

CITY OF RANCHO CORDOVA



CONCURRENT MEETING CITY COUNCIL/SUCCESSOR AGENCY TO THE COMMUNITY REDEVELOPMENT AGENCY (CRA)/RANCHO CORDOVA FINANCING CORPORATION (RCFC)

City Hall
2729 Prospect Park Drive, Rancho Cordova

Tuesday, September 26, 2017

5:30 PM – Special Meeting
American River Community Room North

AGENDA

1. SPECIAL MEETING - CALL TO ORDER/ROLL CALL

Council Members Budge, Gatewood, McGarvey, Sander, and Mayor Terry.

2. PUBLIC COMMENT

At a special meeting, citizens wishing to address the Council for any matter on the agenda may do so at the time the matter is discussed. Under the provisions of the California Government Code, the City Council is prohibited from discussing or taking action on any item not on the agenda.

3. SPECIAL MEETING ITEM

- 3.1 **Subject:** Community Enhancement Fund Visioning Including Financial Recap, Project Updates and Policy Direction.

Recommendation: Receive financial updates, discuss and validate prior direction on Council priorities, review funding allocations, selection criteria and prioritization methods for the Community Enhancement Fund programs and projects.

Result of Recommended Action: Staff will provide Council with information about the Community Enhancement Fund revenues and broad expenditures plan, current year allocations, future sales tax projections, and inform Council on the current status of funded projects, request Council direction on projects that need further guidance and potential changes to funding allocation, and provide policy direction for the preparation of the next grant application cycle.

Staff Report: Stacy Delaney, Community Enhancement Analyst.
Advances Goals: 1, 3, and 5.

4. ADJOURNMENT

ADDITIONAL INFORMATION

In compliance with the Americans with Disabilities Act, if you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the City Clerk's Office at (916) 851-8720 at least 48 hours prior to the meeting.

CERTIFICATION OF POSTING OF AGENDA

I, Stacy Leitner, City Clerk for the City of Rancho Cordova, declare that the foregoing agenda for the Tuesday, September 26, 2017 Special Meeting of the Rancho Cordova City Council/Successor Agency to the CRA/RCFC was posted and available for review on Thursday, September 21, 2017 at City Hall of the City of Rancho Cordova, 2729 Prospect Park Drive, Rancho Cordova, California, 95670. The agenda is also available on the city website at www.cityofranhocordova.org.

Signed Thursday, September 21, 2017 at Rancho Cordova, California.



Stacy Leitner, City Clerk

MEMORANDUM

DATE: September 26, 2017
TO: Honorable Mayor and Council Members
FROM: Stacy Delaney, Community Enhancement Analyst



SUBJECT: COMMUNITY ENHANCEMENT FUND VISIONING INCLUDING FINANCIAL RECAP, PROJECT UPDATES AND POLICY DIRECTION.

RECOMMENDATION

Receive financial updates, discuss and validate prior direction on Council priorities, review funding allocations, selection criteria and prioritization methods for the Community Enhancement Fund programs and projects.

RESULT OF RECOMMENDED ACTION

Staff will provide Council with information about the Community Enhancement Fund revenues and broad expenditures plan, current year allocations, future sales tax projections, and inform Council on the current status of funded projects, request Council direction on projects that need further guidance and potential changes to funding allocation, and provide policy direction for the preparation of the next grant application cycle.

BACKGROUND

In November 2014, Rancho Cordova voters approved Measure "H," a ½-cent local sales tax, now commonly referred to as the Community Enhancement Fund. The sales tax went into effect on April 1, 2015. The City began receiving the new Community Enhancement Funds in June 2015. It is anticipated that Measure H generates about seven to eight million annually in revenues for the City's general fund.

The City Council approved major funding categories for various programs and identified targeted funding amounts for each category. The City launched a grant application process to review funding requests from individuals, organizations, businesses and community partners. The grant applications are reviewed with a focus on improving public safety, quality of life, community pride, and civic engagement. This includes projects and programs that support arts, culture, history, entertainment, sports, education, children and youth, business/economic development, public works/infrastructure, community beautification projects, public safety, and more.

ATTACHMENT(S)

1. Community Enhancement Fund PowerPoint

COMMUNITY ENHANCEMENT FUND

September 26, 2017 Work Session

AGENDA ITEM 3.1



CityOfRanchoCordova.org

AGENDA

Community Enhancement Fund Visioning Including:

- Background/Overview
- Financial Update
 - Revenues and Expenditures through June
 - Current Fiscal Year Allocation & Future Sales Tax Projections
 - Demo of Socrata (Open Budget)
- Policy Direction for Future Funding Cycles
- Project Updates
 - Girls Softball Improvements
 - Rancho Cordova Little League
 - Rancho Cordova Gateway Entry Sign
 - Downtown Focus Study
 - Mather HQ Building
 - Opportunity Site Studies



OVERVIEW

COMMUNITY ENHANCEMENT FUND

AGENDA ITEM 3.1



REVIEW AND CONFIRM

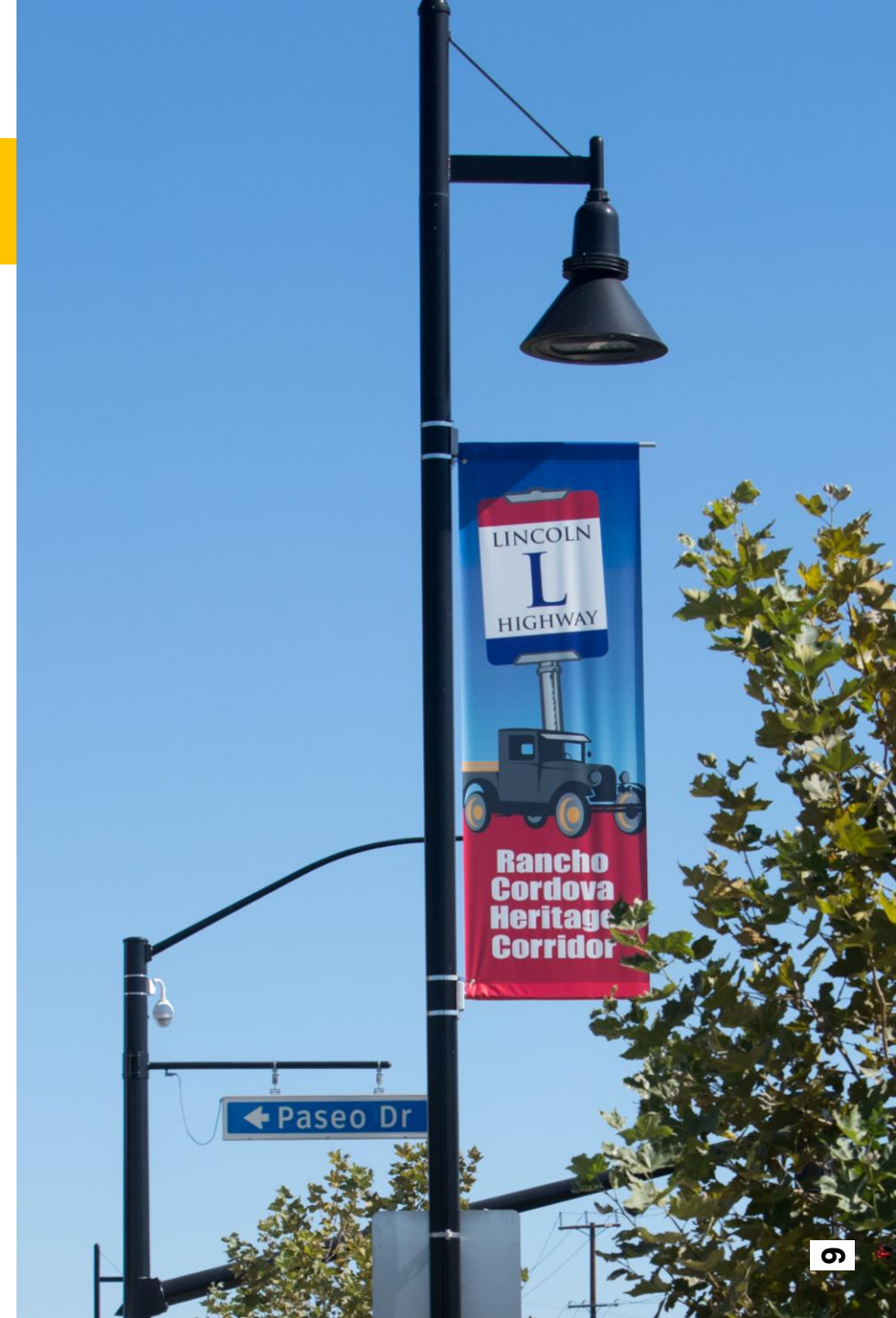
- Criteria to evaluate project applications
- Prioritization method for project selection
- Council priorities
- Funding categories and amounts for fiscal year 2018-2019



PROJECT SELECTION CRITERIA

The following set of criteria will guide the City's evaluation and selection of projects to receive Community Enhancement Fund grant funding:

- Community Pride
- Civic Engagement
- Quality of Life
- Public Safety
- Arts, Culture, History, Entertainment, and Sports
- Children and Youth
- Education
- Business/Economic Development



PRIORITIZATION METHOD

Projects will be reviewed and prioritized for Community Enhancement Fund grant funding based on the following elements:

- Leverage of other funding, resources, and partnerships
- Return on investment
- Capacity to carry out the project
- Project goals and metrics
- Timeline to ensure project is accomplished in a finite period of time



COUNCIL PRIORITIES (OVER 5 FISCAL YEARS)

2020



COMMUNITY ENHANCEMENT FUND

FY 2017-2018 and FY 2018-2019 Categories		FY 2017-2018 Adopted Budget	FY 2018-2019 Adopted Budget <i>*Actual budget may vary based on final approved project funding allocations and sales tax projections</i>
Arts, Culture, History, Entertainment, and Sports		1,036,077	952,000
Economic Development/Investment/Business Development/Community Development		750,000	952,000
Education		564,181	476,000
Infrastructure/Public Works		1,101,042	952,000
Legacy Projects		1,798,000	2,098,000
Other		480,700	300,000
Public Safety		1,020,000	1,020,000
Administration of Fund		350,000	350,000
Total		\$7,100,000	\$7,100,000

FINANCIAL UPDATE

COMMUNITY ENHANCEMENT FUND



AGENDA ITEM 3.1

a fresh take.

RANCHO CORDOVA
CALIFORNIA

FINANCIAL RECAP

Community Enhancement Fund as of June 30, 2017

- Revenues: \$15.6 million
- Expenditures: \$10.9 million
- Projects in Progress: \$1.7 million
- Legacy Project Balance: \$3 million



FUTURE SALES TAX PROJECTIONS

Community Enhancement Fund

- 2017-2018: \$7.8 million, allocated \$7.1 million
- 2018-2019: \$7.9 million
- 2019-2020: \$8.1 million



POLICY DIRECTION

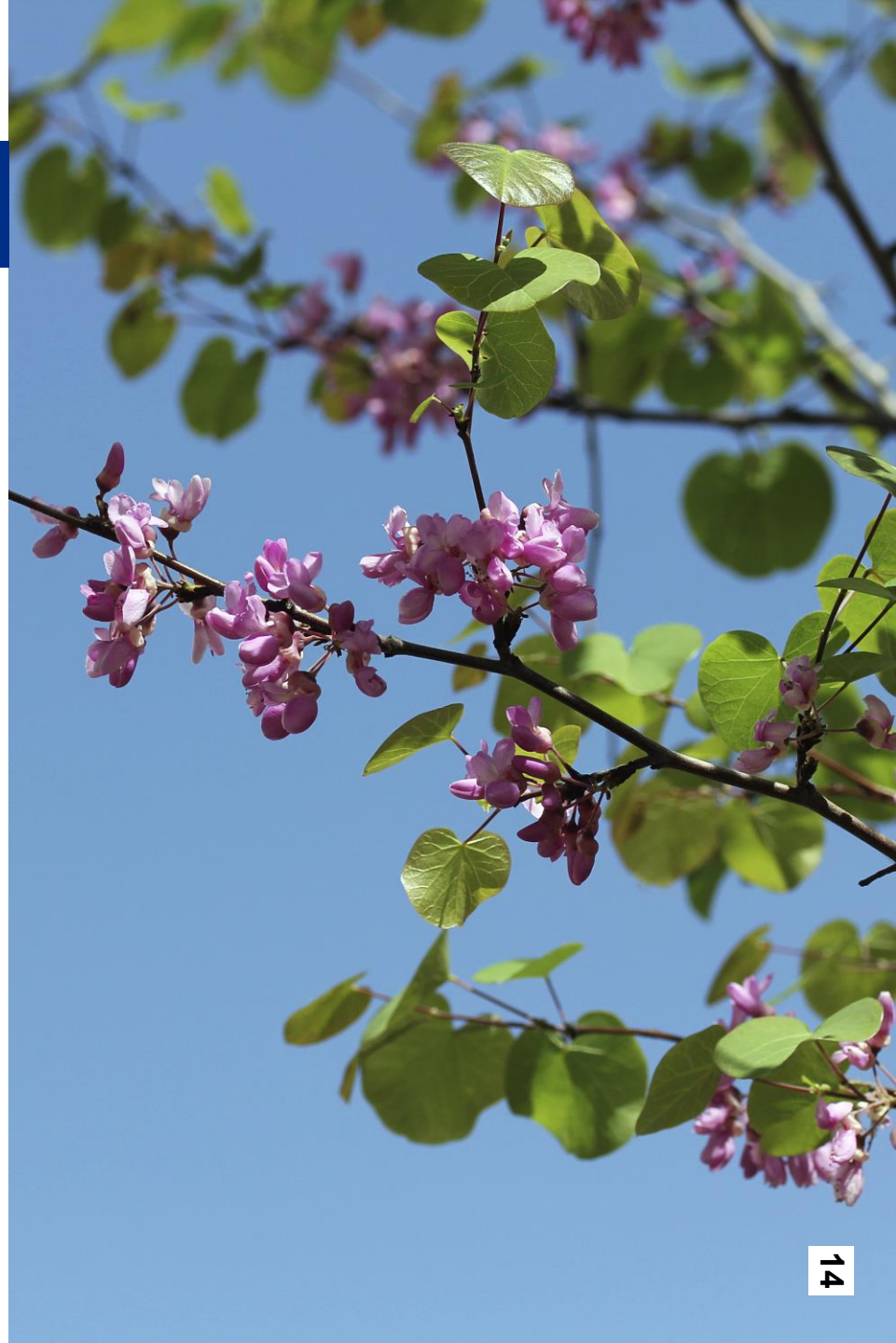
PLANNING FOR THE FUTURE



PLANNING FOR THE FUTURE

Policy Discussion and Recap:

- Next application cycle
- Lessons learned
- 2nd Annual Citizens Report
- Oversight Board



PROJECT UPDATES



AGENDA ITEM 3.1

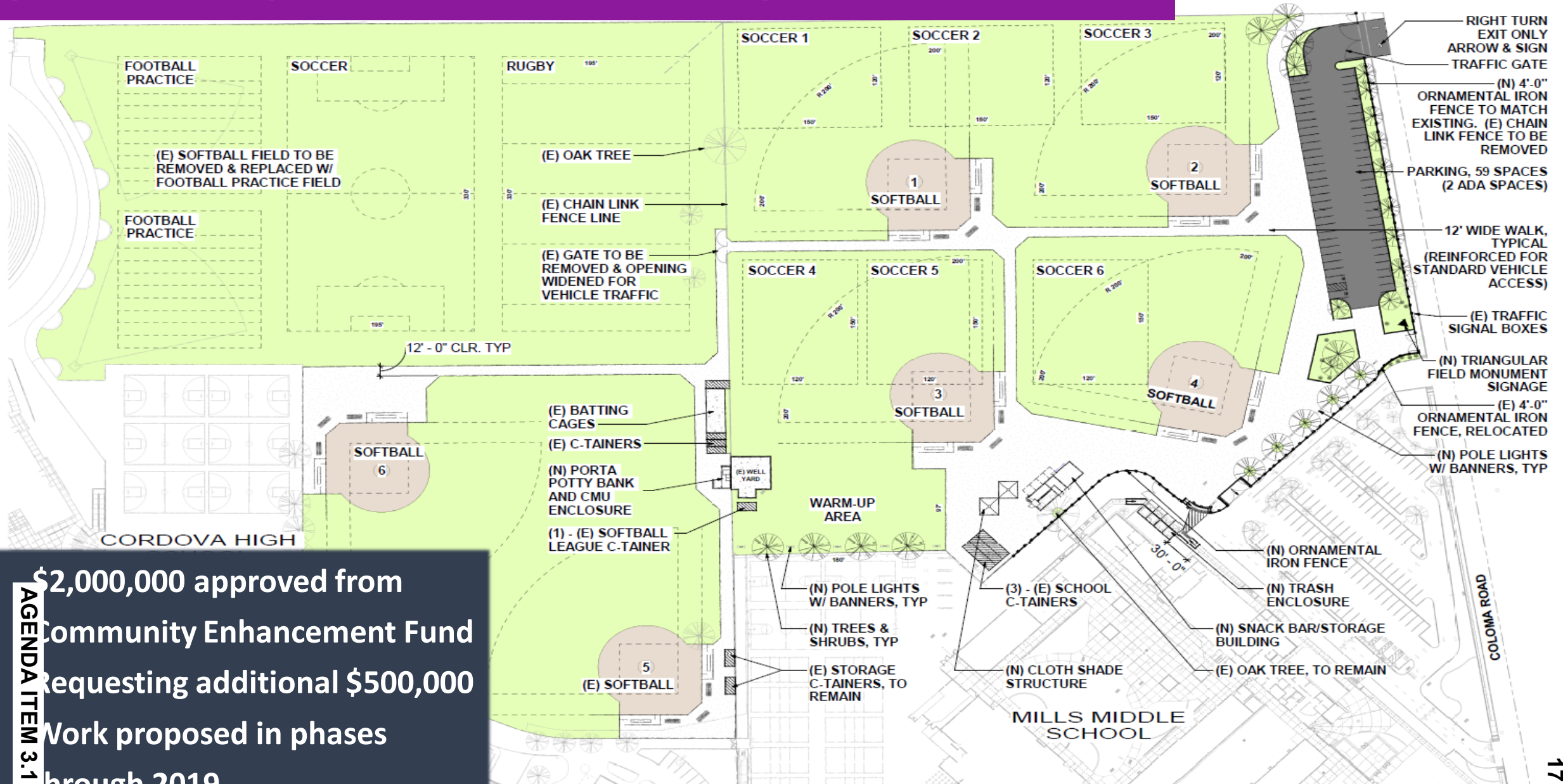
a fresh take.
RANCHO CORDOVA
CALIFORNIA

UPDATES ON PROJECTS

- Girls Softball (budget up to \$2 million
 - \$1,415,500 from 2017-2018 Community Enhancement Fund
 - \$584,500 prior year Community Enhancement Fund reserve
- Rancho Cordova Little League (budget \$150,000)
- Rancho Cordova Gateway Entry Sign (budget \$80,000)
- Strategic Plan for Downtown (budget \$140,000)
- Mather HQ Building Site (budget \$42,500)
- Opportunity Site Studies (budget \$50,000)

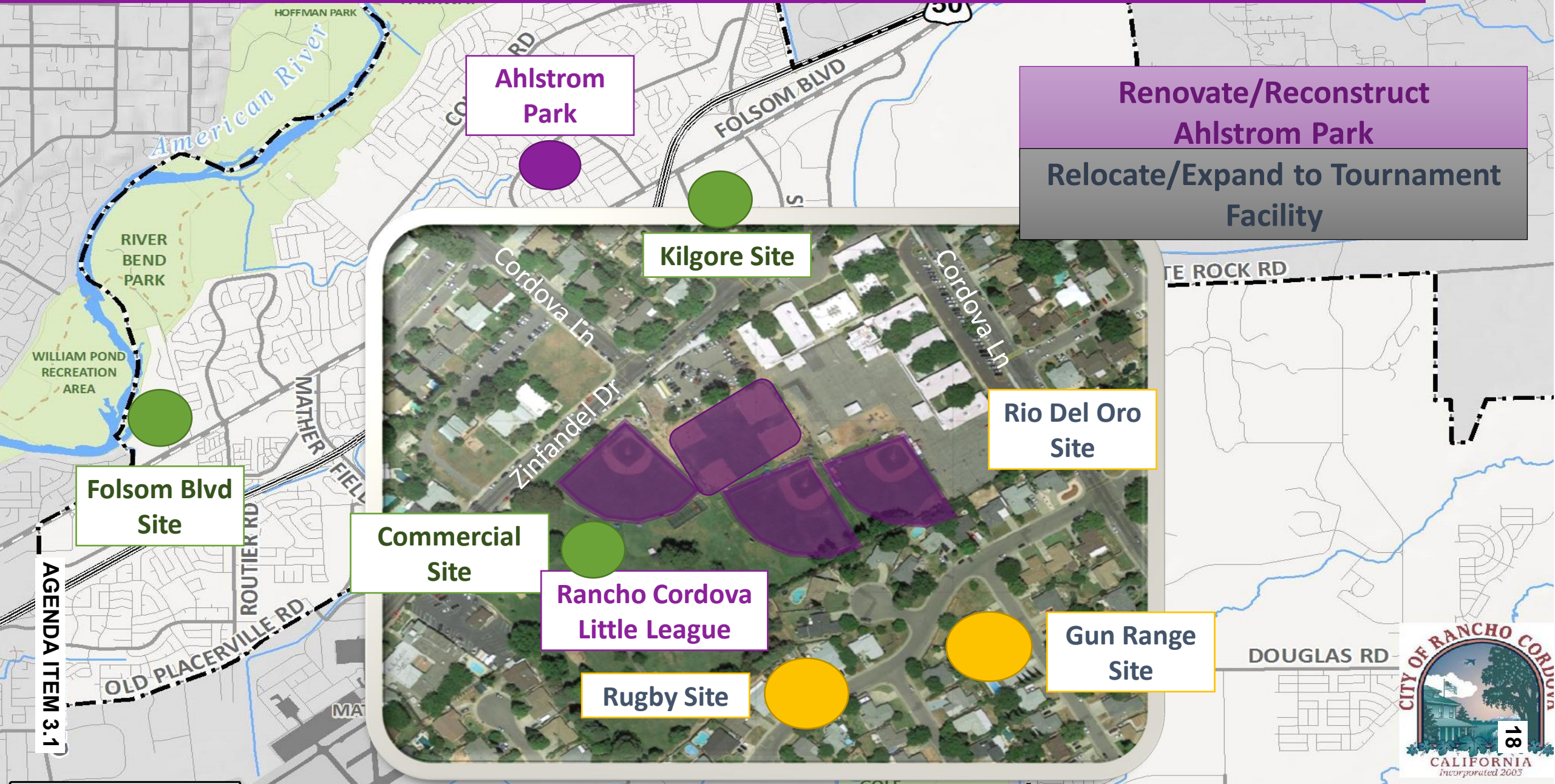


GIRLS SOFTBALL IMPROVEMENTS



- \$2,000,000 approved from Community Enhancement Fund
- Requesting additional \$500,000
- Work proposed in phases through 2019

RANCHO CORDOVA LITTLE LEAGUE UPDATE



LITTLE LEAGUE SUMMARY OF OPTIONS

Staff recommends that Council direct staff on preferred alternative:

Near Term Options

1A: Renovate existing Little League fields at Ahlstrom Park

- Estimated Cost = \$750,000 - \$1.5 million
- Annual maintenance = \$35,000 - \$50,000 (excludes long term replacement costs)

1B: Reconstruct/Upgrade Little League fields at Ahlstrom Park

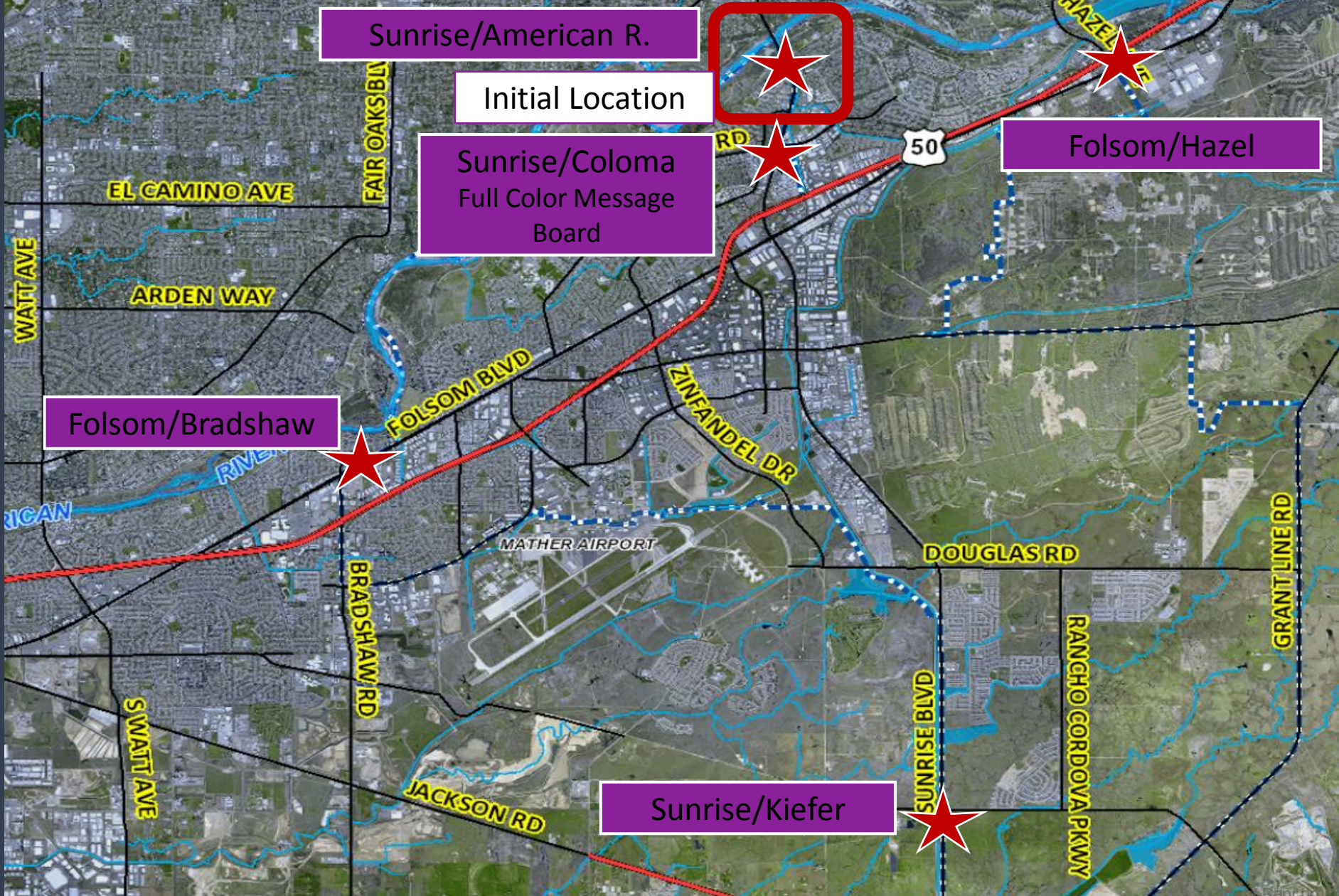
- Estimated Cost = \$2.5 to \$3 million
- Annual maintenance = \$50,000 - \$75,000 (excludes long term replacement costs)
- Potential to coordinate with CRPD to add 300' field (estimated additional cost of \$1 million)

Longer Term Options

Relocate and Expand to Tournament Facility (Minimum 12 Acres)

- Estimated cost = \$10 to \$15 million (Excludes Land Purchase)
- Annual maintenance = \$120,000 - \$150,000 (excludes long term replacement costs)

RANCHO CORDOVA GATEWAY ENTRY SIGN PROPOSED LOCATIONS





PROPOSED GATEWAY SIGN



8' 2"

AGENDA ITEM 3.1



DOWNTOWN FOCUS STUDY

New Contract

- Freedman Tung & Sasaki Urban Design for a downtown focus study
- Establish key elements of a framework for development of a Downtown District

Approach:

- Demographic, economic and community trends
 - Desired physical characteristics of Downtown Districts
 - Conditioning factors + varying potential for change
- Strategic opportunities
- Investment friendly

DOWNTOWN FOCUS STUDY

Core team work sessions and Council study sessions to identify key characteristics of envisioned downtown

Phase 1
Envisioning the future downtown

Three study sessions with Council

Phase 2
Making downtown happen

Two study sessions with Council and a full day tour

Phase 3 (Future)
Framework of features & location

Two study sessions

MATHER HQ BUILDING SITE

- Dialogue with County and City staff on uses and opportunities
- Form subcommittee to provide leadership and guidance on next steps



OPPORTUNITY SITE STUDIES



Several studies completed or in process on the following sites:

- Kilgore and Trade Center
- Kohl's Building
- Point East
- Olson Island
- Fong Site