


City Council Meeting

Item #2 (20-251)
2020-2025 5-Year Consolidated Action Plan & 2020-2021 Annual Action Plan for the use of Federal Housing and Urban Development (HUD) Grant Funds

March 31, 2020

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City of Santa Clara
The Center of What's Possible

Overview

BACKGROUND

- The City of Santa Clara receives entitlement funding from the US Department of Housing and Urban Development (HUD) to benefit low income households by providing affordable housing and community development services
- HUD requires cities to develop a 5-Year Consolidated Plan (ConPlan) to determine the city's needs and goals for a five-year cycle to benefit low income households
- HUD requires cities to create an Annual Action Plan to detail how the city will use funds to benefit low income households in support of the Consolidated Plan's needs and goals


RECOMMENDATION

- Note and file public comment on both plans for the expenditure of HUD funds
- Approve the DRAFT 2020-2025 Consolidated Plan and FY2020-2021 Draft Annual Action Plan, and direct staff to incorporate all public comments into the Final versions to be presented to City Council on May 5, 2020 prior to submitting to HUD by May 15, 2020

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POST MEETING MATERIAL

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Key Dates

- 10/29/19 – 12/20/19: **Community Survey on needs & priorities**
- 10/2019 – 12/2019: **Numerous stakeholder and focus group meetings**
- 11/14/2019: **Community Outreach Meeting 1 (morning)**
- 11/14/2019: **Community Outreach Meeting 2 (night)**
- 01/13 – 2/24/2020: **NOFA for Public Service Agencies**
- 03/31/2020: **Public Hearing 1**
- Presentation of the DRAFT ConPlan & Annual Action Plan to City Council.
- 04/1/20 – 05/05/20: **30-day Public Comment Period**
- 05/05/2020: **Public Hearing 2**
- Presentation of the FINAL ConPlan & Annual Action Plan to City Council.
- 05/15/2020: **ConPlan & Annual Action Plan Submissions to HUD**

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Consolidated Action Plan

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Consolidated Plan

BACKGROUND


The City was part of a collaborative effort with the County of Santa Clara and seven other cities to create a Regional Consolidated Plan. The County entered into a contract with Michael Baker International (MBI) to complete a Regional Plan.

SUMMARY OF CONSOLIDATED ACTION PLAN GOALS

<u>2015-2020 ConPlan Goals</u>	<u>2020-2025 ConPlan Goals</u>
• Affordable Housing	• Affordable Housing
• Public Services	• Public Services
• Homelessness	• Homelessness
• Public Facilities	• Public Facilities
• Fair Housing	• Fair Housing

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Consolidated Plan

SUMMARY OF COMMUNITY ENGAGEMENT

- Regional Community Engagement Public Meetings held at three different locations across the County
- Two City-hosted Community Meetings
- Stakeholder Focus Group Meetings with 6-10 attendees from target populations including disabled persons, racial and ethnic minorities, seniors
- Pop-Up Events designed for short interactions (e.g., Art & Wine Festival)
- Online Survey (approximately 100 respondents)
- Two public hearings: March 31, 2020 and May 5, 2020

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Santa Clara-specific Survey Feedback

Feedback given by Santa Clara residents in the Regional Survey, Art & Wine Survey, and at other public meetings resulted in the following **High Priority** projects and activities to achieve the ConPlan Goals:

Homeless Prevention Programs	Rental Developments for Seniors
Permanent Supportive Housing	Rental Developments for Homeless Families
Homeowner Rehabilitation	Sidewalk & Traffic Calming Improvements
Emergency Housing Assistance	Homeless Services
Legal Services	Youth Services

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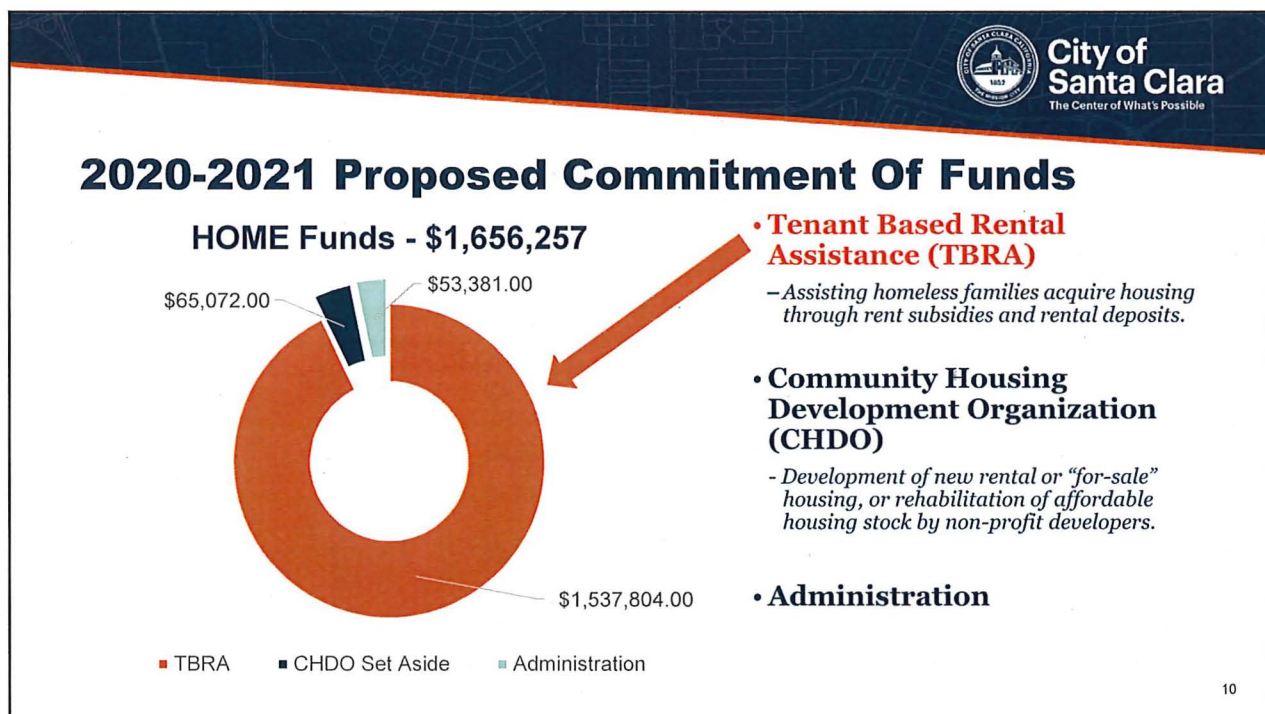
Annual Action Plan

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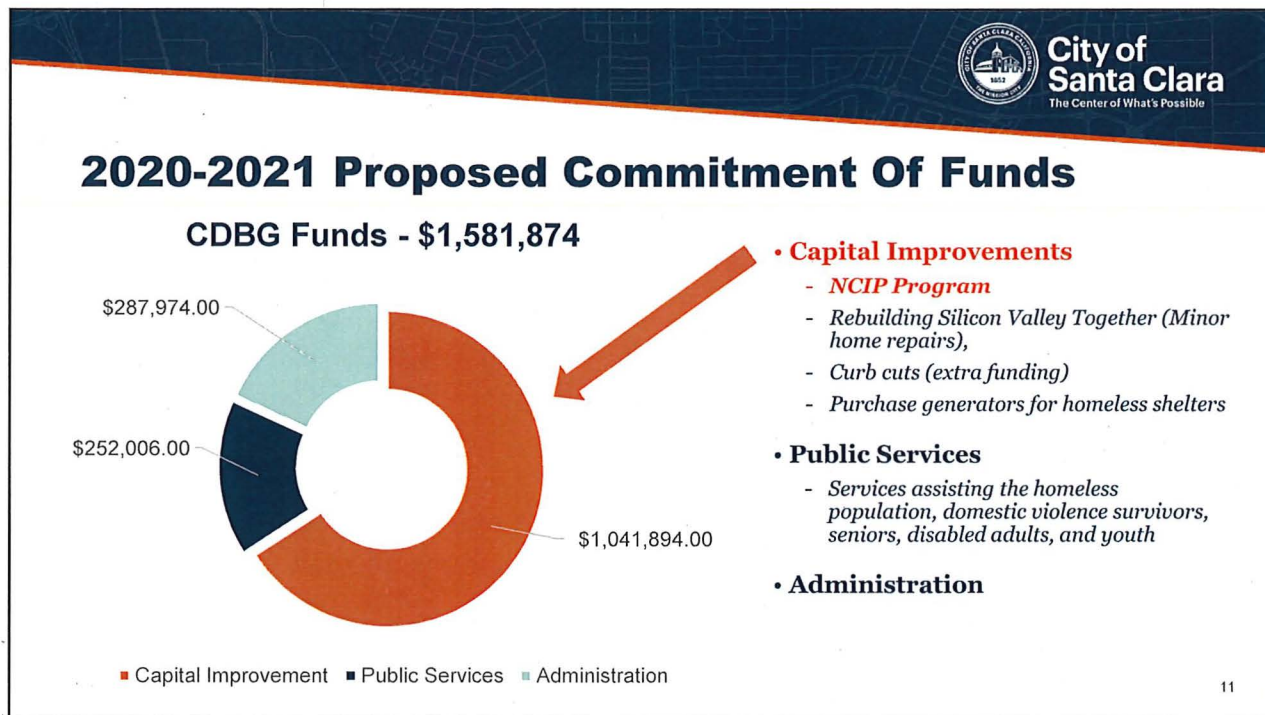
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2020-2021 Annual Action Plan Estimated Resources		
HOME	CDBG	Local Funds
\$1,656,257	\$1,581,874	\$630,697
\$433,815 20/21 Allocation (approx. 8.8% increase from last year)	\$1,039,874 20/21 Allocation (approx. 5% increase from last year)	\$275,797 Affordable Housing Funds
\$140,000 Program Income	\$400,000 Program Income	\$250,000 Housing Successor Funds
\$1,082,442 Prior Years' Funding	\$142,000 Prior Years' Funding	\$105,100 General Fund


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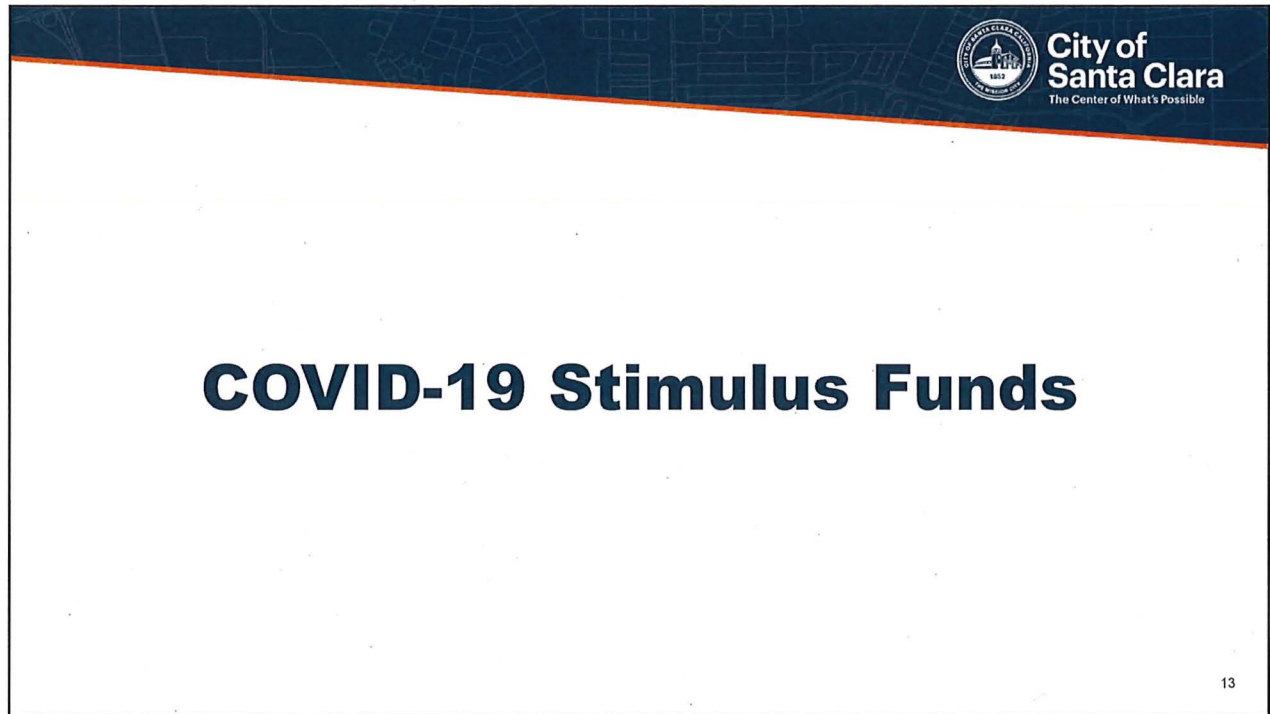
NOFA for Public Service Agencies

- Public Service Agency (PSA) submissions were ranked based on:
 - Proposed activity being a HIGH priority;
 - Agency's years of service;
 - Amount of funds leveraged;
 - The majority of beneficiaries served being either extremely low or very low income; and
 - The agency's history of drawing funds down.

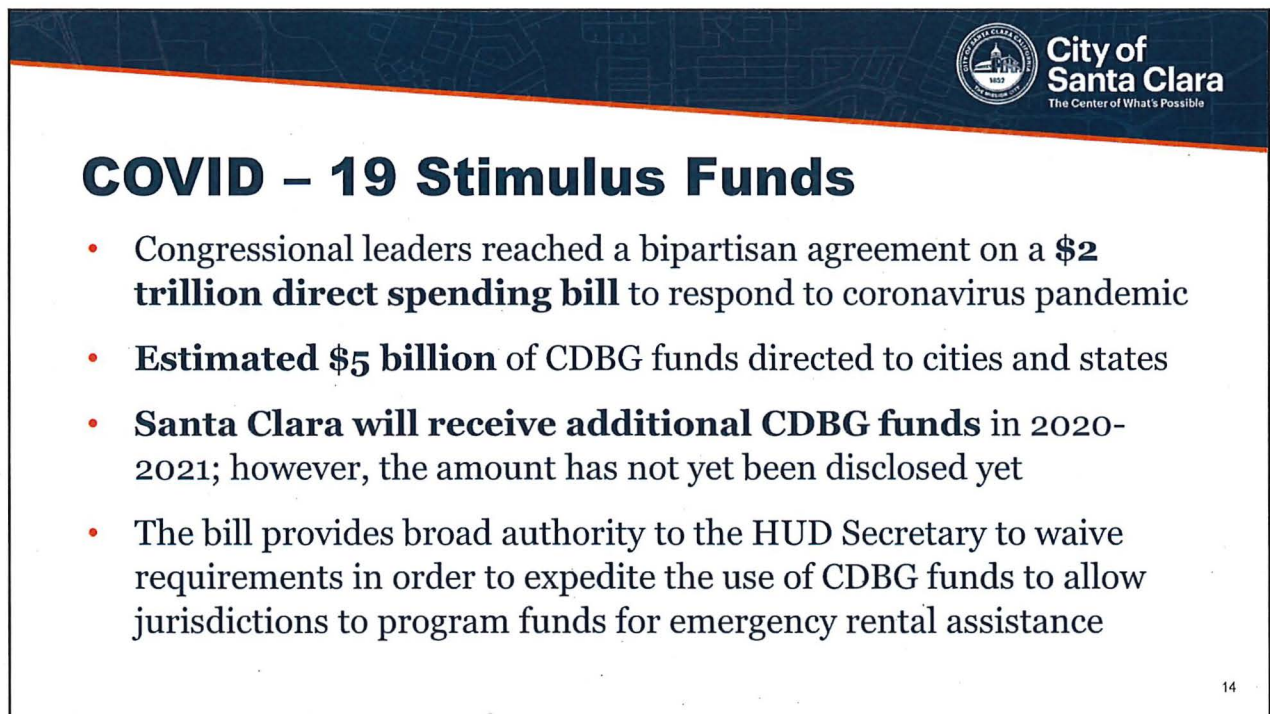
- January 13, 2020 NOFA for Public Service Agency proposals released
- February 24, 2020 Applications Due
- March 31, 2020 Recommendations to Council

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CDBG Rental Assistance Program

- Staff is recommending that the City of Santa Clara implement a Rental Assistance Program using CDBG funds to augment its recently enacted Eviction Moratorium
- After the moratorium ends, tenants will have significant arrears
- Funding for the program would likely be around \$1 million
- Proposed for Santa Clara residents at or below 60% AMI.
- Staff will bring back program details at the May 5th meeting

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Council Action

Recommendation

1. Note and File Public Comment on the 2020-2025 DRAFT Consolidated Action Plan and FY2020-2021 Draft Annual Action Plan for U.S. Department of Housing and Urban Development Funds (CDBG & HOME)
2. Approve the DRAFT 2020-2025 Consolidated Plan and FY2020-2021 Draft Annual Action Plan, and direct staff to incorporate all public comments into the Final versions to be presented to City Council on May 5, 2020 prior to submitting to HUD by May 15, 2020
3. Direct Staff to implement a Rental Assistance Program using CDBG funds to augment its recently enacted Eviction Moratorium
4. Any other Council direction

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The seal of the City of Santa Clara, California, is circular. It features a central illustration of a mission building with a red roof and a bell tower, set against a blue sky with clouds and green grass. The year "1852" is inscribed below the building. The outer ring of the seal contains the text "CITY OF SANTA CLARA CALIFORNIA" at the top and "THE MISSION CITY" at the bottom, separated by a dotted line.

City Council Meeting

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March 31, 2020

3/31/20

Item #2

HOPE Services

To: **Eric L. Calleja** | Housing Development Officer

Community Development Department
Housing & Community Services Division
1500 Warburton Avenue | Santa Clara, CA 95050
Phone: 408.615.2296 Email: ECalleja@SantaClaraCA.gov

From: Hope Services

Hope Services' Comments for Inclusion/Submission to 3/31/20 City of Santa Clara City Council Meeting in support of a City of Santa Clara 2020-2021 CDBG grant for its **"Employment, Media and Community Connections: Media Component"**:

Hope Services' Employment, Media and Community Connections ("EMCC") program in the City of Santa Clara offers both community-based and site-based activities, training, classes, and opportunities for paid employment. The program provides a unique component, incorporating media technology as a means to connect to the community. Participants learn how to: produce and edit videos, use a computer, access the web, use e-mail, utilize social media, and research community resources. (Training in how to use this technology is essential to enable a segment of our population that would otherwise be largely excluded from access to it is obviously critical during times of limited personal interaction, such as we are all experiencing during the COVID-19 pandemic health crisis.) Each EMCC participant also creates an "annual movie," which includes video footage of his or her participation in the program over the last year. EMCC-Santa Clara serves over 100 individuals with developmental disabilities per year, including more than 10 who are residents of the City of Santa Clara. We are requesting \$36,504.00 for the portion (50%) of the salary and benefits of a Media/Technology Trainer allocated to the EMCC-Santa Clara program.

More than 10 years of experience in utilizing media and technology in this way has consistently shown us that people with developmental disabilities report increased satisfaction, self-esteem, and personal independence as a result. Also, cognitive science research has proven that most people learn best with visual stimuli to support instruction. The capacity of modern multimedia to improve learning and increase retention is a given in today's learning and training industry practices. Our EMCC media component captures not only specifically designed learning and training tools, but organic, "in situ" interactions and events that result from these learning activities. Perhaps even more important, our media program puts the tools of media creation into the hands of people with developmental disabilities. They create storyboards, plan "shoots," write cue cards, set up lights and microphones, and operate the cameras. They position the video cameras and take photographs. They introduce segments, share their experiences, and co-teach sessions. The media component supports a learning path that develops mastery in many areas, including, very importantly, self-advocacy, an essential skill that can have a dynamic and lasting effect on quality of life.

If you have questions, please contact:

Kevin Phipps, Grant Writer, Hope Services; kphipps@hopeservices.org; (650) 465-8487

POST MEETING MATERIAL