ELEVATE Morgan Hill

November 17, 2023

ICMA Economic Mobility and Opportunity Cohort Grantee Final Report



Thanks to the support of the International City/County Management Association (ICMA) and the Gates Foundation, the City of Morgan Hill is advancing an economic mobility program called ELEVATE Morgan Hill.

The goal of the program is to develop a strategy that connects Spanish-speaking and lower-income community members to jobs and housing resources, as well as increasing their sense of belonging in the community.

This document serves as the ICMA Economic Mobility and Opportunity Cohort Grantee Final Report for the City of Morgan Hill.

GRANT GOALS





Identify community needs through community surveys, focus groups, data collection from local providers and creation of targeted demographic data analysis.



Convene a Resource Asset Network

Convene stakeholders such as local employers, service providers, and educational institutions to identify hiring trends and opportunities, apprenticeships, and certification programs as well as resources offered by local services.



Develop a Gap and Opportunity Analysis

Develop a Gap and Opportunity
Analysis with specific strategies to
further the goals of connecting Spanishspeaking and lower-income community
members to jobs and housing
resources, while also increasing their
sense of belonging to the greater
community.



City of Morgan Hill, with the support of ICMA, hired a consultant to collect Morgan Hill-specific data for analyzing demographic and business composition to better understand the needs of the community.

The findings confirmed the growing need for housing resources and a refocus of resources to reach out to the Hispanic community to increase awareness of programs and job opportunities, and to build trust.

About the Community About the Need 35% of the population is Hispanic. 74% of Spanish speakers claim not ¼ of the population if foreign born to have an organization they can and 1/8 of the population does trust. not speak English. Less than 5% of Covid-19 Business Over 25% of businesses in Morgan Recovery loans were issued to Hill are Hispanic-owned. Hispanic business. 51% of the community could be considered low income after Home values have doubled in adjusted gross income. price over the last 10 years and rents increased over 60%. Average home is over \$1M. There is little 5,600 families are considered low, rental product available. very low, and extremely low income.



RESOURCE ASSET NETWORK

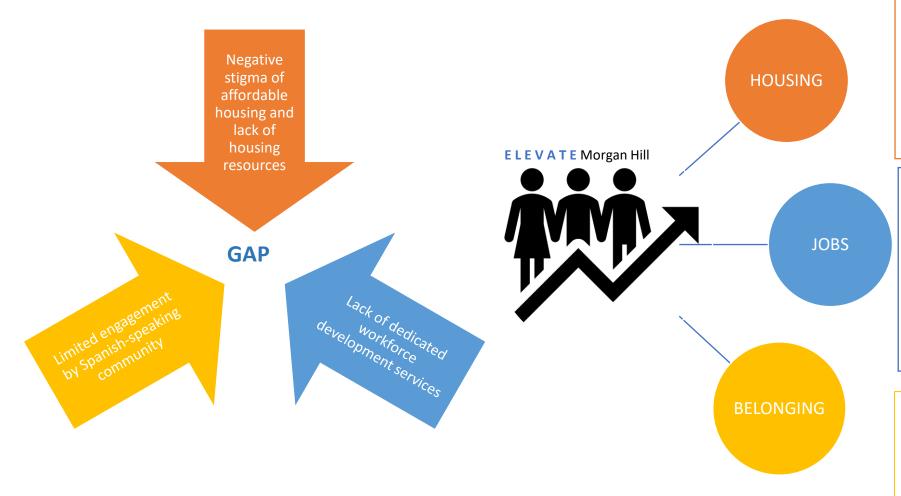
Over two dozen connections have been made with community leaders, service providers, local employers, and other non-profit organizations to collaborate on ELEVATE Morgan Hill.

| HOUSING | JOBS | BELONGING |
|-------------------------------------|--|----------------------------|
| | | |
| HouseKeys | ☐ The Hispanic Foundation | Mexican Consulate |
| Catholic Charities | ☐ The Morgan Hill Chamber of Commerce | Mosaic |
| County of Santa Clara | Small Business Improvement District Hispanic Chamber of Commerce | Latina Coalition |
| Morgan Hill Unified School District | | Santa Clara County Library |
| Gavilan Community College | Local Businesses & HR Executives | MHUSD |
| Local Faith-based Organizations | Latina Coalition | Voices Charter School |
| Compassion Center | ☐ Work2Future | Nueva Esperanza |
| Affordable Non-profit Developers | | LCAC |
| | | Rotary |
| | | Loving and Learning Center |





GAP AND OPPORTUNITIES ANALYSIS



OPPORTUNITIES

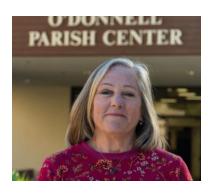
- ☐ Outreach to lower-income Spanish-speaking residents utilizing "Promotores" to educate the community on housing resources.
- ☐ Establish an Economic Mobility/Equity Center
- ☐ Conduct an Educational Campaign on the benefits of building housing.
- ☐ Affirmatively further fair housing to foster inclusive neighborhoods and remove barriers to housing for vulnerable communities.
- ☐ Support the construction of Affordable Housing opportunities.
- ☐ Develop, create and fund an Economic Mobility Center to support the sustainable employment of day workers.
- ☐ Identify and support opportunities that promote entrepreneurship of Spanish-speaking residents.
- ☐ Utilize Morgan Hill Employer Human Resources (HR) Roundtable to identify gaps and opportunities in the local hiring and retention of employees in key sectors.
- ☐ Increase Spanish-speaking translation.
- ☐ Have more community events for Hispanic community.
- ☐ Run campaign with MHPD to promote trust.
- ☐ Celebrate cultural through art.

GRANT IMPACT ON HOUSING

- ✓ Secured \$13,000 to create a "We Are The Faces of Affordable Housing" video (production underway). This video is intended to create awareness that affordable housing is for everyone—from public safety officers to the City librarian.
- ✓ Increased communication channels for Housing Department with social media and bilingual monthly newsletters advertising local affordable housing opportunities.













Get Social with Housing

Keep up with the latest Housing Division news, tips, and events on its Facebook page.

The City of Morgan Hill is committed to ensuring that its current and future residents are provided access to diverse housing options. The Housing Division's mission is to improve, preserve, and create safe, quality housing for residents at all income levels and provide rental and ownership opportunities. View an informational map locating upcoming housing developments along with housing project updates.

Latest Affordable Housing Newsletter

October 13, 2023

Previous newsletters are available in the <u>Archive Center</u>.

Join <u>Housing Newsletter Mailing List</u> (Select "Housing") to receive our updates.



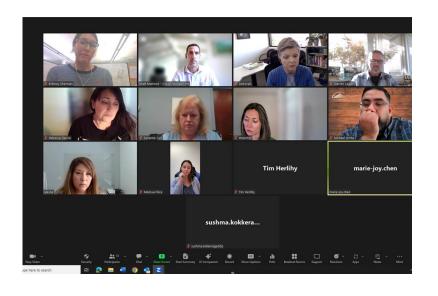
- o Morgan Hill's Housing Element Update.
- The Housing staff values your comments and input. If you have comments, please use the submit a <u>Housing Comment Form</u>.
- Engage with Us! <u>Communications & Engagement</u> is very important to the City of Morgan Hill.

GRANT IMPACT ON JOBS

Morgan Hill was able to capitalize on the energy, focus and inspiration provided by the ICMA economic mobility grant that achieved additional accomplishments expanding the ELEVATE Morgan Hill efforts:

- ✓ Held meeting with over a dozen local HR Executives to discuss hiring issues, share information about the City's Below Market Housing Program and identify solutions to connect Spanish-speakers to jobs.
- ✓ Held first Annual Legislative Business Roundtable with over 30 executives and legislators to discuss supply-chain, workforce, housing and crime issues.
- ✓ Morgan Hill Chamber of Commerce is piloting a onestop shop for local job opportunities.

- ✓ Community Needs
- ✓ Resource Asset Network
- ✓ Develop a Gap and Opportunity Analysis



GRANT IMPACT ON BELONGING

- ✓ Collaborated with CircleUp Education to moderate community listening sessions to understand the community's sense of belonging (sessions will take place in December 2023).
- ✓ Launched a "I BELONG, Morgan Hill" community survey to understand community needs. Survey participants will collect \$5, recreational passes or transit passes (survey is underway and expected to be completed by December).



OTHER NOTABLE ACHIVEMENTS

- ✓ Held First Annual Community Policing Academy in Spanish (Morgan Hill Police Department)
- ✓ Revived "LISTOS," an emergency preparedness training in Spanish (Office of Emergency Services)
- ✓ "Yo Hablo Espanol" Nametags (Communications)
- ✓ City Council provided funding to Nueva Esperanza to produce El Dia De Los Muertos altar and a Las Posadas party.
- ✓ City launched a Dia De Los Muertos Celebration at the All-Inclusive Magical Bridge
- ✓ Successfully negotiated for certificate pay starting in 2024 to support professional development and economic growth for eligible City employees
- ✓ City increased pay for Spanish-speaking employees
- ✓ City refreshed its website to allow real-time Spanish translation
- ✓ Increased effort by City to translate and reach out to Spanish-speaking community

NEXT STEPS

The ELEVATE Morgan Hill effort has evolved into a multi-layered and multi-phased approach.

The 1st phase has been focused on collecting data and interviewing potential community partners.

The 2nd phase is to engage the community to gain a deeper understanding of their needs.

The 3rd phase will be to socialize the findings with a network of service providers and government organizations to solicit direct involvement in the ELEVATE Morgan Hill Work Program.



What's next?

- 1. Complete ELEVATE Morgan Hill Report.
- 2. Complete I BELONG, Morgan Hill survey and listening sessions.
- 3. Host an Economic Mobility Symposium in Spring 2024 to share the findings of the ELEVATE Morgan Hill report and I BELONG Morgan Hill Survey and listening sessions.



THANK YOU!

With deep gratitude, the City of Morgan Hill thanks ICMA and the Gates Foundation for the opportunity to reimagine public service.

Your grant has given us permission to do meaningful work for a large segment of our community that is falling behind. We have uncovered how much work we need to do to create a more equitable and just place.

In Gratitude,

The ELEVATE Morgan Hill Team