rows, as needed

Only include in-kind donations if they correspond to and reduce project costs.		
Funding Source	Funding Amount	Committed (Yes, No, Pending)

**C. Detailed Program (for operating requests) or Project Budget (for capital requests):** Either insert or attach a current budget for the program or project.

**D. Organizational Budget for the current fiscal year:** Either insert or attach a current organizational budget.

## Attachment B –Education Excise Tax Proposals Not Recommended for Funding

Agency and Program	Type of Funding	Requested Funding Amount
Attention Homes: Adolescent Residential Care	Operating	\$75,000
Boulder County AIDS Project: HIV Prevention Services	Operating	\$50,121
BVSD Boulder Career & Technical Ed Center: Innovative College & Career Opportunities	Operating	\$120,000
BVSD Boulder Prep High School: Kids Cooking: A Culinary Arts & Service Program	Capital	\$50,000
BVSD Centennial Middle School: Avid Start-Up	Operating	\$25,000
BVSD Centennial Middle School: Summer Reading	Operating	\$25,000
Children’s House Preschool: First Chance Scholarship	Operating	\$52,000
CU School of Ed CU Engage: Center for Community-Based Learning & Research: Connect & Thrive	Operating	\$42,350
The Community Foundation Serving Boulder County: ELPASO (Engaged Latino Parents Advancing School Outcomes)	Operating	\$47,500
Dairy Center for the Arts: Kids at the Dairy	Operating	\$25,000
Family Learning Center: Pipeline for Academic Preparedness from Preschool to Post-Secondary	Operating	\$50,000
Friends’ School: Teacher Candidates Supporting Elementary Students	Operating	\$39,000
Shining Mountain Waldorf School: Educational Resource Program	Operating	\$70,000
Teens4Oceans: Step up for the Ocean	Operating	\$35,000
Turning the Wheel Productions: School Readiness Program	Operating	\$25,000
Women’s Wilderness Institute: Youth Programs	Operating	\$40,000
YWCA: The Incredible Years	Operating	\$25,000
YWCA: Latina Achievement Support	Operating	\$25,000
YWCA: Reading to End Racism	Operating	\$50,000