

DATE: June 28, 2011

TO: BOARD OF SUPERVISORS

SUBJECT: NEIGHBORHOOD REINVESTMENT PROGRAM (DISTRICT 1)

SUMMARY:

The County of San Diego is fortunate to have an opportunity to reinvest taxpayer money into our communities for the benefit of the public. This action will assist the County in meeting the needs of the community.

RECOMMENDATIONS

SUPERVISOR GREG COX:

1. Transfer appropriations of \$18,233 from the Neighborhood Reinvestment Program budget (15650) to the Department of Public Works (50861) for the Sweetwater Road Utility Conversion project for conversion of overhead utility lines and removal of existing utility poles.
2. Transfer appropriations of \$100,000 from the Neighborhood Reinvestment Program budget (15650) to the Department of Public works (50861) for the Proctor Valley Road project to complete environmental studies and for costs associated with environmental impacts, gate installation, and grading a turnaround.
3. Allocate \$3,750 from the Neighborhood Reinvestment Program budget (Org 15650) to the Third Avenue Village Association for the purchase of new holiday banners, t-shirts, car magnets, holiday awards and program printing costs for the 50th Starlight Centennial Parade.
4. Allocate \$3,500 from the Neighborhood Reinvestment Program budget (Org 15650) to the Kyoto Symposium Organization for the costs of printing brochures, envelopes, fact sheets and materials related to the Kyoto Prize Symposium.
5. Allocate \$12,500 from the Neighborhood Reinvestment Program budget (Org 15650) to the NTC Foundation for the purchase of banners, posters, and signage to enhance visibility and provide directions to and around the NTC Promenade.

SUBJECT: NEIGHBORHOOD REINVESTMENT PROGRAM (DISTRICT 1)

6. Allocate \$5,000 from the Neighborhood Reinvestment Program budget (Org 15650) to the Ocean Beach Merchant's Association for the purchase of fireworks for the 32nd Annual Ocean Beach Fireworks show.
7. Allocate \$10,000 from the Neighborhood Reinvestment Program budget (Org 15650) to the Otay Mesa Chamber of Commerce for the purchase of computer and phone systems hardware, computer software, signage, banners and a community sign.
8. Allocate \$5,000 from the Neighborhood Reinvestment Program budget (Org 15650) to Accessible San Diego for printing costs of the annual Access in San Diego Guide publication.
9. Allocate \$3,500 from the Neighborhood Reinvestment Program budget (Org 15650) to Quilt San Diego for the purchase of outdoor signage and for printing costs of rack cards to improve visibility and outreach.
10. Allocate \$6,000 from the Neighborhood Reinvestment Program budget (Org 15650) to the San Ysidro Chamber of Commerce for the costs of printing banners that will promote the community and its unique commercial opportunities.
11. Allocate \$9,000 from the Neighborhood Reinvestment Program budget (Org 15650) to the Veterans Memorial Center for the purchase of archival environmental monitoring equipment, computer work stations, computers, printers, shelving, and storage fixtures.
12. Allocate \$37,609.84 from the Neighborhood Reinvestment Program budget (Org 15650) to BAME CDC for capital improvements and refurbishment costs of their existing pantry and kitchen at 3085 K Street in Logan Heights, including the purchase of computers, computer software, projectors, office furniture, desks, chairs, file cabinets and privacy panels for the facility's Education Room.
13. Authorize the Chief Financial Officer to execute grant agreements with these organizations establishing terms for receipt of the funds described above and to make minor amendments to the agreements that are consistent with the general purpose of the grant but do not increase the grant.
14. Find that the grant awards described above have a public purpose.

Fiscal Impact:

The fiscal impact of these **12** grants is **\$214,092.84**. These actions will result in the addition of no staff years and no future costs.

SUBJECT: NEIGHBORHOOD REINVESTMENT PROGRAM (DISTRICT 1)

BACKGROUND:

Department of Public Works

Today's action allocates Neighborhood Reinvestment Program grant money totaling \$118,233 to the Department of Public Works for two projects in District One.

The Sweetwater Road Utility Undergrounding (UUD) project consists of construction of approximately 500 feet of underground utility conduit, associated conversion of overhead utility lines and removal of two existing utility poles. The Sweetwater UUD will remove a current power pole which is an existing impediment to pedestrians and as a result it will better facilitate pedestrian movement in the area. The project is located along the north side of Sweetwater Road between Prospect Street and Euclid Avenue (Thomas Guide 1310, B-3). Sweetwater Road is in the vicinity of Lincoln Acres adjacent to National City.

The Proctor Valley Road vacation effort is in response to community concerns that this road is no longer needed as a result of San Miguel Ranch Road being built. The community believes that considering there are superior alternatives for drivers to use, this route would better serve the community as a trail in order to enjoy the adjacent open space area and also significantly reduce the illegal dumping activity into the open space preserve.

The portion of Proctor Valley Road considered for restriction of vehicle use extends from San Miguel Ranch Road to a point 2,400 feet north of Rolling Ridge Road. This section of Proctor Valley Road traverses both the City of Chula Vista and the unincorporated community of Sunnyside within the Sweetwater Community Planning Area of the County of San Diego. On September 29, 2010 (05) the Board of Supervisors received a feasibility study to vacate the roadway segment and to install three gates to effectively restrict vehicle access.

In coordination with the City of Chula Vista, the project would require formal road vacation, turnaround grading, and design and construction of three gates. The gates would likely be located at the southern leg of the intersection of Proctor Valley Road and San Miguel Ranch Road, at the east leg of the intersection of Proctor Valley Road and Corte Bahama, and on Proctor Valley Road near the State Route 125 overpass. If approved, today's action would allow these worthwhile projects to move forward.

Third Avenue Village Association

The Third Avenue Village Association is a non-profit organization dedicated to promoting the Third Avenue Village as a mixed-use business, entertainment and social center. This year marks the 50th Anniversary of their Annual Starlight parade, which also happens to coincide with the City of Chula Vista's Centennial Celebration. The event will be held on December 3, 2011 in downtown Chula Vista and will have over 100 participating groups, bands, clubs and dance members, with over 60,000 attendees. Today's grant, if approved, will provide critical funds for the purchase of materials, goods and supplies like new holiday banners, t-shirts, car magnets, holiday awards and program printing costs to promote the event.

SUBJECT: NEIGHBORHOOD REINVESTMENT PROGRAM (DISTRICT 1)

Kyoto Symposium Organization

The Kyoto Symposium Organization coordinates the official North American celebration of the annual Kyoto Prize, which has been held in San Diego since 2002. The goal of the Symposium is to educate and motivate San Diegans and other individuals, especially students, to use their life's work to improve society and the human condition just as the Kyoto Prize laureates have done. This year marks the tenth year that San Diego-Baja region residents have had the opportunity to experience some of the most extraordinary minds and creative masters of the 21st century in technology, the sciences and the arts. Today's grant will assist the organization with costs associated with printing brochures, envelopes, fact sheets and materials related to the Kyoto Prize Symposium.

NTC Foundation

The NTC Foundation was formed as a 501(c)(3) nonprofit corporation that works to educate, inspire and engage the community in the innovative experiences that define San Diego through the mixed-use centers for fine and performance arts located in the historic core of Liberty Station. True to its location on the former Naval Training Center, the NTC Foundation is committed to preserving the richness of San Diego's past while looking toward the future. Due to the historic architectural layout of the buildings, residents and visitors often have difficulty finding their way to their desired location. To help solve this challenge, the NTC Foundation seeks one-time grant funding for banners, posters and directional signage that will improve the visitor experience.

Ocean Beach Merchant's Association

Ocean Beach Merchant's Association (OBMA) has been an active association within the Ocean Beach community since 1978. They are dedicated to improving the economic conditions in Ocean Beach by promoting local business and tourism related activities. The annual Ocean Beach fireworks show is a 32 year tradition held on the pier every year. The event presents Ocean Beach as a unique coastal community that is enjoyed by residents, visitors and merchants alike. With this grant, OBMA will purchase the fireworks for the 32nd Annual Ocean Beach Fireworks show.

Otay Mesa Chamber of Commerce

The Otay Mesa Chamber of Commerce (OMCC) is a business organization that provides a number of critical economic development activities for over 1,200 businesses in Otay Mesa, including one-on-one assistance to small businesses on government programs, referrals, educational forums, advocacy and other critical services. There is a critical need for new computer and phone equipment that will allow OMCC to continue delivering excellent business services for community merchants, as well new banners, signage and street banners that will promote community events. If approved, today's action will provide \$10,000 to the Otay Chamber to purchase computer and phone system hardware, computer software, signage, banners and a community sign.

Accessible San Diego

Accessible San Diego is a non-profit information and resource center for seniors, veterans and travelers with disabilities. Founded in 1988, Accessible San Diego has become the foremost information center for visitors and the local hospitality community. Accessible San Diego

SUBJECT: NEIGHBORHOOD REINVESTMENT PROGRAM (DISTRICT 1)

provides valuable resources for the traveler with a disability via its information center as well as in the *Access in San Diego* guide. Grant funding will assist Accessible San Diego with the cost of printing the guides, thereby providing key information for residents and travelers with disabilities that is targeted to their individual needs.

Quilt San Diego – Vision Arts Museum: Contemporary Quilts + Textiles

Quilt San Diego was established in 1985 without a location and has since transformed from a visual arts gallery into the recently re-branded Vision Arts Museum: Contemporary Quilts + Textiles. Located in the arts district at NTC Promenade in Liberty Station, residents and visitors can enjoy the fine work of artists from around the world. In order to further establish the newly branded identity and attract more visitors, it is necessary to update and create new signage and marketing materials. If approved, today's action will provide grant funding to Quilt San Diego for the purchase of outdoor signage and also cover the printing costs of rack cards to improve visibility and marketing for the museum.

San Ysidro Chamber of Commerce

The San Ysidro Chamber of Commerce (SYCC) is a business organization that provides its members with business resources and access to local and global markets. Grant funding will cover the costs associated with the San Ysidro Community Banner Program, including the cost of printing banners that will promote the community and its unique commercial opportunities.

Veterans Memorial Center

The Veterans Memorial Center is a non-profit organization whose mission is to honor the men and women who served in the U.S. Armed Forces, Coast Guard and Wartime Merchant Marines through exhibits, displays, ceremonies, and educational programs. With this grant, the Veterans Memorial Center will purchase archival environmental monitoring equipment, computer work stations, computers, printers, shelving, and storage fixtures which will further enhance the public experience.

BAME

BAME Community Development Corporation (BAME CDC) was created in 1995 by the Bethel Memorial African Methodist Episcopal congregation to strengthen individuals, families, and neighborhoods through social and economic development in the Logan Heights area. As one of the oldest institutions in the neighborhood, Bethel AME Church established the CDC to meet the tremendous needs of underserved lower income children, families and seniors.

Today, the organization distributes food through a community meal program to low-income residents. BAME CDC also feeds seniors at monthly lunch events where they can enjoy recreational and social activities while learning about healthy foods and nutrition. BAME CDC also refers residents, primarily low income seniors, to much needed resources and programs offered by partner agencies such as the Jewish Senior Center. Today's action requests the approval of \$37,609.84 for needed capital improvements and refurbishment costs of their existing pantry and kitchen at 3085 K Street in Logan Heights, including the purchase of computers, computer software, projectors, office furniture, desks, chairs, file cabinets and privacy panels for the education center. If approved, today's action will allow BAME CDC to build on these established community service programs and 1) expand a summer meal program

SUBJECT: NEIGHBORHOOD REINVESTMENT PROGRAM (DISTRICT 1)

for hundreds of low income students; 2) continue to host monthly lunch and nutrition education events for seniors; 3) work with the San Diego Food Bank to distribute food and grocery items to hundreds of working poor families each month; 4) process and assist families with the food stamp program application and offer financial education classes; and 5) provide small business training workshops to local entrepreneurs.

Respectfully submitted,

GREG COX
Supervisor, First District

SUBJECT: NEIGHBORHOOD REINVESTMENT PROGRAM (DISTRICT 1)

AGENDA ITEM INFORMATION SHEET

CONCURRENCE(S)

COUNTY COUNSEL REVIEW	<input checked="" type="checkbox"/> Yes	
Written Disclosure per County Charter Section 1000.1 Required	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
GROUP/AGENCY FINANCE DIRECTOR	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
CHIEF FINANCIAL OFFICER	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
Requires Four Votes	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
GROUP/AGENCY INFORMATION TECHNOLOGY DIRECTOR	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
COUNTY TECHNOLOGY OFFICE	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
DEPARTMENT OF HUMAN RESOURCES	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A

Other Concurrence(s): N/A

ORIGINATING DEPARTMENT:

CONTACT PERSON(S):

Greg Murphy (619) 531-5511