

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

Agenda Item Number

Department Director Approval

Finance Review

Attorney Review

City Manager Approval

**DATE:** May 8, 2007

**FROM:** Jorge J. Rifa, Deputy City Manager

**BY:** Colin G. Gallagher and Jesus Juarez Jr.,  
Neighborhood Services Coordinators

**SUBJECT:** Proposed Neighborhood Services Work Plan  
for balance of Fiscal Year 2006-2007  
and Fiscal Year 2007-2008

**HISTORY AND BACKGROUND:**

In January of 2002, the City's Neighborhood Services Coordinator transitioned from performing full time duties as the Weed and Seed Coordinator to performing full time duties as the Neighborhood Services Coordinator. As a result of this transition, a neighborhood engagement strategy was developed. In FY 2004/2005, the Neighborhood Services Coordinator position was eliminated, and a portion of the Neighborhood Services operating budget was transferred to Volunteer Services in FY 2004/2005.

Beginning in 1996, Volunteer Services was supported in part by the general fund and a Packard Foundation grant. In 1997, the position was funded exclusively by the general fund. The Volunteer Services Coordinator position processed and organized volunteers that supported City activities. In September of 2004, the Volunteer Services Coordinator position and operating budget was eliminated.

In November of 2005, Measure V was approved, and the Council consolidated the two programs (Volunteer and Neighborhood Services) by reestablishing two full-time positions in Neighborhood Services. Beginning in late March of 2007, a series of interviews were conducted with individual Councilmembers and the Mayor to develop priorities and objectives for Neighborhood Services pertaining to neighborhood issues and community outreach. The following are some of the priorities expressed in these interviews:

- Keep the public informed
- Provide more community meetings in blighted areas
- Promote lines of communication between the public and the Police Department
- Address recreational vehicle parking and street safety through community education
- Develop literature and tools for outreach that are culturally specific
- Develop a volunteer element and maximize public / private partnerships
- Meet with people to build a community network, connect people's skills to activities

## **WORK PLAN:**

Based on the recent Councilmember interviews, a work plan was developed which will guide Neighborhood Services through the balance of FY 2006/2007 and FY 2007/2008.

### **A. Implement a Neighborhood Engagement Strategy**

This component of the work plan is straightforward, yet involves substantial and concurrent time investment in planning and organization. This usually requires two months lead time for peak turnout and logistical considerations for each event.

- Coordinate 2 general community meetings in each Council district per fiscal year
- Coordinate 1 community cleanup in each Council district per fiscal year
- Coordinate 2 community resource fairs across the City per fiscal year

### **B. Build a Community Network**

A community network will be built to evolve from relationships that are cultivated by Neighborhood Services. Development of a community network database is applicable to the Community Safety Initiative in that it will facilitate connections to existing local resources in the non-profit, business, education, and faith communities.

- Engage neighborhood and community groups (small groups, nonprofits, school groups, religious, Neighborhood Watch) to initiate outreach and build city network and networking opportunities, while assessing available community resources
- Make use of networking opportunities to help build and promote youth activities and programs while developing a volunteer element
- Develop network to be multipurpose in scope and accessible by all departments

### **C. Distribute the Neighborhood Problem Solver**

- Completion of updates and language translations of information in the Problem Solver
- Development of a training module for the Problem Solver
- Conduct initial trainings on use of Problem Solver for (existing) small groups, nonprofits, school groups, religious groups, and Neighborhood Watch groups
- Utilize Neighborhood Problem Solver in conjunction with Neighborhood Watch presentations
- Implement followup program to help determine effectiveness of training module and use of Problem Solver by trained groups

### **D. Support the Community Safety Initiative**

- Work with Community Safety Director to coordinate Neighborhood Watch group meetings and presentations of the Neighborhood Problem Solver
- Assist Weed and Seed program with outreach design
- Collaborate with Youth Advisory Commission and Recreation-Park Dept. to organize a youth forum
- Coordinate other activities as may be required to support the Community Safety Plan.

### **E. Conducting Additional Support Activities**

- Follow up on neighborhood issues and complaints
- Evaluate the VISTA program for an eventual pilot project on literacy
- Explore Adopt-a-Highway / Neighborhood / Park / Street Programs (“ADOPT”)
- Remain available to support other City Council goals related to image and community outreach

**DECENTRALIZATION OF VOLUNTEER SERVICES:**

The Volunteer Services program that was eliminated during the budget cuts in 2004 was not restored as part of the Measure V funding restorations in 2006. The focus of the newly reinstated Neighborhood Services program will be civic engagement and neighborhood collaborative problem solving. While volunteers will be an essential part of Neighborhood Services program activities such as community cleanup events, the Neighborhood Services program will not encompass the full program scope of the previous Volunteer Services initiative, such as centralized coordination of volunteer placements throughout the City organization. Neighborhood Services will continue to make referrals to Departments of prospective volunteers interested in specific activities conducted by the City. City departments which have historically utilized volunteers will continue to maintain copies of applications and timecards for their volunteers, and the Neighborhood Services program will be responsible for records of volunteers serving in activities organized by the Neighborhood Services program.

**SYNTHESIS OF COUNCILMEMBER PRIORITIES:**

The below priorities are a synthesis of priority concepts provided by Councilmembers.

Neighborhood Services will:

- Meet with and acknowledge neighborhood and community groups
- Perform outreach through Community Meetings and Neighborhood Cleanups
- Facilitate discussions between the community and Departments of the City on issues of Citywide concern, and facilitate Council meetings in different City locations.
- Educate and inform the public through quarterly newsletters about City services
- Address criminal violence by developing and promoting youth activities and programs which are consistent with civic engagement goals.
- Gather data to facilitate inventory and GIS mapping of organizations and meeting facilities in the City, to develop the tools for broadening outreach potential.

**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 the balance of FY 2006/2007 and FY 2007/2008.

For all events (community cleanups, resource fairs, and community meetings), the below dates are presented as options in FY 2007/2008 for Councilmembers to have cleanups or meetings scheduled. Selections may be provided to the Neighborhood Services Coordinators directly. The Council is free to select any date or dates not included in the recommended schedule, and Neighborhood Services will work with those dates.

**Potential event dates for community meetings, cleanups, and resource fairs**

<u>JULY 2007</u> 28	<u>AUGUST</u> 11 25	<u>SEPTEMBER</u> 15 22	<u>OCTOBER</u> 13 27	<u>NOVEMBER</u> 10	<u>DECEMBER</u> 8
<u>JANUARY 2008</u> 19	<u>FEBRUARY</u> 2 23	<u>MARCH</u> 8 22	<u>APRIL</u> 12 26	<u>MAY</u> 10 24	<u>JUNE</u> 14 28

**NEIGHBORHOOD SERVICES ASSIGNMENTS:**

Neighborhood Services Coordinators will initially 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 initial assignment is designed to avoid assigning any one complete side of the City to one Neighborhood Services Coordinator. These assignments will be reviewed and rotated in the future.

**FISCAL IMPACT:**

The recommended FY 2007/2008 budget for Neighborhood Services is \$243,300.  
 The proposed budget takes into account the Work Plan activities identified in this report.

**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 the balance of FY 2006/2007 and the next fiscal year.