



CITY COUNCIL AGENDA REPORT

City of Anaheim CITY MANAGER'S OFFICE

DATE: APRIL 16, 2019
FROM: OFFICE OF THE CITY MANAGER
SUBJECT: A RESOLUTION SUPPORTING THE 2030 NEIGHBORHOOD INVESTMENT PROGRAM AND CITY PARTNERSHIP WITH ANAHEIM FIRST

ATTACHMENT (Y/N): YES **ITEM # 21**

REQUESTED ACTION:

That the City Council:

1. By Resolution, support Mayor Sidhu's proposal to establish the 2030 Neighborhood Investment Program, which calls for investing a minimum of \$250 million in Anaheim neighborhoods over the next 10 years, as well as support a City collaboration with Anaheim First, a 501(c)(3) nonprofit advisory group made up of Anaheim residents who are launching a comprehensive community assessment to determine prioritization of neighborhood investments for future consideration by the Anaheim City Council.
2. By Motion, amend the City Administration Department's FY 2018/19 budget by \$250,000 in the Neighborhood Reserve Fund.

DISCUSSION

The 2030 Neighborhood Investment Program is Mayor Sidhu's key policy initiative, outlined at his March 5, 2019, State of the City address. The proposed initiative calls for investing a minimum of \$250 million in Anaheim neighborhoods during the next 10 years with input from residents. Mayor Sidhu asked that this proposed Resolution be placed on the City Council agenda for consideration and adoption by his council colleagues.

In the past several decades, Anaheim's economy has grown exponentially, in large part from longstanding public-private partnerships that created the Anaheim Resort District, the Anaheim Convention Center and the Platinum Triangle, home to World Champion sports teams, Angels Baseball and Anaheim Ducks. These City assets are encompassed by Districts 4 and 5. Since 2010, Anaheim also engaged in public-private partnerships to develop the Packing House District in District 3 and recently completed the Beach Boulevard Specific Plan to secure needed investment in West Anaheim, providing direct economic support to residents of Districts 1 and 2.

As the City's economy continues to expand, tax revenue generated by private enterprise, which invested under City policies and, in conjunction with City assets, has grown exponentially to pay for expanded public safety and other vital City programs.

The 2030 Neighborhood Investment Program proposed by Mayor Sidhu will further focus the proceeds of the City's expanded economic development successes on neighborhoods. This program will provide a framework for neighborhood investment through a grass-roots, resident-driven model, with priorities for specific neighborhood investments identified by residents and community leaders in collaboration with City staff, elected and appointed officials. These investments may include: improved libraries, community centers, streets, roads, sidewalks, bike paths, parks, as well as expanded public safety resources, community and youth programs, assistance for those who are homeless, services to support local hiring and job training to maintain a strong economy, and continuous investment and redevelopment to build and maintain vibrant neighborhoods citywide. The investments will be proposed for prioritization by neighborhoods in all six Anaheim City Council districts.

As part of this initiative, Mayor Sidhu also announced a proposed City partnership with Anaheim First, a resident-driven nonprofit organization with a Neighborhood Leadership Council comprised of 100 community members, with organizational leadership and funding provided by the Anaheim Chamber of Commerce, Visit Anaheim, and the Anaheim Community Foundation.

Upon Council direction, City staff will begin to collaborate with Anaheim First to identify some immediate funding priorities. Project and funding recommendations for an initial \$20 million in neighborhood investment identified by City staff for fiscal year 2019/20 will be developed in consultation with the appropriate City staff and community members and submitted to the City Council for its review and consideration later this year. The process to engage residents in each council district will include town hall meetings, community summits, online surveys, and a robust community outreach program that will be conducted in multiple languages.

Anaheim First

Anaheim First is a 501(c)(3) nonprofit organization formed as a partnership among the Anaheim Chamber of Commerce, Visit Anaheim and the Anaheim Community Foundation to ensure residents citywide have a direct voice in the development of the 2030 Neighborhood Investment Program. Anaheim First will be led by a Neighborhood Leadership Council, comprised of residents who are representative of the socioeconomic and cultural diversity of each council district. The Anaheim First Neighborhood Leadership Council will serve as a liaison between neighborhoods, City officials, and community stakeholders. It will consist of 100 community leaders: 15 neighborhood representatives from each district and an additional 10 members representing business, nonprofit organizations, and community representatives in Anaheim. More information about Anaheim First can be found on their website at www.anaheimfirst.org.

Anaheim Community Assessment

The Anaheim Community Assessment will be conducted by Anaheim First in partnership with the City to provide a comprehensive review of districts and neighborhoods in Anaheim. The assessment will start by developing a foundation of service levels in Anaheim and what defines adequate service in all elements of Anaheim life. This will include topics such as: neighborhood livability and housing availability, public safety, infrastructure, parks, wildlands and open space, mobility and accessibility, commercial vitality and connectivity, recreation and leisure.

The outcome of this assessment will include a strategic plan with an actionable list of programs and projects for consideration by City staff and the City Council. The strategic plan will acknowledge neighborhood improvements and program needs within each council district. It will identify the actions necessary to achieve the standard level of service that defines vibrant communities in Anaheim. It will also lay out a realistic and actionable implementation plan with projects that can be initiated immediately, and a schedule of projects for consideration in the City's annual budget cycle. As recommendations for neighborhood investments are developed, they will be shared for review and recommendation by appropriate City boards and commissions, prior to advancing to the City Council for final consideration.

If adopted, the Resolution also provides funding support in the amount of \$250,000 to the Anaheim First nonprofit organization in order to supplement private matching funding that will be used to conduct the Anaheim Community Assessment. City staff will work with Anaheim First on a final accounting of these funds once the community assessment has been completed. Mayor Sidhu is also proposing to ask two of his colleagues to assist him on an ad hoc basis to work with Anaheim First and City staff to provide oversight of the community assessment and development of the 2030 Neighborhood Investment Program.

IMPACT ON BUDGET:

Funding for the 2030 Neighborhood Investment Program will include but not be limited to funding from one-time revenue from land sales and incremental revenue from new sports and entertainment development in the Platinum Triangle and the Anaheim Resort District. The City Council will oversee this funding annually as part of the City's budget process. Additional phases of the program and ongoing neighborhood project improvements will be brought back separately by City staff for review and approval by the City Council. As part of this proposal, funding in the amount of \$250,000 will be designated to the Anaheim First nonprofit organization to help launch the Anaheim Community Assessment. The City Administration Department's FY 2018/19 budget will be increased by \$250,000 from existing Neighborhood Reserve Funds available to cover this expense.

Respectfully submitted,

Greg Garcia
Deputy City Manager

Attachment:

1. Resolution