

## PARKS AND RECREATION COMMISSION QUESTIONS November 13, 2019 MEETING

### Item 5.2 – Review Recreation Financial Assistance Program

1. What distribution channels does city currently advertise FAP? How will that change with flyers? For example - is it via registration mailers, in person via CSA or community center? In particular, I'm curious whether things are posted through local schools? What do peer cities do to advertise FAP? Aside from general curiosity per above I'm also driving at whether we think the 46% utilization is "good" or not. If we had perfect awareness, what does staff and CSA think is the realistic "full" utilization -- would it be 100% of available funds?  
*Currently the FAP is advertised on the City website, in the City's Activity Guide, through word of mouth, and through CSA. If we generated a flyer to advertise the program, we could increase exposure of the program through the following channels: email distribution through the MVWSD, flyers at City events, distribution through after school programs, etc. Staff is working on being more strategic about reminding the community with Activity Guide promotions that financial assistance is available via social media, registration emails, etc. At this time, staff does not have information on how other cities market their financial assistance program.*

*As far as utilization of financial assistance funds, an optimal utilization number to achieve with our given class structure is 55-65%. Because families qualify for financial assistance as a whole family by funding is awarded to each child separately, there may not be many program offerings in a given season for the particular age of one or multiple children within a family (i.e. babies/toddlers or teens). In addition, we provide other opportunities for free which require no financial assistance, such as our Teen Center programming. Because of these two factors, staff believes a 55-65% utilization is the current optimal*

2. Nearly 60% of "Awarded" financial assistance is not used. Why would someone awarded financial assistance not use it? Were they registering with CSA for an alternate reason? Registering "just in case" they take a class? Changed their mind on the class? Something else?

*There can be a variety of factors for why someone does not utilize their financial assistance. Below are our discoveries since we moved from a per family FAP to a per person FAP in 2015:*

- *Families have moved out of Mountain View at some point after being awarded financial assistance.*
- *Each child of the family is awarded financial assistance regardless if the intent is to only register one or two children (i.e., they have 3 children, but only want to enroll 1 child in classes).*

- *Some families become enrolled in the Recreation FAP when that was not their reason for making an appointment with CSA. Their original intent was to receive other services from CSA and, because they have children, they were consequently awarded financial assistance to use towards Recreation Classes when they did not intend to enroll in any Recreation classes or programs. Although we do numerous reminders during the year by both personal phone call and email, these families may choose not to enroll in programs.*

## **October Monthly Report**

1. What are the main sources for recruiting 120 volunteers for the Monster Bash Event?

*The City uses VolunteerMatch.org, the current volunteer database, and through outreach efforts with local high schools.*

2. What is the City's arrangement (contractually, organizationally, supervisory, etc) with the Weekend Furlough program?

*The City of Mountain View along with other cities in Santa Clara County collaborates with the Department of Corrections (DOC) to manage and implement the Weekend Work Program (WWP). The DOC Programs Division has established approximately 67 locations throughout the County where participants can work and Mountain View has been one of those locations since 1995. The Courts of Santa Clara County identify low-risk offenders and sentence them to the Weekend Work Program as an alternative to jail. On Saturdays and Sundays, the individuals identified by the County meet at the Municipal Operations Center where Forestry and Roadways staff organize them and take them to handle specific projects within the City. Our staff provides supervisory support to ensure that the projects are being done correctly.*