

# Use of One-Time Monies

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City Council  
November 30, 2021

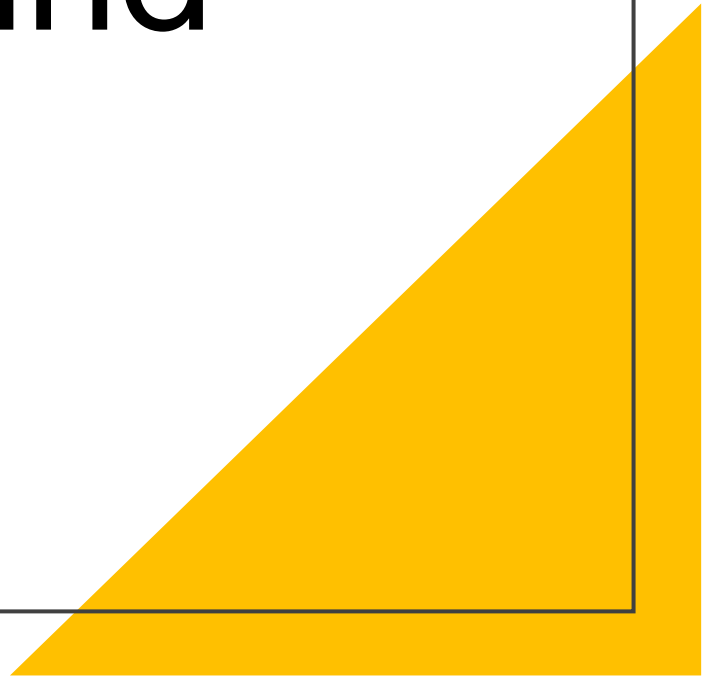
ALAN ALTON  
ACTING CHIEF FINANCIAL OFFICER



# Background

- Four Previous Study Sessions discussing the use of one-time monies from the PG&E settlement and American Rescue Plan Act (ARPA)
- Council has committed \$88 million of the \$95 million PG&E settlement
- Staff working group of 8 people developed program review criteria and scored/ranked programs
  - Sustainability, Economic, and Equity

# Summary of ARPA and PG&E Settlement Fund Programs



# PG&E Settlement Funds Programs

- Programs shown in green received little or no discussion from the Council
- The programs in yellow either served as a source of funds for reprogramming, or required further discussion

Translation Services (Written & Oral)	500,000
Youth Promotores/Youth Council	50,000
Enhanced Infrastructure Finance District (EIFD)	80,000
Intern Program	80,000
Community Capacity Building Equity	35,000
Staff Equity Capacity Building	115,000
DEI spaces	150,000
SEED Equity Plan Prioritized Recommendations	300,000
Community Empowerment Plan	250,000
PED Plan Check and Inspection Professional Services	298,000
Consulting Svcs - Plan Review	500,000
Equity Data Dashboard	50,000
Hire 1 City Planner, Limited Term 2 years	240,550
Public Records Management Update	900,000
Implement Trusted System	85,000
Fire recovery/resilience - Fire Insp Database	190,000
Transit Radio Upgrade	100,000
Asawa fountain (\$300k)	300,000
LT (3 Yrs) Media Services Tech	240,000
Climate Action Plan Update implementation	200,000
Evacuation Equipment (Streets)	150,000
Replace Mendocino Ave with South SR Ave Specific Plan	600,000
Roseland Creek Park	1,500,000
Board/Committee Member Stipend Program	75,000
<b>Total PGE Program Costs</b>	<b>6,988,550</b>

# American Rescue Plan Act (ARPA) Programs

- Programs shown in green received little or no discussion from the Council
- The programs in yellow either served as a source of funds for reprogramming, or required further discussion

After school programs *	168,000
Homeless Services Budget	9,800,000
Universal Basic Income *	1,008,000
Safe Parking Pilot Program w/ Wrap-around services	2,000,000
Expand Recreation Sensation*	210,000
SJH Capital Projects (from Revenue Loss Calc)	2,000,000
Childcare funding*	2,900,000
inRESPONSE Mental Health Response Team	3,979,000
Small business tenant improvements*	1,000,000
City ARPA Administration	250,000
Secure Family Fund - Youth Immigration Attorney	100,000
Children's Savings Account (Baby Bonds)*	1,575,000
City COVID Testing	1,200,000
Fiber backbone (Westside)*	8,600,000
<b>Total</b>	<b>\$ 34,790,000</b>

# Programs for further discussion

Youth Immigration Attorney

Children's Savings Account (Baby Bonds)

Guaranteed Basic Income

Down Payment Assistance

California Tiger Salamander (CTS) Mitigation

## Youth Immigration Attorney

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ARPA Funding requested for 2 years, for a total of \$100,000

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Immigration Attorney specializing in assisting children navigate the immigration system

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Ensures due process for unaccompanied children

# CHILDREN AND CHILDCARE SUPPORT PROGRAMS

## QUALIFIED CENSUS TRACT FOCUSED PROGRAMS THROUGH:

- Childcare Facility Fund
- Children's Savings Account
- Family Childcare Shared Services Alliance

## MAKE UPSTREAM INVESTMENTS IN WORKFORCE DEVELOPMENT BY:

- Increasing access to age 0–5-year-old childcare
- Encourage and enable quality licensed childcare business development





# Children's Savings Account

Expansion of State program assisting families to save for secondary education

Initially proposed as "Baby Bonds" Program

Program Highlights	
Request	\$1,575,000
	\$1.5M of program funds; \$75K Admin cost
Partner	First 5 Sonoma County
Target Ages	3-5 years old
Program	Expand existing state program through First 5
	Transferrable if not used
	First 5 offer: \$100 per child with additional incentives- Max \$400
	Approximately 3,000 3–5-year-olds, approx. 1000 in QCT tracts
	SR City will match with 5% for administrative costs

# Childcare Facility Fund

Provide assistance to improve childcare facilities through Tenant Improvement Grants

Program Highlights	
Request	\$2,900,000
	\$2.8M of program funds; \$145K Admin cost
Partner	First 5 Sonoma County
Program	Tenant Improvement Program
	<ul style="list-style-type: none"><li>• New facility shell build-out, including fixtures, finishes and equipment</li></ul>
	<ul style="list-style-type: none"><li>• Existing facility preservation</li></ul>
	Administration fees cover portion of previously funded \$1.4m Tenant Improvement Revolving Loan Program

# Guaranteed Basic Income

## Partnership with County of Sonoma

### Proposed County Program:

- Monthly income payments of \$500/adult + \$100/child x 500 adults and 1,000 children for 24 months ( $\$250,000 + \$100,000 = \$350,000 \times 24 \text{ months} = \$8,400,000$ )

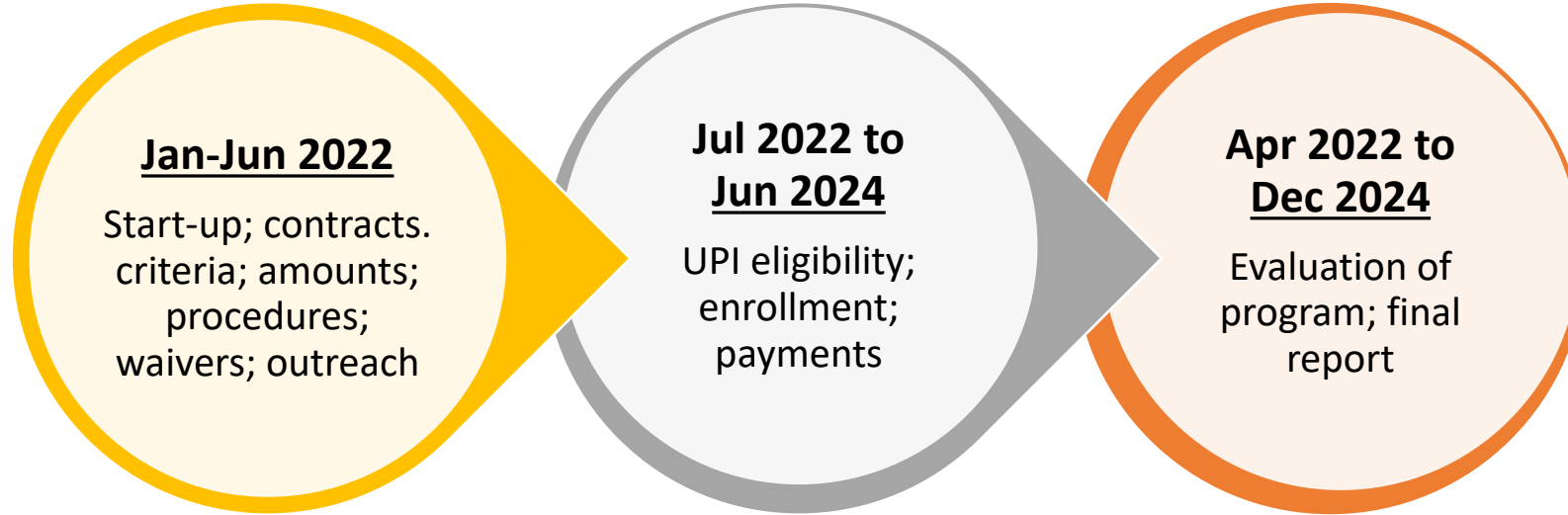
### Original Proposed City Program:

- Monthly income payments of \$400/family x 100 families x 24 months = \$960,000

### Potential Revised City Program:

- Work with the Human Services Dept. to add \$960,000 plus 5% admin fee (\$48,000) to County's UBI program to increase the number of Santa Rosa residents benefiting from their program
- Would ensure a return to source and considerations for those who move out of Santa Rosa city limits)

# GUARANTEED BASIC INCOME PARTNERSHIP



PROGRAM COST	5% SOCO ADMIN COST	TOTAL ARPA REQUEST
\$960,000	\$48,000	\$1,008,000



# Programs Requested To be Reviewed

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California Tiger Salamander  
(CTS) Mitigation

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Down Payment Assistance  
Program

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Vegetation Management

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“Hot” Emergency  
Operations Center (EOC)

# Habitat Conservation Plan (HCP) Grant

## County of Sonoma

### Project Objectives and Benefits

Federally permitted Habitat Conservation Plan (HCP) to update existing Santa Rosa Plain Conservation Strategy

Predictable mitigation costs for all covered activities

Reduced project level mitigation costs

Streamlined resource agency permitting, programmatic EIR

Conversation fund pooling to implement larger scale, high-priority actions

### Timeline

Board of Supervisors meeting in Feb 2022 to define project scope. Minimum of 3 years until full project is completed (projected 2025-2026)

### Cost

\$300,000 represents a partnership contribution, in a multi-jurisdictional effort; Future contributions may be necessary

County is still developing the scope for the project, with more information coming next year.

# Down Payment Assistance Program

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\$2M to assist approximately 25 households

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Moderate income, first-time homebuyers within City limits

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30-year, deferred payment loans

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Administered by HCS staff, initiate program in 2022

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Program: Applicants must complete Homebuyer Education Course

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First-come, first served program

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Approved applicants will have funds reserved for up to 6 months to purchase home

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Revolving program – repayments will become future loans

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Program Funding: While program would be ARPA eligible funds would need to be returned by December 31, 2026, even if program administered by entity other than City. Sub-recipients are subject to the same ARPA program guidelines as the City.

If programs to exist as revolving loan, funding should come from PG&E settlement funds.

## Vegetation Management

- Request \$1.225 million (PG&E settlement funds)
- Local/City match for additional vegetation management grants
- Potential to partner with employment program

## “Hot” Emergency Operations Center (EOC)

- Requesting \$1.4M (PG&E settlement funds)
- Convert existing EOC to be fully operational 24/7
- Project scalable
- Funding included in recently-signed federal infrastructure bill



# Potential Funding Reprogramming

## ARPA

- City COVID-19 Testing (\$1.2M)
  - Reimburse 100% through FEMA Public Assistance (PA) through 12/31
  - Use \$200,000 of ARPA to cover local match after 1/1/2022
- Fiber Backbone – Westside (\$8.6M)
  - Program not fully developed - reprogram to other opportunities
- inRESPONSE Grant Funds (\$400,000)
  - Lower initial ask in amount covered by grant funds
- Total ARPA funds available for reprogramming \$10M
  - $\$8.6\text{M} + \$1\text{M} + \$400\text{K} = \$10\text{M}$

# Potential Funding Reprogramming

## **PG&E Settlement Funds**

- Specific Plan (\$600,000)
  - Fund from other sources
- Roseland Creek Park (\$1.5M)
  - Program would complete segments of park – opportunity to reprogram to other priorities
- Total PG&E settlement funds available for reprogramming \$2.1M

## New Programs For Consideration

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Family Childcare Shared  
Services Alliance

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Boys and Girls Club Request

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Roseland Community Center

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Collaborative Community  
Outreach

# Family Childcare Shared Services Alliance

Provide a pathway for business ownership and scalability focused on bilingual, bicultural home-based infant-toddler childcare.

Program Highlights	
Request	\$1,050,000
	\$1M of program funds; \$50K Admin cost
Partner	First 5 Sonoma County
Program	\$50,000 per business
	Develop home-based infant-toddler care businesses
	Each business would create approx. 4 slots for infant and toddler childcare
	Goal is to create a yearly cohort of 10 new micro-business startups for two years, creating a minimum of 80 new childcare slots
	Cohort would operate as part of a collective and share services across the cohort to maximize purchasing power, affordability, and promote professional networking and mutual support

# CHILDREN & CHILDCARE SUPPORT PROGRAM: Common Elements

- Lens of Equity & Equity Criteria Overlay
  - E.g., Includes wage equity within organization

## • Budget Request:

	PROGRAM COST	5% 1st 5 ADMIN COST	TOTAL ARPA REQUEST
• Facility Fund	\$2,755,000	\$145,000	\$2,900,000
• Children's Savings Account	\$1,500,000	\$75,000	\$1,575,000
• Shared Service Alliance	\$1,000,000	\$50,000	\$1,050,000

## • Timeline:

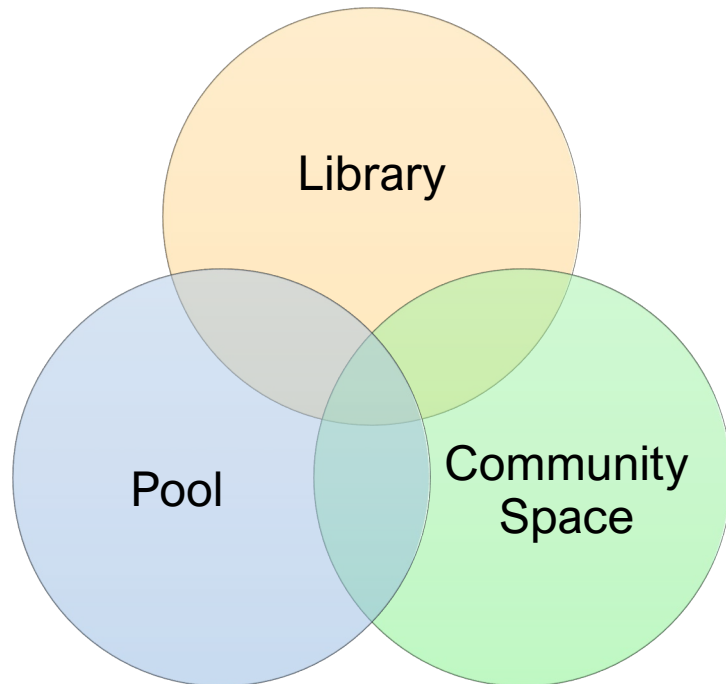


# Funding Request – Boys and Girls Club

- Request submitted prior to October 26 study session
- \$10 million of ARPA funds to construct facility in Roseland
  - Funds would be pooled along with other fundraising contributions
- The Boys and Girls Club were not the only community organization requesting funds through this process
- If funding available to community organizations for facility and/or program needs, a formal request for proposal process is recommended to ensure equitable access to and transparency of the allocation of funds is met

# ROSELAND COMMUNITY CENTER

## Meets stated community needs:



- Culturally safe spaces of belonging
- Community driven and available public spaces
- Equitable investments in City infrastructures
- Reflects the voices of the community and the process for development can center needs
- Space for youth, elderly and other vulnerable populations

# ROSELAND COMMUNITY CENTER

## Shared Investment:

	<b>\$ 35,000,000 total</b>
<ul style="list-style-type: none"><li>• <b>ARPA</b></li><li>• Sonoma County Library Match</li><li>• PGE</li></ul>	<b>\$10,000,000</b> \$15,000,000 \$10,000,000 (Funds Council committed to Roseland Library)

## • Timeline:

- Space Requirements
- Timeline
  - Real Estate
  - Building Design
  - Program Development





# Collaborative Community Outreach

*Alternative approach to  
Roseland Community Center.*

*Collaboration between  
Violence Prevention  
Partnership, Recreation and  
our local nonprofits*

*Provide street outreach,  
community bridgebuilding &  
programming, and DEIB  
planning for our historically  
underinvested youth  
communities and agencies  
using a trauma informed and  
DEIB lens.*

Program Highlights	
Request	\$7,500,000
Partner	COSR Outreach Team (\$4.5M)
	Community Grant Support (\$3M)
Program	Trauma Informed Youth Outreach & Support
Target Ages	12 to 21 years old
	Form City of Santa Rosa Street Outreach Team
	CBO Grant Program (focus on TIC and DEIB)
	Steele Lane & Finley Center Renovations (\$300K)
<p><b><i>While the grants may be of limited duration, the creation of an outreach team would create an ongoing program in the General Fund without a funding source.</i></b></p>	

# Business Support Program

- Business Support Program (\$2.4M, ARPA)
- Program is not ongoing – Work performed by contractors and existing staff
- QCT Micro-Entrepreneurial Business Support Program consisting of the following elements:
  - Data analysis and development of a tracking platform to understand and track Black, Indigenous, and People of Color (BIPOC) owned business needs, opportunities, and challenges, including immigrant and undocumented entrepreneurs.
  - Real estate support to relocate, grow and model Mercadito with the goal of encouraging micro-entrepreneurial business ownership for BIPOC and immigrant communities.
  - Business literacy programs and QCT focused start up grants in partnership with Small Business Development Center (SBDC) and the Hispanic Chamber of Commerce.
  - QCT Placemaking Façade Improvement Program coordinated through the City's Public Art Program.

# Summary of New Program Funding Requests (\$10M ARPA Funds Identified)

*These programs represent options for the Council to reprogram a total of \$10M of ARPA funding, previously earmarked for Fiber Backbone and COVID-19 testing.*

Title	Program	Cost Estimate
Family Childcare Services Alliance	Develop home-based infant/toddler care businesses	\$1,050,000
Boys and Girls Club	Donation to Boys/Girls Club for their construction of a clubhouse facility in Roseland	\$10,000,000
Roseland Community Center	Construct Community Center with Pool and Library in Roseland	\$10,000,000
Community Outreach Team	City Staff and Grant Program – Provide outreach and community bridge-building for under-invested youth	\$7,400,000
Business Support Program	Micro-business support program	\$2,400,000



# Next Steps

- Receive direction from Council on what programs may move forward as part of a spending plan
- Not all programs need to move forward now
  - ARPA programs must be obligated by 12/31/2024
  - Time for additional deliberation or proposal process
- Those that do move forward, bring an item back to Council to establish spending accounts and appropriate funds