

# **CITY OF HAYWARD**

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
[www.Hayward-CA.gov](http://www.Hayward-CA.gov)



CITY OF  
**HAYWARD**  
HEART OF THE BAY

## **Agenda**

**Wednesday, March 18, 2020**

**7:00 PM**

**Conference Room 2A**

## **Community Services Commission**

**Teleconference Option: Dial: 1.415.915.0612, Conference ID: 428346457#**

**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**

1. [MIN 20-038](#) Minutes of the February 19, 2020, Community Services Commission meeting

**DISCUSSION**

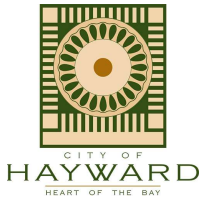
2. [RPT 20-037](#) Census 2020 Update
3. [PH 20-019](#) FY 2021 Community Services Commission Final Recommendations for Funding
- **Government Alliance for Race and Equity (GARE) - Oral Report**
- **FYI: END: Public Comment Period**
- **FYI: 30-Day Notice: City Council Public Hearing FY 2020-2021 Funding**
- **Recommendations**
4. [RPT 20-035](#) 2019 / 2020 Agenda Planning Calendar

**COUNCILMEMBER / COMMISSIONER / STAFF ANNOUNCEMENTS**

**ADJOURNMENT**

**NEXT MEETING – May 20, 2020**

*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.*



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**File #:** MIN 20-038

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**DATE:** March 18, 2020

**TO:** Community Service Commission

**FROM:** Community Services Manager

**SUBJECT**

Minutes of the February 19, 2020, Community Services Commission meeting

**RECOMMENDATION**

That the Community Services Commission review and approve the minutes of the February 19, 2020, meeting.

**ATTACHMENTS**

Attachment I - February 19, 2020, Community Services Commission Meeting Minutes



## **MINUTES**

### **Community Services Commission Meeting**

**February 19, 2020 @ 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 Vice Chairperson Corina Vasare

PLEDGE OF ALLEGIANCE: Led by Commissioner Linda Moore

ROLL CALL:

Members Present:

- Artavia Berry, Commissioner
- Varsha Chauhan, Commissioner
- Emily Chow, Commissioner
- Jose Lara Cruz, Commissioner
- Arti Garg, Commissioner
- Janet Kassouf, Commissioner
- Alicia Lawrence, Commissioner
- Linda Moore, Commissioner
- Isabel Pimentel, Commissioner
- Afshan Qureshi, Commissioner / Parliamentarian
- David Tsao, Commissioner
- Corina Vasare, Commissioner / Vice Chairperson
- Rachel Zargar, Commissioner

Members Absent:

- Michael Francisco, Commissioner
- Saira Guzman, Commissioner
- Arzo Mehdavi, Commissioner / Chairperson
- Zachariah Oquenda, Commissioner

Council Liaison:

- Council Member Lamnin

Staff:

- Monica Davis, Community Services Manager
- Evelyn R. Olivera, Senior Secretary

Guests:

- |                |                         |                |
|----------------|-------------------------|----------------|
| • Erin Scott   | • James Treggiari       | • Michael Cobb |
| • Cindy Ortega | • Pastor Arlene Nehring | • Aman Dhuper  |
| • Helen Ayala  | • Diane Figalde         | • Karen Norell |

Public Comments:

- Erin Scott, Executive Director of Family Violence Law Center, thanked the City of Hayward for the continued support of work on behalf of domestic violence survivors in Hayward.

While understanding the process and the difficulties allocating funds, made two requests of the Commission; As commission moves forward, please focus on the Safety Net Services and mentioned interest in partnering with City Council to advocate for more funding for the Safety Net Services.

- James Treggiari, Executive Director for Legal Assistance for Seniors, thanked the City of Hayward for funding consideration for older seniors in the community. He echoed concern for Safety Net Services funding; it is getting harder to maintain the level of services to the older adults of the community.
- Cindy Ortega, Program Director for Ruby's Place, read concerns of executive director; the proposed funding cut of \$15,000 is of concern and asks to please reconsider the funding reduction for Ruby's Place, a Hayward Homegrown Non-profit.

#### Approval of Minutes of the Community Services Commission Meeting on December 18, 2019

- A motion to approve the minutes was moved by Commissioner Lara Cruz with a second by Commissioner Lawrence. The minutes were approved unanimously.

#### Discussion:

##### *FY 2020-2021 Community Agency Funding Process CSC Draft Funding Recommendations*

Ms. Davis provided the Commission with an overview of the Application Review Committee (ARC) process consisting of three (3) different groups: 1. Arts & Music, 2. Economic Development / Infrastructure, and 3. Services. Ms. Davis also acknowledged the difficulties these committee's experienced allocating funding to far more applying agencies with less funding available.

Commissioner Berry provided the commission with an overview of the Economic Development / Infrastructure ARC. The in-person presentations proved to be more informative than the applications alone. She also highlighted several items: 1. Friends of Hayward, staircase work, they had further questions on the architecture and all commissioners on the ARC were willing to a site visit, 2. St. Rose's significant infrastructure requests for accessibility improvements, and 3. Disclosed lively discussion of St. Roses' status of non-profit versus for profit.

Commissioner Zargar provided an overview of the Arts & Music ARC. While noting the tough decisions due to a larger number of applicants with less funding, she noted Love Never Fails' powerful presentation and they do not plan to request additional funds because they actively fundraise. Commissioner Zargar also summarized to the Commission that the Municipal Band funding amount was lowered and had no desire to fundraise to supplement.

Commissioner Vasaure provided summary of Services ARC. Hard decisions were made during the two (2) full days of interviews and deliberations, due to more applicants and less funding. The ARC had interest to make allocations work to fund all the applying agencies. While they were okay with their decisions for funding, it was still difficult.

Ms. Davis announced the City of Hayward is given a yearly amount of funding for Public Services through CDBG Entitlement amount, which would be 15% of total amount for additional funding. This amount was not known at the time of the ARC Interviews.

Mr. Aman Dhuper, President CEO, St. Rose Hospital, provided the Community Services Commission with an overview of the organization, in addition to providing answers to questions regarding the business of St. Rose.

### *Strategic Planning Update*

Ms. Davis provided the Commission a summary of the Strategic Roadmap, which consists of fine tuning of the Strategic Initiatives previously identified by City Council. The roadmap primarily focuses on the day to day plan for “Special Projects” throughout Hayward.

### *FYI: OPEN: Public Comment Period Announced*

Comments regarding the Community Agency Funding process should be directed to Amy Cole at amy.cole@hayward-ca.gov.

### *CSC Agenda Planning Calendar*

Fiscal Year 2019 – 2020 Agenda Planning Calendar was updated as follows:

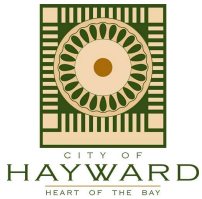
- A motion to move the Government Alliance for Race and Equity (GARE) Update to March meeting, was moved by Commissioner Zargar with a second by Commissioner Vasaure. The schedule was approved with 12 Ayes and 1 Abstention.

### *Council Liaison / Commissioner / Staff Announcements*

- Commissioner Moore thanked staff for all the work put into the funding process and recognizing the efforts of the Commission.
- Councilmember Lamnin announced several items: 1. City Council approved increase of minimum wage, final reading scheduled for March 10, 2. Housing Creation Workplan to create more affordable housing is tentatively scheduled for Council Meeting on March 3, 2020, and 3. April/May is City Budget Cycle kick-off.
- Commissioner Lawrence announced Allied Development Project on Depot Road no longer needs to be reviewed by City, it has been automatically approved by the State due to new law.
- Ms. Davis provided additional information regarding the Allied Housing Project. There is one final community meeting on March 4, 2020 to specifically announce the density bonus due to the development being 100% affordable.

Future Agenda Items: None

**Adjournment at 8:58 pm**



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**File #:** RPT 20-037

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**DATE:** March 18, 2020

**TO:** Community Service Commission

**FROM:** Community Services Manager

**SUBJECT**

Census 2020 Update

**RECOMMENDATION**

That the Commission review the 2020 Census Update and City outreach materials.

**SUMMARY**

The following memo and attached packet of information [provide an](#) overview [of](#) the City's activities intended to ensure Hayward residents, particularly those who are hardest to reach, are counted in the 2020 Census. Community members will be receiving their prompt from the US Census Bureau to fill out the census from March 12-20. This email is to inform you about staff activities related to the 2020 Census that will occur over the next five months. The last day for households to self-respond is July 31, 2020. The attached summary of activities outlines staff's action plan for each of these items.

**The City's primary roles over the next five months are:**

- Disseminating public information, including a press release this week
- Running Questionnaire Assistance Centers (QACs) at the two libraries starting March 16
- Coordinating on-the-ground outreach and targeted follow-up based on response rates

**Census materials will be available in many languages:**

- Community members can take the census online in 59 languages (with video guides in each language)
- Community members can take the census over the phone in 13 languages
- 211 Alameda County is providing phone assistance in 200 languages

**Outreach Partners**

In addition to the City, there are dozens of Hayward agencies who are working on census outreach (see the [attached list](#)). The State of California has funded counties to provide outreach and Questionnaire Assistance Centers [QACs](#). Alameda County granted this funding to 28 agencies in Hayward,



including the City. In addition to the 28 County-funded partners, the City is requiring all agencies that receive CDBG or Social Service grant funds to participate in census engagement activities. The City is using its \$20,000 grant from the County on overtime pay for bilingual staff to support the QACs, and on materials for a book-themed census outreach campaign.

### **Real-time Response Rate Map**

The Census Bureau will be maintaining a real-time response rate map. Starting in April, staff will track response rates on a weekly basis and report to Council. If certain census tracts are experiencing low response rates, staff will work with the City's outreach partners to target on-the-ground engagement in those neighborhoods.

### **Each agency has a census website. We recommend referring community members to the City's website or directly to the Census Bureau.**

- City of Hayward Census Website: [www.hayward-ca.gov/Census2020](http://www.hayward-ca.gov/Census2020)
- Census Bureau Website: [www.2020census.gov](http://www.2020census.gov)
- HUDS Census Website: [www.husd.us/census](http://www.husd.us/census)
- California Census Website: [www.census.ca.gov](http://www.census.ca.gov)
- Alameda County Census Website: [www.acgov.org/census2020](http://www.acgov.org/census2020)

### **ATTACHMENTS**

Attachment I City Census Activities



## 2020 Census Outreach 5-Month Action Plan Summary

### The City's primary roles:

1) public information/outreach, 2) running two Question Assistance Centers at the libraries, and 3) coordinating outreach with community partners

### Previous work completed by staff:

- Provided Census Bureau recruitment assistance at the libraries to hire census workers
- Trained dozens of workers/volunteers to staff the QACs
- Obtained \$20,000 grant from Alameda County for census outreach activities
- Coordinated with 44 community partners on upcoming outreach activities

Month	Census Bureau	City Public Information & Outreach	Partner Outreach*	Question Assistance Centers (QACs)	
March	<p><b>March 12-20:</b> Households will begin receiving Census Bureau mail with detailed information on how to respond online, by phone, or by mail</p> <p><b>March 30-April 1:</b> Census takers visit people experiencing homelessness</p>	<p>www.hayward-ca.gov/2020Census</p> <p><b>First Week of March:</b></p> <ul style="list-style-type: none"> <li>• News Release highlighting QACs</li> <li>• Postcard mailed to all homes</li> <li>• Electronic billboards</li> <li>• KHRT PSAs</li> <li>• Begin social media campaign</li> </ul>	<p><b>*See attached partner list</b></p> <ul style="list-style-type: none"> <li>• Partners release coordinated press releases</li> <li>• HUSD Informational Workshops: Feb 6 &amp; 20, March 5, 7, 10, 20</li> <li>• Partners continue to conduct membership education and phone banking</li> <li>• Mobile QAC at March 21 Stack Center Block Party in South Hayward</li> </ul>	<p><b>Five QACs</b> in Hayward that are open to the general public, and many QACs for member organizations (maybe more – will continue to update)</p> <p>County providing QAC Materials</p> <p><b>Language Access:</b></p> <ul style="list-style-type: none"> <li>• Take online in 59 languages</li> <li>• Take over phone in 13 languages</li> <li>• Paper guides in 59 languages</li> <li>• 211 assistance in 200 languages</li> </ul>	
April 1, Census Day	By this day, everyone will have received an invitation to respond	Coordinated social media, community signage, and outreach events			
April	Census takers begin visiting college students on campus, senior centers, and others who live in large groups	<p>Continue social media campaign</p> <p>Use the Bureau's real-time map to track response rates by census tract</p>	<p>Continue membership education</p> <ul style="list-style-type: none"> <li>• HUSD Workshop: April 27</li> <li>• Mobile QAC at April 25 Block Party in Longwood neighborhood</li> </ul>	<p><b>Main Library</b> 888 C Street All library hours Starting March 16</p>	<p><b>Weekes Library</b> 27300 Patrick Ave All library hours Starting March 16</p>
May	Starting in early May, census takers visit homes that haven't yet responded	Based on response rate data from the Bureau, coordinated targeted outreach to any lower-response census tracts		<p><b>La Familia</b> 24301 Southland Times TBD</p>	<p><b>La Familia</b> 22366 Fuller Ave Times TBD</p>
June				<p><b>4Cs</b> 22351 City Center Times TBD</p>	
July					

## 2020 Census Outreach

### Hayward Community Partners

The following Hayward partners are funded by Alameda County and/or through the City's CDBG funding to completed 2020 Census outreach activities in Hayward. Each partner is providing member-specific outreach in person or over the phone. The City and HUSD will continue to provide generalized outreach to Hayward community members and students.

Organization	Focus Service Population					Language Capabilities						
	Immigrant	Low-Income	Children/Students	People w/Disabilities	Unhoused	Spanish	Mandarin/Cantonese	Tagalog	Farsi	Arabic	Other Asian	African Inggs
<b>Alameda County Grantees</b>												
Hayward Unified School District	X	X	X	X		X	X	X	X	X	X	X
4Cs of Alameda County*			X			X	X	X	X	X	X	X
La Familia**	X	X				X						
Tiburcio Vasquez Health Center**		X				X	X	X	X	X	X	X
South Hayward Parish**	X	X			X	X	X		X			
Community Resources for Independent Living*				X		X			X	X	X	
Advancing Justice – Asian Law Caucus	X						X	X			X	
Alameda County Food Bank**		X				X	X					
Afghan Coalition	X								X		X	
Arab Resource and Organizing Center	X									X		
Chabot College		X	X			X		X				
East Bay Agency for Children**	X	X	X		X	X	X	X	X	X	X	X
Faith in Action East Bay	X	X				X						
Filipino Advocates for Justice	X							X			X	
Friends of Children with Special Needs	X			X		X	X	X	X	X	X	X
Global Communication Education & Art	X	X										X
Habari Ummah	X									X		
Healthy Communities Inc.	X	X			X	X						
Hively			X				X	X	X	X	X	
Jakara Movement	X	X									X	
Korean Community Center of the East Bay	X						X				X	
Meals on Wheels				X		X	X	X			X	
Planned Parenthood Mar Monte	X	X			X	X	X	X	X	X	X	X
Lincoln		X				X	X	X	X	X	X	X
Priority Africa Network	X											X
Resources for Community Development		X				X	X	X	X	X	X	X
Vision y Compromiso	X					X						

	Focus Service Population					Language Capabilities						
Organization	Immigrant	Low-Income	Children/Students	People w/Disabilities	Unhoused	Spanish	Mandarin/Cantonese	Tagalog	Farsi	Arabic	Other Asian	African lnggs
City of Hayward CDBG Grantees Not Listed Above***												
Abode Services		X										
Centro Legal de la Raza	X	X										
Downtown Streets, Inc.		X			X			***				
Eden Council for Hope and Opportunity (ECHO)		X										
Habitat for Humanity East Bay/Silicon Valley		X		X								
Rebuilding Together		X		X								
City of Hayward Social Services General Fund Grantees Not Listed Above***												
Eden I & R												
Eden Youth and Family Center	X	X	X									
Family Violence Law Center		X	X									
Hayward Adult School	X	X	X					***				
Horizon Services, Inc.		X										
Housing & Economic Rights Advocates (HERA)					X							
Immigration Institute of the Bay Area	X											
Legal Assistance for Seniors		X										
Ruby's Place			X		X							
Spectrum Community Services				X								
Tri-City Health Center	X	X										

\* = Agency is also a City of Hayward CDBG grantee

\*\* = Agency is also a City of Hayward Social Services General Fund grantee

\*\*\* = These agencies provide services in a variety of languages, either in-house or through contracted language services on an as-needed basis

**To:** Census 2020 Team  
**From:** Community and Media Relations  
**Date:** Feb. 20, 2020  
**Re:** 2020 Census Communications

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## COMMUNICATION PHASES

1. Census 2020 Launch (*February-March*)
2. Post-Census Day Follow-up and Turn-out (*April-July*)

## MODES AND CHANNELS

The City of Hayward collectively is equipped to reach Hayward through the following modes and channels:

- The Stack E-newsletter and Email
- News releases and news media
- Direct mail
- Social media (Hashtags #2020Census #EveryoneCounts #HaywardCounts)
- Website (*Launches Feb. 21, 2020*)
- KHRT (*U.S. Census Bureau videos*)
- Youtube (*U.S. Census Bureau videos*)
- Electronic Billboards on 92 and 880 freeways

## COMMUNICATION PLAN

Communication Mode & Channel	Timing	Notes
• The Stack	• 2/11	• Census is coming story
• Direct Mailer	• Starts landing in mailboxes on 3/7/2020	• General information about the timing of the census and where people can get more information
• Electronic Billboards	• 3/9/2020	• English and Spanish billboards on 880 and 92 linking back to COH website: Coming Soon the 2020 Census
• News Release	• 3/9/2020	• Announcing role of Hayward Public Library branches as Questionnaire Assistance Centers (QACs)
• The Stack	• 3/9/2020	• Re-purpose News Release content on HPL QACs
• Facebook • Nextdoor • Twitter • Instagram (post)	• 3/9/2020	• Re-post information and graphic from the direct mailer link back to our website
• Twitter	• 3/10/2020	• <b>Partner content from US Census:</b> We are excited to announce that the #2020Census is on its way! To learn about the Census, how the data collected will

		be used, and what to expect next, visit: 2020census.gov or <a href="http://www.hayward-ca.gov/2020-census">www.hayward-ca.gov/2020-census</a>
<ul style="list-style-type: none"> <li>Twitter</li> </ul>	<ul style="list-style-type: none"> <li>3/11/2020</li> </ul>	<ul style="list-style-type: none"> <li><b>Partner content from the US Census:</b> In addition to responding by mail, for the first time ever, you can respond to the census online. Find out how on website: <a href="http://www.hayward-ca.gov/2020-census">www.hayward-ca.gov/2020-census</a> or visit <a href="http://2020census.gov">2020census.gov</a> #2020Census</li> </ul>
<ul style="list-style-type: none"> <li>Twitter</li> </ul>	<ul style="list-style-type: none"> <li>3/12/2020</li> </ul>	<ul style="list-style-type: none"> <li><b>Partner content from the US Census:</b> The 2020 Census is just around the corner. Make sure you're counted! Your responses are confidential. To learn more visit our website: <a href="http://www.hayward-ca.gov/2020-census">www.hayward-ca.gov/2020-census</a></li> </ul>
<ul style="list-style-type: none"> <li>Twitter</li> <li>Instagram (Stories)</li> </ul>	<ul style="list-style-type: none"> <li>3/12/2020</li> </ul>	<ul style="list-style-type: none"> <li>What matters to you? Schools? Transportation? Hospitals? Data from the 2020 Census will help determine how funds for these projects and more are allocated. Learn more on our website or at 2020census.gov</li> </ul>

#### Mar. 13 – 20:

Communication Mode & Channel	Timing	Notes
<ul style="list-style-type: none"> <li>Facebook</li> <li>Nextdoor</li> <li>Twitter</li> <li>Instagram (post)</li> </ul>	<ul style="list-style-type: none"> <li>3/13/2020</li> </ul>	<ul style="list-style-type: none"> <li>Ways to Take the Census videos from U.S. Census Bureau and QACs information</li> </ul>
<ul style="list-style-type: none"> <li>Twitter</li> </ul>	<ul style="list-style-type: none"> <li>3/14/2020</li> </ul>	
<ul style="list-style-type: none"> <li>Twitter</li> </ul>	<ul style="list-style-type: none"> <li>3/15/2020</li> </ul>	
<ul style="list-style-type: none"> <li>Twitter</li> </ul>	<ul style="list-style-type: none"> <li>3/16/2020</li> </ul>	
<ul style="list-style-type: none"> <li>Twitter</li> </ul>	<ul style="list-style-type: none"> <li>3/17/2020</li> </ul>	
<ul style="list-style-type: none"> <li>Twitter</li> </ul>	<ul style="list-style-type: none"> <li>3/18/2020</li> </ul>	
<ul style="list-style-type: none"> <li>Twitter</li> </ul>	<ul style="list-style-type: none"> <li>3/19/2020</li> </ul>	
<ul style="list-style-type: none"> <li>Twitter</li> <li>Instagram (stories)</li> </ul>	<ul style="list-style-type: none"> <li>3/20/2020</li> </ul>	

#### Mar. 21 – 28:

Communication Mode & Channel	Timing	Notes
<ul style="list-style-type: none"> <li>Facebook</li> <li>Nextdoor</li> <li>Twitter</li> <li>Instagram (post)</li> </ul>	<ul style="list-style-type: none"> <li>3/21/2020</li> </ul>	<ul style="list-style-type: none"> <li>Have you taken the Census yet? Information about how and where you can</li> </ul>
<ul style="list-style-type: none"> <li>Twitter</li> <li>Instagram (stories)</li> </ul>	<ul style="list-style-type: none"> <li>3/28/2020</li> </ul>	



## Check out a book. Then respond to the 2020 Census.

For the first time, you can respond to the census online. Libraries offer public computers and free internet access to help make sure you're counted. 2020 Census data informs the distribution of more than \$675 billion in federal funding each year, your representation in Congress, community initiatives, and more. Make sure you count everyone living in your home, including newborn babies and young children, on the 2020 Census. Your responses are confidential and important.

**2020CENSUS.GOV**

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**Shape  
your future  
START HERE >**

**United States<sup>®</sup>  
Census  
2020**

**HAVE QUESTIONS ABOUT THE 2020 CENSUS?  
NEED ACCESS TO A COMPUTER TO FILL IT OUT ONLINE?**

# LET'S MAKE HAYWARD COUNT!

## **2020 Census Question Assistance Centers**

**Mon-Wed 11am-8pm      Thur-Sat 10am-5pm**

**Downtown Library, 888 C Street**

**Weekes Branch Library, 27300 Patrick Ave**

## **Materials in 59 languages**

Trained volunteers will offer assistance throughout the week. Check the City's website for more details, including how to sign up and receive training to be a volunteer Census Ambassador.  
[www.hayward-ca.gov/2020census](http://www.hayward-ca.gov/2020census)







# MAKE YOUR VOICE COUNT

LEARN ABOUT THE 2020 CENSUS

## Census Informational Workshops

The 2020 Census will have a huge impact on funding and political representation in our community. We want to make sure everyone in Hayward is counted!



### LEARN

Learn about the Census; who needs to be counted; and how to complete it.



### GET ANSWERS

We will be answering frequently asked questions about the census and it's impact, and how it may affect our community.



### WIN PRIZES

First 10 participants will win a gift card for attending. 1 gift card per family.

<u>Date</u>	<u>Time</u>	<u>Location</u>
FEBRUARY 6, 2020	9:00 A.M.- 10:00 A.M.	TENNYSON HIGH SCHOOL PARENT CENTER
FEBRUARY 20, 2020	8:15 A.M. - 9:15 A.M.	PARK ELEMENTARY PARENT CENTER
MARCH 5, 2020	8:30 A.M. - 9:30 A.M.	RUUS ELEMENTARY RM 16
MARCH 7, 2020	11:00 A.M. -12:00 P.M.	PARENT RESOURCE CENTER HUB MPR
MARCH 10, 2020	8:30 A.M. - 9:30 A.M.	LONGWOOD ELEMENTARY PARENT CENTER
MARCH 20, 2020	8:30 A.M. - 9:30 A.M.	TYRRELL ELEMENTARY PARENT CENTER
APRIL 27, 2020	6:00 P.M. -7:00 P.M.	PARENT RESOURCE CENTER HUB MPR





# HAZ QUE TU VOZ CUENTE

APRENDA SOBRE EL CENSO 2020

## Talleres informativos del censo

El Censo 2020 tendrá un gran impacto en la financiación y la representación política en nuestra comunidad. ¡Queremos asegurarnos de que todos en Hayward sean contados!



### APRENDA

Aprenda sobre el censo; quien necesita ser contado; y como completarlo.



### OBTENGA RESPUESTAS

Responderemos preguntas frecuentes sobre el censo y su impacto, y cómo puede afectar a nuestra comunidad.



### PREMIOS

Los primeros 10 participantes ganarán una tarjeta de regalo por asistir. 1 tarjeta de regalo por familia.

## FECHA

## HORARIO

## UBICACIÓN

FEBRERO 6, 2020	9:00 A.M.- 10:00 A.M.	TENNYSON HIGH SCHOOL PARENT CENTER
FEBRERO 20, 2020	8:15 A.M. - 9:15 A.M.	PARK ELEMENTARY PARENT CENTER
MARZO 5, 2020	8:30 A.M. - 9:30 A.M.	RUUS ELEMENTARY RM 16
MARZO 7, 2020	11:00 A.M. -12:00 P.M.	PARENT RESOURCE CENTER HUB MPR
MARZO 10, 2020	8:30 A.M. - 9:30 A.M.	LONGWOOD ELEMENTARY PARENT CENTER
MARZO 20, 2020	8:30 A.M. - 9:30 A.M.	TYRRELL ELEMENTARY PARENT CENTER
ABRIL 27, 2020	6:00 P.M. -7:00 P.M.	PARENT RESOURCE CENTER HUB MPR

# How the 2020 Census will invite everyone to respond



Every household will have the option of responding online, by mail, or by phone.

**Nearly every household** will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.



**95%** of households will receive their census invitation in the mail.



**Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



**Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

(This is separate from our follow-up efforts; census takers will visit all households that were invited to respond on their own and haven't.)

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

# How the 2020 Census will invite everyone to respond



## What to Expect in the Mail

**When it's time to respond, most households will receive an invitation in the mail.**

**Every household will have the option of responding online, by mail, or by phone.**

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

### Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire (or to respond by phone).
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

### Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

### We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

# Respond to the 2020 Census<sup>1</sup>

February	March 1-11	March 12-20	March 21-31	April 1	April 2-7
It's almost time to respond.	Plan to respond when you receive your invitation.	Invitations to respond to the 2020 Census are in the mail. <sup>3</sup> Respond when you receive yours.	Respond now. By now, most households <sup>4</sup> should have received at least one invitation to respond.	Respond today.	Respond now.
<p>Respond next month when you receive your invitation. The invitation will include instructions for responding online and a phone number to call if you need help.</p> <p>Areas less likely to respond online will also receive a paper questionnaire.</p> <p>Plan to include everyone you expect to live in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.<sup>2</sup></p>	<p>Invitations will arrive between March 12-20 with instructions for responding online.</p> <p>Areas less likely to respond online will also receive a paper questionnaire.</p> <p>If you need help completing the 2020 Census, you can call a toll-free phone number.</p> <p>Plan to include everyone you expect to live in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Invitations will arrive in the mail March 12-20.</p> <p>The invitation will include instructions for responding online.</p> <p>If you need help or would like to respond by phone, you can call a toll-free phone number.</p> <p>Respond at 2020census.gov or call one of the toll-free numbers.</p> <p>Use the Census ID included in your invitation. You can also respond without it by providing your address.</p> <p>Areas less likely to respond online will also receive a paper questionnaire that they can return in the mail.</p> <p>Include everyone you expect to live in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Respond at 2020census.gov or call one of the toll-free numbers.</p> <p>Use the Census ID from your invitation or provide your address when you respond.</p> <p>Or, if you received a paper questionnaire, fill it out and mail it back. (You can respond online if you prefer.)</p> <p>Include everyone you expect to live in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Respond at 2020census.gov or call one of the toll-free numbers.</p> <p>Use the Census ID from your invitation or provide your address when you respond.</p> <p>Or, if you received a paper questionnaire, fill it out and mail it back. (You can respond online if you prefer.)</p> <p>Today is Census Day. Include everyone who lives in your home today.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>If you haven't responded yet, we'll send you a paper questionnaire soon that you can fill out and mail back.</p> <p>Or, you can respond online at 2020census.gov or by calling one of the toll-free numbers.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>

CONNECT WITH US: @USCENSUSBUREAU  
2020CENSUS.GOV

Shape  
your future  
START HERE >

United States®  
Census  
2020

April 8–16 <sup>5</sup>	April 17–30	May 1–12	May 13–July 25	July 26–31
<b>Respond now.</b>	<b>Time is running short. Respond now.</b>	<b>Time is running short. Respond now.</b>	<b>It's not too late. Respond online, by phone, or when the census taker comes to your door.</b>	<b>This is the final week to respond to the 2020 Census.</b>
<p>If you haven't responded yet, paper questionnaires are on the way. When you receive yours, fill it out and mail it back.</p> <p>Or, you can respond online at <a href="https://2020census.gov">2020census.gov</a> or by calling one of the toll-free numbers.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Respond online, by phone, or on the paper questionnaire you received in the mail or at your door. Census takers will visit if you don't respond.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Census takers will begin visiting households soon to help you respond, if you haven't already.</p> <p>You can still respond online, by phone, or on the paper questionnaire you received in the mail or at your door.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>Census takers are visiting households now to collect responses from households that haven't responded yet.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can still respond online, by phone, or on the paper questionnaire you received in the mail.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p>	<p>If you think you may not have been counted, respond now online at <a href="https://2020census.gov">2020census.gov</a> or call one of the toll-free numbers. Or complete and mail back the paper questionnaire you received in the mail or at your door.</p> <p>Include everyone who lived in your home on April 1.</p> <p>You can respond online or by phone in one of 13 languages and find assistance in many more.</p> <p>Census takers are finishing their visits<sup>6</sup> to collect responses from households that haven't responded yet.</p>

<sup>1</sup> These messages are geared toward households. We have special procedures to count people who don't live in households. For example, see information about group quarters at <https://go.usa.gov/xdmGb> and people experiencing homelessness at <https://go.usa.gov/xdmGj>.

<sup>2</sup> See the 2020 Census Support for Languages fact sheet for more information at <https://go.usa.gov/xdmGD>.

<sup>3</sup> For Update Leave areas, use the following variation instead: "Invitations to respond are on the way. A census taker will deliver an invitation to your door. Respond when you receive yours. The invitation will include a paper questionnaire, as well as instructions for responding online or by phone." Use this variation through April 17. To identify which areas are in Update Leave, see [www.census.gov/data/data-tools/2020-tea-viewer.html](https://www.census.gov/data/data-tools/2020-tea-viewer.html).

<sup>4</sup> If a household hasn't received an invitation, they can still respond online or by phone. Reminder: use the variation in the footnote above when speaking to audiences in Update Leave areas. Assure audiences in Update Enumerate areas that census takers are on their way (March 16 through April 30) to help them respond. To identify Update Leave and Update Enumerate areas, see [www.census.gov/data/data-tools/2020-tea-viewer.html](https://www.census.gov/data/data-tools/2020-tea-viewer.html).

<sup>5</sup> Early Nonresponse Followup (NRFU) begins in areas around selected colleges and universities on April 9.

<sup>6</sup> A small number of households may be contacted for further follow-up through June 2021 as part of our Post-Enumeration Survey: see <https://go.usa.gov/xdmGB>.



# CITY OF HAYWARD

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

**File #:** PH 20-019

**DATE:** March 18, 2020

**TO:** Community Service Commission

**FROM:** Community Services Manager

**SUBJECT**

FY 2021 Community Services Commission Final Recommendations for Funding

**RECOMMENDATION**

That the Commission:

1. Reviews and comments on this report,
2. Accepts the Application Review Committees' funding recommendations, and
3. Recommends the funding recommendations to Council for final approval.

**SUMMARY**

This report provides an overview of the FY 2021 Community Agency Funding process, the Application Review Committees' (ARCs) proposed funding recommendations for consideration by the Community Services Commission, and next steps in the funding process. The [proposed](#) funding is summarized by category in Table 1 on the following page and in detail in Attachment II.

Notably, there were significantly more applicants for FY 2021 funding compared to previous years, and no comparable increase in available FY 2021 funds. Therefore, the ARCs were faced with difficult decisions about how to appropriately allocate funds with consideration for the Commission and City's goals to provide resources and services for those in the community who need it the most.

**Table 1. Summary of Recommended Funding Allocation by Category**

Funding Source	Category	Recipient	Amount
General Fund	Arts & Music	Community Agencies	\$82,000
General Fund	Social Services	Community Agencies	\$354,950
CDBG	Economic Development/Infrastructure	Community Agencies	\$645,784
CDBG	Public Services	Community Agencies	\$247,085

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**File #:** PH 20-019

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CDBG	Infrastructure	City-Operated Program	\$300,000
CDBG	COH Infrastructure Admin	Community Agency	\$30,000
<i>Total ARC Recommended Grants</i>			<i>\$1,659,819</i>
General Fund	Referral Services	Eden I&R	\$50,000
CDBG	HUD-Required Fair Housing Services	Community Agency	\$25,000
<i>Total Referral Services and HUD Required Fair Housing</i>			<i>\$75,000</i>
<b>GRAND TOTAL FY 2021 RECOMMENDED FUNDING (ALL SOURCES)</b>			<b>\$1,734,819</b>

## ATTACHMENTS

Attachment I Staff Report

Attachment II Final Funding Recommendations



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<b>GRAND TOTAL FY 2021 RECOMMENDED FUNDING (ALL SOURCES)</b>			<b>\$1,734,819</b>

## **BACKGROUND**

The Community Services Commission (CSC) serves as an advisory body to the Hayward City Council. The CSC makes recommendations to Council regarding the distribution of Community Development Block Grant (CDBG) funds and the General Fund for Infrastructure and Economic Development (CDBG), Public/Social Services (CDBG/General Fund), and Arts and Music (General Fund) program funds through the annual Community Agency Funding process.

The Community Agency Funding process opened with the publication (in English and Spanish) of a Notice of Funding Availability (NOFA) on September 27, 2019. The announcement was also posted at City Hall; published in the Daily Review; and emailed to currently funded agencies, previously funded agencies, applicants from previous years, and all other interested parties on the Community Agency Funding mailing list. Several broadcast email reminders were also sent in advance of the Mandatory Bidder's Conference held on October 29, 2019.

The CSC reviews all eligible applications and the CSC Chairperson appoints three Application Review Committees (ARC) by funding category (Infrastructure/Economic Development, Public/Social Services, and Arts and Music) to conduct applicant interviews prior to drafting funding recommendations for Council review and approval. The three funding categories are:

1. **Infrastructure and Economic Development:** Affordable housing; housing rehabilitation; nonprofit facility improvements; job creation; and capacity building. Funds must meet one of three national objectives: benefit low-moderate income Hayward residents; prevent or eliminate slum blight; or meet an urgent need (i.e. disaster).
2. **Arts & Music (General Fund):** Arts and music programs that benefit Hayward residents, with an emphasis on activities that support youth education.

3. **Public/Social Services (CDBG/General Fund):** Benefit low-moderate income Hayward residents through programs to provide homelessness and anti-displacement services, food security, health services; legal services; youth and family services.

On February 19, 2020<sup>1</sup>, the CSC met and reviewed the preliminary draft recommendations made by each ARC. ARC Chairs summarized the discussion and rationale behind ARC decision-making. Additionally, the CSC heard public comment and initiated a 30-day public comment period for community members to submit feedback on the recommendations to the City and CSC. This report summarizes the CSC's funding recommendations for final approval and submission to Council.

## **DISCUSSION**

Each year, the City receives applications from community agencies requesting funding through the competitive Community Agency Funding process. The CSC is responsible for reviewing the applications, interviewing applicants, and making recommendations to the City Council for how a portion of the City's General Fund and the City's CDBG entitlement award should be allocated. As part of the Community Agency Funding process, the CSC Chair appoints three ARCs to conduct applicant interviews and make preliminary recommendations for full CSC consideration.

### **Funding Approach**

Hayward, like other Bay Area cities, is experiencing an acute housing crisis, characterized by severe housing instability among the City's most vulnerable residents, displacement of families, and increasing homelessness. In recognition of this crisis, the CSC approached the FY 2021 Community Agency Funding process with the priority of addressing the needs of the City's unstably housed and homeless. Through this approach, the CSC considered the extent to which applicants' programs and services increase housing stability, such as fair housing and tenant and landlord resources; create or preserve housing, such as infrastructure projects; and provide support for vulnerable unhoused or unstably housed individuals, such as programs to meet basic needs or employment training and support.

### **Available Funding and Funding Requests**

The ARCs reviewed applications on January 25 and February 1 and made allocation recommendations using estimates made by staff based on assumed funding from the Department of Housing and Urban Development (HUD) and Council. Following the ARCs, staff received notification that the City of Hayward would receive \$1,533,721 in CDBG entitlement funding from HUD, which increased the availability of Public Services and Infrastructure/Economic Development funding to the amounts outlined below. Further, due to a calculation error identified after the ARC deliberations and subsequent February 19,

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<sup>1</sup> February 19, 2020, Staff Report and Attachments:  
<https://hayward.legistar.com/MeetingDetail.aspx?ID=763056&GUID=915D9BA1-DB7A-4F6B-96CA-3F2E473FEDBA&Options=info&Search=>

2020, CSC meeting, an additional \$50,000 in General Fund funding is available for social services applicants. As the Public/Social Services ARC made recommendations for how to spend any potential extra funds, staff were able to proportionally allocate the additional \$50,000 based on the ARC's deliberations. All available funding amounts in this report reflect the addition of this \$50,000 for social services applicants. Table 2 below provides a summary of all available FY2021 funding.

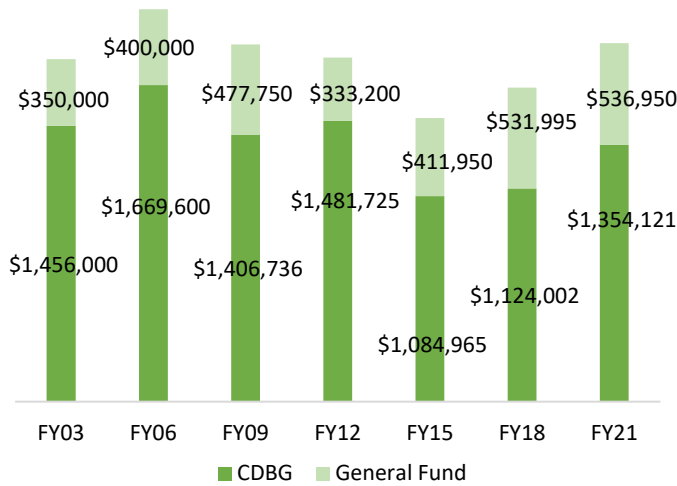
**Table 2. FY 2021 Available Funding**

<b>Funding Source</b>	<b>Category</b>	<b>Amount Available</b>
General Fund	Arts & Music	\$82,000
	Social Services	\$404,950
	Referral Services	\$50,000
CDBG	Economic Development & Infrastructure	\$1,052,036
	Public Services	\$247,085
	HUD Required Fair Housing Services	\$25,000
	COH Infrastructure Admin	\$30,000
<b>TOTAL AVAILABLE FUNDING</b>		<b>\$1,891,071</b>

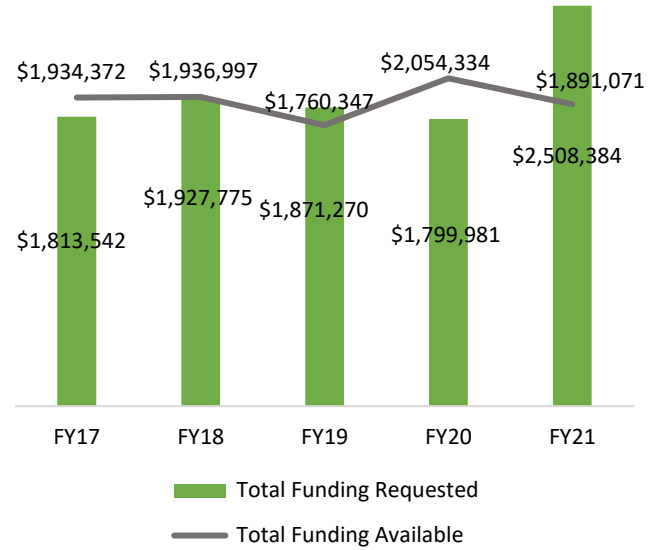
The City received 49 applications for FY 2021 funding by the December 6, 2019, deadline. Of those applications, 11 were for new proposed programs. The majority of applications are reviewed through a competitive process to allocate \$536,950 from the General Fund and \$1,354,122 from the City's CDBG entitlement, after the costs of administration and planning are set aside.

Notably, there were significantly more FY 2021 applications for both General Fund and CDBG allocations compared to previous years; however, the available funds have not changed at a comparable rate from last year. Historically, the amount of funds available for the Community Agency Funding process has varied, as shown in Figure 1. Further, FY2021 represents the largest disparity between agencies' funding requests and the amount of available funding, as shown in Figure 2 on the following page.

**Figure 1. Availability of Community Agency Funding Over Time<sup>2</sup>**



**Figure 2. Funding Requests and Availability since FY2017**



The increase in application volume without an increase in funds resulted in a much more competitive funding allocation process for FY 2021. As with last year's funding process, only two programs were funded through a non-competitive process in FY 2021. Additionally, the Infrastructure and Economic Development ARC supported using \$30,000 of entitlement funds for the City's infrastructure project administration.

In total, the Public/Social Services, Arts and Music, and Infrastructure/Economic Development ARCs interviewed applicants who requested the amounts listed below in Table 3.

**Table 3. Requested FY 2021 Funding by Category**

CATEGORY	FUNDING SOURCE	NUMBER OF APPLICANTS	AMOUNT REQUESTED	AMOUNT AVAILABLE
<b>Competitive</b>				
Arts and Music	General Fund	8	\$159,101	\$82,000 <sup>3</sup>
Economic Development	CDBG	4	\$480,784	\$1,052,036
Infrastructure	CDBG	4	\$495,000	
Public Services	CDBG	6	\$300,551	\$247,085
Social Services	General Fund	25	\$997,948	\$404,950 <sup>4</sup>

<sup>2</sup> CDBG totals reflect the entitlement minus 20% for administration and planning. Totals for previous years do not include program income, while FY21 includes an estimate for program income to enable the ARCs to allocate as much as possible to CDBG-funded community agencies.

<sup>3</sup> The Arts and Music ARC also made recommendations for funding if a potential \$15,000 were available.

<sup>4</sup> The Social Services ARC also made recommendations for funding if a potential \$35,000 were available.

CATEGORY	FUNDING SOURCE	NUMBER OF APPLICANTS	AMOUNT REQUESTED	AMOUNT AVAILABLE
<b>Non-Competitive</b>				
Referral Services	General Fund	1	\$50,000	\$50,000
HUD Required Fair Housing Services	CDBG	1	\$25,000	\$25,000
COH Infrastructure Admin	CDBG	1	\$30,000	\$30,000
<b>TOTALS</b>		<b>49</b>	<b>\$2,538,384</b>	<b>\$1,891,071</b>

### ***Non-Competitive Applications***

Per the City of Hayward Compliance Policy Manual adopted by Council in 2014, in each CDBG program year the cost of administration and HUD-related fair housing activities are subtracted from the annual entitlement award amount. Last year, staff conducted a competitive RFP process for fair housing services and Eden Council for Hope and Opportunity (ECHO) was selected. For FY 2021, \$25,000 from the CDBG Administrative funds is allocated to ECHO to provide fair housing services to Hayward residents. Additionally, Eden I&R will receive a non-competitive award of \$50,000 from the General Fund to operate the 211 line.

### ***Competitive Applications***

After allocating the non-competitive projects, the remaining funds are made available to eligible community partners and social service applicants through the Community Agency Funding process. During this process, agencies are given ten minutes to present their projects to the appropriate ARC, then an additional ten minutes to answer questions from the committee. Following the interviews, each ARC engaged in extensive deliberation, weighing criteria that included agencies' capacity, leveraging of other funds, history providing quality services, and the community's need for the service. Their recommendations are reported in detail in Attachment II.

### **Prioritization of Additional Funds**

Given the increased volume of applications, the ARCs deliberated on the distribution of an additional \$100,000 from the General Fund. If made available, the ARCs provided recommendation for how the funding should be allocated. The Arts and Music and Public/Social Services ARCs each engaged in two rounds of recommendations:

- Round One: Based solely on the estimate for funds available.
- Round Two: Based on if there were additional funds available.
  - \$15,000 additional funds to be allocated to five Arts and Music applicants.
  - \$85,000 additional funds to be allocated to seven Social Services applicants.

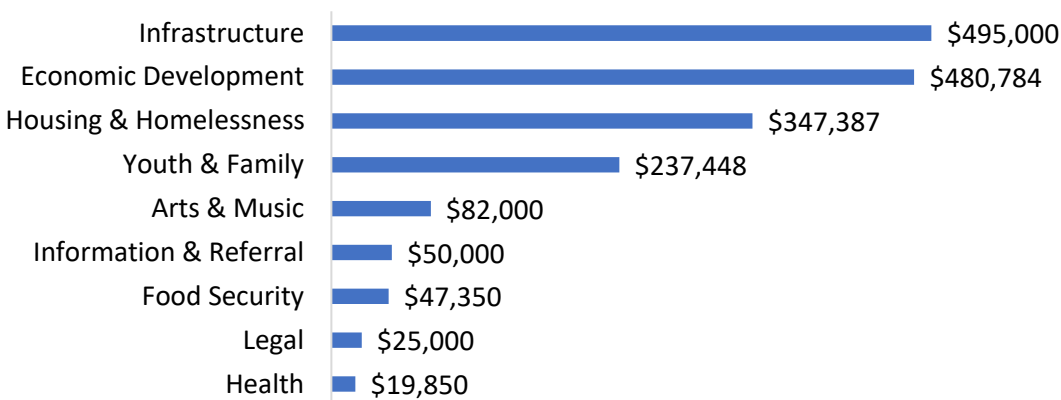
Staff used the prioritization of the potential \$85,000 to allocate the extra \$50,000 that was identified after the February 19, 2020, CSC meeting to Social Services applicants.

The Public/Social Services ARC also made recommendations for how to proportionately distribute CDBG funds across three Public Services applicants if the City of Hayward's entitlement award for CDBG funds is greater than estimated. The actual entitlement award did exceed the estimate, so the recommended proportional allocation of the extra entitlement was applied to the recommendations detailed in Attachment II. Additionally, the Infrastructure and Economic Development ARC supported allocating \$30,000 of entitlement funds for the City to support administration of infrastructure projects.

## Recommended Allocations

Each ARC's deliberations resulted in preliminary recommendations, which were reviewed by the CSC at the February 19, 2020, meeting.<sup>5</sup> The CSC heard public comment, then the Chairs of each ARC summarized the discussion and decision-making of their ARC during the CSC meeting. Following this discussion, the CSC came to consensus to move forward with the ARC recommendations, which are presented for final review in this report and Attachment II. Figure 3 presents a summary of their recommendations by the type of service each agency provides.

**Figure 3. Recommended Funding Allocation by Service Type**



## STRATEGIC ROADMAP

These funding allocation recommendations support several of the City's Strategic Roadmap priority areas, including Preserve, Protect, & Produce Housing; Grow the Economy; Improve Infrastructure; and Support Quality of Life. The recommendations are not specifically related to a project identified in the Strategic Roadmap.

## FISCAL IMPACT

The CDBG Program has a neutral impact on the City's General Fund, as a portion of CDBG

<sup>5</sup> February 19, 2020, Staff Report and Attachments:

<https://hayward.legistar.com/MeetingDetail.aspx?ID=763056&GUID=915D9BA1-DB7A-4F6B-96CA-3F2E473FEDBA&Options=info&Search=>

funds (up to 20%) may be used to pay for eligible Planning and Administration of the Program. Historic reductions to the City's CDBG grant size and diminishing program income have resulted in equivalent reductions to available funds and to the administrative cap. The CDBG program remains an administratively complex undertaking requiring enhanced dedication of resources from recipients and subrecipients to meet federal reporting standards.

Social Services and Arts & Music funds are General Fund-based and subject to Council discretion. If other General Fund obligations require reductions to Social Services or Arts & Music funding, individual grants would be adjusted on a percentage basis accordingly. Historically, Council has acknowledged Social Services grants support "safety net" services (i.e., food, housing, support services for low-income people, and information and referral) and has refrained from reducing or eliminating funding based on fiscal impact.

As in past years, an additional \$100,000 of funding may be considered to further fund the City's General Fund programs. If made available, the CSC has provided its recommendation for how this funding should be used as detailed in Attachment II. Should only a fraction of additional funding be made available, staff will apply the CSC's recommendation for additional funding on a percentage basis.

## **PUBLIC CONTACT**

The Public Comment period for the recommended funding allocations is in place from the February 19, 2020, meeting through March 20, 2020. Public comments were accepted at the February 19, 2020 CSC meeting and through email, phone, and in-person comment to staff.

The following non-profit providers submitted public comment at the February 19, 2020 CSC meeting:

- Ms. Erin Scott, Family Violence Law Center: Ms. Scott thanked the CSC for their ongoing support of the Family Violence Law Center, acknowledged the challenge of this year's allocation process, requested the CSC focus on funding safety net services, and expressed a willingness and interest in partnering with the CSC to find ways to identify more funding.
- Mr. James Treggiari, Legal Assistance for Seniors: Mr. Treggiari thanked the CSC for their consideration, echoed the statement of Ms. Scott, and emphasized the challenges maintaining service levels for vulnerable seniors.
- Ms. Cindy Ortega, Ruby's Place: Ms. Ortega read a statement on behalf of Executive Director Sophora Acheson, stating that the proposed reduction in funding for Ruby's place compared to previous years is significant, that such a cut signals a lack of dedication to funding homeless shelters, and that the CSC should reconsider their allocation recommendation for Ruby's Place.

Additionally, Mr. Aman Dhuper and Mr. Michael Cobb spoke on behalf of St. Rose Hospital and its Foundation and addressed questions from the CSC regarding their organization and funding request.

## NEXT STEPS

Next steps include the following:

- On Wednesday, March 18, 2020, the CSC will review and make funding recommendations that will be presented to Council at the April 7, 2020, Work Session.
- On Tuesday, April 7, 2020, a City Council Work Session will be held to present the FY 2021 funding recommendations in the CDBG, Services, and Arts & Music categories.
- On Tuesday, April 28, 2020, a Public Hearing will be held regarding the FY 2021 funding recommendations at the City Council Meeting.

Recommendations for all categories will be finalized and a preliminary public comment period will commence. On March 18, 2020, the Public Comment Period on the recommendations will close and the CSC will make their final recommendations to Council for their review in April.

*Prepared by:* Amy Cole, Management Analyst

*Recommended by:* Monica Davis, Community Services Manager

Approved by:

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Jennifer Ott, Deputy City Manager



COMMUNITY SERVICES COMMISSION COMMUNITY AGENCY FUNDING ARC DRAFT RECOMMENDATIONS FY 2021						
CATEGORY	AGENCY	PROJECT	FY 2020 FUNDING	FY 2021 REQUESTS	FY 2021 RECOMMENDATIONS	ADDITIONAL FUNDING CONSIDERATION
CDBG - PUBLIC SERVICES						
Housing & Homelessness	Abode Services	Alameda County Impact	\$ 48,108	\$ 54,786	\$ 54,786	15% of additional PS entitlement
Housing & Homelessness	Building Opportunities for Self Sufficiency (BOSS)*	South County Homeless Project	\$ -	\$ 40,000	\$ 35,731	15% of additional PS entitlement
Housing & Homelessness	Eden Council for Hope and Opportunity (ECHO Housing)**	Fair Housing	\$ 25,000	\$ 25,000	\$ 25,000	
Housing & Homelessness	Eden Council for Hope and Opportunity (ECHO Housing)	Tenant/Landlord Services	\$ 25,000	\$ 25,765	\$ 25,000	
Youth & Family	Hayward Public Library	Family Education Program	\$ 77,608	\$ 180,000	\$ 131,568	70% of additional PS entitlement
TOTAL FY 2021 CDBG PUBLIC SERVICES			\$ 175,716	\$ 325,551	\$ 272,085	100%
CDBG - ECONOMIC DEVELOPMENT & INFRASTRUCTURE						
Economic Development	City of Hayward, Economic Development Division	City of Hayward, Business Incentive Program	\$ 75,000	\$ 100,000	\$ 100,000	
Economic Development	Community Child Care Council (4-Cs) of Alameda County	Child Care Initiative Project	\$ 30,000	\$ 40,000	\$ 40,000	
Economic Development	Downtown Streets, Inc. (2017)	Hayward Downtown Streets Team/Tennyson Corridor	\$ 234,999	\$ 236,414	\$ 236,414	
Economic Development	Love Never Fails*	IT Biz Workforce Development	\$ -	\$ 104,370	\$ 104,370	
Infrastructure	Friends of Hayward*	Sycamore Lodge Staircase Repair	\$ -	\$ 15,000	\$ 15,000	
Infrastructure	St. Rose Hospital Foundation	Hospital Project	\$ -	\$ 150,000	\$ 150,000	
Infrastructure	City of Hayward, Community Services Division	Home Repair with Habitat and Rebuilding Together	\$ 300,000	\$ 300,000	\$ 300,000	
Infrastructure	City of Hayward, Community Services Division	Infrastructure Administration	\$ -	\$ 30,000	\$ 30,000	
TOTAL FY 2021 CDBG ECONOMIC DEVELOPMENT & INFRASTRUCTURE			\$ 639,999	\$ 975,784	\$ 975,784	
GENERAL FUND - ARTS & MUSIC						
Arts & Music	Hayward Area Forum for the Arts dba Sun Gallery	Sun Gallery Programs	\$ 29,654	\$ 33,000	\$ 18,000	\$5,000
Arts & Music	Hayward Area Historical Society*	Discovery Kids	\$ -	\$ 9,860	\$ 8,860	\$1,000
Arts & Music	Hayward Municipal Band	Hayward Municipal Band	\$ 11,231	\$ 15,000	\$ 7,072	\$2,400
Arts & Music	La Familia	Hayward Arts Council	\$ 20,000	\$ 27,000	\$ 16,000	\$5,000
Arts & Music	La Familia	Hayward Band/Orchestra	\$ 7,920	\$ 9,000	\$ 9,000	
Arts & Music	Love Never Fails*	LNF 'Survivor' Dance Team	\$ -	\$ 49,446	\$ 10,473	
Arts & Music	Pacific Chamber Orchestra	Discover Music educational assemblies for the HUSD Elementary Schools	\$ 8,800	\$ 12,000	\$ 8,800	\$1,600
Arts & Music	Youth Orchestra of Southern Alameda County	Hayward Scholarships	\$ 3,795	\$ 3,795	\$ 3,795	
TOTAL FY 2021 ARTS & MUSIC RECOMMENDATIONS			\$ 81,400	\$ 159,101	\$ 82,000	\$15,000
GENERAL FUND - SERVICES						
Food Security	Alameda County Community Food Bank	Food Distribution - Food Purchase Program (Soc Svcs)	\$ 35,000	\$ 40,000	\$ 32,350	\$2,333
Economic Development	Centro Community Partners*	Technical Assistance Services for LMI women and minority entrepreneurs	\$ -	\$ 15,000	\$ -	
Housing & Homelessness	Centro Legal de la Raza	Tenant Rights Consultation & Assistance	\$ 82,836	\$ 200,000	\$ 74,570	\$14,000
Housing & Homelessness	Community Resources for Independent Living (CRIL)	Hayward Housing Services	\$ 20,000	\$ 30,000	\$ 15,000	
Housing & Homelessness	Covia Foundation*	Home Match Hayward	\$ -	\$ 32,000	\$ -	
Youth & Family	East Bay Agency for Children (EBAC)	Hayward HUB Family Resource Center	\$ 30,000	\$ 50,000	\$ 20,000	
Information & Referral	Eden I&R**	211	\$ 51,813	\$ 50,000	\$ 50,000	
Youth & Family	Eden United Church of Christ*	Newcomer Navigation Center	\$ -	\$ 40,000	\$ 10,000	
Youth & Family	Eden Youth and Family Center	Eden Youth and Family Center	\$ 20,000	\$ 50,000	\$ 20,000	
Housing & Homelessness	Family Violence Law Center	Family Violence and Homelessness Prevention Project	\$ 45,000	\$ 60,000	\$ 37,350	\$7,000
Housing & Homelessness	First Presbyterian Church of Hayward dba South Hayward Parish	South Hayward Parish (SHP) Case Management	\$ 33,000	\$ 38,000	\$ 29,950	
Youth & Family	Friends of Hayward*	Prospect Hill Neighborhood Association Garden	\$ -	\$ 15,000	\$ -	
Housing & Homelessness	Gold Star Senior Shared Housing & Community Development, Inc*	Gold Star Senior Shared Housing & Community Development, Inc	\$ -	\$ 15,000	\$ -	
Youth & Family	Hayward Adult School	Raising Leaders in Hayward-Workshops & Internships	\$ 35,000	\$ 52,539	\$ 14,850	\$4,667
Youth & Family	Horizon Services, Inc.	Lambda Project	\$ 20,000	\$ 50,000	\$ 17,350	\$2,333
Legal	Housing & Economic Rights Advocates (HERA)	Housing & Economic Rights Advocates (HERA)	\$ 12,000	\$ 15,000	\$ -	
Legal	International Institute of the Bay Area	Legal Services for Immigrants	\$ 15,000	\$ 30,000	\$ 15,000	
Housing & Homelessness	La Familia Counseling Service	FESCO Les Marquis House - Emergency Shelter	\$ 45,000	\$ 50,000	\$ 25,000	
Legal	Legal Assistance for Seniors (LAS)	Legal Services & Education to Hayward Seniors	\$ 17,000	\$ 20,000	\$ 10,000	
Housing & Homelessness	Ruby's Place	Shelter and Children	\$ 40,000	\$ 43,000	\$ 25,000	
Youth & Family	SAVE/COPS*	SAVE/COPS	\$ -	\$ 13,680	\$ 13,680	
Food Security	Spectrum Community Services	Meal Program for Seniors	\$ 15,000	\$ 20,250	\$ 15,000	
Youth & Family	St. Rose Hospital Foundation*	FACES for the Future	\$ -	\$ 20,500	\$ 10,000	
Youth & Family	Tandem Partners in Early Learning*	StoryCycles	\$ -	\$ 27,979	\$ -	
Health	Tiburcio Vasquez Health Center, Inc.	School-Based Health Centers at Tennyson & Hayward High Schools	\$ 12,137	\$ 50,000	\$ 4,850	\$4,667
Health	Tri-City Health Center	HIV Program - Early Intervention Services	\$ 15,000	\$ 20,000	\$ 15,000	
TOTAL FY 2021 SOCIAL SERVICES RECOMMENDATIONS			\$ 543,786	\$ 1,047,948	\$ 454,950	\$35,000

\*New agency applying for funds

\*\*Non-competitive award

All amounts are preliminary and subject to change. Final award amounts will be authorized by Hayward City Council in April 2020. CDBG awards are dependent upon FY 2021 federal funding allocations and GF



# CITY OF HAYWARD

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
[www.Hayward-CA.gov](http://www.Hayward-CA.gov)

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**File #:** RPT 20-035

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**DATE:** March 18, 2020

**TO:** Community Service Commission

**FROM:** Community Services Manager

**SUBJECT**

2019 / 2020 Agenda Planning Calendar

**RECOMMENDATION**

That the Community Services Commission reviews and adopts the 2019/2020 Agenda Planning Calendar and provides comments.

**DISCUSSION**

For the Community Services Commission (CSC) consideration, staff has revised the proposed Meeting Schedule Calendar for FY 2019/2020 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 updates are incorporated.



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<b>FY 2019-2020</b>
<b>COMMUNITY SERVICES COMMISSION AGENDA PLANNING CALENDAR</b>
<b>MARCH 18, 2020</b>
2020 Census Update
FY 2020 – 2021 Community Agency Funding Process CSC Final Funding Recommendations
Government Alliance for Race and Equity (GARE) – Oral Report
FYI: END: Public Comment Period
FYI: 30-Day Notice: City Council Public Hearing FY 2020-2021 Funding Recommendations
<b>APRIL 2020 – NO MEETING</b>
FYI: April 7: City Council Work Session
FYI: April 28: City Council Public Hearing and Adoption of Funding Recommendations
<b>MAY 20, 2020</b>
Debrief FY 2020 – 2021 Community Agency Funding Process
Review of CSC By-laws for FY 2020-2021
Annual Timeliness Review for Current Fiscal Year
Hayward Housing Navigation Center Update
<b>JUNE 17, 2020</b>
Adoption of Updated CDBG Policies and Procedures
Adoption of FY 2020-2021 Agenda Calendar

## NEXT STEPS

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

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

Approved by:

Jennifer Ott, Deputy City Manager