# **CITY OF HAYWARD**

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



# Agenda

Wednesday, May 15, 2019 7:00 PM

**Conference Room 2A** 

# **Community Services Commission**

#### CALL TO ORDER

#### PLEDGE OF ALLEGIANCE

#### ROLL CALL

#### **PUBLIC COMMENTS:**

The Public Comment section provides an opportunity to address the Oversight Board on items not listed on the agenda. The Board 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 Board or are within the jurisdiction of the Board as the Board is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

#### MINUTES

<u>MIN 19-066</u>	Minutes of the March 20, 2019, Community Services Commission meeting.
Attachments:	<u> Attachment I - March 20, 2019, CSC Meeting Minutes</u>
DISCUSSION:	
<u>RPT 19-289</u>	Recommendation to the City Council to Adopt a Resolution

	Recognizing the Importance of the Census 2020
Attachments:	<u>Attachment I - Staff Report</u>
	Attachment II - Draft Resolution
<u>RPT 19-287</u>	Formation of a Community Agency Funding Review Committee
Attachments:	<u>Attachment I - Staff Report</u>
<u>RPT 19-291</u>	2018 / 2019 Agenda Planning Calendar
<u>Attachments:</u>	<u>Attachment I - Staff Report</u>

#### **COMMISSIONER / STAFF ANNOUNCEMENTS**

#### ADJOURNMENT

#### NEXT MEETING – JUNE 19, 2019

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.



# CITY OF HAYWARD

# File #: MIN 19-066

**DATE:** May 15, 2019

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

#### **SUBJECT**

Minutes of the March 20, 2019, Community Services Commission meeting.

#### RECOMMENDATION

That the Community Services Commission review and approve the minutes of the March 20, 2019 meeting.

#### ATTACHMENTS

Attachment I - March 20, 2019, Community Services Commission Meeting Minutes

#### **MINUTES**

**City of Hayward Community Services Commission** March 20, 2019 @ 7:00 PM Hayward City Hall 777 B Street, Hayward, CA 94541 Conference Room 2A

CALL TO ORDER: Meeting called to order at 7:02 p.m. by Chairperson Roche.

#### ROLL CALL

#### Members:

- Elisha Crader, Commissioner
- Jose Lara Cruz, Commissioner
- Michael Francisco, Commissioner
- Arti Garg, Commissioner
- Saira Guzman, Commissioner
- Janet Kassouf, Commissioner
- Alicia Lawrence, Commissioner
- Arzo Mehdavi, Commissioner / Vice Chairperson
- Linda Moore, Commissioner
- Afshan Qureshi, Commissioner
- Julie Roche, Commissioner / Chairperson
- Ernesto Sarmiento, Jr., Commissioner
- Corina Vasaure, Commissioner
- Rachel Zargar, Commissioner

#### Members absent:

- Zachariah Oquenda, Commissioner / Parliamentarian
- Arvindra Reddy, Commissioner
- David Tsao, Commissioner

#### Council Liaison:

• Council Member Lamnin

#### Staff:

- Monica Davis, Community Services Manager
- Doris Tang, Management Analyst
- Evelyn R. Olivera, Senior Secretary

#### Guests:

- Ralph Morales, South Hayward Parish
- Margie Rocha, ECHO
- Vera Ciammetti, Ruby's Place
- Erin Scott, Family Violence Law Center
- Becky Bruno
- Karen Norell
- Diane Fagalde

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Public Comments:

- Library Director, Jayanti Addleman, introduced herself and thanked the Commission for the funding recommendation for the next fiscal year.
- Vera Ciammetti, Director of Development, Ruby's Place, Inc., introduced herself and announced that Ruby's Place has relocated to Castro Valley. Ms. Ciammetti also thanked the Commission for the funding recommendation to Ruby's Place.

<u>Approval of Minutes of the Community Services Commission Meeting on February 20, 2019.</u> It was moved by Commissioner Zargar to approve the minutes with a second by Commissioner Garg. The minutes were approved unanimously.

#### Discussion:

Brown Act Training – City Attorney, Michael Lawson

City Attorney, Michael Lawson provided the Commission training information on the Ralph M. Brown Act; State of California Legislature, that guarantees the public's right to attend and participate in meetings of local legislative bodies. The Commissioners asked questions and City Attorney Lawson provided responses.

#### Update: Community Needs Assessment

Ms. Davis discussed the objectives and outcomes from the Community Needs Assessment (CNA) recent report. The Commissioners asked questions and provided feedback.

#### Community Agency Funding Commission Recommendations

Management Analyst, Ms. Tang, provided an overview of the funding process from Notice of Funding Availability to Availability of Funds along with a breakdown of distributed recommendations. The Commissioners engaged in a robust discussion of how to allocate potential extra CDBG funding and Social Services funding.

Commissioner Garg motioned and Commissioner Moore seconded the motion for the following recommendations to allocate any additional CDBG funding as follows:

- 1. 70% of additional funding to Centro Legal de la Raza for legal services related to housing rights for low income, immigrant communities;
- 2. 15% of additional funding to the Library's Family Education for education support services for youth and families; and
- 3. 15% of additional funding to Abode Services for homeless outreach.

Commissioner Lawrence motioned and Commissioner Vasaure seconded the motion for Social Services, General Fund extra funding of \$100,000, should it be available, be distributed at a 15% even reduction from each of the recommended Social Services agencies and that \$15,000 be distributed to Centro Legal de la Raza.

#### CSC Agenda Planning Calendar

Ms. Davis advised the Commission of updated dates for the CSC Agenda Planning Calendar.

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#### Council Liaison / Commissioner / Staff Announcements

Council Member Lamnin announced that the Hayward City Council, on 3/19/2019, approved working with East Bay Community Foundation as the umbrella organization for a brand-new Hayward Community Foundation to funnel funds in a transparent manner.

Ms. Davis reminded commissioners to file 700 forms with City Clerk's Office, April 2, 2019, deadline.

Commissioner Mehdavi thanked fellow commissioners for their hard work during her recent absence and commended the City Council for their response in support of people of New Zealand, in light of the recent terror attack.

#### Future Agenda Items

- Discussion on Notice of Funding Availability and future deliberation process.
- Standing Item: Community Services Commission Agenda Planning Calendar

#### Adjournment at 9:42 p.m.

	Present at	Meetings	Excused to	Absent to
Attendance	3/20/2019	Present to	Date	Date
	Meeting	Date FY19	FY19	FY19
Elisha Crader	$\checkmark$	3	0	2
Jose Lara Cruz	$\checkmark$	5	0	0
Michael Francisco	✓	5	0	1
Arti Garg	✓	4	0	1
Saira Guzman	✓	6	0	0
Janet Kassouf	✓	5	0	1
Alicia Lawrence	✓	5	0	0
Arzo Mehdavi **	✓	4	2	1
Linda Moore	$\checkmark$	5	0	0
Zachariah Oquenda ***	0	4	0	1
Afshan Qureshi	$\checkmark$	3	0	2
Arvindra Reddy	0	4	0	2
Julie Roche *	✓	6	0	0
Ernesto Sarmiento Jr.	✓	4	0	2
David Tsao	0	4	0	2
Corina Vasaure	✓	5	0	0
Rachel Zargar	$\checkmark$	5	0	1

 $\checkmark$  = Present 0= absent X= excused

\* Chairperson \*\* Vice Chairperson \*\*\* Parliamentarian

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# File #: RPT 19-289

**DATE:** May 15, 2019

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

#### **SUBJECT**

Recommendation to the City Council to Adopt a Resolution Recognizing the Importance of the Census 2020

#### RECOMMENDATION

That the Commission recommends to the City Council the adoption of a resolution recognizing the importance of Census 2020 and encouraging all residents to be counted.

#### SUMMARY

The City of Hayward, in conjunction with Alameda County, is preparing for the upcoming Census 2020. The goal is to ensure that Hayward residents get their fair share of federal resources and that an accurate count of the Hayward community is performed. Due to political sentiments expressed at the federal level, Census 2020 stands to be one of the most difficult in census history. As a result, the City is planning to leverage its partnerships and be creative and extensive in its outreach to ensure that the Hayward community, especially its most vulnerable and "hard-to-count" populations, are counted.

#### ATTACHMENTS

Attachment I - Staff Report Attachment II - Resolution



DATE:	May 15, 2019
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FROM:	Community Services Manager
SUBJECT:	Recommendation to the City Council to Adopt a Resolution Recognizing the Importance of the Census 2020

## RECOMMENDATION

That the Commission recommends to the City Council the adoption of a resolution recognizing the importance of Census 2020 and encouraging all residents to be counted.

#### **SUMMARY**

The City of Hayward, in conjunction with Alameda County, is preparing for the upcoming Census 2020. The goal is to ensure that Hayward residents get their fair share of federal resources and that an accurate count of the Hayward community is performed. Due to political sentiments expressed at the federal level, Census 2020 stands to be one of the most difficult in census history. As a result, the City is planning to leverage its partnerships and be creative and extensive in its outreach to ensure that the Hayward community, especially its most vulnerable and "hard-to-count" populations, are counted.

# BACKGROUND

As required by the U.S. Constitution (Article I, Section 2), every 10 years the nation has the opportunity to count its population. Although this may seem like a straightforward and simple matter, obtaining an accurate population count is important for two critical reasons: (1) the census count determines the number of seats each state has in the U.S. House of Representatives and voting district lines; and(2) most importantly, this data is also used to distribute billions in federal funds to local communities. There are more than \$675 billion in annual, federal funding at risk over the course of the next decade, pending the outcome of the 2020 Census. In particular, the State of California receives more than \$76 billion of funding per year based on Census data. These funds provide critical safety net services for local communities such as childcare programs, Medicare, supplemental nutrition assistance programs, and Section 8 housing vouchers for low-income households, among many more programs.

Census data also provides critical social and economic data that is used by the business community to forecast consumer demand, to factor into strategic long-term planning for product development relevant to regional demographics and economic conditions, and to provide equal opportunities that foster compliance with Federal Law. An inaccurate or undercount will have a negative impact on historically underserved and vulnerable communities, contributing to a vicious cycle of poverty-inducing circumstances.

# DISCUSSION

While successfully conducting an accurate count has always been a difficult task, Census 2020 stands to be one of the most difficult in the 230-year census history as it will require counting an increasingly diverse and growing population of ~ 330 million people in more than 140 million housing units. The Government Accountability Office (GAO) projects a 17% drop in self-reporting across the United States, due to the unprecedented challenges listed below:

- **The inclusion of a citizenship question** As legal challenges to the citizenship question move forward to the Supreme Court, immigrant communities have already articulated reticence towards Census participation with or without the citizenship question;
- **The first online census** is prompting public concerns about internet accessibility, computer literacy, and hacking; in addition to concerns around lack of broadband access and comfort with digital platforms;
- An increase in unconventional, untraditional housing units, particularly in areas like the Bay Area and the City of Hayward impacted by high housing costs and limited housing supply; and
- A significant number of hard-to-count communities concentrated in the East Bay, such as<sup>1</sup> the multiple census tracts considered hard-to-count in Hayward due to concentrations of populations that include young children, immigrants, renters, overcrowded households, and households without computer or internet access.

In April 2019, the City completed its sixth biennial Resident Satisfaction Survey (Survey), which was initially conducted in the fall of 2008. The survey questions included a wide range of questions, including demographics, attitudes and opinion on quality of life in Hayward, delivery of City services, issues of public concern and priorities.<sup>2</sup> The Survey also asked respondents how they receive information from the City of Hayward and the likelihood of participation in the Census 2020. The Survey results revealed the following about Hayward residents and their attitude toward the Census 2020:

• More than half the respondents said they are "extremely or very likely" to participate in the Census (73%), with 21% of respondents falling into the "somewhat likely or not too likely" responses

<sup>&</sup>lt;sup>1</sup> The California Hard-to-Count Index Interactive Map is available at <u>https://census.ca.gov/HTC-map/</u> <sup>2</sup> The 2019 Residential Satisfaction Survey staff report and survey results can be accessed at <u>https://hayward.legistar.com/LegislationDetail.aspx?ID=3930924&GUID=9A50AA21-8483-40DF-8B47-</u> <u>B78A558B946A&Options=&Search=</u>

- Younger residents are much less likely to say they will participate in the Census, with only 44% of respondents ages 18-24 responding in the "extremely or very likely" categories
- Lower-income residents are also less likely to say they will complete the Census
- Those with less than a high school education are less likely to complete the Census

The goal of obtaining a full and accurate count is best accomplished through a strategic partnership between local government and community-based organizations, as these groups are in trusting relationships with traditionally hard-to-count populations. The City is also working in close partnership with the Alameda County Complete Count Committee<sup>3</sup> to maximize the capacity to accurately count our community. Alameda County is undertaking community engagement by issue areas by forming subcommittees to hold Census Solution Workshop. There is a County subcommittee for each of these communities:

- Affordable Housing
- Community Based Organizations
- Children 0-5
- Faith-Based Organizations
- Health
- Higher Education
- Immigrant
- K-12 Education

- Libraries
- LGBTQ
- People with Disabilities
- Senior Citizens
- Unhoused Community
- Workforce Development
- Unincorporated Areas

These subcommittees are each developing specialized outreach plans for their specific communities, and then coordinating with the County to develop unified messaging and to develop collateral. The City is supporting the robust representation on each of these subcommittees. Additionally, the City will be leveraging its relationships with the non-profit agencies who receive community agency funding to ensure that outreach efforts are conducted.

The Census 2020 begins on April 1, 2020 and the data collected determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions of dollars in federal funds to state and local governments. The Commission participates in the Community Agency Funding process, which allocates federal funds awarded based on data collected during the census. Each year, the Commission acknowledges the growing needs of the vulnerable populations in Hayward and values the federal funds that are provided to the Hayward community to address these needs. Understanding the high value these federal funds bring to Hayward, the Commission should recommend that the Council recognize the importance of Census 2020 and encourage all residents to be counted.

# **NEXT STEPS**

<sup>&</sup>lt;sup>3</sup> Alameda Census Counts Committee webpage can be found at <u>http://acgov.org/census2020/</u> and provides more information on the work to date as well as highlights of upcoming work sessions.

- 1. The Community Services Commission recommends to the Hayward City Council that they adopt a resolution (Attachment II) recognizing the importance of Census 2020 and encourage all residents to be counted.
- 2. Staff will work with our agencies receiving community agency funding and other community partners to ensure that proactive outreach measures are taken.

*Prepared and Recommended by:* Monica Davis, Community Services Manager

Approved by:

Jennifer Ott, Deputy City Manager

# HAYWARD CITY COUNCIL

# RESOLUTION NO. <u>19-</u>

# Introduced by Council Member \_\_\_\_\_

# RESOLUTION RECOGNIZING THE IMPORTANCE OF CENSUS 2020 AND ENCOURGING ALL RESIDENTS TO GET COUNTED.

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

WHEREAS, the next enumeration will be April 1, 2020 and will be the first to rely heavily on online response; and

WHEREAS, the primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain populations; and

WHEREAS, that challenge is amplified in California, given the size of the state and the diversity of communities; and

WHEREAS, these diverse communities and demographic populations are at risk of being missed in the 2020 Census; and

WHEREAS, California receives \$77 billion in federal funding that relies, in part, on census data

WHEREAS, every resident not counted results in a loss of federal funding which impacts services that support our entire community; and

WHEREAS, a complete and accurate count of California's population is essential; and

WHERAS, the data collected by the decennial Census determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions of dollars in federal funds to state and local governments; and

WHEREAS, the data is also used in the redistricting of state legislatures, county boards of supervisors and city councils; and

WHEREAS, the decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count; and

WHEREAS, California's leaders have dedicated a historic amount of funding and resources to ensure every Californian is counted once, only once and in the right place; and

WHEREAS, this includes coordination between, tribal city, county, state governments, community-based organizations, education, and many more; and

WHEREAS, U.S. Census Bureau is facing several challenges with Census 2020, including constrained fiscal environment, rapidly changing use of technology, declining response rates, increasingly diverse and mobile population, thus support from partners and stakeholders is critical; and

WHEREAS, the City of Hayward, in partnership with the Alameda County Complete Count Committee, the State, businesses, schools, and community organizations is committed to robust outreach and communication strategies focusing on reaching the hardest-to-count individuals.

NOW, THEREFORE, BE IT RESOLVED, the City Council hereby recognizes the importance of the 2020 U.S. Census and supports helping to ensure a complete, fair, and accurate count of all Californians.

IN COUNCIL, HAYWARD, CALIFORNIA \_\_\_\_\_, 2019

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS: MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: \_

City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward



# File #: RPT 19-287

**DATE:** May 15, 2019

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

SUBJECT

Formation of a Community Agency Funding Review Committee

# RECOMMENDATION

That the Community Services Commission form a Community Agency Funding Review Committee to discuss options for potential revisions to the Community Agency Funding Process.

#### SUMMARY

The City Council, Community Services Commission (Commission), and community agencies have all expressed a desire for the Community Agency Funding Process to be transparent around funding decision making, to see clearly articulated shared goals for the funding, and to utilize data for funding decision-making and performance management.

Staff recommends that a Community Agency Funding Review Committee (Committee) be formed from a subgroup of the Commission to review the current funding process, best practices, and provide options to make the process more efficient and effective. This Committee would report back to the full Commission for discussion and approval, and substantive changes to the Community Agency Funding Process would then be recommended to the City Council for their feedback.

# ATTACHMENTS

Attachment I - Staff Report



DATE: May 15, 2019

TO: Community Services Commission

FROM: Community Services Manager

SUBJECT: Community Agency Funding Review Committee

## RECOMMENDATION

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#### SUMMARY

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Staff recommends that a Community Agency Funding Review Committee (Committee) be formed from a subgroup of the Commission to review the current funding process, best practices, and provide options to make the process more efficient and effective. This Committee would report back to the full Commission for discussion and approval, and substantive changes to the Community Agency Funding Process would then be shared with City Council for their feedback.

#### BACKGROUND

In June 2016, the Commission formed a Funding Parameters Committee to discuss options for potential revisions to the Community Agency Funding Process. The Committee convened on four occasions in July and August of 2016 and developed options for apportioning the available Community Agency Funding. At the September 21, 2016 Commission meeting, the Funding Parameters Committee shared their work with the full Commission. The Commission unanimously voted to recommend an option to Council that apportioned the available funding as follows:

• 27% to general applications in all categories

- 40% to targeted Areas of Need, on a rotating basis over three years
- 33% to be used toward programs and projects in the Infrastructure and Economic Development category as required by HUD

Members of the Funding Parameters Committee, in conjunction with the Library and Community Services Director presented the Commission's recommendation to City Council<sup>1</sup>. During that work session, Council provided the feedback that the community agencies were not yet prepared for modifications to the funding process and that staff should return at a future date to discuss possible modifications to the Community Agency Funding Process.

## DISCUSSION

To be responsive to the requested revisions from the City Council, the Commission, and community agencies, the proposed Committee would focus their review of the Community Agency Funding Process around:

- 1. Creating transparency around funding decision making, which can include updating the Notice of Funding Availability to be explicit about the criteria used by the Commissioners in their funding recommendations and to match the priorities for the funding; and
- 2. Developing clearly articulated shared goals for the funding; and
- 3. Utilizing data for funding decision making and performance management.

# NEXT STEPS

- 1. That the Commission selects a subgroup of members to form a Community Agency Funding Review Committee; and
- 2. Staff will work with the Community Agency Funding Review Committee to develop recommendations to share back with the full Commission in September for discussion and adoption; and
- 3. Substantive changes to the Community Agency Funding process will be presented to City Council for their feedback.

Prepared and Recommended by: Monica Davis, Community Services Manager

Approved by:

# Jennifer Ott, Deputy City Manager

<sup>&</sup>lt;sup>1</sup> October 18, 2016 City Council Meeting, https://hayward.legistar.com/LegislationDetail.aspx?ID=2860800&GUID=DF2392EA-7844-457B-AEBB-521F39496515&Options=&Search=



# File #: RPT 19-291

**DATE:** May 15, 2019

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

#### SUBJECT

2018 / 2019 Agenda Planning Calendar

# RECOMMENDATION

That the Community Services Commission reviews the 2018/2019 Agenda Planning Calendar and provides comments.

#### SUMMARY

For the Community Services Commission (CSC) consideration, staff has revised the proposed Meeting Schedule Calendar for FY 2018/2019 with Agenda topics and dates listed below. 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 updated are incorporated.

#### ATTACHMENTS

Attachment I - Staff Report



**DATE:** May 15, 2019

**TO:** Community Services Commission

FROM: Community Services Manager

**SUBJECT:** 2018 / 2019 Agenda Planning Calendar

## RECOMMENDATION

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#### DISCUSSION

For the Community Services Commission (CSC) consideration, staff has revised the proposed Meeting Schedule Calendar for FY 2018/2019 with agenda topics and dates listed below. 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 updated are incorporated.

FY 2018-2019 Community Services Commission Agenda Planning Calendar		
MAY 15, 2019		
Census 2020		
NOFA Review Committee		
FYI: May 14: City Council Public Hearing and Adoption of Funding Recommendations		
JUNE 19, 2019		
Update: Navigation Center		
Update: CDBG		
Adoption of FY 2019-2020 Agenda Calendar		
Review of CSC By-laws for FY 2019-2020		
Update: Tennyson Corridor Initiative		

#### NEXT STEPS

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

Prepared by and Recommended by: Monica Davis, Community Services Manager

Approved by:

Jennifer Ott, Deputy City Manager