

CITY COUNCIL MEETING

APRIL 5, 2022

PRESENTATIONS

WORK SESSION

ITEM #11

WS 22-007

**COMMUNITY AGENCY
FUNDING
FY 2023**

**FY 2023 Annual Action Plan,
City of Hayward CDBG Citizen Participation Plan Updates &
FY 2023 Community Agency Funding Recommendations
City Council Work Session, April 5, 2022**

Monica Davis, Community Services Manager
Carol Lee, Management Analyst



Presentation Outline

- FY 2023 Annual Action Plan Overview
- Citizen Participation Plan Updates
- FY 2023 Community Agency Funding Process Overview
- Part I: Community Agency Funding Recommendations
 - General Fund/ARPA (Arts & Music and Services)
 - Questions and Discussion
- Part II: Community Agency Funding Recommendations
 - CDBG (Public Services and Economic Development & Infrastructure)
 - Questions and Discussion

Recommendation

- Review and comment on the overview of the FY 2023 Annual Action Plan, and
- Review and comment on the City of Hayward CDBG Citizen Participation Plan Updates, and
- Review and comment on the FY 2023 Community Agency Funding recommendations

Annual Action Plan Fiscal Year 2023

Overview



Annual Action Plan Purpose

- Framework for identifying housing and community development needs and priorities through community engagement
- Guides the City's federal CDBG entitlement investment decisions over the designated period

Community Input

Community input is gathered through a variety of sources:

- FY 2021-2025 Consolidated Plan Public Comment Period and Public Hearing
- CSC Meetings
- 2019 Community Needs Assessment
- EveryOne Counts!
 - 2019 Homelessness Point-in-Time Count
- 2020 Public Safety Community Outreach Project
- 2021 Let's House Hayward Strategic Plan

Priority Needs & Goals Overview

PRIORITY NEEDS	GOALS	SAMPLE ACTIVITIES
1. Expand & Improve Public Infrastructure & Facilities	1a. Improve access to & capacity of public facilities and infrastructure	Non-profit agency roof replacement; public park renovation
2. Preserve, Protect, and Produce Housing Stock	2a. Preserve existing homeownership housing	Home repairs for older adults
	2b. Develop new affordable housing	Grants to affordable housing developers
3. Public Services & Quality of Life Improvements	3a. Provide supportive services for special needs populations	Public services programs for homeless individuals or victims of domestic violence
	3b. Provide vital services for low-to-mod income households	Youth programs
4. Economic Development	4a. Provide for small business assistance	Technical assistance to childcare providers and entrepreneurs

Community Participation Plan Update

Overview



Community Participation Plan Purpose

- Sets forth the City's policies and procedures for community engagement and participation in the CDBG funding and planning process
- Primary goal is to encourage and provide the community, especially low- and moderate-income residents, opportunities to participate in the development of the consolidated plan, any changes to the plan, and the City's performance reporting to HUD

Proposed Changes

The City may revise the CPP to reflect changes in HUD regulations or to make improvements to the community participation process

- Reduce barriers to participation
- Remove the use of “citizen” where appropriate and replacing it with alternative language to ensure the inclusion of all members of the Hayward community
- Clarify the pathways for community participation

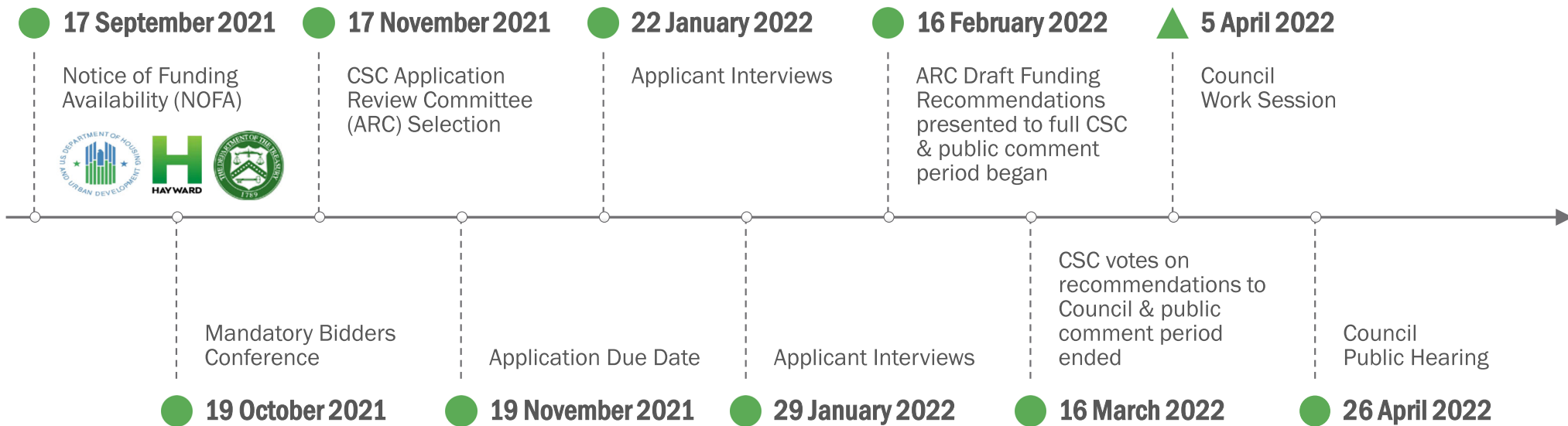
The Community Agency Funding Process Fiscal Year 2023

(Mayor and all Councilmembers)

Overview



The Community Agency Funding Process



Application Review Committees



Public & Social Services
(CDBG, ARPA & General Fund)



**Infrastructure & Economic
Development**
(CDBG)



Arts & Music
(General Fund)

FY 2023 Available Funding by Category

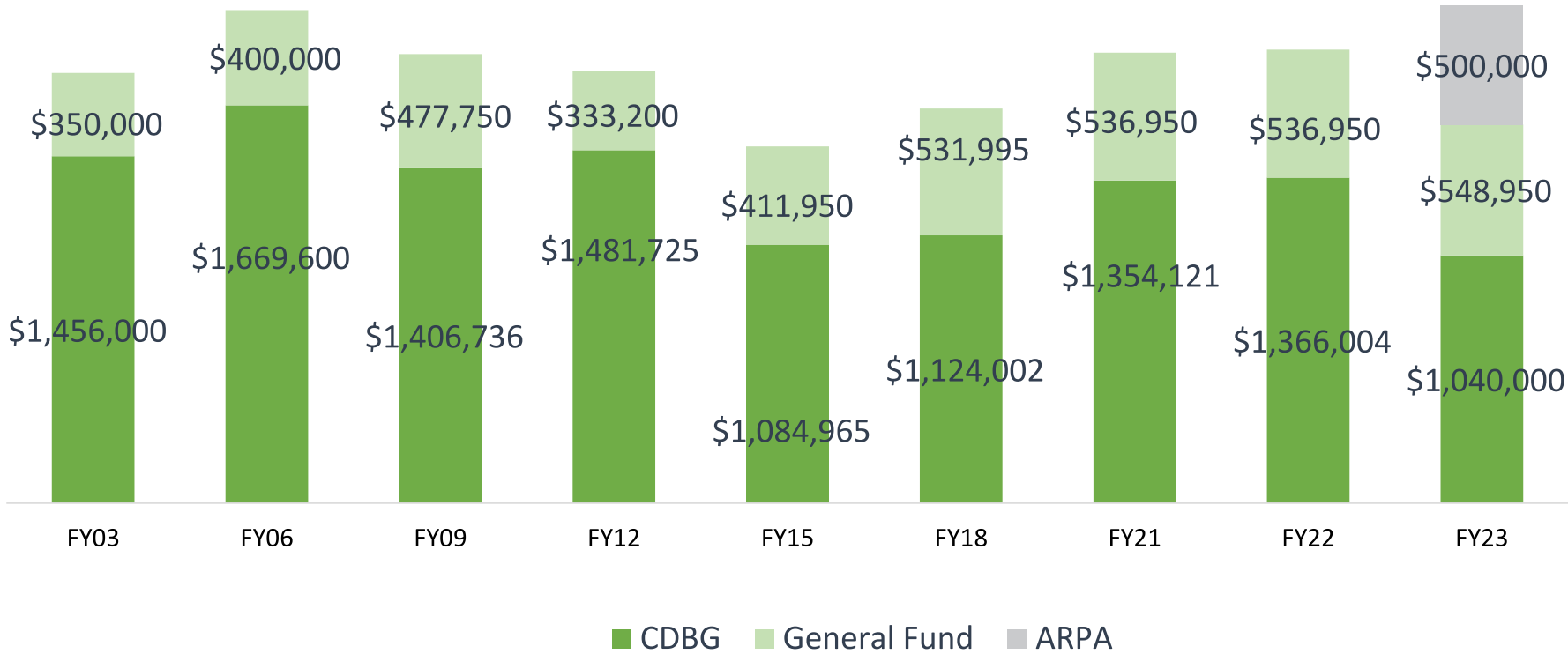
FUNDING SOURCE	CATEGORY	AMOUNT AVAILABLE
General Fund	Arts & Music	\$82,000
	Social Services	\$416,950
	Referral Services*	\$50,000
	<i>Total General Fund</i>	<i>\$548,950</i>
ARPA		\$500,000
CDBG	Economic Development & Infrastructure	\$598,763
	Public Services	\$235,737
	Home Rehabilitation & Infrastructure Project Management*	\$325,000
	HUD Required Fair Housing Services*	\$25,000
	<i>Total CDBG/ARPA</i>	<i>\$1,684,500</i>
TOTAL AVAILABLE FUNDING		\$2,233,450

*Non-Competitive Award

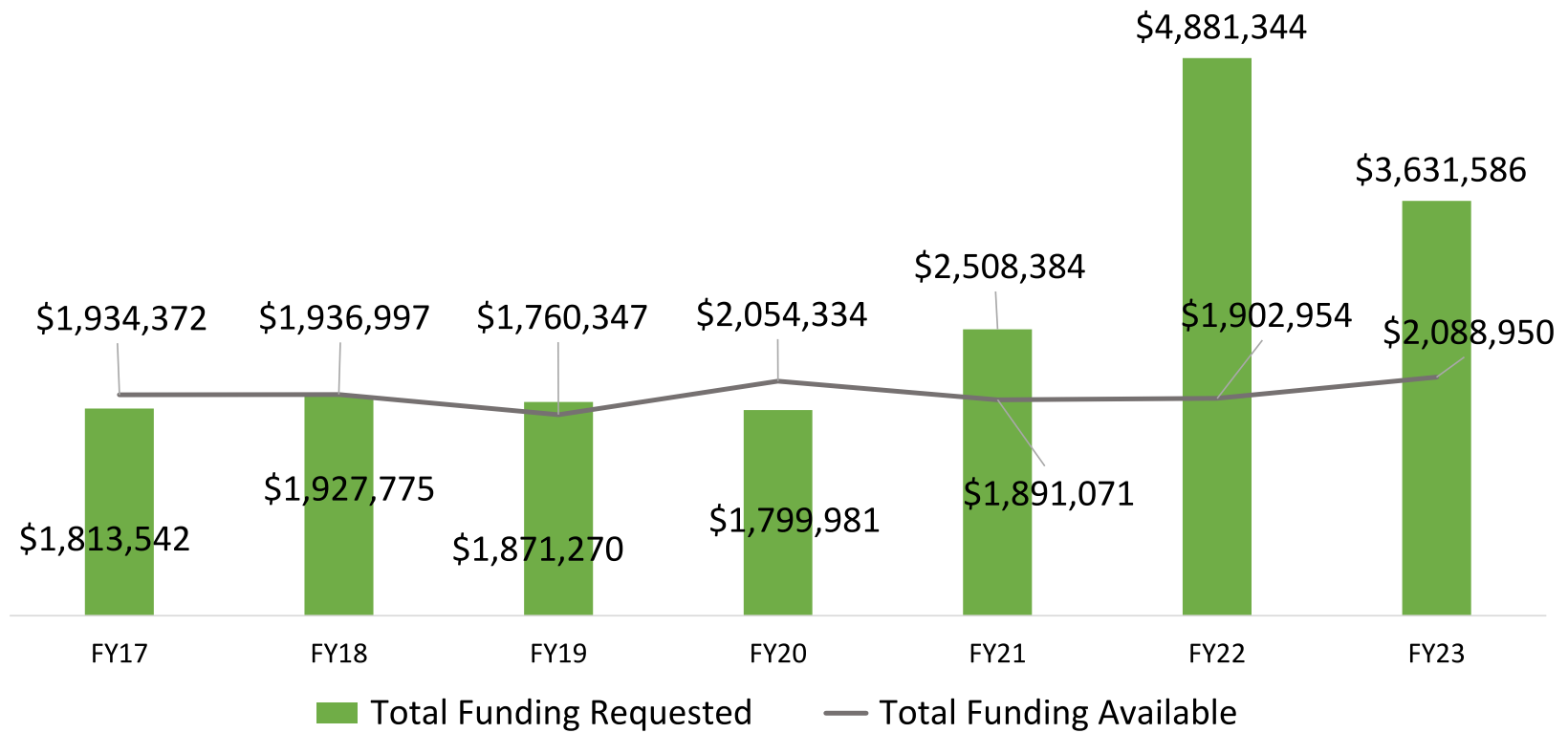
Requested FY 2023 Funding by Category

CATEGORY	FUNDING SOURCE	NUMBER OF APPLICANTS	AMOUNT REQUESTED	AMOUNT AVAILABLE
Competitive				
Arts and Music	General Fund	8	\$186,321	\$82,000
Economic Development	CDBG	2	\$90,445	\$598,763
Infrastructure	CDBG	6	\$1,034,219	
Public Services	CDBG	6	\$381,750	\$235,737
Public Services	ARPA	5	\$929,877	\$500,000
Social Services	General Fund	16	\$609,474	\$416,950
Non-Competitive				
Referral Services	General Fund		\$50,000	\$50,000
HUD Required Fair Housing Services	CDBG	1	\$25,000	\$25,000
Home Rehab & Infrastructure Project Management	CDBG	2	\$325,000	\$325,000
TOTALS		46	\$3,632,086	\$2,233,450

Availability of Community Agency Funding Over Time



Funding Requests and Availability since FY 2017



Recommendations Fiscal Year 2023

SERVICES CATEGORY



FY 2023 Funding Recommendations

Social Services: Food Security & Health

AGENCY	PROJECT	FY 2022 AWARD	FY 2023 REQUEST	FY 2023 RECOMMENDED
Alameda County Community Food Bank	Food Distribution - Food Purchase Program	\$30,000	\$35,000	\$30,000
Mercy Retirement & Care Center*	Mercy Brown Bag Program*		\$30,000	\$25,000
Spectrum Community Services	Meal Program for Seniors	\$22,500	\$40,000	\$25,000
Crisis Support Services of Alameda County*	Expanding Mental Health and Suicide Prevention Services in Hayward*		\$34,000	\$25,000
Total		\$52,500	\$139,000	\$105,000

*New agency/program applying for funds

FY 2023 Funding Recommendations

Social Services: Housing & Homelessness

AGENCY	PROJECT	FY 2022 AWARD	FY 2023 REQUEST	FY 2023 RECOMMENDED
Building Opportunities for Self Sufficiency (BOSS)	South County Homeless Project (SCHP)	\$0	\$36,000	\$18,000
Community Resources for Independent Living (CRIL)	Hayward Housing Services	\$11,665	\$25,000	\$20,000
Eden Council for Hope and Opportunity	Tenant/Landlord Services	\$20,000	\$20,000	\$15,000
Eden United Church of Christ	Newcomer Navigation Center	\$10,000	\$75,000	\$50,000
Family Violence Law Center	Domestic Violence Housing First for Hayward*		\$10,000	\$10,000
First Presbyterian Church of Hayward dba South Hayward Parish	South Hayward Parish Case Management Services	\$34,950	\$71,600	\$55,000
Total		\$76,615	\$237,600	\$168,000

*New agency/program applying for funds

FY 2023 Funding Recommendations

Social Services: Information & Referral, Legal Services, Youth & Education

AGENCY	PROJECT	FY 2022 AWARD	FY 2023 REQUEST	FY 2023 RECOMMENDED
Eden I & R, Inc.	211 Communication System**	\$50,000	\$50,000	\$50,000
Immigration Institute of the Bay Area	Legal Services for Immigrants	\$20,000	\$40,000	\$20,000
Legal Assistance for Seniors (LAS)	Legal Services & Education to Hayward Seniors	\$10,000	\$25,000	\$14,450
ALIVE*	ALIVE Students*		\$12,000	\$12,000
East Bay Agency for Children (EBAC)	Hayward HUB Family Resource Center	\$22,500	\$50,000	\$40,000
Eden Youth and Family Center	Eden Youth and Family Center	\$22,500	\$55,874	\$22,500
Horizon Services, Inc.	Lambda Project	\$22,500	\$50,000	\$35,000
Total		\$147,500	\$282,874	\$193,950

*New agency/program applying for funds

**Non-competitive award

FY 2023 Funding Recommendations

American Rescue Plan Act 2021 (ARPA)

CATEGORY	AGENCY	PROJECT	FY 2022 FUNDING	FY 2023 REQUESTS	FY 2023 RECOMMENDATIONS
Housing and Homelessness	Love Never Fails	LNF Community Engagement Center*		\$143,515	
Housing and Homelessness	First Presbyterian Church of Hayward dba South Hayward Parish	SHP Tiny Home Village Program Services*		\$138,346	\$45,000
Job Training	Downtown Streets, Inc.	Hayward Downtown Streets Team (2021)^	\$224,166	\$236,688	\$208,000
Job Training	Love Never Fails	Connect With IT Biz^	\$121,672	\$263,464	\$127,000
Youth & Education	Hayward Public Library	Family Education Program^	\$148,716	\$147,864	\$120,000
TOTAL			\$494,554	\$929,877	\$500,000

*New agency/program applying for funds
 ^Previously funding in a different category

Recommendations Fiscal Year 2023

ARTS & MUSIC CATEGORY



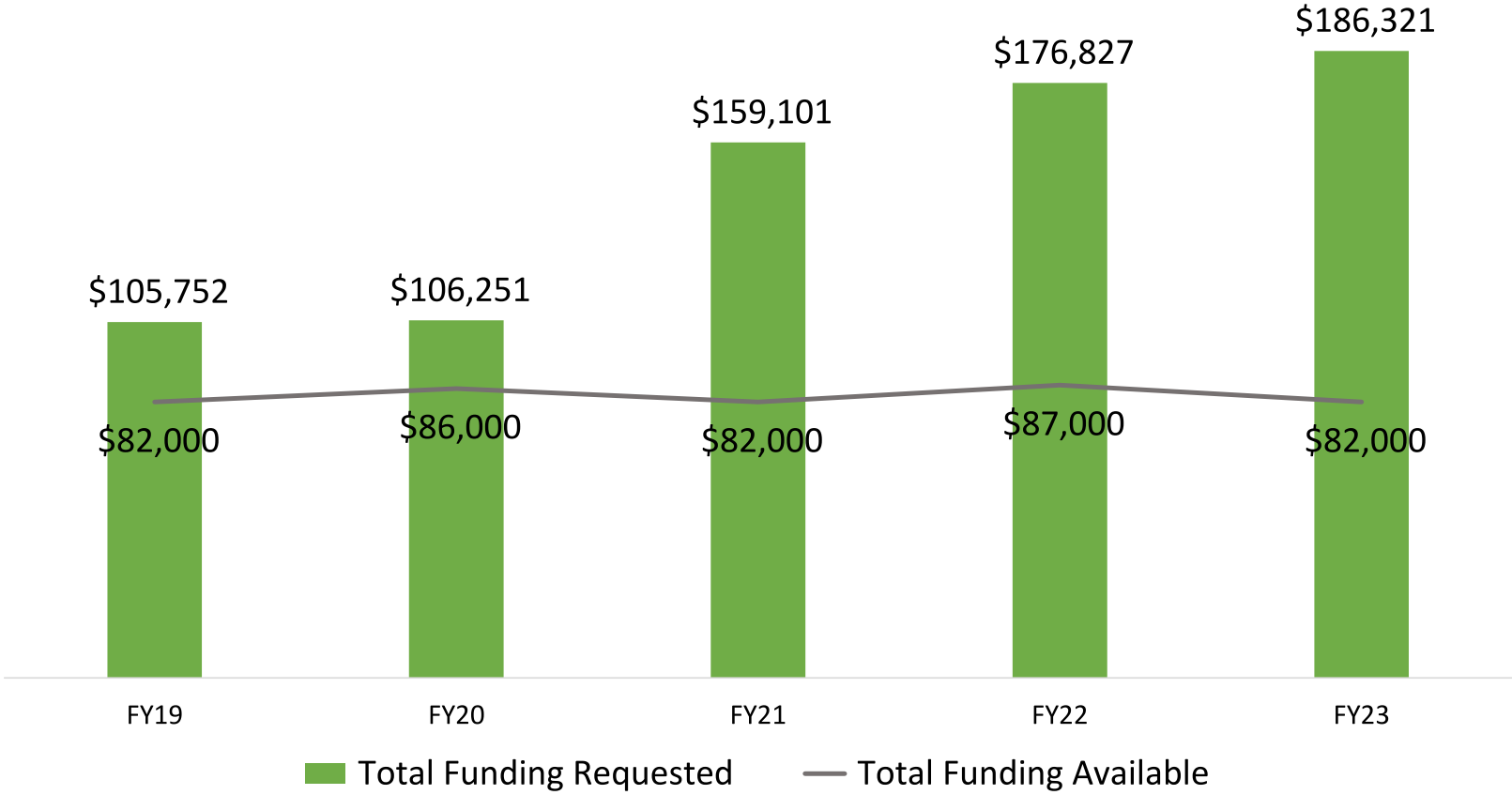
FY 2023 Funding Recommendations

Arts & Music: General Fund

CATEGORY	AGENCY	PROJECT	FY 2022 FUNDING	FY 2023 REQUESTS	FY 2023 RECOMMENDATIONS
Arts & Music	Hayward Area Historical Society	Discovery Kits	\$13,160	\$16,820	\$12,444
Arts & Music	Hayward Area Historical Society***	Hayward Municipal Band	\$0	\$17,000	\$6,886
Arts & Music	Hayward Area Historical Society***	Hayward Arts Council / Band & Orchestra Festival	\$20,750	\$33,344	\$13,500
Arts & Music	Love Never Fails	Healing Arts	\$11,795	\$56,062	\$10,615
Arts & Music	Pacific Chamber Orchestra	Discover Music educational assemblies for the HUSD Elementary Schools	\$7,500	\$12,500	\$6,750
Arts & Music	Ruby's Place	Sun Gallery Programs	\$15,000	\$31,900	\$14,000
Arts & Music	West Coast Blues Society	Russell City Blues Series & Juneteenth Holiday We Celebration	\$15,000	\$14,900	\$14,010
Arts & Music	Youth Orchestra of Southern Alameda County (EBYO)	Hayward Scholarships/Stipends	\$3,795	\$3,795	\$3,795
TOTAL			\$87,000	\$186,321	\$82,000

***Fiscal Sponsor

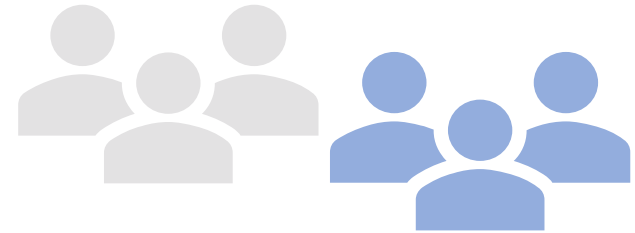
Arts & Music Funding Requests and Availability



Additional Arts and Music Funding Beyond Community Agency Funding Process

FY 2022

Supplemental GF Awards to Arts and Music Grants



- Staff identified additional money to supplement the Arts and Music agencies for the current year
 - The administrative augmentation will utilize feedback from CSC last year and this year to allocate funds
 - The additional funding will be used to remediate a timing issue on summer performances

Arts & Music

Funding Recommendations for Arts and Music Recovery

AGENCY	PROJECT	FY 2021 FUNDING	FY 2022 REQUESTS	FY 2022 AWARD	FY 2022 SUPPLEMENTAL ONE-TIME FUNDS	FY 2022 TOTAL FUNDING RECOMMENDATION
Hayward Area Forum for the Arts dba Sun Gallery	Sun Gallery Programs	\$18,000	\$29,000	\$15,000	\$14,000	\$29,000
Hayward Area Historical Society	Discovery Kits	\$8,860	\$21,500	\$13,160	\$8,340	\$21,500
Hayward Area Historical Society*	Band & Orchestra Festival	\$9,000	\$7,000	\$4,750	\$2,250	\$7,000
Hayward Area Historical Society*	Hayward Arts Council	\$16,000	\$25,000	\$16,000	\$9,000	\$25,000
Hayward Area Historical Society*	Hayward Municipal Band	\$7,072	\$14,000	\$0**	\$6,928	\$14,000
Love Never Fails	Healing Arts	\$10,473	\$49,337	\$11,795	\$37,542	\$49,337
Pacific Chamber Orchestra	Discover Music educational assemblies for the HUSD Elementary Schools	\$8,800	\$12,000	\$7,500	\$4,500	\$12,000
West Coast Blues Society	Russell City Blues Series & Juneteenth Celebration	\$0	\$15,000	\$15,000	\$0	\$15,000
Youth Orchestra of Southern Alameda County (EBYO)	Hayward Scholarships/Stipends	\$3,795	\$3,990	\$3,795	\$195	\$3,990
Total		\$82,000	\$176,827	\$87,000	\$82,755	\$176,827

*Fiscal Sponsor

**FY 2021 funding carried forward; no FY 2022 funding allocated

Additional Arts and Music Funding Beyond Community Agency Funding Process

FY 2023

Exploration of Arts, Music, and Special Events Funding

- Re-examine special event funding and integrate with Arts and Music ARC
- FY 2023 City budget request for additional \$150,000 to support Arts, Music, and Special Events
 - If approved in budgeting process, this funding would be allocated in summer
 - Subcommittee of Council + CSC on CAF to provide feedback on proposed changes



Work Session Format

Part I: Annual Action Plan, CPP, Arts & Music and Services (GF/ARPA) Funding Recommendations

1. Public Comments
2. Council Questions and Discussion

[Part II CDBG Presentation/Discussion to Follow]



Part II Recommendations

Fiscal Year 2023

(Councilmember Recusal)

Community Development Block Grant



Economic Development & Infrastructure

Community Development Block Grant

CATEGORY	AGENCY	PROJECT	FY 2022 FUNDING	FY 2023 REQUESTS	FY 2023 RECOMMENDATIONS
Economic Development	Centro Community Partners	Entrepreneurship Education, Financial Literacy & Access to Capital to Women/Minority Businesses	\$30,000	\$45,445	\$45,445
Economic Development	Community Child Care Council (4-Cs) of Alameda County	Child Care Initiative Project	\$45,000	\$45,000	\$45,000
Infrastructure-Neighborhood Facilities	First Presbyterian Church of Hayward dba South Hayward Parish	South Hayward Parish Critical Infrastructure Upgrade*		\$193,800	\$193,800
Infrastructure-Neighborhood Facilities	Habitat for Humanity East Bay/Silicon Valley, Inc.	Home Repair Program (FY23) - CalHOME Portion		\$49,500	\$49,500
Infrastructure-Neighborhood Facilities	Habitat for Humanity East Bay/Silicon Valley, Inc.	Home Repair Program (FY23)**	\$175,000	\$175,000	\$175,000
Infrastructure-Neighborhood Facilities	Rebuilding Together Oakland	Rehabilitation and Repair (2021)**	\$150,000	\$150,000	\$150,000
Infrastructure-Neighborhood Facilities	St. Rose Hospital Foundation	Cath Lab Project*		\$500,000	\$49,599
Infrastructure-Neighborhood Facilities	Ruby's Place	Program Enhancement: Tiny Homes on Wheels	\$44,781	\$250,419	\$175,419
Infrastructure-Neighborhood Facilities	The Alliance for Community Wellness dba La Familia	FESCO Les Marquis House - Emergency Shelter	\$28,000	\$40,000	\$40,000
TOTAL			\$472,781	\$1,449,664	\$923,763

*New agency/program applying for funds

**Non-competitive award

Economic Development & Infrastructure

Recommended Allocations for Additional Funding

Ruby's Place: Trailers for Tiny Homes on Wheels Project
Up to \$75,000



City housing projects for contributions to housing and homeless development projects
Any additional funds



Public Services

Community Development Block Grant

CATEGORY	AGENCY	PROJECT	FY 2022 FUNDING	FY 2023 REQUESTS	FY 2023 RECOMMENDATIONS
Housing and Homelessness	Abode Services	Alameda County Impact	\$27,899	\$54,786	\$37,000
Housing and Homelessness	Alliance for Community Wellness dba La Familia	FESCO Les Marquis House - Emergency Shelter	\$25,000	\$50,000	\$34,000
Housing and Homelessness	Eden Council for Hope and Opportunity	Fair Housing Services**	\$25,000	\$25,000	\$25,000
Housing and Homelessness	Ruby's Place	Shelter and Children	\$25,000	\$60,000	\$34,000
Legal Services	Centro Legal de la Raza	Tenant Rights' Program	\$75,164	\$93,998	\$85,737
Legal Services	Family Violence Law Center	Family Violence and Homelessness Prevention Project	\$30,000	\$60,000	\$45,000
Youth & Education	Love Never Fails	I AM House Children's Program*		\$62,966	
TOTAL			\$208,063	\$406,750	\$260,737

*New agency/program applying for funds

**Non-competitive

Public Comment Period

April 5, 2022 – May 5, 2022

Submit comments to Carol Lee
(carol.lee@hayward-ca.gov or 510-583-5343)

Public Hearing

Tuesday, April 26, 2022

Council to vote on funding recommendations, approval of 2023 Annual Action Plan, and CDBG Community Participation Plan

FY 2023 Annual Action Plan submission

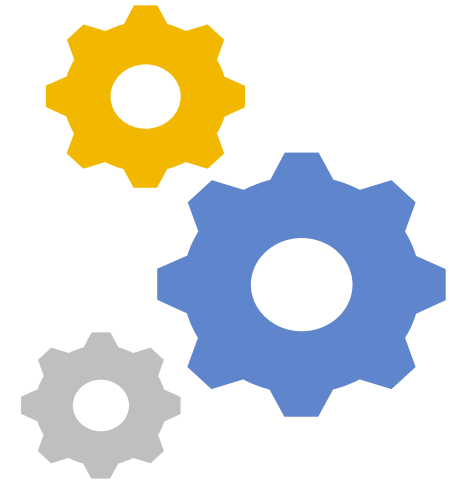
Friday, May 13, 2022

Next Steps

Work Session Format

Part II: CDBG Funding Recommendations

1. Public Comments
2. Council Questions and Discussion



ITEM #12

WS 22-008

**SOLID WASTE AND
RECYCLING FRANCHISE
AGREEMENT**



City Council

Solid Waste Franchise Agreement Negotiations Update

April 5, 2022





Waste Management Franchise Agreement

2022 MARCH						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2



- Franchise Agreement Extended to March 2023
- Can Extend by Two More 12-month Periods to March 2025

Negotiations Background

- **June 23, 2020:** Council approved exclusive negotiating period through October 31, 2020
- **October 27, 2020:** Council approved extending exclusive negotiating until June 30, 2021
- **November 9, 2020:** Sustainability Committee received update on negotiations
- **March 8, 2021:** Sustainability Committee heard report from WMAC and Tri-CED on recycling markets in California
- **November 9, 2020:** Sustainability Committee received update on negotiations
- **May 10, 2021:** Sustainability Committee received update on negotiations
- **June 15, 2021:** Council approved extending exclusive negotiating until December 31, 2021
- **October 26, 2021:** Council received update on negotiations
- **January 10, 2022:** Sustainability Committee received update on negotiations
- **January 18, 2022:** Council approved extending exclusive negotiating until June 30, 2022, and Council approved extending the current franchise agreement to March 2023

Status of Negotiations

Hope to Start New Contract September 2022

Basic Elements of New Contract:

- 10-year term
- Cost-Based Rate Review in Year 5
- CPI Adjustment Process Annually

Elements Tentatively Agreed Upon

- **SB1383 Requirements**
 - Cart Colors
 - Reporting
 - Monitoring Contamination
 - Education/Outreach
 - Procuring Compost/Mulch



Elements Tentatively Agreed Upon

- **Public Litter Cans and Service**

- Increase by 100 @ 25 per year
- Liquidated Damages

- **Illegal Dumping Collections**

- Doubling to 12 per week

- **Overage Charges**



Smart Truck Technology

Overage



Contamination



Elements Tentatively Agreed Upon

Contamination Warnings Surcharges

Carts

Incidents 1 & 2 = Warning

Incidents 3 + = \$25

Bins

Incidents 1 & 2 = Warning

Incidents 3 + = \$75

Overage Warnings Surcharges

Carts

Incidents 1 & 2 = Warning

Incidents 3 + = \$10

Bins

Incidents 1 & 2 = Warning

Incidents 3 + = \$75

Elements Tentatively Agreed Upon

- **Vehicles**

- **WMAC – Two Light-Duty EV Trucks**
- **Tri-CED – Two Light-Duty EV Trucks**



- **Public Education and Outreach**



Tentative Diversion Goals

Current Franchise Agreement

<u>Year</u>	<u>Franchise Recovery Rate</u>
2022	74%
2023	78%
2024	80%

New Franchise Agreement

<u>Year</u>	<u>Franchise Recovery Rate</u>	<u>Estimated Overall Diversion</u>
2023	36%	73%
2024	37%	
2025	38%	
2026	40%	75%
2027	42%	
2028	44%	
2029	46%	77%
2030	48%	
2031	49%	
2032	50%	83%
2033	50%	



Elements Tentatively Agreed Upon

Multi-Family Dwelling Recycling Surcharge

- **Current Franchise Agreement**
 - 20% of trash cost
 - In addition to per-unit charge
- **New Agreement**
 - No surcharge for bins



Elements Under Discussion

- **Main Street Office**
 - Sustainability Committee Comments
- **Biosolids Management**
- **Overall Cost**



Elements Under Discussion

Rate Implementation Options

- **Option 1: Keep Rate Year March 1**

- A. Initial Rate Increase Sept 1, 2022; and then CPI increase March 1, 2023, annually

- or -

- B. Initial Rate Increase, and CPI increase March 1, 2023, annually;
plus 6-months revenue for WMAC**

- **Option 2: Change Rate Year to September 1**

- Initial Rate Increase on September 1, 2022, and CPI Adjustment March 1, 2023
 - Two Rate Increases in 6 Months, and WMAC Not Supportive

Rate Increases 2015-2022

Rate Year	Effective Date	Approved Rate Adjustments	Actual Rate Adjustments
1	3/1/2015	Up to 10%	9.23%
2	3/1/2016	3%	3.00%
3	3/1/2017	3%	3.00%
4	3/1/2018	Up to 10%, for WMAC to earn after-tax ROI of 5.5%	5.04%
5	3/1/2019	CPI (min. 3%, max. 6%)	2.61%
6	3/1/2020	CPI (min. 3%, max. 6%)	2.84%
7	3/1/2022	CPI (min. 3%, max. 6%)	2.85%
8 – 10		CPI (min. 3%, max. 6%)	?

Timeline

Negotiated Agreement Successful:

Council Work Session to Consider Negotiated Terms	April 5, 2022
End Negotiating Period and Report to Council	June 21, 2022
Complete New Franchise Agreement and Schedule Council Action	September 2022

Negotiated Agreement Unsuccessful:

Issue RFP for Consultant	May 2022
Council Action to Hire Consultant	July 2022
Issue RFP	Fall 2022
Receive Proposals	Winter 2022
Negotiate Contract	Spring/Summer 2023
Council Approve New Agreement	Fall 2023
New Provider Order Equipment	Fall 2023
Receive equipment	Fall 2024
Begin New Service	January 2025

Next Steps

- Outreach to Businesses and Multi-Family Dwellings
- Upon comment and direction from Council, Staff will continue to negotiate with WMAC and update Council prior to June 30,2022.

Questions

