



DATE: April 18, 2017

TO: Mayor and City Council

FROM: City Manager

SUBJECT

Downtown Streets Team Expansion Services

RECOMMENDATION

That Council adopts a resolution authorizing the City Manager to negotiate and execute an Agreement not to exceed \$18,000 that expands the services provided by the Hayward Downtown Streets Team for a new total contract amount of \$108,000.

SUMMARY

The Downtown Streets Team (DST) received \$90,000 from the City in FY2017 Community Development Block Grant (CDBG) money to perform training and employment services. DST previously received \$205,000 in CDBG money for services in FY2016.

Staff seeks Council approval to expand the scope of services to provide an additional day of downtown beautification service as well as garbage sorting assistance at City-sponsored events. The amount will not exceed \$18,000 and services will cover the period from May 1, 2017 – May 1, 2018. The Downtown Business Improvement Area (DBIA) will pay for the additional day of service in the amount of \$14,297, and the Utilities and Environmental Services Department will pay for the sorting assistance at events with its existing FY2017 budget, in the amount of \$2,380 for a total amount of \$16,677. Staff requests authorization to contract for \$18,000 to provide a small contingency amount for this additional scope of work.

BACKGROUND

In 2015, The City of Hayward identified the need for a pilot program to address employment opportunities and job skills training for homeless individuals living in Hayward. At the direction of Council, Library and Community Services Department staff investigated the possibility of piloting a job skills and employment program for homeless individuals in Hayward in partnership with the Downtown Streets Team. DST partners with cities to provide homeless individuals with immediate volunteer opportunities to serve the

community through work teams. The program's primary goal is to provide work experience and job skills training to homeless team members and transition them to permanent employment. DST has run programs in Palo Alto, Sunnyvale, San Rafael and San Jose over the past decade. Hayward is the first East Bay location for DST.

On December 15, 2015, Council amended the CDBG FY 2016 Annual Action Plan to approve an agreement for utilization of \$205,000 in restricted program income funds for the implementation of the Hayward Downtown Streets Team Homeless Employment Program. On April 19, 2017, Council approved the CDGB FY 2017 Action Plan, which included \$90,000 for DST.

Additional Day of Service

Since June 22, 2016, DST teams have provided beautification services in DBIA zones 1, 1A and 2 primarily focusing on core areas between City Hall and Foothill, and between A and C Streets. At the October 5, 2016 meeting of the DBIA Board, DST proposed the expansion of their services to add an additional day on Sundays. DBIA members voted to recommend approval of an additional day for DST to clean within DBIA improvement area zones 1, 1A and 2. The DST proposal is shown in Attachment III.

Sorting Assistance at Events

In a parallel effort, the City's Environmental Services Division has been in conversation with DST about providing garbage sorting assistance at City-sponsored events. The City provides three-stream cart service for nine events each year through its Solid Waste Franchise Agreement with Waste Management. Staff has been exploring ways to improve sorting at the events, including using better signage and placement of carts. DST provided a proposal to provide in-person assistance at the events by placing Team Members at sorting stations to help guide the public to put their garbage in the correct cart. The DST proposal is shown in Attachment III.

ECONOMIC IMPACT

The DST volunteer work-experience program provides great value to local business by helping ensure a clean and friendly environment for downtown Hayward residents, visitors, patrons, employees, and business owners. Better streets mean better business. Attractive public space attracts more people and more activity, thus strengthening both communities, the businesses that serve them and the City's economy.

FISCAL IMPACT

The Downtown Business Improvement Area will fund the additional day of beautification service. The DBIA is funded by businesses within Zones 1, 1A and 2, not the General Fund. Funds collected are restricted to use for promotion, beautification, and events. The proposed support from DBIA would allow these services to expand and reach additional individuals and coverage of the downtown core. DST is proposing adding an additional day of service for a

period of one year at a cost of \$14,297 (see Attachment III). The DBIA allocated \$15,000 for miscellaneous beautification activities FY 2017 and the proposed \$14,297 falls within that allocation.

The Utilities and Environmental Services Department will fund the sorting assistance at City-sponsored events with the existing FY17 budget for the Recycling Fund. DST is proposing a cost of \$2,380 for nine events (see Attachment III), with no impact to the General Fund.

Staff requests authorization to contract for \$18,000 to provide a small contingency amount for this additional scope of work. The additional funds could come from either the DBIA or Utilities budgets depending on the additional work requested.

SUSTAINABILITY FEATURES

The DST efforts to remove trash and debris from Hayward's streets helps the City meet its clean water goals of keeping trash and pollutants out of City waterways and the bay.

Sorting assistance at City-sponsored events will help the City meet its solid waste diversion goals by increasing recycling at the events and by helping to educate the community about proper recycling.

NEXT STEPS

If Council approves staff's recommendation, staff will negotiate with the Downtown Streets Team to implement the scope of services outlined in Attachment III beginning May 1, 2017.

Prepared by: Ramona Thomas, Economic Development Specialist

Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAdoo, City Manager