



City of San Marcos

HUMAN SERVICES GRANT APPLICANT WORKSHOP

June 30, 2022



Funding Available

\$500,000 Regular Funding - City General Fund



Application and Instructions

Download from the City's website:

sanmarcostx.gov/hsgrants

DEADLINE: July 29, 2022 at 5:00pm Central Time

Electronic submission to cdbg@sanmarcostx.gov

Organizations may propose more than one program in separate applications



What agencies are eligible?

Human Services Agency – an organization that seeks to improve the quality of their clients' lives by providing, facilitating, or recommending support for an array of basic social, physical health, housing, and mental health services to needy clients in the community.

Must be overseen by a volunteer Board of Directors



What expenses are eligible?

- Labor, supplies, materials, equipment
- Facility operation and maintenance
- Lease + phone, internet access

What expenses are not?

- Fundraising
- Client incentives
- Furnishings
- Vehicles



What to submit?

- Application form p. 4-5
- Questionnaire p. 6-7
- Items listed on p. 3 Checklist

Include a compelling description of your program or project!

- How will it be measured?
- What impact will it have, on whom?



A Complete Application

We will take a few minutes to go over the application, questionnaire, and checklist.



And then what??

**5 minute virtual presentation to the the Board, plus
5 minutes for Questions and Answers**

- **September, October, November**
- **6 applicants presenting each week**
- **City staff will contact all applicants to schedule**



Presentations

- Presenters will be “panelists” on a zoom meeting – we can send a link to each presenter
- Can include simply talking to the board or sharing your screen to show a presentation
- Presenters can leave after their 10 minutes (or stay to listen if you wish – all meetings are public)



Presentations

- Feel free to repeat information that was in your application – but it is not necessary; the board will read your application thoroughly
- Spell out why your organization exists
- Provide stories of your program in action, or similar programs if you are starting a new one
- Show or describe what this funding will accomplish



How are applications evaluated?

By the Human Services Advisory Board
With the Evaluation Criteria on p. 8
And the Risk Assessment on p. 9

More details on the next slides!



Evaluation Details

1. Community Need and Justification: Maximum of 50 Points

- Documentation and justification of the need for the activity in the City of San Marcos.
- Proposed projects should address a City Council Strategic Initiative shown on page 10 and will receive more points for doing so.



Council Strategic Initiatives

- Meeting a Council Initiative is NOT mandatory
- Extra points will be provided to applications that do
- Agencies that don't will still receive points in this category
- This requirement will be used to help prioritize funding



Council Strategic Initiatives

Workforce Housing

- Eliminate barriers to housing.
- Elevate housing rehabilitation program as a specific strategy.
- Update, consolidate and communicate housing policies and action plans.
- Develop dedicated housing and revenue sources that meet goals.
- Implement land use and zoning regulations that support diverse, mixed income communities in all areas of the City.

Community Safety

- Increase safety across the [City](#), especially Downtown
- Emergency preparedness.
- Address the factors that cause individuals to become homeless and assist those experiencing homelessness.

Economic Development

- Ensure that our [City](#) looks top notch.
- Leverage and continue partnerships with Texas State University, Austin Community College, Community Action, Chamber of Commerce and Greater San Marcos Partnership to provide additional resources in the community.
- Facilitate opportunities for training and programming for residents.
- Support diversified business activity, including local and emerging small businesses.
- Downtown is accessible and has a quality of place.



Evaluation Details

2. Impact and Cost Effectiveness: Maximum of 25 Points

- amount of overhead compared to program costs
- impact on the identified need
- implementation costs compared to impact
- use of available resources (financial, staff, volunteer)
- leveraged resources from other funding sources.



How is it evaluated? (Details)

3. Implementation: Maximum of 15 Points

- Resources needed to manage the proposed activity are available and ready.
- Clearly defined objectives focusing on results and measurable outcomes
- Past performance of programs funded by Human Services Grants.



Evaluation Details

4. Community Support: Maximum of 10 Points

- 3-5 letters of reference that indicate strong local support for the program and the agency's ability to implement it as described in the application.
- Evidence that volunteers play a vital role in the program or agency's operation.
- Evidence that board members are actively involved in and supportive of the agency



Evaluation Details

Additional Review: Risk Assessment

- Program Complexity
- Project Experience
- Leveraged Funding
- Organizational Experience
- Results and Outcomes



And then what??

1. Board recommendations to Council for funding – December 6
2. Contract with the City – December/January
3. Quarterly reports – beneficiaries and impact
4. Payments will be reimbursements to the extent feasible (may do 20% up front as we did in 2022)
5. Timeline set by contract



What questions do you have?

Carol Griffith

Housing and Community Development Manager

cgriffith@sanmarcostx.gov

512-393-8147

(email preferred)