Written materials relating to an item on this agenda that are distributed to the legislative bodies within 72 hours before the item is to be considered at its regularly scheduled meeting will be made available for public inspection at the City Clerk's Office, 300 West Third Street 4th Floor during customary business hours. Agenda reports are also on the City of Oxnard web site at www.oxnard.org.

CITY OF OXNARD CALIFORNIA

AGENDA
OXNARD CITY COUNCIL
HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE

Council Chambers, 305 West Third Street
November 12, 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 October 22, 2019 regular meeting as presented.

Contact: Michelle Ascencion, (805) 385-7805

D. REPORTS

1. Community Development Department

SUBJECT: Downtown Improvement Program Settlement Funds (DIPSF) - Priority Funding Recommendations. (10/20/10)

RECOMMENDATION: That the Housing and Economic Development Committee:

1. Provide comments to the recommendations for use of Downtown Improvement Program

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)

Settlement Funds to benefit the revitalization of Downtown Oxnard, and to recommend the proposed plan be forwarded to the full City Council for adoption; and
2. Recommend the City Council approve a budget appropriation in the amount of $540,000 from the fund balance of the City-Downtown Improvement Fund (481).

Contact: Jeffrey Lambert, (805) 385-7882

E. ITEMS FOR FUTURE AGENDAS

F. ADJOURNMENT

M I N U T E S
OXNARD CITY COUNCIL
HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE
Regular Meeting
October 22, 2019

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

At 4:31 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 at 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 Ashley Golden, Assistant City Manager; Kenneth Rozell, Chief Assistant City Attorney; Kathleen Mallory, Planning and Sustainability Manager; Jeffrey Lambert, Community Development Director; and Michelle Ascencion, 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 September 24, 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

Community Development Department

1. SUBJECT: Planning and Zoning Permit No. 19-580-05 (Zoning Text Amendment) – Amendment to the Oxnard City Code to Create Regulations for Cannabis Retail Dispensaries.
   RECOMMENDATION: That the Housing and Economic Development Committee recommend City Council approval of Planning and Zoning Permit No. 19-580-05 (Zoning Text Amendment) for the regulation of cannabis retail dispensaries within the City of Oxnard.

The Planning and Sustainability Manager gave a report. Public comments were received from Nancy Lindholm, Louis DeLuca, Jeff Kroll, Zahur Lalji, Jessica Strange, Devan Wardlow, Pat Brown, and Gabriel Teran. Discussion ensued among the Committee and staff.

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.

E. ITEMS FOR FUTURE AGENDAS

Member Flynn commented on staff's progress on prioritizing and calendaring Council/Committee agenda item requests. Member Lopez (pertaining to item D-1) requested a clarification on the proposed buffer for retail dispensaries.

F. ADJOURNMENT

There being no further business on the agenda, and without objection, Chair Madrigal adjourned the meeting at 5:30 p.m.

MICHELLE ASCENCION, CMC City Clerk	OSCAR MADRIGAL Chair

CITY OF OXNARD CALIFORNIA

HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE
AGENDA REPORT

REPORTS
AGENDA ITEM NO. D.1.

DATE: November 12, 2019

TO: Housing and Economic Development Committee

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

SUBJECT: Downtown Improvement Program Settlement Funds (DIPSF) - Priority Funding Recommendations. (10/20/10)

RECOMMENDATION

That the Housing and Economic Development Committee:
1. Provide comments to the recommendations for use of Downtown Improvement Program Settlement Funds to benefit the revitalization of Downtown Oxnard, and to recommend the proposed plan be forwarded to the full City Council for adoption; and
2. Recommend the City Council approve a budget appropriation in the amount of $540,000 from the fund balance of the City-Downtown Improvement Fund (481).

BACKGROUND

After a long-standing dispute regarding the disposition of funds earmarked for Downtown Revitalization, a settlement agreement was reached and finalized in April 2015, between the City and developers of Centennial Plaza. The settlement involves the distribution of funds derived from the development of a new RiverPark theater complex at The Collection. Settlement funds are intended to offset the potential impact that the new theater complex at the Collection might have on Plaza Cinemas and the adjoining Centennial Plaza in Downtown Oxnard. The settlement funds were placed into a City account titled “Downtown Improvement Program,” and throughout this report, the settlement money will be referred to as Downtown Improvement Program Settlement Funds (“DIPSF”).

Under the settlement agreement $6.15 million was earmarked for downtown revitalization. Based on the Congress for New Urbanism ("CNU") Vision Plan (2016) and a community survey with approximately 90 respondents, on January 31, 2017 staff requested $1,455,000 of the $6.15 million in DIPSF for downtown revitalization efforts. City Council did not support the majority of the funding requests at that time because Council wanted the Downtown Development Code updated first; which has now been completed.

The DIPSF balance through the 18/19 Fiscal year is $4,444,285, which includes interest earned to date. Previous City Council authorized expenditures from this fund include: lighting improvements (funded and completed), public restrooms pilot program (funded, implemented but discontinued), tree trimming (funded and completed), Downtown Development (Zoning) Code (funded and completed), Parking Management Plan (funded and in progress), Arts Hub (funded and in progress), and Project Manager (funded and incorporated within duties of Economic Development Manager and Project Manager).

ANALYSIS / DISCUSSION

The City is developing a multi-pronged approach to downtown revitalization. These elements include:

1. Addressing the impact from homelessness and vagrancy
2. Seeking private economic investment through the development of city and privately owned properties
3. Creating a clean and safe environment, and
4. Creating a vibrant downtown environment.

The recommendations for use of the DIPSF in this report are focused on improving the physical and safety environment in the downtown. Staff believes by doing this along with other efforts to encourage private investment, the downtown will be well positioned for revitalization. Other concurrent efforts to revitalize Oxnard’s downtown include:

1. Adoption of new Downtown Development Code in July which has already resulted in the first new project submittal (Billboard Lofts),
2. Approved Exclusive Negotiation Agreement with Madison Park for City owned properties at Plaza Park North and Plaza Park East,
3. Anticipated request for Proposals for two key properties focusing on the development of affordable housing at Seventh Street and Oxnard Boulevard and Second Street and B Street,
4. Recently adopted regulations regarding camping, removal and storage of personal property, park exclusion, and aggressive panhandling and solicitation, and
5. Engaged New City America to advise and support the Downtown PBID and the City's efforts to revitalize downtown Oxnard. New City America has successfully supported cities such as Little Italy, San Diego, to become vibrant downtown's with healthy revenue streams.

The following recommendations are intended to build on the recent investments and strategies implemented in Downtown Oxnard by focusing on creating a physical and safe environment to attract private economic investment. It is anticipated that if the City can succeed not only in creating an entitlement environment that welcomes this private development investment but also in ensuring the downtown is a safe and inviting place for that investment and for those future residents, the City will see the results in attracting new residential development in the Downtown.

The funding recommendations included in this report have been designed to directly implement the above described multi-pronged approach to Downtown Oxnard's revitalization. A three-year time horizon has been recommended for these funding priorities because this timeframe will align with the expected new development such as those with Madison Park.

STAKEHOLDER ENGAGEMENT

On September 25, 2019 staff presented the recommendations for programming of the DIPSFs to the Oxnard Downtown Management District (ODMD) monthly meeting. For this meeting and presentation members of the Downtown Design Review Committee and The Downtowners were invited to participate. Although the ODMD took no formal action to comment on the recommendations, the funding recommendations were generally well received. However, the ODMD offered suggestions to consider funds for arts organizations, 3rd Street bridge enhancements, commercial facade improvements, additional maintenance funding, and extension of A Street decorative lights to 8th Street. The ODMD also suggested the funding was too heavy on security and homelessness issues. Staff has adjusted the funding recommendations in response to comments received and further consideration by City staff.

FUNDING RECOMMENDATIONS

Staffs recommendations for the programming of the DIPSFs include:

Homeless Outreach: $100,000 (Annually for Three Years)

Staff proposes a street outreach and encampment response team, in partnership with the Oxnard Police Department. While this team would be citywide, staff proposes this additional funding to focus within the Downtown area. This funding will provide two (2) dedicated outreach workers for Downtown in addition to two (2) additional staff for the remainder of the City (not paid by the DIPFS). The team will offer daily outreach and response to the homeless population encamped within the downtown area offering resources including counseling and shelter. The team will work in close partnership with local homeless services providers and law enforcement.

The Housing Department recently issued a Request for Proposals (RFP) seeking to procure a contract street outreach team. The RFP has closed and staff is considering respondents. Staff estimates an annual cost of $100,000. For FY19-20, the anticipated cost would be $50,000 for January to June of 2020.

Property Management/Maintenance: $260,000 (One Time)

<u>Laundromat (318 W. 5th Street) ($195,000)</u> - It is critical that the City invest in nuisance abatement for the most challenging properties owned within the Downtown. There is a pressing need to address the challenges of the Laundromat building on 318 W. 5th Street. This building regularly experiences break-ins and damage that impacts the adjacent properties and the overall Downtown area. In addition these incidents require responses from Police, Fire and Facilities, costing the City significant ongoing expenses. City staff have concluded that the best option is to demolish this building as soon as possible. The estimated cost of this demolition is $195,000. This one time expenditure will show the City’s commitment to safety and property maintenance in the Downtown. However, it will be critical that the demolition of this nuisance property not create a new nuisance in the vacant lot left behind. Therefore, the City will seek temporary uses and/or community art activation efforts to ensure the property is an ongoing asset to the Downtown community. The details of this activation, and any potenttial funding requirements, will be defined prior to the demolition of the building,

<u>Downtown Parking Structure ($65,000)</u> - The Downtown parking structure is clearly an asset to the revitalization of the Downtown. However, it faces many challenges from vagrancy and criminal activity that must be addressed. The City currently has two (2) officers assigned permanently to the Central Business District ("CBD") (Senior Officer Plymire and Officer Romero). They are "stationed" out of the downtown storefront located in the parking structure. They report directly to the storefront each work day and change in and out of their uniforms there each shift. OPD also has four (4) Homeless Liaison Officers ("HLO") that work out of that storefront as well although they generally don't spend as much time there as the CBD officers. The CBD Officers check all levels of the parking structure at least once every shift they work and they also encourage the PSC Downtown contract security staff to make daily walk-throughs of the structure. The City is spending approximately $25,000 annually (between Public Works and Police) responding to calls at the Parking structure.

To help address the perceived safety concerns and support efforts of creating a clean and safe environment, Staff suggests updating the lighting in the parking structure at an estimated cost of $65,000.

Public Safety: $200,000 (Annually for Three Years)

Downtown Targeted Police Deployment ($200,000) - The Police Department's central business district (CBD) deployment plateaued in 2003-2004 when we had seven (7) POII's and one (1) POIII assigned downtown. This allowed for 7-day a week coverage both during the day and in the evening hours. During that time Oxnard PD conducted a lot of outreach with local business owners (often times deployed on bicycles) and were also able to conduct enforcement and compliance checks on the bars/clubs at night. As the rest of the city began to grow (RiverPark, Seabridge, Westport, Cypress, East/West Village, etc.), Oxnard PD did not receive any additional officer positions so CBD staffing was redeployed to other areas in the city. Today staffing consists of two (2) POII's and one (1) POIII. Unfortunately, due to a long-term injury, there is only one of the POII positions filled in the CBD at the present time.

Providing additional overtime funding at a rate of $200,000 annually limited to service within the Downtown over three years would greatly enhance OPD's ability to address problems in the downtown. These funds would result in 40 additional hours per week dedicated to the Downtown area and is similar to other communities such as Seabridge and Riverpark that fund additional Police personnel (in those cases it is through the Community Facilities Districts (CFDs). These additional overtime funds would allow for more weekend coverage and would also allow a return to alcohol compliance efforts in the evening hours which OPD is doing very little of at the present moment. Overtime funding, rather than additional authorized officer positions, allows for a more directed impact by choosing the busiest hours and days for selective uniformed enforcement.

Staff/Consultants: Additional $30,000 recommended in fiscal year 2019/20 and $90,000 annually for two additional years

Previously the City funded (from the DIPSF) a full time Downtown Revitalization Manager. Funding for this position was revised to $147,474 with the adopted 2019/20 Fiscal Year to fund a portion of other Downtown-focused staff within the Community Development Department: Community Development Director, Economic Development Manager, Economic Development Project Manager (vacant), and Economic Development Administrative Secretary. The total annual costs remains the same. In addition, the City has contracted with New City America to provide revitalization services and advice. The adopted 2019/20 Fiscal Year budget allocates $61,000 for New City American services and the subject recommendation is to increase this amount by $30,000 in Fiscal Year 2019/20 and continue for the next two additional years at an annual rate of $90,000.

Future Funding Considerations

The above recommendations have been put forward to maximize the impact on the City's efforts to revitalize Downtown Oxnard. However, other future funding considerations will be considered and include the following:

- Downtown Ambassadors - Cities such as Riverside and Ventura have experienced significant improvements in their downtowns by deploying "ambassadors." Ambassador programs consist of clearly identified personnel that are dedicated to a geographic area (such as Downtown Oxnard).
- Enhanced Maintenance - Staff is working with the ODMD to update the Baseline Services MOU and will continue to collaborate with the ODMD to seek opportunities to enhance regular maintenance of

public facilities in the Downtown such as the parking structure, trash trash service, and parks.

- Enhanced cameras within the Downtown parking structure and other locations; this will be considered as the City looks at a comprehensive camera system.
- Real Estate Transactions Expenses - as the City pursues the development its owned property, these transactions will include costs such as appraisals, escrows, etc. Staff is evaluating seeking funding for these services up to an amount of $50,000. As these properties are transferred the purchase price retained by the City can reimburse these funds back to the DIPSF.
- Public Restrooms - One of the challenges in the Downtown is the lack of public restrooms. The City has previously considered public restrooms in the Downtown and the parking structure is a reasonable site for this enhancement. Public restrooms were piloted in the Downtown in 2018 through the use of port-o-potties. These were not successful as they required significant maintenance and resulted in community opposition from nearby business owners. To accomplish a public restroom strategy well, the City will need to dedicate adequate staff for ongoing and regular management of these facilities to ensure they remain available and inviting to the general public. Therefore, no funds are being requested for a restroom program at this time.

ENVIRONMENTAL IMPACT

No environmental impact is anticipated as this agenda item seeks HEDC input prior to making a formal recommendation to the City Council.

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.

Goal 2. Address homelessness through the development and implementation of a multi-tiered strategy.
Objective 2a. Identify the City's homelessness mission and create a 5-year plan to address homelessness.

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.

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

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

The total new cost for the recommendations contained in this report is $260,000 one-time costs and an annual cost of $280,000 in FY2019-20 for a total FY2019-20 recommended cost of $540,000. Annual costs in FY2020-21 and FY2021-22 is $537,474. The total cost over three years (FY 20, FY 21, and FY 22) is $1,614,948. Approval of the recommendation will appropriate $540,000 in FY2019-20 from fund balance for the recommended program uses. The projected FY2019-20 ending unassigned fund balance of the City-Downtown Improvement fund (481) is $3.5 million net of this appropriation request. Costs of FY2020-21 and FY2021-22 will be included in the budgets of each fiscal year accordingly.

Project	Budget Year 1	Budget Years 2 and 3	Occurrence
Homeless Outreach	$50,000	$100,000	annually
Laundromat	$195,000		one-time
Downtown Parking Structure Lighting	$65,000		one-time
Police Resources	$200,000	$200,000	annually
Consultant	$30,000	$90,000	annually
	Total: $540,000	Total: $390,000	

Prepared by: Jeffrey Lambert, Community Development Director

ATTACHMENTS

1. Budget Appropriation - Downtown Improvement Program Settlement Funds 11.05.19
2. Downtown Settlement Fund Expenses 11.05.09
3. HEDC Downtown Settlement Fund PPT

REQUEST FOR BUDGET APPROPRIATION

Department: Community Development **Date:** November 12, 2019

Project/Program Manager: Jeffrey Lambert **Phone:** 385-7882

Reason for Appropriation:

Funding for Downtown Improvement program priorities

Accounts and Descriptions		**AMOUNT**
Fund: CITY - DOWNTOWN IMPROVEMENT (FUND 481)		
Expenditures/Transfers Out		
DEV. SUPPORT DOWNTOWN IMPROVEMENT (4503)		
481-4503-804.82-09	SVCS-OTHER PROF/CONTRACT	30,000
HOUSING SERVICES ADMINISTRATIVE SUPPORT (5101)		
481-5101-804.82-09	SVCS-OTHER PROF/CONTRACT	50,000
DOWNTOWN TARGETED POLICE DEPLOYMENT (PROJECT 20IN03)		
481-2103-804.80-03	OVERTIME	200,000
LAUNDROMAT BLDG DEMOLITION (PROJECT 20IN04)		
481-8810-804.82-09	SVCS-OTHER PROF/CONTRACT	195,000
DOWNTOWN PARKING STRUCTURE IMPRV (PROJECT 204501)		
481-8810-804.84-51	SERVICES FROM OTHER PROG	6,500
481-8810-826.86-02	BUILDINGS-NEW	58,500
	Sub-total Expenditures	**540,000**
	Net Change to Fund Balance	**(540,000)**
	Net Appropriation Change	**540,000**

Approvals

Department Director ______________________

Chief Financial Officer ______________________

City Manager ______________________

BA# (Finance Use Only)______________

BA Doc# (Finance Use Only)___________

Revised : 2/23/2012

REQUIRES CITY COUNCIL AUTHORIZATION

Description	FY19-20 Adopted Budget	New Budget Proposed FY19-20 per Staff Report #2019-383	Total Proposed Budget for FY20	Annual or One-Time	Notes
Staffing (Labor, Benefits, & Workers Comp., UAL, Salary Reserve): 481-4503	$147,474	$0	147,474	Annual Budget	To manage and oversee Downtown improvement; will be included in annual budget for add'l 2 years, i.e., FY21 & FY22
Professional Contract Services: 481-4503-804.8209	$61,000	$30,000	91,000	Annual Budget	To be included in annual budget for add'l 2 years, i.e., $90K in FY21 and $90K in FY22
Homeless Outreach (New operational 481-5101-804.8209)	$0	$50,000	50,000	Annual Budget	$50K for 1/2 yr. operation in FY19-20. To be included in annual budget for add'l 2 years, i.e., $100K in FY21 and $100K in FY22
Downtown Targeted Police Deployment (New Project 20IN03): 481-2103-804.8003		$200,000	200,000	Annual Budget	To be included in annual budget for add'l 2 years, i.e., $200K in FY21 and $200K in FY22
Laundromat Bldg Demolition (New Project 20IN04): 481-8810-804.8209		$195,000	195,000	One-time	Demolition by contract; PW mgmt
Downtown Parking Structure Imprv (New Project 204501): 10% Svcs fr Other Program 481-8810-804.8451 and 90% Bldg New 481-8810-826.8602		$65,000	65,000	One-time	To purchase/install lighting; PW mgmt
Total	**208,474**	**$ 540,000**			

Downtown Improvement Program Settlement Funds (DIPSF) - Priority Funding Recommendations

Jeffrey Lambert, Community Development Director
Community Development Department

Housing and Economic Development Committee
November 12, 2019

CITY OF OXNARD CALIFORNIA

Background

- April 2015 - Settlement agreement reached and finalized between the City and developers of Centennial Plaza.
- Settlement funds were placed into a City account titled Downtown Improvement Program Settlement Funds (“DIPSF”).
- $6.15 million was earmarked for Downtown Revitalization. The current balance is approximately $4,444,285.

Analysis

- **The City is developing a multi-pronged approach to downtown revitalization. These elements include:**
  - Addressing the impact from homelessness and vagrancy
  - Seeking private economic investment through the development of city owned properties, and
  - Creating a clean and safe environment.
  - Creating a vibrant downtown environment.
- The funding recommendations are intended to further these downtown strategies and ready Downtown Oxnard for additional private economic investment and revitalization.

Homeless Outreach

- Street outreach and encampment response team, in partnership with the Oxnard Police Department.
  - Daily outreach and response to the homeless population encamped within the downtown area offering resources including counseling and shelter.
  - 2 team members dedicated to downtown will work in close partnership with local homeless services providers and law enforcement.
  - Staff estimates an annual cost of $100,000.

Property Management/Maintenance

- **Laundromat (318 W. 5th Street) - $195,000 estimated**
  - Regularly experiences break-ins and damage impacting adjacent properties and overall Downtown area.
  - City staff concluded best option is to demolish building.
  - City will develop a strategy to activate space to ensure the property is an ongoing asset to the Downtown community.
- **Downtown Parking Structure - $65,000 estimated**
  - City is spending approximately $25,000 annually (between Public Works and Police) responding to calls at the Parking structure
  - Total investment to make downtown parking structure more safe and inviting to users is $65,000 for lighting upgrades.

Public Safety

- **Additional Police Deployment Resources**
  - Today staffing consists of two (2) POII's and one (1) POIII. There is only one of the POII positions filled in the CBD at the present time.
  - Providing additional overtime funding at a rate of $200,000 annually limited to service within the Downtown over three years would greatly enhance OPD’s ability to address problems in the downtown.
    - Equivalent to 40 hours / week
  - Overtime funding, rather than additional authorized officer positions, allows for a more directed impact by choosing the busiest hours and days for selective uniformed enforcement.

Staff/Consultants

- Previously the City funded (from the DIPSF) a full time Downtown Revitalization Manager.
- Through the adoption of the 2019/2020 annual budget, that position has been folded into the duties of several key staff:
  - Community Development Director
  - Economic Development Manager, Project Manager (vacant), and Admin Secretary
- The City has contracted with New City America to provide revitalization services and support for the ODMD to create a stronger revenue source for reinvestment in downtown

Additional Considerations

- **Downtown Ambassadors** - Cities such as Riverside and Ventura have experienced significant improvements in their downtowns by deploying "ambassadors." Ambassador programs consist of clearly identified personnel that are dedicated to a geographic area (such as Downtown Oxnard).
- **Enhanced Maintenance** - Staff is working with the ODMD to update the Baseline Services MOU and will continue to collaborate with the ODMD to seek opportunities to enhance regular maintenance of public facilities in the Downtown such as the parking structure, trash trash service, and parks.
- **Real Estate Transactions Expenses** - Staff is evaluating seeking funding for transaction expenses such as appraisals. As these properties are transferred the purchase price retained by the City can reimburse these funds back to the DIPSF.

Financial Impact

- Proposed Fiscal Year 2020:
  - One-Time - $260,000
  - Annual - $280,000
  - TOTAL Fiscal Year 2020 - $540,000
- Proposed FY 2021 and FY 2022 Annual Costs
  - $537,474
- Total recommendation costs over three years:
  - $1,614,948

Recommendation

That the Housing and Economic Development Committee:

1. Provide comments to the recommendations for use of Downtown Improvement Program Settlement Funds to benefit the revitalization of Downtown Oxnard, and to recommend the proposed plan be forwarded to the full City Council for adoption; and

2. Recommend the City Council approve a budget appropriation in the amount of $540,000 from the fund balance of the City-Downtown Improvement Fund (481).

DISCUSSION