

**DATE:** April 7, 2009  
**TO:** Mayor and City Council  
**FROM:** Redevelopment Director  
**SUBJECT:** Human Services Commission's  
FY 09-10 Social Services Funding Recommendations

## **RECOMMENDATION**

That Council reads and comments on this report.

## **SUMMARY**

The City of Hayward's Social Services Program makes grants to non-profit agencies that serve low-income Hayward residents. For FY 2010, \$400,000 will be available to support Social Services Projects. A total of 36 proposals were submitted before the January 9, 2009 deadline, totaling \$893,799 in funds requested. Staff's final Funding Recommendations will be brought forward with the proposed FY 2010 budget in June.

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 should 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. There were no late applications submitted. Copies of the applications were distributed to members of the HSC. 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 the 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).

### 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 Human Services Commission's Funding Recommendations, with two exceptions (highlighted on the chart in yellow): the South Hayward Family Resource Center (application #23), and the "Keepin' It Real" Program (application #34). Over 1,200 low and extremely low-income families rely on the services provided by the South Hayward Family Resource Center, and

therefore staff recommends that funding for this program be provided in the amount of \$30,500, which is \$15,000 more than the Human Services Commission has recommended. To achieve this, staff recommends that funding for the "Keepin' It Real" Program, which provides direct services to only twenty students, should be eliminated.

## **FISCAL IMPACT**

The HSC's Social Services Funding Recommendations total \$400,000 of General Fund monies, which is the full amount anticipated to 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 is expected to receive funding from an alternative source. Consequently, the HSC was able to use the funds that were to be recommended for the "2-1-1 Line" to support other programs.

The City Manager, however, will bring a final recommendation to Council in June, depending on the General Fund projections for next fiscal year. As has been presented to Council in several venues, the City anticipates a \$10-12 million deficit next fiscal year. As referenced above, staff's preliminary recommendation was to reduce the level of Social Services funding by \$50,000, consistent with other programmatic reductions.

However, as the City's fiscal condition continues to deteriorate, this recommendation will require re-evaluation as part of Council's overall budget deliberations as they relate to overall general Fund obligations. Normally, the process provides for an April public hearing on these recommendations, however due to the current fiscal crisis, Council will consider the Social Services funding from the General Fund during the regular budget hearings in June.

## **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.

A Public Notice of the City Council's April 21, 2009 Public Hearing, was published on Saturday, March 21, 2009. However, in light of the financial state of the City, this hearing will not be held and will be renoticed for a June date.

#### **NEXT STEPS**

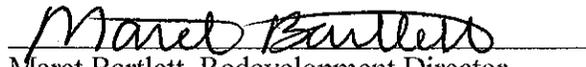
City Council will conduct a Public Hearing in June, 2009, and make its tentative FY 2010 Social Services Allocations. A 30-day public notice will be published when that date has been determined.

Prepared by:



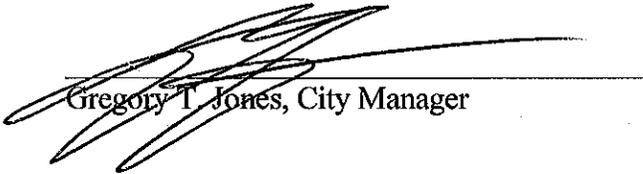
Anne Culver, Social Services Planning Manager

Recommended by:



Maret Bartlett, Redevelopment Director

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

Due to the size and color of Attachments A, B, and C,  
they have been attached as separate links