

SAN BRUNO

Community Foundation

Board of Directors

Malissa Netane-Jones, President • Jim Ruane, Vice President • Raul Gomez, Secretary • Pak Lin, Treasurer
Melissa Moreno • Supriya S. Perry • Irving Torres
Leslie Hatamiya, Executive Director

AB-361

CORONAVIRUS COVID-19

On September 16, 2021, the Governor of California signed AB-361 suspending certain provisions of the Ralph M. Brown Act in order to allow for local legislative bodies to conduct their meetings telephonically or by other electronic means. Pursuant to the CDC's social distancing guidelines which discourage large public gatherings, meetings of the San Bruno Community Foundation's Board of Directors are being conducted electronically. The meeting is not available for in-person attendance. Members of the public may attend the meeting by video or phone following the links below in this agenda.

If you would like to make a Public Comment on an item not on the agenda, or comment on a particular agenda item, you may address the Board orally during the meeting, or you may email us at info@sbcf.org. The length of all emailed comments should be commensurate with the three minutes customarily allowed per speaker, which is approximately 300 words total. Emails received before the special or regular meeting start time will be forwarded to the Foundation Board of Directors, posted on the Foundation's website and become part of the public record for that meeting. If emailed comments are received after the meeting start time, or after the meeting ends, they will be forwarded to the Foundation Board of Directors and filed with the agenda packet becoming part of the public record for that meeting. Emails received will not be read aloud during the meeting.

Individuals who require special assistance of a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, agenda packet or other writings that may be distributed at the meeting, should contact Leslie Hatamiya, Executive Director, 48 hours prior to the meeting at (650) 763-0775 or by email at info@sbcf.org. Notification in advance of the meeting will enable the San Bruno Community Foundation to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

AGENDA

SAN BRUNO COMMUNITY FOUNDATION

Regular Meeting of the Board of Directors

August 3, 2022

7:00 p.m.

Zoom Meeting Details:

<https://us02web.zoom.us/j/85183970885?pwd=dllpU2pqWTgyYjc3WVdGa1FFdGI1UT09>

Webinar ID: 851 8397 0885

Passcode: 945776

Dial-in: (669) 900-6833

1. Call to Order/Welcome

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2. Roll Call

3. Public Comment: Individuals are allowed three minutes. It is the Board's policy to refer matters raised in this forum to staff for research and/or action where appropriate. The Brown Act prohibits the Board from discussing or acting upon any matter not agendized pursuant to State Law.

4. Approval of Minutes: July 6, 2022, Regular Board Meeting

5. Executive Director's Report

6. Consent Calendar: All items are considered routine or implement an earlier Board action and may be enacted by one motion; there will be no separate discussion unless requested by a Board Member or staff.

a. Adopt Resolution Declaring the Continued State of Local Emergency and Need for the San Bruno Community Foundation Board of Directors and Other Foundation Legislative Bodies Subject to the Ralph M. Brown Act to Continue to Teleconference in Order to Ensure the Health and Safety of the Public Pursuant to AB 361

b. Receive and Approve Treasurer's Report (June 2022 Financial Statements)

7. Conduct of Business

a. Conduct Discussion on Strategic Grantmaking Priorities and Provide Direction to Staff

b. Receive Report on Programs (Community Grants Fund, Crestmoor Scholarship, and Strategic Grants)

8. Board Member Comments

9. Adjourn: The next regular meeting of the Board of Directors is scheduled for Wednesday, September 7, 2022, at 7:00 p.m.

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MINUTES

SAN BRUNO COMMUNITY FOUNDATION

Regular Meeting of the Board of Directors

July 6, 2022

7:00 p.m.

Meeting Conducted via Zoom

- 1. Call to Order/Welcome:** President Netane-Jones called the meeting to order at 7:00 p.m.
- 2. Roll Call:** Board Members Netane-Jones, Ruane, Gomez, Lin, and Moreno, present; Perry and Torres, excused.
- 3. Public Comment:** None.
- 4. Presentation:** Recognition of Frank Hedley for his service on the SBCF Investment Committee

On behalf of the Board, President Netane-Jones honored Frank Hedley for his six years of service on the Foundation's Investment Committee. She read a proclamation acknowledging Mr. Hedley's contributions to the Foundation and the San Bruno community, a framed copy of which Mr. Hedley received from the Foundation. Other Board members also thanked Mr. Hedley for his service to the Foundation. Mr. Hedley addressed the Board, thanking Board members for the recognition and lauding Board and staff members for their service to the community, and also presented the Foundation with an engraved gavel to be used at future Board meetings.

- 5. Approval of Minutes:** June 1, 2022, Regular Board Meeting: Board Member Moreno moved to approve the minutes of the June 1, 2022, Regular Board Meeting, seconded by Treasurer Lin, approved unanimously by roll call vote.

6. Executive Director's Report

Executive Director Leslie Hatamiya reported on two items from her written Executive Director's Report. First, she reported that at a special meeting on June 28, the San Bruno City Council formally approved the Foundation's fiscal year 2022-2023 budget, by a vote of 4-1. She noted that several questions were raised during the Council's review. Some of the questions involved the role and composition of the

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Investment Committee, and one concerned the Board giving the Executive Director, per the Investment Committee's recommendation, the discretion to manage transfers from investment accounts to the Liquidity account, including the discretion to divide each category of transfers into smaller increments, set the timing of the incremental transfers based on the Foundation's cash flow needs, and transfer less than the approved transfer amounts as circumstances may warrant. She explained that this discretion is operational in nature, allowing the Executive Director to work with advisers at Sand Hill Global Advisors, Treasurer Lin, and the Investment Committee to determine the amount and timing of transfers from the Foundation's investment accounts to its operating accounts, as the funds are needed to pay out approved disbursements. She also noted that that the transfers have been approved by the Board and that most of the approved transfers – about \$30 million of the approximately \$34 million approved – are to disburse Recreation and Aquatic Center grant payments in response to the City's quarterly grant reports.

She also reported that it was also requested at the meeting that the Board consider specifically adding "the downtown" to its list of strategic grantmaking priorities based on feedback received during Community Listening Campaign 2.0. She explained that "economic vitality" is one of the strategic grantmaking priorities the Board identified in the aftermath of Strategic Plan 2.0, a term that is broader than but certainly includes the downtown area, and that, consistent with that priority, the Foundation is and has been open to strategic grant ideas related to downtown, including awarding \$507,000 in COVID-19 relief grants that have benefitted struggling San Bruno businesses. In addition, she noted that the 2022-2023 budget includes at least \$500,000 for smaller strategic grants and that Foundation leadership has been in discussion with City staff about the City's plans to develop Centennial Park into a community gathering space on San Mateo Avenue. The Foundation is interested in supporting these plans to enhance downtown San Bruno and, once the City finalizes its plans and budget for the project, welcomes from the City a concrete Centennial Park grant proposal.

Several Board members noted that the Foundation has been supportive of the downtown area through a variety of grants and that for further investments to be effective, partnerships with the business community are critical. They also cautioned against funding projects that are more appropriately funded by the City's General Fund. Board members expressed a desire to discuss the Foundation's strategic grantmaking priorities at a future meeting.

Ms. Hatamiya also reported that, with the retirement of Marc Zafferano as San Bruno City Attorney in early June, she has begun searching for outside counsel to provide assistance on public and municipal law matters, particularly those pertaining to the Brown Act, Public Records Act requests, conflicts of interest, and other ethics issues to the Foundation, and intends to identify a firm over the summer.

7. Consent Calendar

- a. Adopt Resolution Declaring the Continued State of Local Emergency and Need for the San Bruno Community Foundation Board of Directors and Other Foundation Legislative Bodies Subject to the Ralph M. Brown Act to Continue to Teleconference in Order to Ensure the Health and Safety of the Public Pursuant to AB 361

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- b. Adopt Resolution Approving Appointments to the Investment Committee
- c. Receive and Approve Treasurer's Report (May 2022 Financial Statements)

Vice President Ruane moved to accept the Consent Calendar as presented, seconded by Board Member Moreno, approved unanimously by roll call vote.

8. Conduct of Business

- a. Receive Report on the San Bruno Recreation and Aquatic Center from the City of San Bruno

On behalf of the City of San Bruno, Project Manager Rod Macaraeg and Community Services Director Ann Mottola reported to the Board on recent progress on the Recreation and Aquatic Center Project. They reviewed work recently completed and upcoming work scheduled at the construction site, outlined the City's evaluation of options for traffic improvements at the intersection of Crystal Springs Road, Oak Street, and City Park Way, and discussed the City's plans to install a solar photovoltaic system at the center through a purchase agreement with Peninsula Clean Energy. Board members asked questions related to the traffic improvements, soil contamination on the site, and electric vehicle charging stations, as well as expressed concerns about balls from the baseball field landing in the outdoor pool area.

- b. Receive Report on Tanforan Memorial Project from the Tanforan Assembly Center Memorial Committee

Tanforan Assembly Center Memorial Committee President Doug Yamamoto gave an update on the construction of the Tanforan Memorial at the San Bruno BART station. He noted that construction is well underway and that TACMC has selected the cherry tree that will be featured on the site. He also previewed plans for a ribbon-cutting ceremony scheduled at the memorial on Saturday, August 27, 2022.

- c. Receive Report on Other Programs (Community Grants Fund, Crestmoor Scholarship, and Other Strategic Grants)

Executive Director Hatamiya reported on the Foundation's other programs and initiatives. With regard to the Community Grants Fund, she reported on the launch of the 2022-2023 cycle of the Community Grants Fund at the beginning of July, the program timeline including the September 21 application deadline, and the \$100,000 donation YouTube and Google.org made to the program.

With regard to the Crestmoor Scholarship program, Ms. Hatamiya reported that upon receipt of proper documentation from each student, the Foundation has begun distributing this year's annual payments to 2019, 2020, 2021, and 2022 recipients of the Crestmoor Neighborhood Memorial Scholarship.

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Finally, Ms. Hatamiya reported on the City of San Bruno's 2022 Community Day, which was held on June 5 on San Mateo Avenue. She noted that the well-attended event included cultural performances, vendors and information booths, community art activities, and a play area for children, while restaurants and businesses welcomed community members. She noted that the Board would receive a report from the City on the event, as well as a preview of plans for next year's event, at an upcoming Board meeting.

d. Receive Report from Investment Committee

Treasurer and Investment Committee Chair Lin gave a brief update on the Foundation's investment portfolio. She reported that she and Executive Director Hatamiya have been in touch with the Foundation's investment advisers at Sand Hill Global Advisors regarding the Foundation's investment holdings in light of current market volatility. She assured the Board that the Foundation will be able to meet its grant obligations for the Recreation and Aquatic Center, although depending on market performance, the Foundation's portfolio balance once those grants are paid out may be lower than the \$25 million originally anticipated when the Board approved Strategic Plan 2.0 last September.

9. Board Member Comments: President Netane-Jones wished everyone a good summer and thanked the Board and staff for their commitment to the Foundation.

10. Adjourn: Board Member Moreno moved to adjourn the meeting at 8:16 p.m., seconded by Secretary Ruane, approved unanimously.

Respectfully submitted for approval at the Regular Board Meeting of August 3, 2022, by Secretary Raul Gomez and President Malissa Netane-Jones.

Raul Gomez, Secretary

Malissa Netane-Jones, President

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Memorandum

DATE: July 29, 2022

TO: Board of Directors, San Bruno Community Foundation

FROM: Leslie Hatamiya, Executive Director

SUBJECT: Executive Director's Report

Since the July 6, 2022, Board meeting, I have continued to focus on administering the Community Grants Fund and Crestmoor Scholarship programs and monitoring and developing strategic projects. In addition, I have handled a variety of other matters, including the following:

1. Outside Counsel

As mentioned at the July meeting, with the retirement of Marc Zafferano as San Bruno City Attorney in early June, I have begun searching for outside counsel to provide assistance on public and municipal law matters, particularly those pertaining to the Brown Act, Public Records Act requests, conflicts of interest, and other ethics issues to the Foundation. I am in the process of reviewing finalists and hope to be able to announce a selected firm to the Board in the near future.

2. Fiscal Year 2021-2022 Audit

Accounting Consultant Frank Bittner is in the process of closing the fiscal year 2021-2022 accounting books, as the year concluded on June 30, 2022. He and I have begun preparing the requested reports and documents for the Foundation's auditors at Novogradac & Company. We expect to submit all audit preparation materials by late August, after which the Novogradac team will conduct the audit. Novogradac has committed to preparing draft audited financial statements by October 10, and the Audit Committee will meet on Monday, October 17, at 3:00 p.m. to discuss the audit with the Novogradac team. Novogradac's Lance Smith is scheduled to present the audited financial statements to the Foundation Board at its November 2 meeting.

3. Investments

Treasurer Lin and I continue to be in touch with our team at Sand Hill to monitor the Foundation's investment portfolio in light of market turbulence and to discuss the timing of upcoming transfers of funds from the Foundation's investment accounts to the operating

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budget, particularly those needed to disburse the remaining Recreation and Aquatic Center grant payments over the next 12-18 months. To cover the most recent grant payment in late July, we moved the remaining balance of the Liquidity-RAC subaccount to the Liquidity-Operating subaccount and closed the Liquidity-RAC subaccount. No funds have been transferred from the Strategic Pool to the Liquidity Pool thus far in the 2022-2023 fiscal year.

4. Annual Report

I have begun planning the Foundation's 2022 Annual Report. So that we can include photos from and information about the Tanforan Memorial ribbon-cutting event in late August, I am targeting an early October mail date. The Annual Report will be mailed to all residential and commercial addresses in San Bruno and also be available in digital form.

5. Email Newsletter and Website Hits

Since the July 6 Board meeting, I have sent out one email blast to the Foundation's email distribution list, which highlighted the Community Grants Fund application and provided a summary of the July 6 meeting. Of the approximately 800 emails sent, 47% of the recipients opened the email.

According to Google Analytics, activity on the sbcf.org website was relatively light this past month. Between July 6 and June 27, 332 users visited the Foundation website. The most visited pages were the home page and pages related to the Community Grants Fund.

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Memorandum

DATE: July 29, 2022

TO: Board of Directors, San Bruno Community Foundation

FROM: Leslie Hatamiya, Executive Director

SUBJECT: Consent Calendar for the August 3, 2022, Regular Board Meeting

For the August 3, 2022, Regular Meeting of the Board of Directors of the San Bruno Community Foundation, the Consent Calendar includes two items related to administrative and operational functions of the Foundation.

1. Adopt Resolution Declaring the Continued State of Local Emergency and Need for the San Bruno Community Foundation Board of Directors and Other Foundation Legislative Bodies Subject to the Ralph M. Brown Act to Continue to Teleconference in Order to Ensure the Health and Safety of the Public Pursuant to AB 361

On March 4, 2020, Governor Gavin Newsom declared a State of Emergency to make additional resources available, formalize emergency actions already underway across multiple state agencies and departments, and help the State prepare for a broader spread of COVID-19.

On March 17, 2020, in response to the COVID-19 pandemic, Governor Newsom issued Executive Order N-29-20, which suspended certain provisions of the Ralph M. Brown Act to allow local legislative bodies to conduct meetings telephonically or by other means. The State also implemented a shelter-in-place order, requiring all non-essential personnel to work from home.

In response to the Executive Order and following the lead of the San Bruno City Council and the City's commissions, boards, and committees, the Foundation's Board of Directors and standing committees (Investment Committee and Audit Committee) have been conducting virtual meetings since April 2020. The usage of Zoom for public meetings has allowed the Foundation to ensure the public's continued access to its meetings while also ensuring the public's safety.

On June 11, 2021, Governor Newsom issued Executive Order N-08-21, which rescinded his prior Executive Order N-29-20 and set a date of October 1, 2021, for agencies to transition back to public meetings held in full compliance with the Ralph M. Brown Act. Since Executive Order N-08-21 was enacted, the Delta and Omicron variants, as well as various subvariants, of the COVID-19 virus have emerged, resulting in continually high positive case rates for San Mateo

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County. San Mateo County Health Department issued Health Order C19-12 on August 2, 2021, which re-implemented mask guidelines regardless of vaccination status. Taking these factors into account, the Foundation, like the City of San Bruno, has continued its public meetings in the virtual setting and wishes to maintain this format to preserve the health and safety of its staff, volunteers, and the public.

AB 361 was signed into law by the Governor on September 16, 2021, went into effect immediately as urgency legislation (codified under Government Code § 54953), allowing local legislative bodies to continue to meet remotely beyond the current executive order's expiration of September 30, 2021, in any of the following circumstances:

- The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.
- The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.
- The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, pursuant to subparagraph (B), that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees (Government Code § 54953(e)(1)(A)-(C)).

Staff has determined the following findings can be made to meet the above provisions of AB 361:

- The state of California remains under the COVID-19 state of emergency proclaimed by the Governor pursuant to the California Emergency Services Act.
- The emergency continues to directly impact the ability of members to meet safely in person.
- State or local officials continue to impose or recommend measures to promote social distancing (Government Code § 54953(e)(3)(B)(i)-(ii)).

Every month since November 2021, the Foundation Board has adopted a resolution making necessary findings so that the Foundation can continue to teleconference public meetings without adhering to all of the Brown Act's teleconferencing requirements, in order to ensure the health and safety of the public. The public can attend public meetings by teleconference accessibility via call-in option or an internet-based service option (via the Zoom Webinar platform). Meeting details including the Zoom link and accessible phone numbers are listed on the published agenda for each meeting. The Foundation monitors attendance via teleconference as well as email correspondence received throughout each public meeting and provides access for public comment opportunities in real time both verbally and in writing.

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Under AB 361, which will sunset on January 1, 2024, the Foundation Board may continue to teleconference public meetings if the Board makes findings every 30 days during the proclaimed state of emergency. Thus, I recommend that the Board once again adopt the resolution declaring the continued state of local emergency and need for the Foundation Board of Directors and other legislative bodies subject to the Ralph M. Brown Act to continue to teleconference in order to ensure the health and safety of the public pursuant to AB 361, as part of the Consent Calendar. If the Board chooses not to adopt the resolution or declare staff's findings, the Foundation may not be subject to the Brown Act exemptions that would be allowed under AB 361.

2. Receive and Approve Treasurer's Report (June 2022 Financial Statements)

The June 2022 financial statements consist of a Budget Report and Balance Sheet. The attached Budget Narrative provides a thorough explanation of the financial statements. The Budget Report includes the budget figures approved at the June 2, 2021, Board meeting.

I recommend that the Board approve the attached resolution and the Treasurer's Report, as outlined above, as part of the Consent Calendar on August 3, 2022.

Attachments:

1. Resolution Declaring the Continued State of Local Emergency and Need for the San Bruno Community Foundation Board of Directors and Other Foundation Legislative Bodies Subject to the Ralph M. Brown Act to Continue to Teleconference in Order to Ensure the Health and Safety of the Public Pursuant to AB 361
2. June 2022 Financial Statements

RESOLUTION NO. 2022-__

RESOLUTION OF THE SAN BRUNO COMMUNITY FOUNDATION DECLARING THE CONTINUED STATE OF LOCAL EMERGENCY AND NEED FOR THE SAN BRUNO COMMUNITY FOUNDATION BOARD OF DIRECTORS AND OTHER FOUNDATION LEGISLATIVE BODIES SUBJECT TO THE RALPH M. BROWN ACT TO CONTINUE TO TELECONFERENCE IN ORDER TO ENSURE THE HEALTH AND SAFETY OF THE PUBLIC PURSUANT TO AB 361

WHEREAS, on March 4, 2020, the Governor of California proclaimed a State of Emergency to exist in California as a result of the threat of novel coronavirus disease 2019 (COVID-19);

WHEREAS, on March 17, 2020, the Governor of California executed Executive Order N-29-20, which suspended and modified specified provisions in the Ralph M. Brown Act (Government Code Section § 54950 *et seq.*) and authorized local legislative bodies to hold public meetings via teleconferencing and to make public meeting accessible telephonically or otherwise electronically to all members of the public seeking to observe and address the local legislative body;

WHEREAS, on June 11, 2021, the Governor of California executed Executive Order N-08-21, which extended the provisions of Executive Order N-29-20 concerning teleconference accommodations for public meetings through September 30, 2021;

WHEREAS, the San Bruno Community Foundation, including its Board of Directors and all other legislative bodies subject to the Ralph M. Brown Act (“Brown Act Bodies”), has been holding meetings using teleconferencing and virtual meeting technology in an effort to help protect Foundation officials, staff, volunteers, and the public from COVID-19;

WHEREAS, on August 2, 2021, in response to the Delta variant, the San Mateo County Health Department issued Order C19-12, which requires all individuals to wear face coverings when indoors in workplaces and public settings;

WHEREAS, because of the rise in COVID-19 cases due to the Delta variant and now the Omicron variant, the Foundation is concerned about the health and safety of all individuals who intend to attend public meetings of the Foundation in person;

WHEREAS, on September 16, 2021, the Governor of California signed into law Assembly Bill 361 (AB 361, Rivas) into law as an urgency measure that went into effect immediately;

WHEREAS, AB 361 authorizes local legislative bodies to continue to conduct meetings using teleconferencing without complying with the Ralph M. Brown Act’s standard teleconferencing requirements if certain conditions are met;

WHEREAS, AB 361 requires local findings that meeting in person would present an imminent risk to the health and safety of attendees; and

WHEREAS, the Foundation desires to continue conducting public meetings of its Brown Act Bodies using teleconferencing as authorized by AB 361.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

1. The Foundation Board of Directors hereby finds and determines that the foregoing recitals are true and correct; the recitals are hereby incorporated by reference into each of the findings as though fully set forth therein.
2. In compliance with AB 361, the Foundation Board of Directors makes the following findings:
 - a. The Foundation Board of Directors has reconsidered the circumstances of the state of emergency, and the state of emergency remains active;
 - b. The state of emergency continues to directly impact the ability of the Foundation's Brown Act Bodies, as well as staff and members of the public, to meet safely in person; and
 - c. State or local officials continue to impose or recommend measures to promote social distancing.
3. Meetings of the Foundation's Brown Act Bodies will continue to be conducted via teleconference, pursuant to AB 361.

This resolution will be effective upon adoption.

Dated: August 3, 2022

ATTEST:

Raul Gomez, Secretary

I, Raul Gomez, Secretary, do hereby certify that the foregoing Resolution No. 2022-__ was duly and regularly passed and adopted by the Board of Directors of

the San Bruno Community Foundation on this 3rd day of August, 2022, by the following vote:

AYES: Board members:

NOES: Board members:

ABSENT: Board members:

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June 2022

Budget Narrative

This report primarily describes amounts in column a (Actual Year to Date) of the monthly Budget Report. This is the final report for the 2021-2022 fiscal year.

INCOME

Line 1 Transfers from Quasi Endowment – \$312,932 is 100% of budget.

Line 2 Transfers from Strategic Pool – Only transfer for the year of \$500,000 in September is 1.9% of budget.

Line 3 Transfers from Liquidity RAC – \$1,700,000 April transfer is 16% of budget.

Line 4 Donations - \$171,006 unbudgeted amount is mostly restricted for Community Grants (\$100,000 from Google/You Tube) and Scholarships (\$71,000 with \$70,000 from the Joseph W. Welch Jr. Foundation).

Line 5 Interest Income – \$17,572 is 44.9% of budget. Liquidity Pool – Operating balance is currently \$324,115. This balance has been and will continue in decline as RAC Construction grant payments are made. Final amount is \$21,601 less than budget.

EXPENSES

Line 8 Scholarships – \$190,000 is 118.8% of budget. Board approved the budget increase of \$30,000.

Line 9 Community Grants – \$300,000 expense incurred is 100% of budget. All grants for the year have been expensed.

Line 10 Strategic Grants – \$40,834,454 total is 88.8% of budget. RAC Construction (\$40,464,454), music education (\$290,000), Community Day (\$30,000), and Tanforan Memorial (\$50,000) grants comprise the total. Final amount is \$5,130,000 less than budget.

Line 11 Other Grants – \$10,000 is 100% of budget. Total is for SBFD Covid 19 tests grant.

Line 13 Salaries & Wages – Expense is 101.3% of budget. There has been turnover in the Program Manager position including some overlap for training. Final expense is \$2,910 more than budget.

Line 14 Payroll Taxes & Benefits – Expense (\$31,946) is 129.7% of budget. Social Security/Medicare tax (\$13,911) and retirement (\$19,792) are the largest costs. Other costs include workers' compensation (\$694) and life (\$214) insurance. Vacation expense for the year is negative \$2,664 as the year-end accrued balance value decreased by that amount compared to the prior year-end. Final expense is \$7,310 more than budget.

Line 16 Occupancy – Only cost is office lease (\$15,705). Amount is 99.7% of budget.

Line 17 Insurance – Total (\$22,005) is 90.7% of budget and includes Directors & Officers (\$17,940), crime (\$2,838), and commercial liability (\$1,227) policies. Final amount is \$2,243 less than budget.

Line 18 Telecommunications – Cost (\$2,585) is 90.7% of budget, with cell phones (\$1,213), internet (\$1,019), and land-line services (\$353) making up the total.

Line 19 Postage & Shipping – Cost (\$2,131) is 60.9% of budget. 72% of the total or \$1,537 is for Annual Report mailing. Final expense is \$1,369 less than budget.

Line 20 Marketing & Communications - \$12,240 expense is 71.2% of budget. \$8,278 or 68% of the total has been for Annual Report design and printing. \$1,077 has been for Scholarship flyers and promotions; \$1,784 has been for Grant & Scholarship application software; and \$712 has been for Grants flyers and posters. Final expense is \$4,960 less than budget.

Line 21 Office Supplies & Equipment – Cost (\$3,311) is 54.3% of budget. Laptop for Program Manager (\$2,184) accounts for 66% of the total. Final amount is \$2,789 less than budget.

Line 22 Legal Fees – \$24,598 expense is 59.2% of budget. Costs include \$17,010 for San Bruno City Attorney, \$5,893 related to Strategic Grants, \$1,365 for Community Grants, and \$240 for administrative issues. Final amount is \$16,958 less than budget.

Line 23 Accounting & Payroll Fees – Total (\$33,532) is 94.9% of budget with \$22,077 for Accounting Consultant, \$9,750 for annual audit and tax preparation fees, \$1,132 for payroll processing fees, and \$540 for accounting software. Final expense is \$1,800 less than budget.

Line 24 Other Consultants – \$8,471 is 40.6% of budget and has been for IT consultant (\$6,721) and Community Listening consultant (\$1,750). Final amount is \$12,399 less than budget.

Line 25 Travel, Meetings & Conferences – \$722 expense is 17.1% of budget with \$700 incurred by remote meeting software. Final amount is \$3,498 less than budget.

Line 26 Miscellaneous – Cost (\$1,841) equals 60.1% of budget. \$950 incurred for organizational membership and \$423 for volunteer and partner recognition expenses. Final expense is \$1,222 less than budget.

SUMMARY

Excluding the budget for Scholarships & Grants, total expenses are at 91.2% of budget. In terms of dollars, the \$385,957 in year-to-date expense is \$37,337 less than budget.

The Fidelity Liquidity Pool – RAC, was created with a \$10 million July 2018 transfer. The balance as of June 30, 2022, is \$8,751,088, including market value loss of \$20,685 in June.

Total June investment net loss or decrease in value is \$2,246,092. This came from the Strategic Pool (\$1,251,516), Quasi Endowment (\$973,890), and Liquidity Pool (\$20,686). Year-to-date investment net loss or decrease in value is \$6,084,743.

Overall organization year to date net loss or decrease in net assets is \$47,616,216. Most of this is the RAC 8 Construction grant (\$40,464,454) investment.

Total Net Assets, as of June 30, 2022 are \$27,247,181 with \$19,804,108 in Quasi Endowment; \$7,341,873 in general Unrestricted funds; and \$101,200 in Donor Restricted Net Assets.

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June 2022 2021-2022 Budget Report

	(a)	(b)	(c)	(e)
	Actual Year to Date	Budget	Actual as % of Budget (a/b)	Budget Variance (a - b)
INCOME & TRANSFERS				
1 Transfers from Quasi Endowment	\$ 312,932	\$ 312,932	100.0%	\$ -
2 Transfers from Strategic Pool	500,000	26,456,233	1.9%	(25,956,233)
3 Transfers from Liquidity RAC	1,700,000	10,631,501	16.0%	(8,931,501)
4 Donations	171,006	-	-	171,006
5 Interest Income	17,572	39,173	44.9%	(21,601)
6 Miscellaneous Income	-	-	-	-
7 Total Available for Operations	2,701,510	37,439,839	7.2%	(34,738,329)
EXPENSES				
8 Crestmoor Scholarships	190,000	160,000	118.8%	30,000
9 Community Grants	300,000	300,000	100.0%	-
10 Strategic Grants	40,834,454	45,964,454	88.8%	(5,130,000)
11 Other Grants	10,000	10,000	100.0%	-
12 Subtotal Direct Program Expenses	41,334,454	46,434,454	89.0%	(5,100,000)
13 Salaries & Wages	226,510	223,600	101.3%	2,910
14 Payroll Taxes & Benefits	31,946	24,636	129.7%	7,310
15 Subtotal Personnel Expenses	258,456	248,236	104.1%	10,220
16 Occupancy	15,705	15,758	99.7%	(53)
17 Insurance	22,005	24,248	90.7%	(2,243)
18 Telecommunications	2,585	2,851	90.7%	(266)
19 Postage & Shipping	2,131	3,500	60.9%	(1,369)
20 Marketing & Communications	12,240	17,200	71.2%	(4,960)
21 Office Supplies & Equipment	3,311	6,100	54.3%	(2,789)
22 Legal Fees	24,598	41,556	59.2%	(16,958)
23 Accounting & Payroll Fees	33,532	35,332	94.9%	(1,800)
24 Other Consultants	8,471	20,870	40.6%	(12,399)
25 Travel, Meetings & Conferences	722	4,220	17.1%	(3,498)
26 Miscellaneous	1,841	3,063	60.1%	(1,222)
27 Subtotal Non-Personnel	127,141	174,698	72.8%	(47,557)
28 Total Expenses	41,720,051	46,857,388	89.0%	(5,137,337)
29 Net Surplus/(Loss)	\$ (39,018,541)	\$ (9,417,549)		\$ (29,600,992)

SAN BRUNO

Community Foundation

Statement of Financial Position as of June 30, 2022

ASSETS

Cash, Wells Fargo General	\$ 171,007.54	
Cash, Wells Fargo Payroll	21,473.02	
Cash, Fidelity Liquidity Pool - Operating	324,114.80	
Total Cash		516,595.36
Investments, Fidelity Liquidity Pool - RAC	8,751,088.47	
Investments, Fidelity Strategic Pool	28,291,889.43	
Investments, Fidelity Quasi-Endowment	19,804,107.76	
Total Investments		56,847,085.66
Prepaid Rent	1,344.96	
Prepaid Insurance	15,347.25	
Total Other Current Assets		16,692.21
Deposits	909.45	
Total Other Assets		909.45
TOTAL ASSETS		<u>\$ 57,381,282.68</u>

LIABILITIES & NET ASSETS

LIABILITIES

Accounts Payable	15,750.60	
Accrued Grants Payable	29,785,791.78	
Accrued Scholarships Payable	320,000.00	
Accrued Employee PTO	12,559.80	
Total Liabilities		30,134,102.18

NET ASSETS

Unrestricted, Non-QE 7/1/2021 Balance	51,853,495.41	
Transfer from Quasi-Endowment	312,932.00	
Year to Date Net Income from Operations	(41,531,472.68)	
Year to Date Strategic Investment Income	(3,293,081.99)	
Total Non-QE Unrestricted Net Assets	7,341,872.74	
Quasi-Endowment 7/1/2021 Balance	22,908,700.87	
Transfer to Liquidity for Operations	(312,932.00)	
Year-to-date QE Investment Income	(2,791,661.11)	
Total QE Unrestricted Net Assets	19,804,107.76	
Total Unrestricted Net Assets		27,145,980.50
Donor Restricted Net Assets 7/1/2021 Balance	101,200.00	
Year to Date Donor Restricted Net Income	-	
Total Donor Restricted Net Assets		101,200.00
Total Net Assets		<u>27,247,180.50</u>
TOTAL LIABILITIES & NET ASSETS		<u>\$ 57,381,282.68</u>

SAN BRUNO

Community Foundation

Memorandum

DATE: July 29, 2022

TO: Board of Directors, San Bruno Community Foundation

FROM: Leslie Hatamiya, Executive Director

SUBJECT: Strategic Grantmaking Priorities Discussion

The August 3, 2022, Board meeting will include a discussion of strategic grantmaking priorities, as requested by Board members in July.

1. Background on the Development of the Foundation's Strategic Grantmaking Criteria and Priorities

In 2015, as the Foundation began its programmatic activity following the Foundation's first Community Listening Campaign, the then-functioning Ad Hoc Committee on Program Strategy Development outlined the following criteria for identifying specific strategic grantmaking opportunities to pursue:

- Brings added benefits and amenities to the San Bruno community
- Broad community benefits, affecting large segments of the community
- High visibility
- Responsive to community input received during Community Listening Campaign
- High impact – Foundation support can make a meaningful difference
- Not part of current plans/City priorities

Against these criteria and based on community input that the Foundation received in the Listening Campaign, the Program Strategy Development Committee recommended – and the Board approved – the following strategic grantmaking priorities (in no particular order):

Capital Project Priorities

- Upgraded library/community center
- Year-round swimming pool
- Upgraded recreation center
- Athletic field improvements
- Park improvements

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Other Priorities

- Education
- Social and human services
- Citywide beautification efforts
- Community-building

As instructed by the Board, the new 2021 Ad Hoc Committee in Program Development revisited the criteria and priorities set forth in 2015 and discussed revisions to them in light of the recent Community Listening Campaign 2.0. On December 1, 2021, the Committee presented to the Board a resolution updating both the criteria and priorities to reflect current community needs.

Believing that the criteria for identifying strategic grantmaking opportunities remain generally applicable today, the Committee recommended only three minor adjustments to the list. The first adjustment was to delete the “high visibility” criterion. The “high visibility” criterion was more applicable in 2016, when we wanted the Foundation’s first projects to be ones that the community could easily see and touch. Today, there may be programs worthy of funding that are less visible but still impactful, especially now that the Foundation has a seven-year track record of meaningful grantmaking.

The second change was to add a new criterion focused on inclusivity and equity in community benefits. Following the diversity, equity, and inclusion (DEI) work it undertook at the beginning of 2021, the Foundation Board expressed a commitment to incorporating DEI into the various aspects of the Foundation’s work. It is important that the Foundation consider how programs to be funded reach and celebrate different segments of San Bruno’s diverse community and that their benefits are inclusive and accessible to all.

The final change was to adjust the final criterion from “not part of current plans/City priorities” to “augments City programs and services or improves community facilities.” In the negotiations between the City and PG&E that resulted in the \$70 million restitution settlement after the gas pipeline explosion, the intent was that the funds were not to be added to the General Fund to pay the City’s usual expenses; rather, the funds were to be used to achieve additional benefit to the community. The 2021 Committee felt that the changing the criterion to “augments City programs and services or improves community facilities” more accurately reflects the intent of the settlement.

The Board agreed with the Committee’s recommendations for updating the criteria for identifying strategic grantmaking opportunities and, by resolution, approved the following criteria in December 2021:

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- Brings added benefits and amenities to the San Bruno community
- Broad community benefits, affecting large segments of the community
- Inclusive and equitable community benefits that support and reflect San Bruno's diversity
- Responsive to community input received during Community Listening Campaign
- High impact – Foundation support can make a meaningful difference
- Augments City programs and services or improves community facilities

Given these criteria, the Committee then recommended that the Board update the Foundation's current strategic grantmaking criteria to reflect the feedback from the community during Listening Campaign 2.0 and to guide the Foundation's programmatic work over the next few years. The Committee proposed the following updated list of strategic grantmaking priorities:

Strategic Grantmaking Priorities (in no particular order)

- Library upgrades and programming
- Athletic field and park improvements
- Education
- Social and human services
- Community-building
- Community health, safety, and wellness
- Economic vitality
- Youth and recreation activities

The Board approved this list of strategic grantmaking priorities by resolution in December 2021. The terminology used in the above list is based on the Foundation's focus areas identified in its Program Strategy Framework and the identified community needs in the Community Listening Campaign 2.0 Final Report.

2. Discussion of the Foundation's Strategic Grantmaking Priorities

In April 2022, at the San Bruno City Council's request, SBCF President Malissa Netane-Jones and Dr. Shawn Spano of the Public Dialogue Consortium (PDC) made a presentation to the Council on the results of Community Listening Campaign 2.0 and last year's strategic planning process. Subsequent to that presentation, the City Council, at the request of Vice Mayor Linda Mason, requested that the Foundation "reconsider [our] priorities to include (1) The City of San Bruno's downtown as a priority since the San Bruno community ranked it #1 on the list of community needs and it is currently not listed as a San Bruno Community Foundation Priority." When I reported on the Council's request as part of my Executive Director's Report – which included a

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report on the Council's approval of the Foundation's fiscal year 2022-2023 budget – at the July 6, 2022, Board meeting, Board members expressed a desire to discuss the Foundation's strategic grantmaking priorities at a future meeting.

On August 3, the Board will revisit the strategic grantmaking priorities approved last September. To help guide the discussion, let me note that "economic vitality" is one of the current strategic grantmaking priorities. It is a term that is broader than but certainly includes the downtown area and is the terminology used since the Program Strategy Framework and first set of strategic grantmaking priorities were approved in 2016.

Consistent with the "economic vitality" priority, the Foundation has been and continues to be open to strategic grant ideas related to downtown. Since 2020, the Foundation has awarded \$507,000 in COVID-19 relief grants that have benefitted struggling San Bruno businesses, many of which are located downtown. The Pedestrian Safety Initiative also benefitted the downtown by funding a set of flashing beacons on the southern end of San Mateo Avenue. In addition, Foundation leadership has been in discussion with City staff about the City's plans to develop Centennial Park into a community gathering space on San Mateo Avenue. The Foundation is interested in supporting these plans to enhance downtown San Bruno and, once the City finalizes its plans and budget for the project, welcomes from the City a concrete Centennial Park grant proposal. The FY2022-2023 budget includes \$500,000 in funds for smaller strategic grants that could fund this project.

It is also important to note that under our public charity status, the Foundation is unable to give grants directly to for-profit businesses, and all of our grants must have a charitable purpose.

The Board will have the opportunity to consider making any amendments to the strategic grantmaking priorities and to provide direction to staff for further formal action to implement those amendments.

Attachments:

1. SBCF Program Strategy Framework, as adopted by the SBCF Board on October 7, 2015, and approved by the San Bruno City Council on November 10, 2015
2. SBCF Listening Campaign 2.0 Final Report, May 2021
3. SBCF Resolution Updating Criteria for Identifying Strategic Grantmaking Opportunities and Updating the Foundation's Strategic Grantmaking Priorities, approved on December 1, 2021

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Community Foundation

Program Strategy Framework

Adopted by the SBCF Board of Directors, October 7, 2015
Approved by the San Bruno City Council, November 10, 2015

The San Bruno Community Foundation was established by the San Bruno City Council to administer, for the long-term benefit of the San Bruno community, the \$70 million in restitution funds resulting from the devastating 2010 gas pipeline explosion in San Bruno's Crestmoor neighborhood.

This document articulates the over-arching conceptual framework for the Foundation's program strategy for using the restitution funds to benefit the community. It includes the Foundation's mission, vision, and purpose statements; guiding principles; funding criteria; and a "three-bucket" program strategy approach. The framework recognizes the Foundation's unique position in San Bruno to invest in community programs, projects, and facilities in an effort to enhance the quality of life for all members of the community.

In creating this program strategy framework, particularly the funding criteria and focus areas, the Foundation considered feedback from the Community Listening Campaign it conducted in the spring of 2015, San Bruno demographics, and the "Ten Key Components of Healthy, Equitable Communities in San Mateo County" compiled by the San Mateo County Health System.

This framework envisions the Foundation as a nimble, flexible, and transparent institution that is responsive to the needs of the community and dedicated to building and supporting a vibrant, healthy, and equitable San Bruno for years to come.

I. Purpose, Vision, Mission

The San Bruno Community Foundation's Purpose, Vision, and Mission Statements drive what the Foundation does and how it operates.

A. Purpose Statement in SBCF Bylaws

Approved by the San Bruno City Council, October 2013:

The primary purpose of the Foundation is to benefit the San Bruno Community through enduring and significant contributions to, and investments in, charitable and community programs, and publicly owned community facilities, over the long term.

B. Vision Statement

Adopted by the SBCF Board of Directors, October 2014:

The SBCF is a resource dedicated to enhancing the quality of life for the San Bruno Community.

C. Mission Statement

Adopted by the SBCF Board of Directors, October 2014:

The SBCF serves the San Bruno community by investing in projects, programs, services, and facilities that have significant and lasting benefits. Through making grants, leveraging partnerships, and taking advantage of other resources, the SBCF assists and enables the community to maximize shared investments and realize their subsequent enhancements and benefits.

II. Guiding Principles

The Foundation's Guiding Principles include:

- A. The Foundation focuses on projects, programs, and initiatives that promote a healthy, vibrant, and equitable San Bruno community, especially where it can serve as a catalyst for significant enhancements in the quality of life for those who live and work in San Bruno.
- B. Through the collective impact of all of its programs, the Foundation seeks to address the needs of the various and diverse components of the San Bruno community.
- C. The San Bruno Community Foundation is committed to open and transparent communication with the community and maintaining the highest ethical standards in all areas of its operations.
- D. To maximize the impact of its work, the Foundation collaborates with the City of San Bruno and other appropriate organizations to enhance and/or leverage projects, programs, and initiatives being undertaken or considered by the City or other organizations, thereby pooling resources and avoiding duplication of effort on projects of common interest.
- E. The Foundation strives to use its resources effectively and prudently in all its activities.
- F. The Foundation recognizes its role as a partner, convener, and facilitator toward the goal of enhancing the quality of life in San Bruno.
- G. The Foundation encourages giving from other sources and has a stake in encouraging and developing philanthropy generally.
- H. The Foundation wishes to remain flexible, maintaining the ability to respond to unforeseen circumstances, the evolving needs of the community, and emerging opportunities in a timely fashion.

III. Funding Criteria

Generally speaking, the Foundation adheres to the following funding guidelines, while retaining the discretion to modify or amend them if circumstances require.

A. What the Foundation Funds

The Foundation provides three main types of support:

1. Programs and Project Support

The Foundation may fund programs and projects that fall within one or more of its focus areas and further its mission. This support is targeted to a specific program or project that provides direct benefits to the community. This support may be used to pay for all costs directly related to the operation of the program or project, including staff costs.

In the case of providing “seed” funding for new or expanded programs and projects, the Foundation may require a business plan that outlines long-term maintenance and self-sustainability.

2. Support for Capital Projects for Community Facilities

The Foundation may provide funding for the new construction, expansion, renovation, or replacement of community facilities in San Bruno. To ensure long-term success, these projects require a partnership with the appropriate public or nonprofit entity that owns and would provide continuing maintenance for the community facility. They also may require the community facility entity to have in place a viable business plan to ensure proper maintenance, care, upkeep, and usage of the facility over the long term.

3. Capacity-Building

The Foundation may provide funding to help nonprofits and other organizations carry out their missions more effectively. Capacity building can take many forms, including strategic planning, business planning, and organizational assessment; board and staff development; fundraising, marketing, and communications planning and implementation; improving financial management; and initiating collaboration with other organizations. This support is targeted to a specific capacity-building activity over a set period of time.

B. What the Foundation Does Not Fund

The Foundation generally does not fund the following items:

1. Existing deficits
2. Direct contributions to restricted endowments
3. Unsolicited requests for direct aid to individuals
4. Lobbying or political activity
5. Religious activity that government agencies are legally prohibited from funding

C. Eligible Funding Recipients

Generally speaking, the Foundation may fund organizations that provide a significant benefit to the San Bruno community. They include:

1. Tax-exempt nonprofit organizations
2. Governmental entities (*e.g.*, City of San Bruno, school districts that serve San Bruno youth)
3. Individuals, but only if the Foundation has specifically established a program to provide assistance to recipients based on articulated guidelines and qualifications (*e.g.*, a college scholarship program)

Entities that are not eligible for Foundation funding include political organizations and any organization that unlawfully discriminates in violation of state or federal law, including on the basis of race, ethnicity, nationality, gender, disability, sexual orientation, gender identity, age, or religion

The Foundation may not use public funds to fund any organization in violation of state or federal law.

D. Focus Areas

The Foundation focuses its funding on **enhancing the quality of life in San Bruno**, with an emphasis on enduring and long-term benefits. These areas of priority include:

- Publicly owned community facilities
- Community health and safety
- Sports and recreation
- Education
- Youth activities
- Public spaces, parks, and open space
- Community-building
- Human and social services for all
- Economic vitality
- Intra-San Bruno transit
- Healthy, stable, and affordable housing

IV. Program Categories: The “Three-Bucket” Approach

The Foundation’s programs fall into three categories, or buckets, of activity. Under the first two buckets, the Foundation operates as a grantmaker, providing grant funding to eligible organizations. Under the third bucket, the Foundation actively runs its own programs and projects in furtherance of its mission.

A. Strategic Grantmaking

One of the Foundation’s primary roles is as a strategic grantmaker, identifying a specific community need and proactively charting a course to address that need, with specific outcomes in mind.

The Foundation’s strategic grantmaking activities can take various forms, including:

- *Proactive Grantmaking:* The Foundation seeks out and identifies organizations and programs that target specific issues the Foundation wants to address.
- *Initiative Grantmaking:* The Foundation assumes a leadership role to focus on specific issue areas. This form of grantmaking may involve convening and collaborating with key partners.
- *Collaborative Grantmaking:* The Foundation works with other funders on specific areas of interest that all mutually agree to support.

It is anticipated that many of the Foundation's larger grants will be strategic grants, where the Foundation, in partnership with other key stakeholders, identifies a specific community need and proactively reaches out to the organizations best suited to address that need to develop a course of action.

B. Responsive Grantmaking

As a responsive grantmaker, the Foundation may distribute grants in response to requests from community groups for programs and projects that fall within the Foundation's mission and the guidelines it establishes for the funding. The Foundation may accept unsolicited grant applications from these community groups and will consider them for funding based on established guidelines.

C. Foundation Programs

In addition to grantmaking, the Foundation may run its own programs and projects. Such activities will most likely be limited to programs involving disbursements of funds and/or honorary recognition to individuals following articulated guidelines (*e.g.*, scholarship or awards program) or hosting of events. In the future, Foundation programs may include research, consulting (*e.g.*, advising nonprofits), and mission-related investment opportunities.

San Bruno Community Foundation Listening Campaign 2.0

Final Project Report
May 2021

Prepared For
San Bruno Community Foundation
SAN BRUNO
Community Foundation

Prepared By
Public Dialogue Consortium
PDC  Public Dialogue
Consortium

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I. Background and Overview

The San Bruno Community Foundation (SBCF), along with Public Dialogue Consortium (PDC), conducted a Community Listening Campaign 2.0 from February to April 2021. The purpose of the Campaign was to elicit the community's perception of community needs and to inform the next phase SBCF's funding priorities and strategies. This effort was modeled on SBCF's first Listening Campaign, which was conducted in 2015 to hear the community's ideas regarding community needs and ways to allocate the original \$70 million dollars in restitution funds from PG&E to meet those needs. Results from that community engagement project have guided SBCF's investment and program strategies over the past six years. Listening Campaign 2.0 was undertaken to enable community members to help shape the funding priorities and program and investment strategies for the next phase of SBCF's work.

This report details the deep appreciation Listening Campaign 2.0 participants expressed for the work of SBCF. There was a clear consensus that the Foundation has provided broad support for the entire community, resulting in community benefits that are impactful and wide-reaching. This report also details the range of current community needs that participants identified as important to the community of San Bruno. Some priorities highlight long-term needs in San Bruno (e.g. downtown San Bruno upgrades and infrastructure), while others are more recent, a product of the negative impacts from COVID (e.g. student learning gaps in the schools, assistance for small businesses). In addition to community needs, participants also identified process recommendations for SBCF to consider (e.g. broaden outreach and engagement to increase visibility and awareness of the Foundation).

This report provides a description of the community engagement and outreach methods used and the interview and survey questions asked. The results section provides a comprehensive summary of what community members appreciate about SBCF, along with the process recommendations, community needs, and program and investment strategies that were identified. Participant demographics are also included.

Outreach and Engagement Methods and Questions

Due to the COVID-19 pandemic and the ongoing need for social distancing into Spring 2021, Listening Campaign 2.0 utilized strategies to engage community members virtually, to work with community partners to enhance the reach of engagement activities into the San Bruno community, and also to conduct outreach via food distribution programs, schools, churches, and commercial centers in San Bruno.

Approximately 550 San Bruno community members participated in the Listening Campaign. The outreach strategy and engagement methods included:

- Community-wide postcard mailed to all San Bruno residential and commercial addresses to announce the Listening Campaign activities
- Seven Key Partner focus groups (70 participants)

- Conducted virtually via Zoom
- Included one teen/young adult focus group
- Included one Spanish language focus group
- Community Engagement Survey (374 participants)
 - Online
 - Paper surveys distributed in person at food distribution centers, through senior meal delivery programs, and upon request
- City Council Interviews (5)
 - One-on-one interviews with each of the five Council members.
- Two Town Hall Webinars (100 participants)

A concerted effort was made to engage the diverse demographics of San Bruno. To assist with this outreach effort, two Spanish-speaking college freshmen who are current recipients of Crestmoor Scholarships awarded by the Foundation were recruited and given temporary paid internship positions with PDC to assist with outreach and engagement of those who tend to be underrepresented in community engagement processes. Community partners and others also assisted with outreach to Spanish speakers and members of the Pacific Islander community in particular. The survey, program highlights video, and other project materials were translated to Spanish.

Focus Groups

During March of 2021, a broad cross-section of the San Bruno community, including representatives of City boards and commissions, community organizations, various demographic groups, and other community stakeholders, were invited to participate in a series of seven virtual focus groups to describe what they thought about the work of the Foundation, recommendations for going forward, priorities and needs for the San Bruno community, as well as investment recommendations for the remainder of the funds. The topics discussed in the focus groups mirrored the questions asked in the community engagement survey. Seventy community members participated in the seven focus groups.

One of the seven focus groups, organized in partnership with Capuchino High School, was targeted to youth. Another focus group was held for Spanish-speaking community members.

Community Engagement Survey

Key partners, schools, community organizations, churches, and food distribution centers assisted with circulating the project survey and website links to constituents and members. A total of 374 community members, almost all currently living in San Bruno, participated in the survey between February 22 - April 1, 2021. While the majority of the surveys were completed online, some were submitted in paper format, and the college student interns conducted 63 in-person surveys at various locations in San Bruno. Most of these respondents were teens and young adults, and members of the Latinx community.

City Council Interviews

One-on-one interviews were conducted with Mayor Rico Medina, Vice Mayor Marty Medina and Councilmembers Tom Hamilton, Linda Mason, and Michael Salazar between February 26 – March 10, 2021.

Town Hall Webinars

Two Town Hall Webinars were conducted following the focus group dialogues and the community engagement survey. These meetings were open to the entire San Bruno community and were streamed live on the SBCF Facebook page. A total of 84 community members participated via zoom, while another 15 or so participated via Facebook live. The format consisted of three segments: (1) background on SBCF and the Listening Campaign 2.0 engagement project, (2) the results of the focus group dialogues and the engagement survey, and (3) an assessment of the results and recommendations using an online webinar poll where results were tabulated and communicated to the participants in “real time.”

Engagement Questions

The same questions were used for the focus groups, survey, and City Council interviews. All questions were open-ended. This format enabled community members to express their views and preferences in their own words. Utilizing the same questions across the different engagement methods also enabled the consulting team to analyze and summarize responses into a unified set of results.

The following questions were asked:

1. What do you think about the work the SBCF has done?
2. What has SBCF done well?
3. What, if anything could SBCF improve?
4. What do you see as the most critical community needs in San Bruno at this time?
5. Should the remaining funds be spent in the short term, or should the funds be treated as an endowment, with investment income fueling the work of the SBCF over the long term?
6. Why? What are the advantages and/or disadvantages of your preference?
7. Rank your future program priorities from 1-3:
 - Crestmoor Scholarship Program - prioritize giving college scholarships to San Bruno students. For more info visit <https://www.sbcf.org/scholarships>
 - Community Grants - prioritize giving smaller grants to local community organizations for programs that benefit the San Bruno community. For more visit <https://www.sbcf.org/grants>
 - Strategic Initiatives - prioritize giving larger grants to address significant and prioritized community needs. (Current and past strategic initiatives have funded the design and construction of the new San Bruno Recreation and Aquatic Center, music education in San Bruno’s public schools, first responder programs, pedestrian safety improvements,

Community Day in the Park, and COVID-19 relief programs. For more info visit <https://www.sbcf.org/strategic-grants>

8. Do you recommend focusing on one, two or all of the above priorities? Why?
9. What specific recommendations would you like to offer regarding how SBCF spends or invests the rest of its funds?
10. Are there any other suggestions you would like to communicate to the SBCF?

II. Summary of Results

The results below are organized into categories that align to the questions that were asked. The results include narrative descriptions, direct quotes from the participants, and raw scores and percentages where applicable.

APPRECIATIONS FOR SBCF

By far the most important and appreciated aspect of the work of SBCF is **its broad support for various sectors of the community** that has resulted in community benefits that are wide-reaching. The strong majority of those familiar with the work of the Foundation were highly complimentary of the "phenomenal," "important," "balanced," "impactful," and "extremely well managed" investments across diverse sectors and demographics that support the San Bruno community as a whole and have wide-reaching impacts. Community members see these efforts as **addressing both immediate needs and investing in the future of the San Bruno community**, and many familiar with SBCF mentioned being pleased with the range of **accomplishments over a short period of time**.

The programs community members are especially grateful for include **investments in scholarships, music education, small businesses, first responders, local non-profits, food distribution, pedestrian safety, and the new Recreation and Aquatic Center**. Some of those who received scholarships and community grants expressed **appreciation for the support they received** to navigate the application process and articulated how scholarships provide **opportunities for youth and their families they would not otherwise have**. Those who were familiar with one program area (e.g. scholarships and education grants) were often surprised and **amazed to learn about the broad range of programs supported by SBCF** (e.g. small business, first responder and COVID relief grants).

- *"I support the overall approach - to use the bulk of the money for the new recreation center, but also to create a large number of programs with an immediate, positive impact for the San Bruno community. It's remarkable how much the foundation has done."*
- *"The idea of funding projects of various sizes (strategic, community, etc.) has made a significant and positive impact on the community. SBCF has made thoughtful decisions in*

- *determining projects to fund, scholarships to offer, etc. SBCF has also managed to reach diverse areas of the community in funding, offering board positions, etc."*
- *"Support for San Bruno businesses and residents in ways that make them more resilient and growth oriented with a good focus on equity."*
- *"Thank you for the work you are doing. You are doing great things in the community!"*

SBCF was praised by many respondents for **engaging with and listening to the community on needs and priorities to inform decisions about investments and spending**, and for **having good transparency and communication**. Some appreciate and think it important the **Foundation is independent from the City**, and a few recognized the Foundation for **bringing in additional grant money from the private sector** to augment the funds received by the PG&E settlement. The quotes below reflect the variety of ways community members appreciate the work and impact of the Foundation.

- *"SBCF has done an excellent job of engaging the community, really listening to the needs and addressing them."*
- *"SBCF has engaged to residents of San Bruno well. They have been inclusive and has incorporated the public feed back into how their funds are allocated."*
- *"I appreciate the money that was spent on the community meetings to assess how the community would like to use the money from PG&E. Even though the decision to build the aquatic center wasn't what I wanted (I wanted a new library and community space) the meetings were really well run and involved the whole city."*
- *"I think the listening campaign was done well. I'm glad so many young people have had the immediate, tangible benefit of the scholarships. I am disappointed the pool/community center is taking so long to get underway but that is not really the SBCF's fault."*
- *"SBCF is doing a fabulous job with many achievements and successes ... The professional staff and Board Members are doing an outstanding job supporting our San Bruno Community."*
- *"I really appreciate a foundation that is separate from city finances."*
- *"I think that you are all doing a good job with the disbursement of the money. When showing where you have put the money it shows all different organizations and businesses. Great job."*
- *"I wish to thank you for the many ways you have enhanced my life and the life of my family. As a native of San Bruno, a resident of San Bruno, and a teacher in San Bruno I have benefited greatly from your generosity."*
- *"Great job involving the community in the decision-making process, fantastic engagement, and decision making."*
- *"I am happy to see people I recognize benefit from the grants and scholarships, like how it is enriching and benefitting the community."*

PROCESS RECOMMENDATIONS FOR SBCF

While the overwhelming majority expressed appreciation and admiration for the community investments made by the Foundation, there were suggestions for improvement. The recommendations below are listed in the order of how often they were mentioned by focus group and survey participants.

#1 Continue to Invest Wisely to Ensure Broad Community Benefits

The large majority of participants believe the funds should be invested wisely to **continue to grow the resources of the Foundation** so the work of SBCF can continue to benefit the community. Some are unaware that SBCF uses a third-party investment manager and are concerned with the oversight of the funds. Some cautioned to invest conservatively to protect and slowly grow the remaining principal, while others advised to not be overly conservative in order to grow the funds more quickly. Very few think the funds should be spent down and the work of SBCF is done. The range of community advice and feedback is captured in the quotes below:

- *"Spend wisely. Continue to use people in the community to run the foundation to make decisions."*
- *"The Investment Committee has done an incredible job investing the funds and should continue to do so."*
- *"I am quite impressed with the \$17M that SBCF has made on the original funds."*
- *"Be somewhat aggressive in the investments."*
- *"Invest conservatively so as not to lose principal."*
- *"I hope there is strict oversight on how money is being spent, and it needs to be audited."*
- *"I think they should continue investing the funds so that SBCF will continue helping the SB Community."*
- *"Invest in organizations started by, staffed by, and serving San Bruno residents."*

Some participants expressed the desire for the SBCF funds to be spent in a way that upgrades the infrastructure for all San Bruno residents, including updates to the storm water /sewer system, the streets, the internet, and downtown. Older community members were especially concerned that their property taxes are increasing while they are not experiencing the benefits of the investments.

- *"Spend the money on things that benefit all residents. Ironically this money came to us because PG&E didn't maintain their infrastructure. San Bruno has not been able to afford to maintain our infrastructure."*

#2 Broaden Outreach and Engagement to Increase Visibility and Awareness of the Work of SBCF

The suggestion made most often by those less familiar with the work of the Foundation was to make the work of the Foundation more visible, and to **ensure people are aware of the community support and opportunities offered by SBCF**. When asked about the work of the Foundation, approximately 20% of respondents were unaware of or unfamiliar with SBCF. Outreach and visibility suggestions include:

- Utilize social media outlets including Facebook, Nextdoor, Instagram
- Broadcast meetings via zoom and send meeting notifications via email and text, and announce SBCF meetings and decisions at City Council meetings. Consider broadcasting on the local cable channel.
- Distribute periodic newsletters and announcements to PTAs, both public and private schools, local churches, and organizations.

- *"Let the public know about all the great work you're doing. Many people still ask, 'What happened to the PG&E money?'"*
- *"Perhaps advertising more what the Foundation is doing. I was unaware of most of these things until I received the postcard in the mail."*
- *"I think signage that indicates how the SBCF has invested the funds would help grow awareness. It's nice to have newsletters and online info, but a sign near the rec center showing the plans & letting everyone know that the SBCF is paying for the work might be beneficial."*
- *"Most people don't know what the Foundation does. Increase visibility and encourage community participation whenever possible, keep the board meetings on Zoom or TV."*
- *"Keep visible all the great things that SBCF is doing. I like the monthly e-mails that the City Manager sends so if these projects and the great work that this fund is doing is highlighted there or in other social media that would be helpful."*
- *"I am delighted to see all of the ways SBCF has contributed to the community (music support), I have been unaware of all of their work as my son goes to a private school. Maybe do a better job of marketing to ALL schools for ALL events, improve communications to the community, opportunities are being missed."*
- *"I see a need to communicate more outside of the schools, people do not know about all of the good work going resulting from the Foundation, communicate more broadly to inspire pride and awareness of the investments and opportunities in the community."*
- *"Reaching those not online, connected via the internet is challenging, announce events and activities, and introduce at the Senior Center - go to where they are to introduce activities and opportunities."*
- *"Work to outreach to specific parts of the community such as classes in Spanish, salsa and other dance classes."*

Community members also advised the Foundation to **focus additional resources on outreach and engagement** to the community to continue to gather input on decisions, and to ensure inclusion of diverse demographics across the city.

- *"Ensure that there is sufficient community input."*

- *"Communicate all the great work you're doing and how other residents can get involved and support your work."*
- *"More surveys like this to make people think, to participate, and to communicate with SBCF."*
- *Invest in community outreach to those who can most benefit from community programs and services, but who often do not hear about offerings such as older people, Latinx, Tongan."*

#3 Increase Education and Transparency on Spending Decisions and Program Results

While it was noted by some that SBCF does a good job of notifying the community of its ongoing investment decisions and results, suggestions were made by others to **increase awareness and transparency** on a variety of questions people had about how the funds are being managed and spent. Some noted a need for the Foundation to **communicate clearly** its mission and long-term goals, while others wanted to understand the breakdown of overhead costs in comparison to investments and private donations generated. Some wanted more information about the reasons for decisions to build the Recreation and Aquatic Center, delays in building, as well as ongoing maintenance costs and funding sources. Additional suggestions to increase awareness and transparency include:

- *"Provide evaluation information regarding each grant program. Has the support led to sustainability, or was it a one and done event?"*
- *"More detailed information on disbursements, as in the video, to the community. The mailed brochure annual report is high-level and sort of vague."*
- *"Make transparent, who is making decisions and how. Distance and distinction between SBCF and city council is important so it doesn't look like city council is rigging the decisions."*
- *"I would like to see a concerted effort in the area of communication about what are options and why they were chosen. Use multiple communication tools to try and reach San Bruno residents about the next steps. Use Nextdoor, use the San Bruno Now website, advertise at Clean San Bruno Now, use print media and mailers. Announce it at every City Council meeting."*
- *"The Foundation Highlights clip is excellent, and similar, continued media work would, as this did, not only highlight SBCF's work but also spotlight and foster community spirit."*
- *"How do we find out what SBCF does and how they make decisions and spend money? The Rec Center was the #1 community priority (in the last listening campaign), maybe have FAQs as a way to remind people how decisions are made."*
- *"Add a marquis board to advertise community events, SBCF work, classes and programs offered."*
- *"I would like to hear more follow up on the community grants. Some organizations are good at providing services, but not so good at reporting back. Incorporate milestones and benchmarks. I'd like to hear from community organizations how many people have benefitted, how the money was used. The community needs more follow up on how money was spent to benefit the community."*

#4 Continue to Actively Attract Additional Funds

Some mentioned the importance of the Foundation as a vehicle to **attract additional funds from the private sector**, capitalizing on the concept of corporate responsibility. Other suggestions included **applying for federal grants**.

- *"The Foundation could establish a sustaining program and/or person to get grants and donations from big corporations to keep the programs going."*
- *"Is there a plan to replenish this funding after the ~\$30M is exhausted? YouTube is expanding and isn't Amazon coming to town? Is there any way we can continue to leverage those relationships to continue this work?"*
- *"Explore continuing as an ongoing community resource beyond the current scope of the restitution funds--there's no comparable organization in San Bruno."*
- *"Apply for federal grants."*
- *"The Foundation should continue, apply for grants and continue to raise funds to support the community. The money SBCF has invested is critical to the community for the long term."*
- *"Keep the foundation going, leverage the remaining funds to attract more investments."*

#5 Ensure Diversity of the Board as well as Decision Makers for Grants and Scholarships

A few participants recommend ensuring the board members and decision makers are diverse and **reflect the diversity of the community**.

- *"To the extent possible...maintain a diverse and apolitical board (to) influence the SBCF's spending decisions."*
- *"I do appreciate the work done. I've lived in San Bruno since I was a teenager and grew up in neighboring Pacifica. I'm now raising my own family here and my children attend Allen Elementary. I think there needs to be more involvement from our Pacific Islander, Latino, Asian residents to better reflect the diversity that IS San Bruno."*
- *"The Foundation is doing good work, however there is a need to equitably distribute investments into the Latinx community. The Latinx community is at the margins, families are looking for help and assistance and tend to be less informed/aware of opportunities. There can more investments into this community."*

CURRENT COMMUNITY NEEDS

Community members were asked open-ended questions rather than provided a list of options and choices to allow them to define what they see as the most pressing needs and priorities for the San Bruno community. The needs are listed in order below based on the number of times they were mentioned in a focus group, survey or interview. The number of times each was mentioned is captured in parentheses.

COMMUNITY NEED #1 - Downtown San Bruno Upgrades and Beautification (239)

- Downtown beautification, revitalization that includes a facelift, welcome signs, banners, public art, lights and music to make it desirable community hub (87)
- Fix and pave the streets (35)
- Trash and litter removal (34)
- Resurfacing sidewalks (16)
- Add more parking, including permitted parking (15)
- Plant trees and add landscaping (12)
- Add traffic signals, crosswalks, lighting, accessible sidewalks and other features for safe walking and biking (8)
- Spend money in east San Bruno, not just west San Bruno (7)
- Add shuttle buses with transportation routes that cut down on traffic, parking and emissions (7)
- Attract more businesses and a stronger tax base (6)

- *"Commercial improvements, downtown matching grants and community projects that improve public facilities with matching funds/labor by community groups/businesses."*
- *"Initiate a new planning phase with the city to identify one or more projects to revitalize downtown and perhaps support large community events."*
- *"It would be great to see SBCF MATCH business district funds."*
- *"Organize more volunteer, clean up, opportunities to come together to upkeep SB."*
- *"Provide grants to people that want to beautify the landscaping of the city and plant native species, especially large shade trees."*

COMMUNITY NEED #2 - Students, Schools, Education and Scholarships (139)

Students, Schools and Education Programs (72)

- Invest in students who have experienced a learning gap, tutors, after school programs, summer school (23)
- Support for teachers, increase pay, offer housing stipends for teachers (15)
- Continue investments in art and music programs (9)
- Focus money into elementary and middle schools rather than high schools (5)
 - o STEM education in middle school
- Cross guards, cross walks, lighting, speed bumps as needed around all schools for safety (4)
- Upgrades to walking and biking paths, especially around schools to make them safer for all (3)
- Support drug and alcohol education in the schools (2)
- Help for special needs youth (2)
- Support for preschools (2)
- Better laptops and books for students (2)
- Bullying prevention
- Make Skyline College free to all SB residents age 18-25

- Computer/coding training
- Better food in schools

Scholarships (67)

- Some students and families prefer less money to more students (3)
- Some prefer full scholarships for those otherwise cannot afford college (3)
- Some want to see scholarships go to community college transfer students (3)
- More communication and awareness of scholarships (2)
- Scholarships for students attending vocational and trade schools

"Top notch schools are foundational for great communities."

COMMUNITY NEED #3 - Community and Social Services (126)

- Provide assistance for low-income households and families struggling financially - rent relief, help with water and electricity bills (63)
- Address homelessness (29)
- Invest in affordable housing (9)
- Food security and distribution (8)
- Invest in mental health related to loss, isolation, financial struggle (8)
- Invest in resources to address equity and racism (4)
- Support childcare for working families (3)
- Provide legal aid and support for families without legal status (2)
- Support local non-profits (3)
 - o Grants for organizations that support veterans

COMMUNITY NEED #4 - Community Events and Activities (75)

- More youth activities and programs outside of school (35)
 - o After school programs, summer camps for youth helps working families (9)
 - o Subsidized for low-income families (8)
 - o Early career / internship programs
 - o Painting, yoga, martial arts, dance, art, swim classes
- Volunteer programs, some for city clean up (6)
- Sustainability workshops (4)
- Latinx /Tongan focused activities (4)
- Theater and performing arts funding (3)
- Foster productive civic engagement (3)
- Community garden (3)
- Art workshops for all ages
- Monthly craft / flea market
- Classes and workshops for all ages
- Preventative health

- *"Tech aid and assistance to older adults, classes, assistance, technology to help keep them connected."*
- *"Invest in educational events that focus on anti-racism and discrimination."*
- *"Offer master classes to adults at the new center."*
- *"Offer events and programs at the Rec Center that are welcoming to more factions of the community (Latinx, Tongan, etc.) as people do not always feel welcome in the town center / senior center."*

COMMUNITY NEED #5 Library Upgrades and Programming (58)

- Invest in upgrading the library, purchasing computers, and expanding classes and programs to support those who rely on the library, especially low-income families (16)

- *"Investment in the library is important, this is an important community resource for all demographics in the community, especially children and seniors."*
- *"Programs at the Library serve youth and low income. Tutoring and other programs, computer and wifi accessibility are critical for some families."*
- *" We need to plan for how we are going to sustain major capital investments, SB is quite dilapidated, we need to consider the ongoing maintenance costs of staff and maintenance for a library."*
- *"Children are needing additional support and tutoring, especially those in families that cannot afford it. Critical programs are offered through the schools and libraries to assist these students and keep them from falling behind."*
- *"Plan for long term investments to fund things like the library - mix funds from city, SBCF and private funds to be able to afford a library."*

COMMUNITY NEED #6 - Other Infrastructure Upgrades and Maintenance (51)

- Invest in/lower costs for water, sewer, storm drain system (29)
- Invest in sustainable infrastructure (10)
 - o Invest in and encourage solar, subsidize solar for lower income families (2)
 - o Prioritize preventing and preparing for climate change (2)

COMMUNITY NEED #7 - More + Better Parks, Safe Places for Youth and All Ages to Gather (45)

- Skate/bike park does not require much ongoing funding to support (7)

COMMUNITY NEED #8 - Youth Sports, Soccer + Sports Fields and Facilities (36)

- Concern with the recent loss of fields to a developer to build housing
- Upgrade current parks and facilities like basketball courts (4)

COMMUNITY NEED #9 - Seniors (34)

- Upgrade the senior center (6)
- Support and outreach to seniors (5)
- Sponsor trips and outings for seniors

- Provide additional programming and meals

- *"Seniors rely on the Senior Center for meals and activities."*
- *"Add a sidewalk from Junipero Park to the Senior Center for safety."*
- *"Help seniors with financial planning and setting up trusts."*
- *"Home help for seniors - repairs, cleaning, etc."*

COMMUNITY NEED #10 - Small Businesses (32)

- Consider partnerships with Skyline College for workforce training and small business development

- *"Thank you, the grant I received helped me stay afloat. It gave me an opportunity to meet other business owners and create comradery."*

COMMUNITY NEED #11 - Security and Public Safety (24)

- Especially in places kids hang out
- Neighborhood watch
- Police - student relationship building in schools

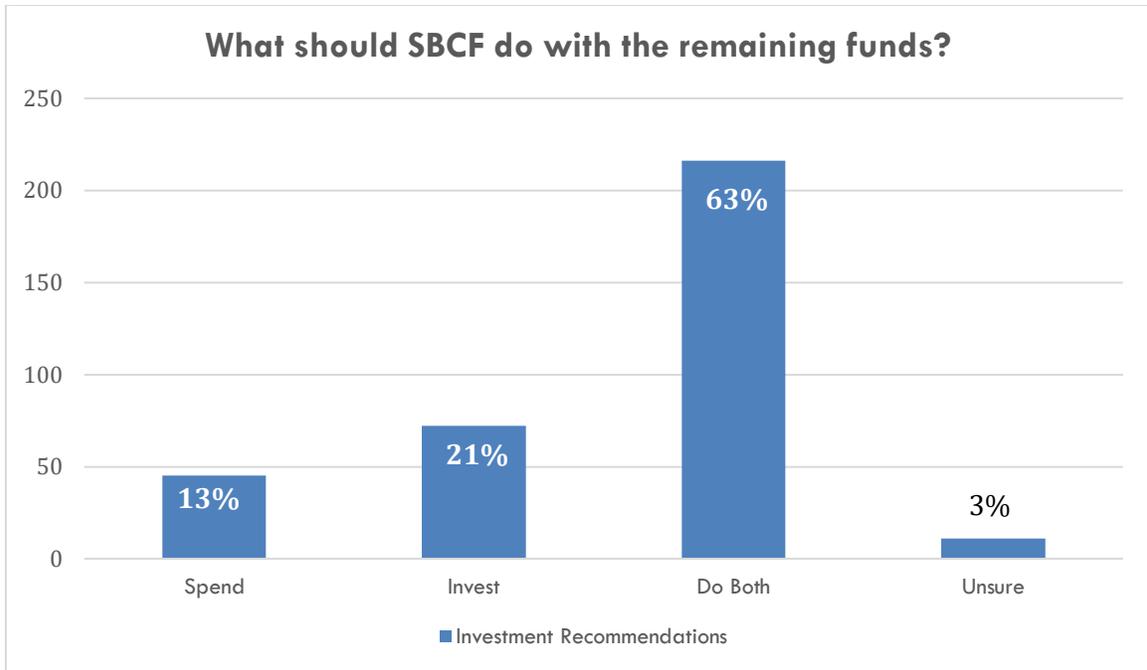
COMMUNITY NEED #12 - Municipal Internet, Free Access to San Bruno Residents (14)

OTHER COMMUNITY NEEDS

- New fire station (2)
- Outdoor pool (1)

INVESTMENT STRATEGIES

When asked, *"Should the remaining funds be spent in the short-term, or should the funds be treated as an endowment, with investment income fueling the work of SBCF over the long-term?"* the majority of participants desire both (63%). Many indicated the immediate needs they are seeing on the part of students, families and businesses that are struggling and would like the Foundation to continue to assist in these areas. The large majority (84%) of participants would like to see SBCF continue on in perpetuity, investing a large portion of the remaining funds so they can continue to support community needs and priorities (21% "invest" + 63% "do both" = 84%). A minority (13%) of participants think the money should be spent now on San Bruno needs and the work of the Foundation is done.



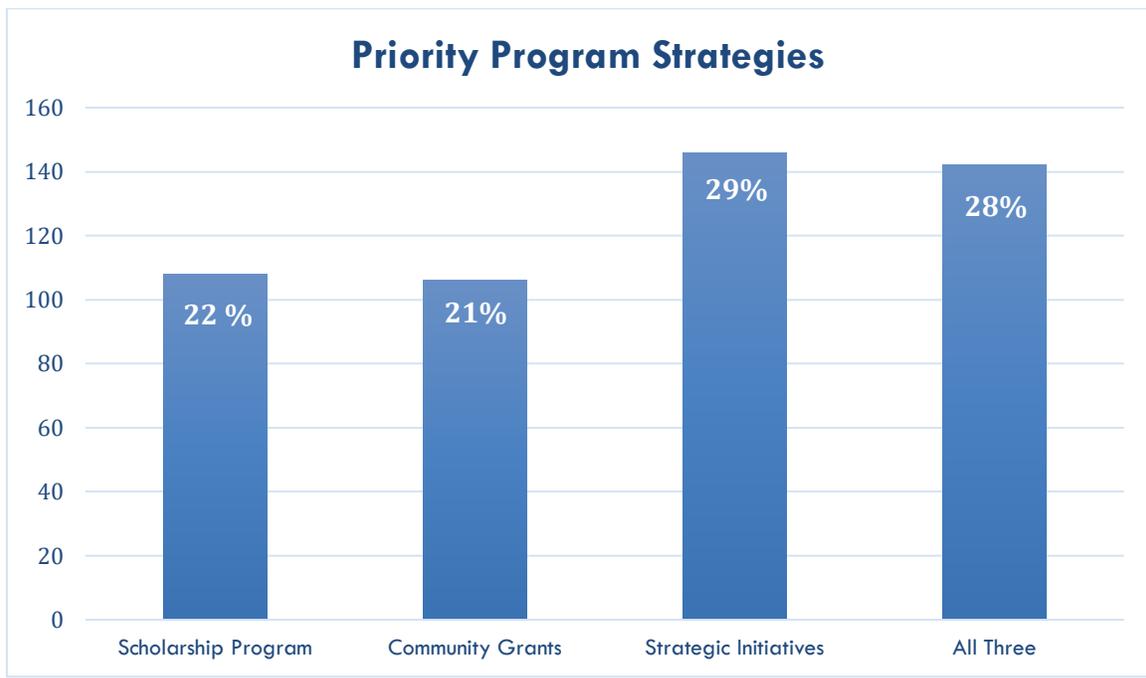
- *"It would be a disservice to the community to dissolve the Foundation, the community is learning how valuable and critical SBCF is, it needs to continue."*
- *"Endow the scholarship fund and attract matching funds from the private sector."*
- *"Invest half of the money for long term, focusing on many smaller, short term investments now where people most need it."*

PROGRAM STRATEGIES

SBCF currently operates programs in three categories: (1) the Crestmoor Neighborhood Memorial Scholarship, which helps San Bruno students obtain a college degree and honors those most directly affected by the 2010 gas pipeline explosion, (2) the Community Grants Fund, which enables local community organizations to apply for annual grants of up to \$25,000 for programs that benefit the San Bruno community, and (3) Strategic Initiatives, which provide significant funding to key community partners to address high priority community needs. The response to the question, *"What are your program priorities? Rank the Scholarship Program, Community Grants and Strategic Initiatives accordingly,"* indicates community members value all of the areas SBCF has focused funds. When asked to prioritize the three program categories in order of importance, it is clear that all three are important to the San Bruno community as a whole. Many people articulated that all are important as they benefit different aspects of the community.

When asked, *"Do you recommend focusing on one, two or all of the above priorities? Why?"* some participants expressed strong preferences for one or two over another, and many (142 participants) specified all three. Taken as a whole the data shows all three program strategies as

critical to the community. Very few expressed that none of these reflect their priorities, and they would rather have the money invested in City infrastructure.



SCHOLARSHIP PROGRAM (108) = 22% identified as their top priority

- *"Give more scholarships for less money, stipulate a requirement for students to return to the community in the summer, etc. to continue to receive scholarship money."*
- *"Scholarships are critical, continue to invest in youth in SB, possibly tie to incentives to bringing their talents back to SB, maybe as teachers."*
- *"Expand scholarships to adults who may need mid-life career training."*
- *"Continue to invest in youth and scholarships, continue the foundation in perpetuity."*

COMMUNITY GRANTS (106) = 21% identified as their top priority

- *"Focus funds on businesses and families who are struggling."*
- *"Right now San Bruno needs quick, decisive action that supports the community, our investments now will benefit us in the long term - support small businesses, it is quite stressful on those trying to survive through this. Supplement and give incentives to support small businesses that support their families and the community."*
- *"Consider internship partnerships between small businesses receiving grants and youth in the community."*
- *"Small business grants and support are critical to the vitality of the community who do not have anywhere else to turn to when they need help. In return business owners can provide internships and apprentice programs."*

STRATEGIC INITIATIVES (146) = 29% identified as their top priority

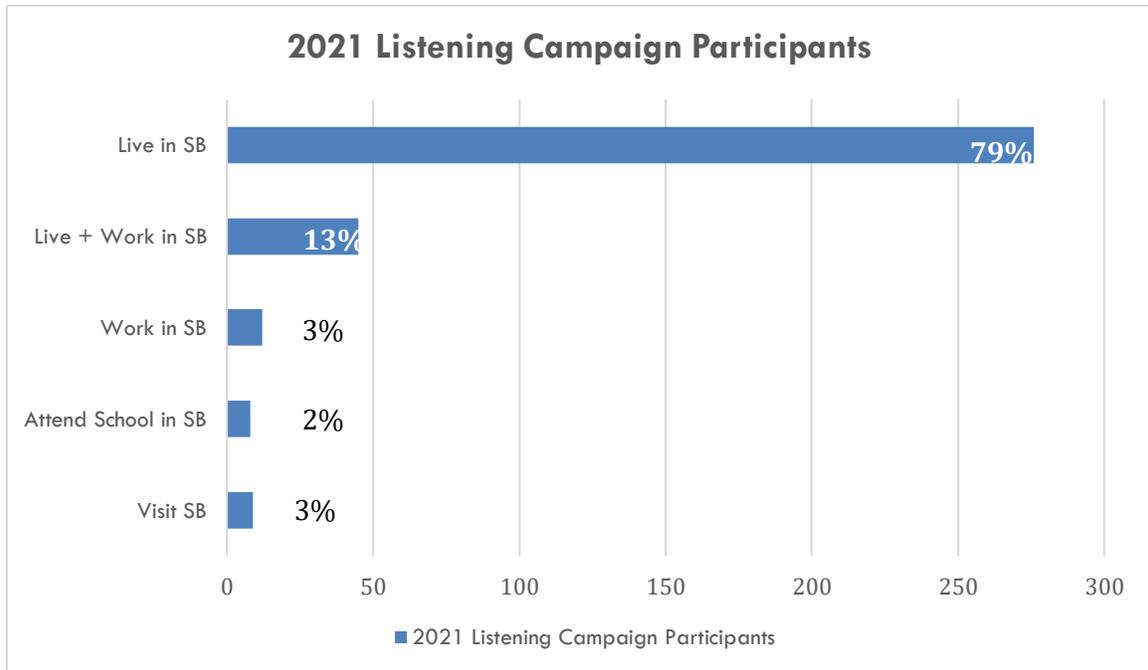
- *"Focus especially those focused on schools and education."*
- *"Build out strategic initiatives to ensure funding over time, do not spend all remaining funds now."*
- *"A strategic initiative approach is the best focus, as it allows the foundation to partner with others in the community better for long term development. Scholarships and grants are also important but focusing on strategic initiatives invests the most into the community for the long term."*
- *"Support strategic initiatives such as the music program offered to ALL kids throughout the District, multi-year, that can address equity issues and is more of a broad, strategic investment."*
- *"Use long term sustainability as a metric for making big investments."*

ALL 3 PROGRAM PRIORITIES (142) = 28% identified as their top priority

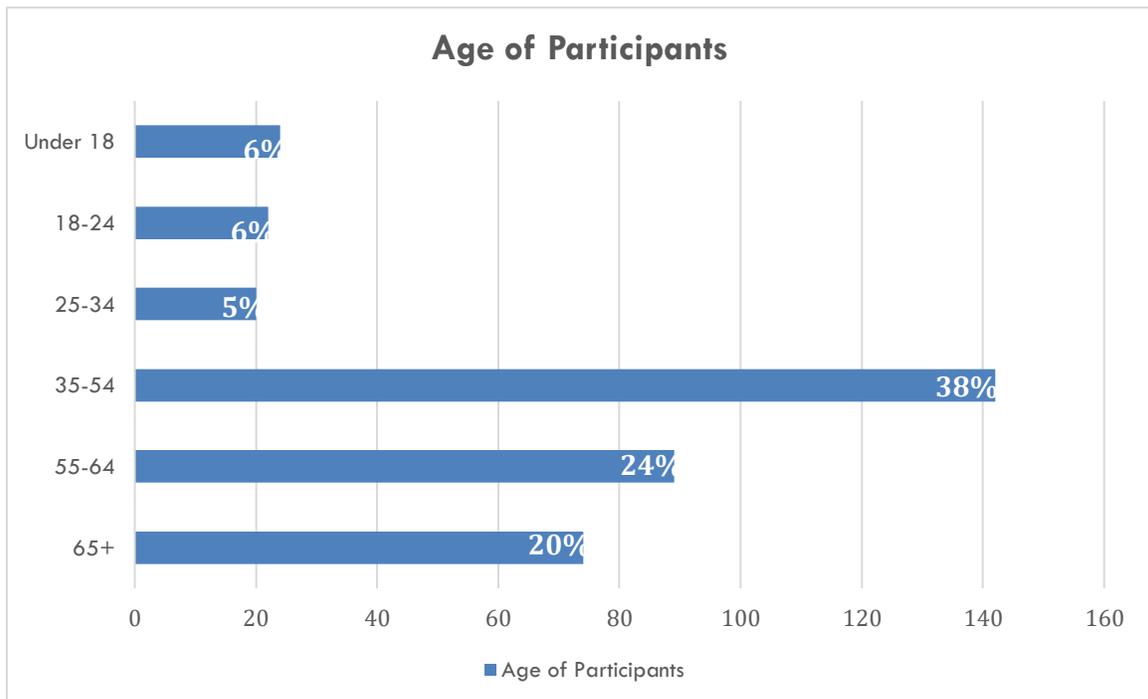
- *"All three benefit different segments of the community. Together they invest across the community."*
- *"All three (investment priorities) are critical, it is like a balanced diet. By spreading money across the city in different areas it keeps interest in the Foundation."*
- *"They are all good, if funding is available for all. Kids need help going to school, community organizations understand what needs to be improved in the community, and the larger program strategies by the foundation bridges the gap between smaller groups and the government. "*
- *"Recommend focusing on all the priorities. They each address different needs of the community that (to me) are on the same level of importance. If there is a way to continue balancing these different, unique needs, it seems like the way to go."*
- *"Look for partnerships to fund initiatives, focus on scholarships, but also invest in the long-term assets of the community with a library, cultural center, etc."*
- *"We need to continue to invest in schools and youth with grants, programs, education, classes, bolstering the youth as much as possible, need internet access, focus the money on the younger generation."*

PARTICIPANT DEMOGRAPHICS (survey participants)

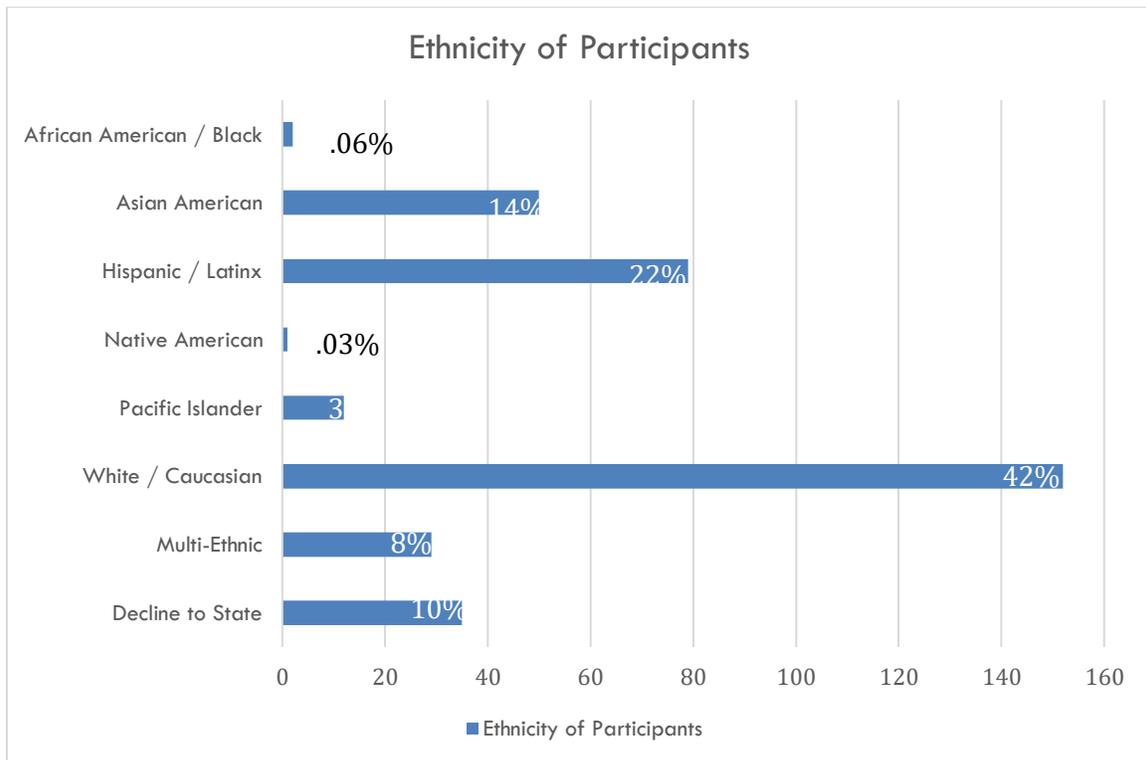
SAN BRUNO AFFILIATION



AGE



ETHNICITY



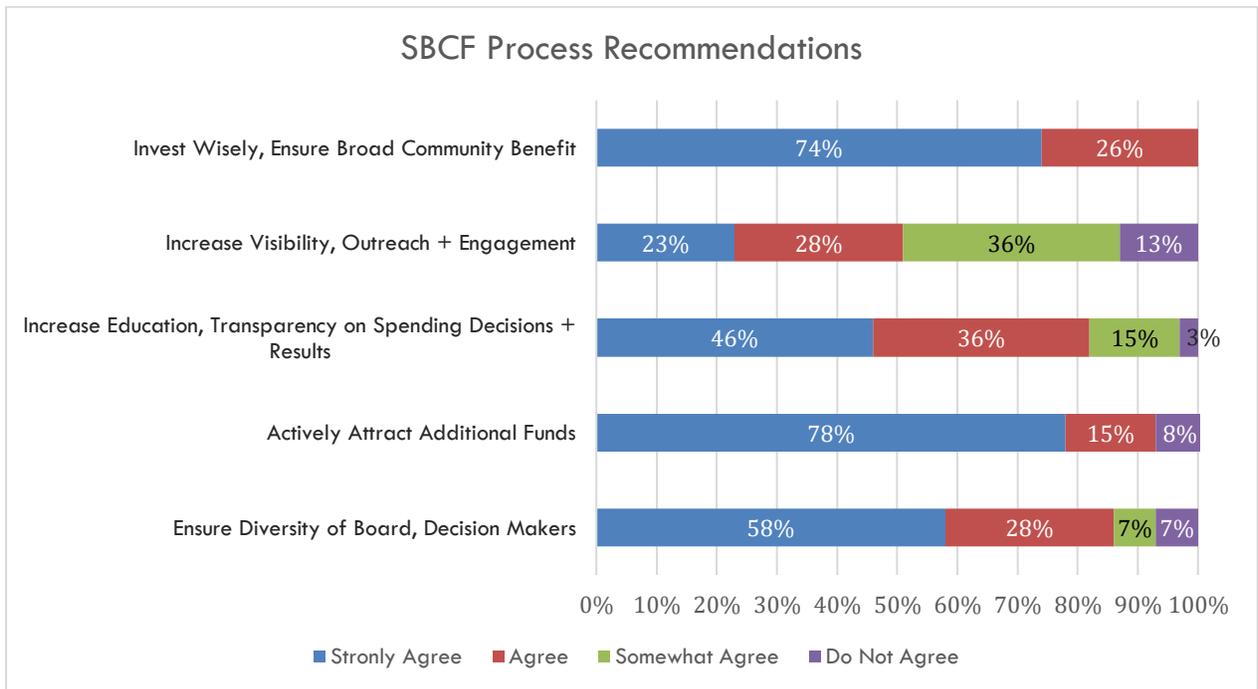
III. Town Hall Webinars

Two Town Hall Webinars were conducted following the focus group dialogues and the community engagement survey. The webinars, held on April 20th and 26th, were open to the entire San Bruno community and were live streamed on the SBCF Facebook page. A total of 84 community members participated via zoom and another 15 or so participated via Facebook live, for a total of approximately 100 webinar participants. The recordings of these webinars can be viewed on the [San Bruno Community Foundation Facebook page](#) and have received 350 additional views as of the writing of this report.

The webinars consisted of three segments: (1) background on SBCF and the Listening Campaign 2.0 engagement project, (2) the results of the focus group dialogues and the engagement survey, and (3) an assessment of the results and recommendations using an online webinar poll where results were tabulated and communicated to the participants in “real time.”

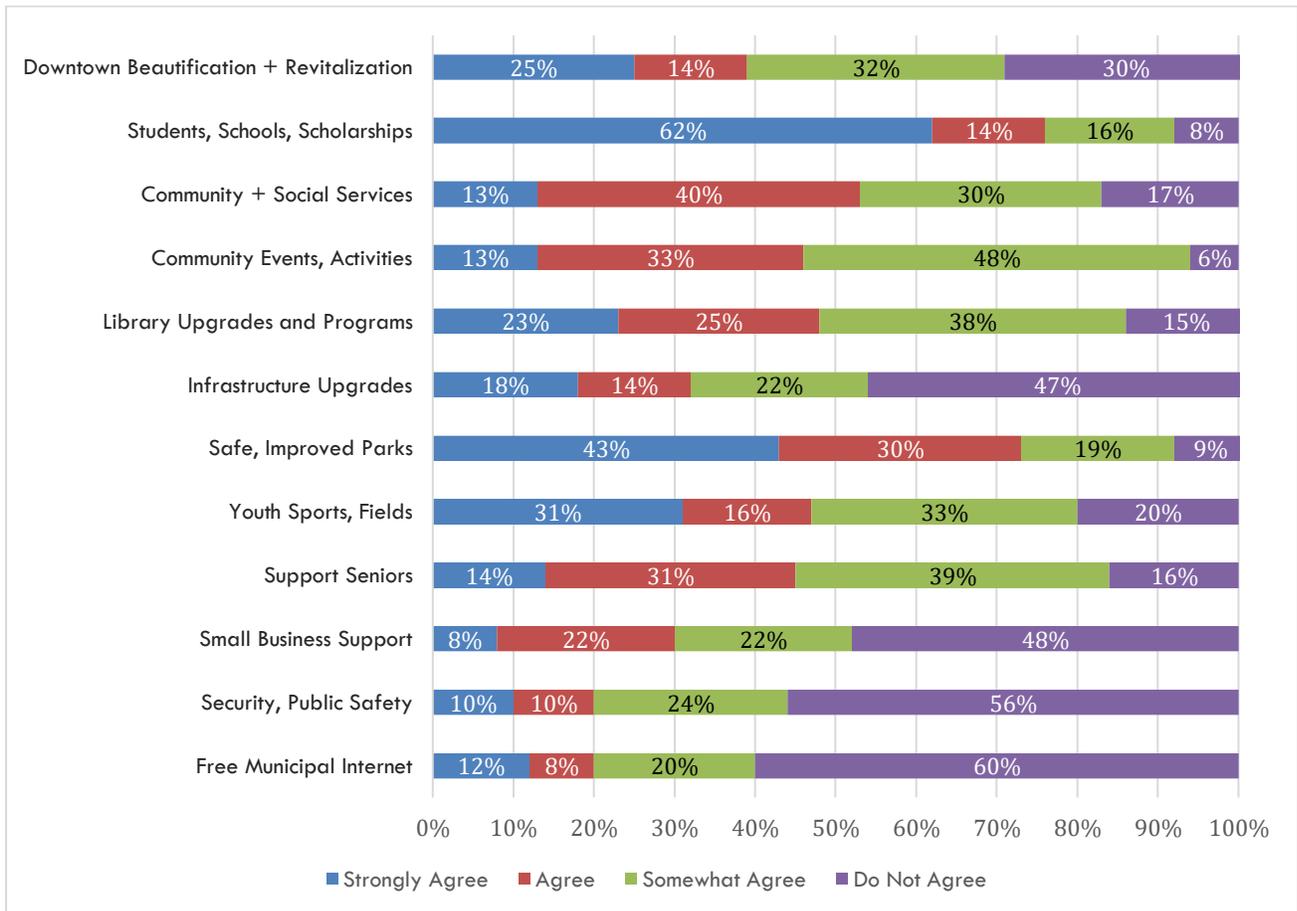
Webinar participants were asked to gauge their **level of agreement** with the process recommendations, current community needs, investment strategy recommendations, and priority program strategy results from community members in the focus groups and community survey. Approximately 2/3 of the webinar participants had previously participated in a focus group or survey. The results of the webinar polling are summarized in the charts below.

Chart One: Level of Agreement with SBCF Process Recommendations



The poll on process recommendations indicates that webinar participants either agreed or strongly agreed with all five of the process recommendations heard in the focus groups and survey. The one exception was that only about half of the webinar participants think it important that the Foundation increase its visibility, outreach, and engagement in the San Bruno community.

Chart Two: Level of Agreement with Current Community Needs



Webinar participants had slightly different levels of agreement with the community needs that were identified in the focus groups and survey. Most notably, *Students, School and Scholarships* rose to the top priority for webinar participants (76% strongly agree or agree), while *Safe and Improved Parks* was a close second (73% strongly agree or agree). A specific suggestion related to *Safe and Improved Parks* offered by some webinar participants that was not previously heard in the Listening Campaign was to purchase the El Crystal property adjacent to San Bruno Park.

Downtown Beautification and Revitalization (39% strongly agree or agree), as well as *Infrastructure Upgrades* (32% strongly agree or agree) were not as high of priorities for webinar participants as they were for survey and focus group participants. The other priorities mostly aligned with what was previously heard in the Listening Campaign.

Chart Three: Level of Agreement with SBCF Program Strategies

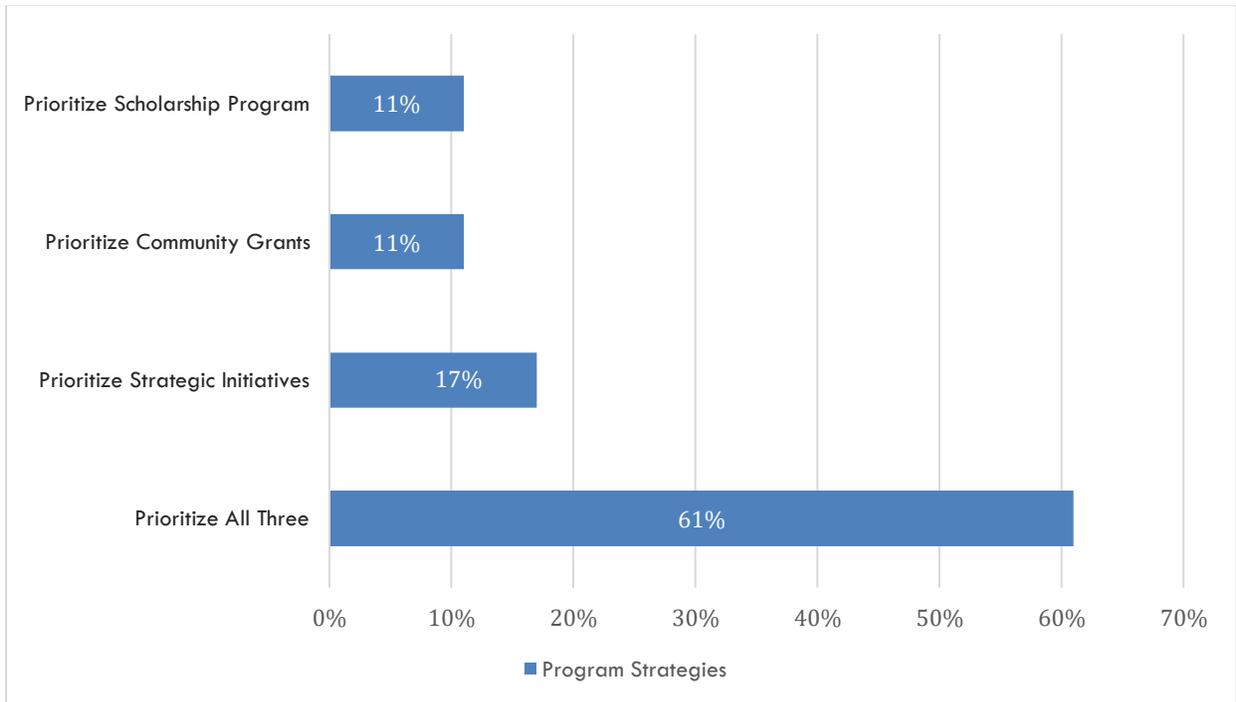
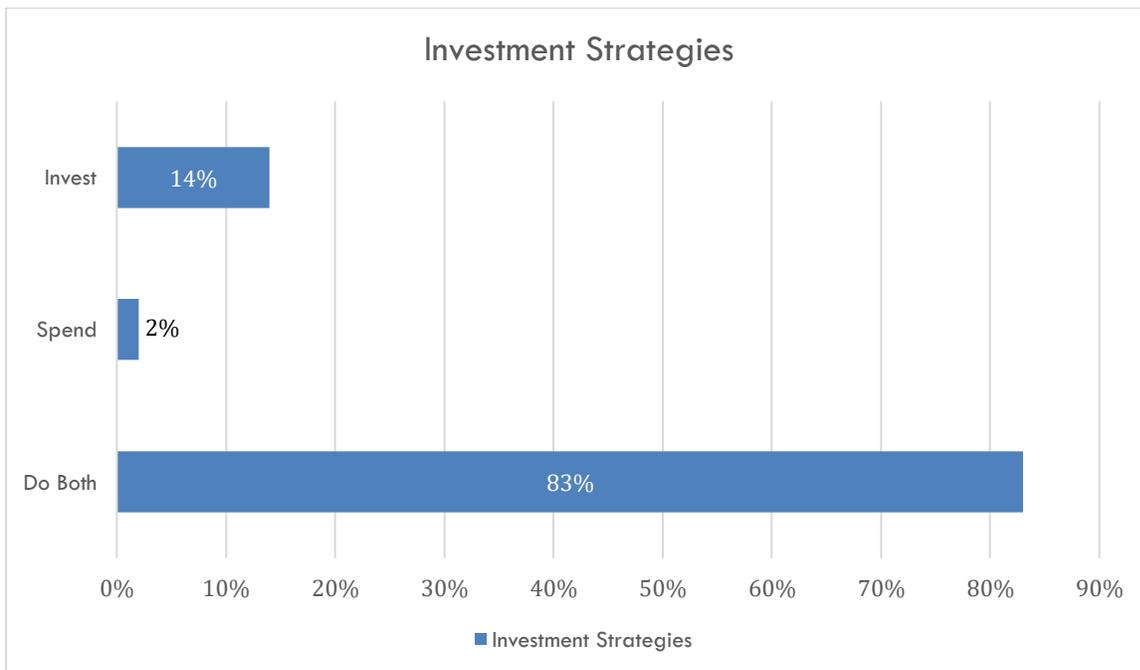


Chart Four: Levels of Agreement with SBCF Investment Strategies



The results displayed in Charts Three and Four show agreement with what was heard in the focus groups and surveys, with even more emphasis on continuing the work of the Foundation in both the short and long term (spending small sums now and investing the bulk of the funds for the future), as well as continuing to prioritize all three program strategy areas in the community.

IV. Next Steps

This Project Report marks the end of the community engagement phase of Listening Campaign 2.0. The next phase consists of a series of Strategic Planning Meetings with the SBCF Board. The PDC consulting team will review this report with the Board to ensure a shared understanding of the results and recommendations that the community advises for the Foundation. This will be followed by decision-making activities that will enable the Board to establish the strategic goals and priorities that will guide SBCF for the next several years.

RESOLUTION NO. 2021-236

RESOLUTION OF THE SAN BRUNO COMMUNITY FOUNDATION UPDATING CRITERIA FOR IDENTIFYING STRATEGIC GRANTMAKING OPPORTUNITIES AND THE FOUNDATION'S STRATEGIC GRANTMAKING PRIORITIES

WHEREAS, in 2015, the San Bruno Community Foundation Board of Directors adopted and the San Bruno City Council approved the Foundation's Program Strategy Framework, establishing a three-bucket program strategy approach consisting of strategic grantmaking, responsive grantmaking, and non-grantmaking Foundation programs;

WHEREAS, also in 2015, the Foundation outlined the following criteria for identifying strategic grantmaking opportunities: brings added benefits and amenities to the San Bruno community; broad community benefits, affecting large segments of the community; high visibility; responsive to community input received during Community Listening Campaign; high impact – Foundation support can make a meaningful difference; not part of current plans/City priorities;

WHEREAS, also in 2015, based primarily on the results of the community input received in the Foundation's first Community Listening Campaign, the Board adopted a list of strategic grantmaking priorities for both capital projects (upgraded library/community center, year-round swimming pool upgraded recreation center, athletic field improvements, and park improvements) and other projects (education, social and human services, citywide beautification efforts, and community-building);

WHEREAS, since 2016, the Foundation has committed more than \$55 million for the benefit of the San Bruno community through the Crestmoor Neighborhood Memorial Scholarship, Community Grants Fund, and an assortment of strategic grant initiatives;

WHEREAS, the Foundation expects to complete grant payments totaling \$50 million on its most significant strategic grant initiative – the design and construction of the San Bruno Recreation and Aquatic Center – in 2023;

WHEREAS, in the spring of 2021, the Foundation conducted Community Listening Campaign 2.0, soliciting public input on current community needs, and, in September 2021, the Board adopted Strategic Plan 2.0, setting forth the Foundation's programmatic and investment vision once the Recreation and Aquatic Center grants are fully disbursed; and

WHEREAS, the Ad Hoc Committee on Program Development, which was created as part of Strategic Plan 2.0 and tasked with reviewing the community needs and program ideas identified in Community Listening Campaign 2.0, recommending to the Board priority areas for both larger (at least \$1 million) and smaller (under \$1 million) Strategic Grants, and assessing proposals and opportunities for Strategic Grants in the near- and mid-term, has presented to

the Board its recommendations to update both the criteria for identifying strategic grantmaking opportunities and the Foundation's strategic grantmaking priorities.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors hereby approves the following updated criteria for identifying strategic grantmaking opportunities:

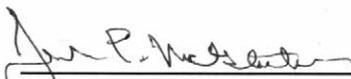
- Brings added benefits and amenities to the San Bruno community
- Broad community benefits, affecting large segments of the community
- Inclusive and equitable community benefits that support and reflect San Bruno's diversity
- Responsive to community input received during Community Listening Campaign
- High impact – Foundation support can make a meaningful difference
- Augments City programs and services or improves community facilities

RESOLVED FURTHER that the Board of Directors approves the following updated list of strategic grantmaking priorities (in no particular order) and directs staff, the Ad Hoc Committee on Program Development, and other ad hoc committees as deemed appropriate to begin working with the relevant community partners to research and, as appropriate, develop concrete funding proposals to address these priorities:

- Library upgrades and programming
- Athletic field and park improvements
- Education
- Social and human services
- Community-building
- Community health, safety, and wellness
- Economic vitality
- Youth and recreation activities

Dated: December 1, 2021

ATTEST:



John McGlothlin, Secretary

I, John McGlothlin, Secretary, do hereby certify that the foregoing Resolution No. 2021-236 was duly and regularly passed and adopted by the Board of Directors

of the San Bruno Community Foundation on this 1st day of December, 2021, by
the following vote:

AYES: Board members: Roberts, Ruane, McGlothlin, Ross, Gomez, Kraus, Netane-Jones

NOES: Board members: None

ABSENT: Board members: None

SAN BRUNO

Community Foundation

Memorandum

DATE: July 29, 2022

TO: Board of Directors, San Bruno Community Foundation

FROM: Leslie Hatamiya, Executive Director

SUBJECT: Report on Programs (Community Grants Fund, Crestmoor Scholarship, and Strategic Grants)

At the August 3, 2022, Board meeting, I will give a brief update on the Community Grants Fund, Crestmoor Scholarship, and strategic grants.

1. Community Grants Fund

We are in the middle of the application period for the 2022-2023 cycle of the Community Grants Fund. Local organizations have begun completing the online application, which is available at sbcf.org/grant-application. Staff is in the process of assembling the Review Panel that will evaluate submitted applications.

Key upcoming dates include:

- August 16, 2022, 6:30 p.m., and September 8, 2022, 12:00 p.m.: Grant Workshops via Zoom
- September 21, 2022, 5:00 p.m.: Application deadline
- December 7, 2022: Board consideration of grant awards

2. Crestmoor Scholarship

We continue to distribute this year's annual payments to 2019, 2020, 2021, and 2022 Crestmoor Scholars, as they submit the required documentation. About 73% of this year's scholarship payments have been disbursed thus far, and we anticipate distributing the remaining payments by September.

As in past years, the 2023 cycle of the Crestmoor Scholarship will launch in December, with an early March application deadline.

SAN BRUNO

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3. Recreation and Aquatic Center Project

Upon receipt of the City of San Bruno's quarterly report for the Recreation and Aquatic Center (RAC) Grant #8 (Construction) in mid-July, the Foundation recently made its quarterly RAC grant payment for that grant of \$3,328,493.09. We expect to receive quarterly reports for RAC Grants #2, 3, 4, 5, and 7 by July 31, 2022, after which the Foundation will make grant payments. As shown in the table below, as of July 29, 2022, the Foundation has paid out a total of \$23,862,701.31 in RAC grant payments and has a balance of \$26,137,298.69 left to pay.

RAC Grant #	For	Total Grant Amount	Total Grant Payments Made as of 7/29/2022	Balance to Pay
1	Conceptual Design	\$416,108.85	\$416,108.85	\$0.00
2	Architectural Services	\$5,420,388.00	\$4,978,524.07	\$441,863.93
3	Project & Construction Management Services	\$1,079,000.00	\$658,830.51	\$420,169.49
4	City Compliance Review	\$1,061,611.00	\$526,826.54	\$534,784.46
5	Temporary Facilities	\$375,000.00	\$84,538.20	\$290,461.80
6	Business Plan	\$60,000.00	\$60,000.00	\$0.00
7	Tom Lara Field Parking Lot	\$1,123,438.00	\$922,841.57	\$200,596.43
8	Construction	\$40,464,454.15	\$16,215,031.57	\$24,249,422.58
	TOTAL	\$50,000,000.00	\$23,862,701.31	\$26,137,298.69

4. Tanforan Memorial Project

The Tanforan Assembly Center Memorial Committee will hold a ribbon-cutting ceremony at the memorial site outside the San Bruno BART station on Saturday, August 27, 2022, at 1:00 p.m. President Malissa Netane-Jones will participate in the ceremony as SBCF's representative. The event is open to the public, and all SBCF Board members are invited to attend.