



# TOWN OF FAIRFAX

## STAFF REPORT

### January 14, 2015

**TO:** Mayor and Town Council

**FROM:** Garrett Toy, Town Manager

**SUBJECT:** Approval of \$1,250 funding commitment to the Ross Valley Healthy Community Collaborative for a part-time coordinator

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#### **RECOMMENDATION**

Approval of \$1,250 funding commitment to the Ross Valley Healthy Community Collaborative for a part-time coordinator with conditions as recommended

#### **DISCUSSION**

The Ross Valley Healthy Community Collaborative ("RVHCC") is a collaborative effort of local community leaders, community members and parents, established to educate and engage the Fairfax and San Anselmo community around healthy norms and activities to work towards the prevention of youth alcohol and drug abuse. The success and progress of the RVHCC to date has been due in large part to volunteer coordination efforts.

RVHCC's goal is to make it a sustainable, organized community effort that is not dependent solely on the efforts of volunteers. Towards that end, RVHCC is requesting an 18-month funding commitment of \$3,750 from the Town to fund a part-time coordinator position. RVHCC will be making similar funding requests to the Ross Valley School District, Tamalpais Union High School District, and San Anselmo. With a coordinator, the RVHCC states it will be able to continue the momentum of its current work. The funding request would be paid in two installments: Jan. 2015 and July 2015.

The attached memo from the RVHCC details their request and indicates the Central Marin Police Authority and Mill Valley fund similar positions in their communities. Without much staff research, it would appear that this is an important and worthwhile activity. However, should such an activity be funded by the Town and should it be a high priority?

Staff is recommending funding for only the initial 6-month period and that the funds be contingent on the RVHCC being able to secure funding from the other agencies. An additional requirement is that RVHCC should develop a work plan with clear, measurable goals for the 6-month period. Staff also recommends that the RVHCC funding request for FY15-16 be incorporated into the Town's budget approval process. As part of the process, Council would have an opportunity to evaluate RVHCC's progress in meeting its work plan goals and determine if the relationship should continue.

Vice Mayor Goddard has attended several of the committee meetings sponsored by RVHCC and believes it is a worthwhile endeavor.

#### **FISCAL IMPACT**

The \$1,250 would be absorbed into the General Fund non-departmental budget (Fund 01-715).

#### **ATTACHMENTS**

Memo from RVHCC

AGENDA ITEM # 6



January 5, 2015

To: Superintendent, Ross Valley School District (RVSD)  
Superintendent, Tamalpais Union High School District (TUHSD)  
Town Manager, Town of Fairfax  
Town Manager, Town of San Anselmo

From: David Finnane, Principal, White Hill Middle School  
Renee Goddard, Fairfax Town Council  
Liz Seabury, Principal, Sir Francis Drake High School  
John Wright, San Anselmo Town Council

Re: Request to Fund Program Coordinator for the Ross Valley Healthy Community Collaborative

#### Background

We are the Co-Chairs of the Ross Valley Healthy Community Collaborative (“RVHCC”). The RVHCC is a collaborative effort of local community leaders, community members and parents established to educate and engage the Fairfax and San Anselmo community around healthy norms and activities to work towards the prevention of youth alcohol and drug abuse. The Tamalpais Union High School District has agreed to be the sponsoring agency for the RVHCC.

As explained in more detail below, this memorandum requests that the two school districts and the two Towns jointly fund a Coordinator for the RVHCC who would be selected and overseen by the RVHCC Co-Chairs. The Coordinator would in turn act as an independent contractor under an agreement with the TUHSD, who would be responsible for paying the time and expenses of the Coordinator approved by the Co-Chairs and funded from the joint contributions and other funds the RVHCC is able to obtain.

#### The Mission of the RVHCC

A recent California Healthy Kids survey shows the County of Marin as having one of the highest youth alcohol binge drinking rates in the State of California. This data, as well as other evidence and community concerns about the negative impact of prescription and other drug abuse, led to the

formation of the RHVCC in late 2013 under our direction as Co-Chairs. RHVCC is modeled on similar coalitions established in Marin County over the last several years, including the Twin Cities Coalition for Healthy Youth, the San Rafael Alcohol Compliance Team, the Novato Blue Ribbon Coalition for Youth, Healthy Novato, the West Marin Coalition for Healthy Kids, and the Southern Marin Healthy Community Coalition.

Since the end of 2013, the RVHCC has organized three community meetings in Fairfax and San Anselmo attended by around 200 people at each meeting. Materials from the most recent meeting are attached at Appendix A.

In addition, there have been several meetings of 30-40 people (the “Core Committee”) who have indicated an interest in leading subject-specific subcommittees of the coalition. At a meeting of the Core Committee in September, sub-committees were established covering the topics of Education & Programming; Marketing/Branding; Support Systems and Root Causes. Additional RVHCC organizational work to date includes the adoption of a name and logo, and review by the Co-Chairs of draft by-laws. These by-laws are generally modeled on by-laws used by the other County coalitions. RVHCC volunteers have been working closely with the other coalitions, and will continue to coordinate their activities with them.

The success and progress of the RVHCC to date has been due in large part to the volunteer coordination efforts of an individual who is unable to continue at this level of effort without compensation. It is a goal of all those involved in the RVHCC to make it a sustainable, organized community effort that is not dependent solely on the efforts of volunteers. A key element in the success of the other coalitions is the existence of a paid Coordinator who serves to organize meetings, connect with other coalitions and organizations inside and outside the County who are addressing similar issues, and to work with local school and community groups on communication education and advocacy.

The Need for a Paid Coordinator

Although the RVHCC has a sponsoring agency through the TUHSD, it lacks funding for a Coordinator. To date, the work of the RHVCC has been entirely done by volunteers, which we do not believe is a sustainable model. This memorandum requests initial seed funding from the two school districts and Towns that represent the community served by the RHVCC. With a Coordinator, the RVHCC will be able to continue the momentum of its current work. This funding is requested for two periods, January 1-June 30, 2015 and July 1, 2015-June 30, 2016.

The amount of our funding request is set forth below.

<b>Agency</b>	<b>Request for 1/15-6/15</b>	<b>Request for 7/15-6/16</b>
RVSD	\$3750	\$7500
TUHSD	\$3750	\$7500
Town of Fairfax	\$1250	\$2500
Town of San Anselmo	\$1250	\$2500
<b>Total Requested</b>	<b>\$10,000</b>	<b>\$20,000</b>

These amounts are based on our review of the budget of a neighboring coalition, the Twin Cities Healthy Youth Coalition, which is sponsored by the Central Marin Police Authority in the Corte Madera-Larkspur community. The RVHCC funding is sought primarily to pay for the time of an individual who would be asked provide part-time services as a Coordinator for an hourly rate of \$30. This amount is based on the hourly rate of a position recently posted by the City of Mill Valley for the same type of coalition, although the Mill Valley position is a municipal employee position with benefits that would not be paid here since the RVHCC Coordinator would be an independent contractor to the TUHSD. The proposed RVHCC Coordinator description is attached as Appendix B.<sup>1</sup>

We are seeking approval for 18 months of funding for a Coordinator, to be paid in two installments: the first for 6 months of funding to be provided by the end of January 2015, and the second for 12 months of funding to be provided no later than July 2015. The funds would be provided to the TUHSD as fiscal agent for the RVHCC.

Most of the other similar coalitions Marin County have been funded through a grant program administered by the Division of Mental Health and Substance Use Services, within the Marin County Department of Health and Human Services. This program supports community coalitions for alcohol, tobacco and other drug prevention. Community coalitions are comprised of local government, parents, teachers, law enforcement, businesses, young people, health providers and other community activists who are mobilizing at the local level to make their communities safer, healthier and free from the problems associated with alcohol, tobacco and other drug use.

While the RVHCC may apply for a similar grant, we have been advised by the County that grant funding is increasingly limited because of the increasing number of community coalitions and that we would be well advised to seek funding from other sources. If the RVHCC continues to be successful and to serve an important community need, it is possible that we may recommend that the RVHCC Coordinator be funded on permanent basis by the two school districts and the two Towns, with whatever additional community funding support can be found.

The proposed funding formula is based on what the RVHCC believes is a shared responsibility on the part of both school and town leadership to work collaboratively to address behaviors and situations that facilitate youth drug and alcohol abuse. By way of a current example, through the RVHCC the issue of Drake High School student alcohol theft from Red Hill Shopping Center merchants was raised. This theft occurs both during and outside school hours. RVHCC leadership is bringing together the merchants, school administration, and the Central Marin police to address the problem, which is not just a school problem but a community problem. A greater funding weight has been allocated to the school districts because much of the actual work of the Coordinator is working with the

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<sup>1</sup> In the current year, the Twin Cities coalition budget for its part-time coordinator is \$26,000, within a total \$50,000 budget funded entirely by a now-decreasing County grant. The Mill Valley Coalition Coordinator position assumes 15 hours per week of work at \$25-\$35 per hour. The RVHCC funding request is based on an annual budget of \$20,000 which assumes 12 hours per week of work by a Coordinator at \$30 per hour (576 hours per year), totaling \$17,280 of salary costs with the remainder for office and program supplies, and local travel. At present, the RVHCC only plans to seek funding for the work of the Coordinator. The expenditure of funds from the RVHCC-dedicated funds at the TUHSD will be overseen by the Co-Chairs working with TUHSD administration.

schools, and programs and activities of the RVHCC will be mostly (but by no means entirely) directed at parents of school-age children from Kindergarten through 12<sup>th</sup> grade.

### Conclusion

We believe that this initial funding request is reasonable and necessary to allow the RVHCC to build on its existing momentum and to evolve into a sustainable collaborative effort of the local agencies most directly connected to our Fairfax and San Anselmo communities. We look forward to further discussions with you.