

TOWNSEND

PUBLIC AFFAIRS

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MEMO

To: Central Unified School District

From: Townsend Public Affairs, Inc.

Date: May 25, 2018

Subject: Contract-to-Date Activity Report

SUMMARY

This memo provides a report about the activities of Townsend Public Affairs (TPA) on behalf of Central Unified School District (District) since our contract commenced in November 2017, including updates on our efforts with respect to:

- *Education Policy Advocacy*
- *Education Funding Advocacy*
- *Grant Writing and Other Funding Opportunities*

STATE AND FEDERAL ACTIVITY AND UPDATES

TPA continues to work closely with the District to identify priority funding issues and advocate on behalf of the District's interests in both Sacramento and Washington, DC.

TPA organized and hosted an advocacy day for the District in Sacramento on December 14, 2017. The trip focused primarily on resource agencies that offer funding opportunities related to energy efficiency and air quality management. These opportunities include funding for new buses, building retrofits, and other transportation and facilities related projects.

The District delegation met with the following state officials:

- Jessica Johnson, Air Resources Board
- Gerald Berumen, Air Resources Board
- John Kato, California Energy Commission
- Jennifer Masterson, California Energy Commission
- Elizabeth John, California Energy Commission

As follow-up to these meetings, and in support of the District's agenda, TPA successfully advocated for the inclusion of additional funding for school buses and fleet replacement in the Cap and Trade budget allocations. These funds will be awarded via competitive grant programs administered by the California Energy Commission and local Air Quality Management Districts.

TPA has also been advocating to create flexibility within detailed eligibility criteria for the implementation of Proposition 68 (the California park bond on the June statewide ballot) to provide funding opportunities for creative joint-use projects between school districts and local municipalities for mutual benefit, particularly with respect to creation/improved utilization of property for athletic facilities and other community purposes.

With respect to the State Budget for FY 18-19, TPA continues to advocate for additional funding resources in support of the District's priorities, including:

- Additional overall base funding apportionment through LCFF
- Increased STEM education grant funding through CDE
- Additional CTE Facilities funding – applies to 3D design, coding, and robotics
- Additional funding for school-based health clinics and mental health services
- Increased supplemental funding for Foster Youth and other at-risk students



FUNDING ACTIVITY AND UPDATES

TPA continuously monitors and analyzes grant funding opportunities that may be of interest to the District, and then shares them with the District to identify and confirm alignment between the grant programs and the needs and priorities of the District. TPA then moves forward with drafting the grant applications for District review and approval. The following tables provide an update on these activities since November 2017:

Grant Applications Submitted	
Fresno Council of Governments Congestion, Mitigation, and Air Quality Program: TPA worked with Robert Morse to submit an application for \$654,999.48 to fund the purchase of two all-electric school buses.	Status: Not Awarded; Awaiting Next Funding Round

Grant Applications In Process	
California Department of Education Learning Communities for School Success Program Grant: TPA is working with Jack Kelejian and Ketti Davis to submit an application to fund a project to reduce student truancy.	Status: Application Completed; Awaiting Filing Announcement
National Endowment for the Arts Art Works Grant: TPA will work with the District to submit an application to expand current arts education programs.	Status: Application Due July 12
California Arts Council Arts Education Grant: TPA will work with the District to submit an application to expand current arts education programs.	Status: Ongoing
Muscle Milk Recovery Program Grant: TPA is working with Daren Pittman to submit an application to replace worn wrestling mats.	Status: Ongoing
Barona Band of Mission Indians Grant: TPA will work with Jerri Anna Billington to submit an application to fund STEM tools and lab equipment.	Status: Ongoing
American Honda Foundation Grant: TPA will work with Jerri Anna Billington to submit an application to fund STEM tools and lab equipment.	Status: Ongoing
Good Sports Grant: TPA is working with Daren Pittman to submit an application fund the replacement of sports equipment.	Status: Ongoing



Grant Applications Currently On Hold	
Shakespeare in American Communities Grant: The program provides funding to theater companies across the nation to perform works by Shakespeare for middle- and high-school students between August 1, 2018 and July 31, 2019.	Status: Reviewed by TPA and District; On Hold
21st Century High School After School Safety and Enrichment for Teens Program: The program provides local flexibility in the establishment or expansion of community learning centers that provide students in grades nine–twelve with academic enrichment opportunities and activities designed to complement the students’ regular academic program and that support college and career readiness, assist with literacy and related educational development services for families of these students, and provide a safe environment for students participating in their programs.	Status: Reviewed by TPA and District; On Hold
California Department of Education Homeless Children and Youth Grant: The program provides funding to facilitate the enrollment, attendance, and success in school of homeless children and youth; and (2) ensure homeless children and youth have equal access to the same free, appropriate, public education as provided to all other students. Services provided cannot replace the regular academic program and must be designed to expand or improve services that are part of the school's regular academic program.	Status: Reviewed by TPA and District; On Hold
California Department of Education Summer Food Service Program: The program provides reimbursement for meals served to children who are on school vacation in areas where 50 percent of the children qualify for free or reduced-price school meals.	Status: Reviewed by TPA and District; On Hold
California Department of Education Child and Adult Care Food Program: The program provides funding to licensed child care centers, adult day care centers, and organizations that sponsor day care homes to ensure participants receive nutritionally adequate meals and snacks while in care.	Status: Reviewed by TPA and District; On Hold
California Department of Education School Nutrition Program: The program provides funding to assist schools, districts, and other nonprofit agencies in providing nutritious meals and milk to children at reasonable prices or free to qualified applicants.	Status: Reviewed by TPA and District; On Hold
Captain Planet Foundation EcoSolution Grant: The program provides funding to educational programs that enable youth to understand and appreciate our world by getting involved in hands-on projects to improve the environment. The Foundation provides ecoSolution Grants to educators working with youth in the United States to help fund solution-oriented, youth-led projects that result in real environmental outcomes.	Status: Reviewed by TPA and District; On Hold



<p>Justin J. Watt After-School Athletic Program Grant: The program provides funding to after-school programs for middle-school aged children so that they can become involved in athletics, so that they may learn the character traits of accountability, teamwork, leadership, work ethic, and perseverance, while in a safe and supervised environment with their peers.</p>	<p>Status: Reviewed by TPA and District; On Hold</p>
<p>Youth Garden Grant: The program provides funding to schools and youth educational garden projects that enhance the quality of life for students and their communities.</p>	<p>Status: Reviewed by TPA and District; On Hold</p>

