



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: November 2, 2010

TO: Mayor and Councilmembers

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Neighborhood Advisory Council Formation

RECOMMENDATION: That Council:

- A. Adopt, by reading of title only, A Resolution of the Council of the City of Santa Barbara Establishing the Neighborhood Advisory Council and Rescinding Resolution Nos. 04-086, 79-093, 82-046, 97-039, 97-040, and 97-041; and
- B. Authorize staff to proceed with Neighborhood Advisory Council member recruitment.

DISCUSSION:

Executive Summary

Over the last several years, a significant focus for the community and City organization has been the increase in youth violence, and the social and economic factors affecting families and neighborhoods. There has been a need for better collaboration and improved delivery of programs and services for underserved youth and families, and improved connections with neighborhoods to facilitate effective prioritization and delivery of City resources.

To support improved resident voice and services, the Parks and Recreation Commission appointed a sub-committee to look at restructuring the work of the three community center advisory committees into one joint committee to represent the underserved neighborhoods. This sub-committee met many times over the last year to develop a proposal for a new "Neighborhood Advisory Council" for consideration by the Commission and City Council. The proposal includes recommendations on the proposed Neighborhood Advisory Council purpose, duties, membership, term, organization and administration, and how to proceed with member recruitment. With adoption of the resolution and approval of the recruitment process by City Council, the staff will proceed with implementation of the newly formed Neighborhood Advisory Council.

Background

During development of the Fiscal Year 2010 budget, with the support of City Council and the Parks and Recreation Commission, staff created a new work unit, Neighborhood and Outreach Services, by merging Community Services and Teen Programs. The mission of the newly formed unit was to provide programs and outreach services to strengthen families, improve outcomes for children and youth, enhance neighborhoods and create stronger communities. The unit also works closely with the Neighborhood Improvement Task Force, local non-profits, and the Community Development and Human Services Commission, and focuses on building community networks and collaborations to increase delivery of necessary services to the following target neighborhoods: Eastside, Lower Eastside, Laguna, West Downtown, Westside, and Lower Westside.

Historically, the three community center advisory committees, Westside, Franklin, and Lower Westside, provided recommendations to Parks and Recreation Department staff, the Parks and Recreation Commission, and City Council on community center programs and services. Over the last several years, each committee has broadened their focus to address growing neighborhood concerns, such as deteriorating neighborhood conditions, youth violence, and social service needs. When addressing the concerns, the three committees often replicated each others' efforts since the neighborhoods shared similar challenges and concerns.

As part of the program merger, it was recommended to restructure the three advisory committees into one joint council, shifting focus from community center-based recommendations to neighborhood-based representation and resident advocacy. It was also recommended to add a formal neighborhood youth voice, increase committee outreach, improve resident participation, and strengthen the purpose as a City vehicle for resolution of neighborhood issues. The idea was embraced by the Parks and Recreation Commission, Youth Council, and the three advisory committees.

Neighborhood and Outreach Services (NOS) Sub-Committee

In order to facilitate the change from three advisory committees, the Parks and Recreation Commission established a Neighborhood and Outreach Services Sub-committee that would develop recommendations on a new neighborhood council format. The sub-committee included two representatives from the Parks and Recreation Commission, Franklin, Westside, and Lower Westside Advisory Committees, and the Youth Council.

The sub-committee was charged with developing a new structure and recommendations which would be forwarded to each of the bodies and the City Council for review.

Sub-committee members:

Beebe Longstreet, Chair, Parks and Recreation Commission
Daraka Laramore-Hall, Parks and Recreation Commission
Raquel Mendoza, Westside Community Center Advisory Committee
Rosalina Palacios, Westside Community Center Advisory Committee
Theresa Pena, Franklin Neighborhood Center Advisory Committee
Ana Soto, Franklin Neighborhood Center Advisory Committee
Nick Ferrara, Jr., Lower Westside Center Advisory Committee
Elvira, Quirgoa, Lower Westside Center Advisory Committee
Pepe Gil, Santa Barbara Youth Council
Chloe Hunt, Santa Barbara Youth Council

The sub-committee was asked to address several areas in a proposal for Parks and Recreation Commission and City Council consideration. The areas included name, purpose, duties, member representation, how to incorporate youth voice, committee and town hall meeting frequency, and the role and interaction with other groups including the Neighborhood Improvement Task Force and Community Development and Human Services Commission.

The sub-committee met six times since their appointment last fall. Additionally, representatives from the community center advisory committees met separately throughout the process to discuss options in more detail and returned to the sub-committee with feedback and ideas. Since the goal was to improve neighborhood voice, the sub-committee also solicited input from residents and community partners through meetings held on the Eastside and Westside.

During the sub-committee meetings, there was considerable discussion on all areas, including purpose, duties, membership, and to “whom” the new advisory council would report. Throughout the process, draft proposals were shared with respective advisory committees and the Youth Council for comments and recommendations, and on September 9, 2010, the sub-committee unanimously approved a draft proposal for the new “Neighborhood Advisory Council” (NAC), including name, purpose, duties, membership, organization, terms, and administration. The proposal was sent to the Parks and Recreation Commission for their consideration.

Neighborhood Advisory Council Proposal

The table below summarizes the current structure of the Community Center Advisory Committees with that of the Proposed Neighborhood Advisory Council. As mentioned, community center advisory committees were previously charged with the responsibility to oversee City services provided at community centers. The reformation into a

Neighborhood Advisory Council (NAC) will allow a shift in representation to resident advocacy for underserved neighborhoods within the City. Key changes are outlined below:

	Community Center Advisory Committees	Proposed Neighborhood Advisory Council
Powers and Duties	Advise City Council, P&R Commission, and P&R Department on maintenance and operation of the centers, or issues of neighborhood concern, and other matters upon request	Addressed below in Purpose and Duties sections
Purpose	Not specified	Advocacy for residents, vehicle for community input, assist in mobilization of resources to support needs
Duties	Not specified (see above)	<ul style="list-style-type: none"> • Represent residents to insure their concerns are addressed • Advise City Council, P&R Commission, and staff on services, needs, and priorities • Establish neighborhood priorities • Receive reports on service outcomes • Advise staff on outreach, participation, and projects • Advise staff on operation of centers • Outreach and facilitate resident voice • Appoint sub-committees to address specific concerns
Membership	<ul style="list-style-type: none"> • 7 members each on 3 separate committees; 4 from census tracts, 3 members at large (21 total members) • Must work or live in the neighborhood • Qualified elector not required 	<ul style="list-style-type: none"> • 13 members total - 8 members from 6 neighborhoods: Westside, Lower Westside, West Downtown, Eastside, Lower Eastside, and Laguna, and 5 members at large • No more than 3 members from a single neighborhood • Up to 3 youth members • Must be a City resident • Qualified elector not required

Liaisons	<ul style="list-style-type: none"> • 1 City Councilmember • 1 P&R Commissioner 	<ul style="list-style-type: none"> • Up to 2 City Councilmembers • Up to 2 P&R Commissioners • 1 CD and Human Services Committee member • 1 Youth Council member • Other liaisons appointed as needed
Organization	<ul style="list-style-type: none"> • Meets once a month • Brown Act 	<ul style="list-style-type: none"> • Meets once a month • Brown Act • 3 unexcused absences within 12 months results in removal • Special or town hall meetings to address neighborhood or special concerns
Length of Term	Four years, staggered, serve until successors are appointed	Four years, staggered, may be appointed to multiple terms, serve until successors are appointed
Applicant Interviews	Scheduled at regular or special meeting of 3 Council members	Scheduled at regular or special meeting of 3 Council members
Administration	Not specified	Annual and periodic reports to Council and P&R Commission

Parks and Recreation Commission Recommendation

At the September 22, 2010 meeting, the Parks and Recreation Commission reviewed the Sub-Committee proposal and recommended that the proposal be forwarded to City Council for further action.

Noting Council and Commission interest in the success of the NAC to improve neighborhoods, the Commission amended the proposal to include "up to two" liaisons from both City Council and Parks and Recreation Commission.

The Commission discussed the transition of membership between the current committees and the proposed NAC; should the recommendation be to recruit and interview for all thirteen NAC committee member positions or allow existing community center advisory committee members to transition to the newly formed NAC? The Commission recommended that an application and interview process be conducted for all 13 members following the current City Council advisory committee interview process guidelines, with a lottery to stagger the terms. In recognition of the significant efforts by the current advisory committee members to create the proposed new council structure, the Commission asked that in this initial appointment process Council give greater consideration to people who have actively served on the current advisory committees at the time of appointment.

Conclusion

With City Council approval of the resolution and recruitment process, staff will coordinate with the City Clerk's office on member recruitment and interview dates, conduct outreach to community members through several media avenues, and send letters to community center advisory members to encourage application.

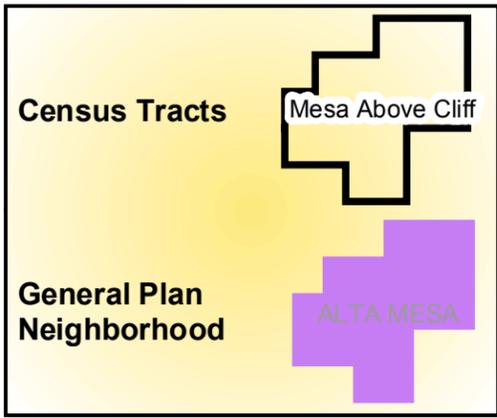
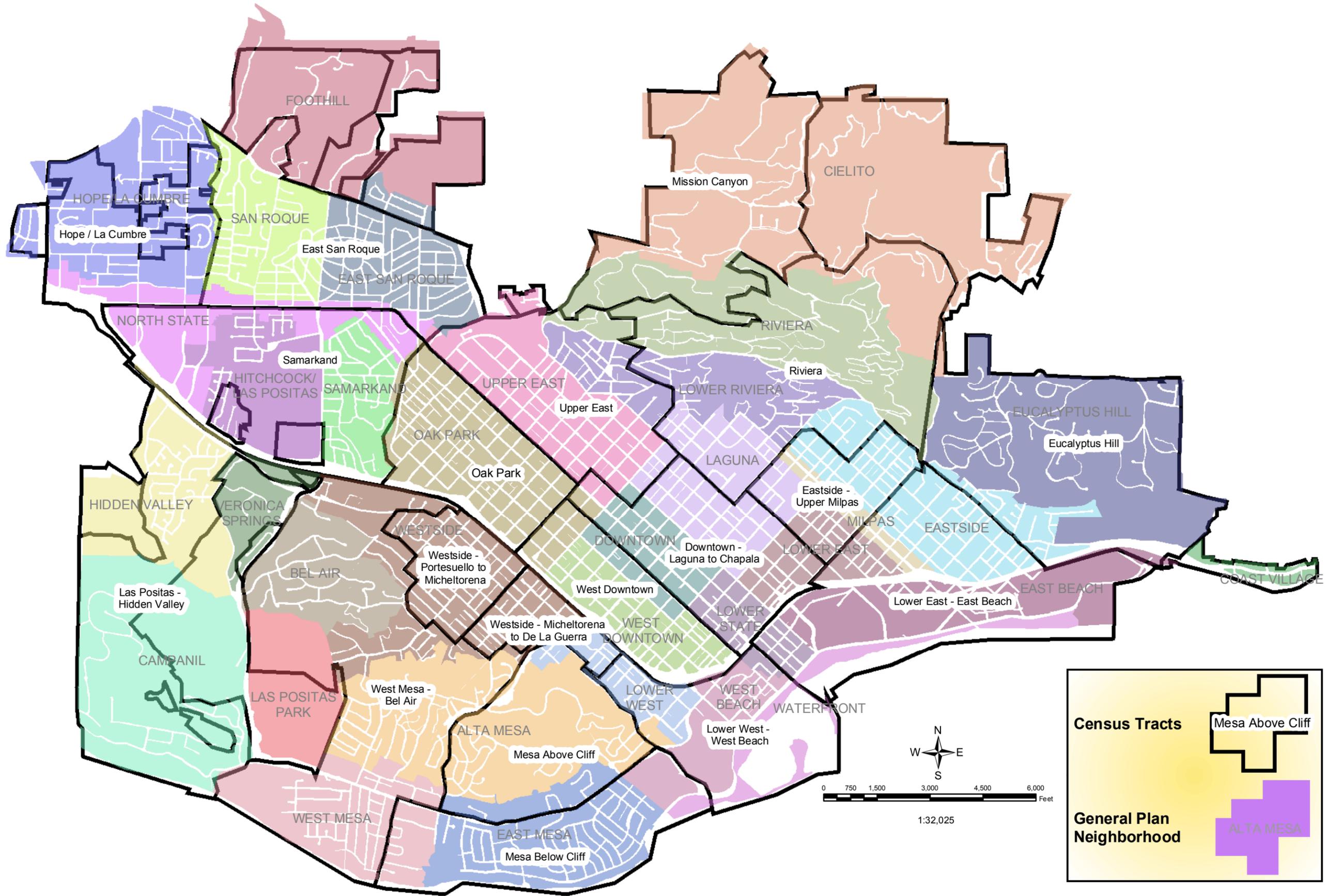
Staff would like to extend appreciation and thanks to the Westside, Franklin, and Lower Westside Advisory Committees, Youth Council, and the NOS sub-committee for their dedicated commitment and conscientious discussions during this process.

ATTACHMENT: General Plan Neighborhoods and Census Tract

PREPARED BY: Sarah Hanna, Recreation Programs Manager

SUBMITTED BY: Nancy L. Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office



Neighborhood by Census Tracts

City of Santa Barbara

GPU 2030