

**REPORT TO THE
CITY COUNCIL**
City of Salinas, California

Agenda Item Number

Department Director Approval

Finance Review

Attorney Review

City Manager Approval

DATE: May 20, 2008
FROM: John Fair, Deputy City Manager
BY: Colin G. Gallagher and Jesus Juarez Jr.,
Neighborhood Services Coordinators
SUBJECT: Proposed Neighborhood Services Work Plan
for Fiscal Year 2008-2009

BACKGROUND:

In early May of 2007, a Neighborhood Services work plan was approved for the balance of FY 2006/2007 and for FY 2007/2008. Neighborhood Services, during the past year, has progressed by implementing one-hundred percent of the scheduled work plan items.

EXECUTIVE SUMMARY:

The focus of the Neighborhood Services program, since May of 2007, has been civic engagement and neighborhood collaborative problem solving. The Neighborhood Problem Solver trainings have been initiated as part of the implementation of the FY 2007/2008 work plan, and a greater time commitment to Neighborhood Problem Solver trainings is reflected in the proposed FY 2008/2009 Neighborhood Services work plan.

The newly proposed work plan emphasizes the Neighborhood Problem Solver trainings as a means of developing sustainable civic engagement processes. Public events that are solely coordinated by Neighborhood Services are de-emphasized, but are retained in the new work plan through a collaborative public-private approach.

Key differences in the proposed work plan from the currently approved work plan are:

1. Trainings for community members on use of the Neighborhood Problem Solver and a "Neighborhood Leadership Academy" will be implemented throughout the City, resulting in a gradual and sustainable increase in civic engagement and potentially resulting in an increase of the number of local social and economic entrepreneurs within the City.
2. Neighborhood Services Coordinators will assist members of the community who have been trained in the use of the Neighborhood Problem Solver with collaborative development of meetings.
3. One less community meeting per Council district will be coordinated by Neighborhood Services, and the meeting format will be flexible. One Mayoral Town Hall for FY 2008/2009 is added.
4. Implementation of a volunteer services program will be provided by Neighborhood Services.
5. Neighborhood Services Coordinators will begin to assist with the 2010 Census.

NEIGHBORHOOD SERVICES WORK PLAN (FY 2008/2009):

A. Implement a Neighborhood Engagement Strategy

- Coordinate one meeting in each Council district and one Mayoral Town Hall for the fiscal year. The meeting in each Council District may be one of various types: General (District), neighborhood-level, or other.
- Train community members on use of Neighborhood Problem Solver, and address through training how members of the community can initiate and coordinate a neighborhood-oriented group meeting or community cleanup.
- Develop a training schedule and present a “Neighborhood Leadership Academy” to the community with training locations at strategic sites in each district in order to disseminate the Problem Solver.
- As needed, assist with neighborhood-oriented group meetings that are initiated by members of the community who have been trained in the use of the Neighborhood Problem Solver.
- Coordinate or assist with, one community cleanup in each Council district during the fiscal year in those neighborhoods which are identified by Code Enforcement and Police Department staff as most in need of specialized attention and assistance. (Outreach and organization of some of the cleanups will be performed by community members trained on use of the Neighborhood Problem Solver, depending on the desire of trained community members to directly organize a scheduled cleanup.)
- Coordinate one community resource fair during the fiscal year.

B. Update the Neighborhood Problem Solver

- Schedule additional content updates to the Neighborhood Problem Solver and reproduce the document to create a 2008/2009 edition. Updates will include, but not be limited to, a project financing and economic development section and a new Neighborhood Watch section.
- Development of a training presentation that can be easily used by community members who are interested in training their friends and neighbors on use of the Neighborhood Problem Solver.
- Continue implementation of a follow-up program to help determine effectiveness of training presentation and use of Problem Solver by trained groups.

C. Support Community Safety Efforts

- Work with the Community Safety Director to coordinate Neighborhood Watch group meetings and presentations of the Neighborhood Problem Solver, attend Neighborhood Watch training meetings, and develop themes for inclusion in general community meeting announcement literature (mailings, door hangers, newspaper ads).
- Assist Weed and Seed and CAPSTONE with outreach design upon request by lead staff.
- Provide grant procurement and monitoring services to support Neighborhood Services and Code Enforcement primarily and for other departments upon request by department directors, with affirmation of the Deputy City Manager or designee for each concept proposed. Staff hours spent on grant procurement and monitoring shall be tracked and shall not exceed more than 200 staff hours for FY 08/09.

D. Implementing a Volunteer Services Program

- Recruit and train volunteers from various neighborhoods of the City.
- Coordinate and place volunteers in areas of service.

E. Conducting Additional Support Activities

- Begin to assist with the 2010 Census.
- Continue to follow up on neighborhood issues and complaints, and identify emerging patterns.
- Facilitate community involvement with Adopt-a-Highway / Neighborhood / Park / Street (“ADOPT”) concepts when these are managed by community members, and promote environmental stewardship through use of Storm Water Master Plan sub-areas for targeted outreach (Adopt-a-‘Sub area’).
- Develop awards program to acknowledge city blocks and well-defined neighborhoods that have demonstrated improvement in community image.
- Continue to add to the community network. The community network database will continue to facilitate connections to existing local resources in the non-profit, business, education, and faith communities.
- Continue to support other City Council goals related to consistent community outreach and engagement, peace, and economic vitality; and address goals relating to image, as needed.

THE ISSUE:

Shall the Council approve the Neighborhood Services Work Plan?

TIME CONSIDERATION:

City Council approval is needed in order to implement the Neighborhood Services Work Plan for FY 2008/2009.

NEIGHBORHOOD SERVICES ASSIGNMENTS:

Neighborhood Services Coordinators will be assigned to Districts as follows.

Sergio Sanchez (Dist. 1), Janet Barnes (Dist. 3), Jyl Lutes (Dist. 6) ~ *Colin Gallagher*

Tony Barrera (Dist. 2), Gloria De La Rosa (Dist. 4), Steve Villegas (Dist. 5) ~ *Jesse Juarez*

This assignment is designed to avoid assigning any one complete side of the City to one Neighborhood Services Coordinator. Assignments will be rotated in the future as needed.

FISCAL IMPACT:

The recommended FY 2008/2009 budget for Neighborhood Services is anticipated to remain at a status quo level. Based on staff’s budget observations while implementing the FY 2007/2008 work plan, the status quo budget is sufficient for funding of all Neighborhood Services activities. The amount proposed for FY 2008/2009 is \$254,400.

Budget Impact on Other Departments

Periodically, consultations and direct assistance are needed and requested from various departments in connection with Neighborhood Services events. The bulk of assistance is anticipated to involve on-duty personnel. Events that require participation of various departments are scheduled with advance notice by Neighborhood Services. In those instances where existing staffing is inadequate to provide the staff requested by Neighborhood Services, off-duty personnel paid at a scheduled overtime rate of time and one half (not call-back) are needed to supplement existing staff. These overtime costs are absorbed by the Neighborhood Services budget, which has been sufficient to cover these overtime costs.

ALTERNATIVES AVAILABLE TO COUNCIL:

1. The City Council can approve the Neighborhood Services Work Plan.
2. The City Council can reject the Neighborhood Services Work Plan.
3. The City Council can modify the Neighborhood Services Work Plan.

CONCLUSION AND RECOMMENDATION:

It is recommended that the City Council approve the recommended Neighborhood Services Work Plan for FY 2008/2009.