



DATE: October 6, 2020

TO: Mayor and City Council

FROM: Director of Library Services

SUBJECT: Adopt a Resolution Authorizing the City Manager to Execute an MOU with 4Cs of Alameda County and to Accept and Appropriate \$45,000 to Support the Purchase of a Hayward Public Library Bookmobile

RECOMMENDATION

That Council adopts a resolution (Attachment II) authorizing the City Manager to execute a MOU (Attachment III) between the City of Hayward Public Library and 4Cs of Alameda County and authorizes acceptance and appropriation of \$45,000 from 4Cs of Alameda County to support the purchase of the Bookmobile.

SUMMARY

4Cs of Alameda County leveraged a Facilities Grant from First 5 of Alameda County, in the amount of \$45,000, to support the purchase of Hayward Public Library's Bookmobile. These grant funds will supplement the funds provided by a private donor. This is a unique collaboration between the City of Hayward Public Library and 4Cs of Alameda County to further support Hayward's Early Learning Action Plan, led by 4Cs of Alameda County.

BACKGROUND AND DISCUSSION

Over the last eight years, under the umbrella of the Hayward Promise Neighborhoods collaborative, Hayward community partners have united to convene an Early Learning Network (ELN), comprised of representatives from 4Cs of Alameda County, the Hayward Public Library, City officials, Hayward Promise Neighborhoods, Hayward Unified School District, and community members. The team is strategically comprised of key community partners that play essential roles in aligning the coordination of early learning resources and programming among Hayward's community. The goal of ELN is to build awareness around the importance of early childhood education among all agencies in Hayward, resulting in streamlined services and better usage of available resources for Hayward families.

4Cs of Alameda County is the lead agency, as they have the proven experience in helping families with young children in Hayward find childcare and access a wide network of resources since 1972.

Utilizing ELNs framework as a community collaborative, 4Cs was awarded two grants from First 5 of Alameda County to support the creation of an Early Learning Action Plan for Hayward's community. Each community partner plays a role in moving the action plan of high alignment of early childhood resources along in Hayward.

Hayward Public Library is a trusted and central meeting place for families and has several programs and services for engaging families with young children. Hayward Unified School District contributes to the streamlined early learning vision as it relates to P-12 system. Community members are invaluable leads and voices for the family focused work.

All members of the ELN team have proven to be successful collaborators as they are also partners in the place-based initiative, Hayward Promise Neighborhood, and have worked together over the last eight years to provide cradle to career supports and services to Hayward residents living in the Jackson Triangle and South Hayward footprints.

4Cs of Alameda County leveraged a Facilities Grant from First 5 of Alameda County to support the purchase of Hayward Public Library's Bookmobile that is being funded primarily by a private donation of \$250,000. This is a unique collaboration between Hayward Public Library and 4Cs of Alameda County to help bring early learning resources into hard to reach Hayward neighborhoods.

Many Hayward residents lack transportation to the two Hayward Public Library locations and the various community resources spread throughout Hayward. The Bookmobile will act as a mobile branch bringing resources directly to underserved neighborhoods around Hayward. The goal will be for the Library to issue free library cards to Hayward residents, providing them unlimited access to the Library's electronic resource collections as well as books and AV materials. As part of the agreement with 4Cs, this Bookmobile will also provide direct access to early learning resources such as Cal Fresh, childcare referrals and tip sheets, Help Me Grow information, and childcare materials available to engage children while parents access the services they need.

On scheduled days (1 day per week), a 4Cs of Alameda County staff member will join Library staff on the Bookmobile and assist families in registering for early learning resources as well as offer curbside programming from the unit such as a toddler Play & Learn Group or healthy cooking demonstrations.

STRATEGIC ROADMAP

This agenda item supports the Strategic Priority of "Support the Quality of Life." Specifically, this item relates to the implementation and sustainability of Hayward Public Library's Bookmobile project and providing accessible resources to Hayward community members in hard to reach neighborhoods.

ECONOMIC IMPACT

The Bookmobile collaboration with 4Cs of Alameda County will impact families with children (ages 0-5) by plugging them into the free services available at Hayward Public Library. The unit will help reduce the number of barriers that families face when trying to access support services, such as transportation or navigating across several institutions. The project builds on several short- and long-term actions identified in the Early Learning Action Plan such as:

- Local leaders work together across systems with a focus on early childhood: Library and 4Cs collaboration
- Families have access to high quality, basic services that proactively promote and support health, learning, and family's strengths: community listening sessions and securing funding for the Bookmobile
- Community resources for children are well-known, accessible, and easy-to-use: map availability of core early learning services in neighborhoods and distribute information on the Bookmobile

FISCAL IMPACT

The purchase of the Bookmobile unit and related equipment and accessories will be paid for in full using funds provided by a private donor and this \$45,000 Facilities Grant leveraged by 4Cs. Current Library and Maintenance staffing can provide the effort necessary to drive and maintain the unit. There are sufficient donated funds to provide the cost of insurance/liability coverage

PUBLIC CONTACT

This grant has been approved and accepted by 4Cs of Alameda County executives and Boards. The City of Hayward is a sub-recipient of funds.

NEXT STEPS

Upon Council's approval of the MOU between Hayward Public Library and 4Cs, and upon Council's approval to invoice 4Cs of Alameda County for \$45,000, the funds will be invoiced for immediately, and applied to the purchase of the Bookmobile.

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Recommended by: Jayanti Addleman, Director of Library Services

Approved by:



Kelly McAdoo, City Manager