



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: APRIL 30, 2019

DEPARTMENT: COMMUNITY DEVELOPMENT

FROM: MEGAN HUNTER, DIRECTOR

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TITLE: ECONOMIC DEVELOPMENT ELEMENT (EDE) 5-YEAR ACTION PLAN 2019 ANNUAL REPORT

RECOMMENDED MOTION:

No motion is required. This Annual Report is provided to the City Council as an informational item.

RECOMMENDATION:

The EDE 2018-2019 5-Year Action Plan Implementation Administrative Report is provided for information only.

EXECUTIVE SUMMARY:

The 2018-2019 EDE Annual Report is provided as Attachment 2 to this staff report. This year's Annual Report will focus on the important role the City's AmeriCorp VISTA members are playing in EDE implementation and Alisal Vibrancy Plan preparation.

BACKGROUND:

In December 2017, the City Council unanimously approved Resolutions 21306, 21307, and 21308 (N.C.S.) adopting the EDE as the eighth element of the 2002 Salinas General Plan. The EDE provides goals, policies and actions to achieve the City's vision of a prosperous and healthy community defined as jobs, safety, and health.

EDE Chapter 3.0 is dedicated to monitoring and evaluating the City's progress towards EDE implementation. Reporting is to be an annual process, focused on progress in implementing policies and actions contained in the EDE's 5-year Action Plan. The Annual Report is to include current activities, budget, cost, schedule, and opportunities and constraints for priority policies and actions to inform the City Council and public about the EDE's progress toward achieving the desired economic outcomes. Annual evaluation and reporting also provides the opportunity for re-prioritization and modifications to a program or project to improve its effectiveness.

The EDE identifies economic indicators to be used as a yardstick for measuring progress in improving the overall prosperity of the City through implementation of EDE policies and actions. Economic indicators are to be measured every two years. The last indicator report in 2017 included data up to 2015. Attachment 3 to this report includes updated indicator data from 2016 and 2017. The EDE, including the 5-year Action Plan, was adopted as a strategic planning document in 2014. 2019 is the last year of the first 5-year Action Plan. A community engagement process to develop an Action Plan for 2019-2025 will be undertaken in coordination with the upcoming General Plan update (late 2019/early 2020).

AmeriCorps VISTA Program

The City working alone cannot achieve all the policies and actions of the EDE, and must therefore collaborate with other public agencies, community-based organizations, and the private sector to implement EDE policies and action items. In November 2016, Community Development (CD) and Library and Community Services (LCS) Departments partnered to submit a Concept Paper and Application requesting the placement of five (5) VISTA members (VISTAs) to facilitate programs and projects in support of EDE implementation and support of the preparation and implementation of the Alisal Vibrancy Plan. AmeriCorps VISTA is a national service program designed specifically to fight poverty. Rather than providing cash grants, the VISTA program places individuals with a sponsoring organization to engage in a year of full-time service to create or expand programs designed to bring individuals and communities out of poverty.

In February 2017, the City Council approved Resolution No. 21129 (N.C.S.) authorizing the execution of a Memorandum of Agreement (MA) with for the placement of five (5) VISTA Members (“VISTAs”). The City’s initial application was for three years. The term of the MA is extended annually by amendment. Currently the MA term is through August 2019. It is anticipated that the MA will be extended through 2020. The City’s annual financial obligation under the terms of the MA includes an annual cost-share payment of \$31,992 for two (2) VISTA members.

DISCUSSION:

Americorps VISTA Alisal Engagement Support Team

The VISTA Alisal Engagement Support Team has two primary goals; to address poverty and poverty related issues and to build resident capacity. Poverty related issues include overcrowded and unaffordable housing, lower wages/income levels, lower education achievement, and limited access to health care services, healthy food, and recreational amenities. VISTAs build resident capacity to participate in planning processes, implement EDE actions at the neighborhood level, and lay the foundation for future collective action to transform the Alisal.

The VISTA Alisal Engagement Support Team consists of five VISTA members: Education, Literacy, Housing Resources, Healthy Futures and Small Business Support. Education and Literacy VISTA members are based out of LCS. The Housing Resources and Small Business Support VISTA work out of CD. The Healthy Futures VISTA splits time between LCS and CD. Program objectives include increasing the volunteer capacity of the library’s tutoring and

educational programs; supporting implementation of City housing initiatives and policy development and connecting low-income individuals and families with housing resources; working with neighborhood businesses and entrepreneurs to facilitate growth and more employment opportunities through increased access to capital; and expanding a health-speaker curriculum in libraries and rec centers. These program objectives are directly tied to the EDE implementation goals, policies and actions listed below.

EDE Policy ED-WF-2.1 *Partner with educational and nonprofit organizations to increase vocational and educational opportunities for Salinas' youth.*

EDE Action ED-EBD-2.1.1 *Network regional business resources and provide referral services to new and expanding businesses needing assistance with access to capital, workforce training, marketing development, business management and other entrepreneurial skills.*

EDE Goal ED-QL-4 *Improve the health of all Salinas residents and reduce health inequities to ensure people can make productive contributions to the economy, their family, and their community.*

The Housing Resources' objectives support implementation of the City's housing goals, policies and initiatives in the Housing Element, Farmworker Housing Action Plan, and Salinas Plan.

VISTA Program Year 1: August 2017 to August 2018

Four (4) of the five (5) Alisal Engagement Support Team positions were filled in Program Year 1 (August 4, 2017 to August 3, 2018). Staff were unable to recruit a Literacy VISTA. Highlights of Program Year 1 accomplishments are summarized below.

- The Education VISTA updated the City's policies for volunteer programs to be more consistent and relevant, and worked on improving volunteer recruitment and retention to expand the capacity of the LCS to provide afterschool homework centers and evening literacy classes to Salinas residents.
- The Housing Resources VISTA developed templates and forms to assist Interim Inc. Pilot Program staff with data collection, document emergency homeless situations, and for the City to track inclusionary housing program units and requirements. As lead organizer of the First Annual Chinatown Block Party he helped secure \$4,100 in donations and in-kind sponsorships for the event.
- The Small Business Support member worked with El Pájaro Community Development Corporation to help local entrepreneurs access technical assistance and capital. Through this partnership, the City was able to hold its first ever El Día Del Empresario Latino an all-day series of workshops and panels in Spanish that attracted over 80 entrepreneurs and small business owners. He also created educational materials in English and Spanish to explain City permit processes and updated the City's business resource directory.

- Healthy Futures and Small Business VISTAs took active roles in supporting Alisal Vibrancy Plan Community Health and Safety and Economic Development Working Groups by recruiting volunteers and speakers for these groups, as well as performing research used in developing draft content for the plan.

VISTA Program Year 2: August 2018 to August 2019

For Program Year 2 the City recruited Education, Literacy and Housing Resources VISTAs. A Healthy Futures VISTA will join the team June 10, 2019. Recruitment for the Small Business Support VISTA is on-going.

- Library VISTAs have recruited and trained volunteers for the Cesar Chavez Library Homework Center. They conducted outreach with local high schools and recruited at volunteer fairs in Salinas and at Cal State Monterey Bay. The Literacy VISTA assists, and sometimes runs, the City's twice monthly Volunteer Orientations. These VISTAs have organized four trainings for tutors and volunteers, including Homework Center Orientation, administration of phonics skills and fluency tests, classroom management, anti-bullying, and Playworks training. They've also produced resources to assist tutors, such as new Teacher-Tutor Communications Forms, a reward system, referral forms, and a Homework Center assessment survey.
- The Housing VISTA formed a Farmworker Housing working group to support implementation of recommendations from the 2018 Regional Farmworker Housing Action Plan. She created a progress tracking matrix for the Farmworker Housing Action Plan, and a matrix to help track and coordinate Community Development housing projects. Working with the Monterey Bay Economic Partnership, the Housing VISTA brought together representatives from the City, the United Way of Monterey County, Habitat for Humanity, and the Monterey Bay Economic Partnership to form a working group to identify and address barriers to Accessory Dwelling Unit (ADU) production in Monterey County. She also created resources for the City that have been used to build organizational capacity for large projects and community outreach including a FAQ flyer for the Year-Round Shelter and Permanent Supportive Housing project.

CEQA CONSIDERATION:

The proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines section 15378). Any subsequent discretionary projects resulting from implementation of EDE policies and actions will be assessed for CEQA applicability.

STRATEGIC PLAN INITIATIVE:

The EDE aligns closely with the City Council's goals (2016-2019) of Economic Diversity and Prosperity, Safe, Livable Community, Effective, Sustainable Government, Well Planned City and Excellent Infrastructure, and Quality of Life. Prioritization of EDE implementation is tied to the City Council's Strategic Plan goals and key strategies.

DEPARTMENTAL COORDINATION:

Community Development staff coordinated with all city departments to prepare the 2019 EDE Annual Report. Each department reviewed and updated the EDE 5-year action plan to reflect department accomplishments and progress towards achieving EDE goals and policies.

FISCAL AND SUSTAINABILITY IMPACT:

There is no fiscal or sustainability impact associated with the receipt and acceptance of this report. In addition, the City has budgeted for the implementation of the EDE in the annual budget and created multiple related Capital Improvement Project (CIP) accounts.

The EDE is a long-term investment. The Resource Allocation Study developed for the 5-Year Action Plan estimated over \$64 million dollars in operational and capital expenditures towards EDE implementation. The 2018-2019 CIP and Operating Budgets appropriated about \$30 million for EDE implementation programs and projects. The majority of appropriated funds target capital improvements including streets, parks and public facilities. This amount does not include funding or services from community partners.

It is expected that the City Council will use the EDE to inform the budgetary process in future fiscal years and establish new CIPs for core infrastructure projects to support growth. As part of the 2019-2020 budget process, staff will present recommendations for the funding of priority policy and action items based on the 5-Year Action Plan.

ATTACHMENTS:

1. EDE Vol I Attachment A: 5-Year Action Plan
2. EDE 5-Year Action Plan Implementation Matrix
3. 2019 EDE Indicator Update