

CITY COUNCIL MEETING

APRIL 6, 2021

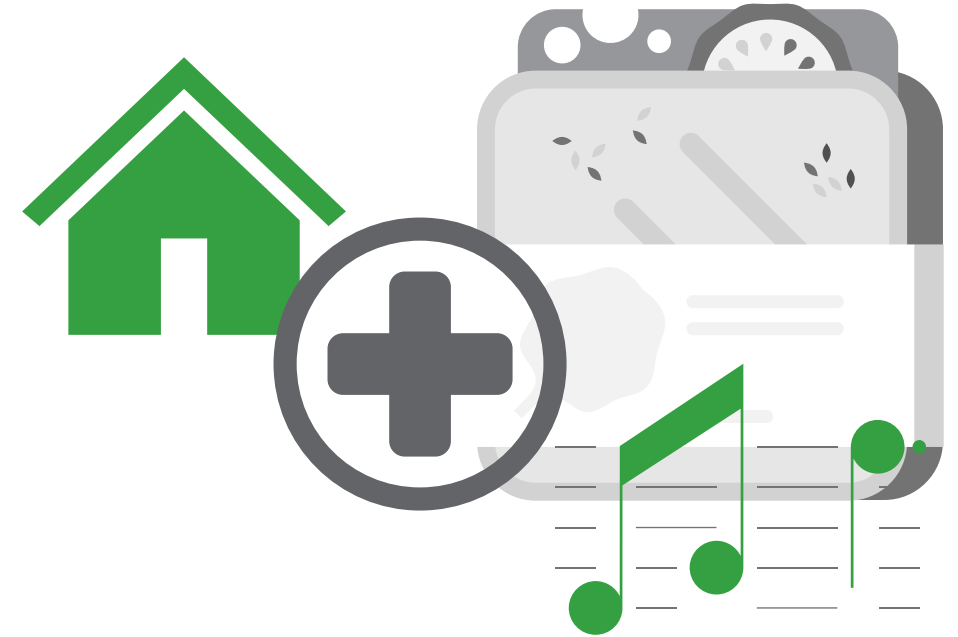
PRESENTATIONS

ITEM #5

WS 21-016

**Community Agency Funding: Fiscal Year
2022 Community Agency Funding
Recommendations for Services; Arts &
Music; and Economic Development and
Infrastructure; and Overview of the FY
2022 Annual Action Plan**

(Report from Assistant City Manager Ott)



FY 2022 Community Agency Funding Recommendations & FY 2022 Annual Action Plan

City Council Work Session, April 6, 2021

Monica Davis, Community Services Manager
Carol Lee, Management Analyst

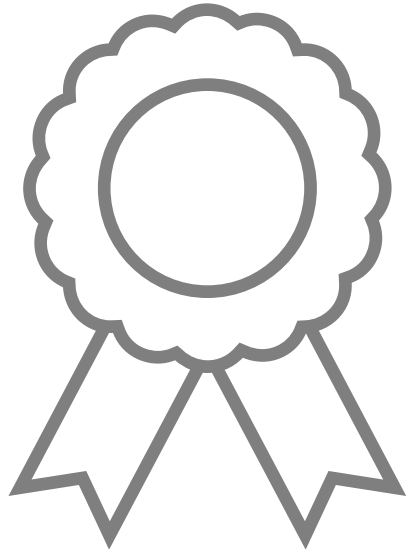
Presentation Outline

- Acknowledgment of Community Services Commissioners
- FY 2022 Annual Action Plan Overview
- FY 2022 Community Agency Funding Process
- Community Agency Funding Recommendations
 - General Fund (Arts & Music and Social Services)
 - CDBG (Public Services and Economic Development & Infrastructure)
- Questions and Discussion

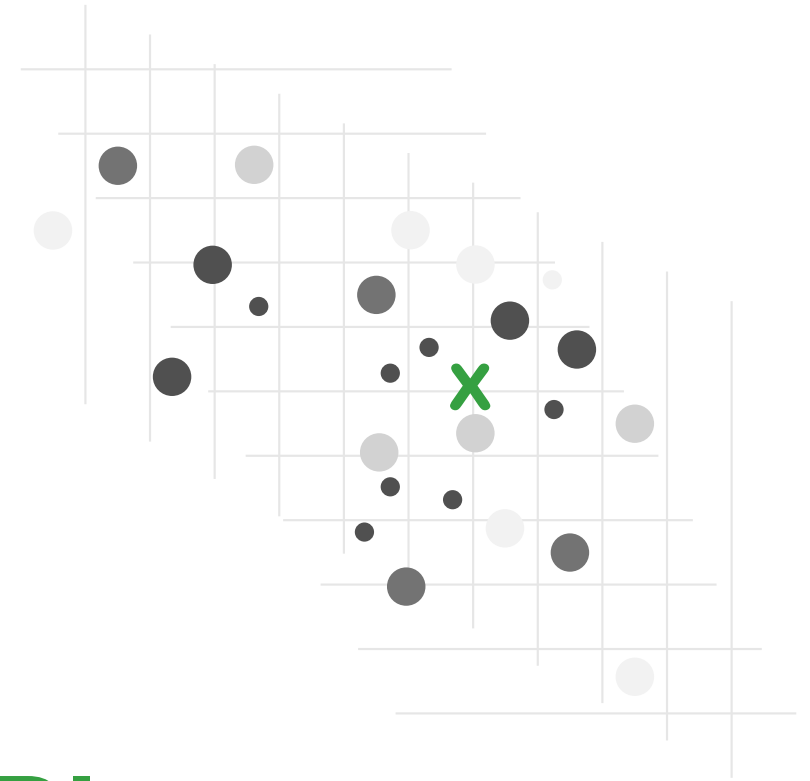
Recommendation

- Review and comment on the overview of the FY 2022 Annual Action Plan, and
- Review and comment on the FY 2022 Community Agency Funding recommendations

Community Services Commission Award



- Community Services Commissioners received Multiplying Good's One In A Million Award
- This award acknowledges their dedication to the community in helping to form funding recommendations to support the most vulnerable residents in Hayward

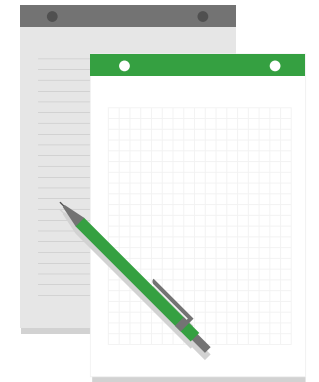


FY 2022 Annual Action Plan

Overview

Annual Action Plan Purpose

- Framework for identifying housing and community development needs and priorities through community engagement
- Guides the City's federal entitlement investment decisions over the designated period



Community Input

Community input is gathered through a variety of sources:

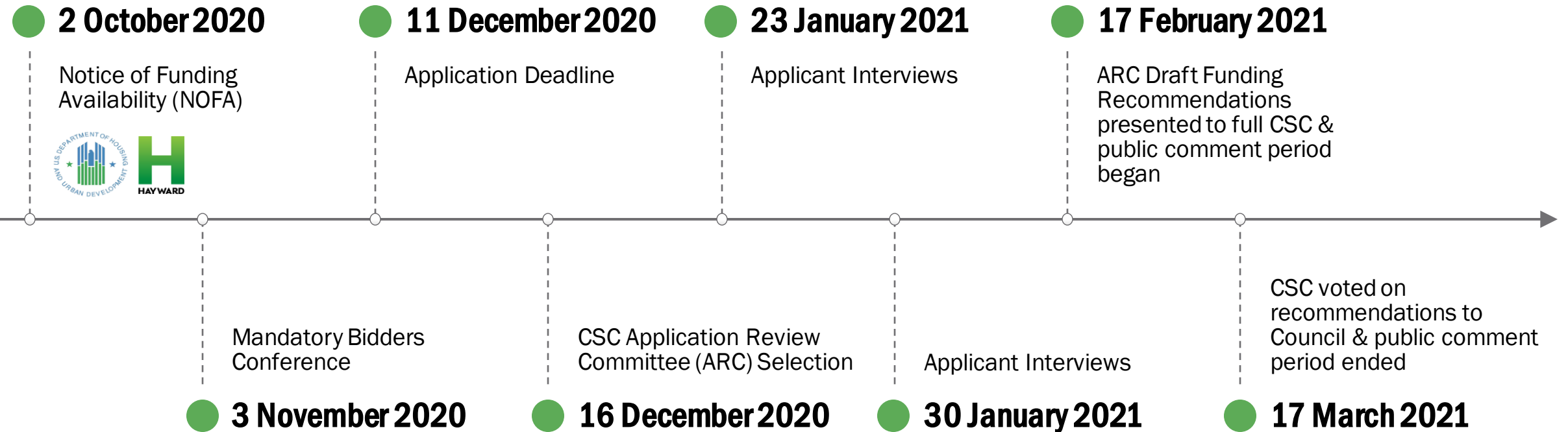
- FY 2021-2025 Consolidated Plan Public Comment Period and Public Hearing
- CSC Meetings
- Community Needs Assessment
- EveryOne Counts!
 - 2019 Homelessness Point-in-Time Count



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

The Community Agency Funding Process



Changes to the Funding Process

- Additional considerations
 - Agency's ability to adapt service delivery model to continue quality services while adhering to COVID-19 guidelines
- CSC recommended changes to:
 - Explore alternative sources of funding for some projects historically funded through the Community Agency Funding process in order to create more opportunities for innovative programs
 - Include racial equity to the criteria for future funding
 - Support minority-led organizations, especially Black-led organization

Application Review Committees



ARTS AND MUSIC
(GENERAL FUND)



INFRASTRUCTURE &
ECONOMIC DEVELOPMENT
(CDBG)



PUBLIC & SOCIAL
SERVICES
(CDBG & GENERAL FUND)

FY 2022 Available Funding by Category

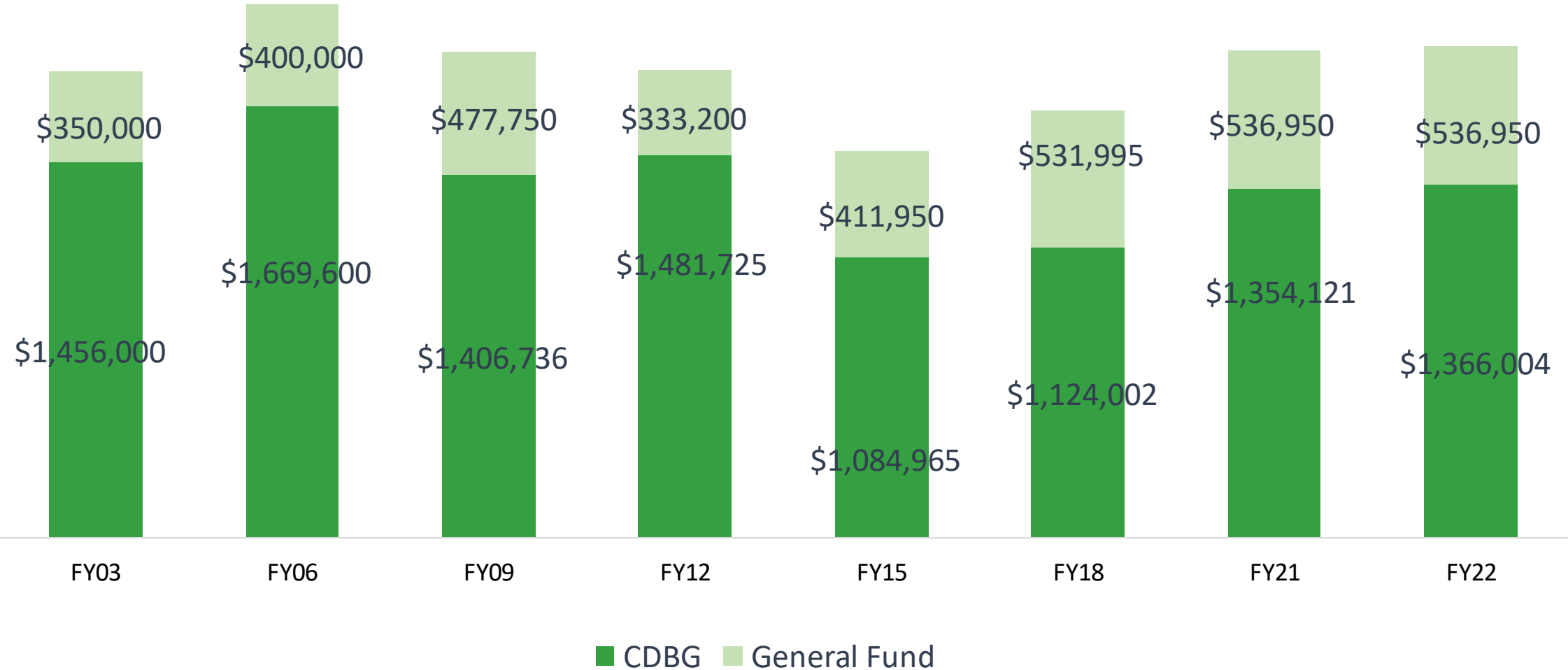
FUNDING SOURCE	CATEGORY	AMOUNT AVAILABLE
General Fund	Arts & Music	\$82,000
	Social Services	\$404,950
	Referral Services*	\$50,000
	<i>Total General Fund</i>	<i>\$536,950</i>
CDBG	Economic Development & Infrastructure	\$1,029,225
	Public Services	\$311,779
	HUD Required Fair Housing Services*	\$25,000
	<i>Total CDBG</i>	<i>\$1,366,004</i>
TOTAL AVAILABLE FUNDING		\$1,902,954

*Non-Competitive Award

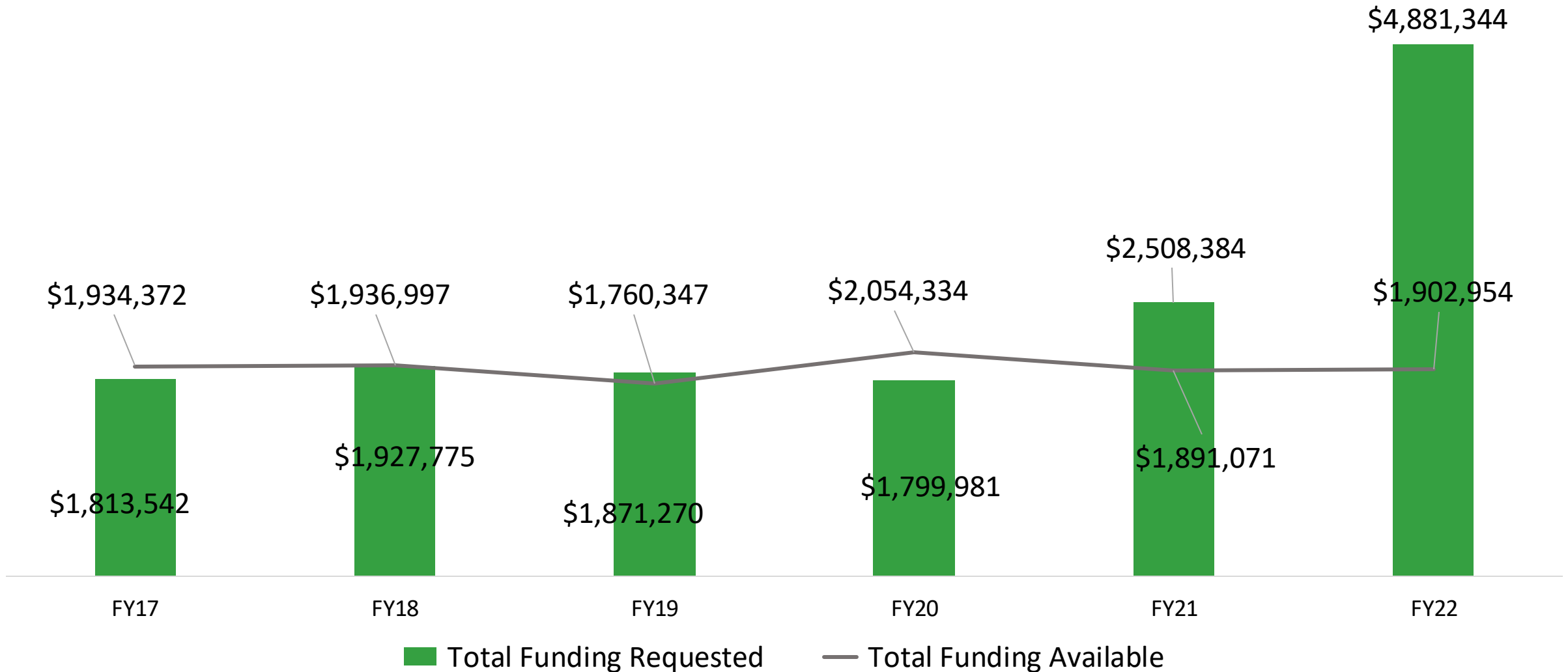
Requested FY 2022 Funding by Category

CATEGORY	FUNDING SOURCE	NUMBER OF APPLICANTS	AMOUNT REQUESTED	AMOUNT AVAILABLE
Competitive				
Arts and Music	General Fund	9	\$176,827	\$82,000
Economic Development	CDBG	5	\$540,265	\$1,029,225
Infrastructure	CDBG	5	\$2,662,400	
Public Services	CDBG	6	\$593,820	\$311,779
Social Services	General Fund	20	\$833,032	\$404,950
Non-Competitive				
Referral Services	General Fund	1	\$50,000	\$50,000
HUD Required Fair Housing Services	CDBG	1	\$25,000	\$25,000
TOTALS		47	\$4,881,344	\$1,902,954

Availability of Community Agency Funding Over Time



Funding Requests and Availability Since FY 2017



Arts and Music

FY 2022 Funding Recommendations – General Fund

FY 2022 Funding Recommendations

Arts and Music

AGENCY	PROJECT	FY 2021 AWARD	FY 2022 REQUEST	FY 2022 RECOMMENDED
Hayward Area Forum for the Arts (dba Sun Gallery)	Sun Gallery Programs	\$18,000	\$29,000	\$15,000
Hayward Area Historical Society	Discovery Kits	\$8,860	\$21,500	\$13,160
Hayward Area Historical Society***	Band & Orchestra Festival	\$9,000	\$7,000	\$4,750
Hayward Area Historical Society***	Hayward Arts Council	\$16,000	\$25,000	\$16,000
Hayward Area Historical Society***	Hayward Municipal Band	\$7,072	\$14,000	\$0
Love Never Fails	Healing Arts	\$10,473	\$49,337	\$11,795
Pacific Chamber Orchestra	Discover Music educational assemblies for the HUSD Elementary Schools	\$8,800	\$12,000	\$7,500
West Coast Blues Society*	Russell City Blues Series & Juneteenth Celebration*	\$0	\$15,000	\$10,000
Youth Orchestra of Southern Alameda County (EBYO)	Hayward Scholarships/Stipends	\$3,795	\$3,990	\$3,795
TOTAL		\$82,000	\$176,827	\$82,000

*New agency/program applying for funds

***Fiscal Sponsor

Social Services

FY 2022 Funding Recommendations – General Fund

FY 2022 Funding Recommendations

Social Services: Food Security & Health

AGENCY	PROJECT	FY 2021 AWARD	FY 2022 REQUEST	FY 2022 RECOMMENDED
Alameda County Community Food Bank	Food Distribution - Food Purchase Program	\$35,000	\$35,000	\$30,000
First Presbyterian Church of Hayward DBA South Hayward Parish	Case Management Services	\$29,950	\$63,825	\$34,950
Spectrum Community Services	Meal Program for Seniors	\$17,200	\$22,500	\$22,500
Bay Area Community Health	HIV Program - Early Intervention Services	\$15,000	\$20,000	\$15,000
Tiburcio Vasquez Health Center, Inc.	Care Coordination and Crisis Services*	\$0	\$57,012	\$25,655
	Total	\$97,150	\$198,337	\$128,105

*New agency/program applying for funds

FY 2022 Funding Recommendations

Social Services: Housing & Homelessness

AGENCY	PROJECT	FY 2021 AWARD	FY 2022 REQUEST	FY 2022 RECOMMENDED
Community Resources for Independent Living (CRIL)	Hayward Housing Services	\$15,000	\$25,000	\$11,665
Eden United Church of Christ	Newcomer Navigation Center	\$10,000	\$30,000	\$10,000
Family Violence Law Center	Family Violence and Homelessness Prevention Project	\$37,350	\$60,000	\$30,000
La Familia Counseling Service	FESCO Les Marquis House - Emergency Shelter	\$25,000	\$50,000	\$25,000
Love Never Fails	Hope & A Future*	\$0	\$108,933	\$40,000
Ruby's Place	Shelter and Children	\$25,000	\$60,000	\$25,000
SAVE/COPS	SAVE/COPS	\$13,680	\$14,585	\$13,680
Total		\$126,030	\$348,518	\$155,345

*New agency/program applying for funds

FY 2022 Funding Recommendations

Social Services: Information & Referral, Legal Services, Youth & Education

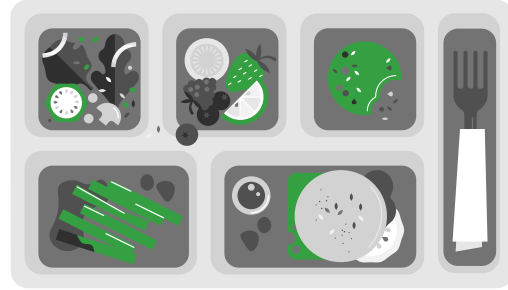
AGENCY	PROJECT	FY 2021 AWARD	FY 2022 REQUEST	FY 2022 RECOMMENDED
Eden I&R, Inc.**	2-1-1 Communication System	\$50,000	\$50,000	\$50,000
Immigration Institute of the Bay Area	Legal Services for Immigrants	\$15,000	\$40,000	\$20,000
Legal Assistance for Seniors (LAS)	Legal Services & Education to Hayward Seniors	\$10,000	\$20,000	\$10,000
East Bay Agency for Children (EBAC)	Hayward HUB Family Resource Center	\$20,000	\$50,000	\$22,500
Eden Youth and Family Center	Eden Youth and Family Center	\$20,000	\$50,000	\$22,500
Fresh Lifelines for Youth, Inc.*	FLY Law and Leadership Program*	\$0	\$22,000	\$12,000
Hayward Adult School	Hayward Adult School Computer Lab*	\$0	\$37,777	\$0
Hayward Adult School	Raising Leaders in Hayward-Workshops & Internships	\$14,850	\$16,400	\$12,000
Horizon Services, Inc.	Lambda Project	\$17,350	\$50,000	\$22,500
Total		\$147,200	\$336,177	\$171,500

*New agency/program applying for funds

**Non-competitive award

Social Services

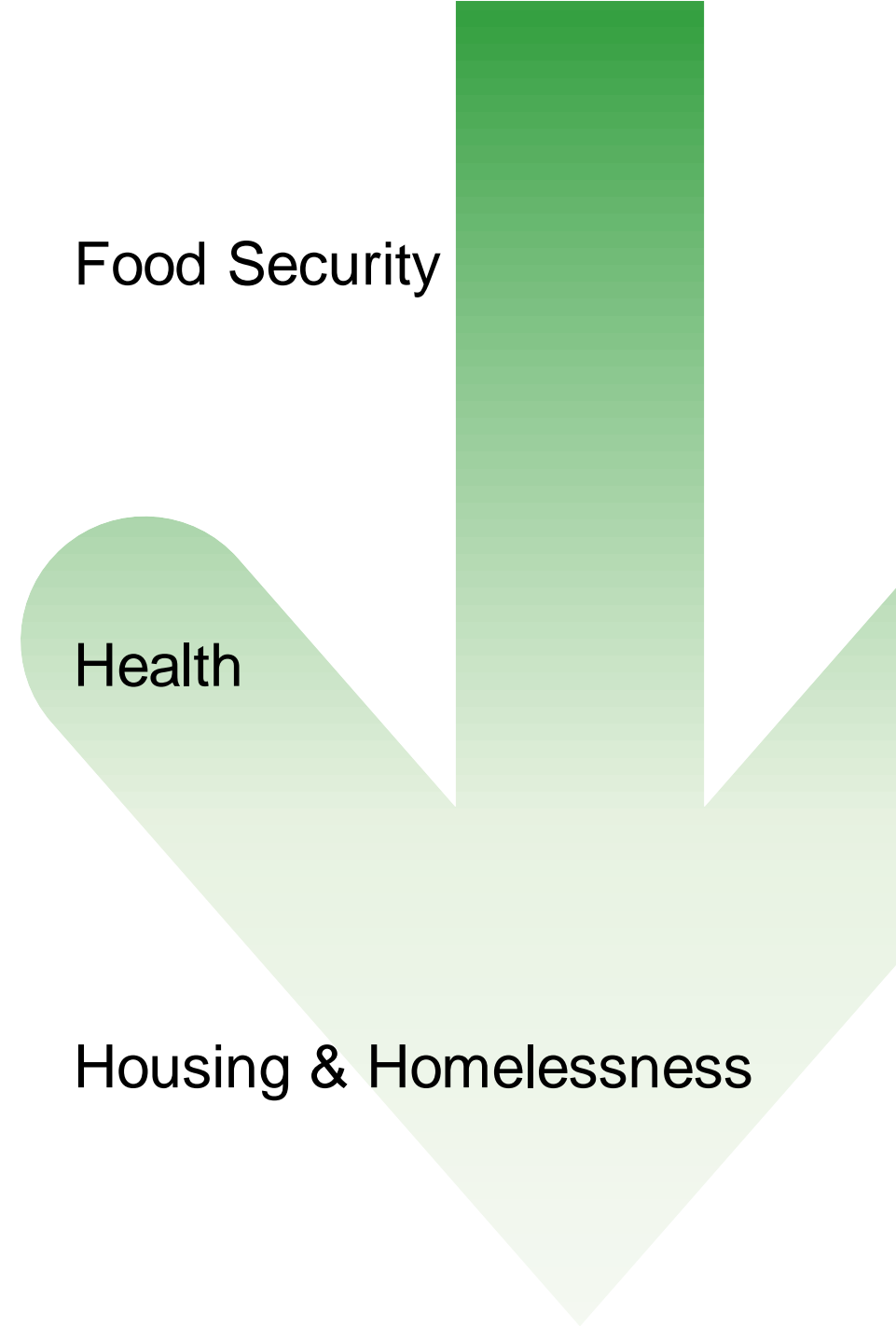
Methodology of
Recommended Allocations
for Additional Funding



Food Security

Health

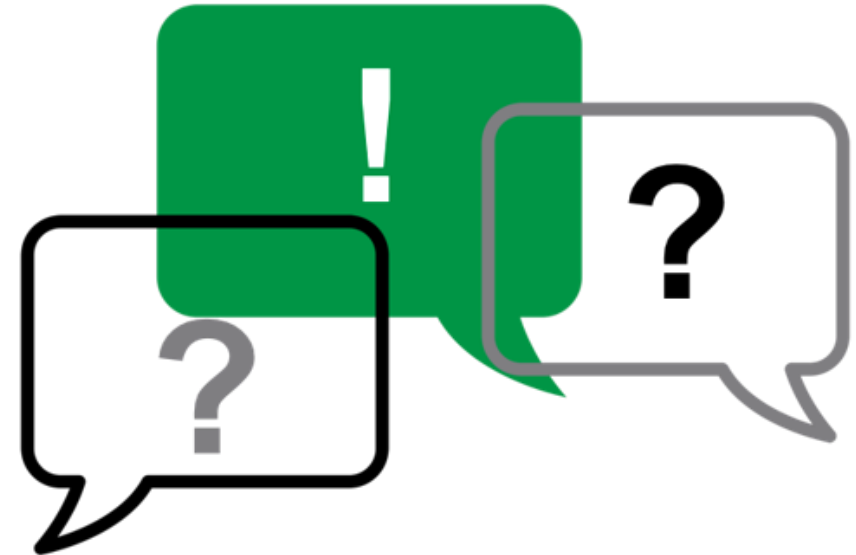
Housing & Homelessness



Work Session Format:

1) Public Comments

2) Council Questions & Discussion



Community Development Block Grant

FY 2022 Funding Recommendations – CDBG

Public Services and Economic Development & Infrastructure

FY 2022 Funding Recommendations

Public Services (CDBG)

AGENCY	PROJECT	FY 2021 AWARD	FY 2022 REQUEST	FY 2022 RECOMMENDED
A-1 Community Housing Services*	Housing Counseling*	\$0	\$27,314	\$20,000
Abode Services	AC Impact	\$54,786	\$54,786	\$27,899
Building Opportunities for Self Sufficiency (BOSS)	South County Homeless Project (SCHP)	\$35,731	\$36,000	\$20,000
Eden Council for Hope and Opportunity (ECHO Housing)	Tenant/Landlord Services	\$25,000	\$25,000	\$20,000
Eden Council for Hope and Opportunity (ECHO Housing)**	Fair Housing	\$25,000	\$25,000	\$25,000
Centro Legal de la Raza	Tenant Rights Program	\$74,570	\$270,000	\$75,164
Hayward Public Library	Family Education Program	\$131,568	\$180,720	\$148,716
	Total	\$346,655	\$618,820	\$336,779

*New agency/program applying for funds

**Non-competitive award

FY 2022 Funding Recommendations

Economic Development and Infrastructure (CDBG)

AGENCY	PROJECT	FY 2021 AWARD	FY 2022 REQUEST	FY 2022 RECOMMENDED
Centro Community Partners*	Entrepreneurship Education, Financial Literacy & Access to Capital to Women/Minority Businesses*	\$0	\$30,000	\$30,000
City of Hayward, Economic Development Division	City of Hayward, Small Business Grant Program	\$100,000	\$100,000	\$100,000
Community Child Care Council (4-Cs) of Alameda County	Child Care Initiative Project	\$40,000	\$45,000	\$45,000
Downtown Streets, Inc. (2015)	Hayward Downtown Streets Team	\$236,414	\$235,886	\$224,166
Love Never Fails	Get With IT- Empowering and educating low-income gender and racially diverse people for careers in IT	\$104,370	\$129,379	\$121,672
FESCO	Les Marquis House Emergency Shelter	\$0	\$28,000	\$28,000
Love Never Fails	I AM 'Launch' House	\$0	\$609,400	\$60,606
Ruby's Place	Shelter Expansion with Tiny Homes	\$0	\$500,000	\$44,781
St. Rose Hospital Foundation	Senior Population Health ~ Sub Acute Facility	\$150,000	\$1,200,000	\$50,000
Habitat for Humanity East Bay/Silicon Valley	Home Repair Program	\$180,000	\$175,000	\$175,000
Rebuilding Together Oakland	Rehabilitation and Repair	\$150,000	\$150,000	\$150,000
Total		\$960,784	\$3,202,665	\$1,029,225

*New agency/program applying for funds

Public Comment Period

April 6, 2021 – May 6, 2021

Submit comments to Carol Lee
(carol.lee@hayward-ca.gov or 510-583-5343)

Public Hearing

Tuesday, April 27, 2021

Council to vote on funding recommendations
and approval of 2022 Annual Action Plan

FY 2022 Annual Action Plan submission

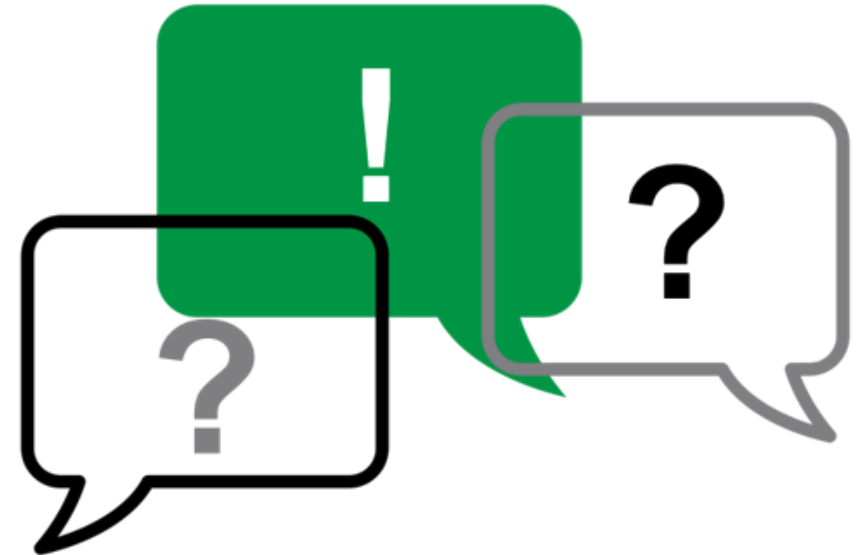
Friday, May 14, 2021

Next Steps

Work Session Format:

1) Public Comments

2) Council Questions & Discussion



ITEM #6

WS 21-017

**Stimulus Funding Expenditure Plan:
Provide Feedback on a Proposed
Expenditure Framework for Stimulus
Funding from the American Rescue
Plan Act of 2021 to Address the
Economic and Fiscal Impacts of the
COVID Crisis in the City of Hayward
(Report from City Manager McAdoo)**



Work Session: Stimulus Expenditure Plan Framework

**April 6, 2021
City Council Meeting**

America Rescue Plan Act of 2021 (ARPA)

- Signed into law March 11, 2021 to provide a \$1.9 trillion economic stimulus package to address impacts due to COVID crisis
- \$65 billion in direct federal relief to cities to address economic and fiscal impacts
- Hayward to receive approximately \$38 million in one-time local relief
 - *\$19 million or 50% within 30-60 days*
 - *\$19 million or 50% within 12 months*
- Funds are flexible to address City needs associated with COVID-19 crisis and must be expended by December 2024
 - *Explicitly cannot be spent on pensions or pension obligations*

Allowable Local Uses As Drafted in Legislation

- (A) to cover expenses related to the response to the public health emergency or its negative economic impacts;
- (B) to respond to workers performing essential work during the COVID–19 public health emergency by providing premium pay to eligible local workers, or by providing grants to eligible employers that have eligible essential workers;
 - This allows a municipality to provide up to \$13 per hour above regular wages.
- (C) to recover local government revenue losses due to COVID-19 to allow for continued service provision relative to revenues collected in the most recent full fiscal year; or
 - Key here: **prior to the emergency**. The base year against which you will measure lost revenue happens not the most recent full fiscal year but the most recent full fiscal year prior to the emergency.
- (D) to make necessary investments in water, sewer, or broadband infrastructure.

Process

- Upon Certification (City must actively seek): Disbursement comes in Two Tranches (12 months apart)
- Funds must be used by December 31, 2024
- CDBG entitlement cities (like Hayward) will receive funds directly from US Treasury within 60 days
- All others will receive their distribution through the State
 - Non-entitlement cities (As defined by CDBG – generally 50,000 population and below)
 - Distribution based upon population
- Counties will receive their allocation per capita
- In the final version, ALL recipients of money will have to provide periodic reports to Treasury.

State and Federal ARP Benefits for Our Residents and Our Local Businesses

- Direct Payments - \$1,400 per person, reduced eligibility (\$80,000) – already being distributed
 - Local governments may want to ramp up Buy Local campaigns, send reminders about utility or tax payments
- Tax Credits - Increase to and extension of Earned Income, Dependent Care, and Child Tax Credit
- Tax Credits - Employee Retention Credit and Paid Leave Credit
- Tax Credits - Makes states and local governments eligible for FFCRA paid leave reimbursable tax credit, beginning March 31, 2021
- Extension to additional Unemployment benefits, federal component – applies at State level (unless an employer provides unemployment benefits on a reimbursement basis, with 75% subsidy for that)
- Limited PPP funding increase (March 31 closes) – includes nonprofit eligibility; EIDL increase
- Restaurant Revitalization Fund – grants equal to pandemic-related revenue loss
- Funding for shuttered venue operators
- Extends SNAP and WIC increases

Identified Hayward Impacts and Areas of Need

- Illness and deaths
- Disparate impacts on communities of color
- Temporary and permanent business closures
- Loss of jobs
- Increased housing instability and homelessness
- Increased crime, blight, and illegal dumping
- Substantial decrease in City revenue and reduction in reserves
- Financial concessions/furloughs from employees
- Increased need for technological support for remote work transition
- Intense expectations to urgently address emergency

Proposed Stimulus Expenditure Plan Framework

- Hayward to receive approximately \$38 million in one-time local relief
 - *\$19 million or 50% within 30-60 days*
 - *\$19 million or 50% within 12 months*
- Recommend splitting the funding into two major expenditure categories with a range of \$15-\$25 million each:
 1. *Community Safety & Economic Recovery* –
prioritizing direct external and community needs
 2. *Fiscal Recovery & Stabilizing City Operations* –
targeting internal fiscal needs to ensure continued community service provision

Proposed Stimulus Expenditure Plan Framework *(cont.)*

- *General guidelines for identifying specific projects:*
 - Falls into established categories
 - Addresses needs created due to COVID crisis
 - Meets multiple public purposes or is cross-departmental
 - Fills a funding gap and/or leverages other sources of funds
 - Helps create more sustainable sources of funding
 - Ineligible or unlikely to be funded through other sources of funds
 - Can be expended by December 2024
 - Can be implemented with existing or one-time contract staff

Proposed Stimulus Expenditure Plan Framework *(cont.)*

- Community Safety & Economic Recovery – *prioritizing direct external and community needs*
 - *Economic development and small business recovery*
 - *Housing and homelessness programs*
 - *Community and nonprofit programs*
 - *Enhanced clean-up and maintenance*
 - *Implementation of community public safety workshop recommendations*

Proposed Stimulus Expenditure Plan Framework *(cont.)*

- Fiscal Recovery & Stabilizing City Operations – *targeting internal fiscal needs to ensure continued community service provision*
 - *Replenishing loss of past and projected City revenues and associated reduction in City reserves*
 - *Funding to eliminate furloughs and staffing reductions*
 - *Investing in technology needed to return-to-work safely and facilitate ongoing remote participation*
 - *Funding building and infrastructure investments needed to maintain and expand City operations and services in post-COVID environment*

Next Steps

- Upon receiving Council feedback, identify more detailed expenditure plan
- Return for Council review and approval of plan along with resolution expressing need for funds on April 27th
- 6-month review of expenditure plan

Work Session format:

- 1. Public Comment, then**
- 2. Council questions and comments**