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AGENDA
OXNARD CITY COUNCIL
HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE
Council Chambers, 305 West Third Street
June 25, 2019
Regular Meeting - 4:30 to 5:45 PM

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

At this time, the legislative body will consider public comments for a maximum of fifteen minutes. A person may address the legislative body only on matters not appearing on the agenda and within the subject matter jurisdiction of the legislative body. Speaker cards will not be accepted after the beginning of the general public comment period. Based on the number of speaker cards submitted, the presiding officer may impose time limits per speaker. Typically, speakers are limited to two minutes, but shorter time may be established as deemed necessary. A person not able to address the legislative body at this time because the fifteen minutes expires may do so just prior to adjournment of the meeting. The legislative body cannot enter into a detailed discussion or take action on any items presented during public comments at this time. Such items may only be referred to the City Manager for administrative action or scheduled on a subsequent agenda for discussion.

C. CONSENT AGENDA

1. City Clerk Department

SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Housing and Economic Development Committee approve the minutes of the May 14, 2019 regular meeting as presented.

Contact: Michelle Ascencion, (805) 385-7805

D. REPORTS

1. Community Development Department

SUBJECT: Safe Homes, Safe Families Repeat Offender Program Report. (10/5/5)

RECOMMENDATION: That the Housing and Economic Development Committee receive a verbal report on the Safe Homes, Safe Families repeat offender program.

Contact: Jeffrey Lambert, (805) 385-7882

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please contact the City Clerk's Office at 385-7803. Notice at least 72 hours prior to the meeting will enable the City to reasonably arrange for your accessibility to the meeting.

Agenda Item time estimates: (Staff Presentation / Committee Discussion / Public Comment)

2. Community Development Department

SUBJECT: Presentation of Economic Development Strategy. (10/20/10)

RECOMMENDATION: That the Housing and Economic Development Committee receive a staff presentation outlining the City's current Economic Development Assets and provide guidance for the development of an Economic Development Strategy for future consideration by the Committee.

Contact: Jeffrey Lambert, (805) 385-7882

E. ITEMS FOR FUTURE AGENDAS

F. ADJOURNMENT

DRAFT
MINUTES
OXNARD CITY COUNCIL
HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE
Regular Meeting
May 14, 2019

A. ROLL CALL / POSTING OF AGENDA

At 4:30 p.m., Chair Madrigal called to order the regular meeting of the Oxnard City Council Housing and Economic Development Committee in the City Hall Council Chambers, 305 W. Third Street, Oxnard, California. The City Clerk called the roll and announced the posting of the agenda. Members Tim Flynn, Vianey Lopez, and Chair Oscar Madrigal were present.

Staff members present were Alexander Nguyen, City Manager; Ashley Golden, Assistant City Manager; Kenneth Rozell, Assistant City Attorney; Kathleen Mallory, Planning and Environmental Services Manager; Jeffrey Lambert, Community Development Director; Juan Martinez, Associate Planner; and Elizabeth Rubalcava, Assistant City Clerk.

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA (None received.)

C. CONSENT AGENDA

City Clerk Department

1. SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Housing and Economic Development Committee approve the minutes of the April 23, 2019 Regular Meeting as presented.

It was moved by Member Flynn, seconded by Member Lopez, to approve the minutes as presented. VOTE: Flynn, Lopez, and Madrigal voted in favor; the motion carried 3-0.

D. REPORTS

City Manager Department

1. SUBJECT: Oxnard Convention & Visitors Bureau (OCVB) Annual Report and Five-Year Agreement (2019-2024).

RECOMMENDATION: That the Housing and Economic Development Committee receive and forward the OCVB Annual Report to City Council and recommend City Council approval of the new five-year contract between the City and OCVB for marketing activities.

Julie Mino of the Oxnard Convention and Visitors Bureau and the Assistant City Manager gave reports. Discussion ensued among the Committee, staff, and Ms. Mino.

It was moved by Member Flynn, seconded by Member Lopez, to approve the recommended action as presented. VOTE: Flynn, Lopez, and Madrigal voted in favor; the motion carried 3-0.

Community Development Department

2. SUBJECT: 2013-2021 Mid-Cycle Housing Element 2018 Annual Progress Report.
RECOMMENDATION: That the Housing and Economic Development Committee receive and file a report summarizing the 2018 Annual Progress Report (APR) filed with the Department of Housing and Community Development (HCD) on April 1, 2019.

The Planning and Environmental Services Manager gave a report. Public comments were received from Pat Brown. Discussion ensued among the Committee and staff. No action was required.

3. SUBJECT: Planning and Zoning Permit No. 18-680-02 (Mills Act Agreement-Henry T. Oxnard Landmark No. 161), Barbara A. Grant House at 225 South F Street. Filed by Barbara Anne Grant, Trustee on behalf of 225 S. F St Revocable Trust.
RECOMMENDATION: That the Housing and Economic Development Committee recommend the City Council authorize the Mayor to execute a Mills Act Contract (Agreement No. A-8139) with Barbara Anne Grant, Trustee on behalf of Property Owner (225 S. F St Revocable Trust) to maintain and preserve a historic property located at 225 S. F Street (Oxnard-Landmark No. 161).

(Member Flynn recused himself from this item due to a potential real property conflict of interest.)

The Community Development Director gave a report. Discussion ensued among the Committee and staff.

It was moved by Member Lopez, seconded by Chair Madrigal, to approve the recommended action as presented. VOTE: Lopez and Madrigal voted in favor (Flynn recused). The motion carried 2-0.

E. ITEMS FOR FUTURE AGENDAS (No requests were made.)

F. ADJOURNMENT

There being no further business on the agenda, and without objection, Chair Madrigal adjourned the meeting at 5:44 p.m.

MICHELLE ASCENCION, CMC
City Clerk

OSCAR MADRIGAL
Chair



HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE AGENDA REPORT

REPORTS AGENDA ITEM NO. D.1.

DATE: June 25, 2019

TO: Housing and Economic Development Committee

FROM: Jeffrey Lambert, Community Development Director, (805) 385-7882,
jeffrey.lambert@oxnard.org

SUBJECT: Safe Homes, Safe Families Repeat Offender Program Report. (10/5/5)

RECOMMENDATION

That the Housing and Economic Development Committee receive a verbal report on the Safe Homes, Safe Families repeat offender program.

BACKGROUND

On May 17, 2016, the City Council adopted business plans with specific implementation steps that captured the City Council's agreed upon strategic priority focus for the coming two years (FY 16/17 and FY 17/18). Within the Quality of Life Strategy, Council prioritized the development of a rental inspection program.

Staff worked with the stakeholders and refined the program to focus on repeat offenders as a more efficient use of resources. Staff presented the program to the Measure O Committee, and on February 20, 2018, the City Council approved four new positions to implement the Safe Homes, Safe Families Program. These positions are a Code Compliance Inspector, an Administrative Technician in Code Compliance, a Paralegal and a Deputy City Attorney in the City Attorney's office. In addition, \$100,000 was allocated for the program start-up costs, including the purchase of a vehicle for the Code Compliance Inspector.

On July 24, 2018, the City Council adopted the Safe Homes Safe Families Repeat Offender Program Ordinance, Tenant Relocation Assistance Ordinance, Substandard and Improper Occupancy Conditions Ordinance, Inspection Fees and increased fine amounts.

Safe Homes Safe Families Repeat Offender Program Recap

The Safe Homes Safe Families Repeat Offender Program (the "Program") focuses on responsible persons who maintain repeated violations regarding substandard housing conditions.

Registration into the Program will be required if any of the following conditions are met:

1. Three or more separate confirmed code enforcement violations for conditions that are dangerous or impair habitability *at the same property* within a consecutive three year period; or
2. Three or more separate confirmed code enforcement violations for conditions that are dangerous or

- impair habitability *at different properties owned by the same responsible person*; or
3. A confirmed code enforcement violation for any condition that is dangerous or impairs habitability is issued at the property, and the violation remains unresolved for at least three years.

Once enrolled, a mandatory meeting will be held with the property owner, who will receive program information, tenant rights, and tenant relocation information. The information will be printed in both English and Spanish. Tenants will be provided the same informational documents. A property inspection will be conducted, which the owner must pay an inspection fee for. The owners can be removed from the program if they successfully pass two consecutive yearly inspections. If extensive violations are found at one property, all properties owned by the same person may be subject to inclusion into the program.

The implementing Program ordinances provide for doubling citation fine for violations at properties enrolled in the program. For example, normal citations of \$100 will be increased to \$200. Another tool City Council approved is a Citywide ordinance for improper occupancies and substandard conditions, which were created by codifying California Health and Safety Code regulations regarding buildings used for human habitation, substandard conditions defined as substandard (H&S 17920.3). Both ordinances have increased fine amounts of \$250 for the first violation, \$500 for the second violation within twelve months, and \$1,000 for subsequent violations within twelve months. Lastly, a tenant relocation assistance ordinance was adopted. If the owner fails to provide the required relocation funding, the city can provide tenant relocation assistance. If the city provides the funds, the owner is liable for repayment up to one and a half times the amount.

Current Program Status

The program is in the initial start-up stage. Full implementation of the program was delayed due to the challenges in filling the four staff positions for the program. The four positions associated with the Program were all filled as our May 2019. As all four of these positions are now filled, the team has been creating procedures, notices, information sheets, and processes for analyzing case histories for eligibility into the program.

One of the City's existing Code Compliance Inspectors, Acel Troutman, was assigned to the program. Troutman was chosen for the program because of his experience and knowledge. Prior to being hired as a Code Inspector in 2016, he was a Federal Housing Inspector for 7 years, conducting Housing Authority inspections for various agencies throughout Southern California. Prior to that, he was a general contractor for over 13 years. Troutman recently became state certified through the California Association of Code Enforcement Officers.

The Code Compliance Administrative Technician position was filled in May of this year. Natalie Moncada, who is Spanish speaking, is a 17 year city employee with extensive customer service experience.

The Paralegal position in the City Attorney's Office is being filled by Lorraine Ebdon, who currently serves in the City Attorney's Office as Paralegal. Her duties will be used on an as-needed basis.

Andrew Gonzalez, who started on April 22, 2019 filled the Deputy City Attorney position. Andrew's legal experience includes working with Fresno Child Advocates, Inc., and the Office of Clients' Rights Advocacy. Andrew holds a Juris Doctor from Southwestern Law School and a Bachelor of Arts in History and Political Science from California State University Channel Islands.

Andrew Gonzalez, who started on April 22, 2019

The initial focus of the program is on existing violations with code cases that have been open for more than three years. Of the current cases that are over three years old, 19 out of 84 identified properties meet the program criteria. Pre-inspections of those properties are being conducted to confirm that the violations still exist. Original violations that are still remaining will be placed into the program. If the violations no longer remain, they will not be placed into the program. As of June 3, 2019, 3 properties did not meet the criteria for the program. Most owners have been reacting positively to the possibility of being placed into the program.

Staff is also identifying properties or owners that have had three or more substandard or serious violations in the last three years. It is anticipated that this final list will comprise nearly 300 locations involving about 200 different owners. Each prior case is being reviewed by program staff to verify criteria for program inclusion before meeting notification letters are mailed and inspections are scheduled. The issuance of the program notices and meeting requests begun in June 2019.

Budget Status

The Fiscal Year 17-18 \$100,000 Measure O allocation was not spent. As of June 3, 2019, \$125,935 of the allocated \$330,137 Measure O funds for Fiscal Year 18-19 were spent. Of that \$125,935, \$31,170 was spent for one-time expenditures (vehicle, training and certification, and office supplies). The remainder of the \$125,935 was spent on related salaries. None of the \$50,000 in Measure O funds allocated for potential tenant relocation have been used. By ordinance, the \$50,000 will roll over into the next fiscal year's budget.

There are no revenues to report at this time, as inspections of program properties have not been conducted at this time. There are no inspection fees or increased fines to report.

STRATEGIC PRIORITIES

This agenda item supports the Quality of Life strategy. The purpose of the Quality of Life strategy is to build relationships and create opportunities within the community for safe and vibrant neighborhoods, which will showcase the promising future of Oxnard. This item supports the following goals and objectives:

Goal 1. Improve community safety and quality of life through a combination of prevention, intervention, and suppression efforts that address crime and underlying issues.

Objective 3a. Create a renewed focus on establishing a positive outlook and orientation of our City, neighborhoods and overall community.

FINANCIAL IMPACT

Initiated in Fiscal Year 2017-18, the Safe Homes Safe Families program (MO4301) provided funding for 4 positions, i.e., a Deputy City Attorney, Paralegal, Code Compliance Inspector, and Administrative Technician, to administer the program and a one-time purchase of a vehicle. The FY 2018-19 Measure O budget includes ongoing annual cost of \$330,137 for the program. Additionally, the FY 18-19 budget also included \$50,000 in one-time Measure O funding for the Tenant Relocation Assistance program costs (MO4302).

Prepared by: Roger Brooks, Code Compliance Manager

ATTACHMENTS

1. HEDC 06.25.19 Safe Homes Safe Families Presentation pdf

Safe Homes Safe Families Repeat Offender Program Report

Roger Brooks, Code Compliance Manager
Community Development Department

Housing and Economic Development Committee
June 25, 2019

Background

- **May 17, 2016** - City Council adopted 2-Year Business Strategic Plans
 - Quality of Life Strategy
- **May 2, 2017** - City Council Study Session
- **February 1, 2018** - Measure O Committee
- **February 20, 2018 & June 26, 2018** - City Council funding approval for:
 - Code Compliance Inspector & Administrative Technician
 - Deputy City Attorney & Paralegal
 - Vehicle
 - Tenant Relocation Program
- **July 24, 2018** - City Council adopted the Safe Homes Safe Families Repeat Offender Program Ordinance, Tenant Relocation Ordinance, Substandard and Improper Occupancies Ordinance, Inspection Fees and increased fine amounts.

Safe Homes Safe Families Program Recap

Applies to dwelling units with any of the following conditions:

1. Three or more separate violations for conditions that are dangerous or impair habitability at the same property within a consecutive three year period; or
1. Three or more separate violations for conditions that are dangerous or impair habitability at different properties owned by the same responsible person; or
1. A confirmed code enforcement violation for any condition that is dangerous or impairs habitability is issued at the property, and the violation remains unresolved for at least three years.

Safe Homes Safe Families Program Recap (Continued)

- Registration
 - Owners notified they will be placed in the program
- Right to appeal
- Mandatory meeting with Code Compliance staff
 - Tenants receive written Program information
- Inspection of the property
- Mandatory yearly inspection
- Removal from the program
 - Must pass 2 consecutive yearly inspections

Tools to Support the Program

- **SHSF Ordinance**
 - Inspection Fees
 - Double civil fine amounts
 - Receiverships
- **Substandard Housing & Improper Occupancies Ordinance**
 - Citywide ordinance
 - Addresses life safety concerns
 - Clearly defines substandard housing
 - Adopts the Health & Safety Code §§ 17920.3
 - Clearly defines what areas cannot be used for sleeping
 - Increased fine amounts

Tools to Support the Program (Continued)

Tenant Relocation Ordinance

- Repeal uncodified Ordinance No. 2726
- Codify Health & Safety Code §§ 17975 et seq
 - Requires the property owner to pay relocation to the tenant
- May advance relocation payments to displaced tenants if the property owner fails to provide assistance
 - \$50,000 in Measure O funding
- Recover costs from property owner
 - Relocation costs and penalty of 1.5 times the relocation costs, up to \$10,000

Current Status of the Program

- **Code Compliance Inspector assigned January 2019**
 - Acel Troutman
 - Code Compliance Inspector since 2016
 - State Certified Code Enforcement Officer (CACEO)
 - Contracted Housing Inspector for 7 years
 - General Contractor for over 13 years
- **Code Compliance Administrative Technician hired May 2019**
 - Natalie Moncada
 - 17 year City employee
 - Spanish speaking

Current Status of the Program (Continued)

- **City Attorney Paralegal assigned January 2019**
 - Lorraine Ebdon
 - 19 year city employee, 17 years as a Paralegal
 - Current Paralegal to be used on an as-needed basis
- **Deputy City Attorney hired April 22, 2019**
 - Andrew Gonzales
 - Legal experience working with Office of Client's Rights Advocacy & Fresno Child Advocates, Inc.
 - Spanish speaking

Current Status of the Program (Continued)

- Existing violations unresolved for 3+ years
 - 19 properties out of 84 were identified as meeting program criteria
 - Pre-inspections began in May 2019 to verify conditions
 - 16 properties now qualify for the program
- Properties with 3 or more violations within the last 3 years:
 - Continuing analysis shows up to 300 locations; and
 - Approximately 200 different owners
 - Notifications began June 2019

Current Status of the Program (Continued)

- Work is continuing on Program
 - Written procedures
 - Notices and letters
 - English and Spanish information sheets
 - Analysis of each prior case for qualification
- Meetings with stakeholders continuing
- Meetings being held with property owners

Budget - Measure O

- \$165,000 - FY 18-19 Year - End estimated *expenditures*
- \$357,308 - allocated for FY 19-20
- \$ 50,000 - allocated for Tenant Relocation
 - No funds spend in prior year
- No revenues to date
 - No program inspections or fees generated as of this date
 - No increased fines issued as of this date



Questions?



HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE AGENDA REPORT

REPORTS AGENDA ITEM NO. D.2.

DATE: June 25, 2019

TO: Housing and Economic Development Committee

FROM: Jeffrey Lambert, Community Development Director, (805) 385-7882,
jeffrey.lambert@oxnard.org

SUBJECT: Presentation of Economic Development Strategy. (10/20/10)

RECOMMENDATION

That the Housing and Economic Development Committee receive a staff presentation outlining the City's current Economic Development Assets and provide guidance for the development of an Economic Development Strategy for future consideration by the Committee.

BACKGROUND

The City of Oxnard is not currently working under an Economic Development Strategy. As the City refocuses on Economic Development in line with the recent State of the City presentation by Mayor Flynn and City Manager Nguyen, it is an ideal time to prioritize the value of such a strategy that will ensure future economic prosperity. The purpose of this workshop before the Housing and Economic Development Committee is to initiate the discussion of the development of an Economic Development Strategy. The attached presentation highlights the City's current Economic Development assets, including staffing, partnerships/stakeholders, and resources. This presentation is not intended to be an exhaustive list of these assets; instead it is intended to kick-off the discussion with the Committee and the public. Before embarking on the development of the Economic Development Strategy, it is critical to take stock of the baseline of assets and identify where there are gaps to be addressed in the strategy.

STRATEGIC PRIORITIES

This agenda item supports the Economic Development strategy. The purpose of the Economic Development strategy is to develop and enhance Oxnard's business climate, promote the City's fiscal health, and support economic growth in a manner consistent with the City's unique character. This item supports the following goals and objectives:

Goal 1. Create vibrant and economically sustainable commercial, industrial and retail industries throughout the City.

Objective 1a. Focus available resources on a comprehensive effort to promote economic activity in Oxnard, including a marketing program that communicates the City's available resources and assets.

Goal 2. Enhance business development throughout the City.

Objective 2a. Develop a strong citywide economy which attracts investment, increases the tax base, creates employment opportunities, and generates public revenue.

Objective 2b. Improve relationships and communication between the City and the business community.

Objective 2c. Capitalize on historic, cultural and natural resources.

Objective 2d. Public safety will collaborate with the business community to promote an environment that supports economic development.

Goal 3. Enhance business retention and attraction.

Objective 3a. Implement an economic development plan for attracting and retaining business.

Goal 4. Implement a “one stop shop” effort at the City’s Service Center.

Objective 4a. Streamline internal process to ensure government efficiencies.

Goal 5. Revitalize Oxnard’s downtown and pursue economic development opportunities.

Objective 5a. Develop a vision and plan (with timelines) for downtown revitalization to create a vibrant center for our community, emphasizing cultural arts, diversity and historic assets.

FINANCIAL IMPACT

There are no identified financial impacts with the recommended action. Previously, the City Council authorized \$100,000 from Measure O funds to prepare this Economic Development Strategy.

Prepared by: Jeffrey Lambert, Community Development Director

ATTACHMENTS

1. Presentation Economic Development Strategy - HEDC June 25, 2019 pdf

ECONOMIC DEVELOPMENT STRATEGY 2019 WORKSHOP

Jeffrey Lambert, AICP
Community Development Director
Community Development Department

Housing and Economic Development Committee
June 25, 2019

Phase 1 - Existing Economic Development Assets

- Background
- City Organization / Staff
- Stakeholders/Partners
- Resources
- Identify Potential Opportunities / Gaps
- Next Steps - Future Housing and Economic Development
Committee Discussion - Strategy and Action Items

City Team

- City Council Housing and Economic Development Committee
- City Manager Alex Nguyen
- Assistant City Manager Ashley Golden
- Jeffrey Lambert, Community Development Director
- Economic Development Manager & Project Manager
- Maria Santana, Economic Development Admin Secretary
- All City Departments - Technology, Public Works, Finance, etc.

Stakeholders/Partners

- Chamber of Commerce
- Visit Oxnard
- Oxnard Downtown Management District (ODMD)
- Port Hueneme / Naval Base Ventura County
- Community College District / CSUCI
- Economic Development Collaborative (EDC)
 - Broadband Consortium
 - Small Business Development Center
 - Small Business Loans
 - Film
- Women's Economic Ventures (WEV)
- Workforce Investment Board

Resources

- Available Industrially Zoned Properties
- Opportunity Zones
- Real Estate Assets - Successor Agency, City, Parking Authority
- \$100,000 allocation for Economic Development Strategy
- Community College District/Oxnard College
- Fiber Network
- Diverse Employer base
- Port Hueneme
- Tourism attractions
- Agriculture and food processing
- And many more

Potential Opportunities / Gaps

- Skilled Workforce
- Broadband /Fiber Expansion/Access
 - Deficiency of last mile broadband
 - Lack of infrastructure to support smart cities models
- Affordable Housing
- Shortage of local jobs to accommodate the local labor force
- Limited industrial land supply
- Constrained resources such as water supply
- Limited entrepreneur / start-up environment
- Limited transportation options

Economic Development Strategy for Oxnard?

- Ventura County Comprehensive Economic Development Strategy - Economic Development Collaborative (EDC)
 - Coming Soon
- Entrepreneurial Ecosystem 2018 - EDC
 - <https://edcollaborative.com/wp-content/uploads/2019/05/EDC-Xopolis-Report-final.pdf>
- Ventura County Economic Vitality Strategic Plan
 - <https://www.vcevsp.org/>
- Broadband Consortium
 - <https://edcollaborative.com/economic-strategy/initiatives/broadband/>
- Food Processing in Ventura County
 - <https://edcollaborative.com/wp-content/uploads/2018/09/Food-Processing-in-Ventura-County-1.pdf>

Next Steps

- Define scope of Economic Strategy
- Seek consultant services
- Identify gaps
- Engage stakeholders
- Develop draft strategy
- Return to the HEDC for further discussion and recommendations



Workshop Discussion