Hayward City Hall 777 B Street Hayward, CA 94541 www.Hayward-CA.gov



Agenda

Wednesday, September 17, 2025 7:00 PM

Conference Room 2A

Community Services Commission

NOTICE: The Community Services Commission will hold a hybrid meeting in Conference Room 2A and virtually via Zoom.

https://hayward.zoom.us/j/84899920104?pwd=PP7PCcujzZ3ntyaOWoYrPgJaSR4vdM.1

Password: !jf6dSEP (for above link)

Or join by phone: US: +1 669 900 6833 or +1 646 931 3860

Webinar ID: 848 9992 0104

Password: 27782186 (for dial-in option)

How to submit written Public Comment:

Send an email to Amy.Cole@hayward-ca.gov by 4:00 p.m. the day of the meeting. Please identify the Agenda Item Number in the subject line of your email. Emails will be compiled into one file, distributed to the Community Services Commission and City staff and published on the City's Meeting & Agenda Center under Documents Received After Published Agenda. https://hayward.legistar.com/Calendar.aspx

CALL TO ORDER

PLEDGE OF ALLEGIANCE

AB 2449 TELECONFERENCE NOTIFICATIONS AND CONSIDERATION

ROLL CALL

PUBLIC COMMENTS:

The PUBLIC COMMENTS section provides an opportunity to address the Community Services Commission on items not listed on the agenda. The Commission welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Commission is prohibited by State law from discussing items not listed on the agenda, your item will be taken into consideration and may be referred to staff. The Commission welcomes comments, including criticism, about the policies, procedures, programs, or services of the City, or of the acts or omissions of the Commission. Speakers shall not use threatening, profane, or abusive language which disrupts, disturbs, or otherwise impedes the orderly conduct of a meeting. The City is committed to maintaining a workplace free of unlawful harassment and is mindful that City staff regularly attend Commission meetings. Discriminatory statements or conduct that are hostile, intimidating, oppressive, or abusive are per se disruptive to a meeting and will not be tolerated.

MINUTES

MIN 25-099 Minutes of the June 18, 2025, Community Services Commission

Meeting

Attachments: Attachment I Minutes for June 18, 2025 meeting

REPORT ITEMS:

 I. Oral Report: FYI Consolidated Annual Performance and Evaluation Report (CAPER) 15-Day Notice of Public Comment Period September 5, 2025
 September 20, 2025

II. Oral Report: FYI Notice of Funding Availability (NOFA)30-Day Publication on September 19, 2025

III. Oral Report: FYI Mandatory Bidder's Conference for Community Agency Funding (CAF) process scheduled for October 22, 2025

IV. RPT 25-070 Community Agency Funding Process and Rubric Changes

Attachment I Staff Report

Attachment II Revised Scoring Rubric
Attachment III Weighted Scoring Example

ACTION ITEMS:

ACT 25-054 Adoption of Fiscal Year 2025 / 2026 Agenda Planning Calendar

Attachments: Attachment I Staff Report

ANNOUNCEMENTS:

I. Commissioners

II. Staff Liaison

III. Council Liaison

ADJOURNMENT

NEXT MEETING - October 15, 2025

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Manager at (510) 583-4300 or TDD (510) 247-3340.



Hayward City Hall 777 B Street Hayward, CA 94541 www.Hayward-CA.gov

File #: MIN 25-099

DATE: September 17, 2025

TO: Community Service Commission

FROM: Community Services Manager

SUBJECT

Minutes of the June 18, 2025, Community Services Commission Meeting

RECOMMENDATION

That the Community Services Commission reviews and approves the minutes of the June 18, 2025, meeting.

ATTACHMENTS

Attachment I - Minutes for the June 18, 2025, Community Services Commission Meeting



MINUTES Community Services Commission Meeting June 18, 2025 @ 7:00 pm

Hayward City Hall, 777 B Street, Hayward, CA 94541 - Conference Room 2A & Zoom

ANNOUNCEMENT OF MEETING AVAILABILITY

Webinar ID: 868 6572 9158 - Password: 4c0V%JUN - Passcode for "Dial-in Option" 75357384

CALL TO ORDER

Meeting called to order at 7:01pm by Chair Lenita Wheeler

PLEDGE OF ALLEGIANCE

Led by Commissioner Alvite

AB 2449 Teleconference Notification and Consideration

ROLL CALL

Members Present:

- Elaine Alvite, Commissioner
- Guadalupe Angulo, Commissioner
- Hoang Dao, Commissioner
- Hazel de Leon, Commissioner
- Janet Kassouf, Commissioner
- Yoshiko Kimura, Commissioner
- Daisy Maxion, Commissioner
- Linda Moore, Commissioner / Vice Chair
- Lenita Wheeler, Commissioner / Chair
- Calvin Wong, Commissioner

Absent:

- Amardeep Brar, Commissioner
- Jesse Gunn, Commissioner
- Jagdeep Singh, Commissioner
- Mariana Triviso, Commissioner

Staff:

- Dr. Amy Cole-Bloom, Community Services Manager
- Carol Lee, Management Analyst
- Emily Hwang, Management Analyst
- Evelyn R. Olivera, Senior Secretary

PUBLIC COMMENT (not on the agenda)

Jessica Moses, Senior Meals Program Manager at Spectrum Senior Meals in Hayward, expressed gratitude for the grants received. These funds enabled the organization to serve 3,046 meals to Hayward seniors in May alone, with a total of 28,795 meals served to date. Additionally, Spectrum has distributed 585 shelf-stable emergency meals and plans to distribute 150 more on June 24th at the Eden Japanese Community Center.

MINUTES

Approval of the Minutes of the Community Services Commission Meeting on June 18, 2025

• Commissioner Janet Kassouf made a motion to approve the minutes. Commissioner Lenita Wheeler offered a friendly amendment to: (1) add "Chair" after her name in the ROLL CALL – Members Present section, and (2) remove the word "Present" after "Absent" in the Absent members section. Commissioner Linda Moore seconded the motion. The minutes were approved unanimously. See Figure 1: Action Item Votes for the roll call vote.

REPORT ITEMS

Informational Item: Community Agency Funding (CAF) Program Improvements: Rubric Updates

Ms. Emily Hwang provided a recap of the CAF process discussed at the May CSC meeting, incorporating the Commission's collective feedback. She also summarized recommended changes to the Scoring Rubric, highlighting the intent to collaborate with the Commission in developing a tool to help ARCs reach stronger consensus ahead of deliberations, making the process more objective, efficient, and transparent.

Dr. Cole-Bloom provided responses to commissioners' clarifying questions prior to the interactive feedback and discussion of the work session.

Ms. Emily Hwang led the interactive feedback portion of the work session to support a more expansive and engaging discussion based on the Commission's preference points, weighting scores, and performance.

Action Item: CSC Agenda Planning Calendar

 Commissioner Hazel de Leon made a motion to move the Informational Report: CSC Review of the Upcoming Funding Process – Review Process Changes and Scoring Rubric from the October CSC meeting to the September CSC meeting. It was seconded by Commissioner Janet Kassouf. The motion was approved unanimously. See Figure 1: Action Item Votes for roll call vote.

Council Liaison / Commissioner / Staff Announcements

• Commissioner Daisy Maxion offered Know Your Rights Red Cards to any Commissioners interested in distributing them as community leaders.

- Commissioner Lenita Wheeler announced that the City of Hayward will host a Juneteenth Celebration at Heritage Plaza on Saturday, June 21, 2025, from 2 to 6 pm.
- Commissioner Lenita Wheeler acknowledged Commissioners Linda Moore, Janet Kassouf, and Hazel de Leon with Certificates of Appreciation, awarded on behalf of the Community Services Commission in recognition of their contributions to the City of Hayward and its residents.
- Commissioners Linda Moore, Janet Kassouf, and Hazel de Leon thanked the Commission and expressed that it was an honor and privilege to serve.
- Dr. Cole-Bloom announced that the City is currently recruiting new commissioners. Applications are due by August 1, 2025, with interviews scheduled for August 26, 2025, and a tentative swearing-in set for September 16, 2025.
- Dr. Cole-Bloom announced that the City has received notification of its CDBG Entitlement Funding in the amount of \$1.5 million. She also shared that the City Council has adopted the budget for FY 2025–2026.

ADJOURNMENT

Chair Lenita Wheeler adjourned the meeting at 9:27 pm

Figure 1: Action Item Votes

Commissioner	Roll Call	Minutes of the June 18, 2025 CSC Meeting	Item 8 CSC Agenda Planning Calendar
Chair Lenita Wheeler	Present	Yay	Yay
Vice Chair Linda Moore	Present	Second, Yay	Yay
Elaine Alvite	Present	Yay	Yay
Guadalupe Angulo	Present	Yay	Yay
Amardeep Brar	Absent	Absent	Absent
Hoang Dao	Present	Yay	Yay
Hazel de Leon	Present	Yay	First, Yay
Jesse Gunn	Absent	Absent	Absent
Janet Kassouf	Present	First, Yay	Second, Yay
Yoshiko Kimura	Present	Yay	Yay
Daisy Maxion	Present	Yay	Yay
Jagdeep Singh	Absent	Absent	Absent
Mariana Triviso	Absent	Absent	Absent
Calvin Wong	Present	Yay	Yay



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File #: RPT 25-070

DATE: September 17, 2025

TO: Community Services Commission **FROM:** Community Services Manager

SUBJECT Community Agency Funding Process and Rubric Changes

RECOMMENDATION

That the Community Services Commission review and comment on this report.

SUMMARY

This report summarizes the Community Services Commission's (CSC) discussion from the June CSC Meeting discussion and presents an overview of the changes to the Community Agency Funding (CAF) process and the revised scoring rubric based on the CSC's feedback.

ATTACHMENTS

Attachment I Staff Report Attachment II Revised Scoring Rubric



DATE: September 17, 2025

TO: Community Services Commission

FROM: Community Services Manager

SUBJECT Community Agency Funding Process and Rubric Changes

RECOMMENDATION

That the Community Services Commission review and comment on this report.

SUMMARY

This report summarizes the Community Services Commission's (CSC) discussion from the June CSC Meeting discussion and provides a summary of the changes to the Community Agency Funding (CAF) process and scoring rubric.

BACKGROUND

The CSC's primary responsibility is to make recommendations to Council for the allocation of General Fund and Community Development Block Grant (CDBG) funding to local community-based non-profits. This process is referred to as the Community Agency Funding (CAF) process.

The CAF process is reviewed internally by staff, the CSC, and City Council on an ongoing basis. After the FY 2021–2022 funding process, a subcommittee of CSC members and Councilmembers conducted an extensive review of the CAF process. This led to several improvements, including the development and implementation of a scoring rubric. The rubric was introduced in the FY 2023–2024 funding cycle and has since been included in the request for proposals each year to help guide agencies in preparing their applications. Staff continue to review the CAF process to ensure it meets the goals of the CSC and reduces administrative burden on CAF applicants. This review includes gathering feedback from the CSC and applicants.

On March 19, 2025, the CSC reviewed proposed improvements to the CAF process and provided initial feedback and questions for staff follow-up. During the discussion, the CSC showed general support for reviewing and updating the rubric in a later CSC meeting.

On May 21, 2025, staff presented more specific recommendations and options for improvements to the CAF process based on the CSC's March feedback, feedback from previous CAF applicants, and staff's review of comparable jurisdictions' processes. The CSC discussed two-year funding contracts, the CSC's role in off-cycle years, the application and interview

process, and the scoring rubric. Staff presented options for CSC input on restructuring interviews and implementing priority categories in the CAF process.

On June 18, 2025, the CSC continued the conversation on CAF changes, with specific focus on revisions to the scoring rubric. Discussion among the CSC about the scoring rubric included building consensus on the scoring categories' definitions, identifying top preference points, and discussing weighted scoring. Staff compiled the CSC's feedback and updated the scoring rubric accordingly as shown in Attachment II. Staff also revised the application to reflect the scoring rubric changes, ensuring that application questions map onto scoring criteria and that applicants have appropriate opportunities to address all areas of the rubric.

Over the course of these three CSC meetings, the CSC offered essential insights to improve the CAF process. Staff collected these insights and feedback from previous CAF applicants and have begun implementing these changes for the upcoming CAF funding cycle, which will span Fiscal Years 2026-2027 and 2027-2028.

DISCUSSION

Staff incorporated the CSC and previous CAF applicant feedback into the below key changes, which will be implemented in the upcoming CAF process. Improvements to the CAF process aim to reduce administrative burden on applicants and staff, align the CSC's priorities with funding decisions, and increase transparency in decision making.

Transition to two-year funding terms

All contract terms will be two-year terms. The upcoming funding cycle will be reviewing awards for FY 2026-2028. The CSC will have a work session in May 2026 to begin reviewing the Arts & Music funding process and its requirements, with the intent to simplify the application process for Arts & Music applicants. Those changes will be implemented in the following funding cycle.

Conduct interviews on weekday evenings

Application Review Committee (ARC) Interviews will be held on Wednesday, January 21 in the evening with additional tentative interview and deliberations dates on January 28 and February 4 as needed.

Align funding decisions with the CSC's priorities for services projects

The Services ARC will recommend funding allocations in alignment with the CSC's priority funding categories. During this past FY 2025-2026 funding cycle, the CSC recommended the below percentages in total funding recommendations across Services project types. Funding recommendations prioritized funding housing and homelessness, food security, and legal services programs, with an emphasis on agencies that offer services to immigrant and undocumented populations.

CATEGORY	FY 25-26 FUNDING RECOMMENDATIONS	% OF TOTAL SERVICES FUNDING
Housing and Homelessness	\$427,982	66%
Food Security	\$152,500	23%

Legal Services	\$60,000	9%
Information & Referral	\$12,500	2%
Health	-	0%
Youth & Education	-	0%

In the upcoming funding cycle, staff recommend the CSC use similar percentages to ensure funding decisions align with CSC priorities. Staff propose the following breakdown:

CATEGORY	PROPOSED % OF TOTAL SERVICES FUNDING
Housing and Homelessness	65%
Food Security	20%
All Other Services	15%

The City will not know the total amount of funding available until the Department of Housing and Urban Development (HUD) announces the City's entitlement award. This typically occurs in late spring, after the Request for Proposals (RFP) is published. In the meantime, staff will estimate the funding available for each service category based on these percentages. These estimated amounts will be shared in the RFP and communicated to applicants during the Bidder's Conference, so applicants have a clear understanding of anticipated funding levels.

Screen applicants for Services ARC interviews

After the ARCs complete their application review and scoring, the top one-third or the top 16 of Services applicants, whichever is higher, will move onto deliberations without an interview. The top portion of applicants will receive the full points in the interview rubric category.

Weight rubric categories in the scoring rubric

In addition to updating the scoring rubric, staff introduced weighted scoring to prioritize both the CSC's and Council's priorities. Based on the CSC discussion in June and previous feedback from Council, staff modified the Weighted Scoring Sheet, provided in Attachment III.

Publicly share aggregate applicant scores

Aggregate scores will be published to the City's webpage after funding decisions are made to ensure transparency in decision making and offer agencies opportunities for improvement.

All changes to the CAF process will be shared with CAF applicants in the request for proposals (RFP) and at the Bidder's Conference.

PUBLIC CONTACT

Staff engaged FY 2025-2026 funding applicants and current funding recipients to receive their input on changes to the CAF process. There were also opportunities to make public comment on proposed changes to the CAF process and scoring rubric at the May 21, 2025, and June 18, 2025, CSC meeting.

NEXT STEPS

The Notice of Funding Availability (NOFA) will be released at the end of September and shared with currently funded agencies and the CSC's Interested Parties email list. The Community Agency Funding application will be released on Wednesday, October 22, 2025. The mandatory Bidder's Conference will be hosted on Zoom at 10AM on October 22, 2025.

Staff will return to the CSC in October to review agency performance reports.

Prepared by: Emily Hwang, Management Analyst II

Recommended by: Amy Cole-Bloom, Community Services Manager

Approved by:

Regina Youngplood

Regina Youngblood, Assistant City Manager

Proposed Draft Rubric for CSC Feedback

City of Hayward Community Agency Funding

Application Scoring Rubric

Category	Not Responsive 0	Poor 1	Fair 2	Satisfactory 3	Good 4	Excellent 5
Community Need and Impact The applicant identifies a clear community need. They outline the proposed services addresses the need. They present their data plan to track outcomes to ensure they meet their project's goals and adapt strategies based on collected data.		The response addresses the criteria in a very inadequate way.	The response addressed the criteria in a non-specific or unsatisfactory way.	The response addresses the criteria in an adequate way.	The response addresses the criteria in a substantial way.	The response addresses the criteria in an outstanding way.
 Performance The applicant demonstrates the organizational capacity to deliver the project. The applicant describes realistic, measurable goals. If the applicant is a returning agency, they have historically met their goals and requirements. 		The response addresses the criteria in a very inadequate way.	The response addressed the criteria in a non-specific or unsatisfactory way.	The response addresses the criteria in an adequate way.	The response addresses the criteria in a substantial way.	The response addresses the criteria in an outstanding way.
 Program Sustainability The funding request is reasonable based on their proposed project. The applicant leverages at least one other funding source to support the project. City funding does not constitute the majority of funds supporting the project. 	•	The response addresses the criteria in a very inadequate way.	The response addressed the criteria in a non-specific or unsatisfactory way.	The response addresses the criteria in an adequate way.	The response addresses the criteria in a substantial way.	The response addresses the criteria in an outstanding way.
 Diversity, Equity, and Inclusion The applicant's executive leadership, Board, and staff demographics reflect the racial and ethnic demographics, lived experiences, and identities of their participants. The applicant demonstrates commitment to integrating community voice, particularly from historically marginalized groups and those with relevant lived experience, into project implementation and strategic planning. 	The response fails to address the criteria.	The response addresses the criteria in a very inadequate way.	The response addressed the criteria in a non-specific or unsatisfactory way.	The response addresses the criteria in an adequate way.	The response addresses the criteria in a substantial way.	The response addresses the criteria in an outstanding way.
 Partnerships and Collaboration The applicant describes robust partnerships and collaborative initiatives with organizations across Hayward and/or the region. The applicant actively engages in coalition building. 		The response addresses the criteria in a very inadequate way.	The response addressed the criteria in a non-specific or unsatisfactory way.	The response addresses the criteria in an adequate way.	The response addresses the criteria in a substantial way.	The response addresses the criteria in an outstanding way.
 Interview The applicant summarized their program and explained how it addresses the needs of low-income Hayward residents. Their presentation was consistent with the application and included relevant context. They answered all questions clearly and effectively clarified the program. 	The applicant fails to address the criteria.	The applicant addresses the criteria in a very inadequate way.	The applicant addresses the criteria in a non-specific or unsatisfactory way.	The applicant addresses the criteria in an adequate way.	The applicant addresses the criteria in a substantial way.	The response addresses the criteria in an outstanding way.

Preference Points (+1 per preference)
Hayward-based organization
Women-led organization
Minority-led organization
Agency meets multiple service needs
New agency

Weighted Scoring

	Rating Factors	Point Range	Percent of Total Value	Weighted Rating Factor Score
1	Community Need and Impact	0-5	30%	60
2	Program Sustainability	0-5	30%	60
3	Performance	0-5	25%	50
4	Diversity, Equity, and Inclusion	0-5	10%	20
5	Partnerships and Collaboration	0-5	5%	10
	Total Score (before Preference Points)			200

Preference Points: Additional points will be added to the final score if an applicant meets the following characteristics.

Hayward based organization = 1 additional point

Women-led organization = 1 additional point

Minority-led organization = 1 additional point

Addresses multiple community needs = 1 additional point

New Agency = 1 additional point

Maximum Possible Score with Preference Points 205

Example

	Rating Factors	Point Range	Percent of Total Value	Weighted Rating Factor Score
1	Community Need and Impact	4	30%	40
2	Program Sustainability	3	30%	30
3	Performance	5	25%	41.7
4	Diversity, Equity, and Inclusion	3	10%	10
5	Partnerships and Collaboration	2	5%	3.3
Total Score (before Preference Points)			100%	125

Preference Points

Hayward based organization? Yes. 1 additional point.

Women-led organization? No.

Minority-led organization? Yes. 1 additional point.

Addresses multiple community needs? No.

New Agency? Yes. 1 additional point.

Total Points	128
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Hayward City Hall 777 B Street Hayward, CA 94541 www.Hayward-CA.gov

File #: ACT 25-054

DATE: September 17, 2025

TO: Community Service Commission

FROM: Community Services manager

SUBJECT

Adoption of Fiscal Year 2025 / 2026 Agenda Planning Calendar

RECOMMENDATION

That the Community Services Commission reviews and adopts the FY 2025 / 2026 Agenda Planning Calendar

DISCUSSION

For the Community Services Commission (CSC) consideration, staff have revised the proposed Meeting Schedule Calendar for FY 2025/2026 with agenda topics and dates listed in Attachment I. The agenda topics were compiled based on comments at previous CSC meetings. This calendar will be on each CSC meeting agenda for review and to ensure any updates are incorporated.

ATTACHMENTS

Attachment I - Staff Report



DATE: September 17, 2025

TO: Community Services Commission

FROM: Community Services Manager

SUBJECT: FY 2025/2026 Agenda Planning Calendar

RECOMMENDATION

That the Community Services Commission reviews and adopts the 2025/2026 Agenda Planning Calendar and provides comments.

DISCUSSION

For the Community Services Commission (CSC) consideration, staff have revised the proposed Meeting Schedule Calendar for FY 2025/2026 with agenda topics and dates listed below. The agenda topics were compiled based on comments at previous CSC meetings.

Staff propose one change to the Agenda Planning Calendar that the CSC adopted in June:

 Move the Informational Report on Agency Performance from November's meeting to the October meeting. This will ensure adequate time for ARC selection and preparing the Commissioners for the updated Community Agency Funding process.

This calendar will be on each CSC meeting agenda for review.

FY 2025 - 2026

COMMUNITY SERVICES COMMISSION AGENDA PLANNING CALENDAR

OCTOBER 15, 2025

Action Item: CSC Elections

Oral Report: FYI Community Agency Funding Process Timeline Updates – Bidder's Conference on October 22 at 10:00

AM and Application Due on November 21, 2025

[<mark>Staff proposed change – moved from November 19</mark>] Informational Report: FY 2024-2025 Agency Performance Review

NOVEMBER 19, 2025

Informational Report: Bidder's Conference Debrief and ARC Selection

DECEMBER 17, 2025 - No Meeting

No meeting to allow Commissioners to review funding applications

JANUARY 2026 - No Meeting

ARC Interviews on Wednesday, January 21st and Tentative Interviews/Deliberations on Wednesdays, January 28^{th} and February 4^{th} as needed

FEBRUARY 18, 2026

Work Session: FY 2026 – 2028 Community Agency Funding Process CSC Draft Funding Recommendations

Oral Report: FYI Notice of Public Comment Period on Funding Recommendations – 2/18/26 - 3/18/26

MARCH 18, 2026

Action Item: FY 2026 - 2028 Community Agency Funding Process CSC Final Funding Recommendations

Oral Report: FYI End Public Comment Period on Funding Recommendations - 2/18/26 - 3/18/26

Oral Report: FYI 30-Day Notice of City Council Public Hearing on FY 2026 - 2028 Funding Recommendations

APRIL 2026 - No Meeting

No meeting to allow Commissioners to attend and participate in City Council meetings:

- April 7: City Council Work Session on FY 2026-2028 Funding Recommendations
- April 28: City Council Public Hearing on FY 2026-2028 Funding Recommendations

MAY 20, 2026

Informational Report: Debrief FY 2026 – 2028 Community Agency Funding Process

Work Session: CSC's Off-Cycle Role

Work Session: Reviewing Arts and Music Funding Process

JUNE 17, 2026

Action Item: Adoption of FY 2026-2027 Agenda Calendar

NEXT STEPS

Upon consideration and approval by the Commission, staff will schedule items accordingly for future CSC meetings.

Prepared and Recommended By: Dr. Amy Cole-Bloom, Community Services Manager

Approved by:

Regina Youngplood

Regina Youngblood, Assistant City Manager