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Title: Staff Presentation and Council Direction on Community Investment Program, Including Unfunded General Fund High Priority Capital Improvement Projects, for Fiscal Years 2013-2014 and 2014-2015

Sponsors: Chris Zapata

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Community Investment Program-Budget Recommendation

This memorandum is to provide a recommendation to the current two year budget that will be approved in June.

BACKGROUND

As the City Council has worked to balance its budget, several areas of community need have risen or been identified through the budget process. These include: social service needs, neighborhood needs and business investment.

Social service funding, which comes primarily from the federal government's Community Development Block Grant and HOME programs, has seen significant cuts over the past ten years. Local funding over the past five years has dropped drastically as well. Adding to the challenge of steep funding drops, local non-profits have indicated increased service demands.

Neighborhoods have also been negatively impacted by the rough economy. Maintenance, preservation, enhancement and activities are in need of attention to maintain and enhance livability.

As San Leandro's business climate improves it is necessary to invest in programs that are strategic and provide balance for businesses that are here and those we would like to attract.

DISCUSSION

San Leandro as a community has seen the City Council provide funding to assist the San Leandro School District in the acquisition of the Girls Inc. Building as well as a potential partnership with Alameda County to stabilize the San Leandro Hospital. These investments have been made based on community need. While it is impossible to meet all community needs, the City can leverage

existing resources by creating a Community Investment Program that leverages other non-city funds and volunteers. This would have the effect of strengthening our long-standing partnerships with non-profits, business and neighborhoods.

RECOMMENDATION

The following recommendation is submitted for Council consideration and aligns with City Council goals related to quality of life.

Over the next two years it is recommended that the City Council allocate from its reserve funds \$300,000 annually in the following manner:

- \$150,000 annually to be allocated to the Human Services Commission to distribute through its normal program
- \$100,000 annually to strengthen Neighborhoods for cleanups, lighting, historic preservation, events, public art and beautification
- \$50,000 annually to the Chamber of Commerce for the purpose of one time programs such as Branding and Marketing San Leandro, retention and expansion of local and minority owned business as well as a Kaiser Week program highlighting shopping, schools, real estate and quality of life facilities/activities.

If approved, it is also recommended that the program be evaluated annually for impact and effectiveness.

Fiscal Impact

The funding summarized above would be provided from the City's General Fund reserve balance in the annual amount of \$300,000.