Community Agency Funding Process Review

Joint City Council and Community Services Commission Subcommittee

May 2, 2022

Kelly McAdoo, City Manager
Monica Davis, Community Services Manager
Carol Lee, Management Analyst

HAYWARD

Presentation Outline

- Background
- Overview of Subcommittee
  - Scope
  - Roles
  - Framework
- Review of current funding process
- Historical review of funding
- Commission and Council Survey question responses
- Feedback from Subcommittee

Background

- The CSC serves as an advisory body to the City Council
- Community Agency Funding Process
- Review the applications
- Interview applicants
- Make recommendations to the Council for how a portion of the City's General Fund and the City's CDBG entitlement award should be allocated

Overview of Subcommittee

On October 26, 2021 Council adopted a resolution authorizing the Mayor to select and appoint three (3) members of Council to form a sub-group to work with a committee of the Community Services Commission (CSC) to review and discuss the Community Agency Funding process and provide recommendations to the CSC and Council for further consideration

Overview of Subcommittee
Scope

- Joint Committee to convene and discuss current CAF process and CSC's questions
- Propose recommendations for full CSC review and Council review

Overview of Subcommittee
Role

- The Councilmembers and Commissioners serve as representatives of their colleagues for purposes of providing feedback on the Community Agency Funding process
- To ensure that Subcommittee members can fully participate, staff will prepare materials and facilitate

Overview of Subcommittee
Framework

- Understanding the Why – Priorities - Tonight
- Understanding the What – Specific Details - May 21st
- Developing the How – Implementation – June 9th

Community Agency Funding Current Process

Overview

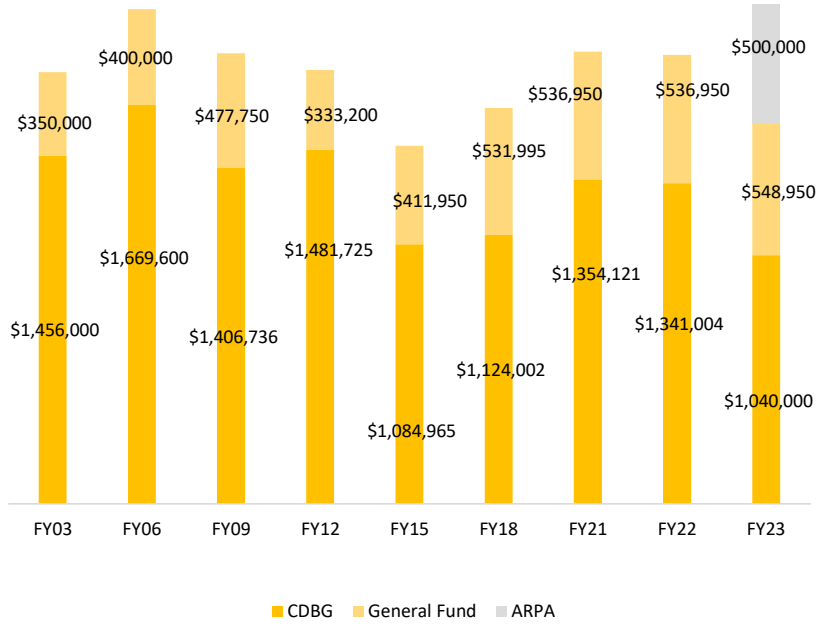
Funding Source	Categories	Descriptions
Community Development Block Grant (CDBG)	• Infrastructure & Economic Development • Services	• Infrastructure & Economic Development (~ 65%): Affordable housing (not including new construction); housing rehabilitation; nonprofit facility improvements; microenterprise business support; and capacity building • Public Services (maximum 15%)*: Benefit low-moderate income Hayward residents through programs to provide food security, health services, homelessness and anti-displacement services, including job training; legal services; youth and education services. • 20% of the annual entitlement is set aside for administration and planning activities
General Fund	• Services • Arts & Music	• Social Services • Arts & Music: Arts and music programs that benefit Hayward residents, with an emphasis on activities that support youth education.

*The amount of CDBG funds obligated within a program year to support public service activities under this category may not exceed 15% of the total grant awarded to the grantee

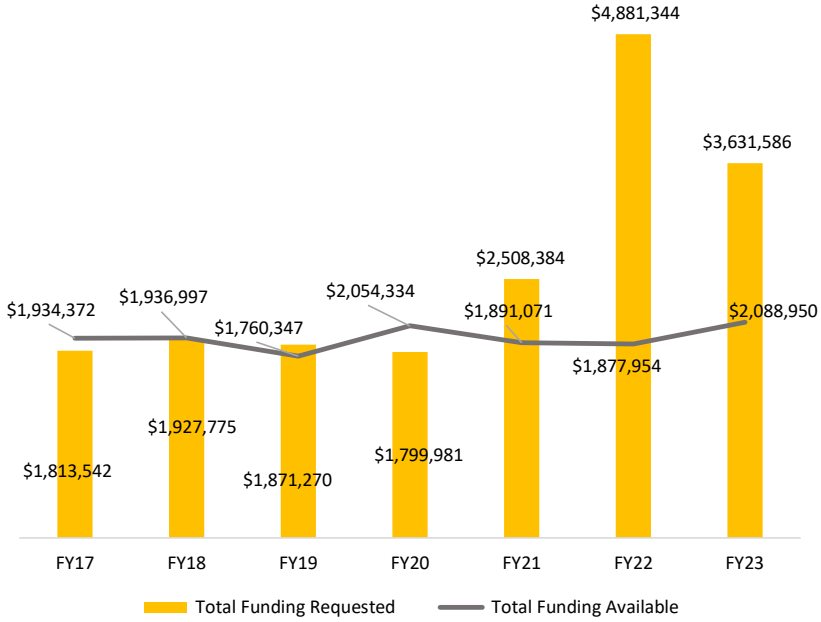
Process Overview

Challenge

Availability of Community Agency Funding Over Time



Funding Requests and Availability since FY 2017




Community Agencies Apply for Funding
CSC Reviews Application
CSC Chair Appoints ARCs
ARCs Deliberate and Recommend Funding to CSC
CSC Makes Funding Recommendation
Council Funding Priorities
City Council Awards Funding

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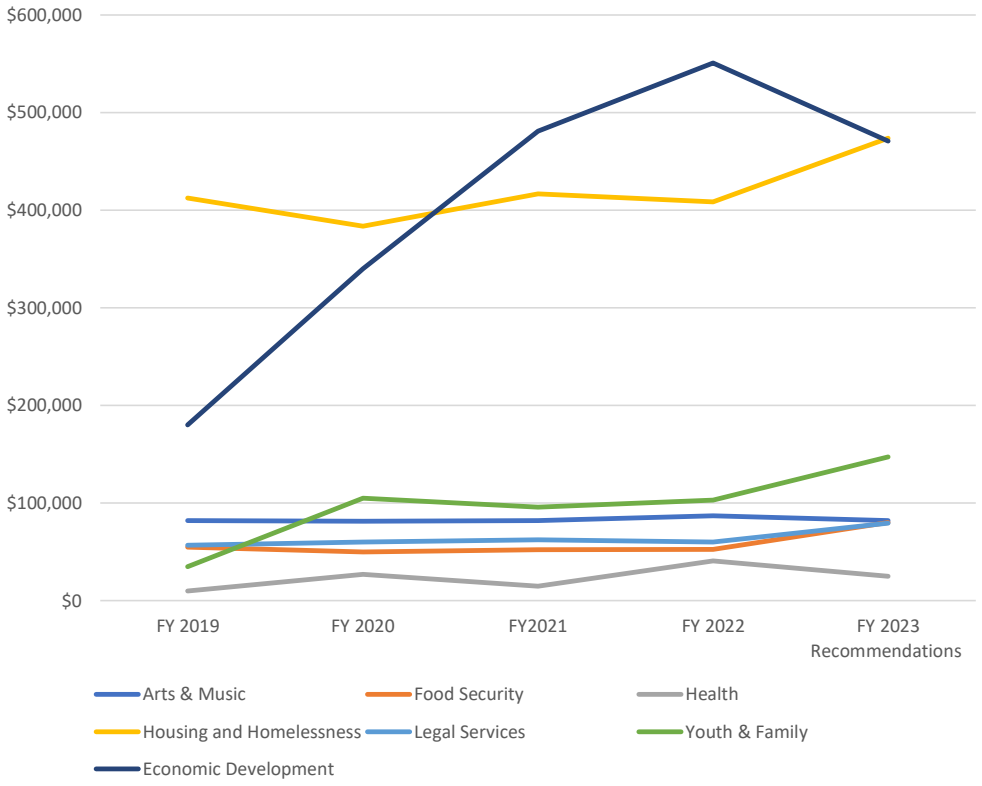
Past Funding Priorities

	FY 2019	FY 2020	FY2021	FY 2022	FY 2023
Housing and Homelessness	$412,320	$383,552	$416,605	$408,394	$473,737
Food Security	$55,000	$50,000	$52,200	$52,500	$80,000
Health	$10,000	$27,137	$15,000	$40,655	$25,000
Economic Development	$179,999	$339,999	$480,784	$550,838	$470,890
Youth & Family	$35,000	$105,000	$95,880	$103,180	$147,500
Arts & Music	$82,000	$81,400	$82,000	$87,000	$82,000
Legal Services	$57,000	$60,000	$62,350	$60,000	$79,450



Questions

- **City Goals:** Is the CAF process through the CSC a piece of the broader City Goals (such as Let's House Hayward and the City's Strategic Roadmap)?
- **CSC's Role**: What impact does the CSC's deliberative funding process and recommendations have on Council's decision on funding allocations?
- **Prioritization Frequency:** Does Council desire to review the CAF priorities with the CSC annually?

Questions Cont.

- **Priority Categories:** Are there priority categories that Council would like to see funding allocated toward as part of the CAF process? For example, are food insecurity and homelessness still key areas of focus?

- **Hayward Based:** Do Hayward-based organizations have priority over organizations from other areas that may provide a unique service?

- **Sustainable vs. Seed Funding:** Should CAF be a sustainable funding source for agencies, or should CAF provide funding for new programs in the community?

- **Large vs. Small:** Are programs that serve a large number of Hayward residents, but are able to secure funding from other sources, a priority over programs that have fewer funders, but meet a specific need not met by other providers?

<u>Next Meeting's Discussion</u>

- **Mandatory Funding:** Are there services that must be part of every funding allocation due to Council priority, political will, historical success, etc.?

Survey Question Responses: CSC's Role in Funding Recommendations

City Council

The deliberations are key to and invaluable knowing that our community members have vetted all applicants. I take their recommendations seriously and from my own experience I know how much time and energy is put into their recommendation.

The CSC's recommendations are central to the funding process. The only thing that will occasionally override that recommendation is pressure from community groups.

The Council has historically respected the CSC recommendations and approved them.

CSC's recommendation is generally the substance of the Council decision.

Survey Question Responses: CSC's Interest in Reviewing Priorities

Community Services Commission

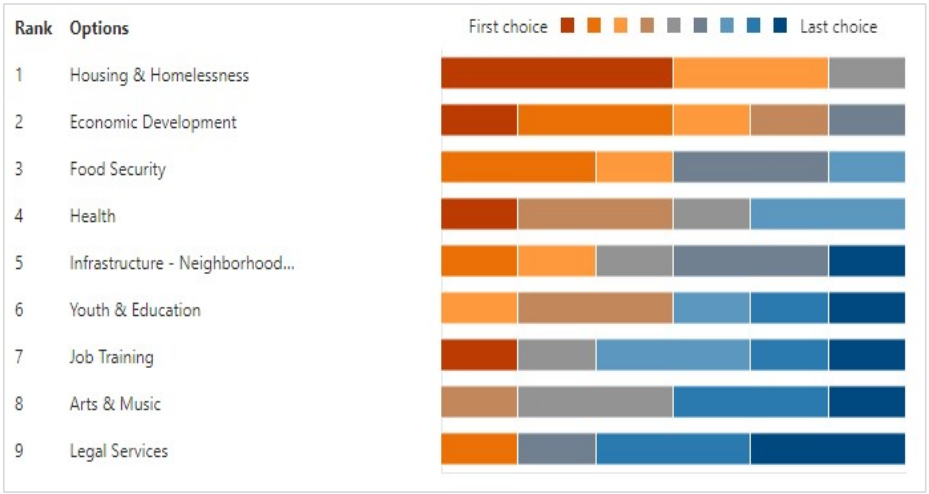
6 of 10 Responses: Annually

Bi-annual (every 2 years) might make more sense as priorities do change and although the CSC, as an advisory body, should feel empowered to make their own decisions, Council may have a broader understanding of where needs are, especially on a budgetary basis. It also provides another formal place for CSC to make their positions and priorities known to Council.

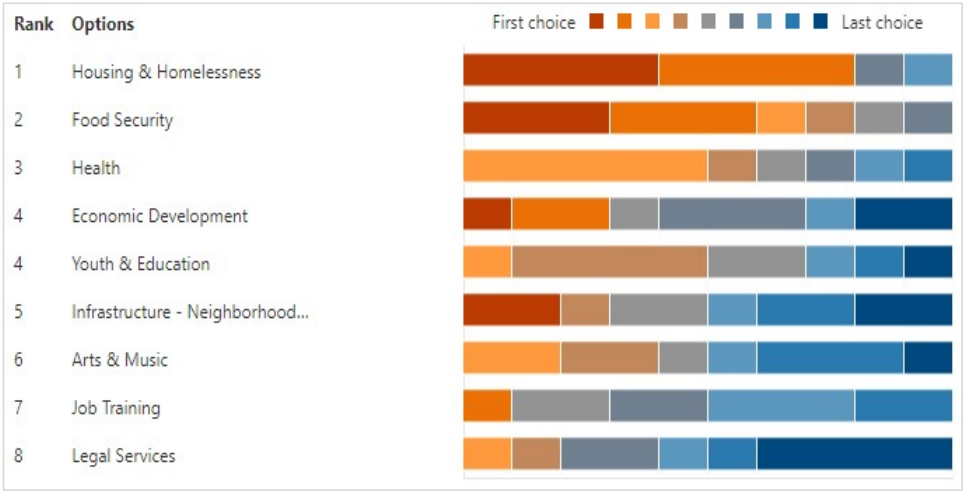
Every 4 years

Survey Question Responses: Priority Categories

City Council



Community Services Commission



Survey Question Responses: Priorities

City Council

1. Housing & Homelessness
2. Economic Development
3. Food Security
4. Health
5. Youth & Education
6. Job Training
7. Arts & Music
8. Legal Services

Community Services Commission

1. Housing & Homelessness
2. Food Security
3. Health
4. Economic Development
5. Youth & Education
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8. Legal Services

Council Priorities

Strategic Road Map

- The Roadmap starts with a shared Hayward vision for 2024
- Six core priorities required to achieve the vision
  - Preserve, Protect & Produce Housing For All
  - Enhance Community Safety & Quality of Life
  - Grow the Economy
  - Invest in Infrastructure
  - Confront Climate Crisis
  - Strengthen Organizational Health
- Developed key projects, named responsible departments, and created a timeline

Priority Alignment

Strategic Road Map

Six core priorities required to achieve the vision

- Preserve, Protect & Produce Housing For All
- Enhance Community Safety & Quality of Life
- Grow the Economy
- Invest in Infrastructure
- Confront Climate Crisis
- Strengthen Organizational Health

Council Survey

1. Housing & Homelessness
2. Economic Development
3. Food Security
4. Health
5. Youth & Education
6. Job Training
7. Arts & Music
8. Legal Services

CSC Survey

1. Housing & Homelessness
2. Food Security
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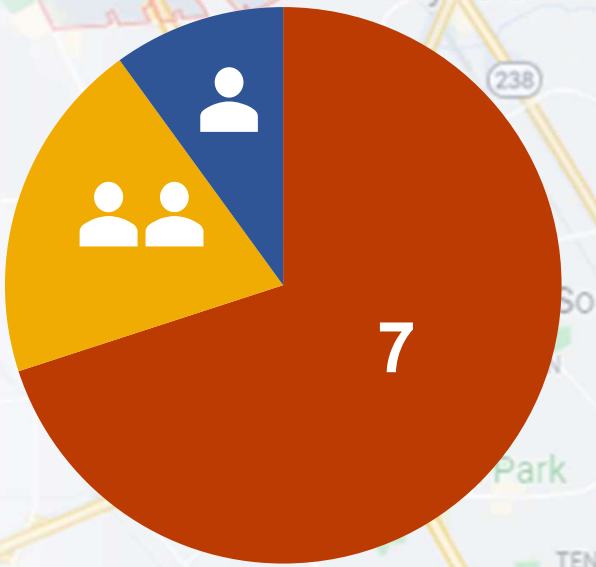
Survey Question Responses: Hayward Based Priority

City Council

Community Services Commission



Survey Question Responses: Hayward Based Priority

City Council

"Yes. Start in Hayward and if Hayward does not have the CBO then look outside of the city"

"Generally, yes. Unless it is a service we do not or cannot develop in Hayward"

"The money we disburse ought to go straight to Hayward-based organizations with all operations in Hayward"

"Not necessary. Whom every is best equipped to provide the service…"

Community Services Commission

"It all depends on the unique service. If there is no Hayward-based organization meeting a very important need, then I would be in favor of an organization from other areas"

"Not necessarily, although I have a preference to support orgs in Hayward"

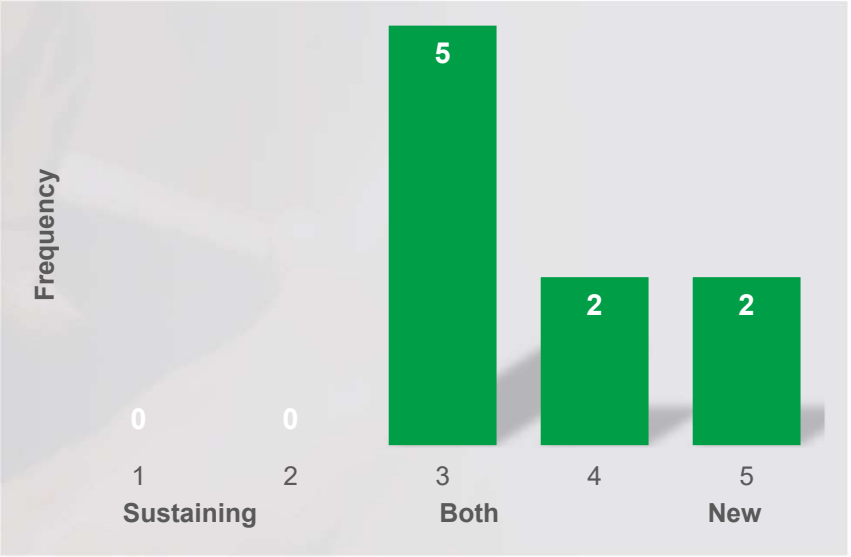
"While it is preferable that Hayward centric orgs receive funding, the reasons for exclusively supporting them over orgs that may provide more niche services or serve underserved groups are few"

"Hayward-based priority"

Survey Question Responses: Sustaining vs. Seed Funding

City Council

Community Services Commission



Survey Question Responses: Sustaining vs. Seed Funding

City Council

"Moving away from supporting programs that are simply caretaking, may be a way to facilitate lasting impact"

"CAF ought to provide funding for new and/or innovative ideas and ways to connect and engage neighbors"

"I would like to see a break down of 80-90% funding to existing recipients as long as they continue to qualify and meet their program objectives and 10-20% for new agencies"

"Some programs have little opportunity to get funding in other ways. If this can be proven by an agency, there should be some room for ongoing funding if the service makes a substantive impact on Hayward"

Community Services Commission

"CAF is a grant. Grants are never stable, nor should they be expected to be"

"Seed funding to diversify"

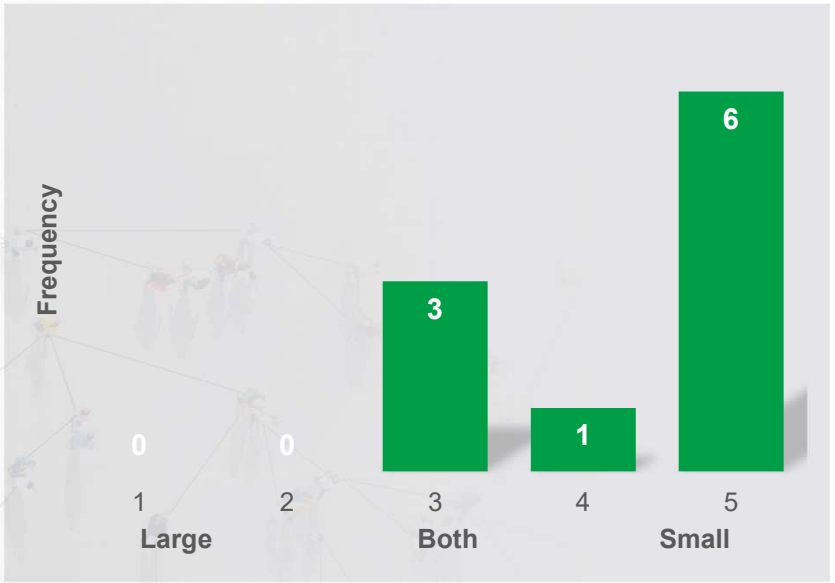
"There should be a good balance - weighted slightly towards programs that have a track record of doing good work in Hayward"

"Both. This can be viewed as start up funds for some newer agencies/orgs but some may provide niche services where other funders may be limited"

Survey Question Responses: Large vs. Small

City Council

Community Services Commission



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Survey Question Responses: Large vs. Small

City Council

"Fewer funders but meet a specific need not met by other providers"

"We need to work on both."

"As long as a program is providing a needed service to our community they should still be able to compete for funding"

"No. I would like for us to figure out ways to fund micro ideas that could potentially grow into a larger effort"

Community Services Commission

"If programs are able to find funding from other sources, I believe they should work to do so"

"I lean towards prioritizing local programs that can't sustain themselves without our help"

"No, I think we need to prioritize issues facing our most vulnerable populations"

QUESTIONS AND COMMENTS

1. How does the CAF fit within the Strategic Roadmap?

CAF and alignment with City goals, including the Strategic Roadmap
CSC's role
Frequency of prioritization setting

2. Feedback on Prioritization

Priority Categories
Hayward Based
Sustainable vs. Seed Funding
Large vs. Small Organizations

- **City Goals:** Is the CAF process through the CSC a piece of the broader City Goals (such as Let's House Hayward and the City's Strategic Roadmap)?

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NEXT STEPS

May 21: Understanding the What - Details

Summary of Prioritization Discussion

Discussion about Mandatory Funding

June 9: Developing the How - Implementation

Finalize feedback heard

Presentation of proposed revisions

June 15: CSC Meeting

June 28: City Council Meeting