



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: MAY 2, 2023 – CONTINUED
MAY 16, 2023

DEPARTMENT: ADMINISTRATION

FROM: STEVEN S. CARRIGAN, CITY MANAGER

BY: SOPHIA ROME, COMMUNITY RELATIONS MANAGER

TITLE: CLEAN CALIFORNIA GRANT APPLICATION FOR AMOR
SALINAS EDUCATION AND OUTREACH

RECOMMENDED MOTION:

A motion to approve a Resolution (1) authorizing staff to apply for Clean California Local Grant Program Cycle 2 funding for up to \$750,000 for AMOR Salinas education and outreach; (2) authorizing acceptance of the grant if awarded to the City of Salinas (City); and (3) authorizing establishment of appropriations and corresponding revenue budget, if grant funds are awarded.

RECOMMENDATION:

Staff recommends the City Council approve a Resolution authorizing staff to apply for Clean California Local Grant Program Cycle 2 funding for up to \$750,000 for AMOR Salinas education and outreach and authorizing acceptance of the grant if awarded to the City.

EXECUTIVE SUMMARY:

The City launched the AMOR Salinas movement in 2020 to address concerns about an increase in litter and debris throughout the City. Heading into year three of AMOR Salinas, the City is seeking to expand education efforts to foster a culture of community commitment to volunteering and keeping the environment clean. The Clean California Local Grant Program (CCLGP) will expand the City's capacity and increase available resources to support education and outreach efforts over the next two years.

BACKGROUND:

During the first year of the pandemic, there were increasing concerns regarding the amount of litter and debris accumulating across the City. Through the formation of the Litter & Debris Subcommittee, the City introduced the AMOR Salinas movement designed to address the need for citywide beautification, engage the community and partners, and focus education efforts to foster a culture of commitment to citywide beautification, increasing volunteerism, and keeping our environment clean.

Year one of AMOR Salinas was focused on immediate need for beautification and increasing volunteerism. Moving into year two, the City committed resources to growing awareness and marketing for AMOR Salinas. The City has increased the number of City-led volunteer clean-ups and has more than doubled the number of volunteers in the City's database that have participated in City-led clean-ups through these AMOR Salinas efforts. There have been a growing number of partner and community-led clean-ups as well that are increasing the impact and reach of the AMOR Salinas movement.

The CCLGP will allow the City to continue to grow the AMOR Salinas movement, bring more awareness to AMOR Salinas, and focus on meaningful and impactful education within the community, including youth education and engagement. This grant application will include:

- AMOR Salinas banners along main corridors across the City
- At least one AMOR Salinas art piece at City Hall with consideration for other AMOR Salinas art placement in public spaces
- Partnership with SUBA to support the Alisal Ambassador program
- Additional City-led clean-ups along corridors, including supplies and materials
- Education, outreach, and marketing materials for events
- Education events at schools
- Part time staff support for AMOR Salinas education and outreach

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

STRATEGIC PLAN INITIATIVE:

This grant aligns with the Council Strategic goals as follows:

- Economic Development
- Infrastructure and Environmental Sustainability
- Youth and Seniors

DEPARTMENTAL COORDINATION:

There was coordination with the Administration, Community Development, and Library and Community Services departments.

FISCAL AND SUSTAINABILITY IMPACT:

There is no significant impact to the General Fund. For an award of up to \$750,000, the City will be responsible for up to \$93,750 (12.5%). Funds will be appropriated and available in the Communications (Administration) annual operating budget in for fiscal years 2024 and 2025, as well as potential partnering with Community Development and Library and Community Services as this project aligns with Alisal Vibrancy Plan implementation and public art.

ATTACHMENTS:

None.