

# REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

2008 DEC -4 PM 3: 10

## AGENDA REPORT

**To:** Office of the City/Agency Administrator  
**Attn:** Dan Lindheim  
**From:** Community and Economic Development Agency  
**Date:** December 16, 2008

**RE:** **An Agency Resolution Adopting The Central City East Neighborhood Project Initiative (NPI) Program And Allocating One Hundred And Sixty Thousand Dollars (\$160,000) From Central City East Redevelopment Project Funds To The Program**

### SUMMARY

This item requests Redevelopment Agency approval of a resolution that adopts a Neighborhood Projects Initiative (NPI) program in the Central City East (CCE) Redevelopment Project Area. The requested funding allocation for the program is \$160,000 from Central City East Redevelopment Project Area funds. The NPI program is a grant program that funds one-time, small-scale, community-initiated physical improvement projects that currently have no other source of funding. The program is designed to support existing blight reduction and beautification efforts in the redevelopment project area and to encourage community participation in the revitalization of the CCE Redevelopment Project Area.

### FISCAL IMPACTS

The total funding requirement for the CCE NPI program area wide is \$160,000. The specific source of funding is summarized as follows:

Fund	Organization	Account	Project	Program
Central City East Operations	Central City East	Misc. Services	Public/Private Development	Undetermined
9540	88699	53719	S233360	0000

Funds will be allocated to Central City East Operations Fund (9540), Central City East Org (88699), project to be determined.

The implementation of this program will not have any impact on the City's General Fund.

### BACKGROUND

The CCE Project Area Committee (PAC) is the official advisory body to the Agency for policy

Item: \_\_\_\_\_  
CED Committee  
December 16, 2008

matters which affect residents in the Central City East Redevelopment Project Area. On September 8, 2008, the PAC voted to support and recommend funding for the NPI program in the amount of \$160,000 for the specific purpose of being able to fund smaller neighborhood scale projects within the Project Area. There are a total of four subareas that make up the Central City East Project Area. The four subareas include: Eastlake/San Antonio, Fruitvale/San Antonio, Central East Oakland and Elmhurst, which overlap with portions of Council Districts two, five, six and seven. The PAC voted that total funding should be distributed evenly between the four sub areas which equates to \$40,000 per subarea.

## KEY ISSUES AND IMPACTS

The CCE NPI program is modeled after similar programs in the Coliseum and Broadway/MacArthur/San Pablo Redevelopment Areas.

Eligible projects must be located in the Central City East Redevelopment Project Area and be consistent with the Five Year Implementation Plan. In order to be consistent with California redevelopment law, eligible projects under the NPI Program must also fall within at least one of the following categories:

1. ***Crime Deterrent Improvements:*** Projects designed to enhance the safety of neighborhoods and/or reduce crime in order to enhance the economic viability of area businesses. These could include physical improvements such as exterior lighting, vegetation removal, security cameras, and installation of fencing.

2. ***Neighborhood or Corridor Beautification:*** Projects designed to improve the appearance of neighborhoods or commercial corridors. These could include physical improvements such as new trash receptacles, benches, street trees, decorative planters or other street furniture.

3. ***Establishment of Community Identification:*** Projects designed to enhance neighborhood and community identity. These could include physical improvements such as street banners, murals, gateway signage or way-finding signs.

4. ***Community Facility Upgrades:*** Projects designed to improve existing community facilities. These projects include minor capital upgrades at community parks, recreation centers, libraries, youth centers or community gardens as needed to eliminate blighting conditions at those facilities.

Projects may be located on public and/or privately owned property within the Central City East Redevelopment Project Area. Individual grants for proposed projects must not exceed 25% (or \$10,000) of the total allocated amount to each subarea. Eligible applicants include community organizations, area residents and business owners and City departments. To ensure that all project applications are for projects that the community prioritizes, all applications submitted by

City departments or staff will be required to be sponsored by one or more community organizations.

## **PROGRAM DESCRIPTION**

The NPI program will be administered jointly by SDS teams and Agency staff. The SDS teams will issue a Call for Projects to the community. Applications for funding will be submitted to the Agency and will be reviewed by the City Attorney's Office for eligibility under redevelopment law. The SDS teams will be responsible for reviewing all eligible applications, prioritizing projects and recommending projects for approval by the Agency governing board. Following Agency approval of the grant awards, the SDS teams will be responsible for overseeing the implementation of the projects that are awarded grants under this program. All grants to outside entities will be administered on a reimbursement basis only. The City of Oakland will be responsible for maintaining all of the improvements to its own public facilities that are funded under this program.

The PAC's interest in the NPI program stems from the many needs for small physical improvement projects that members would like to address in their communities. This program will provide a system for community members to submit requests for project funding. Following the SDS team review, PAC members will compare the relative merits of the recommended funding request to ensure that the highest priority projects have adequate funds. In addition, the program provides an opportunity for the PAC to reach out to the community with information about the benefits of being within a redevelopment project area.

## **SUSTAINABLE OPPORTUNITIES**

***Environmental:*** The NPI program will help fund neighborhood and corridor beautification projects including landscaping upgrades and improvements to public parks that will provide more greenery in the Central City East Redevelopment Project Area. Program participants will be encouraged to use energy conserving designs, recycled content building materials, low waste construction techniques and water conserving features.

***Economic:*** The NPI program will improve the Project Area's physical and economic health through the elimination of blight.

***Social Equity:*** The goal of the NPI program is to improve quality of life amenities for low income residents in the Project Area by reducing blight and providing upgrades to public facilities, including recreation centers and public parks.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

Any new construction or improvements that are implemented as a result of a grant award from the NPI program will be required to comply with city, state, and federal ADA requirements.

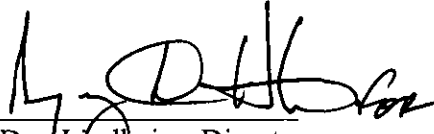
**RECOMMENDATIONS AND RATIONALE**

Staff recommends that the Agency adopt the resolution adopting a NPI program in the Central City East Redevelopment Project Area and allocating \$160,000 for this program from Central City East Redevelopment program funds. This program will support existing blight reduction and beautification efforts in the Central City East Redevelopment Project Area.

**ACTION REQUESTED OF THE REDEVELOPMENT AGENCY/CITY COUNCIL**

Staff requests that the Agency approve the attached resolution. The resolution adopts a NPI program in the Central City East Project Area and allocates \$160,000 for this program from Central City East Redevelopment Project Area funds.

Respectfully submitted,



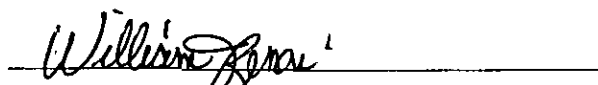
Dan Lindheim, Director  
Community and Economic Development Agency

Reviewed by:  
Gregory Hunter, Deputy Director  
Economic Development and Redevelopment

Reviewed by:  
Larry Gallegos, Redevelopment Area Manager  
Community and Economic Development Agency

Prepared by:  
Hagerenesh Solomon, Contract Employee

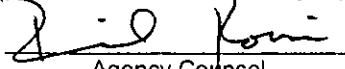
APPROVED AND FORWARDED TO  
THE COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE:

  
Office of the City Agency Administrator

Item: \_\_\_\_\_  
CED Committee  
December 16, 2008

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2008 DEC -4 PM 3:10

Approved as to Form and Legality

  
Agency Counsel

## REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

Resolution No. \_\_\_\_\_ C.M.S.

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### AN AGENCY RESOLUTION ADOPTING THE CENTRAL CITY EAST NEIGHBORHOOD PROJECT INITIATIVE PROGRAM AND ALLOCATING \$160,000 FROM CENTRAL CITY EAST REDEVELOPMENT PROJECT FUNDS TO THE PROGRAM

**WHEREAS**, there is a need for a blight reduction program that impacts general blighting conditions throughout the Central City East Redevelopment Project Area; and

**WHEREAS**, the staff of the Community and Economic Development Agency have prepared the Central City East Neighborhood Projects Initiative ("NPI") program to assist in addressing general blighting conditions within the Project Area; and

**WHEREAS**, the NPI program will assist residents, community groups and businesses in the Central City East Project Area by providing them with monetary tools necessary to address the correction of minor blighting conditions while working with other City of Oakland and Agency programs; and

**WHEREAS**, the NPI program is consistent with and will further the purposes of the Central City East Redevelopment Plan and its Five-Year Implementation Plan adopted on July 15, 2008 by Resolution No. 2008-0070 C.M.S.; and

**WHEREAS**, the Agency wishes to support these activities by allocating \$160,000 of Central City East project funds for the NPI program; now, therefore, be it

**RESOLVED**: That the Agency hereby adopts the Central City East Neighborhood Projects Initiative Program to provide financial assistance in reducing blighting effects in the Central City East Redevelopment Project Area; and be it

**FURTHER RESOLVED**: That the NPI Program shall fund neighborhood infrastructure improvements that fall within at least one of the following categories:

1. Crime Deterrent Improvements;

2. Neighborhood or Corridor Beautification;
3. Establishment of Community Identity; or
4. Community Facility Upgrade; and be it

**FURTHER RESOLVED:** That eligible applicants under the NPI Program shall include community organizations, area residents and business owners, and City departments; and be it

**FURTHER RESOLVED:** That eligible funding requests under the NPI Program shall not exceed 25 percent of the amount allocated under the NPI Program per subarea of the Project Area; and be it

**FURTHER RESOLVED:** That the Agency hereby allocates \$160,000 from the Central City East Redevelopment Operations Fund (9540), Central City East Org. (88699), Miscellaneous Services Account (53719), and Central City East Public Private Development Project (\$233360) to the NPI Program, the Central City East Redevelopment Operations Fund (9540), Central City East Org. (88699), project to be determined; and be it

**FURTHER RESOLVED:** That staff will return to the Agency for authorization to award grants funds for individual projects that apply for funding under the NPI Program; and be it

**FURTHER RESOLVED:** That the Agency Administrator or her designee is authorized to adopt guidelines for the NPI Program and to take any other actions with respect to the Program consistent with this Resolution and its basic purpose.

IN AGENCY, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, KAPLAN, AND  
CHAIRPERSON DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
Secretary of the Redevelopment Agency  
of the City of Oakland, California