

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL

FROM DANIELLE RONSHAUSEN, COMMUNITY ENGAGEMENT  
COORDINATOR  
CHERIE BARNETT, CHAIR, COMMUNITY ADVISORY BOARD

SUBJECT: COMMUNITY ADVISORY BOARD UPDATE ON THE CAPITAL  
IMPROVEMENT PROGRAM COMMUNITY OUTREACH AND  
INPUT PROCESS, AND THE COMMUNITY IMPROVEMENT  
GRANTS PROGRAM

AGENDA ACTION: MOTION

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RECOMMENDATION

It is recommended by the Office of Community Engagement and the Community Advisory Board that the Council, by motion, accept a report from the Community Advisory Board regarding the Community Improvement Grant Program and receive the report on the outreach process for community input on the Capital Improvement Program.

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EXECUTIVE SUMMARY

Resolution No. 28174, requires that the Community Advisory Board (CAB) hold a series of community meetings to obtain feedback on the City's Capital Improvement Projects (CIP). For the upcoming budget process, the CAB held three meetings during the months of August and September 2017. Results of those meetings are provided in the first part of this report.

Resolution No. 28686, authorizes CAB to oversee the Community Improvement Grant (CIG) Program and this year awarded \$31,483.38 to nine of 48 grant applicants with grant requests totaling \$180,237. The second part of this report will address the CIG program.

The CAB's hosting of the "Community Open House" series and oversight of CIG Program fulfills the following Council goals:

- Goal 4: Maintain and enhance our City's cultural, historical and recreational assets;
- Goal 5: Improve partnerships between neighborhoods, community organizations, schools and the City to support and promote thriving, inclusive and diverse neighborhoods; and
- Goal 6: Commit to making Santa Rosa a healthy community where people feel safe to live, work and play.

## **CAB'S ROLE IN THE CAPITAL IMPROVEMENT PROGRAM**

### **BACKGROUND**

The Community Advisory Board (CAB) was established by Resolution No. 25805 in October 2003 in response to the 2002 Charter Review Committee recommendations to provide an overlay of geographic representation to a Council where all members are elected at-large. The CAB is comprised of 14 members, appointed by Council, who represent seven geographic areas of Santa Rosa. CAB member duties have been subsequently amended in Resolution No. 28174 on August 7, 2012, in Resolution No. 28442 on March 11, 2014, and in Resolution No. 28686 on September 15, 2015.

Per Resolution No. 28174, one of CAB's continuing responsibilities is to participate in the process to determine:

*"Budget Priorities for Capital Improvement Projects. CAB, with support from City Manager's Office, shall advise on the design and facilitation of a public participation process that offers a minimum of four neighborhood meetings for the community to review and provide feedback on the CIP budget and priorities. Meetings shall take place prior to City staff's preparation of the CIP which begins each year in January."*

In August and September 2017, CAB hosted three Community Open House events to obtain feedback from the public on the fiscal year (FY) 2018-19 CIP budget priorities. Approximately 119 people attended the three Community Open Houses. Although a couple of meetings had to be cancelled because of the fires, Staff is pleased to report that the engagement efforts have been increasingly effective with more community members attending the three meetings held in 2017, that attended the eight town hall meetings held in 2016.

### **PRIOR CITY COUNCIL REVIEW**

The CAB presented findings from its September and October 2016 CIP community meetings to City Council on February 28, 2017.

## ANALYSIS

To meet the CIP public participation process requirement for FY 2018-19, CAB planned five Community Open House meetings and hosted three in August and September 2017. Due to the fire disaster, the remaining two scheduled for October 2017 were cancelled. The meetings were held on either a weekday evening or on Saturday mid-morning at three locations around Santa Rosa: Finley Community Center, Downtown Santa Rosa Library, and Rincon Valley Library. The October meetings that were cancelled had been scheduled to take place at the Roseland Community Center and Montgomery High School.

Based on feedback from previous years, the meetings were held in an open house format, with staff from major City Departments: Water, Transportation and Public Works, Planning and Economic Development, Housing and Community Services, Recreation and Parks, Fire, Police, City Clerk's Office, and the Office of Community Engagement providing a table at each event with information pertaining to their specific projects, programs, and services. Staff were also available to answer questions from members of the public on a variety of city issues. Staff working on the Capital Improvement Program were stationed in the middle of the room at each open house and provided attendees with information about CIP. Attendees had an opportunity to vote on their top five CIP priorities by dropping chips into project buckets provided.

The CAB also had their own table at each event and provided members of the public with information about the CAB and asked attendees what they enjoyed most about Santa Rosa.

Staff from the Office of Community Engagement used a variety of different bilingual marketing, and community engagement and outreach methods to notify the public of the upcoming Community Open Houses, including:

- Email Distribution Lists and Newsletters
  - GovDelivery
  - Planning and Economic Development's "Blueprint" Newsletter
  - Transportation and Public Works "Out in the Field" Newsletter
  - City Manager's Newsletter
  - Program specific mailing lists
- Media/Advertisements
  - Print and radio
- Social Media/Website
  - Facebook, Twitter and Nextdoor
- Face-to-Face Contact: dissemination of approximately 5,000 hard copy fliers and 50 posters by CAB Members and staff
  - At local events and community/neighborhood meetings;
  - Posting at local libraries, coffee shops, community centers, and health clinics;
  - In-person tabling at community sites

- At City offices, including the City Manager's Office, the Office of Community Engagement, and recreation facilities
- Door-to-door outreach – CAB Members and Community Engagement went out to the neighborhoods near each event location and distributed fliers and door hangers, inviting residents to attend the meetings.

Approximately 119 people attended the three events in total. The main areas of interest expressed by the those who attended the meetings were (in order of highest priority):

- Housing (22.9%)
- Street Pavement (17.6%)
- Bike Paths (13.5%)

## **CAB'S ROLE WITH THE COMMUNITY IMPROVEMENT GRANT PROGRAM**

### **BACKGROUND**

As stated earlier in the report, the 14-member CAB was established by Resolution No. 25805 on October 28, 2003, and with duties in Resolution No. 28174 on August 7, 2012, in Resolution No. 28442 on March 11, 2014, and in Resolution No. 28686 on September 15, 2015

Per Resolution No. 28686, another of CAB's responsibilities is to "oversee the issuance of a public grant application solicitation in May and acceptance of applications in July. The Board, in a noticed public meeting during the months of August and September, shall review all grant applications submitted."

During the prior grant cycle, in August and September 2016, CAB reviewed 14 Community Improvement Grant applications \$13,152 and selected 14 projects for funding totaling \$13,152.

This year, in August and September 2017, CAB reviewed all 48 applications, totaling \$180,237, and selected nine projects for funding totaling \$31,483. These funds were available within the existing budget, since balances remained from prior years beginning in FY 2007-2008. Staff anticipates that FY 17-18 grant awards will deplete the budget balances, and future grant cycles will require additional budget appropriations.

### **PRIOR CITY COUNCIL REVIEW**

On September 15, 2015, the CAB recommended that the Council, by resolution, give CAB the authority to approve Community Improvement Grants with the understanding that the Council will hear any appeals regarding denied applications and CAB will provide a report to Council annually on the grant program.

## ANALYSIS

The Community Improvement Grant Subcommittee met in early 2017 to update the grant application, utilizing feedback from previous applicants. The Subcommittee presented the revised application to the CAB for final approval, including an increase in the total amount available per request from \$1,000 to \$5,000.

CAB released its 2017-18 Community Improvement Grant application on May 1, 2017, with a deadline of July 31, 2017. Outreach efforts included:

- Tabling at various events including the Wednesday Night Market, the Roseland Cinco de Mayo Festival, the Human Race, Live at Julliard, and the MLK Juneteenth Community Festival;
- Advertisement in print and digital publications;
- Social media;
- [www.srcity.org](http://www.srcity.org); and
- Email distribution through GovDelivery.

CAB received 48 applications, totaling \$180,237 in requested funds. Staff reviewed each application for minimum eligibility and made funding recommendations to the CAB per Resolution No. 28686, however CAB Members received all application for review, regardless of Staff's recommendation.

On September 27, 2017, CAB selected nine projects for funding for a total of \$31,483 (Attachment 2). With the funding of these grants, the balance for the Community Improvement Grant budget has been fully expended. There is no funding remaining for upcoming fiscal years.

## FISCAL IMPACT

There is no fiscal impact on the General Fund.

## ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

## BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

The Community Advisory Board recommends City Council accept the report on the Community Improvement Grant Program and receive the report regarding the outreach process for community input on the Capital Improvement Program budget.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Voting Results and Community Feedback
- Attachment 2 – FY 2018-19 Community Improvement Grant List

CONTACT

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