



DATE: November 18, 2020

TO: Community Services Commission

FROM: Community Services Manager

SUBJECT FY 2020 Community Agency Performance Report

RECOMMENDATION

That the Commission review the informational report about FY 2020 performance data for community agencies that received funding from Community Development Block Grants (CDBG) and the General Fund.

SUMMARY

In Spring of 2019, the Community Services Commission recommended that Hayward City Council award \$996,893 in CDBG and General Fund financing to community agencies and another \$402,608 in CDBG funding to city-operated housing rehabilitation and education programs and one HUD-required fair housing program. In total, funding was awarded to 39 community-based agencies and two City divisions for a total of 36 projects. On either a quarterly or semi-annual basis, funded agencies submitted performance updates to the Community Services Division. The agencies reported on their progress toward contracted goals and objectives, as well as the demographics of Hayward residents served. This informational report summarizes the agencies' progress toward meeting those goals.

BACKGROUND

In March 2019, the Community Services Commission developed the FY 2020 Community Agency Funding recommendations, in compliance with the City's federally mandated and Council-authorized CDBG Citizen Participation Plan, and in accordance with the Council-authorized City of Hayward CDBG Compliance Policy Manual.

The Community Services Commission evaluated applicants for maximum community impact and results-based accountability and took the following items into account during the deliberation process: documented community needs; government grant experience; location of services provided; goals, outputs and outcomes; alignment with Council Strategic Initiatives; coordination of efforts; funding justification; and performance capacity. Applications that addressed the following funding criteria were considered more competitive: supported reduction of homelessness and housing insecurity; aligned with Council Strategic Initiatives; and documented a community need and their ability to meet that need.

Following feedback from a Council work session, the Community Services Commission made the following funding recommendations, which were adopted by Council on May 14, 2019:

SOURCE		SUMMARY OF FY 2020 FUNDING	AMOUNT
CDBG		Infrastructure, Jobs & Econ. Dev. grants to community agencies	\$304,999
CDBG		Public Services grants to community agencies	\$150,944
General Fund		Social Services grants to community agencies	\$450,950
General Fund		Arts & Music grants to community agencies	\$90,000
Total Grants to Community Agencies			\$996,893
CDBG		City-operated programs and services	\$377,608
CDBG		HUD-required fair housing activities	\$25,000
Total City-Operated Services and HUD-Required Fair Housing			\$402,608
TOTAL FY 2020 Recommended Funding			\$1,399,501

Funded agencies were selected based on their programs' ability to meet not only national objectives for CDBG funded agencies, but also the needs of Hayward residents. Attachment II provides a full breakdown of the applicants and funding amounts for each agency, by funding type. In addition, staff allocated another \$75,000 in CDBG funds to the City's Economic Development Division for its Small Business Assistance Grants program, which provides \$5,000 grants to microenterprise (five or fewer) businesses in Hayward. Additional background information on the funding allocation process can be found in the full text of May 14, 2019 staff report and supporting documents.¹

DISCUSSION

The following section uses cumulative year-end data from agencies funded through the annual community agency funding process to discuss the type of individuals served in FY 2020 and agencies' progress towards their quantitative objectives. The following funding categories are used for reporting:

- CDBG: Infrastructure, Jobs, & Economic Development
- CDBG: Public Services (including housing & homelessness services)
- CDBG: City of Hayward (COH) operated or HUD-required fair housing activities
- Social Services and Arts & Music

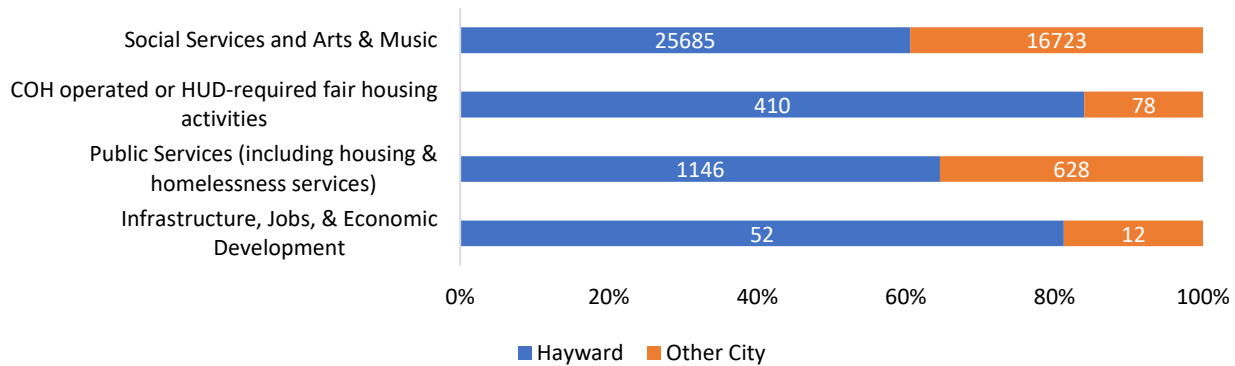
Demographics of Hayward Residents Served by Community Agencies

Collectively, the community agencies funded in FY 2020 served 44,734 individuals, 61% (27,293) of whom were Hayward residents.

¹ May 14, 2019 City Council Meeting Staff Report and Attachments:
<https://hayward.legistar.com/LegislationDetail.aspx?ID=3945376&GUID=7091BC05-2FCC-42E6-925A-BE596BF127B3&Options=&Search=>

Figure 1 illustrates the proportion of individuals served by agencies from Hayward and the surrounding areas.

Figure 1. Residence of Individuals Served by Community Funded Agencies in FY 2020



Age

Funded agencies varied in the ages of individuals they served. The chart in **Figure 2** illustrates the breakdown of age groups served by all funded agencies, with adults aged 18-61 making up the majority of those served.

The greatest variability in ages served was in the Social Services and Arts and Music and Public Services categories.

Race and Ethnicity

Forty percent of Hayward residents served in FY 2020 identified as Hispanic, and 52% identified as a race other than White. Non-white individuals were the majority served by agencies in each funding category.

Income Status

Half (50%) of Hayward residents served by a community-funded agency were either low, very low, or extremely low-income residents.

Figure 2. Age of Participants in All Community Agencies

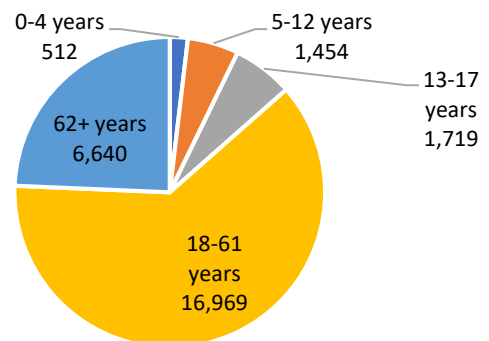
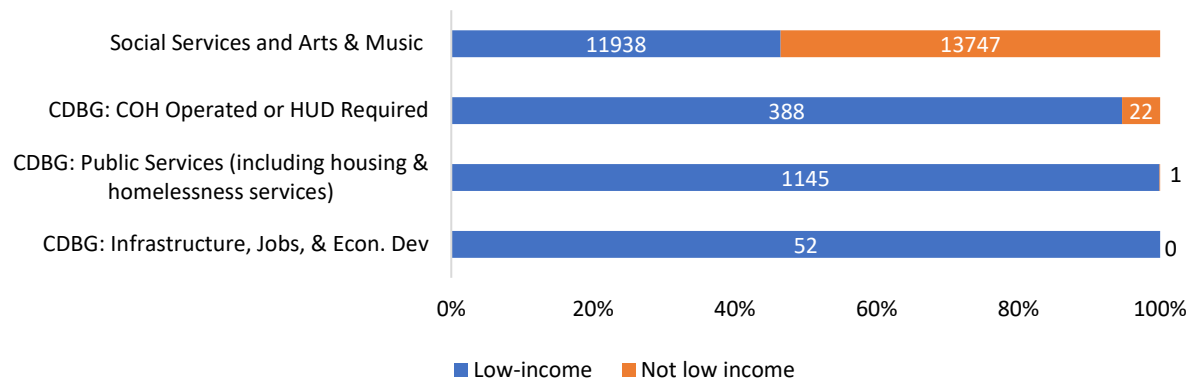


Figure 3 illustrates the proportion of low-income individuals served by each type of funded agency. The largest proportion of individuals making more than the threshold to qualify as low-income was in the Social Services & Arts and Music category, which is understandable considering that the City requires all CDBG-funded agencies to serve only low-income individuals in order to meet HUD requirements for the overall benefit of CDBG funds.

Figure 3. Income Status of Hayward Residents Served by Community Agencies



Disability Status

Across all community agencies, approximately one in ten (11%) Hayward residents served identified as having a disability. Over one third (38%) of individuals served through CDBG-funded economic development and infrastructure programs and one in five (21%) of those served through City operated or HUD required programs identified as having a member of their household with a disability.

Funded Agencies' Accomplishments

On either a quarterly or semi-annual basis, community agencies were required to submit progress reports to the Community Services Division. In each submission, they were required to provide an update on their progress towards their contracted quantitative goals for individual Hayward residents served during the reporting period.

CDBG Agencies

Of the 11 CDBG-funded programs for whom data were available:

- 6 met or exceeded their quantitative objectives for serving Hayward residents
- 2 obtained between 75% and 99% of their quantitative objectives for serving Hayward residents
- 3 obtained less than 75% of their quantitative objectives for serving Hayward residents

At the conclusion of FY 2020, five CDBG-funded agencies had either incomplete performance data or did not meet targeted goals for five agencies. Staff was in communication with each of these agencies throughout the year and extended contract agreements for all of them, as the delays in meeting their targets were either associated with COVID-19 constraints or City-related delays.

Social Services & Arts and Music Agencies

Among the 23 agencies for whom data were available:

- 15 met or exceeded their quantitative objectives for serving Hayward residents

- 4 obtained between 75% and 99% of their quantitative objectives for serving Hayward residents
- 4 obtained less than 75% of their quantitative objectives for serving Hayward residents

At the conclusion of FY 2020, eight agencies funded through the General Fund had either incomplete performance data or did not meet targeted goals. Staff was in communication with each of these agencies throughout the year and exceptions were made as the delays in meeting their targets were associated with COVID-19 constraints. The agencies gave us advanced notice that they had to adjust the services that they could provide to Hayward residents during the pandemic. All eight of the agencies that did not meet their targets, did so because of restrictions on group settings and face-to-face meetings placed during the shelter-in-place (SIP). Some of the agencies (TVHC, HERA and HUSD Raising Leaders) were able to pivot to offer some of their services online or through other remote means. The two shelter services, Ruby's Place and La Familia (through FESCO) found that they had to decrease the number of clients they could place in their shelters but continued their services and shifted to provide other related services. All organizations have stated that they are finding new ways to offer their services during this, now extended, SIP.

Monitoring Processes

In order to ensure funded agencies remained on track for achieving their contracted objectives, the Community Services Division engaged in several monitoring activities over FY 2020, including desk audits of all agencies. Community Services staff reviewed financial reports, outcome reporting records, and policies for each of these agencies. Community Services staff will be updating the monitoring handbook for CDBG-funded agencies based on up-to-date best practices and taking into consideration alternatives for monitoring during shelter-in-place.

NEXT STEPS

In addition to working on adapting monitoring processes during shelter-in-place, staff is preparing for the FY 2021 community agency funding process. Applications for funding will require agencies to report demographic data, as approved by the Commission in 2019, to ensure funded agencies are able to report on the required outcomes outlined in this report. Additionally, agencies will be prompted to provide demographic data for their own employees to further the City's racial equity goals.

STRATEGIC ROADMAP

This item supports the Strategic Priority of Preserve, Protect, and Produce Housing. This item is not specifically related to a project identified in the Strategic Roadmap.

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Recommended by: Monica Davis, Community Services Manager

Approved by:

Jennifer Ott, Deputy City Manager