



Regular Meeting of the Richmond Fund for Children and Youth Oversight Board of the City of Richmond

Monday, December 4, 2023 | 6:00 PM

- A.** Call to Order and Roll Call
- B.** Agenda Review and Modifications
- C.** Report from the Department
- D.** Public Forum
- E.** Consent Calendar:
 - E-1.** APPROVE the minutes of the November 6, 2023, meeting of the Richmond Fund for Children & Youth Oversight Board.
- F.** Oversight Board as a Whole
 - F-1.** RECEIVE a Presentation on Current City of Richmond Survey Efforts.
 - F-2.** RECEIVE a Mid-Year Report For FY 2023-2024.
 - F-3.** DISCUSS Social Media Blurb Videos for Social Media Outreach Campaigns.
- G.** Adjournment

MEETING INFORMATION

Oversight Board Members

Khalieghya Dandie-Evans
Guadalupe Enllana
Teyona Galloway
Carol Hegstrom
Katherine Lee
Madiha Qader
Stephanie Sequeira

Staff Liaisons

Patrick Seals
Guadalupe Morales
Nicholas Delgado
Abdul Black

Director

LaShonda White

How to participate in Public Forum and/or speak on an agendized item in the meeting:

Public Comment via Email:

Comments can be submitted via email to youth@ci.richmond.ca.us. All comments received by 3:30 p.m. on the day of the scheduled meeting, will be provided to the Oversight Board during Public Forum or their respective agenda item, be considered a public record, and be considered before Oversight Board action. Email must contain in the subject line: **public comments – not on the agenda** or **public comments – agenda item #**. All public comments will be available after the meeting as supplemental materials and will be posted as an attachment to the meeting minutes when the minutes are posted.

Speaker Registration – Public Forum: Anyone who wishes to address the Oversight Board on a topic that is not on the agenda and is relevant to the Oversight Board’s purpose may file a Speaker’s Request Form with Department staff PRIOR to commencement of the Public Forum portion of the meeting and will be called to address the Oversight Board during the Public Forum. The amount of time allotted to individual speakers shall be a maximum of two (2) minutes. If there are several speakers, the amount of time allowed may be modified at the Co-Chairs’ discretion.

Speaker Registration – Public Comment on Agenda Items: Persons wishing to comment on an item on the agenda shall file a Speaker’s Request form with Department staff PRIOR to the Oversight Board’s consideration of the item. Once the agenda item is announced and discussion of the agenda item begins, only those persons who have previously submitted Speaker Request Forms shall be permitted to comment on the item. Speakers will be called to address the Oversight Board when the item is announced for discussion. Each speaker will be allowed two (2) minutes to address the Oversight Board on the item(s) for which the speaker is registered.

MEETING INFORMATION

Oversight Board members

Diego Castro Curry
Khaliaghya Dandie-Evans
Guadalupe Enllana
Teyona Galloway
Carol Hegstrom
Zeonta Johnson
Katherine Lee
Madiha Qader
Stephanie Sequeira

Staff Liaisons

Patrick Seals
Guadalupe Morales
Nicholas Delgado
Abdul Black

Director

LaShonda White

Conduct at Meetings: Oversight Board meetings are limited public forums during which the City strives to provide an open, safe atmosphere and promote robust public debate. Members of the public, however, must comply with state law, as well as the City's laws and procedures and may not actually disrupt the orderly conduct of these meetings. The public, for example, may not shout or use amplifying devices, must submit comment cards and speak during their allotted time in order to provide public comment, may not create a physical disturbance, may not speak on matters unrelated to issues within the jurisdiction of the Oversight Board or the agenda item at hand, and may not cause immediate threats to public safety.

Accessibility for Individuals with Disabilities

Upon request, the City will provide for written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services and sign language interpreters, to enable individuals with disabilities to participate in and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be emailed to youth@ci.richmond.ca.us or submitted by phone at (510) 620-6553. Requests will be granted whenever possible and resolved in favor of accessibility.



Regular Meeting of the Richmond Fund for Children and Youth Oversight Board of the City of Richmond

Monday, November 6, 2023

MINUTES

A. Call to Order and Roll Call

The meeting was called to order at 6:02 P.M. by Co-Chair Katherine Lee.

Present: Khalieghya Dandie-Evans, Guadalupe Enllana, Teyona Galloway, Carol Hegstrom, Katherine Lee, Madiha Qader, Stephanie Sequeira

Absent: Diego Castro Curry

Vacancies: 7 Vacancies

Staff

Liaisons: LaShonda White, Patrick Seals, Guadalupe Morales, Nicholas Delgado, Abdul Black – present

B. Agenda Review and Modifications

No modifications.

C. Report from the Director

Project Manager Patrick Seals provided a department report. He noted that staff will be sending out an updated attendance report for Oversight Board attendance. There will be a December meeting calendar reminder sent out and lastly, that City Hall will be closed the following Friday in observance of Veterans' Day.

D. Public Forum

1. Cordell Hindler submitted a written public comment via email (attached).

E. Consent Calendar

E-1. APPROVE the minutes of the October 2, 2023, meeting of the Richmond Fund for Children and Youth Oversight Board

A motion was made to approve the consent calendar by Board member Hegstrom, seconded by Board member Enllana; approved by the following vote:

Ayes: Khalieghya Dandie-Evans, Guadalupe Enllana, Teyona Galloway, Carol Hegstrom, Katherine Lee, Madiha Qader, Stephanie Sequeira

Noes:

Abstentions:

Absences: Diego Castro Curry

F. Oversight Board as a whole

F-1. RECEIVE an introductory presentation from WestEd and LISTEN to an update on the RFCY evaluation process.

Nicole Strayer, Senior Research Associate with WestEd, presented this report. During the presentation, she expressed WestEd's intent to collaborate closely with the RFCY Oversight Board, involving them in refining concepts and themes such as the RFCY Theory of Change, survey development, qualitative data collection, report generation, and technical assistance.

She went over the anticipated evaluation process for the RFCY noting the framework, funding priority areas, service delivery, service gap reduction, youth outcomes, and capacity building that will be highlighted once the evaluation process is completed. She discussed prioritizing service delivery, reducing service gaps, improving youth outcomes, and building capacity through various methods such as document review, surveys (including the Youth Experience Survey), qualitative data collection, technical assistance, and metrics reporting.

The active engagement of the RFCY Oversight Board was encouraged to shape the evaluation's direction. Discussion ensued.

WestEd discussed potential collaborative opportunities with Oversight Board by noting their interest levels as 1) periodic updates, 2) see and provide feedback, and 3) actively partner, attend meetings for the following areas: 1) Defining how RFCY impacts youth, 2) Youth experience survey development 3) Qualitative data collection, 4) Generating Reports, and 5) Technical Assistance.

Nicole Strayer noted she will be connecting with Oversight Board members to follow up on their collaboration.

Public Comment:

There was no public comment.

F-2. APPROVE staff's recommendation for Public Works to serve as the vendor for the Community Needs Assessment and Strategic Assessment Plan.

Staff Liaison Nicholas Delgado presented on this report. He briefly went over the previous Community Needs Assessment (CNA) and Strategic Investment Plan (SIP) for Fiscal Years (FYs) 2021-2024 process and how it led to the development of the Fund's six funding priority areas. He pivoted to the current and Request for Proposals process, detailing the review and scoring process and noted that Public Works LLC is the staff recommended vendor to support staff in the creation of the FYs 2024-27 CNA/SIP process. Discussion ensued.

A motion was made to approve Public Works LLC as the consultant for the FY 2024-2027 CNA/SIP process by Board member Sequeira, seconded by Board member Hegstrom; approved by the following vote:

Ayes: Khalieghya Dandie-Evans, Guadalupe Enllana, Teyona Galloway, Carol Hegstrom, Katherine Lee, Madiha Qader, Stephanie Sequeira

Noes:

Abstentions:

Absences: Diego Castro Curry

Public Comment:

There was no public comment.

F-3. RECEIVE a presentation on updated departmental outreach materials.

Staff Liaison Abdul Black presented on this agenda item. He reviewed the previously approved logos for use by the Department and Fund for Children and Youth. He presented the various colorway and style options for the logo and also presented some example merchandise for use by City staff and Oversight Board members. He also presented several scripts and blurbs that staff and Oversight Board members would use in social media and the City website. Discussion ensued. Abdul Black subsequently handed out some sample giveaway items to the Oversight Board and noted he would circle back with Board members once merchandise is created with the new logo and ordered.

Public Comment:

There was no public comment.

G. Adjournment

There being no further business, Co-Chair Galloway adjourned the meeting at 7:09 P.M.

Approved:

Katherine Lee, Co-Chair

Staff Liaison

Teyona Galloway, Co-Chair

Guadalupe Morales

From: Cordell Hindler <cordellhindler@ymail.com>
Sent: Friday, November 3, 2023 6:20 PM
To: Department of Children and Youth
Subject: Public Comments-Not on the Agenda

This email originated from outside of the City's email system. Do not open links or attachments from untrusted sources.

Hello Patrick,

I AM Submitting the Following Comments into the Record:

1. The Oversight Board Is Invited to the Senior Winter Ball on December 16th 2023, 6:00 to 10:00 PM, Richmond Auditorium

\$40.00 Dollars Per Person

2. Also Mayor Martinez Has Mentioned the Oversight Board at a Previous Council Meeting

3. The Update Is that the Project is Complete and I will share with the Board at a Later Time

Sincerely
Cordell



AGENDA REPORT

Department of
Children and Youth

DATE: December 4, 2023

TO: Members of the Richmond Fund for Children and Youth Oversight Board

FROM: LaShonda White, Director
Guadalupe Morales, Associate Management Analyst

SUBJECT: RICHMOND DEPARTMENT OF CHILDREN AND YOUTH SURVEY EFFORTS

RECOMMENDED ACTION:

RECEIVE a presentation on current City of Richmond survey efforts.

FINANCIAL IMPACT OF RECOMMENDATION:

There is no financial impact related to this item.

DISCUSSION:

The City of Richmond is committed to enhancing its services based on community needs, actively seeking input through various channels. Presently, residents and community members are encouraged to participate in the 2023 City of Richmond Community Survey and provide insights for the Library Infrastructure and Renovation Project.

2023 City of Richmond Community Survey

The City has partnered with Polco/National Research Center's National Citizen Survey (NCS) biennially since 2007. This collaborative effort provides a comprehensive benchmark database, the largest in the United States, ensuring informed decision-making. The survey aims to:

- Inform fiscal year 2024-2025 budget spending priorities.
- Assess community life and service quality.
- Track perceptions of service quality, amenities, and public safety over time.
- Aid resource allocation decisions.
- Gather information on residents' service usage.
- Compare results over the years.

Eight annual reports have been completed, with results available on the City's website at:

<http://www.ci.richmond.ca.us/index.aspx?NID=1871>. The ongoing 2023 survey, closing on Sunday, December 31, 2023, will contribute valuable data for future initiatives. Access to the English and Spanish survey is here: <https://www.tinyurl.com/richmondsurvey2023>.

Utilization of Survey Results:

To maximize the use of survey results, the City will:

- Posting results, reports, and presentations on the City's website.
- Conducting presentations to various groups.
- Including relevant results in City reports.
- Conducting further analysis based on geographic and demographic information.

Richmond has used survey results in various impactful documents and city reports, such as the Health in All Policies report, City grant applications, and notably, our Department of Children and Youth Community Needs Assessment. Staff is working on finalizing and onboarding Public Works, LLC. as the Department's consultant to help inform the new Fiscal Years 2024-2027 Community Needs Assessment (CNA) and Strategic Investment Plan (SIP). Information gathered from this Community Survey report will prove instrumental in guiding the Assessment and subsequently the types of programs.

Library Infrastructure Project

The Building Forward project, funded by a \$9.7 million grant from the California State Library, addresses critical life-safety and maintenance issues in the historic Main Library. The City Council's appropriation of an additional \$15 million in May 2023 ensures project completion and allows for renovations driven by community needs.

Community Engagement Events:

In December, the Library is hosting virtual and in-person community meetings to gather input for the future Richmond Public Library:

- Virtual Meeting via Zoom on December 6th, 6:30 PM - 7:45 PM
 - Zoom Link: bit.ly/rpl12623
 - Meeting ID: 973 6791 6245
- In-Person Meeting on December 14th, 6:00 PM - 7:15 PM, Richmond Main Library, 325 Civic Center Plaza

Survey:

Residents unable to attend can provide feedback through online surveys in English and Spanish:

- English Survey Link: bit.ly/rplfgenglish
- Spanish Survey Link: bit.ly/rplfgspanish

The Library Infrastructure Project has achieved significant progress, marked by key updates:

December 14, 2023	Community Meeting at Main Library, 325 Civic Center Plaza (PLANNED)
December 6, 2023	Community Meeting via Zoom (PLANNED)
October 25, 2023	Completion of outreach planning

October 17, 2023	Approval of the contract with Noll & Tam Architects
September 11, 2023	Advancement to the contract stage for the design team
September 7, 2023	Conducted interviews with Design Team Finalists
August 29, 2023	Selection of Design Team Finalists
August 11, 2023	Deadline for Request for Proposals
July 19, 2023	Potential bidder walk-through
July 7, 2023	Release of Request for Proposals

Connecting with the Oversight Board and Youth:

Within the Department and Fund for Children and Youth, there is a dedicated emphasis on enhancing the well-being of youth and families. This commitment is underscored by the concurrent 2023 City of Richmond Community Survey and the Library Infrastructure and Renovation Project.

The Oversight Board, responsible for recommending grants that serve youth from birth to age 24, plays a crucial role in shaping the city's programs. The survey results contribute to recommendations for the RFCY grants and services. The Oversight Board plays a key role in ensuring that these recommendations are both comprehensive and inclusive. Recognizing the importance of youth and family well-being is essential for informed and effective decision-making.

The Library Infrastructure Project, with its focus on community needs, directly benefits youth and families. The library serves as a vital resource for education, community engagement, and cultural enrichment. They are also eligible to apply for the Fund for Children and Youth grants and so the Oversight Board has opportunity to gain insight from these surveys in their efforts to award grant funds.

The Library Infrastructure Project is a direct benefactor for youth and families. Serving as a vital site for education, community engagement, and cultural enrichment, the library is a cornerstone of support. Importantly, the Richmond Library is eligible to apply for the Fund for Children and Youth grants. The Oversight Board, in its pursuit of awarding grant funds, can gain valuable insights from these surveys with a deep understanding of community needs and aspirations.

Next Steps

Anticipating a return in early 2024, the City aims to present the 2023 Richmond Community Survey results and updates on the Library Infrastructure project. The Oversight Board's valuable feedback is sought to ensure a comprehensive and inclusive representation of community needs.

City staff would like to have the Oversight Board engage with the 2023 Richmond Community Survey by sharing their feedback as Richmond residents and also share their vision for the Library Infrastructure Project.

In conclusion, these initiatives reflect the City's dedication to fostering community involvement, ensuring residents' voices are heard, and shaping a more responsive and inclusive future.



AGENDA REPORT

Department of
Children and Youth

DATE: December 4, 2023

TO: Members of the Richmond Fund for Children and Youth Oversight Board

FROM: LaShonda White, Director
Nicholas Delgado, Associate Management Analyst

SUBJECT: RICHMOND DEPARTMENT OF CHILDREN AND YOUTH MID-YEAR REPORT

RECOMMENDED ACTION:

RECEIVE a mid-year report on RDCY FY 23/24 activities

FINANCIAL IMPACT OF RECOMMENDATION:

There is no financial impact related to this item

DISCUSSION:

December marks the half-way point for the 2023-2024 fiscal year (July 1, 2023 – June 30, 2024). Richmond Department of Children and Youth (Department) staff have worked to expand the Department's capacity in addition to taking on 19 more grantees. Some of the department's highlights include:

Execution of Grant Amendments:

The successful execution of grant amendments is instrumental in ensuring that our current grantees continue to flourish through sponsorship by the Richmond Fund for Children and Youth. By navigating this process, we guarantee the proper allocation of funds to ongoing projects, maintain transparency, and uphold our commitment to regulatory standards. This efficiency not only safeguards financial integrity but also strengthens our reputation as a responsible steward of public resources.

Execution of New Grants:

Investing in new grants significantly enhances our ability as a funder to support organizations in addressing emerging challenges and pursuing innovative initiatives. The allocation of additional resources empowers our grantees to expand their services, implement new programs, and

respond effectively to the evolving needs of the Richmond community. Through the strategic diversification of funding sources, we strengthen the resilience of the supported initiatives, enabling them to adapt to changing circumstances and ensuring a sustained positive impact. This approach not only aligns with our commitment to fostering positive change but also amplifies the overall effectiveness of the programs we choose to fund.

Customer Relationship Management (CRM) Request for Proposal (RFP):

The finalization of the CRM RFP represents a strategic leap forward in streamlining our grant application and management processes. The implementation of an advanced CRM system will centralize data, automate routine tasks, and provide real-time insights. This technological upgrade not only enhances our operational efficiency but also allows our Department to make data-driven decisions, improve collaboration among team members, and ultimately deliver a more responsive and effective service to our community. Department staff are in the final stages of the RFP process and hope to have a vendor selected before the end of FY 2023-24.

Evaluator RFP:

The execution of the Evaluator RFP is pivotal in strengthening our ability to assess the impact of our funds. By engaging experienced evaluators, we can capture and articulate the narrative successes of our current grantees more comprehensively. This not only supports our accountability to stakeholders but also provides valuable insights for refining and optimizing our initiatives. Improved evaluation processes contribute to evidence-based decision-making and reinforce the effectiveness of our programs. WestEd was selected as our consultant to help us navigate the evaluation process. The Oversight Board received a presentation from WestEd in November 2023.

Community Needs Assessment (CNA) & Strategic Investment Plan (SIP) RFP:

The successful execution of the CNA / SIP RFP establishes new guidelines for investment in the City of Richmond. This strategic move ensures that our financial resources are directed towards projects that align with the community's priorities and have a lasting positive impact. By setting clear guidelines, we enhance our ability to make informed investment decisions, support sustainable development, and contribute to the overall well-being and resilience of our community. Public Works, LLC was selected as the vendor and Department staff plan to bring the contract to City Council for approval on December 19, 2023.

Hired Additional Staff:

The Department was excited to welcome one additional management analyst in August 2023. The recruitment of additional staff enhances our department's capital, strengthening our ability to deliver high-quality services. The new team members bring diverse skills and expertise, enabling us to tackle a broader range of projects and initiatives. This expansion not only increases our capacity but also fosters a more collaborative and innovative work environment, ensuring that our department remains at the forefront of addressing the complex challenges facing our community. In addition, we are grateful for the addition of an intern specializing in communications, marketing and outreach!

Social Media Growth:

The substantial growth in our social media presence plays a crucial role in enhancing our department's outreach and community engagement. A strong online presence allows us to disseminate information more effectively, promote community initiatives, and gather feedback.

By leveraging social media platforms, we can build a sense of community, foster public participation, and keep residents informed about the services and opportunities our department provides. This increased visibility contributes to a positive public perception and reinforces our department's commitment to transparency and engagement.



AGENDA REPORT

Department of
Children and Youth

DATE: December 4, 2023

TO: Members of the Richmond Fund for Children and Youth Oversight Board

FROM: LaShonda White, Director
Abdul Black, Senior Fellow of Marketing and Communications

SUBJECT: RICHMOND FUND FOR CHILDREN AND YOUTH/ DEPARTMENT OF
CHILDREN AND YOUTH OUTREACH

STATEMENT OF THE ISSUE:

The Richmond Fund for Children and Youth (RFCY) and Richmond Department of Children and Youth (RDCY) are requesting the Oversight Board to record videos to be used for promotional outreach and marketing.

RECOMMENDED ACTION:

DISCUSS Social Media Blurb Videos for Social Media Outreach Campaigns.

FINANCIAL IMPACT OF RECOMMENDATION:

There is no financial impact to receiving this report.

DISCUSSION:

The RFCY is establishing a centralized virtual outreach method, starting with personalized blurbs from Oversight Board members to invite residents to events. This will enhance our visibility and appeal to potential grantees, future board members, and the city's residents. Over the past six months we have been leveraging our social media following to promote events, surveys, and Oversight Board meetings. This method has been beneficial, and we would like to expand our reach even further by adding a more personal touch to these posts. The Scripts were approved in September to be recorded. We will be taking time after today's meeting to record these blurbs.

NEXT STEPS:

Record videos and implement our outreach strategy

Attachments: