

CITY OF
HAYWARD
HEART OF THE BAY

**Hayward Promise
Neighborhood Initiative
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Kelly Morariu, Assistant City Manager
Sean Reinhart, Director-Library and Community Services



Federal Promise Neighborhood Initiative (PNI)

PURPOSE:

To significantly improve the educational and developmental outcomes of children and youth living in designated Promise Neighborhoods.



Federal Promise Neighborhood Initiative (PNI)

- Provision of “wrap-around” educational and support services to students, their families, and their neighborhood
- “Cradle-to-Career” – systems reform – approach

Continuum of Cradle-through-College-to-Career Solutions

Academic
Programs



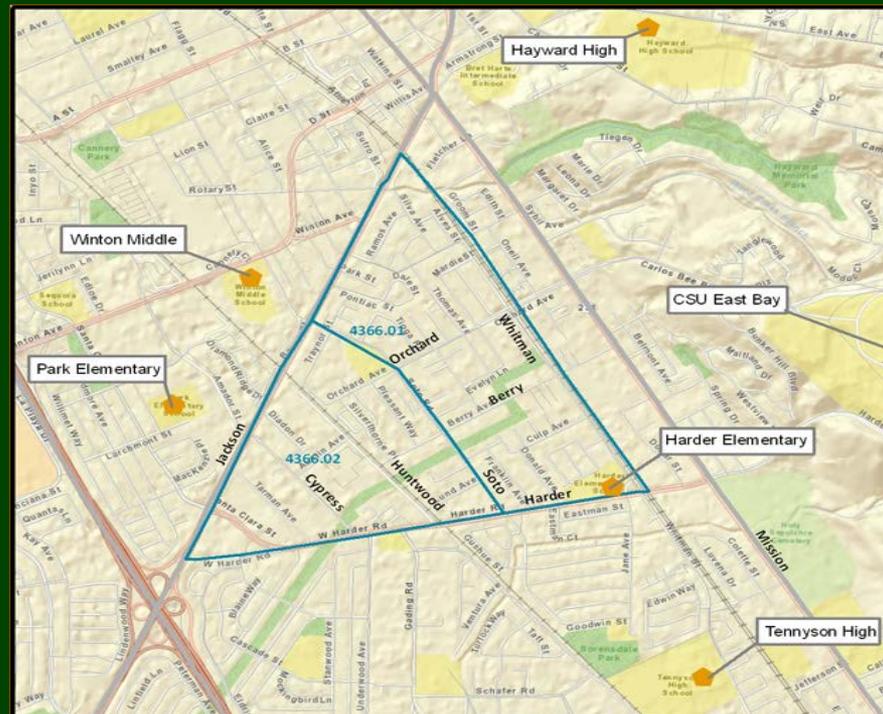
Family &
Community
Support

Federal Promise Neighborhood Initiative (PNI)

Key Federal Requirements:

Must use a “Place-Based” Model

Based on the “Harlem Children’s Zone” Program



Jackson
Triangle
Neighborhood

Harder & Park
Elementary
Schools

Cesar Chavez
& Winton
Middle Schools

Tennyson &
Hayward High
Schools



Hayward Promise Neighborhood (HPN) Initiative

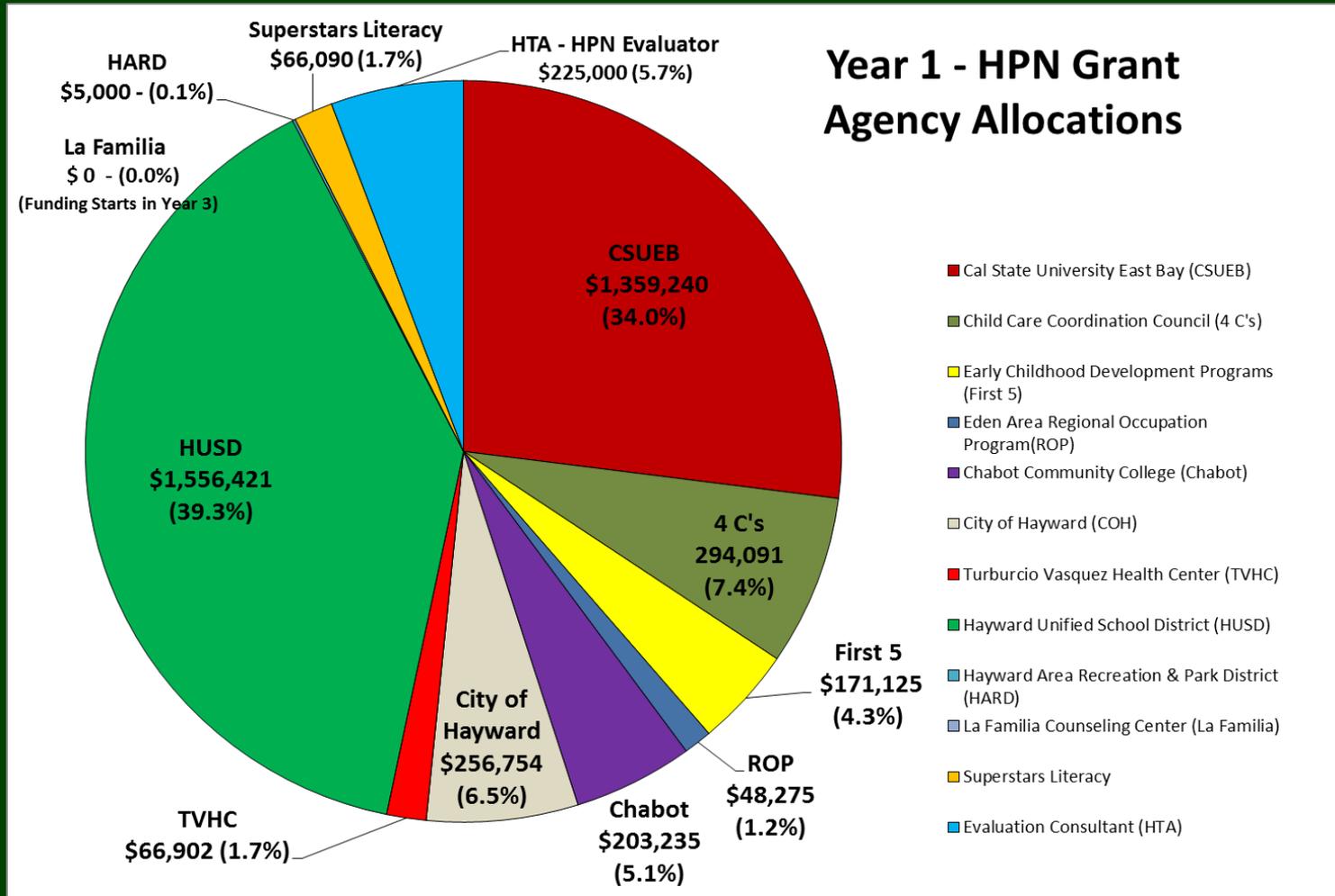
- **Funded and administered by U.S. Department of Education**
- **FY: 2010 / 11: One-Year, \$500,000 PNI Planning Grant**
- **CY: 2012 - 16: Five-Year, \$25 million PNI Implementation Grant**
- **Multi-agency partnership led by CSU-EB**

CY 2012: \$3.9 million



Hayward Promise Neighborhood (HPN) Initiative

How HPN Implementation Grant Funds will be Utilized:



Hayward Promise Neighborhood (HPN) Initiative

How HPN Implementation Grant Funds will be Utilized:

Row	HPN Partner Organizations	Expense Category	HPN Grant Allocation CY 2012	
			Amount	Percent
A.	California State University, East Bay (CSU-EB)	Grant Administration	\$ 542,729	13.7%
		Community Services	\$816,511	20.6%
B.	Partner Community Agencies	Community Services	\$2,667,893	67.3%
C.	HTA – Evaluation Contractor	Evaluation, Analysis, and Reporting	\$225,000	5.7%
D.	Total CY 2012 Allocation:		\$3,964,018	100%



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How HPN Implementation Grant Funds will be Utilized:

CY 2012: City of Hayward = \$256,750

(Yr. 1 Match = \$190,000)

- **\$ 10,400 – Free municipal Wi-Fi access to approximately 750+ Jackson Triangle residents, and e-notebooks, computer tablets, and/or lap-tops loaned to HPN students.**
- **\$246,350 - Enhanced school and neighborhood safety, and access to community support services.**
 - **HPD: Community Services Officer, as well as Crime Prevention Specialist and Crime Analyst support.**
 - **Funding for anti-graffiti neighborhood murals**
 - **Neighborhood strengthening and community-building**



Federal Promise Neighborhood Initiative (PNI)

Ten “Outcome” Mandates

- | | |
|---|--|
| 1. Children enter kindergarten “school-ready” | 6. Students are healthy |
| 2. Students are proficient in “core academic subjects” | 7. Students are safe at school and in their community |
| 3. Students successfully transition from middle school to high school. | 8. Students live in stable communities. |
| 4. Youth graduate from high school. | 9. Family and community members support HPN student learning. |
| 5. High school grads obtain postsecondary degree, certificates and/or credentials | 10. Students have access to 21 st Century learning tools. |



Federal Promise Neighborhood Initiative (PNI)

Eight “Capacity” Building Mandates

1. Establish Early Learning Networks
2. Create systems to effectively coordinate the work of, and hold accountable, community partners.
3. Create systems that effectively collect, analyze, and use pertinent data for decision making.
4. Create opportunities for PNI students, their families, and other community stakeholders to engage in local PNI programs, projects, and activities.
5. Develop individual and organizational leadership capacity among stakeholders.
6. Build community support through effective communication strategies.
7. Identify policy barriers that impede outcome goals, and resolve them.
8. Create and implement plans that expand and sustain successful strategies.



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Evaluating Effectiveness

- **California Public Schools – Academic Performance Index (API) Scores**
- **Children entering Kindergarten are “school-ready”**
- **Elementary and Secondary school-age students will be proficient in “core academic subjects”**
- **Youth and young adults will succeed in post-secondary education and careers**



HPN Initiative Economic Impact

Improved schools result in:

- Increased desirability of community
- Increased residential and commercial property and business owners
- Increased reputation as a destination location for shopping, socializing, entertaining, etc.
- A more educated and skilled local workforce



Policy Direction and Implementation Oversight

- **HPN Policy and Executive Committees**
- **HPN Implementation Team**
- **HPN Community Stakeholder Engagement**



Community Engagement

(Key to Success)

- ❖ **HPN Community Advisory Committee**
- ❖ **Neighborhood Town Hall meetings**
- ❖ **Neighborhood Improvement Activities**
- ❖ **Peer HPN Service Providers**
- ❖ **Primary Source of Evaluative Information**



Staff Recommendation and Next Steps

- Authorize City Manager to execute agreement with CSU – EB
- Implement City services in support of HPN grant
- Participate on policy and executive committees and HPN implementation team
- Community stakeholder engagement



Hayward Promise Neighborhood (HPN) Initiative

The specific activities (i.e., “solutions”), that will be provided by each HPN agency partner are described in more detail in the following documents:

HPN Comprehensive Neighborhood Revitalization Plan (CNRP)

and the

HPN Implementation Matrix

These documents are currently available online at:

www.hayward-ca.gov

New HPN Website Pending:

www.haywardpromise.org

