



## **CITY OF SALINAS COUNCIL STAFF REPORT**

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**DATE:** JANUARY 21, 2020

**DEPARTMENT:** COMMUNITY DEVELOPMENT

**FROM:** MEGAN HUNTER, DIRECTOR

**BY:** JONATHAN MOORE, ASSOCIATE PLANNER

**TITLE:** BOOST PROGRAM MEMORANDUM OF UNDERSTANDING

**RECOMMENDED MOTION:**

A motion to approve a resolution to enter into a Memorandum of Understanding between the City of Salinas and the Institute for Local Government for technical assistance related to the BOOST Pilot Program.

**RECOMMENDATION:**

It is recommended that the City Council approve the attached resolution to enter into a Memorandum of Understanding with the Institute for Local Government related to the BOOST Pilot Program.

**EXECUTIVE SUMMARY:**

BOOST is a new pilot program created by the Institute for Local Government (ILG) in partnership with the California Strategic Growth Council (SGC) to help under-resourced communities build capacity around sustainability and community planning. Salinas is one of just 10 cities selected for this program. The California Legislature appropriated money for this pilot program from the Greenhouse Gas Reduction Fund and there is no cost to the City of Salinas (City) associated with this Memorandum of Understanding (MOU).

This MOU allows ILG to provide technical assistance to the City through 2020 related to the development of a Climate Action Plan in conjunction with the upcoming General Plan Update. MOU activities include: creating a citywide baseline of greenhouse gas emissions, reviewing the scope of work for the Climate Action Plan RFP, community engagement training and promotional storytelling, identifying and quantifying greenhouse gas reduction strategies, and enhancing competitiveness for state funding, particularly related to affordable housing and mixed-use development.

**BACKGROUND:**

In 2019, ILG launched the BOOST Pilot Program to help California communities access resources to address climate action through clean air, water, and transportation, affordable housing, and

economic opportunity. ILG is a nonprofit organization founded in 1955 that promotes good local government and provides a variety of trainings and resources to California cities and towns. This Program is in partnerships with the California Strategic Growth Council and funded through a \$1 million appropriation from the State Greenhouse Gas Reduction Fund.

Salinas is one of only 10 cities (along with two regions) selected for the initial BOOST Pilot Program. ILG is tailoring support to each specific community, and met with City staff and other stakeholders prior to drafting the MOU. BOOST is an acronym that stands for:

- **Build** awareness of funding opportunities to address climate action;
- **Organize** projects to be best positioned to meet its goals;
- **Optimize** existing resources and build more capacity;
- **Strengthen** relationships with key stakeholders and identify new opportunities for regional engagement and collaboration; and
- **Transform** their approach to addressing climate action.

#### DISCUSSION:

In 2020 the City will begin to update the General Plan while concurrently starting a Climate Action Plan. The Climate Action Plan will help create long-term quality of life for the Salinas community through actions and projects that protect our air, water, and overall natural environment. A Climate Action Plan shows a commitment to a sustainable future for our youth, and is critical for compliance and competition for grant funding. The Visión Salinas Guiding Principles, created as a value framework for the General Plan update and recent community plans, also recognize the importance of climate action, calling for a Salinas that is healthy, liveable and sustainable. The Climate Action Plan will also inform specific elements of the General Plan, notably the Circulation, Conservation and Open Space and Air Quality Elements, and the newly required Environmental Justice Element.

The timing and length of the BOOST MOU puts ILG in a great position to provide technical assistance and training to the City in initiating the Climate Action Plan. The MOU scope of work includes activities that will help select the right consultant team for the Plan, prepare data and identify best practices we can use in the Plan. A greenhouse gas emissions inventory collaboration with the Association of Monterey Bay Area Governments (AMBAG) staff will provide a baseline for the Plan, while an overview and quantification of best practices will provide the Plan with tools to start addressing this critical component of climate impact. The MOU also includes public engagement training in ILG's TIERS framework that will help City staff improve outreach techniques not only for the Climate Action Plan, but for the General Plan and other initiatives as well.

ILG will also help position the City for success beyond the MOU and Climate Action Plan. During their term of service, ILG will help the City seek a variety of partnerships and use promotional storytelling to highlight Salinas' work and success. They will also work with the City to identify relevant grant and other funding opportunities around housing, safety, and green infrastructure, and provide application to support increase odds of a successful award.

### CEQA CONSIDERATION:

The proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines section 15378). If recommended policies or actions progress to a “project” level further CEQA analysis will be required to address potential environmental impacts of the proposed project.

### STRATEGIC PLAN INITIATIVE:

This MOU furthers the Strategic Plan Strategy “Enhance Community Input and Participation” under Effective, Sustainable Government by training staff on an effective outreach framework. It is critical to continually improve this area of public service, especially as the community is embarking on the General Plan update, Climate Action Plan, and the implementation of several neighborhood and topic specific plans.

It also furthers two Strategic Plan Strategies under Well Planned City and Excellent Infrastructure: “Update the General Plan” and “Coordinate with DPW on initiation of Climate Action Plan”. The greenhouse gas inventory, and identification and quantification of greenhouse gas reduction strategies will be play a large part in the Climate Action Plan and the General Plan.

### DEPARTMENTAL COORDINATION:

The activities under the MOU would involve cross department coordination with the Public Works (PW) and Library and Community Services (LCS) Departments. LCS will assist CDD with public engagement trainings and promotional storytelling. PW will assist CDD with the greenhouse gas inventory and associated data and will be a key partner in developing the Climate Action Plan.

### FISCAL AND SUSTAINABILITY IMPACT:

There are no direct fiscal impacts associated with the approval of this Resolution. The BOOST Pilot Program is State funded and assistance is provided at no cost to the City. Indirectly, this program saves the City money by providing training and technical work for which the City would otherwise have to pay. Enhanced grant competitiveness puts the City at advantage in receiving State funding and increasing fiscal sustainability by saving local resources.

### ATTACHMENTS:

1. Resolution
2. Memorandum of Understanding for Technical Assistance, Education, and Training