

**COMMUNITY SERVICES COMMISSION
MEETING**

WEDNESDAY, NOVEMBER 16, 2022

PRESENTATIONS

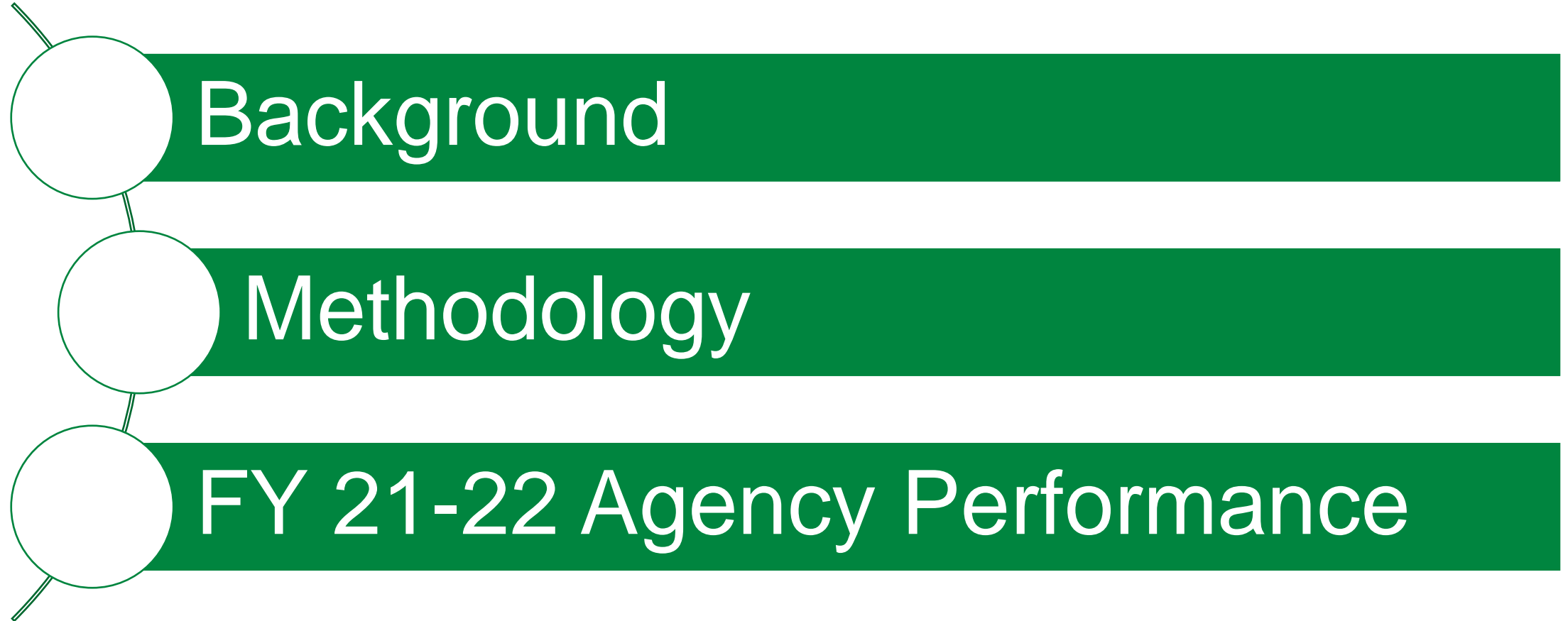
Item #1

FY 2022 Community Agency Performance Report

FY 2021-2022 Community Agency Performance Report

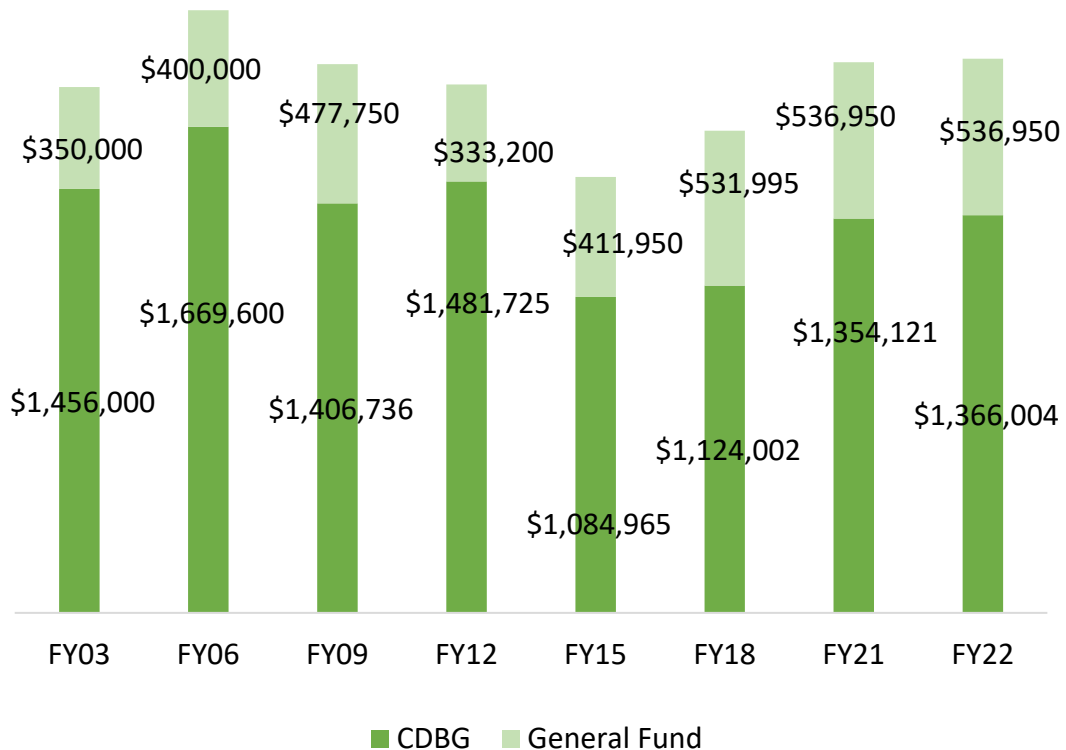
Amy Cole-Bloom | Management Analyst
Rick Rivera | Management Analyst
November 16, 2022

Outline

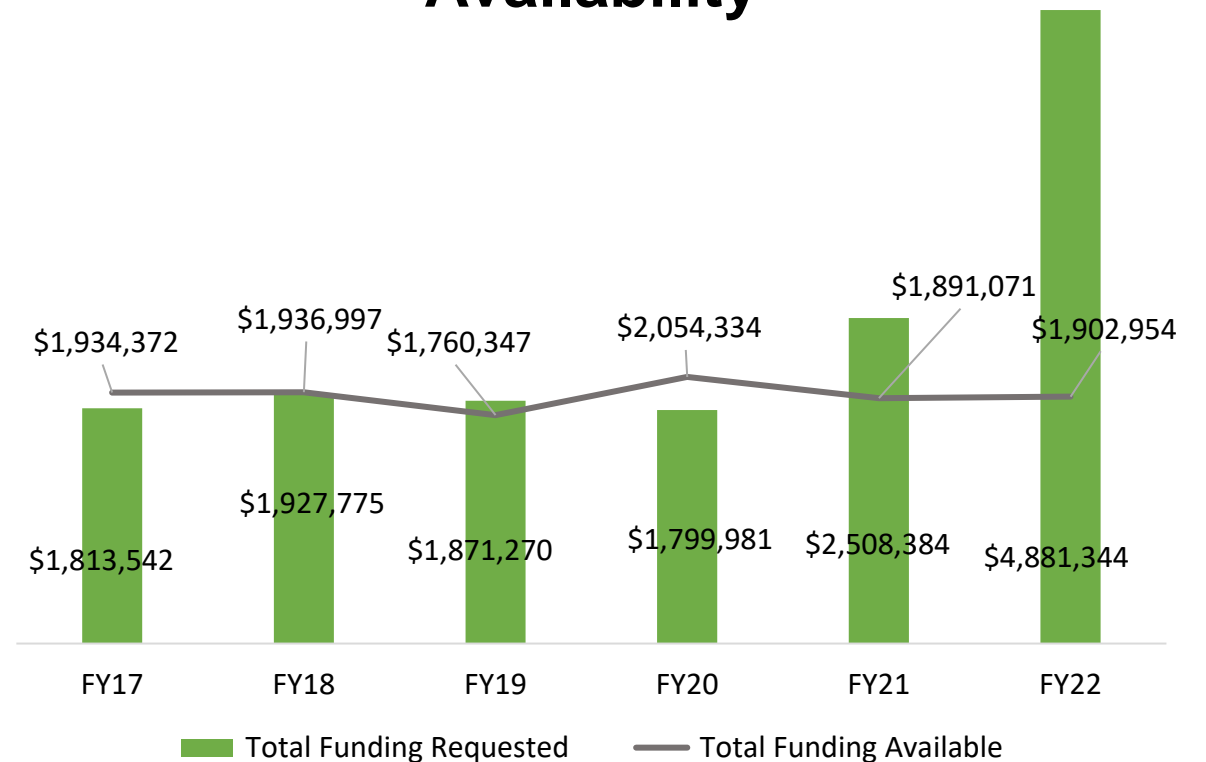


Requests for funding far exceeded available funds in FY 2022

Funding Availability over Time

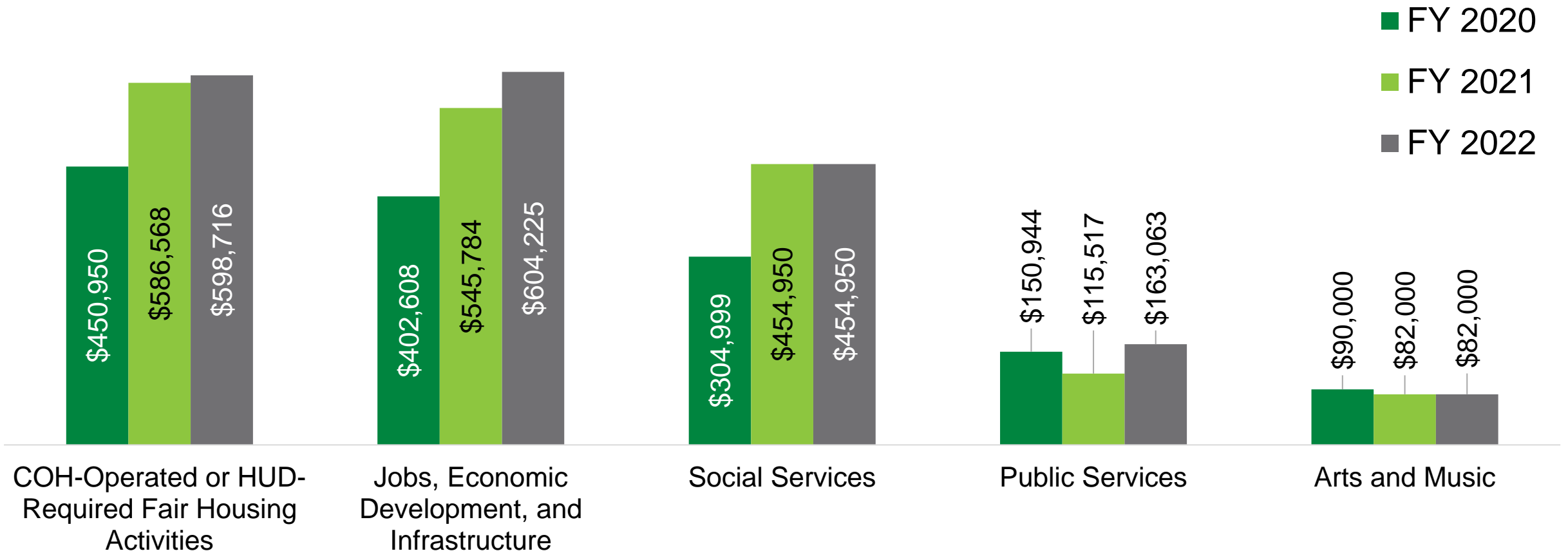


Funding Requests and Availability



The CSC recommended Council award \$1,902,954 to 39 community agencies for FY 2022

Community Agency Funding

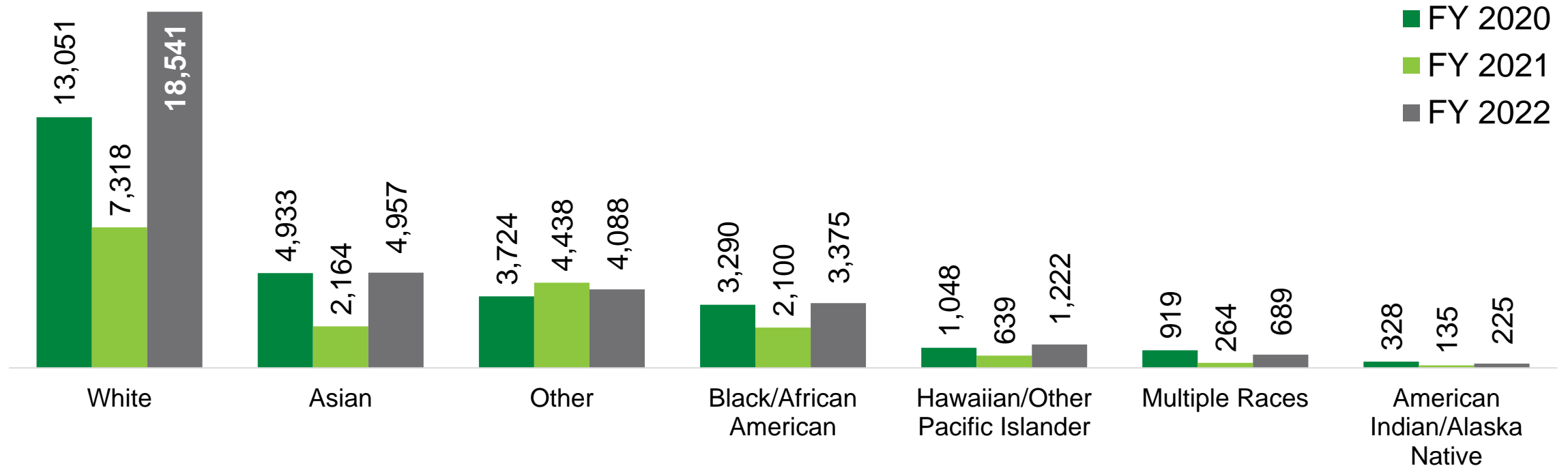


Methodology

- Funded agencies submit regular performance report updates to the Community Services Division
- Agencies report unduplicated totals for:
 - Residence
 - Ethnicity
 - Race
 - Gender
 - Ability
 - Age
 - Household income, size, and other characteristics
- Agencies specify quantitative outcomes for serving low-income Hayward residents, such as:
 - # individuals served
 - # trainings provided
 - # jobs created
 - # outreach events
- Staff calculated agencies' completion percentage for their quantitative outcomes

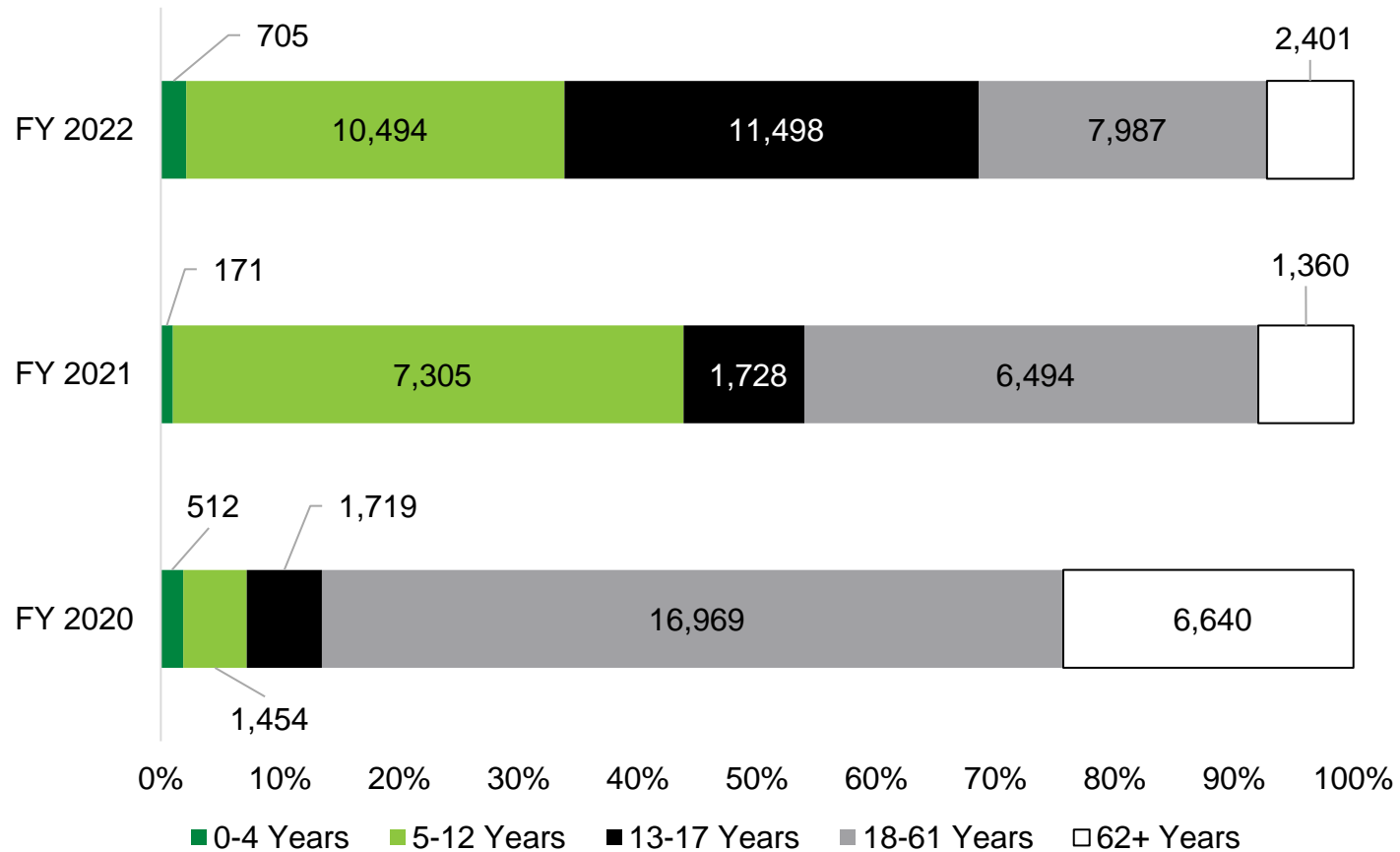
FY 21-22 Community Agency Performance

Over half (56%) of individuals served in 2022 were white



- Among Hayward residents served in FY 2022:
 - 49% (16,998) identified as **Hispanic**
 - 51% (16,804) identified as a **race other than White**.

Agencies reinstated and expanded programs for children



- Ages varied across program type
- In 2022, children and teens made up 69% of residents served, versus 14% in 2020.

Agencies served many of Hayward's most vulnerable residents

- Across all programs with data (excluding arts & music), 90% were low-income individuals or households
- Across all programs with data, 6% reported having a disability
 - Among CDBG recipients, 24% had a disability

Most programs met or exceeded their targets

- 24 out of 38 (63%) agencies met their targets
 - COVID-19 capacity constraints were the primary reason for agencies not meeting their goals
 - In many cases, goals were set assuming a “return to normal” that didn’t happen during the FY
- For comparison
 - 27 out of 39 (69%) agencies met their targets in FY 2020-2021
 - 21 out of 34 (62%) agencies met their targets in FY 2019-2020

Next Steps

- FY 2023-2024 Community Agency Funding Process
 - This process will implement changes affirmed in June 2022

Item #2

Strategic Roadmap and FY 24 Budget Update

A photograph of Hayward City Hall, a large, multi-story building with a prominent circular glass entrance. The building is light-colored with many windows. In the foreground, there is a paved plaza and a street with a few cars. The sky is overcast with grey clouds. A semi-transparent dark box is overlaid on the top half of the image, containing the title text.

Strategic Roadmap and FY24 Budget Update

Community Services Commission | November 16, 2022
Jessica Lobedan, Community Services Manager

Background

City of Hayward Three-Year Strategic Roadmap Timeline

July 2019: City kicked off Strategic Roadmap process to inform FY2021 – FY2023

January 28, 2020: Council adopted the Three-Year Strategic Roadmap for FY2021 – FY2023

Since adoption, there have been two annual updates

June 1, 2021: Council adopted updates to the Roadmap to reflect timelines that were extended and new projects that were added due to COVID-19

May 3, 2022: Council adopted the Revised FY2021-23 Strategic Roadmap

City of Hayward Strategic Priorities



Prior CSC Involvement in Strategic Roadmap Annual Review

November 2021: City Council adopts a resolution apologizing to Black, Indigenous, and People of Color (BICOP) and Latinx community members for its implicit and explicit role in perpetuating historical institutional racism in the City (Recommendation from CSC)

- As part of the resolution, the CSC recommended 11 tangible actions for the City to take to address the City's wrongdoings and complicity in historical institutional racism

December 2021: CSC prioritized their recommendations for Council consideration as part of Strategic Roadmap annual review

January 2022: CSC recommendations presented to Council

May 2022: Council adopted the Revised FY2021-23 Strategic Roadmap, including recommendations from CSC

Strategic Roadmap FY2021 to FY2023 Project List



Enhance Community Safety and Quality of Life

+ = Racial Equity Focus Project ✦ = Needs Funding ⊕ = Statutory Requirement √ = Completed → = Continuous **Bold (X)** = Y3 Work Plan

Projects		Y1	Y2	Y3	Y3+	Lead	Support
Celebrate Hayward's Heritage & Confront Racial Inequities							
Q21	Work across Strategic Roadmap priorities to include racial equity lens (see Exhibit A) +			X		CM, GARE	All
Q22	Onboard more staff to join the Government Alliance for Racial Equity (GARE) staff team +			X		CM, GARE	All
Q23	Create an internal racial equity training program and policy +			X		CM, GARE	All
Q24	Design and Install Heritage Plaza Art Pieces to Honor Indigenous, Japanese American, and Russell City Heritage +			X		CM	LB, MS
Q25	Work with the survivors and descendants of Russell City to determine appropriate restitution ✦ +			X		CM	
Q26	Create a needs assessment that identifies culturally competent ways to recognize the contributions of BIPOC Hayward residents through murals, signages, roadway improvements, and other City projects ✦ +			X		CM	

Strategic Roadmap Next Phase Update

Strategic Roadmap: Next Phase Update

- Three-Year Strategic Roadmap (FY2021 – FY2023) coming to end of term
- New Mayor and three new Councilmembers
- Full Council not expected to be seated until January

Strategic Roadmap and FY2024 Timeline



Nex Steps: CSC Involvement

- Will consult with CivicMakers on how best to involve CSC
- Will plan to present draft plan at March CSC meeting (between Council Work Sessions)

Item #3

Bidder's Conference De-brief and ARC Selection



BIDDER'S CONFERENCE DE-BRIEF

Community Services Commission

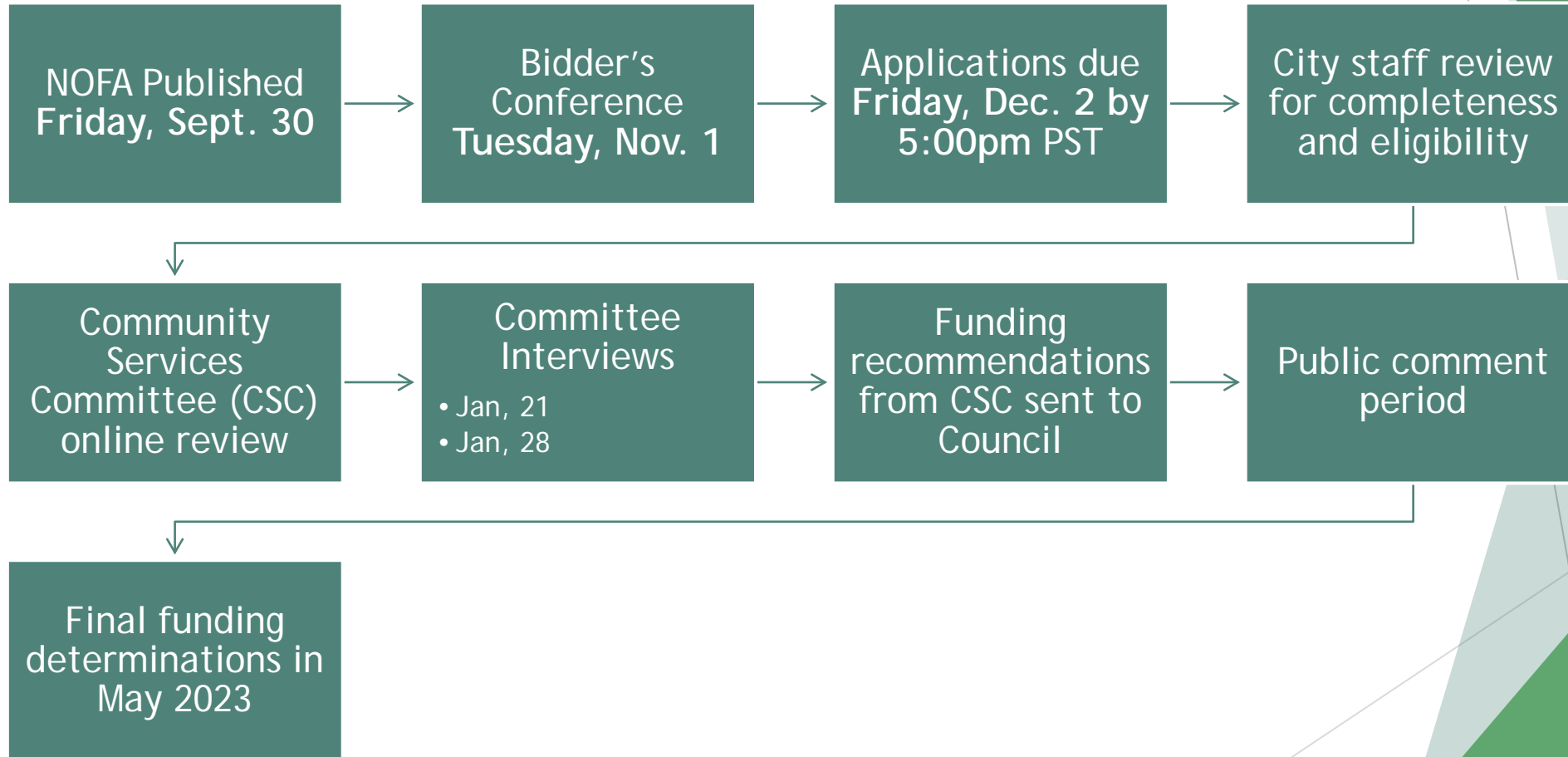
November 16, 2022



CAF Overview

- ▶ The City receives applications from community agencies requesting funding through the competitive CAF process
- ▶ The CSC serves as an advisory body to the Council
- ▶ The CSC makes recommendations to Council regarding the distribution of Infrastructure and Economic Development (CDBG), Public/Social Services (CDBG/General Fund), and Arts, Music, and Special Events (General Fund) program funding through the annual CAF process
- ▶ The CSC reviews all eligible applications, and the CSC Chairperson appoints three ARCs by funding category (Infrastructure/Economic Development, Public/Social Services, and Arts, Music, & Special Events) to conduct applicant interviews prior to drafting funding recommendations for Council review and approval

Application Timeline



Advertising the NOFA

- ▶ Publication in Local Newspaper
- ▶ Targeted Email Distributions
 - ▶ Interested Parties List
 - ▶ FY21-22 Funded Agencies
 - ▶ Currently Funded Agencies
 - ▶ Past Special Event Organizers
- ▶ City Website
- ▶ Stack Extra Issue

Attendance Summary

	FY23-24 Bidder's Conference	Compared to last year	FY22-23 Bidder's Conference
Unique Sign-Ins	62	+20	42
Agencies Represented	59	+26	33
New Agencies	26	+19	7
Agencies/Organizations that contacted staff indicating nonattendance	5		n/a

First Time Attendees Represented

- ▶ Special Event Applicants
- ▶ Arts And Music Program Providers
- ▶ Service Providers
 - ▶ Education
 - ▶ Job Training
 - ▶ Food Access
 - ▶ Housing
 - ▶ Health And Wellness

Bidder's Conference Materials Online

- ▶ RFP Packet
- ▶ PowerPoint Presentation
- ▶ Recording of Bidder's Conference
- ▶ Published Q&A from Bidder's Conference

<https://www.hayward-ca.gov/services/city-services/community-agency-funding>)

Application Review Committee

▶ Saturday, January 21st

- ▶ Public Services Day 1 (General Fund, CDBG)
- ▶ Economic Development/Infrastructure (CDBG)

▶ Saturday, January 28th

- ▶ Public Services Day 2 (General Fund, CDBG)
- ▶ Arts, Music, and Special/Cultural Events (General Fund)

Application Review Committee

- ▶ The CSC Chair will now appoint the ARCs (Chairs and Commissioners)
- ▶ *The Vice-Chair is the Chair of the Public Services ARC

	Public Svs. (1/21 and 1/28)	Economic Development/ Infrastructure (1/21)	Arts, Music, and Special/Cultural Events (1/28)
Chair	Bruckner	Thormoto	
Commissioner	Moore	Garcia-Montpetit	Chow
Commissioner	Wheeler	Syrop**	de Leon
Commissioner	Singh	Arrizon	Garcia-Montpetit
Commissioner	Long	Alvite	
Commissioner			

CAF Next Steps

- ▶ Applications due Friday, December 2nd, by 5pm
- ▶ Staff will review applications for completeness and eligibility
- ▶ By Friday, Dec. 16th, Commissioners will receive an email from Evelyn with directions on how to access applications in City Data Services (CDS)
- ▶ Commissioners should review all applications in CDS by the deadline provided by staff
- ▶ If you have questions that you would like an agency to answer during their interview, please submit questions directly into the application you are reviewing in CDS
- ▶ Please review applications and submit your supplemental questions by Wed. January 11th, 5pm

Item #4

Bylaws Review and Adoption

A photograph of Hayward City Hall, a large, multi-story building with a prominent glass-enclosed entrance and a curved facade. The building is set against a backdrop of a cloudy sky and some trees. The text "HAYWARD CITY HALL" is visible on the building's facade.

CSC Bylaws Review and Adoption

Community Services Commission | November 16, 2022
Jessica Lobedan, Community Services Manager

Proposed Edits

- Create formatting consistency
- Utilize inclusive gender language
- Formalize public comment in the bylaws
- Reduce the bylaws amendment period to 28 days to increase likelihood for bylaw amendments to occur over the course of two CSC meetings
- Integrate Special/Cultural Events into the Arts and Music Application Review Committee to align with the changes to the Community Agency Funding Process
- Mirror the recent Ballot Measure OO Charter Amendment, eliminate the requirement of being a qualified elector / registered voter to serve on City Council-appointed advisory commissions and change to resident
- Change Library and Community Services Department to Community Services Division

Recommendation

Staff recommend that the CSC reviews and adopts the proposed amendments to the CSC bylaws.

Vote

CSC will hold a vote on approval of the revised bylaws