

**DATE:** June 16, 2009  
**TO:** Mayor and City Council  
**FROM:** Redevelopment Director  
**SUBJECT:** Human Services Commission's  
FY 09-10 Social Services Funding Recommendations

## **RECOMMENDATION**

That the City Council holds a Social Services Program public hearing and takes comments regarding the proposed allocations recommended by the Human Services Commission; and that following the hearing, the Council adopts the attached Resolution allocating funding in the amount of \$400,000 from the City's General Fund to support non-profit agencies that assist low-income Hayward residents, as reflected in Attachment A.

## **SUMMARY**

The City of Hayward's Social Services Program makes grants to non-profit agencies that serve low-income Hayward residents. Funding for this program is provided from the City's General Fund.

For FY 2010, \$400,000 is available to support social services projects. A total of 36 proposals were submitted to the City before the January 9, 2009 deadline, totaling \$893,799 in funds requested. After completing a thorough review and analysis of all the applications received, the Human Services Commission (HSC) recommended that 24 of the 36 applications submitted receive an allocation of funding in FY 2010. Attachment A provides a chart showing the Commission's funding recommendations.

## **BACKGROUND**

### Open and Equitable Funding Process

The City's FY 2010 Social Services funding process was conducted in a manner consistent with prior years' funding cycles. On December 18, 2008 the City released its Social Services Funding Application to announce that funding from the City's General Fund would be available to support the delivery of social services for low-income Hayward residents during FY 2010.

On that same day, the City's Community Development Block Grant (CDBG) Funding Application was released. In consideration of the significant restrictions imposed on the use of federal CDBG funds, it has been Council's policy to utilize CDBG Public Services funds to support *housing-related*

services that benefit lower income Hayward residents and to utilize the City's Social Services Program, which is funded by the City's General Fund, to support other types of community services that are outside the parameters of the CDBG program.

Thirty-six social services applications were submitted by the January 9, 2009 deadline. Copies of the applications were distributed to members of the HSC. A binder containing all the applications received was submitted to the City Council secretary on April 6, 2009, so that Council members could review the applications if they wished to do so.

On Saturday, January 31, 2009, members of the HSC's Proposal Review Committee interviewed 35 of the 36 applicants. The interviews provided an opportunity for Commissioners to review each of the proposed projects, and to gain insight into applicants' capacity for carrying out proposed activities.

At its regular meeting on Wednesday, February 4, 2009, the Human Services Commission established Draft FY 2010 Funding Recommendations. One month later, on Wednesday, March 4, 2009, at the completion of the 30-day Public Comment period, the Human Services Commission voted to finalize its Funding Recommendations and forward them to City Council for consideration (Attachment A) at the Social Services public hearing.

#### Simplified and Focused Application

This year, to facilitate a more strategic and user-friendly application process, the Social Services Application Packet was redesigned and simplified from 96 pages to 17 pages (including instructions and attachments). The Application posed 19 questions, of which 16 requested one-word or yes/no responses. When completed, each application fit on two double-sided sheets of paper. Also for the first time, the Social Services Application Package was available to the community electronically on the City's website.

Application Packages included the *City Council Priorities*, the *Neighborhood Services Initiative*, and a brief orientation to *Crime Prevention Through Environmental Design (CPTED)* principles. Applicants were asked to articulate how the services proposed would support one or more of these goals, and a separate question asked applicants to articulate how the services proposed would benefit the broader Hayward community.

#### **DISCUSSION**

All of the applications submitted proposed to support at least one City Council Priority, and all proposed to serve low-income Hayward residents. Attachments B and C provide representations of the Human Services Commissions' FY 2010 Funding Recommendations, sorted according to City Council Priority and populations served.

This year, the Hayward community faces an unusually difficult economic forecast that includes rising costs of food and utilities, and historically high rates of under- and unemployment. Therefore, priority was given to projects that proposed to serve the entire community (for example, food pantries and family resource centers), as well as to projects that proposed to provide urgently-needed services to relatively large numbers of low-income people, at a relatively affordable cost per person.

Staff concurred with the HSC's funding recommendations.

## **FISCAL IMPACT**

As Council is aware, Measure A was approved by voters on May 19, 2009. Funding generated by the measure will stabilize certain core functions of the City, however the economic environment remains challenging, and the Social Services Program is funded entirely by the City's General Fund.

The HSC's Social Services Funding Recommendations total \$400,000, which is the full amount staff is recommending should be available for projects in FY 2010. This represents a reduction of \$50,000 from FY 2009. However, this reduction in available funding is mitigated because Eden I&R's "2-1-1 Line" application for \$50,000 will receive funding from an alternative source. Consequently, the HSC utilized funds that were to be recommended for the "2-1-1 Line" to support other programs.

## **PUBLIC CONTACT**

A Public Notice was published on November 19, 2008, announcing the availability of funds for Social Services projects. During that week, paper copies of the Public Notice were mailed to currently funded agencies, previously funded agencies, applicants from previous years, and everyone on the Social Services mailing list (several hundred individuals and local agencies).

All funding deliberations took place at properly noticed Human Services Commission meetings that were open to the public. These meetings took place on February 4, 2009 and March 4, 2009. The weeks in between these meetings constituted a 30-day Public Comment period, during which members of the public, including applicants, could submit their comments regarding the funding process or the Funding Recommendations. At the March 4, 2009 Human Services Commission meeting, there were seven comments presented:

1. Victoria Williams, representing the Senior Services Foundation, expressed appreciation for the Commission's Funding Recommendation of \$15,000.
2. Pamela Russo, representing the St. Rose FACES program, expressed appreciation for the Commission's Funding Recommendation of \$25,000. She said the funding would be used to open up academic and career opportunities for low-income Hayward teens.
3. Rachel Lee Holstein, representing the Alameda County Community Food Bank, expressed appreciation for the staff's Funding Recommendation of \$20,500. She said the number of low-income families requesting emergency supplies of food is increasing, and this upward trend is expected to continue through next year.
4. John Quinn, representing Community Resources for Independent Living (CRIL), expressed appreciation for the Commission's Funding Recommendation of \$35,000, and encouraged even greater support for the agency, should funding be available.

5. John Morra, representing the Hayward Community Gardens, expressed his hope that the City would provide some level of funding for the Gardens. He said that even a small grant would be very much appreciated.
6. Vivian Vargas, representing Hope for the Heart, encouraged the Commission to consider providing \$24,000 in funding to Hope for the Heart, so that the agency could purchase a forklift.
7. Karen Norell and Diane Figaldo, representing the South Hayward Family Resource Center, spoke about the significance of City funding to the agency, and to the low-income families who rely on the Center's services. She expressed her hope that the Commission would recommend funding at the previous year's level of \$30,000.

The Social Services public hearing was originally scheduled for April 21, 2009; however, the hearing was deferred to coincide with the City's budget process in order to have a clearer understanding of the availability of funding. While the City budget hearing was held on June 2, the public hearing for the Social Services Program funding allocations was deferred again until June 16th, in order to publish a notice of the Social Services public hearing in the newspaper, which was published on June 6, 2009.

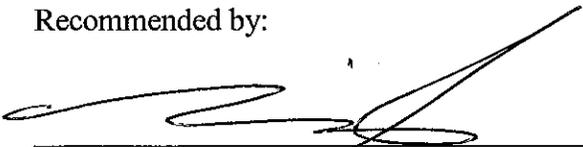
#### **NEXT STEPS**

Adopt the attached resolution approving Fiscal Year 2010 Social Services Program funding allocations and Annual Action Plan. If approved, staff will proceed to execute contracts with the selected grantees.

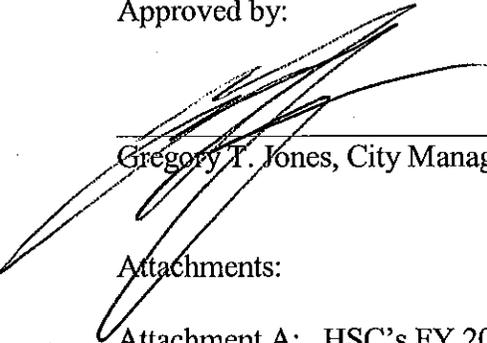
Prepared by:

  
Maret Bartlett, Redevelopment Director

Recommended by:

  
Fran David, Assistant City Manager

Approved by:

  
Gregory T. Jones, City Manager

Attachments:

- Attachment A: HSC's FY 2010 Social Services Funding Recommendations
- Attachment B: HSC's Funding Recommendations Sorted by City Council Priority
- Attachment C: HSC's Funding Recommendations Sorted by Populations and Funding Recommended Resolution

**ATTACHMENT A**  
**Human Services Commission Funding Recommendations**

<b>App. #:</b>	<b>Agency/Project Name</b>	<b>Funding Requested</b>	<b>HUMAN SERVICES COMMISSION RECOMMENDATION</b>
1	Alameda County Community Food Bank	\$47,814.00	\$20,000.00
2	Bay Area Community Services / Hedco House	\$20,000.00	\$20,000.00
3	Bridge of Faith / Meals of Love	\$5,000.00	\$5,000.00
4	Calico	\$17,500.00	\$17,500.00
5	Community Alliance for Special Education	\$12,000.00	\$12,000.00
6	Catholic Charities	\$15,000.00	\$0.00
7	Child, Family, & Community Services	\$20,000.00	\$0.00
8	Chabot/Mentorship	\$5,000.00	\$5,000.00
9	Chabot/Summer Youth Sports Program	\$10,000.00	\$0.00
10	Community Resources for Independent Living	\$40,000.00	\$35,000.00
11	Davis St Family Resource Center	\$15,000.00	\$15,000.00
12	Dream Center Bay Area	\$34,000.00	\$0.00
13	East Bay Community Recovery Project	\$15,000.00	\$0.00
14	EBAC/Child Assault Prevention	\$18,500.00	\$18,500.00
15	Eden Information & Referral 2-1-1 Program	\$50,000.00	\$0.00
16	Eden Youth and Family Center	\$20,000.00	\$0.00
17	ESP / Special Place Childcare Program	\$19,560.00	\$0.00
18	Family Paths	\$30,000.00	\$0.00
19	Hayward Community Gardens	\$22,775.00	\$5,000.00
20	Hope for the Heart	\$44,000.00	\$0.00
21	Horizon Services	\$50,000.00	\$15,000.00
22	International Institute	\$7,000.00	\$7,000.00
23	LaFamilia/South Hayward Family Resource Center	\$41,000.00	\$15,500.00
24	Legal Assistance for Seniors	\$22,000.00	\$22,000.00
25	Lincoln Child Center / Kinship Support Program	\$15,450.00	\$10,100.00
26	Literacy Plus	\$31,000.00	\$10,000.00
27	Magnolia Women's Recovery Program	\$20,800.00	\$0.00
28	SAVE - COPS Program	\$40,000.00	\$20,000.00
29	Senior Services Foundation	\$20,000.00	\$15,000.00
30	South Hayward Parish / CAN	\$20,000.00	\$11,000.00
31	South Hayward Parish / Food Pantry	\$17,400.00	\$17,400.00
32	Spectrum Community Services	\$29,000.00	\$29,000.00
33	St. Rose/FACES Program	\$30,000.00	\$25,000.00
34	Tiburcio Vasquez "Keepin' it Real" Program	\$34,000.00	\$15,000.00
35	Tri-City Health Center	\$35,000.00	\$35,000.00
36	Carnales Unidos Reformados Adictos (CURA)	\$20,000.00	\$0.00

**Totals:                      \$893,799.00                      \$400,000.00**

**Due to the color of attachments B and C,  
they have been attached as separate links**

# DRAFT

HAYWARD CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_

Introduced by Council Member \_\_\_\_\_

*Mrdl  
6/8/09*

## RESOLUTION APPROVING SOCIAL SERVICES FUNDING RECOMMENDATIONS FOR 24 OF THE 36 SOCIAL SERVICES FUNDING PROPOSALS FOR FISCAL YEAR 2010

BE IT RESOLVED that the Hayward City Council hereby approves and adopts the Human Services Commission's social service program funding recommendations for 23 of the 36 Social Services funding proposals as set forth in attachment "A" to this resolution.

BE IT FURTHER RESOLVED that the necessary funds are hereby appropriated and that the City Manager is directed and authorized to take all steps necessary to assure that the funding is accomplished.

IN COUNCIL, HAYWARD, CALIFORNIA \_\_\_\_\_, 2009

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:

MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: \_\_\_\_\_

City Clerk of the City of Hayward

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney of the City of Hayward