



Board of Directors Regular Meeting

Meeting Date: 10/18/2018

Agenda Item No.: 2018-October-7.

SACOG Board of Directors

Subject: Authorize Amendments to Community Design Grant Memoranda of Understanding for Local Jurisdictions (Est. time: 0 minutes)

Consent

Prepared by: Greg Chew

Approved by: James Corless

Attachments: Yes

1. Issue:

Should the SACOG Chief Executive Officer (CEO) execute amendments to Memoranda of Understanding (MOU) with local governments requesting an extension and scope change to awarded Community Design Grants?

2. Recommendation:

The Transportation Committee recommends that the Board of Directors authorize the CEO to sign amendments to Design Grant MOUs with the Cities of Citrus Heights and Marysville for 12-month extensions.

3. Background/Analysis:

In December 2015, the SACOG Board of Directors approved funding awards for Round 7 of the SACOG Community Design Program, which includes a category for projects of \$100,000 or less that is non-competitive. Jurisdictions in the counties of Sacramento, Sutter, Yolo, and Yuba may apply for one non-competitive grant per funding round if they do not submit an application in the competitive categories of the program providing larger grant awards. The standard MOU for non-competitive grants gives the recipient three years to complete the scope of work for the grant project, plus another three months to submit an invoice. The deadline for the completion of work for Round 7 grants is December 31, 2018. The MOUs allow for timeline extensions with the approval of the SACOG board.

4. Discussion/Analysis:

Two of the jurisdictions receiving non-competitive grants, the Cities of Marysville and Citrus Heights, are each requesting 12-month extensions to continue their economic revitalization work with SACOG consultant Michele Reeves. In Citrus Heights, Ms. Reeves has been working with private property owners on ways to transform their properties that are successful and help implement the vision for the city's main street, Auburn Boulevard.

In Marysville, the city is requesting a change in the scope of work from conducting a downtown parking study to instead continuing economic revitalization work with Ms. Reeves, who conducted a successful public workshop on Main Street revitalization and has worked with individual property owners and businesses. Both cities have provided letters with more background (Attachments A and B).

Oftentimes, local jurisdictions have Community Design Grant projects that are delayed for various reasons. Scope changes and MOU amendments are relatively frequent among awarded projects as new information becomes available and new approaches to community development are developed. If approved, an MOU extension would allow the City of Citrus Heights to continue to make progress on transforming its main commercial corridor, Auburn Boulevard, into a thriving suburban corridor. For the City of Marysville, the extension and change in scope of work would allow the city to continue its momentum on working to revitalize its downtown.

5. Fiscal Impact/Grant Information:

There would be no fiscal impact as the grants for these two jurisdictions were already approved and budgeted for fiscal year 2018-2019.

6. This staff report aligns with the following SACOG Work Plan Goals:

3. Assist Economic Development Strategies

ATTACHMENTS:

Description

Attachment A

Attachment B



CITY OF MARYSVILLE
526 C Street
Marysville, CA 95901

September 14, 2018

Sacramento Area Council of Governments
Attention: Greg Chew
1415 L Street, Suite 300
Sacramento, CA 95814

Re: Community Design Program – Grant Extension and Project Scope Modification

Dear Mr. Chew:

The City of Marysville is formally requesting a 12-month extension and scope of work modification of the Sacramento Area Council of Governments (SACOG) Community Design Grant (Round 7) awarded to the City in 2016. The Agenda Report and Resolution, enclosed as an attachment to this request, provides a more thorough explanation for the time extension and project scope modification.

The original grant award of \$100k covered two initiatives consisting of an update to the City's Pavement Management System survey from 15 years ago, which would reflect current condition of city streets and ranking individual streets; and secondly, it would perform a parking study for the Medical Arts District to determine the unmet parking need. The City commenced its pavement management survey last October 2017 and formally adopted the findings in February 2018. Funding for this initiative is complete which remaining funds from the grant would cover the scope modification.

In October 2017, the City with the approval of SACOG allocated a portion of the grant funds, including a small share from the City provided an opportunity for community and economic redevelopment expert Michele Reeves to lead a discussion on building blocks for economic success. Ms. Reeves is a well-known expert in her field and is an urban strategist with significant private sector experience revitalizing downtown districts. Building on the success of the City's "Downtown Summit: Building Blocks for Economic Success" event in November 2017, the City Council has elected to build upon the success of this event and redirect grant funding to bring back Michelle Reeves to Marysville to assist with developing an economic development strategic initiative for Downtown Marysville.

At the 2018 Goal Setting meeting, the City Council prioritized economic development as one of its top initiatives for the new Fiscal Year. As such, the newly adopted budget includes funding for a new Economic Development Manager who is expected to collaborate and assist Ms. Reeves in developing an economic, strategic initiative.

We thank you for your consideration of this request. If there is anything else that I can add, please contact me at jbermudez@marysville.ca.us or (530) 749-3902.

Sincerely,



Jim Bermudez
Community Development and Services Director

Enclosure



Date: July 17, 2018
To: Mayor and City Council
From: Parking and Transportation Committee (Councilmembers McKenzie and Simmons)
(prepared with assistance by Marti Brown, City Manager)
Subject: Recommendations from the Parking and Transportation Committee regarding the
Downtown & Medical Arts District Parking Study

Recommendation:

Review and discuss recommendations from the Parking and Transportation Committee ('Committee') regarding the Downtown & Medical Arts District ('District') Parking Study ('Study'), including a City staff update of the City's 2005 Parking Study to include the Medical Arts District and, with SACOG approval, redirecting the grant monies for the Study toward economic development and revitalization efforts. Action may include approval of the attached resolution.

Rationale for Recommendation:

After City Council direction at its June 19, 2018 meeting to move forward with the SACOG funded Downtown & Medical Arts District Parking Study, City staff engaged the Parking and Transportation Committee to develop a scope of work for the Study. As a result of the meeting, the Committee developed the following set of recommendations to the City Council.

Background:

On June 19, 2015, the city applied for a parking study grant to SACOG and was awarded the grant in the spring of 2016. At the June 19, 2018 City Council meeting, staff recommended revisiting the need for the Parking Study as part of a discussion regarding long range City planning and Capital Improvement Projects. The Council gave the direction to move forward with the Parking Study, develop a scope of work and hire a contract consultant to complete the Study. As a result, City staff engaged the Parking and Transportation Committee to assist with developing the scope of work for the Study.

During the course of the meeting, the Committee and City staff discussed the goals and objectives of a Parking Study and determined that the City's 2005 Downtown Parking Study recommendations would be consistent with the identified goals and objectives of the proposed 2018 Downtown & Medical Arts District Parking Study. In addition, it was realized that City staff could update the '05 Study to include the Medical Arts District, as well as the Downtown.

Discussion & Analysis:

Upon concluding that the goals and objectives of the new 2018 Study could be realized by staff updates to the 2005 Downtown Parking Study (that would include the District) without using SACOG's grant monies, the Committee recommended that City staff update the 2005 Study. In addition and after discussion about the definition of "enforcement," the Committee also concluded that the City would benefit from a parking meter program and increased parking enforcement in both the Downtown and the District. Staff was also encouraged to reach out to Rideout Hospital to assist them with resolving the many parking constraints that the Hospital's employees, patients and visitors face on a daily basis (e.g., identify a location and funds for a parking garage).

The Committee also requested that staff recommend another use for the SACOG grant funds that would be consistent with the City Council's recently adopted strategic goals. As a result, City staff recommended to the Committee that, with SACOG approval, the City use the grant monies to leverage another SACOG grant (that is about to be awarded to the City) to bring Michelle Reeves of Civitas back to Marysville to assist with developing an economic development strategic initiative for the Downtown.

Environmental Review:

N/A

Legal Review:

N/A

Fiscal Impact:

As this is a grant funded project, there is no fiscal impact to the City's budget.

CITY OF MARYSVILLE

RESOLUTION NO. 2018-37

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARYSVILLE
TO APPROVE THE PARKING & TRANSPORTATION COMMITTEE'S
RECOMMENDATION TO UPDATE THE 2005 DOWNTOWN PARKING STUDY AND
REQUEST SACOG TO REDIRECT ITS GRANT MONIES TO AN ECONOMIC
DEVELOPMENT PROJECT IN THE CITY OF MARYSVILLE**

WHEREAS, On June 19, 2015, the city applied for a parking study grant to SACOG; and

WHEREAS, SACOG awarded the grant to the City in the spring of 2016; and

WHEREAS, at the June 19, 2018 City Council meeting, staff recommended revisiting the need for the Parking Study as part of a discussion regarding long range City planning and Capital Improvement; and

WHEREAS, Council directed staff to move forward, develop a scope of work and hire a contract consultant to complete the Study; and

WHEREAS, Staff engaged the Parking & Transportation Committee to develop a scope of work for the new 2018 Parking Study; and

WHEREAS, during the course of the Committee meeting, it was realized that the City already had a 2005 Downtown Parking Study that could also be applied to the Medical Arts District; and

WHEREAS, the Committee directed staff to update the 2005 Parking Study, include the Medical Arts District and add staff recommendations including a parking meter program and increased enforcement; and

WHEREAS, the Committee also recommended that City staff work with Rideout Hospital to resolve its parking constraints and challenges for its employees, patients and visitors; and

WHEREAS, the Committee also requested that staff work with SACOG to redirect the grant monies to a strategic initiative focused on economic development; and

NOW, THEREFORE, BE IT RESOLVED, the City Council of the City of Marysville does hereby resolve that:

1. City staff will update the 2005 Downtown Parking Study to include the Medical Arts District, a parking meter program and increased enforcement; and
2. Assist Rideout Hospital with resolving its parking constraints and challenges; and
3. Request SACOG to redirect its grant monies originally earmarked for a 2018 Parking Study to assist the City with developing an economic development strategic initiative for the Downtown.

I HEREBY CERTIFY that the foregoing Resolution was duly and regularly introduced and adopted by the City Council of the City of Marysville, County of Yuba, State of California, on the 17th day of July, 2018, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

IN WITNESS WHEREOF, I have set my hand and affixed the official seal of said City this 17th day of July, 2018.

By: _____
Billie J. Fangman, City Clerk

CITY OF MARYSVILLE, CALIFORNIA
BY ITS CITY COUNCIL

Ricky A. Samayoa, Mayor

Should you have any questions, you can contact me at (916) 727-4745 or drodriguez@citrusheights.net.

Sincerely,

A handwritten signature in black ink, appearing to read "Devon MR", with a long horizontal flourish extending to the right.

Devon Rodriguez
Economic Development Manager