



**DATE:** May 16, 2023

**TO:** Mayor and City Council

**FROM:** Jayanti Addleman, Director of Library Services

**SUBJECT:** Adopt a Resolution Authorizing the City Manager to Execute the Downtown Hayward Promise Neighborhood (DHPN) Five (5) Year Contract, and Accept and Appropriate Up to \$1,698,782 in Funding from Downtown Hayward Promise Neighborhood (DHPN) Over Calendar Years (CY) 2023-2027 (Fiscal Years 2023-2028)

#### **RECOMMENDATION**

That Council adopts a resolution (Attachment II) authorizing the City Manager to:

- 1) Execute the Downtown Hayward Promise Neighborhood (DHPN) five (5) year contract totaling \$1,698,782 over Calendar Years (CY) 2023-2027 (Fiscal Years 2023-2028) and contribute up to \$1,698,787 of in-kind matching City resources (e.g., staff time and effort and special revenue grants/donations already leveraged for existing Library Family Education Programming) over that same time period; and to
- 2) Accept and appropriate up to \$1,698,782 in funding from Downtown Hayward Promise Neighborhood (DHPN) over Calendar Years (CY) 2023-2027 (Fiscal Years 2023-2028).

#### **SUMMARY**

The Promise Neighborhoods Initiative was established under the federal legislative authority of the Fund for the Improvement of Education (FIE) program. Started during the Obama administration, the vision of the initiative is to make it possible for all children, youth, and young adults growing up and being educated in “Promise Neighborhoods” to have access to high quality schools and strong systems of family and community support. This would provide students access to an excellent education and enable them to successfully transition through the educational pipeline—from cradle to career.

In January of 2023, Council was made aware that the U.S. Department of Education awarded the Hayward Promise Neighborhoods (HPN) consortium a new \$30 million (5) five-year grant (\$6 Million per year for five calendar years 2023 through 2027) to expand their decade-long initiative to serve Downtown Hayward and the surrounding communities along the A St. and Mission Blvd. corridors. Hayward’s application received a perfect score of 110 (max possible).

Applications for the third round of funding went to only two (2) urban applicants including DHPN, as well as one rural applicant and one tribal applicant. Hayward was the only application funded in California. Previous Hayward neighborhoods supported by Promise Neighborhood Funding were Jackson Triangle and South Hayward.

The City of Hayward was awarded \$1,698,782 of the DHPN funding over five (5) calendar years (2023-2027). Funding will be used to support staffing and eligible expenses directly related to the HPN programs.

## **BACKGROUND AND DISCUSSION**

The DHPN initiative is led by California State University, East Bay, in collaboration with 12 agencies, including Hayward Unified School District (HUSD), the City of Hayward, and Chabot College. Home to 20,297 persons, the DHPN is one of the nation's most ethnically diverse neighborhoods; 85% of residents are people of color, with Latinx (44%) being the largest group. The DHPN has a relatively young population, including 1,461 children ages 0-4 and 4,575 under 18 (22.5%). One-third of the young people live in Cherryland, an unincorporated area in the project served by HUSD schools. According to current U.S. Census data, 20.3% of children under 18 (and 24.4% in one of the four census tracts) live below the federal poverty line – higher than the corresponding percentages in our city, state, and nation.

DHPN will implement a cradle-to-career pipeline of services and support for young people and families. Services will prioritize assisting community members from historically underserved groups, including Latinx, African-American, and other communities of color; recent immigrants; English Learners and their families; and children with special needs. DHPN strategies and activities include: a range of early childhood educational and support services for families; a community schools approach at the target schools; comprehensive programs to promote students' college readiness and increase access to and students' success in post-secondary education; programs to reconnect adults to education and training programs to help them advance their own and families' prospects; channels for disadvantaged families to food assistance and other resources; and a Community/Family Resource HUB and Techmobile through which DHPN partners will coordinate, target, and maximize the reach of support services and resources for families.

The DHPN initiative is an exciting endeavor that clearly represents the commitment of a robust network of community partners and stakeholders to substantially improve educational, health, and employment outcomes of the children and families in Downtown Hayward and build from successful solutions (programming) from the previous (2) two HPN funding awards.

The City of Hayward will receive a total of \$1,698,782 in funding from DHPN over five (5) calendar years (2023-2027). Funding will be used to support staffing and eligible expenses directly related to HPN programs.

Based on the success and structure of the Bookmobile, the Library is committed to building on the Tech Lending Library (of nearly 1,500 computing and broadband internet devices) by

leveraging HPN funding to purchase and deploy a Techmobile. This vehicle will have a mobile technology lab and classroom and will help ensure residents have equitable and affordable access to the technology and skills needed to live and work in today's society.

## **ECONOMIC IMPACT**

According to the National Bureau of Economic Research<sup>1</sup>, studies show that educational achievement can strongly predict economic growth across U.S. states based on data obtained over the past four decades. Projections from economic growth models in one study demonstrated that there is a strong correlation between economic development and the delivery of quality education. The study states in part that at the national level, the low end of the range equates to an increase of \$32 trillion to the U.S. economy in 2095 by simply bringing the lowest-performing students in each state up to "Basic" level as measured by the National Assessment of Educational Progress (NAEP). At the high end, the U.S. economy could realize as much as \$76 trillion if every state brought student performance up to the current performance level of the best state.

The National Promise Neighborhood School Reform Initiative is designed to improve the education and development of students—cradle to career. It operates on the premise that a student's ability to learn is impacted not only by the schools that they attend but also by several quality-of-life factors that exist beyond the walls of educational institutions. Poverty, housing and food security, safety, health and public health, and other social factors also impact a student's ability to learn. Consequently, the Hayward Promise Neighborhood collaboration of public and private service organizations works to not only improve the quality of services provided by local child development and educational institutions, it also strives to optimize the health, mental health, and safety of individual students, their families, their neighborhoods, and the greater Hayward community in which these students live.

## **FISCAL IMPACT**

The City of Hayward will receive a total of \$1,698,782 in funding from DHPN over five (5) calendar years (2023-2027). The requested DHPN matching commitment from the City is \$1,698,787. These funds consist of in-kind, matching City resources (e.g., staff time and effort) and already-leveraged and consistent special revenue grants (e.g., California State Library, Hayward Unified School District, etc.) that support the Library's Family Education Program Services, consisting of Library and school-based after-school Homework Support Centers, adult literacy and ESL services consisting of 1:1 tutoring, English Conversation Circles, Grammar and Citizenship workshops, expansion of the Bookmobile services, between CY2023 and CY2027.

## **STRATEGIC ROADMAP**

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<sup>1</sup> **Source:** National Bureau of Economic Research (NBER) Working Paper No. 21770-  
<http://www.nber.org/papers/w21770>

This consent item supports the following items in Hayward’s current Strategic Roadmap: Enhance Community Safety and Quality of Life, Grow the Economy, and Invest in Infrastructure. The drafted FY 2024 Strategic Roadmap has a new goal specific to DHPN under Grow the Economy.

**NEXT STEPS**

Upon Council’s approval, staff will execute the agreement between DHPN and the City of Hayward and appropriate the DHPN funding to provide Family Education Program services over the term of the agreement.

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*Recommended by:*   Jayanti Addleman, Director of Library Services

Approved by:



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Kelly McAdoo, City Manager