



CITY OF
HAYWARD
HEART OF THE BAY

15

DATE: April 20, 2010
TO: Mayor and City Council
FROM: Library and Community Services Director
SUBJECT: Human Services Commission's FY 2011 and FY 2012
Social Services Funding Recommendations

RECOMMENDATION

That Council accepts public testimony and reads and comments on this report. Formal action on the FY 11 and 12 Social Services allocations will be part of the City's FY 11 budget adoption process.

SUMMARY

The City of Hayward's Social Services Program makes grants to non-profit agencies that serve low-income Hayward residents. For FY 2011, \$400,000 will be available to support Social Services Projects. A total of thirty-four proposals were submitted before the December 21, 2009 deadline, totaling \$835,605 in funds requested.

After completing a thorough review and analysis of all the applications received, the Human Services Commission (HSC) recommended that twenty-five of the thirty-four applications submitted should receive an allocation of funding in FY 2011. Attachment A provides a chart showing the Commission's Funding Recommendations.

BACKGROUND

Because this is General Fund money, these recommendations are for Council's review and comment at this time. As in past years, actual Council action on these funding recommendations will occur during formal budget discussions and adoption.

The City's FY 2011 Social Services Funding Process was conducted in a manner consistent with prior years' funding cycles. On Thursday, November 19, 2009, 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 2011. It was announced at that

time that subject to funding availability and performance, contracts executed pursuant to Council's FY 2011 allocations would be extended for a second year, through FY 2012.

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.

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. The application materials were refined to elicit each applicant's exact service delivery site so that each program's location could be clearly understood and factored into the HSC's recommendations.

Thirty-four Social Services applications were submitted by the December 21, 2009 deadline. There were no late applications submitted. Copies of the applications were distributed to members of the HSC. On Saturday, January 30, 2010, members of the HSC's Proposal Review Committee interviewed the 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 the proposed activities.

At its Regular Meeting on Wednesday, February 3, 2010, the Human Services Commission established "draft" FY 2011 and FY 2012 Funding Recommendations. One month later, on Wednesday, March 3, 2010, 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).

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. Attachment D is a packet providing one-page Applicant Summaries.

Like many cities, the Hayward community faces continuing challenges stemming from an economy that has yet to recover from the ongoing State budget, foreclosure, and employment crises. Priority was given to projects that proposed to provide basic services to large numbers of Hayward residents (for example, food pantries and family resource centers).

There were nine applications that were not recommended to receive funding, as follows:

Alzheimer's Services of the East Bay (Funding Request - \$20,000): The City provides funding to support this agency's day program in the amount of \$50,000 through its Paratransit Program, and in light of the City's currently reduced resources, the HSC considered this allocation to be sufficient.

Arc of Alameda County (Funding Request - \$20,000): This applicant proposed to coordinate groups comprised of people who have developmental disabilities to take excursions to local cultural and recreational outlets (such as regional parks and theaters), and to provide community services (such as graffiti removal). The Human Services Commission felt that instead of recommending funding through the Social Services program, the applicant should work with staff to identify ways that funding could be provided to the group, for example by washing City vehicles, or applying anti-graffiti coating to utility boxes. The HSC asked staff to follow-up with the applicant to provide technical assistance to accomplish this.

Bay Area Youth Centers (BAYC) (Funding Request - \$19,680): This applicant has received funding through the City's CDBG program in previous years as a provider of housing-related services, and currently receives funding through the City's Homelessness Prevention and Rapid Re-Housing (HPRP) program. Social Services funding is not recommended for the following reasons: 1) the agency already receives City support through the HPRP program, and 2) the services provided by BAYC are generally considered to be housing-related, so BAYC should more appropriately apply for funding through the CDBG program.

Carnales Unidos Reformando Adictos (CURA) (Funding Request - \$20,000): Funding was not recommended for CURA because it is a residential program, and thus all services it provides are considered to be in support of a housing program. Housing and housing-related services are eligible for funding in the CDBG program's Public Services category.

Eden Housing/Homework and Activities Club (Funding Request - \$20,000): Eden Housing proposed to operate an after-school and *Saturday Homework and Activities Club* for tenants at Tennyson Gardens Apartments (an affordable housing development). Eden Housing is a housing services provider, and as such its services would be considered eligible for CDBG funding, and less competitive or ineligible for Social Services funding.

Family Paths (Funding Request - \$30,000): This applicant requested funds to support the agency's 24-hour crisis phone support program, which responds to over 2,400 calls each year from Hayward residents. Although the program is well-utilized, the Human Services Commission considered the program to be an existing, available service and the need for funding was not clear. In addition, there was concern that the service could, to a limited extent, be duplicative of Eden I&R's 2-1-1 service and the police department's 9-1-1 service. The HSC did not recommend Social Services funding for this program.

Hayward Community Gardens (HCG) (Funding Request - \$15,000): This applicant is not able to meet one or more of the City's minimum contracting standards, specifically the fiscal audit requirement, and therefore funding is not recommended. There were also concerns about the applicant's capacity to meet the reporting requirements (as the close-out report for the applicant's previous grant in FY 07-08 was never submitted), the program model (which restricts the HCG to "members only"), and the relationship between the agency's board of directors and its broader membership which seems, at times, fractious.

The Human Services Commission supports the concept of community gardens, and acknowledges the tremendous potential the Whitman/Berry site offers. In recent months representatives from the HCG have indicated there could be interest in evolving the "members only" model to open up the HCG as a resource to the broader community and other programs. Staff will continue to explore and facilitate partnerships and programmatic expansion at the site, and to provide regular updates to the Human Services Commission.

Hope for the Heart (Funding Request - \$20,000): Although this program is well-utilized by the community, funding is not recommended because it cannot meet the City's minimum contracting standards (fiscal audit). Although the agency's productivity is high, it is administered by a small group of people, and has not fully regained its stability after a fire that destroyed its main warehouse in 2008. Funding for the agency is quite limited; Hope for the Heart's application indicated that \$20,000 of City funding would provide refrigeration for perishable food for only four months. A longer-term plan for sustaining the refrigeration of perishables was not provided, and therefore funding is not recommended.

Volunteers of America (Funding Request - \$85,000): This applicant is the property management company for the Lord Tennyson Apartment complex (an affordable housing development), and its application proposes to provide after-school activities for the children who reside in the Lord Tennyson apartments. Although the proposed program seemed to have merit, funding is not recommended because there are no other secured sources of funding to support the project, and the portion requested from the City (\$85,000) represents nearly 70% of the program budget. Also, as the program is structured to specifically support tenants of a particular housing development, members of the HSC thought the proposed program would be more competitive as a housing-related proposal in the City's CDBG Public Services Category.

Secondary Considerations: In the event additional funding becomes available, or one or more funded agencies are unable to execute their contract agreements with the City, the HSC recommends that those funds be shared equally by applicants #25 (Reality Mentor) and #26 (Salvation Army), up to their respective requested amounts (\$15,000 each).

Staff concurred with the Human Services Commission's Funding Recommendations.

FISCAL IMPACT

Social Service Program funding is solely dependent on the funds available in each year. The HSC established its Social Services Funding Recommendations for FY 2011 based on the expectation that \$400,000 would be available from the City's General Fund to make grants. In the event Council approves less than \$400,000 in the FY 2011 budget, recommended amounts of funding for each agency are expressed on Attachment A as a dollar figure as well as a percentage of overall funding available. This is meant to assist Council in understanding the impact on each agency's funding request should there be less than \$400,000 and assuming, in the event of less available funding, Council will want to reduce each agency proportionately.

The FY 2011 City Budget is the first year of a two year budget cycle, and it is recommended that, subject to funding availability and subrecipient performance, contracts executed pursuant to Council's FY 2011 allocation to Social Service Funding be extended for a second year, through FY 2012.

PUBLIC CONTACT

A Public Notice was published on Saturday, October 17, 2009, 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 3, 2010 and March 3, 2010. 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 3, 2010 Human Services Commission meeting, one comment was presented:

- Pamela Russo and David Elkins, 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.

A Public Notice of the City Council's April 20, 2010 Public Hearing, was published on Saturday, March 20, 2010.

On Tuesday, April 6, 2010, the City Council conducted its Work Session on the FY 2011 Social Services Funding Recommendations. There were no Public Comments submitted regarding the Social Services Funding Recommendations.

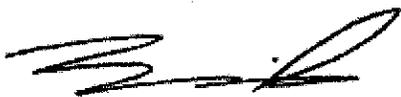
NEXT STEPS

Council will make its FY 2011 Social Services Funding Allocations within the context of the City's FY 2011 budget hearing, scheduled to take place in June 2010.

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Recommended by: Sean Reinhart, Library and Community Services Director

Approved by:



Fran David, Acting City Manager

Attachments:

- Attachment A: HSC's Social Services Funding Recommendations Chart
- Attachment B: HSC's Funding Recommendations Sorted by City Council Priority
- Attachment C: HSC's Funding Recommendations Sorted by Populations and Funding Recommended
- Attachment D: FY 2011 Applicant Summaries