

CITY OF HAYWARD

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



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Wednesday, September 15, 2021

5:00 PM

Remote Participation

Council Budget and Finance Committee

COVID-19 Notice: Consistent with State of California Executive Order N-08-21, the Council Budget and Finance Committee will be participating in public meetings via phone/video conferencing.

Please note that we are now using the Zoom Webinar platform to conduct meetings.

How to watch the meeting from home:

1. YouTube Live stream: <https://www.youtube.com/user/cityofhayward>

How to submit written Public Comment:

Send an email to Crissy.Mello@hayward-ca.gov by 2:00 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 Council Budget and Finance Committee and City staff, and published on the City's Meeting & Agenda Center under Documents Received After Published Agenda. <https://hayward.legistar.com/Calendar.aspx>

When submitting written comments, indicate in the email if you want your comment read into the record. Requests will be allowed provided the reading will not exceed three (3) minutes consistent with the time limit for speakers at Council Committee meetings. Email comments will become part of the record of Council Committee meetings. The Chair can limit the time for reading written comments.

Click this link below to join the webinar:

<https://hayward.zoom.us/j/95857844768?pwd=ck0wRXloMFBDdGw5VE9DSXhoZkVpQT09>
Passcode: Budget@915

*Or Telephone: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592
Webinar ID: 958 5784 4768
Meeting ID: 0282843871*

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS:

Limited Only to Items on the Agenda and Submitted in Writing Prior to the Meeting.

APPROVAL OF MINUTES

[MIN 21-110](#)

Review and Approve of the Council Budget and Finance Committee May 19, 2021, Meeting Minutes

Attachments: [Attachment I Minutes](#)

REPORTS/ACTION ITEMS

[RPT 21-104](#) Overview of Funds at the East Bay Community Foundation

Attachments: [Attachment I Staff Report](#)

[ACT 21-079](#) Review of the 2021 Draft Biennial Resident Satisfaction Survey

Attachments: [Attachment I Staff Report](#)
[Attachment II 2021 City of Hayward Community Survey Draft](#)
[Attachment III Proposal for Community Survey Research for the City of Hayward](#)

FUTURE AGENDA ITEMS

[ACT 21-080](#) Review and Approve the 2022 Agenda Planning Calendar

Attachments: [Attachment I 2022 Agenda Planning Calendar](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS

ADJOURNMENT

Next Meeting - 5:00 p.m. Wednesday, October 20, 2021

The City of Hayward's Open Data Portal was designed to allow the public to explore, visualize, and download publicly accessible data. The Open Data Portal allows a clear view of the City's financial performance. Access to the portal may be found at <https://haywardca.opengov.com/>



CITY OF HAYWARD

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

File #: MIN 21-110

DATE: September 15, 2021

TO: Council Budget and Finance Committee

FROM: Director of Finance

SUBJECT

Review and Approve of the Council Budget and Finance Committee May 19, 2021, Meeting Minutes

RECOMMENDATION

That the Council Budget and Finance Committee reviews and approves the May 19, 2021, Council Budget Committee meeting minutes.

SUMMARY

The Council Budget Committee (CBFC) held a meeting on May 19, 2021, and the draft minutes are attached for the Committee's review and approval.

ATTACHMENTS

Attachment I 5/19/21 CBFC Meeting Minutes



COUNCIL BUDGET & FINANCE COMMITTEE MEETING
Meeting Minutes of May 19, 2021

Call to Order: 5:03 p.m.

Members Present: Mayor Barbara Halliday, Councilmember Aisha Wahab,
Councilmember Sara Lamnin

Members Absent: None

Staff: Kelly McAdoo, Dustin Claussen, Nicole Gonzales, Bolthar Garcia,
Nicholas Mullins, Rick Rivera

Guests: None

Public Comments: None

1. Approval of Meeting Minutes from April 21, 2021, and Special Meeting Minutes from April 26, 2021.

Action: Motions were made by Councilmember Wahab to approve the minutes of April 21, 2021, and April 26, 2021. Both motions were seconded by Councilmember Lamnin and passed with unanimous approval.

2. COVID-19 Funding Update

- Dustin Claussen, Director of Finance, presented a report of the City's COVID-19 response.
- The report included an overview of the City's COVID-19-related projects; supplies and services expenditures for response projects; and an estimate of staff hours dedicated to those projects.

Action: The Committee discussed the City's COVID-19 response, efforts to seek reimbursement, and allowable uses for American Rescue Plan stimulus funding.

3. Future Agenda Items

- The Committee reviewed the FY 2022 Meeting Schedule.

Action: Mayor Halliday requested a discussion of Community Benefit Foundation funding. Councilmember Lamnin and Councilmember Wahab supported this addition to the July 2021 Council Budget and Finance Committee meeting.

Committee Members/Staff Announcements:

None

Adjournment: The meeting was adjourned at 6:02 p.m.



CITY OF HAYWARD

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

File #: RPT 21-104

DATE: September 15, 2021

TO: Council Budget and Finance Committee

FROM: City Manager

SUBJECT

Overview of Funds at the East Bay Community Foundation

RECOMMENDATION

That the Committee receives the report on the overview of funds at the East Bay Community Foundation and provides feedback.

SUMMARY

The purpose of this report is to provide an overview of the funds that the City currently has at East Bay Community Foundation (EBCF) and to seek feedback on spending down the remainder of the money in COVID-19 Relief Funds. In addition, this report provides an update on cannabis revenue and seeks feedback on the appropriation of that revenue towards the Hayward Community Foundation.

ATTACHMENTS

Attachment I Staff Report



DATE: September 15, 2021

TO: Council Budget and Finance Committee

FROM: City Manager

SUBJECT: Overview of Funds at the East Bay Community Foundation

RECOMMENDATION

That the Committee receives the report on the overview of funds at the East Bay Community Foundation and provides feedback.

SUMMARY

The purpose of this report is to provide an overview of the funds that the City currently has at East Bay Community Foundation (EBCF) and to seek feedback on spending down the remainder of the money in COVID-19 Relief Funds. In addition, this report provides an update on cannabis revenue and seeks feedback on the appropriation of that revenue towards the Hayward Community Foundation.

BACKGROUND AND DISCUSSION

Existing Funds at EBCF

COVID-19 Relief Fund: The City rapidly established the Hayward Relief Fund during the first month of the declared COVID-19 pandemic in partnership with EBCF. Funds are collected by EBCF and managed by the City of Hayward. Relief funds may only be dispersed to a non-profit for the purpose of helping those hardest hit by the COVID-19 pandemic and resulting economic downturn.

Between April 2020 and August 2021, 247 donors gave \$527,552 to the Hayward Relief Fund. The majority of donations came in the first three months. EBCF accepts the donations online or through check. There is a 2% online processing fee charged for each donation. In addition, EBCF takes a 1% administrative fee on the total amount collected each year. In FY21, the fund received \$25,387 in donations, the administrative fee to EBCF was \$1,497, and the fund earned \$121 in interest.

Staff has been made aware that EBCF does not send donor communications, such as an end-of-year thank you, other than an initial email receipt. Staff now has the addresses for each of

the donors and will be working with Mayor Halliday to send thank you letters to all donors. In addition, the website has been updated with a thank you message (www.hayward-ca.gov/ReliefFund).

In May 2020, Council directed \$350,000 from the fund to be sent to La Familia Counseling to administer family support grants and \$40,000 to be sent to the Rotary Club of Hayward for small business resiliency grants. La Familia issued 650 \$500 cash grants to families in need and the Rotary Club issued eight \$5,000 grants to small businesses on the City's waiting list.

There is \$134,205 remaining in the Hayward Relief Fund. Staff is recommending that Council spend down that full amount and then close the fund. Staff has reviewed the highest areas of community need and existing funding sources based on the recent American Rescue Act Plan funding allocations and other State and County resources. Based on this analysis, staff is recommending that Council direct this money to South Hayward Parish to spend on food access, COVID-19 testing, and other basic needs for residents who have been hard hit over the past eighteen months. As the longest standing food pantry in Hayward, South Hayward Parish is well positioned to continue to provide food access services, particularly because the City's food distribution partnership with Chabot College ended in June 2020. Based on direction from this Committee, staff plans to bring this item to the full Council in October.

Stack Center Capital Campaign Fund: In June 2021, the City partnered again with EBCF to set up a fund to raise money for the Stack Youth and Family Center construction. So far, the fund has received \$2,938 from 31 donors. The fund has the same terms as the Hayward Relief Fund. EBCF's role is to collect and hold the money. The City and its partners will be responsible for sending thank you letters and following up with donors. One challenge thus far is that staff has been unable to receive the email addresses of the donors. Staff is working with EBCF to find a solution to this barrier.

Cannabis Revenue and the Proposed Hayward Community Foundation

In November 2016, 60% Hayward Voters approved Measure EE, establishing a general tax of no more than 15% of gross receipts for all products associated with medical or adult use of cannabis. Council set the Measure EE tax rate at 6% of gross receipts in March 2018 and increased it to 7% in October 2019.

In FY 2021, the City of Hayward received \$441,877 from cannabis revenue. There is currently one cannabis dispensary operating in Hayward.

During past discussions, Council has indicated its support for setting aside one seventh of this revenue source each year for the Hayward Community Foundation (this is equal to 1% of gross receipts). This totals \$63,125 for FY 2021. Staff plans to bring this appropriation with the mid-year budget, unless the Committee provides other direction.

Council has also indicated support for waiting until \$1 million in cannabis related funds are collected before dispersing funds from the Hayward Community Foundation. Staff plans to retain the funds in the City's accounts until the \$1 million has accumulated to avoid paying

annual administrative fees through EBCF. Until then, staff will continue to assess its partnership with EBCF to evaluate if it is the right organizational fit for this purpose.

Next Steps

Depending on direction from this Committee, staff plans to take the following steps:

1. Bring an item to Council in October to direct EBCF to send all remaining Hayward Relief Funds to South Hayward Parish to spend on food access, COVID-19 testing, and other basic needs for low-income residents. Staff will then close the Hayward Relief Fund.
2. Bring an appropriation at mid-year to set aside \$63,125 of the FY 2021 cannabis revenue in a separate City fund for future distribution to the Hayward Community Foundation once the \$1 million threshold has been reached.

Prepared by: Mary Thomas, Management Analyst

Recommended by: Dustin Claussen, Director of Finance

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', is written over a horizontal line.

Kelly McAdoo, City Manager



CITY OF HAYWARD

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

File #: ACT 21-079

DATE: September 15, 2021

TO: Council Budget and Finance Committee

FROM: City Manager

SUBJECT

Review of the 20121 Draft Biennial Resident Satisfaction Survey

RECOMMENDATION

That the Committee receives and provides comments on this report and the 2021 draft Resident Satisfaction Survey questions.

SUMMARY

The updated Resident Satisfaction Survey is being prepared by Fairbank, Maslin, Maullin, Metz & Associates (FM3), of Oakland, California, and is scheduled to be deployed in late September/early October with results to be presented to Council in late October/early November 2021. Staff is requesting Committee feedback on the draft survey questions.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	2021 City of Hayward Community Survey Draft (to be distributed by Tuesday, September 14)
Attachment III	Proposal for Community Survey Research for the City of Hayward



DATE: September 15, 2021

TO: Council Budget and Finance Committee

FROM: City Manager

SUBJECT: Review of the 2021 Draft Biennial Resident Satisfaction Survey

RECOMMENDATION

That the Committee receives and provides comments on this report and the 2021 draft Resident Satisfaction Survey questions.

SUMMARY

The updated Resident Satisfaction Survey is being prepared by Fairbank, Maslin, Maullin, Metz & Associates (FM3), of Oakland, California, and is scheduled to be deployed in late September/early October with results to be presented to Council in late October/early November 2021. Staff is requesting Committee feedback on the draft survey questions.

BACKGROUND

The City has completed Resident Satisfaction Surveys every two years since 2008. The surveys provide valuable insight and data on resident satisfaction with local service delivery. This survey cycle was intentionally delayed by six months to allow time for the restoration and resumption of services and operations that had been curtailed due to the COVID-19 pandemic.

Staff used the additional time to incorporate questions and areas of exploration from the community survey on policing and public safety conducted by FM3 in October 2020, which helped to inform the City of Hayward Policy Innovation Workshop on Community Safety that took place in Spring of this year.

Additionally, staff is working with FM3 to develop a question or questions to incorporate in the 2021 Resident Satisfaction Survey to gauge initial support for a potential parcel tax measure to generate additional revenue to fund and sustain programs and services called out in the City of Hayward Let's House Hayward homelessness reduction strategic plan, which was adopted by the Council in July of this year.

DISCUSSION

As with the prior six Resident Satisfaction Surveys, the 2021 survey will assess the level of resident satisfaction with the City's service delivery. The 2021 update to the Resident Survey reflects emerging concerns, such as rental housing stability and housing affordability, homelessness, and overall community safety. The survey also provides opportunities for open-ended responses.

Questions have been carried forward from the previous Resident Satisfaction Surveys and the October 2020 Policing and Public Safety Survey. This will allow for longitudinal insight regarding the satisfaction levels of Hayward residents with City service delivery.

Understanding resident satisfaction will help guide the City Manager in formulating recommendations to Council for refining priorities and developing long-term policy strategies, as well as, understanding areas where the organization is excelling and where more emphasis may be needed.

The survey will continue to measure resident opinions and overall satisfaction with City service delivery, image, public safety services and customer service. Additionally, this survey will gauge resident support for a hypothetical parcel tax measure of \$89 a year on all residential and commercial property—the equivalent of less than 25 cents per day—to raise approximately \$3.5 million annually to fund and sustain current and new programs and services identified in the City's Let's House Hayward homelessness response strategy adopted in July 2021.

The draft survey questions are included as Attachment II to this report. The 2021 Resident Satisfaction Survey will consist of a 20-minute hybrid survey of representative sample of 800 City residents who will be reached both online and by telephone, with telephone calls targeted to demographic groups that are underrepresented in the responses and to be sure we reach people for whom an email address is not available or who otherwise are uncomfortable with online surveys. The survey will be made available in both English and Spanish language.

The 2021 Resident Satisfaction Survey will be the first based on a representative survey of all residents rather than just resident voters, which was the approach used in the 2020 Policing and Public Safety Survey. The survey results will have a margin of error of plus or minus 3.5 percent. An explanation of how the survey sample is derived is contained in Attachment III, the public opinion research methodology and cost proposal provided by FM3

FISCAL IMPACT

The total cost of the 2019 Resident Survey is not-to-exceed \$72,500 and is included in the FY 2021 Capital Improvement budget.

STRATEGIC ROADMAP

Information and data collected in the biennial Resident Satisfaction Survey bears directly on the City's understanding and prioritization of Quality of Life in the City of Hayward.

NEXT STEPS

After obtaining Committee feedback, the 2021 Resident Satisfaction Survey will be finalized and administered over an approximately 10-day period in late September and/or early October. The survey results will be presented to the Council at a work session to be scheduled for late October or early November.

Prepared by: Chuck Finnie, Communications and Marketing Officer

Recommended by: Dustin Claussen, Finance Director

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', is written over a horizontal line.

Kelly McAdoo, City Manager

**Attachment II 2021 City of Hayward Community
Survey Draft – to be distributed by Tuesday,
September 14.**



OPINION
RESEARCH
& STRATEGY

TO Chuck Finnie and Laurel James
City of Hayward

FROM Dave Metz and Miranda Everitt
FM3 Research

RE: Proposal for Community Survey Research for the City of Hayward

DATE February 19, 2021

Fairbank, Maslin, Maullin, Metz & Associates is pleased to submit this short scope of work to conduct research assessing and updating Hayward residents' views of key community priorities, including issues dealing with public safety. The balance of this memo includes our recommended research approach and associated costs.

Research Approach

In prior years, the Hayward Community Survey used voter rolls to obtain resident contact information – selecting a random adult within a household containing at least one voter. This had the advantage of lower cost, but has a key disadvantage in that the sample is not as representative. Households with no registered voters in them are excluded, which under-represents those who are less likely to have up-to-date voter registration (e.g. people of color, lower-income people, renters, and younger people) and can potentially exclude people in homes where every adult is undocumented or has a criminal record precluding voter registration.

In order to obtain a more representative sample for the 2020 Public Safety survey, we employed an address-based approach. This is what we recommend for this year's Community Survey.

With this address-based approach, we will draw a stratified random sample of residential households from the U.S. Postal Service Delivery Sequence file, match these residential addresses against publicly available databases to acquire the names and contact information for the residents. We will match email addresses to the sample and invite all matched households to participate in the survey online. We will send postcards to a sampling of respondents for whom no phone or email addresses are available. We will set quotas to ensure the characteristics of respondents aligns to Census data for adult residents on age, gender, ethnicity and level of education. Results will be weighted to align to the data should responses not match that profile.

We will target roughly 50% of interviews to come from the online survey, and turn to telephone interviewing for the remaining 50% of interviews, targeting the calls to demographic groups that are under-represented in the online interviews to ensure that we reach people who do not have an email address on file or who are less comfortable responding to surveys online.

Within the overall 800-person sample, we could over-sample by demographic or geographic characteristics of interest such as race or ethnicity, gender identity, or particular neighborhoods of the city. This would provide a greater level of confidence within these subgroups of interest.

We can also make an online version of the survey available to the City for posting on its website, so that any interested resident of the city can respond. This opt-in data will be summarized and analyzed separately from that collected as part of the random sample.

As noted above, this approach costs more than our previous approach for several reasons:

- We are employing a larger sample in order to ensure greater statistical confidence within demographic and geographic subgroups.
- This approach includes a wider range of sources of potential contact information than just the voter file, some of which are less precise and less frequently-updated. As a result, more calls, emails and postcards will be needed to obtain the same number of completed interviews as a voter sample.
- Additional outreach strategies including printing and mailing postcards and texting respondents incur additional costs over the prior approach, which employed solely phone interviewers and online programming.

Potential specifications for the survey are detailed below:

Sample	800 residents of Hayward
Margin of Sampling Error	±3.5 percent in 95 out of 100 cases for a sample of 800 interviews
Questionnaire	15 to 20 minutes
Language	Spanish-language interviews are included; additional languages can be added for \$3,000 each
Deliverables	<p>Following the completion of the survey, we will provide:</p> <ul style="list-style-type: none"> • A questionnaire with the topline results of the survey for easy reference • A complete set of crosstabs in an easy-to-read, comprehensive format • Verbatim responses to any open-ended questions • A complete analysis of survey results in PowerPoint • A presentation of the survey results <p>FM3 will also be available for ongoing consultation and any further analysis of the research.</p>
Cost	These prices are comprehensive and include all costs for full participation from both research firms on questionnaire design, sample acquisition and preparation, programming,

email and postcard invitations, survey hosting, texting, telephone interviewing, data entry and analysis, and reporting.

Number of Interviews	15 Minutes	20 Minutes
800	\$67,500	\$72,500

We would welcome the opportunity to work with you on this research, and if you have any questions or if there is any further information we can provide, please do not hesitate to contact us. Thank you for your consideration and you may reach us as follows:

Dave Metz | Dave@FM3Research.com

Miranda Everitt | Miranda@FM3Research.com

Fairbank, Maslin, Maullin, Metz & Associates (FM3)



CITY OF HAYWARD

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

File #: ACT 21-080

DATE: September 15, 2021

TO: Council Budget and Finance Committee

FROM: Director of Finance

SUBJECT

Review and Approve the 2022 Agenda Planning Calendar

RECOMMENDATION

That the Council Budget and Finance Committee reviews and approves the 2022 Agenda Planning Calendar.

SUMMARY

The 2022 Agenda Planning Calendar suggests agenda topics for the year for the Committee's consideration.

ATTACHMENTS

Attachment I 2022 Agenda Planning Calendar



COUNCIL BUDGET AND FINANCE COMMITTEE
FY2022 Agenda Planning Calendar
September 15, 2021

Meeting Location: Remote Participation

Meeting Time: 5:00 p.m.

Meeting Dates: The Council Budget & Finance Committee generally meet monthly on the 3rd Wednesday of the month, except for August, due to City Council Break. Special meetings will be scheduled as determined necessary by the Committee or the City Manager.

DATE	SUGGESTED TOPICS (subject to change)
September 15, 2021	Community Foundation Fund Update Biennial Resident Satisfaction Survey
October 20, 2021	Measure C Annual Report FY 2021 Annual Audit Process (Oral Presentation by External Auditor) CalPERS Update
November 17, 2021	FY 2022 General Fund Key Revenue Review Investment Portfolio Review and FY 2022 Statement of Investment Policy Update (External Investment Manager) Annual Comprehensive Financial Report for the Year Ended June 30, 2021
December 15, 2021	Presentation of FY 2021 Annual Audit FY 2023 Budget Process and Calendar Review
January 19, 2022	FY 2022 Revenue Review
February 16, 2022	FY 2022 Mid-Year Budget Review and General Fund Long Range Financial Model Update
March 15, 2022	Discussion on Mayor & City Council FY 2023 Budget FY 2023 Budget Process Update
April 20, 2022	FY 2023 Proposed Budget Discussion
May 18, 2022	Annual Review of City Issued Debt Annual City Benefit Liabilities and Funding Plan Review
June 15, 2022	FY 2023 Budget Process Debrief (Oral Presentation)

Non-scheduled future agenda topics:

- Fleet Utilization Study
- Public Banking Update