

**SPECIAL CITY COUNCIL MEETING  
TUESDAY, MAY 19, 2020**

**PRESENTATIONS**

## **ITEM 14 – WS 20-019**

**COMMUNITY AGENCY FUNDING:  
FISCAL YEAR 2021 COMMUNITY AGENCY  
FUNDING RECOMMENDATIONS FOR SOCIAL  
SERVICES; ARTS & MUSIC; AND  
INFRASTRUCTURE, ECONOMIC DEVELOPMENT,  
AND PUBLIC SERVICES; OVERVIEW OF THE FY  
2021-2025 CONSOLIDATED PLAN AND FY 2021  
ANNUAL ACTION PLAN**

# **FY 2021 Community Agency Funding Recommendations & FY 2021-2025 CDBG Consolidated Plan**

City Council Work Session



# Presentation Outline

- FY 2021 Community Agency Funding Process
- Community Agency Funding Recommendations
- 2021-2025 CDBG Consolidated Plan Overview
- Questions and Discussion

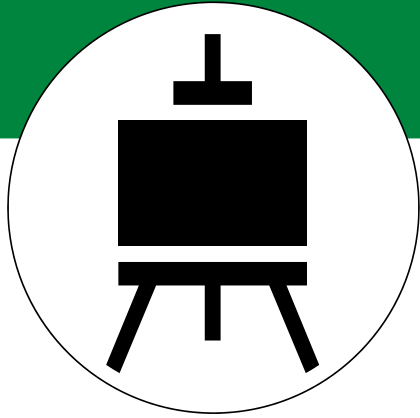
# Recommendation

1. Review and comment on the FY 2021 Community Agency funding recommendations, and
2. Review and comment on the overview of the FY 2021-2025 Consolidated Plan and FY 2021 Annual Action Plan.

# The Community Agency Funding Process

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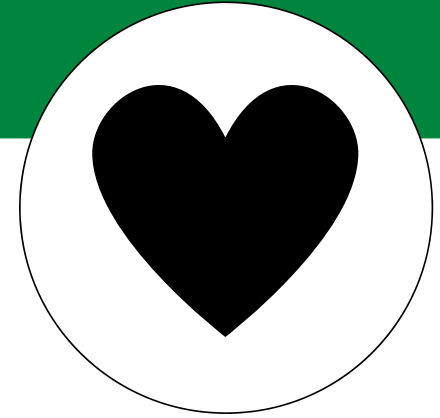
# Application Review Committees



Arts and Music  
(General Fund)



Infrastructure &  
Economic  
Development  
(CDBG)



Public & Social  
Services  
(CDBG & General  
Fund)

# Changes to the Funding Process

- CSC subgroup recommended changes to:
  - Increase transparency
  - Articulate shared goals for funding
  - Use data in make decisions and manage performance
  - Promote the use of a racial equity lens.
- Changes include:
  - Collect demographic data, including race and ethnicity
  - Identify service type (preventative or responsive)
  - Remove audit requirement for social services applicants (with \$15,000 application cap without an audit)
  - Provide opportunity for agencies to discuss previous challenges
  - Formatting changes to application form for clarity



# Community Agency Funding Process

## Timeline

Jan. 25, 2020  
& Feb. 1,  
2020

- Application Review Committee interviews all day with agencies

February 19,  
2020

- Draft ARC funding recommendations presented to full CSC and public comment period began

March 18,  
2020

- CSC voted on recommendations to Council, public comment period ended, and CSC discussed COVID-19 response

# FY 2021 Available Funding

## All Categories

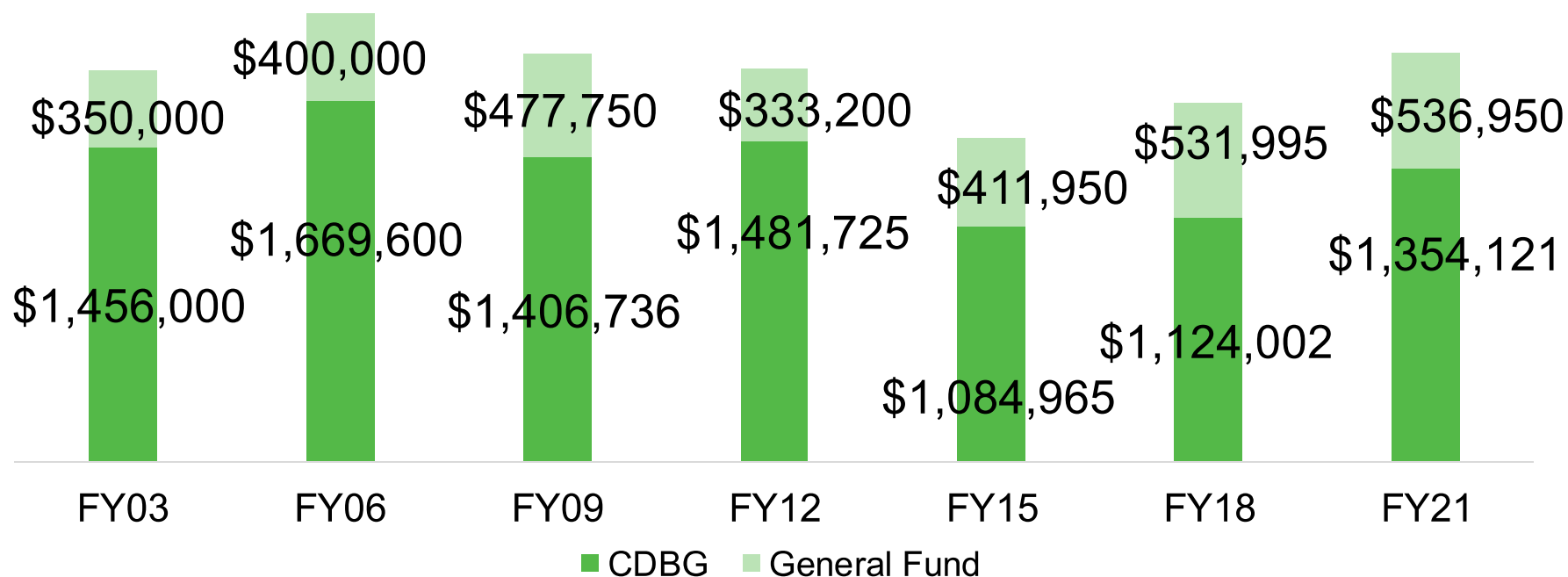
Funding Source	Category	Amount Available
General Fund	Arts & Music	\$82,000
	Social Services	\$404,950
	Referral Services*	\$50,000
	<i>Total General Fund</i>	<i>\$536,950</i>
CDBG	Economic Development & Infrastructure	\$1,107,036
	Public Services (capped at 15% of entitlement)	\$247,085
	HUD-Required Fair Housing Services*	\$25,000
	<i>Total CDBG</i>	<i>\$1,379,121</i>
<b>TOTAL AVAILABLE FUNDING</b>		<b>\$1,916,071</b>

\* = Non-Competitive Award

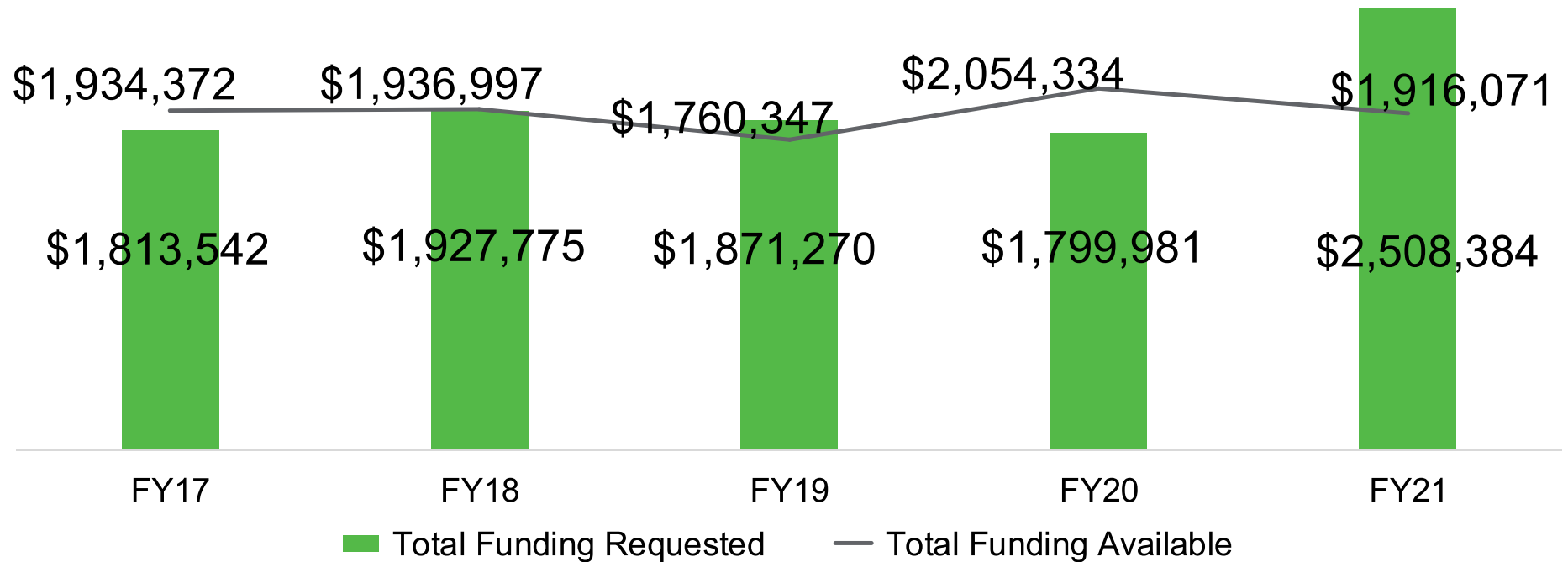
# FY 2021 Requested Funding

CATEGORY	FUNDING SOURCE	NUMBER OF APPLICANTS	AMOUNT REQUESTED	AMOUNT AVAILABLE
<b>Competitive</b>				
Arts and Music	General Fund	8	\$159,101	\$82,000
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
<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 (Requested and Available Funds)</b>			<b>\$2,538,384</b>	<b>\$1,916,071</b>

## Availability of Community Agency Funding Over Time



## Funding Requests and Availability since FY2017



# Arts and Music

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FY 2021 Funding Recommendations – General Fund

# FY 2021 Funding Recommendations

## Arts & Music

Agency	Project	FY 2020 Award	FY 2021 Request	FY 2021 Recomm'd
Hayward Area Forum for the Arts (dba Sun Gallery)	Sun Gallery Programs	\$29,654	\$33,000	\$18,000
Hayward Area Historical Society*	Discovery Kids	No Award	\$9,860	\$8,860
Hayward Municipal Band	Hayward Municipal Band	\$11,231	\$15,000	\$7,072
La Familia	Hayward Arts Council	\$20,000	\$27,000	\$16,000
La Familia	Hayward Band/Orchestra	\$7,920	\$9,000	\$9,000
Love Never Fails*	LNF 'Survivor' Dance Team	No Award	\$49,446	\$10,473
Pacific Chamber Orchestra	Discover Music educational assemblies for HUSD Elementaries	\$8,800	\$12,000	\$8,800
Youth Orchestra of Southern Alameda County	Hayward Scholarships	\$3,795	\$3,795	\$3,795
<b>TOTAL</b>		<b>\$81,400</b>	<b>\$159,101</b>	<b>\$82,000</b>

# Social Services

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FY 2021 Funding Recommendations – General Fund



# Recent Revisions to Social Services Allocation

- Attachment II was revised on May 19, 2020, to redistribute \$13,680 per the CSC direction on March 18, 2020. The following changes were made and are reflected in the following slides:

Agency	Project	Change
Centro Legal de la Raza	Tenant Rights Consultation & Assistance	- \$5,763
Community Resources for Independent Living (CRIL)	Hayward Housing Services	-\$3,050
Family Violence Law Center	Family Violence and Homelessness Prevention Project	+\$1,250
South Hayward Parish	Case Management	-\$3,863
Hayward Adult School	Raising Leaders in Hayward	+\$4,850
Horizon Services, Inc.	Lambda Project	+\$2,350
La Familia Counseling Services	FESCO Les Marquis House	-\$5,083
Ruby's Place	Shelter	-\$4,371
SAVE/COPS	SAVE/COPS	+\$13,680
<b>NET CHANGE</b>		<b>\$0</b>

# FY 2021 Funding Recommendations

## Social Services: Food Security & Legal Services

Agency	Project	FY 2020 Award	FY 2021 Request	FY 2021 Recomm'd
Alameda County Community Food Bank	Food Purchase Program	\$35,000	\$40,000	\$35,000
Spectrum Community Services	Meal Program for Seniors	\$15,000	\$20,250	\$17,200
Housing & Economic Rights Advocates (HERA)	Housing & Economic Rights Advocates	\$12,000	\$15,000	No funding
International Institute of the Bay Area	Legal Services for Immigrants	\$15,000	\$30,000	\$15,000
Legal Assistance for Seniors (LAS)	Legal Services & Education to Hayward Seniors	\$17,000	\$20,000	\$10,000
<b>TOTAL</b>		<b>\$94,000</b>	<b>\$125,250</b>	<b>\$77,200</b>

# FY 2021 Funding Recommendations

## Social Services: Housing & Homelessness

Agency	Project	FY 2020 Award	FY 2021 Request	FY 2021 Recomm'd
Centro Legal de la Raza	Tenant Rights Consultation & Assistance	\$82,836	\$200,000	\$74,570
Community Resources for Independent Living (CRIL)	Hayward Housing Services	\$20,000	\$30,000	\$15,000
Covia Foundation*	Home Match Hayward	No Award	\$32,000	No funding
Family Violence Law Center	Family Violence and Homelessness Prevention Project	\$45,000	\$60,000	\$37,350
First Presbyterian Church of Hayward (dba South Hayward Parish)	South Hayward Parish (SHP) Case Management	\$33,000	\$38,000	\$29,950
Gold Star Senior Shared Housing & Community Development*	Gold Star Senior Shared Housing & Community Development, Inc	No Award	\$15,000	No funding
La Familia Counseling Service	FESCO Les Marquis House - Emergency Shelter	\$45,000	\$50,000	\$25,000
Ruby's Place	Shelter and Children	\$40,000	\$43,000	\$25,000
<b>TOTAL</b>		<b>\$225,836</b>	<b>\$425,000</b>	<b>\$206,870</b>

# FY 2021 Funding Recommendations

## Social Services: Youth & Family

Agency	Project	FY 2020 Award	FY 2021 Request	FY 2021 Recomm'd
East Bay Agency for Children (EBAC)	Hayward HUB Family Resource Center	\$30,000	\$50,000	\$20,000
Eden United Church of Christ*	Newcomer Navigation Center	No Award	\$40,000	\$10,000
Eden Youth and Family Center	Eden Youth and Family Center	\$20,000	\$50,000	\$20,000
Friends of Hayward*	Prospect Hill Neighborhood Association Garden	No Award	\$15,000	No funding
Hayward Adult School	Raising Leaders in Hayward-Workshops & Internships	\$35,000	\$52,539	\$14,850
Horizon Services, Inc.	Lambda Project	\$20,000	\$50,000	\$17,350
SAVE/COPS*	SAVE/COPS	No Award	\$13,680	\$13,680
St. Rose Hospital Foundation*	FACES for the Future	No Award	\$20,500	\$10,000
Tandem Partners in Early Learning*	StoryCycles	No Award	\$27,979	No funding
<b>TOTAL</b>		<b>\$105,000</b>	<b>\$319,698</b>	<b>\$105,880</b>

# FY 2021 Funding Recommendations

## Social Services: Information & Referral, Economic Development, and Health

Agency	Project	FY 2020 Award	FY 2021 Request	FY 2021 Recomm'd
Tiburcio Vasquez Health Center	School-Based Health Centers at Tennyson & Hayward High Schools	\$12,137	\$50,000	No funding
Tri-City Health Center	HIV Program - Early Intervention Services	\$15,000	\$20,000	\$15,000
Eden I&R**	211	\$51,813	\$50,000	\$50,000
Centro Community Partners*	Technical Assistance Services for LMI women and minority entrepreneurs	No Award	\$15,000	No funding
<b>TOTAL</b>		<b>\$78,950</b>	<b>\$135,000</b>	<b>\$65,000</b>

# Community Development Block Grant

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FY 2021 Funding Recommendations – CDBG  
Public Services, Economic Development, and Infrastructure

# FY 2021 Funding Recommendations

## CDBG: Public Services

Agency	Project	FY 2020 Award	FY 2021 Request	FY 2021 Recomm'd
Abode Services	Alameda County Impact	\$48,108	\$54,786	\$54,786
Building Opportunities for Self Sufficiency (BOSS)*	South County Homeless Project	No Award	\$40,000	\$35,731
Eden Council for Hope and Opportunity (ECHO Housing)**	Fair Housing	\$25,000	\$25,000	\$25,000
Eden Council for Hope and Opportunity (ECHO Housing)	Tenant/Landlord Services	\$25,000	\$25,765	\$25,000
Hayward Public Library	Family Education Program	\$77,608	\$180,000	\$131,568
<b>TOTAL</b>		<b>\$175,716</b>	<b>\$325,551</b>	<b>\$272,085</b>

# FY 2021 Funding Recommendations

## CDBG: Economic Development & Infrastructure

Agency	Project	FY 2020 Award	FY 2021 Request	FY 2021 Recomm'd
City of Hayward, Economic Development Division	City of Hayward, Business Incentive Program	\$75,000	\$100,000	\$100,000
Community Child Care Council (4-Cs) of Alameda County	Child Care Initiative Project	\$30,000	\$40,000	\$40,000
Downtown Streets, Inc. (2017)	Hayward Downtown Streets Team/Tennyson Corridor	\$234,999	\$236,414	\$236,414
Love Never Fails*	IT Biz Workforce Development	No Award	\$104,370	\$104,370
Friends of Hayward*	Sycamore Lodge Staircase Repair	No Award	\$15,000	\$15,000
St. Rose Hospital Foundation	Hospital Project	No Award	\$150,000	\$150,000
City of Hayward, Community Services Division	Home Repair with Habitat and Rebuilding Together	\$300,000	\$300,000	\$300,000
City of Hayward, Community Services Division	Infrastructure Administration	No Award	\$30,000	\$30,000
<b>TOTAL</b>		<b>\$639,999</b>	<b>\$975,784</b>	<b>\$975,784</b>

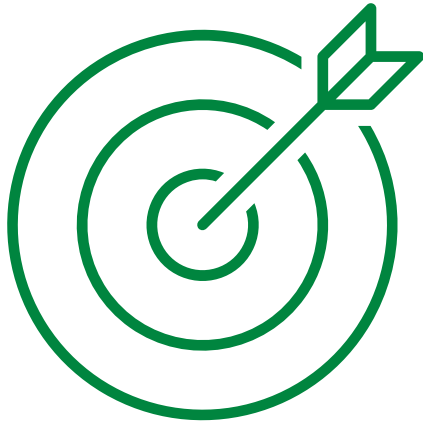


# 2021-2025 Consolidated Plan

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Overview

# Consolidated Plan Purpose



- Five-year framework for:
  - Identifying housing and community development needs and priorities through community engagement
  - Guiding the City's federal entitlement investment decisions over the five-year period

# Community Input

- Community input is gathered through a variety of sources:
  - FY 2021-2025 Consolidated Plan Public Comment Period and Public Hearing
  - CSC Meetings
  - Community Needs Assessment
  - 2019 Homelessness Point-in-Time Count

# Priority Needs & Goals Overview

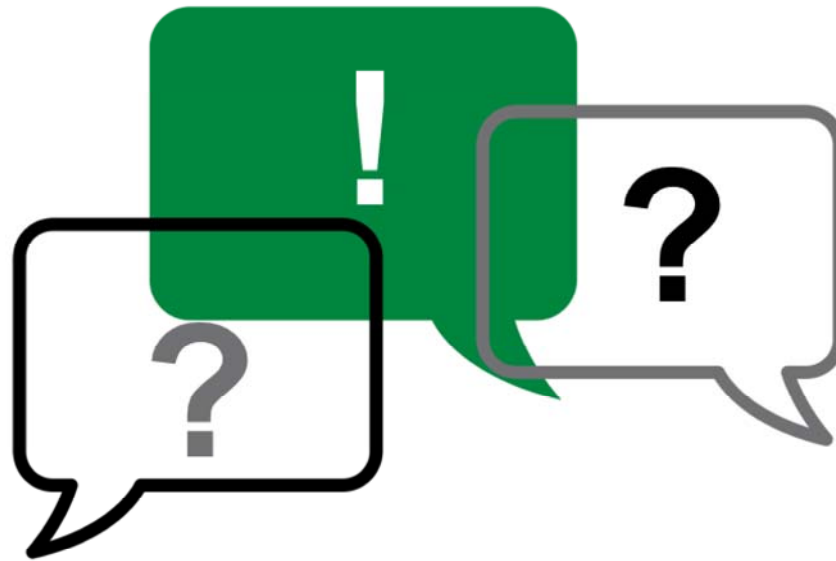
Priority Needs	Goals	Sample Activities
1. Expand & Improve Public Infrastructure & Facilities	1a. Improve access to & capacity of public facilities and infrastructure	Non-profit agency roof replacement; public park renovation
2. Preserve, Protect, and Produce Housing Stock	2a. Preserve existing homeownership housing	Home repairs for older adults
	2b. Develop new affordable housing	Grants to affordable housing developers
3. Public Services & Quality of Life Improvements	3a. Provide supportive services for special needs populations	Public services programs for homeless individuals or victims of domestic violence
	3b. Provide vital services for low-to-mod income households	Youth programs
4. Economic Development	4a. Provide for small business assistance	Grants to businesses of 5 or fewer employees

# Next Steps

- **Public Comment Period**
  - May 18, 2020 – June 24, 2020
  - Submit comments to Amy Cole-Bloom ([amy.cole@hayward-ca.gov](mailto:amy.cole@hayward-ca.gov) or 510-583-4252)
- **Public Hearing**
  - Tuesday, June 23, 2020
  - Council to vote on funding recommendations and approval of 2021-2025 Consolidated Plan
- **2021-2025 Consolidated Plan submission**
  - Monday, July 6, 2020

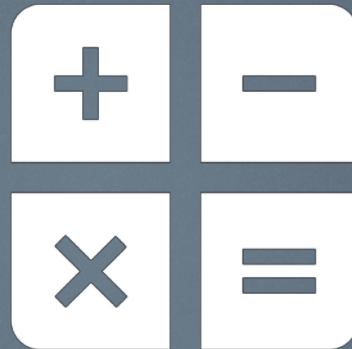


# Questions & Discussion



**ITEM 15 – PH 20-032**

**MASTER FEE SCHEDULE:  
ADOPT A RESOLUTION AMENDING THE FY  
2021 MASTER FEE SCHEDULE**



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## FY 2021 Master Fee / Fine and Bail Schedule



# Fee Compliance



- ▶ All fees have been reviewed to ensure compliance with:
  - ▶ Prop 26
  - ▶ Prop 218

# FY 2020 Changes



- ▶ A portion of the changes included in the master fee schedule for adoption have been previously approved by resolution
- ▶ No changes at this time to the City's Fine & Bail Schedule



# Notable Changes



- ▶ Increase in Express Mail Fees for Passport Services from \$16.48 to \$17.13
- ▶ Increase in Affordable Housing Impact Fees
  - High Density Condominiums: \$15.12 to \$15.98
  - All other Dwelling Unit Types: \$18.33 to \$19.37
- ▶ Increase the Chargeback/Returned Payment Fee from \$25.00 to \$35.00
- ▶ Increase Underground Storage Tank fees in Hazardous Materials to accurately reflect cost recovery and additional field inspections
- ▶ Increase in Miscellaneous Fees and California Environmental Reporting System (CERS) in Fire to adhere to 2019 California Fire Code requirements



# Notable Changes



- ▶ Incorporate the proposed Tow Fee Schedule
- ▶ Increase Parcel Map Application deposit from \$2,000 to \$5,000
- ▶ Increase Final Map Application Deposit from \$6,000 to \$15,000
- ▶ Update Grading Permit Application deposit
- ▶ Incorporate the proposed Private Sewer Later Cleaning and Service Restoration/Unlock Fees

# Questions & Approval





## **ITEM 16 – LB 20-022**

**ADOPT RESOLUTIONS AMENDING THE  
EMPLOYEE AGREEMENT BETWEEN THE  
CITY MANAGER AND THE CITY OF  
HAYWARD TO ELIMINATE THE CITY  
MANAGER'S JULY 2020 SCHEDULED 2%  
COST OF LIVING ADJUSTMENT AND  
AUTHORIZING THE MAYOR TO EXECUTE  
THE AGREEMENT AND REDUCING THE  
MAYOR AND CITY COUNCIL'S SALARY BY  
2% AND THE MAYOR AND COUNCIL'S  
TRAVEL AND MISCELLANEOUS BUDGET  
BY 50% FOR FISCAL YEAR 2021**



A photograph of Hayward City Hall at dusk. The building is a large, multi-story structure with a central glass-enclosed section and a circular fountain in front. The sky is a mix of orange, pink, and blue. In the foreground, there are trees, a white tent, and a blue bus.

# **Adopt Resolutions: To Amend the City Manager's Employment Agreement and Reduce the Mayor & City Council's Salary and Travel/Misc. Budget for FY21**

**Maria A. Hurtado, Assistant City Manager/  
Interim HR Director**

**May 19, 2020**



# Background

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- **Shelter In Place (SIP) Orders**

- March 16<sup>th</sup>: 6 Counties announced SIP Order
  - limits public's ability to leave their homes except to perform essential work and obtain essential services.
- March 19<sup>th</sup>: State announced SIP Order

- **Revenues Impacted**

- Use of \$17 million of General Fund Operating Reserve (*50% of the total \$36 million reserve*) projected for FY 2020



# City's Response to Declining Revenues

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1. **Temp Staff Released**
2. **Limit Monthly Non-Personnel Expenses to \$250k**
3. ***Executive Team agreed to forego value of 7/1/20 scheduled COLA increases***
4. **Bargaining Groups asked to forego the value of 7/1/2020 scheduled COLA increases or to take 80 furlough hours in FY2021.**

# On Today's Consent Calendar

**Firefighters  
Local 1909**

**Agreed to Forego 2%  
COLA due July 1, 2020**

**Salary Survey in 4<sup>th</sup> &  
5<sup>th</sup> Year of Contract**

# Action Requested

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To assist with the FY2021 budget projections:

## City Manager

- Volunteered to forego the July 1, 2020 scheduled 2% COLA currently provided in her employment agreement

Savings = \$6,506

## Mayor & City Council

- Volunteered to reduce their salary by 2%
- Reduce Travel/Misc. Budget by 50% for FY21

Savings = \$11,800

**Total Savings = \$18,306**

# Recommendation

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## That Council Adopts Resolutions...

- 1. Amending the City Manager's Employment Agreement (CM/City)**
  - Eliminate the City Manager's July scheduled 2% COLA
  - Authorize the Mayor to Execute the Agreement
- 2. Reducing the Mayor and City Council's**
  - Salary by 2% for FY 2021, and
  - The City Council's Travel/Misc. Budget by 50% for FY 2021

# Questions

