

CITY COUNCIL AGENDA

CITY OF SANTA MARIA, CALIFORNIA

Tuesday, October 6, 2020
City Hall Council Chambers
110 E. Cook Street

Mayor Alice Patino
Mayor Pro Tem Mike Cordero
Councilmember Michael Moats
Councilmember Gloria Soto
Councilmember Etta Waterfield



City Manager Jason Stilwell
City Attorney Thomas Watson
City Clerk Patti Rodriguez
Chief Deputy City Clerk Rhonda White, CMC

REGULAR MEETING AT 5:30 P.M.

PUBLIC ADVISORY: THE CITY COUNCIL CHAMBERS WILL NOT BE OPEN TO THE PUBLIC

Pursuant to Section 3 of Executive Order N-29-20, issued by Governor Newsom on March 17, 2020, this regular meeting of the City Council may be conducted via Zoom and broadcast live on the City's website [via its YouTube channel live stream](#), and on Comcast Cable Channel 23. Please be advised that pursuant to the Executive Order, and to ensure the health and safety of the public by limiting human contact that could spread the COVID-19 virus, the Council Chambers will not be open for the meeting, nor is City Hall open to the public.

How to observe the Meeting:

To maximize public safety while still maintaining transparency and public access, members of the public can observe the meeting on Comcast Channel 23 or by visiting the Live Stream page on the City's meeting portal [/Portal/CitizenEngagement.aspx](#). You may also Live Stream the meeting from the City's You Tube Channel <https://www.youtube.com/playlist?list=PLN7bMISUlgZeGyM57Kct4RkzjEFZuGi78>.

How to submit Public Comment:

If you wish to address the City Council, you may submit comments via email by 3:00 p.m. on Tuesday (the day of the meeting). Please submit comments to the City Clerk's Office at cityclerk@cityofsantamaria.org. Your comments will be provided to the City Council, and summarized into the record at the meeting.

If you are watching the Live Stream of the City Council meeting, and wish to make either a general public comment or to comment on a specific agenda item, [please select this link to register to speak](#). You will receive an email with instructions on how to access the meeting. When it is your time to speak, your microphone will be unmuted for the time allotted, and will be muted upon completion of your comments.

American Disability Act Accommodations:

Any member of the public who needs accommodations should email the City Clerk's Office at cityclerk@cityofsantamaria.org or by calling 805-925-0951 x2306. The City Clerk's Office will use their best efforts to provide reasonable accommodations by request at least 48-hours ahead of the meeting.

INVOCATION

PLEDGE OF ALLEGIANCE

CALL TO ORDER

1 PROCLAMATIONS

- 1A. Present a Proclamation recognizing the week of October 5-9, 2020, as:

7 - 8

“CODE ENFORCEMENT OFFICER APPRECIATION WEEK”

in the City of Santa Maria, and encouraging residents to recognize and express appreciation for the dedication and services provided by the City of Santa Maria Code Enforcement Officers.

[Proclamation - Code Enforcement Officer Appreciation Week](#)

- 1B. Present a Proclamation recognizing the week of October 4-10, 2020, as:

9 - 10

“FIRE PREVENTION WEEK”

in the City of Santa Maria, and encouraging all residents to check their kitchens for fire hazards, use safe cooking practices, have a plan in the event of a fire or other emergency, and respond when the smoke alarm sounds by exiting the building immediately.

[Proclamation - Fire Prevention Week](#)

2 PUBLIC COMMENT PERIOD

(NOT TO EXCEED A TOTAL OF 15 MINUTES)

The City Council values your input. Written comment will be accepted until 3:00 p.m. the day of the meeting. To submit comments in writing, please email cityclerk@cityofsantamaria.org. To address the City Council via the on-line Zoom application, please click [here](#) to register to speak. Individual speakers are limited to three minutes or as directed by the Mayor. This time is reserved to accept comments from the public on Consent Agenda items, Closed Session items, or items within the subject matter jurisdiction of the City Council not otherwise scheduled on this agenda. Direction to staff may be given; however, State law does not allow action to be taken by the Council on matters not on the printed agenda at this meeting. The law requires that notice be given to the public at large to allow for full disclosure and discussion and decisions on important public issues. To have City Council discussions and decisions on unnoticed items would prevent the type of public input necessary to make governmental decisions.

3 CONSENT CALENDAR

The following routine items are presented for City Council approval without discussion as a single agenda item in order to expedite the meeting. The Consent Calendar is approved by roll call vote with one motion. These items are discussed only on request of Councilmembers. Members of the public may speak on Consent Calendar items during the Public Comment Period.

SHOULD A COUNCILMEMBER WISH TO DISCUSS OR DISAPPROVE ANY ITEM, it must be dropped from the blanket motion of approval and considered as a separate item.

RECOMMENDATION:

To adopt the Consent Calendar as submitted.

CITY MANAGER/CITY CLERK DEPARTMENT

- 3A. Waive the reading in full of all Ordinances and Resolutions. Ordinances on the Consent Agenda will be adopted by the same vote cast at the first meeting, unless City Council indicates otherwise.

- 3B. Approve the Minutes of the regular City Council meeting of September 15, 2020. 11 - 15
[Draft Minutes 9.15.2020](#)

COMMUNITY DEVELOPMENT DEPARTMENT

- 3C. Adopt a Resolution authorizing an application for, and receipt of, Regional Early Action Planning (REAP) Grants Program funds to the Santa Barbara County Association of Governments. 17 - 26
[REAP Staff Report and Resolution](#)

FINANCE DEPARTMENT

- 3D. Payment of Warrants. Ordered ratified subject to having been certified as being in conformity with the budget and having been approved for payment by the Director of Finance.
- 3E. Payment of Payroll. Ordered ratified subject to having been certified by the proper Department Directors, as shown on records on file in the Department of Finance, and having been approved for payment by the Director of Finance.

4 PRESENTATIONS

- 4A. The City Council will receive an update regarding the Coronavirus (COVID-19) situation. (City Manager/Director of Emergency Services) 27
[COVID Presentation](#)
- 4B. The City Council will receive and file the Santa Maria Valley Chamber of Commerce, Economic Development Commission, Santa Barbara County Energy Watch Partnership, Visitors Bureau and Tourism Marketing District 2019-2020 Annual Report. (City Manager/President & CEO) 29 - 86
[SMV Chamber Annual Report](#)

5 REGULAR BUSINESS

ORDER OF PROCEEDINGS FOR REGULAR BUSINESS ITEMS:

Council Agenda Report to be given.

Questions from the City Council.

Written communications/Public input.

City Council discussion and action.

- 5A. **REVIEW AND PRIORITIZE COMMUNITY DEVELOPMENT BLOCK GRANTS CAPITAL PROJECT PROPOSALS.** The City Council will review and prioritize the Capital project proposals for FY 2021-22 Community Development Block Grant (CDBG) funding, and provide the Block Grants Advisory Committee (BGAC) and the participating applicants direction for projects that should be given priority for the upcoming funding cycle. (Community Programs Manager) 87 - 121
[CDBG Capital Projects](#)

RECOMMENDATION:

Provide direction to the Block Grants Advisory Committee, staff, and participating applicants direction on what projects should be given priority.

5B. CODE ENFORCEMENT UPDATE. The City Council will receive an update on code enforcement matters, and authorize staff to proactively enforce all violations of the Santa Maria Municipal Code (SMMC). (City Attorney/Code Enforcement Supervisor)
[Code Enforcement Update](#)

123 - 132

RECOMMENDATION:

Authorize staff to proactively enforce all violations of the Santa Maria Municipal Code.

REPORT BY CITY MANAGER

ORAL REPORTS OF COUNCILMEMBERS AND OFFICERS (INCLUDING AB1234 REPORTS)

ADJOURNMENT

PLEASE NOTE:

City Council Meetings are televised live on Comcast cable television channel 23 and are rebroadcast at 9:00 a.m. on the next Thursday and on the following Tuesday at 5:30 p.m. Council Meeting videos are also available for viewing on the City's website. Your attendance at this public meeting may result in the recording and broadcast of your image and/or voice.

If you challenge a determination made on a matter on this agenda in court, you may be limited to raising only those issues you or someone else raised at the public hearing described on this agenda, or in written correspondence to the city council at, or prior to, the public hearing.

The next regular meeting of the City Council will be held on October 20, at 5:30 p.m. The deadline for submitting items for the October 20th meeting is Wednesday, October 7th.

CITY COUNCIL MEETING INFORMATION AND PROCESS:

This agenda is prepared and posted pursuant to Government Code Section 54954.2. By listing a topic on this agenda, the City Council has expressed its intent to discuss and act on each item. In addition to any action identified in the summary description of each item, the action that may be taken by the City Council shall include: a referral to staff with specific requests for information; continuance; specific direction to staff concerning the policy or mission of the item; discontinuance of consideration; authorization to enter into negotiations and execute agreements pertaining to the item; adoption or approval; and disapproval. Items not on the agenda may not be discussed or acted upon except under emergency circumstances. (Government Code Section 54954.2).

Copies of the staff reports or other documentation relating to each item of business referred to on the agenda are on file in the Office of the City Clerk, available for public inspection during City Hall business hours, and in the Library the Friday before the meeting. Any writing or documents provided to a majority of the City Council after distribution of the Agenda will also be available for public inspection in the Office of the City Clerk and the Library. If requested, the agenda and supporting documents shall be made available in alternative formats to persons with a disability. The City Clerk's Office will answer any questions regarding the agenda.

Materials related to an item on this agenda submitted after distribution of the agenda packet will also be available with the agenda material for public inspection during normal business hours in the City Clerk's Office, 110 E. Cook Street, Rm. 3, Santa Maria. Subject to the ability to post the documents prior to the meeting, such documents will also be available on the City's website at <https://cityofsantamaria.civicweb.net/Portal>.

The City of Santa Maria welcomes orderly participation at its meetings from all members of the public. Orderly participation means speaking only on items of City business or on subjects within the City's control. Though the City Council wants to hear your concerns and values your input, it is inappropriate to defame, yell, use profane language, interrupt or disrupt the meeting. All cellular telephones are to be turned off or set to vibrate, and signs

are not to be displayed in a manner which violates the rights of others or prevents others from watching or fully participating in the Council meeting. Pursuant to Government Code Section 36813, the Mayor is authorized to prohibit such conduct, up to and including ordering anyone that disrupts the meeting to be removed from the City Council Chambers.

To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, **please notify the City Clerk's office of your needs during business hours at least 48 hours in advance of the meeting** (typically before 3 p.m. on the Thursday before the meeting). The Office of the City Clerk is located at 110 East Cook Street, Santa Maria, Room 3; telephone (805) 925-0951, extension 2307. The City will give primary consideration to your request in providing assistance. Examples of assistance may include exhibits in large-sized format, use of assisted listening equipment, use of the California Relay Service, texting by cellular phone, or the services of a live interpreter.

Assisted listening equipment can also be used for translation by Spanish-only speaking persons. To allow the City to coordinate and request a Spanish translator from the volunteer corps, contact the Office of the City Clerk by 1:00 p.m. on Monday before the meeting. Equipo también puede ser utilizado para la asistencia de traducción para esas personas que solamente hablan español. Para permitirle a la Ciudad que coordine y solicite un traductor de un grupo de voluntarios, llame al (805) 925-0951 extensión 2307 a la 1:00 de la tarde el lunes antes de la junta.

FOR THE COUNCIL MEETING OF OCTOBER 6, 2020

COUNCIL AGENDA REPORT

TO: City Council

FROM: City Manager
Prepared by: City Attorney

SUBJECT: PROCLAMATION RECOGNIZING THE WEEK OF OCTOBER 5 THROUGH OCTOBER 9, 2020, AS "CODE ENFORCEMENT OFFICER APPRECIATION WEEK"

RECOMMENDATION:

That the City Council recognize the week of October 5 through October 9, 2020, as "Code Enforcement Officer Appreciation Week."

BACKGROUND:

The State of California has recognized the second week of October as Code Enforcement Officer Appreciation Week. The City of Santa Maria Code Enforcement Officers have challenging and rewarding roles. Every day officers work with the local community to help improve the quality of life and welfare for Santa Maria residents. This is accomplished through the education and enforcement of local, state, and federal laws involving public safety, health, building, zoning, housing, and environment.

DISCUSSION:

The roles of Code Enforcement Officers have expanded in recent years. The City and local community rely on the expertise, assistance, and training that Code Enforcement Officers possess. Code Enforcement Officers are dedicated and qualified professionals who share the essential goals of preventing neighborhood deterioration, enhancing communities, ensuring safety, and preserving property values. This is accomplished through their knowledge, training, and application of housing, zoning, municipal, and nuisance laws.



JOYLYN CASTAING
Code Compliance Supervisor



THOMAS T. WATSON
City Attorney



City of Santa Maria

Santa Maria, California

Proclamation



WHEREAS, the State of California has proclaimed the second week of October as Code Enforcement Officer Appreciation Week; and

WHEREAS, Code Enforcement Officers provide for the safety, health, and welfare of residents throughout the City of Santa Maria through the enforcement of local, state, and federal laws and ordinances dealing with various issues of public safety, health, building, zoning, housing, property nuisance, and environment; and

WHEREAS, Code Enforcement Officers have challenging and demanding roles while improving the quality of life for residents and businesses of local communities; and

WHEREAS, the role of Code Enforcement Officers has expanded in recent years with jurisdictions increasingly relying on the expertise and training of Code Enforcement Officers in their communities; and

WHEREAS, Code Enforcement Officers are dedicated, qualified, and trained professionals who share the goals of preventing neighborhood deterioration, enhancing communities, ensuring safety, and preserving property values through knowledge, training, and application of housing, zoning, and nuisance laws; and

WHEREAS, Code Enforcement Officers have a visible role in the City of Santa Maria and regularly interact with the public and a variety of federal, state, county, and local officials in their capacity as Code Enforcement Officers; and

WHEREAS, the City of Santa Maria would like to recognize and honor the Code Enforcement Officers that serve this community and their role improving the quality of life within the City.

NOW, THEREFORE, I, ALICE M. PATINO, Mayor of the City of Santa Maria hereby recognize the week of October 5 through October 9, 2020, as:

“CODE ENFORCEMENT OFFICER APPRECIATION WEEK”

in the City of Santa Maria, and encourage residents to recognize and express appreciation for the dedication and service by the individuals who serve as City of Santa Maria Code Enforcement Officers.

IN WITNESS WHEREOF, I have hereunto set my hand and have caused the Seal of the City of Santa Maria to be affixed hereto this 6th day of October 2020.

Alice M. Patino, Mayor

FOR THE COUNCIL MEETING OF OCTOBER 6, 2020

COUNCIL AGENDA REPORT

TO: City Council

FROM: City Manager
Prepared by: Fire Chief

SUBJECT: PROCLAMATION – “FIRE PREVENTION WEEK” OCTOBER 4 - 10, 2020

RECOMMENDATION:

That the City Council recognize the week of October 4 - 10, 2020, as “Fire Prevention Week” in the City of Santa Maria.

BACKGROUND:

National “Fire Prevention Week” commemorates the great Chicago Fire of 1871, which killed more than 250 persons, left 100,000 homeless, and destroyed more than 17,400 buildings.

DISCUSSION:

The theme for the 2020 Fire Prevention Week campaign is, “Serve Up Fire Safety in the Kitchen!” which serves as a reminder that everyone should be aware of the potential for fires in the kitchen. The campaign works to educate residents about the important actions they can take to be safe in the kitchen. Cooking is the number one cause of home fires and home fire injuries. Unattended cooking is the leading cause of fires in the kitchen.

Fire Department staff wishes to support this message by educating city residents about eliminating fire hazards, having working smoke alarms, and planning and practicing a home escape plan.



LEONARD CHAMPION
Fire Chief



City of Santa Maria
Santa Maria, California
Proclamation



WHEREAS, the City of Santa Maria is committed to ensuring the safety and security of all those living in and visiting the City of Santa Maria; and

WHEREAS, fire is a serious public safety concern both locally and nationally, and the greatest risk from fire is in the home; and

WHEREAS, the majority of fire deaths in the United States occur at home and cooking is the leading cause of home fires in the United States; and

WHEREAS, two of every five home fires start in the kitchen with 31 percent of these fires resulting from unattended cooking; and

WHEREAS, Santa Maria residents should be present when cooking, keep a three-foot kid-free zone around cooking areas, keep anything that can catch fire away from stove tops, and ensure all smoke alarms are working; and

WHEREAS, the Santa Maria Fire Department is dedicated to reducing the occurrence of home fires and home fire injuries through prevention and education; and

WHEREAS, the 2020 Fire Prevention Week theme, "Serve Up Fire Safety in the Kitchen!" effectively serves to remind us to stay alert and use caution when cooking to reduce the risk of kitchen fires.

NOW, THEREFORE, I, ALICE M. PATINO, Mayor of the City of Santa Maria hereby recognize October 4 through October 10, 2020, as:

"FIRE PREVENTION WEEK"

in the City of Santa Maria, and encourage all residents to check their kitchens for fire hazards, use safe cooking practices, have a plan in the event of a fire or other emergency, and respond when the smoke alarm sounds by exiting the building immediately.

IN WITNESS WHEREOF, I have hereunto set my hand and have caused the Seal of the City of Santa Maria to be affixed hereto this 6th day of October 2020.

Alice M. Patino, Mayor

**CITY COUNCIL MEETING MINUTES
CITY OF SANTA MARIA, CALIFORNIA
SEPTEMBER 15, 2020 - CITY HALL COUNCIL CHAMBERS**

INVOCATION

Councilmember Waterfield gave the Invocation.

PLEDGE OF ALLEGIANCE

Councilmember Moats led the Pledge of Allegiance.

CALL TO ORDER

Mayor Patino reconvened the meeting and called the meeting to order at 5:30 p.m.

ROLL CALL:

MEMBERS PRESENT:

Mayor Alice Patino, Councilmember Michael Moats, Councilmember Mike Cordero, Councilmember Gloria Soto, and Councilmember Etta Waterfield

STAFF MEMBERS PRESENT AND REMOTE:

City Manager Jason Stilwell, City Attorney Thomas Watson, Fire Chief Leonard Champion, Principal Planner Dana Eady, Chief of Police Phillip Hansen, Director of Finance Mary Harvey, Planning Division Manager Ryan Hostetter, City Librarian Mary Housel, Chief Information Officer Jeffrey Marecic, Director of Public Works/City Engineer Kevin McCune, Chief Human Resources Officer Elena Morelos, Director of Community Development Chuen Ng, Director of Recreation & Parks Alex Posada, Director of Utilities Shad Springer, and Deputy City Clerk Beth Cleary

1 PROCLAMATIONS

- A. Councilmember Moats presented a Proclamation recognizing the week of October 3 - October 9, 2020, as Active Aging Week in the City of Santa Maria, with the focus on representing all the dimensions of wellness emphasizing physical activity, life enrichment, social well-being, and community engagement.

2 PUBLIC COMMENT PERIOD

Written communication was received from Melanie Little regarding the importance of proper tree care in the City. Phil Hamer also wrote in requesting additional bike lanes in the City.

City Manager Stilwell gave a brief COVID-19 update.

3 CONSENT CALENDAR

Consent Calendar Items 3A-3I were approved as presented, including the adoption of Resolution Nos. 2020-93, 2020-94, 2020-95, and 2020-96. The recorded vote appears with each item below.

- A. Waive the reading in full of all Ordinances and Resolutions. Ordinances on the Consent Agenda will be adopted by the same vote cast at the first meeting, unless City Council indicates otherwise.

Action: Readings waived.

Moved by Councilmember Waterfield, seconded by Councilmember Moats.

Motion carried. 5-0.

- B. Approve the Minutes of the regular City Council meeting of September 1, 2020.

Action: Minutes approved as presented.

Moved by Councilmember Waterfield, seconded by Councilmember Moats.

Motion carried. 5-0.

- C. Review staff's recommended responses to the 2019-20 Santa Barbara County Grand Jury Report regarding – "*Juveniles in Gangs in Santa Barbara County*"; and authorize the Mayor to sign and transmit the City's Response to the Presiding Judge of the Superior Court, a copy to the current impaneled Civil Grand Jury, and to file a copy with the City Clerk's Office.

Action: Grand Jury response on Juveniles in Gangs approved.

Moved by Councilmember Waterfield, seconded by Councilmember Moats.

Motion carried. 5-0.

- D. Adopt Resolutions declaring the intention to renew the newly named Santa Maria Valley Tourism Marketing District (SMVTMD) and fixing the time and place for a public hearing; and requesting the consent of the City of Guadalupe and County of Santa Barbara to renew the SMVTMD.

Action: Intention to move forward with renewal of SMVTMD (previously SMTID) approved.

Moved by Councilmember Waterfield, seconded by Councilmember Moats.

Motion carried. Adopted as Resolution Nos. 2020-93 & 2020-94. 5-0.

- E. 1) Accept as complete the public improvements associated with Preisker Commercial Center, Tract 6003 subdivision, and authorize the release of a Faithful Performance Bond [#1001069999] in the amount of \$298,137.50 posted in the form of a Surety to guarantee the construction and installation of public improvements; and

2) Accept as complete the public landscaping and irrigation improvements associated with Preisker Commercial Center, Tract 6003, and authorize the release of a Faithful Performance Bond [#1001070002] in the original amount of \$49,320.10 posted in the form of a Surety to guarantee the installation of public landscaping and irrigation improvements; and

3) Order that the Contractor, Labor, and Material Bond in the amount of \$149,068.75 and the Guarantee and Defective Material Bond in the amount of \$29,813.75 be retained for six (6) months and one (1) year, respectively, from the date of the release of the Faithful Performance Bond for public improvements.

Action: Preisker Commercial Center project accepted as complete and bonds released.

Moved by Councilmember Waterfield, seconded by Councilmember Moats.

Motion carried. 5-0.

- F. Payment of Warrants. Ordered ratified subject to having been certified as being in conformity with the budget and having been approved for payment by the Director of Finance.

Action: Warrants ratified.

Moved by Councilmember Waterfield, seconded by Councilmember Moats.

Motion carried. 5-0.

- G. Payment of Payroll. Ordered ratified subject to having been certified by the proper Department Directors, as shown on records on file in the Department of Finance, and having been approved for payment by the Director of Finance.

Action: Payroll ratified.

Moved by Councilmember Waterfield, seconded by Councilmember Moats.

Motion carried. 5-0.

- H. Adopt a Resolution approving an agreement with the County of Santa Barbara, the City of Lompoc, the City of Goleta, and the City of Santa Barbara to provide for the operation of a Countywide Free Library System for fiscal year 2020-2021.

Action: Countywide Library Agreement approved.
Moved by Councilmember Waterfield, seconded by Councilmember Moats.
Motion carried. Adopted as Resolution No. 2020-95. 5-0.

- I. Adopt a Resolution authorizing disposal fees for the Santa Maria Regional Landfill effective October 1, 2020.

Action: Disposal fees at landfill approved.
Moved by Councilmember Waterfield, seconded by Councilmember Moats.
Motion carried. Adopted as Resolution No. 2020-96. 5-0.

4 PUBLIC HEARING

- A. **BLOSSER-SOUTHEAST (AREA 5B) SPECIFIC PLAN AMENDMENT AND GENERAL PLAN AMENDMENT** The City Council considered a recommendation of the Planning Commission to review a (1) Supplemental Environmental Impact Report, (2) a Specific Plan Amendment (SPZ2016-0002), and (3) a General Plan Land Use Map Amendment and Zone Change (GPZ2016-0003) for the Maretti-Blosser Family LP to amend the Blosser-Southeast Specific Plan (Area 5B) to modify the land use and zoning designations and planned infrastructure in a PD/RSL-1 (Planned Development/Single Family Small Lot Residential), PD/R-2 (Planned Development/Medium Density Residential), PD/R-3 (Planned Development/High Density Residential), PD/PF (Planned Development/Public Facilities), PD/OS (Planned Development/Open Space), and PD/CC (Planned Development/ Convenience Center) district.

On August 5, 2020, the Planning Commission voted 5-0 to recommend approval of the project to the City Council.

Principal Planner Eady gave a presentation as detailed in the Council Agenda Report. Laurie Tamura made oral comments regarding changes requested by the applicant.

Public Hearing

Mayor Patino opened the public hearing at 7:34.

Written comment was received from Laurie Tamura expressing concern with traffic issues (roundabouts vs. traffic signals), dealing with the flood control channel, and landscaping. Esau Blanco also wrote in asking the Council to carefully consider traffic control so as to avoid any future issues.

Michael Grogan spoke in support of the project adding that it will be densely populated and traffic signals would make better crossings for children. He encouraged the Council to consider a pedestrian crossing to help mitigate issues with railroad track crossings.

Mayor Patino closed the Public Hearing at 7:38 p.m.

Action: Adopt a Resolution certifying a Supplemental Environmental Impact Report making California Environmental Quality Act findings, adopting a Statement of Overriding Considerations and adopting a Mitigation Monitoring Program for the Blosser-Southeast (Area 5B) Specific Plan Amendment, General Plan Land Use Map Amendment and Zone Change, located at the Northeast corner of South Blosser Road and West Battles Road.
Moved by Councilmember Waterfield, seconded by Councilmember Moats.
Motion carried. Adopted as Resolution No. 2020-97. 5-0.

Action: Adopt a Resolution approving a General Plan Land Use Policy Map amendment for approximately 146 acres located at the Northeast Corner of South Blosser Road and West Battles Road.

Moved by Councilmember Waterfield, seconded by Councilmember Moats.

Motion carried. Adopted as Resolution No. 2020-98. 5-0.

Action: Introduce an Ordinance, and continue to a future meeting for second reading and adoption, amending the official zoning map for the Blosser-Southeast (Area 5B) Specific Plan Amendment, General Plan Land Use Map Amendment, and Zone Change Project at the Northeast Corner of South Blosser Road and West Battles Road.

Moved by Councilmember Waterfield, seconded by Councilmember Moats.

Motion carried. 5-0.

Action: Adopt a Resolution approving an amendment to approximately 146 acres of the Blosser-Southeast (Area 5B) Specific Plan located at the northeast corner of South Blosser Road and West Battles Road, and declaring consistency with the General Plan, with two modifications: 1) remove the pedestrian bridge crossing over Depot Street; and 2) include traffic signals at the intersections of Western Avenue and Stowell Road, and Western Avenue and Battles Road.

Moved by Councilmember Waterfield, seconded by Councilmember Moats.

Motion carried. Adopted, with amendments, as Resolution No. 2020-99. 4-1.

Noes: Councilmember Soto.

Action: Introduce an Ordinance, and continue to a future meeting for second reading and adoption, approving an amendment to approximately 146 acres of the Blosser-Southeast (Area 5B) Specific Plan located at the northeast corner of South Blosser Road and West Battles Road, and declaring consistency with the zoning.

Moved by Councilmember Waterfield, seconded by Councilmember Moats.

Motion carried. Ordinance No. 2020-10 introduced. 5-0.

REPORT BY CITY MANAGER

City Manager Stilwell reported that the next regular City Council meeting would be October 6, 2020. Items on the agenda would include two proclamations (Code Enforcement Appreciation Week and Fire Prevention Week.) He also reminded everyone to complete the Census by 9/30/2020, saying that, for every person not counted the City loses \$2,000 annually in funding.

ORAL REPORTS OF COUNCILMEMBERS AND OFFICERS (INCLUDING AB1234 REPORTS)

Councilmembers Moats and Waterfield had no reportable AB1234 items.

Councilmember Cordero announced that the Community Action Commission has renamed itself CommUnify.

Councilmember Soto reported she attended a Latinas and Indigenous Migrants COVID-19 Response Task Force meeting and a Downtown Revitalization Committee Meetings.

Mayor Patino reported she attended a Policy Board Meeting with the Monterey Bay Community Power (AKA Central Coast Community Energy); a Santa Maria Key Leaders teleconference; a couple of Legislative COVID-19 briefing calls; a North County Subregional Meeting; the September 11th Commemoration Ceremony; a Fighting Back Santa Maria Valley Board meeting; a Mayors and City Managers meeting; and a Rotary meeting.

ADJOURNMENT

There being no further business before the City Council, Mayor Patino declared the City Council meeting adjourned in memory of Judge Royce Lewellen at 7:51 p.m.

Approved at a regular meeting on October 6, 2020.

M. Beth Cleary, CMC
Chief Deputy City Clerk and ex officio Clerk
of the City Council

ATTEST:

M. Beth Cleary, CMC
Chief Deputy City Clerk

Alice M. Patino
Mayor of the City of Santa Maria

FOR THE COUNCIL MEETING OF OCTOBER 6, 2020

COUNCIL AGENDA REPORT

TO: City Council

FROM: City Manager

Prepared by: Director of Community Development

SUBJECT: AUTHORIZATION TO REQUEST AND RECEIVE REGIONAL EARLY ACTION PLANNING (REAP) GRANTS PROGRAM FUNDS

RECOMMENDATION:

That the City Council adopt a Resolution authorizing an application for, and receipt of, Regional Early Action Planning (REAP) Grants Program funds to the Santa Barbara County Association of Governments.

BACKGROUND:

In the 2019-20 Budget Act, Governor Gavin Newsom allocated \$250 million to prioritize planning activities that accelerate housing production in order to meet the State's housing needs. The California Department of Housing and Community Development (HCD) established the Regional Early Action Planning Grants Program (REAP) to distribute \$125 million of the funds allocated by the Governor. The REAP Grants Program provides one-time grant funding to regional governments for planning activities that will accelerate housing production and facilitate compliance in implementing the sixth cycle of the Regional Housing Needs Allocation (RHNA).

A housing trailer bill associated with the approval of the 2019-2020 State budget (AB 101) established the Central Coast Housing Working Group as the multiagency group to oversee implementation of the program to distribute \$2.2 million of these funds in the Central Coast region of the State. The Working Group includes the jurisdictions within the Association of Monterey Bay Area Governments (AMBAG), the Council of San Benito County Governments, San Luis Obispo Council of Governments, and the Santa Barbara County Association of Governments (SBCAG). Mayor Alice Patino is one of 15 members in the Working Group. AMBAG will serve as the fiscal agent of the Working Group.

In June 2020, the SBCAG Board approved an allocation methodology for sub-granting the \$2.2 million in funds among the nine SBCAG member jurisdictions. Through this methodology, the City of Santa Maria is proposed to receive \$499,667 of REAP funding.

In order to release the funds to the City, the Central Coast Housing Working Group requires that the City application include an approved resolution authorizing the Community Development Department to apply for and receive the REAP funds.

DISCUSSION:

The purpose of the REAP Grants Program is to facilitate local housing production so that jurisdictions may achieve compliance with the upcoming sixth cycle of the RHNA. The City is currently working on a comprehensive update to the General Plan, including revising the City's Housing Element. The Housing Element is the City's written framework for meeting the housing goals of the City, and includes the policies and programs which will enable the City to satisfy housing needs.

Environmental Procedures:

The California Environmental Quality Act does not apply to the recommended action in this report because the action does not constitute a "Project" under CEQA Guidelines Sec. 15378.

Alternatives:

Should the City Council decide to not apply for the REAP Grants Program to assist in achieving compliance with the upcoming sixth cycle of the RHNA, City Council Resolution No. 2019-123 established the cost of the General Plan update, and that its cost would be paid from of the City's General Fund.

Fiscal Considerations:

SBCAG has determined available funding allocations for public jurisdictions based on a \$100,000 base allocation for each jurisdiction, with the remaining funds distributed based on a factor of fifth cycle of RHNA. Through the SBCAG allocation methodology, the City of Santa Maria is eligible to receive \$499,667 of REAP funding.

City staff intends to apply for the full amount. If awarded, this grant will reduce the fiscal burden on the General Fund for the work needed to address housing topics in the General Plan Update.

Impact to the Community:

Housing (especially affordable housing) is in short supply within the City, and the funding can help the City conduct required analysis to develop strategies to facilitate the production of future housing.


CHUEN NG

Director of Community Development

Attachment A: REAP Grants Program Application

Regional Early Action Planning (REAP) Suballocation Grant Application

Santa Barbara County Association of Governments (SBCAG) Jurisdiction Grant Funding:

On June 18th, 2020, the SBCAG Board of Directors directed staff to allocate REAP funds to jurisdictions throughout the SBCAG region based on the jurisdiction's proportion of the most recent Regional Housing Needs Allocation (RHNA) allocation. Jurisdictions are eligible for the following amounts:

Jurisdiction	Grant Amount Available
Bulleton	\$126,794
Carpinteria	\$115,881
Goleta	\$195,386
Guadalupe	\$104,872
Lompoc	\$151,152
Santa Barbara	\$499,374
Santa Maria	\$499,667
Solvang	\$117,051
Santa Barbara County	\$164,403

A. Applicant Information

Complete the following Applicant information			
Agency Name		City of Santa Maria	
Agency Type		City	
Applicant's Mailing Address		110 East Cook Street	
City		Santa Maria	
State	California	Zip Code	93458
County		Santa Barbara	
Website		https://www.cityofsantamaria.org	
Authorized Representative Name		Chuen Ng	
Authorized Representative Title		Director of Community Development	
Phone	(805) 925-0951 x 2240	Fax	(805) 928-7565
Email	cng@cityofsantamaria.org		
Contact Person Name		Frank Albro	
Contact Person Title		Senior Planner	
Phone	(805) 925-0951 x 2379	Fax	(805) 928-7565
Email	falbro@cityofsantamaria.org		
Grant Amount	\$	\$499,667	

Regional Early Action Planning (REAP) Suballocation Grant Application

B. Threshold Requirements

All applicants must meet all of the following threshold criteria to be eligible for an award.

1. Does the application demonstrate a nexus to accelerating housing production?	Yes	X	No	
2. Does the application include a completed and signed resolution <i>See attachment 1, "Template Resolution"</i>	Yes	X	No	
3. Does the address on the Government Agency Taxpayer ID Form exactly match the address listed above? <i>See attachment 2, "Government Agency Taxpayer ID Form"</i>	Yes	X	No	

As the official designated by the governing body, I hereby certify that if approved by AMBAG for a suballocation of funding through the Regional Early Planning Program (REAP), the CITY OF SANTA MARIA assumes the responsibilities specified in this application and certifies that the information statements and other content contained in this application are true and correct.

Signature: _____ Name: CHUEN NG

Date: _____ Title: Director of Community Development

Regional Early Action Planning (REAP) Suballocation Grant Application

C. Eligible Activities Checklist

Check at least one or more eligible project activity.

	Accommodating development of housing and infrastructure that accelerates housing production that aligns with state planning priorities, housing, transportation, equity, and climate goals
	Implementing sustainable communities strategies related to housing planning and accelerating housing production
	Establishing Prohousing Policies pursuant to Government Code section 65589.9
	Providing technical assistance in improving housing permitting processes, tracking systems, and planning tools
	Establishing regional or countywide housing trust funds for affordable housing (e.g. planning activities and processes, guidelines, charters)
X	Performing infrastructure planning, including sewers, water systems, transit, roads, or other public facilities necessary to support new housing and new residents
	Performing feasibility studies to determine the most efficient locations to site housing consistent with Government Code sections 65040.1 (State Planning Priorities) and 65080 (Regional Transportation Plans)
X	Covering the costs of temporary staffing or consultant needs associated with eligible activities
X	Covering the cost of technical assistance, planning, temporary staffing, or consultant needs associated with updating local planning and zoning documents, expediting application processing, and other actions to accelerate additional housing production
X	Reimbursing the cost of approved and eligible costs incurred for work after October 1, 2019

Regional Early Action Planning (REAP) Suballocation Grant Application

D. Project Description

Provide a description of the project scope and tasks including a description of the project's impact on accelerating housing production. Indicate how your project addresses regional housing issues that affect the Central Coast. Include whether plans will be adopted. If consultants will be used, identify what tasks they will be responsible for. Use Appendix A if additional space is needed.

The City of Santa Maria is undertaking a comprehensive general plan update in an effort to bring the City's policies with regards to land uses in line with current goals of the City, and that of the State. The City has a very outdated general plan with extremely outdated land use information, much of it from the 1970s-1990s. There have been some updates to the general plan, however those have generally been in the form of project driven suburban style specific plans the last of which was undertaken in the 1990s.

In order to begin the process of the City's ability to analyze areas for potential in-fill and increased densities, a major public outreach effort and overhaul of our outdated Land Use Element must occur first including analysis of resources, transportation systems, and a fiscal analysis of land uses. One of the goals of this major effort will include how to accommodate for the City's growing population and where additional housing will be located, and in what densities. We believe that in addition to this work a fiscal analysis of the land uses (specifically the amount of commercial within the city) is to be undertaken to determine which commercial areas could be re-zoned to allow for additional housing. In addition, environmental analysis will be completed in such a way that future projects may not need to conduct further environmental review thus streamlining the process for future development.

The City is also including our 6th Cycle of the Housing Element update as a part of this process to ensure that this work is all done comprehensively. An updated analysis of available sites and increased opportunities will be studied in conjunction with the efforts being done on the Land Use Element and Circulation Element including studying utility capacities. These efforts have been outlined in an already prepared scope of work and cost estimate by our consultant team and are attached as a part of the submittal materials for this grant application.

Regional Early Action Planning (REAP) Suballocation Grant Application

E. Project Timeline and Budget

Include tasks, budget amounts, dates and deliverables. Indicate what tasks will be completed by consultant, and include dates for draft and final deliverables if applicable. Budget must account for full amount the jurisdiction is eligible to apply for. Include project location if different from applicant's mailing address. All tasks and spending must be completed by November 1, 2023.

Project Title:

Task	Budget	Start Date	End Date	Description and Deliverables
General Plan Vision and Alternatives (General Plan Update Consultant Task #4)	\$239,493	7/1/20	4/1/21	Develop the Vision for future City growth, for incorporation into the Final General Plan (GP).
Annexation Study (General Plan Update Consultant Task # 5)	\$155,977	9/1/20	7/1/21	A study to identify the pros and cons of perusing annexation of additional lands into the City. The conclusions drawn from the study will inform and be incorporated into the GP.
Prepare Updated General Plan (General Plan Update Consultant Task #6)	\$302,620	2/ 1/21	5/1/22	Prepare a draft GP document for public review, including new Objectives and Policies for Housing, Land Use, City Facilities and Infrastructure development.
Housing Element (General Plan Update Consultant Task #7)	\$45,880	3/10/21	2/1/22	Development of the 6th Cycle Housing Element Draft
EIR Preparation (General Plan Update Consultant Task #8)	\$135,201	4/1/21	2/1/23	Prepare an Environmental Impact Report to analyze potential impacts of the Draft GP, including proposed policies related to housing.
Implementation (General Plan Update Consultant Task #9)	\$27,850	2/10/22	2/1/23	Provide an analysis of and recommendations for, modifications to the City Zoning Code necessary to implement the new goals, objectives, and policies of the updated General Plan.
Total:	\$907,021			

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, AUTHORIZING APPLICATION FOR, AND RECEIPT OF, REGIONAL EARLY ACTION PLANNING (REAP) GRANTS PROGRAM FUNDS FROM THE CENTRAL COAST HOUSING WORKING GROUP

The City Council of the City of Santa Maria finds as follows:

WHEREAS, in September 2019, Assembly Bill 101 established the Local Government Planning Support Grants Program which allocated \$125 million in housing planning funds to regional entities throughout the state, with one of the programs to allocate those funds being the Regional Early Action Planning Grants (REAP); and

WHEREAS, the California Department of Housing and Community Development (HCD) has been assigned as the state agency overseeing this program; and

WHEREAS, per the provisions of AB 101, the California Central Coast's Councils of Government (COG) have established the Central Coast Housing Working Group as the multiagency group to administer the housing planning funds dedicated to the Central Coast region with Association of Monterey Bay Area Governments (AMBAG) serving as the Group's fiscal agent; and

WHEREAS, AMBAG will allocate AB 101 housing planning funds to the four COGs in the Central Coast area: AMBAG, the San Luis Obispo Council of Governments, the Santa Barbara County Association of Governments, and the Council of San Benito County Governments; and

WHEREAS, AMBAG shall approve allocation requests subject to the terms and conditions of eligibility, guidelines, Notices of Funding Availability, and program requirements; and

WHEREAS, the REAP Grant may be used for technical assistance, preparation, and adoption of planning documents and process improvements to accelerate housing production and facilitate compliance to implement the sixth cycle of the regional housing needs allocation; and

WHEREAS, the City of Santa Maria is in the process of updating the City General Plan, including the Housing Element, which corresponds to the express purpose of the REAP; and

WHEREAS, the City Council of the City of Santa Maria is eligible and desires to submit a REAP Grant application to AMBAG for a grant authorized under the REAP provisions pursuant to Health and Safety Code Sections 50515 to 50515.05; and

WHEREAS, AMBAG shall approve allocation requests subject to the terms and conditions of eligibility, guidelines, Notices of Funding Availability, and program requirements.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Maria, that:

SECTION 1. The City Council hereby authorizes and directs the Director of Community Development, or designee, to apply for and submit the Regional Early Action Planning (Reap) Grants Program application, to the Association of Monterey Bay Area Governments, which acts on behalf of the Central Coast Housing Working Group.

SECTION 2. In connection with the REAP grant, if the application is approved, the Director of Community Development, or designee is hereby authorized to enter into, execute, and deliver an Agreement and Memorandum of Understanding for the amount of the REAP allocation with the Association of Monterey Bay Area Governments which acts on behalf of the Central Coast Housing Working Group, and any and all other documents required or deemed necessary or appropriate to evidence and secure the REAP grant, the City's obligation related thereto, and all amendments thereto (collectively, the "REAP Grant Documents") on behalf of the City of Santa Maria.

SECTION 3. The City shall be subject to the terms and conditions as specified in the Agreement. Funds are to be used for allowable expenditures as specifically identified in the Agreement. The application in full is incorporated as part of the Agreement. Any and all activities funded, information provided, and timelines represented in the application will be enforceable through the executed Agreement. The City hereby agrees to use the funds for eligible uses in the manner presented in the application as approved by the Association of Monterey Bay Area Governments which acts on behalf of the Central Coast Housing Working Group, terms and conditions of eligibility, guidelines, Notices of Funding Availability, and program requirements.

SECTION 4. The Chief Deputy City Clerk is hereby authorized to make minor changes herein to address clerical errors, so long as substantial conformance of the intent of this document is maintained. In doing so, the Chief Deputy City Clerk shall consult with the City Manager and City Attorney concerning any changes deemed necessary.

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Santa Maria held on this 6th day of October, 2020.

Mayor

ATTEST:

Chief Deputy City Clerk

APPROVED AS TO FORM:

BY: _____

CITY ATTORNEY

CONTENTS:

BY: _____

DEPARTMENT DIRECTOR

BY: _____

CITY MANAGER

FOR THE COUNCIL MEETING OF OCTOBER 6, 2020

COUNCIL AGENDA REPORT

TO: City Council

FROM: City Manager

SUBJECT: PRESENTATION – CORONAVIRUS (COVID-19)

RECOMMENDATION:

That the City Council receive the seventh presentation from the City Manager to provide an update regarding the Coronavirus (COVID-19) and the actions being taken by the City to assist with stopping the spread and keeping the community safe in the Santa Maria Valley.

BACKGROUND:

The City of Santa Maria is committed to taking all possible steps to ensure the community's health and safety during this COVID-19 virus emergency and is taking significant measures that continue to evolve as the situation changes.

DISCUSSION:

To address the vital needs, health, and safety of the community during the current Coronavirus pandemic, the City continues to provide vital and essential services for its residents and businesses.

The City strongly encourages community members to wash their hands with soap and water, wear face coverings, sanitize surfaces, and maintain social distancing (six feet apart) to slow the spread of this highly contagious COVID-19 virus.

Residents can use the City website, www.cityofsantamaria.org to execute the majority of transactions with the City online (bill pay, permits, library materials), or by phone.

Two PowerPoint Presentations will be presented by City Manager Jason Stilwell: (1) Public Health Department *The Novel Coronavirus*; and (2) Reopening in Safe Environment (RISE) – Reopening your Business in Santa Barbara County, both of which were presented at the Board of Supervisor's meeting on September 15, 2020


JASON STILWELL
City Manager

FOR THE COUNCIL MEETING OF OCTOBER 6, 2020

COUNCIL AGENDA REPORT

TO: City Council

FROM: City Manager

**SUBJECT: PRESENTATION – SANTA MARIA VALLEY CHAMBER OF COMMERCE
2019-20 ANNUAL REPORT**

RECOMMENDATION:

That the City Council receive and file the Santa Maria Valley Chamber of Commerce, Economic Development Commission, Santa Barbara County Energy Watch Partnership, Visitors Bureau and Tourism Marketing District 2019-2020 Annual Report.

BACKGROUND:

Attached is the annual report from the Santa Maria Valley Chamber of Commerce, which encompasses the Economic Development Commission, Santa Barbara County Energy Watch Partnership, Visitors Bureau and Tourism Marketing District. This report comprises their most recent activities, programs, and services from the period July 1, 2019 through June 30, 2020.

DISCUSSION:

Glenn Morris, the President/CEO of the Santa Maria Valley Chamber of Commerce, will be making the presentation.



JASON STILWELL
City Manager

Attachment: The Santa Maria Valley Chamber of Commerce 2019-2020 Annual Report



Economic Development Commission Visitors Bureau & Tourism Marketing District

ANNUAL REPORT JULY 2019- JUNE 2020



Table Of Contents

3	Cover Letter
4	Economic Development Commission
8	Visitors Bureau & Tourism Marketing District
14	Appendix A: Energy Watch Partnership
18	Appendix B: KPS3 Marketing Report
55	Appendix C: Year-End Financials

COVER LETTER

September 2020

Alice Patino, Mayor

Mike Cordero, Council Member

Michael Moats, Council Member

Gloria Soto, Council Member

Etta Waterfield, Council Member

Jason Stilwell, City Manager

On behalf of the board, staff and members of the Santa Maria Valley Chamber of Commerce, I am pleased to share with you our annual report highlighting our work and results related to economic development and tourism on behalf of the City and community.

The Chamber is proud to partner with the City of Santa Maria, The Santa Maria Public Airport District, and a growing list of regional and local partners on these programs. We are committed to being an aggressive and effective agent in making positive impacts on the economic vitality of our community. We do this through support for existing businesses, attraction of new businesses, and promotion of the community as a tourism/hospitality destination.

This year's report provides a review of the work that we completed during the 2019-2020 fiscal year, ending on June 30, 2020. As you know, the 2nd half of this year was unprecedented as we moved to support the business community during the pandemic; we have tried to highlight those efforts in the report.

Economic development and tourism both require sustained investments and results develop over time. We believe that the community is best served by ongoing efforts which ensure we continue to be open to and supportive of business activity. We appreciate the long-term commitment that the City has made to support this strategy and effort.

Looking forward, we continue to be optimistic about the potential for this community. The investments made by the City and private sector are paying off and we are confident that will continue to be the case. Businesses continue to be interested in having a presence in Santa Maria and visitors continue to discover the Santa Maria Valley as a unique and high value destination.

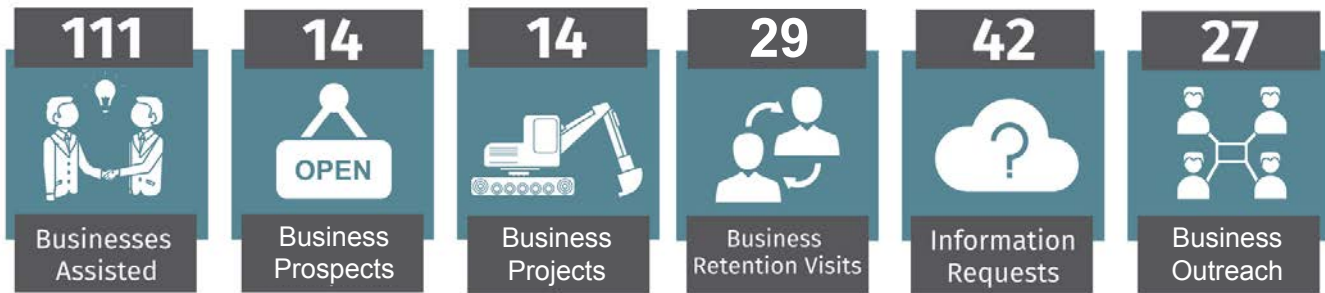
Once again, the Chamber is grateful for the opportunity to work with elected and appointed leaders in our community on these critical efforts and we look forward to your continued feedback and support.

Sincerely,



Glenn D. Morris, ACE
President & CEO

ECONOMIC DEVELOPMENT COMMISSION



Business Support & Expansion

29 BUSINESS RETENTION VISITS:

- Eco-Tire
- M & W Pumps
- Adam Bros. Farming
- Altec Integrated Inc.
- Lyn Aerospace
- Cal Giant
- Safran Cabins
- Holenda Refinishing
- California Electric Supply
- Cambria Winery
- Matheson
- Safran Seats
- Miller Family Wines
- Balance Treatment Centers
- Trojan Petroleum
- Babe Farms
- Arrow Screw Products
- Robert Mann Packing
- Ginegar Plastics
- SM Chrysler
- Micro Applications Group
- Quinn Company
- Farm Supply
- Community Health Centers
- OEC Labs
- B & B Labels
- CSC of SM (Parker Store)
- Riverbench
- Coca Cola Reyes Distributing

"Making a multi-million dollar investment in a new marketing area is usually fraught with trepidation. That was what we were facing last year when we decided to build a new full service commercial truck dealership in Santa Maria. Fortunately, our realtor, Tom Ross, early on, introduced us to Mayor Alice Patino and Suzanne Singh, Economic director of the Chamber. They were there to give us advice, direction, even pointing out land mines, all made more difficult during this pandemic. Their assistance was solicited frequently, and all came through without fail. We now are seeing the walls go up, and are anxiously awaiting a grand opening early next year. We owe each of them our gratitude, we could not have done it without them."

- Mark Cook, California Truck Center

IDLER'S HOME

- Expansion to a 2nd larger building & location with better visibility and higher foot traffic
- Increased employees by 50%



"The Chamber and EDC are always there for local business! Over the last year Idler's Home was looking to expand to a larger building, and the EDC put me in touch with multiple opportunities that led us to complete the expansion and open doors on our new showroom in July of 2020. The Chamber and EDC are a true asset to the Santa Maria Valley."

- Bryan Idler, Idler's Home

SANTA MARIA TOWN CENTER MALL

- New Mall ownership brought the opening of Victoria's Secret and other new local businesses.
- Town Center Mall is responsible for 300+ local jobs



"I greatly appreciate all the support the Chamber and EDC have provided since we have transitioned the ownership of the Santa Maria Town Center. They have been a valuable resource in the business community and enabled us to make significant relationships in the city and the business community."

- Donna Farrell, CRRP, General Manager, Santa Maria Town Center, Spinoso Real Estate Group

Bringing new business to Santa Maria

NEW BUSINESSES INCLUDE:



20+ new businesses in our community:



- Professional Services - 12
- Restaurant - 3
- Retail - 2
- Personal Care - 4

ECONOMIC DEVELOPMENT COMMISSION

Increasing Access to Education

PARTNERSHIPS WITH LOCAL SCHOOLS

- Coordinated meetings between all the educators in the area to address student readership and long term reading skills.
- Assisted with business outreach for the Allan Hancock College career center; helped connect local students to business opportunities and internships.
- Collaborated with K-12 and local industries to identify career-focused technical educational opportunities for students.

A.T. STILL UNIVERSITY ON TRACK TO OPEN SANTA MARIA CAMPUS



"A.T. Still University (ATSU) has enjoyed working with the Chamber's Economic Development Commission on developing a campus in Santa Maria, California. They have been very helpful with providing introductions to government, healthcare and business community members. ATSU's experience with the city of Santa Maria and the Chamber has been positive from the beginning. Communication and coordination of activities has been timely and effective. ATSU has been able to secure an excellent location for its start up location in Santa Maria. ATSU looks forward to working with the Chamber as the Santa Maria location evolves and expands."

- Craig M. Phelps DO, President and CEO, A.T. Still University of Health Science



100

Students in first class in
Fall 2021



50

Full time faculty, set to
increase as classes expand

Making the Santa Maria Valley a Great Place to Live, Work & Play

DOWNTOWN SPECIFIC PLAN

- Secured approval of downtown development RFP from Downtown Committee & City Council, including appraisals on properties, Scoring Matrix for projects, & guidelines for the process of selecting project partners
- The RFP is being circulated to the development community, with an anticipated reconsideration to the City Council in the first quarter of 2021.



UNITED AIRLINES COMES TO SANTA MARIA

- United Airlines is scheduled to begin flights out of Santa Maria Airport Spring 2021, with 2 flights daily to & from San Francisco and Denver



"We are thankful for the Chamber and EDC's efforts to help improve Santa Maria, the local business community and the residents in general. Their support has been exceedingly helpful to us as we navigate through what I hope can and will be a new significant project in the downtown area. The Chamber's knowledge and advocacy are invaluable. I'm always amazed at the proactive follow up and creative thought process. Thanks again and please keep up the good work. Santa Maria will benefit from it."

- Nick Tompkins, NKT Commercial, LLC

ECONOMIC DEVELOPMENT COMMISSION

COVID-19 Response



HELPING BUSINESSES REOPEN SAFELY

- Worked with the City to relax signage regulations for businesses.
- Worked with the City to support businesses operating outdoors.
- Encouraged a safe reopening through "Safe and Open" campaign.
- Worked with the SBA to facilitate financial assistance for Santa Maria businesses.
- Actively supported creation of the Santa Barbara County RISE Guide to Reopen Business.

PROVIDING TIMELY & RELIABLE RESOURCES

- Worked with local banks & coordinated banking info for business resource page on website.
- Published list of local PPE sources for businesses.
- Hosted a series of "COVID-19 & Your Business" videos.



FACILITATING LOCAL SOLUTIONS



- Connected Santa Maria Joint Union High School District with Comcast to assist with internet connectivity for students.
- Helped arrange mask repair for Marian Regional Medical Center through Safran.
- Supported local efforts, such as Hardy Diagnostics making COVID test kits and Safran making test kit molds.

ONLINE RESOURCES

MARCH - JUNE 2020



8,988

Visits to the COVID-19 Resource Page (santamaria.com/Coronavirus-resources)



1,621

Visits to the COVID-19 Business Recovery Toolkit (santamaria.com/COVID19-Recovery)



6,777

Visits to Shop Local Resources (dining guide, business directory, shop local online pages)

"The Santa Maria Chamber Economic Development division has been instrumental in helping us get connected with businesses that we can partner with. During COVID 19 they have helped us to get critically needed masks and elastic to repair masks, as well as helped us connect with the community to get messages out about health and safety."

- Sue Andersen, President & CEO, Dignity Health/Marian Regional Medical Center

Our business was referred to the Economic Development Commission during the COVID-19 pandemic. Our partnership with the EDC allowed us to formulate a game plan that has helped us continue doing business in these unsure times. The EDC's information and empathy made us feel better about our future as a business. We are very grateful for the advice and compassion when we were all searching for answers to survive this ordeal.

- Katey Eckenrode, Owner KT's All Star Gymnastics



ECONOMIC DEVELOPMENT COMMISSION

Community Partners



What's Ahead: 2020-2021



Business Recruitment

- Industrial – generation of “head of household” jobs
- Retail – entertainment for quality of life and sales tax revenue
- ICSC (International Council of Shopping Centers) – identification of new retailers and retail concepts



Business Expansions

- Support businesses seeking to expand, including assistance with site identification
- Assistance with zoning information, city processes, licensing



Business Support

- Business Visits to ensure our business community has support and is thriving
- Assist individual business start-ups navigating State & City processes
- Continue business educational workshops; partnering with SBA & Caltrans, SCORE, SBDC



COVID-19 Support

- Create triage team to assist businesses with COVID-related issues
- Conduct monthly COVID-19 Business Impact Surveys to understand business community needs
- Continue to identify business resources and ensure businesses are aware of assistance available to them

Contact Information



SUZANNE SINGH

Director, Economic Development Commission
 Work: (805) 925-2403 x 817
 Cell: (949) 433-2258
 Email: suzanne@santamaria.com

TOURISM MARKETING: YEAR AT A GLANCE

Welcoming Visitors



3,000+
VISITOR GUIDES
DISTRIBUTED



543
CALLS/WALK-INS

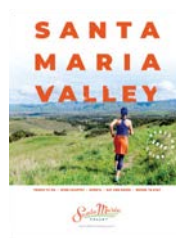


1,345
WELCOME BAGS
DISTRIBUTED



BANNERS

Hung in high traffic areas throughout Santa Maria



VISITOR GUIDE

Expanded to 48 pages; distributed via mail, welcome centers and local businesses



ADDITIONAL COLLATERAL

Coupon book & cookbook

Visitor Experience



WINE TROLLEY

- Ran May 8 – Oct 14, 2019
- 23% ridership increase from previous season
- 900 riders visiting 2-3 wineries/ trip.
- 2,021 passes purchased (includes raffle prizes, etc. - may be used in 2020-2021 season)



\$500 WEEKEND GETAWAY

- Targeted visitors from Fresno, Bakersfield and Visalia
- "Get the most from the coast" personalized messaging



KEYCARD PROMOTION

- Partnership with hotels & local attractions
- Guest show keycard to access discounts & more
- Program expanding to include expedited event entrance

Media Coverage & Exposure



SWIRL MACHINE

- Interactive wine swirler & spill analyzer
- 2,000+ spills from 1,600+ users
- 10,000+ web page interactions
- Media exposure in TechRepublic, MagPi, and Haskster.io. and more



PR COVERAGE

- \$1,373,223 in publicity value through 66 articles in regional & national publications
- Initial goal set at \$775K in publicity value and 36 articles.



POPPY AWARDS FINALIST

Visit Santa Maria Valley was selected as one of Visit California's finalists for the 2020 Poppy Awards in the categories of Best Overall Brand Identity – less than \$1 million as well as in the Best Cooperative Marketing with Visit Santa Barbara for the Chroma initiative.

Local Support

SPECIAL PROJECTS GRANT PROGRAM

- \$28,000+ allocated to local events
- New events included Santa Maria Open Streets, Chalk festival and Santa Maria Philharmonic
- New Social Media Grant Program instituted



Digital Experience



100,000+
Website sessions
from organic traffic



3,204
Instagram
Followers



7,052
Facebook
Followers



1,619
Twitter
Followers



25,987
Email
Subscribers

VISITORS BUREAU & TOURISM MARKETING DISTRICT

MAJOR ACCOMPLISHMENTS FOR 2019-2020



Santa Maria Valley Wine Trolley



The Wine Trolley continues to see record number of riders with an overall increase in ridership of nearly 23% year-over-year. The Wine Trolley service had nearly 900 riders and 2605 boardings. Each guest, on average, visited 2 to 3 local establishments during their trip.

The Visitors Bureau invested significant resources to fund the Transit Department's required 20% "fare box" funding, and to market the program, including developing a social media presence. This joint effort is a great example of how our community is rallying around the valley's signature experiences to the benefit of both locals and visitors alike.



TROLLEY WINS "BEST OF" AWARD

The Santa Maria Wine Trolley service was again voted Best Winery or Brewery Tasting Transportation in the 2020 Santa Maria Sun's most-recent annual readers' poll.



Santa Maria Valley Swirl Machine



FEATURED BY TIDE

The Swirl Machine even got the attention of major brands like Tide, who retweeted this post from Visit Santa Maria Valley.

The Santa Maria Swirl Machine is an interactive experience that allows users to control the fill level, and swirl speed of a glass of Santa Maria Valley wine. We had over 2000 spills from 1600 users across the globe interacting with over 10,000+ pages on the website. We were covered in publications like TechRepublic, MagPi, and Haskster.io... Tide even shot us a tweet. We had city officials swirling, newscasters splashing and the wine industry got a taste of a player who they never thought could make that big of a splash.



2,000+ SPILLS



1,600+ USERS



10,000+ INTERACTIONS



Poppy Awards



Visit Santa Maria Valley was selected as one of Visit California's finalists for the 2020 Poppy Awards, the Golden State's biennial celebration of its best and brightest tourism marketing efforts.

Santa Maria Valley was recognized in the categories of Best Overall Brand Identity – less than \$1 million as well as in the Best Cooperative Marketing with Visit Santa Barbara for the Chroma initiative. The recognition brings great exposure to tourism marketing efforts in our region.



VISITORS BUREAU

COVID-19 COMMUNITY SUPPORT & MARKETING



Community Support



FINDING HOUSING SOLUTIONS

Helped find housing solutions for agencies serving those most vulnerable (assisted Santa Barbara County Health Department, Domestic Violence Solutions, Marian Hospital Incident Command Center, First Responders, United Way).



SUPPORTING THE HOSPITALITY INDUSTRY

Held monthly virtual "Hospitality Happy Hours" for hospitality industry to connect and share ideas and challenges during a time that has been uniquely difficult for their industry.



GIVING THANKS TO FIRST RESPONDERS

The Tourism Marketing District Advisory Committee provided 180 lunches to first responders and health care workers at Marian Hospital's Critical Care Unit, the Santa Maria Fire Department and the Santa Maria Police Department



I can honestly say that the Chamber and Visitors' Bureau has significantly helped me with my sales personally. With them always sending us updates on events and what is going on within the city and even the Central Coast, I have been able to turn that information into selling points to get tourist groups to not only visit my hotel but also go to some of these events supporting Santa Maria Valley. Without their assistance and constant updates, especially during COVID-19, we would probably not be doing as well as we are now. Thank You Santa Maria Valley Chamber & Visitors' Bureau! Best Western PLUS Big America appreciates you!

– Robert Cook, Best Western PLUS Big America



Marketing Efforts

STAYING ENGAGED WHILE STAYING HOME

During the COVID-19 Stay at Home Order, Santa Maria Valley showed we are a brand that can virtually engage and inspire while we're waiting for the right time to welcome people back.



Focus on virtual experiences, outdoor open spaces, and Santa Maria Valley BBQ at home.



Introduced Pat the Plover, an authority on all things Santa Maria Valley.

VISITORS BUREAU

COVID-19 RECOVERY & HOTEL OCCUPANCY/TOT



Recovery Efforts

"LET'S GET TOGETHER AGAIN" CAMPAIGN

Marketing campaign encouraging visitors to come back to the Santa Maria Valley. Highlights the region's:

- Full-flavored food
- Unexpected wine experience
- Beautiful outdoor surroundings
- Real Value (\$500 weekend getaway)
- Campaign launched on June 12, 2020



Results (6/12/20 to 7//20)



TOT REPORT

TRANSIENT OCCUPANCY TAX (TOT)



While not a full measure of the impact visitors have on our local economy, Transient Occupancy Tax (TOT) is generally accepted as a primary tool for measuring trends and activity.

The 2019-2020 Fiscal Year (July 1 – June 30) is a tale of two seasons, divided obviously by the onset of the COVID-19 pandemic and the resulting economic restrictions.

- In total, TOT collections for this period were \$2,949,707, which represents a 14% decrease over the prior year.
- The pre-COVID portion of the year (July-Feb), however saw only a small decrease of 2% over the same period the prior year.

HOTEL OCCUPANCY, ADR & REVENUE TRENDS

In addition to TOT, we regularly track metrics specific to the hotel industry. The key measures we monitor include occupancy rate (percentage of rooms filled versus those available), average daily rate, and room revenue. Overall, these markers tended to follow the same trends as TOT, e.g. flat prior to COVID with significant drops in all metrics post-COVID. The following tables show that, although the impacts locally were significant, Santa Maria fared better than other markets in our region.

VISITORS BUREAU

COVID-19 RECOVERY & HOTEL OCCUPANCY/TOT



TOT REPORT

2019-2020 vs 2018-2019 Comparisons (percentage change)

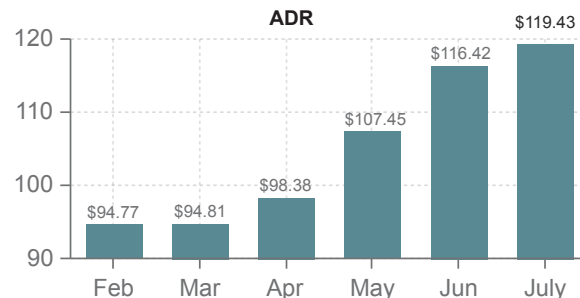
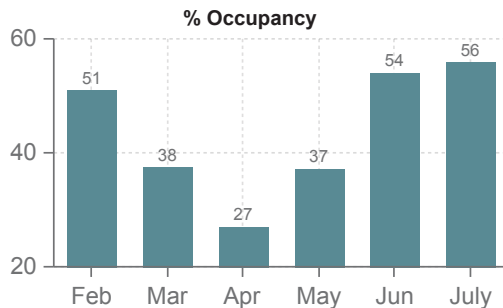
Market	Occupancy	ADR	Room Revenue	Inventory
Santa Maria	-31.1	-11.3	-34.5	7.2
Santa Barbara/Goleta/Carpinteria	-36.9	-14.5	-47.3	-2.3
SLO (City)	-35.4	-12.6	-40.4	5.4
SLO County North	-38.2	-16.3	-45.1	6.3
SLO County South	-29.1	-4.2	-27.9	6.1
Santa Ynez Valley	-38.6	-14.8	-51.1	-6.4
Salinas	-26.9	-25.1	-45.2	0.0
California	-35.3	-18.2	-50.5	-6.4

Pre-COVID (July – Feb) 2019-2020 vs 2018-2019 (percentage change)

Market	Occupancy	ADR	Room Revenue	Inventory
Santa Maria	-5.2	0.1	1.7	7.2
Santa Barbara/Goleta/Carpinteria	2.7	9.1	18.6	5.9
SLO (City)	1.7	3.4	17.3	11.6
SLO County North	7.9	-0.7	12.7	5.2
SLO County South	4.0	3.7	15.3	6.8
Santa Ynez Valley	1.8	3.8	5.6	0.0
Salinas	1.1	-4.5	-3.4	0.0
California	-0.8	-0.7	0.4	2.0

REBOUNDED FROM COVID

While the local industry has not recovered to levels anywhere near where they were pre-COVID or where we want them to be, early data is encouraging as both demand and related prices begin to bounce back.



VISITORS BUREAU

What's Ahead: 2020-2021



Marketing Strategy

- Search Engine Optimization - focusing on ranking organically
- Website Enhancements - optimize select pages that are highly trafficked and/or website calls-to-action (CTAs) for which we can increase prominence.
- Enhanced social media with a focus on audience engagement
- Paid Media Strategy – digital media and remarketing to remain flexible to adapt to the changing environment
- Marketing initiatives to focus on the motorcycle touring consumer and agritourist



Local & Regional Partnerships

- Partner with a local photographer to continue to grow our photo library
- Leveraging partnerships at the regional and state level
- FAMs (Familiarization Tours) and visiting journalists through partnerships with Visit CA, CCTC, our Central Coast co-op (Monterey, HIDR and Santa Barbara) and other DMOs



COVID Messaging

- Continuing our travel safely and responsibly messaging on social platforms and email newsletters
- Ongoing creative development to support the new “normal” in travel

Contact Information



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APPENDIX A: ENERGY WATCH PARTNERSHIP & RMDZ REPORT

Santa Barbara County Energy Watch Partnership/RMDZ Report

July 2019 – July 2020

1. Santa Barbara County Energy Watch Partnership

For over 10 years, the Santa Maria Valley Chamber of Commerce has been the proud administrator of the Santa Barbara County Energy Watch Partnership. It has been a successful collaboration with PG&E, Staples Energy, SoCalGas and the municipalities of Santa Maria, Buellton, Solvang, Guadalupe and the County of Santa Barbara. The territory encompasses north Santa Barbara County. The Energy Watch partnership has historically provided energy efficiency opportunities to businesses and municipalities and to provide outreach for promoting energy efficiency and sustainability to the region's communities.

As of June 30, 2020, the Partnership role has changed. PG&E is no longer funding the program because of statewide directives mandated by the California Public Utilities Commission. However, Southern California Gas Company remains as a primary funding partner. There are no longer projects focused on electrical energy savings. Now the focus is on energy efficiency associated with natural and renewable gas.

Rounding out the Partnership are the municipalities of Santa Maria, Guadalupe, Solvang, Buellton and the County of Santa Barbara. The Energy Watch Partnership has transitioned to focus more on Special Districts, K-12 and Municipalities.

Historical Accomplishments:

Accumulative Direct Install statistics for the program:

Number of total Direct Install projects since 2010

<u>Total Projects:</u>	636
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Santa Maria:	485
Buellton:	36
Guadalupe:	22
Solvang:	48
Santa Barbara County:	42

- Total kWh saved through Direct Install Projects: 14,377,877.16 kWh

APPENDIX A: ENERGY WATCH PARTNERSHIP & RMDZ REPORT

- The total savings is the equivalent to powering 1,330 homes based on the average annual home use of 10,812 kWh.

Other program accomplishments:

- The Santa Barbara County Energy Watch Partnership coordinated with municipalities and elected officials to provide important outreach and workshops in hard-to-reach and underserved areas such as Sisquoc, Tanglewood, Guadalupe, Los Olivos, New Cuyama, Los Alamos and Casmalia and Orcutt. These areas would never have been approached without the work of the Partnership.
- The Santa Barbara County Energy Watch Partnership made presentations and updates to City Councils and Board of Supervisors, receiving many proclamations and resolutions in the process.
- The Santa Barbara County Energy Watch Partnership provided grants for outreach to municipalities including Buellton, Solvang and Guadalupe and with Chambers of Commerce.
- The Santa Barbara County Energy Watch Partnership collaborated with municipal utility departments, public works and planning to expand the outreach for energy savings.
- The Santa Barbara County Energy Watch Partnership performed presentations and outreach opportunities to dozens of groups and agencies.
- In assisting non-profit agencies through Direct Install, the Santa Barbara County Energy Watch Partnership made a real difference to community groups like Good Samaritan Shelter facilities, American Legion, Boys and Girls Club locations, Lions Club, CAC, Elks Club, and others. When the Partnership assisted St. Vincent De Paul by upgrading the lighting at Circle V Ranch near lake Cachuma, a campground for disadvantaged youth, the Santa Barbara County Energy Watch Partnership received statewide recognition.
- The Santa Barbara County Energy Watch Partnership organized important regional workshops and summits, including the Central Coast Energy Efficiency and Sustainability Summit held at the Elks Club and Santa Maria Fairpark from 2012-2017.
- The Santa Barbara County Energy Watch Partnership provided consistent outreach and articles through the Chamber Connection, which is delivered with over 20,000 residents through the Santa Maria Times and also sent to Chamber members throughout the Central Coast.

APPENDIX A: ENERGY WATCH PARTNERSHIP & RMDZ REPORT

- The Santa Barbara County Energy Watch Partnership Provided Grants and Support for events and agencies, including the Green Business Program of Santa Barbara County, and the Go-Green Community Event in Solvang.

Program Details and Accomplishments for July 2019 - July 2020:

The COVID-19 situation had a significant impact on the Partnership. Most jurisdictions, businesses and agencies were focused on more pressing and critical priorities. However, during fiscal year 2019-2020, outside of the virus, the Partnership still had significant accomplishments.

- The Energy Watch Partnership accomplished 37 energy efficiency projects in North Santa Barbara County.
- 30 energy efficiency projects were completed in Santa Maria.
- The energy savings in kWh associated with the Santa Maria projects is 1,062,051 kWh. The energy savings in Santa Maria is the equivalent of powering 98 homes annually.
- The Santa Barbara County Energy Watch Partnership reaffirmed the partnership with the City of Santa Maria through a proclamation and program update to the Santa Maria City Council in October 2019 associated with Energy Awareness Month.
- In October 2019, the Energy Watch Partnership organized and held a workshop luncheon for school districts in North Santa Barbara County to promote energy efficiency projects and highlight resources from utility companies to achieve energy savings.
- The Santa Barbara County Energy Watch Partnership met with municipalities and special districts to promote energy efficiency projects.
- The Partnership participated in outreach events including the Santa Maria Valley Chamber of Commerce Business Expo and the Solvang Community Business Expo.
- The Partnership worked with businesses to promote energy efficiency and to provide energy saving projects.

APPENDIX A: ENERGY WATCH PARTNERSHIP & RMDZ REPORT

2. RMDZ PROGRAM

The Recycling Market Development Zone (RMDZ) is a program that is also administered by the Santa Maria Valley Chamber of Commerce and is funded by the County of Santa Barbara through CalRecycle. The RMDZ program provides low interest loans and technical assistance to firms that use recycled materials to make new products. Members of the RMDZ Zone include the cities of Santa Maria, Santa Barbara, Goleta, Lompoc, Buellton and the County of Santa Barbara.

In July 2019 – July 2020, the RMDZ program:

- Worked with 3 Santa Maria businesses through the RMDZ program with an interest in the RMDZ loan program. The RMDZ program offers incentives for companies that use recycled materials into its production stream.
- Worked with a number of interested business and queries throughout the Zone area to provide information about the program.
- Met with the Goleta Technology Group to provide information about RMDZ loans and other benefits.
- Participated in site visits to businesses and waste management facilities.
- Met with municipalities and Chamber of Commerce to promote RMDZ programs.
- Used Santa Maria Valley Chamber of Commerce resources to promote the RMDZ loan program.
- Attended Zone Works workshops that covered current CalRecycle topics, procedures, and programs.
- Provided input and direction through the California Association of Recycling Marketing Development Zones.

APPENDIX B: KPS3 MARKETING REPORT



Santa Maria Valley Chamber of Commerce
Visitor & Convention Bureau
City Council Update

FY Goals & Website Overview:

July 2019 – June 2020

The 2019 - 2020 marketing plan focused on providing a clear set of KPIs to track success. These KPIs were split into three buckets: Dream, Plan and Go.

1. **Dream:** \$775K in publicity value and 36 regional/national articles + increase total social following by 20%.
2. **Plan:** Increase website visits by 25%
3. **Go:** Increase outbound hotel clicks by 75%

Now that we have closed out FY19/20, the chart below represents goal progress through June 30, 2020. We have greatly exceeded our publicity value (133%), article (177%) and social media follower goals (105%).

Up until early March 2020, we were also on track to exceed our hotel referral and website session goals. When COVID-19 hit in the first few weeks of March, website traffic significantly declined, as expected when people are much less apt to travel in the wake of the pandemic that was spreading (and continues to spread) steadily across the country.



Website Performance:

We track several site metrics on a monthly basis, and, as compared to FY18/19, we've seen year-over-year growth in nearly every metric, every month. Because the landscape changed greatly with the onset of COVID-19, it's most valuable to look at these metrics pre-COVID and post-COVID for an accurate representation of these trends. It is also important to note that all paid digital advertising, with the exception of hotel-related search, was paused on March 16, 2020. Hotel search was then paused soon after, effective April 1, 2020.

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Pre-COVID (July 1, 2019 – March 15, 2020)

During this time, all of our reported metrics saw positive growth with the exception of three – our bounce rate and pages per session have been slowly increasing over time and we are actively working to bring those down via heat mapping, A/B testing, and design changes. And, our email subscribers have seen a slight dip, however, this is mainly due to a large influx of subscribers last year.

Session Growth & Site Engagement (YoY)				
Sessions 177,443 ↑ 47.2%	Pages / Session 2.06 ↓ -6.3%	Bounce Rate 62.83% ↑ 13.8%	Unique Hotel Pageviews 9,995 ↑ 72.3%	Hotel Referrals 4,149 ↑ 130.4%
Attraction Clicks 6,052 ↑ 50.3%	Newsletter Signups 552 ↓ -14.2%	Video Views 1,081	Cookbook Downloads 590	
Organic Sessions 76,582 ↑ 35.4%	Email Sessions 5,038 ↑ 74.7%	Paid Sessions 59,638 ↑ 54.1%	Social Sessions 5,040 ↑ 35.3%	Referral Sessions 15,755 ↑ 79.2%

During COVID (March 16, 2020 – June 30, 2020)

It's no surprise that COVID took its toll on the destination marketing and tourism industry, and with a significant percentage of our annual paid media efforts being in the digital space and driving traffic to our website, this is certainly reflected in the website overview for the final three to four months of the fiscal year. With that said, we still saw a slight increase in email sessions year-over-year, which we can attribute to the fact that our email communication didn't skip a beat, and we instead used email to drive our subscribers to shelter-in-place (SIP) and social-distancing-friendly content on the site. The spike in referral sessions was due to content being picked up through a news aggregator – newsbreakapp.com. Although we weren't actively pitching content, they began to regularly pick up Santa Maria Valley content unaided, which included the weekly Fave 5 content.

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Session Growth & Site Engagement (YoY)

Sessions 41,431 ↓ -40.0%	Pages / Session 1.82 ↓ -16.4%	Bounce Rate 66.38% ↑ 15.8%	Unique Hotel Pageviews 1,007 ↓ -73.5%	Hotel Referrals 349 ↓ -72.8%
Attraction Clicks 2,504 ↓ -5.8%	Newsletter Signups 201 ↓ -21.5%	Video Views 497	Cookbook Downloads 717	
Organic Sessions 24,389 ↓ -20.6%	Email Sessions 1,553 ↑ 2.4%	Paid Sessions 4,731 ↓ -81.8%	Social Sessions 1,197 ↓ -41.7%	Referral Sessions 6,853 ↑ 97.6%

Uncorked Creative Campaign Launch

Earlier this year, we rolled out a new campaign – Uncorked. The idea was simple: you can't quite bottle what we have, but it gets pretty close with our award-winning pinot noirs and golden chardonnays. This campaign shows our visitors that, from hillside vineyards to sandy white dunes, Santa Maria Valley is full of genuine experiences with true value that are begging to be explored. And, you can grab an entire weekend getaway off the shelf for \$500 or less.

WEEKENDS UNCORKED
IN SANTA MARIA VALLEY

Santa Maria Valley's unexpected wine experience is exactly what your weekend needs. Pedal, ride and cruise through rolling hillsides, #SantaMariaStyle.

Santa Maria Valley
SantaMariaValley.com

UNBOTTLE REAL
IN SANTA MARIA VALLEY

Nestled into the Central Coast, in between rolling hills of vineyards and heaping ocean dunes, is Santa Maria Valley. Uncork your weekend, and get more for less, #SantaMariaStyle.

Santa Maria Valley
SantaMariaValley.com

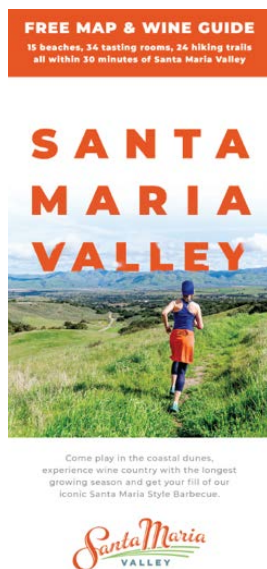
APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Additional Creative Assets Developed This Year:

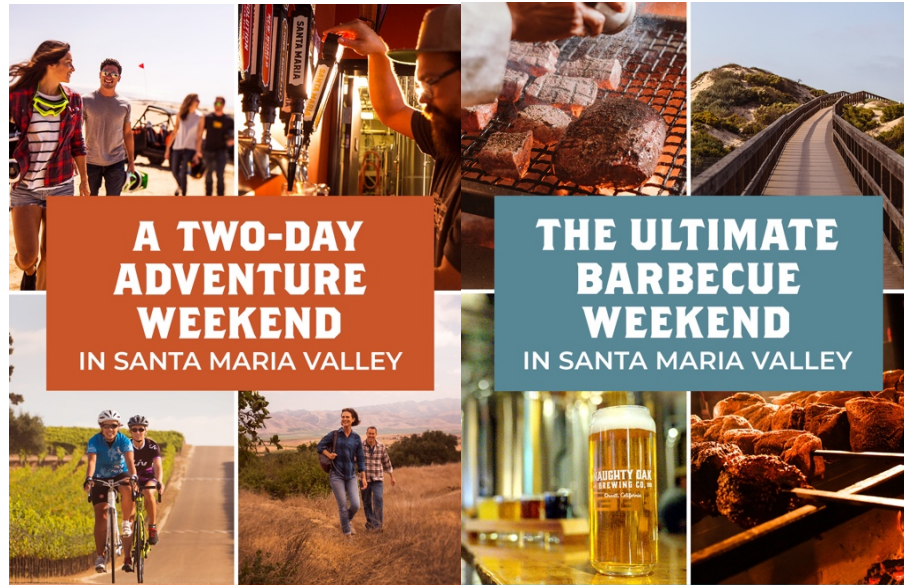
- 30-mile video series
- Pole Banners
- Taco Trail Map
- Wine label
- Brochure Map
- Visitor Guide
- Craft Cocktail photography
- Pinterest Itineraries



APPENDIX B: KPS3 MARKETING REPORT



City Council Update



APPENDIX B: KPS3 MARKETING REPORT



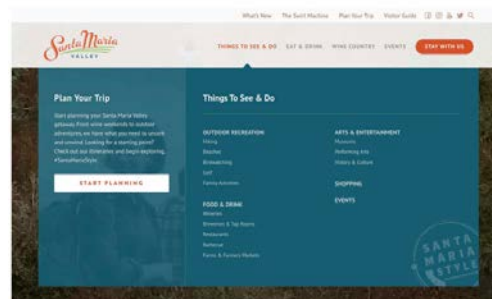
City Council Update



Website Enhancements

\$500 Wine Weekend

We were able to tie the new Uncorked campaign to our \$500 Wine Weekend landing page, allowing visitors to truly see the value that the Santa Maria Valley has to offer.



APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Additional Website Updates

- New Wine Tasting landing page
- Styled recipe pages
- Mobile optimization
- Updated and more robust navigation
- Heatmapping
- A/B testing
- Personalization
- New flight information

Additional Content Updates

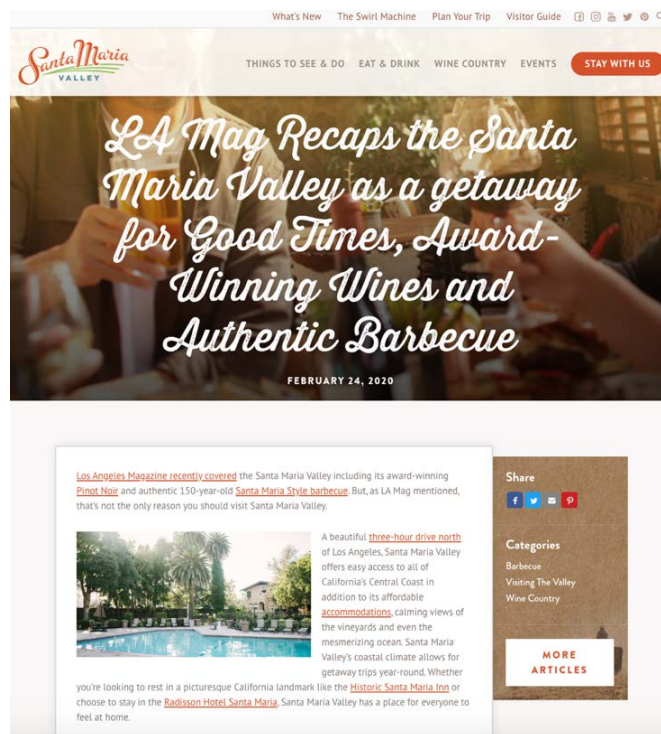
- Winemaker Profiles
- Wine Tasting Guide
- Foxen Canyon Wine Trail Update
- Santa Maria AVA & Wine Region
- Santa Maria Wine Varietals
- Blogs repurposed from native content
- Girls' weekend itinerary
- SIP-friendly content



APPENDIX B: KPS3 MARKETING REPORT



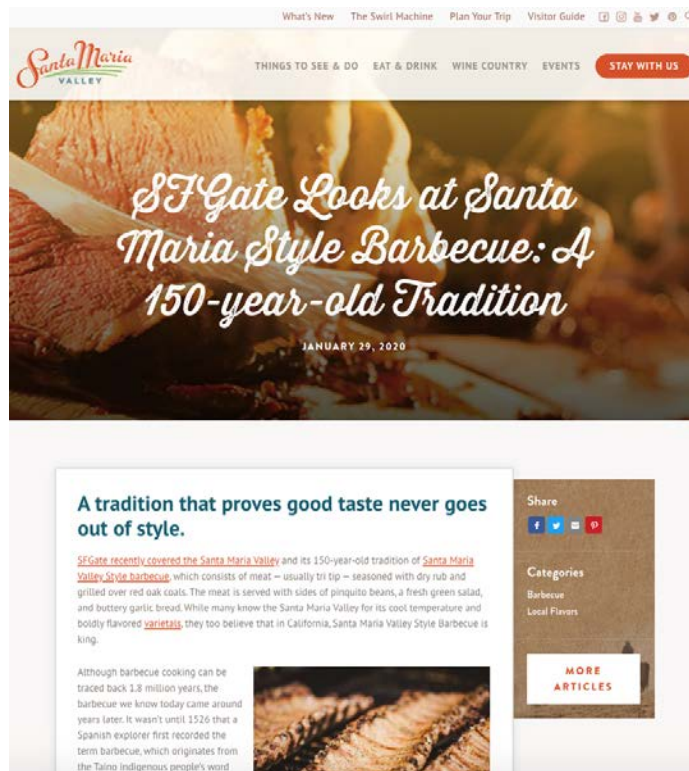
City Council Update



APPENDIX B: KPS3 MARKETING REPORT



City Council Update



APPENDIX B: KPS3 MARKETING REPORT



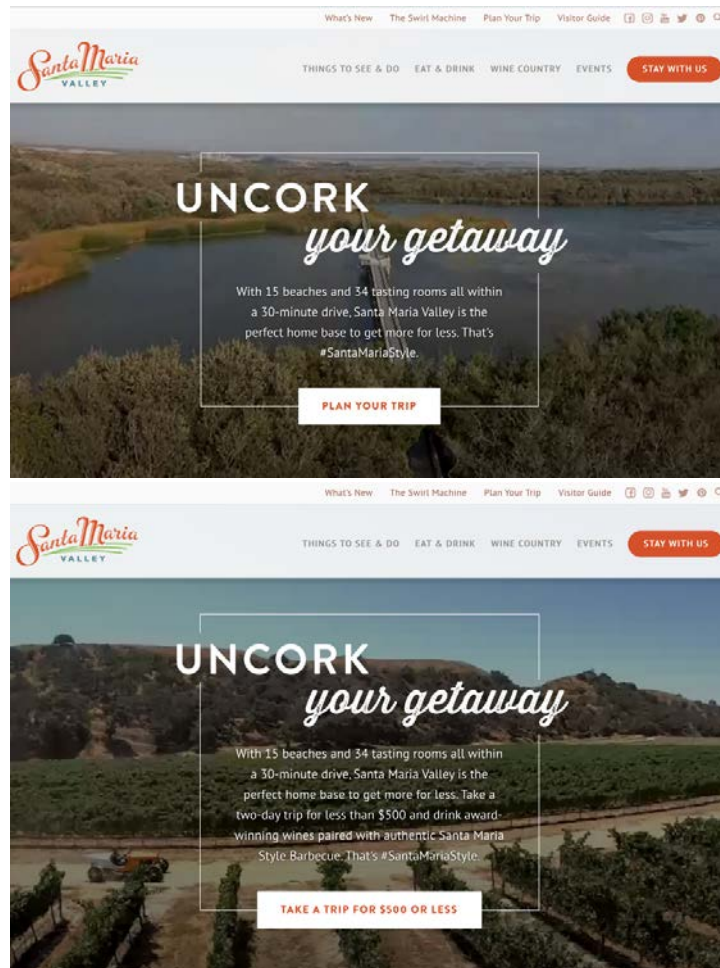
City Council Update

A/B Testing

We conducted a few experiments with website content over the course of the year, which help us to identify content or calls to action on key pages that are most effective in promoting conversion. Based on the results of these experiments, we are able to adjust website content accordingly.

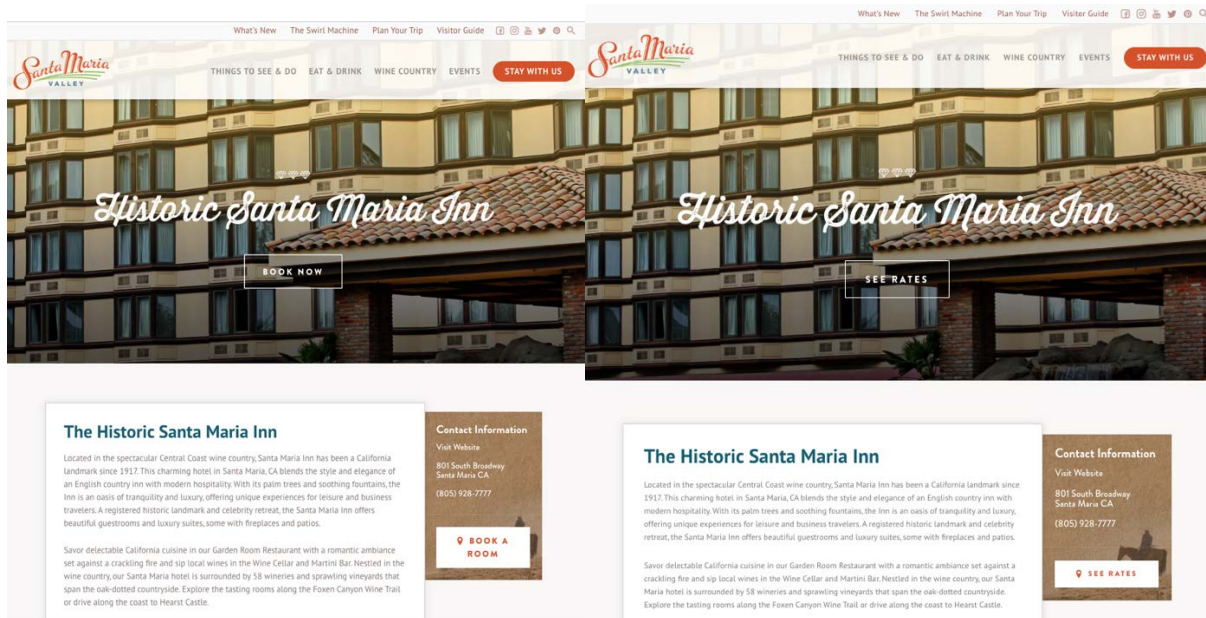
- Home Page Header Experiment
 - Variants: \$500 price point messaging (original) versus no mention of price (variant)
 - Results: No significant difference in bounce rate between the original (57.51%) and the variant (58.69%). No indication of statistical significance achieved yet.
 - Recommendation: This experiment has been paused until we see overall website traffic back up to a level that will provide us with a statistically significant sample.

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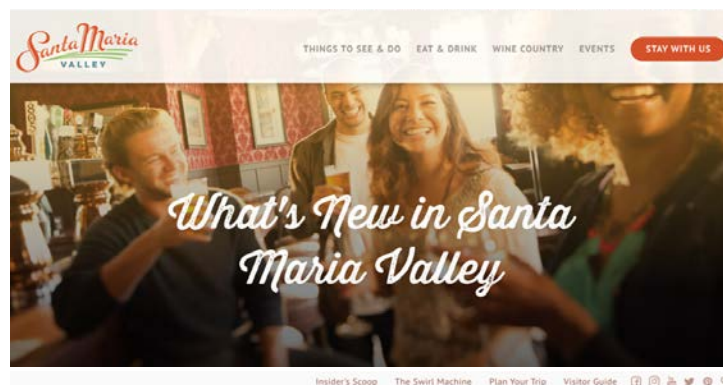


APPENDIX B: KPS3 MARKETING REPORT

- Hotel Detail Page Button Experiment
 - Variants: "Book Now" (original) and "Check Rates" (variant)
 - Results: The original has a 67% probability to be best with a conversion rate of 39.8% as compared to 36.86% with the variant. However, statistical significance has not been achieved yet.
 - Recommendation: Pause this experiment for now – this was poor timing with the current situation and hotel page traffic being way down. We'd like to re-run this when media is back up and running and we're a bit farther into the recovery plan.



- "What's New" Navigation Text Experiment
 - Variants: "What's New" (original), "Blog," "Insider's Scoop" and "Get to know SMV"
 - Results: This test came back with enough data for the results to be statistically significant (or have merit), and "Insider's Scoop" has a 77% probability of being best and 95% chance of outperforming the others.
 - Recommendation/Action Taken: End the experiment and change the text across the board to "Insider's Scoop." When site traffic is back to normal and media is running again, we'd like to run another test with "Insider's Scoop" and "Get to know SMV," as that was a close second.



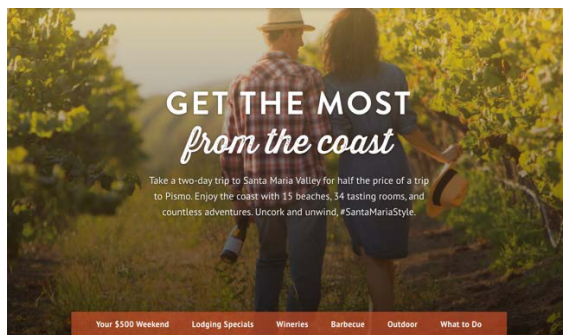
APPENDIX B: KPS3 MARKETING REPORT



City Council Update

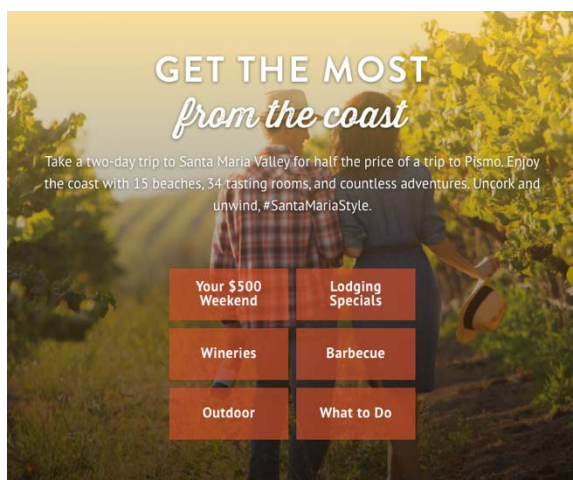
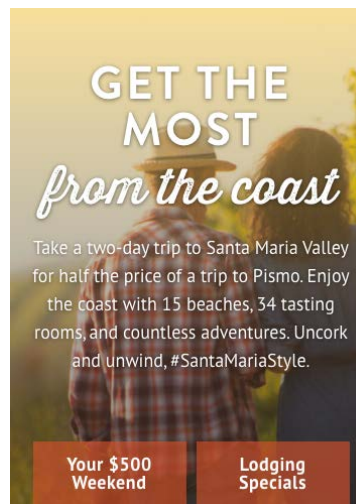
Personalization

We ran a personalization campaign on the website targeting users visiting from Fresno, Bakersfield and Visalia. The experiment is set up so that folks who visit from one of these geographies will see a “Get the most from the coast” message curated specifically for them, encouraging them to take a weekend getaway to the coast for half the cost of a trip to Pismo. We sent these people to the \$500 Wine Weekend page up until the point that the page was updated for the \$500 Three-Day Getaway specific to the recovery plan.



The Central Coast's Hidden Gem

In the Santa Maria Valley you can let your hair down and be yourself. Pair your Pinot with a pair of jeans at tasting rooms located in the heart of sprawling vineyards without breaking the bank.



The Central Coast's Hidden Gem

In the Santa Maria Valley you can let your hair down and be yourself. Pair your Pinot with a pair of jeans at tasting rooms located in the heart of sprawling vineyards without breaking the bank.

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Organic Search

One of our core strategies this year was growing our website sessions from organic search visitors. To accomplish this, we focused on content generation as well as ranking for wine-based search terms. We have gained traction in both areas, having seen a lift of 15% across the board and over 8,000 visitors coming to the website via wine-based searches.

In total, we saw more than 100,000 website sessions from organic search traffic in this fiscal year. Organic Search was also greatly affected by the COVID-19 pandemic, as search volume for our target keywords dropped to historic lows. Our increase in organic traffic would have been even greater without the pandemic.



Email Newsletter

Total subscribers: 24,352 (7,597 active and regularly engaged)

Average open rate: 14.76%

Drip campaigns are currently running based on our segmented email list, which we identified from categories of the articles each person in our audience clicked on most.

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

We also deploy a quarterly re-engagement campaign, where we look at our “active” subscribers and filter out those who do not regularly open/engage with our bi-weekly emails. Those subscribers are then segmented into a new group and receive a series of re-engagement emails from Santa Maria Valley, where they are offered the options of opting out or receiving less frequent communication from us. While this results in a decrease in the number of “active” subscribers on a quarterly basis, it ensures that the people who are regularly receiving our emails are the most qualified from a conversion perspective.

APPENDIX B: KPS3 MARKETING REPORT



City Council Update



January 2020 | #SantaMariaStyle



April 2020 | #SantaMariaStyle

Friend, get a [free Santa Maria Valley Vintners Visa Weekend Pass](#) when you book your hotel in Santa Maria.



Wine on the Foxen Canyon Trail

You'll find a diverse selection of world class wines within the 13 wineries along this 30-mile stretch of road. Cruise or cycle the trail to sample Chardonnays, Syrahs, Pinot Noirs and more.

[Learn More](#)



January 9 - January 31

Last Chance: Monarch Butterflies

It's a scene worth flocking to. Don't miss your chance to see the migration of thousands of monarch butterflies at groves along the Central Coast. The butterflies stay in the groves until mid February.

[Learn More](#)

Friend, add a little sweetness to your social distancing with strawberry and wine pairings, plus major inspiration for your next trip.



6 Delicious Ways to Pair Strawberries and Wine

As we practice social distancing, there's no better opportunity to order wine online from one of the region's tasting rooms, grab a carton of berries, and enjoy a tasting experience worth staying inside for.

[Learn More](#)



Wine Oh TV Discovers the Meaning Behind #SantaMariaStyle

Wine Oh TV took a weekend trip to Santa Maria Valley and got a taste of some of California's finest wine, paired perfectly with historic Santa Maria Style barbecue. The best part? She did it all for less.

[Read more to get inspired](#)

Public Relations

Our PR approach continues to be to primarily target the leisure travel audience, continuously reinforcing our unique experiences, Santa Maria Style barbecue, wine country and authentic hospitality at a value.

With Cision, we are able to publicity value for stories trackable by the monitoring service. This fiscal year-to-date, we've achieved \$1,373,223 in publicity value through 66 articles (a strong sampling of which are listed below), already exceeding our dream goal of \$775K in publicity value and 36 articles.

- July 29, Alcohol Professor, [A Foolproof Guide to Pairing Wine With Regional BBQ](#)
- July 14, Living Mi Vida Local, [Santa Maria Valley road trip stops](#)
- July 9, USA Today, [Great American Bites BBQ road trip: The country's best regional barbecue joints](#)

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

- July 4, Chowhound, [7 Reasons Why Tri-Tip is a Steak Worth Knowing](#)
- August 22, Food & Wine, [This Man Will Get You So Amped Up About Beans](#)
- August 21, Wine Enthusiast, [California Chardonnays to Try for \\$25 or Less](#)
- August 20, Richmond Times-Dispatch, [Recipes for your Labor Day cookout: Grilled Chicken Breasts with Peaches and Santa Maria-Style Tri-Tip Kebabs](#)
- August 20, The Gazette, [Wine Guy: Rosé is a favorite summer sipper around the world](#)
- August 14, Maxim, [The Best American Pinot Noirs Under \\$30 To Drink Right Now](#)
- August 14, The Press Democrat, [Wine of the Week: Qupé 2017 Bien Nacido Syrah](#)
- August 1, SF Gate, [Santa Barbara wine has never been more thrilling — or more complicated](#)
- August 1, Kitchn, [19 Recipes That Show What California Home Cooking Means in 2019](#)
- August 1, Kitchn, [Rancho Gordo's Santa Maria-Style Pinquitos & Tri-Tip Steak](#)
- August 1, Serious Eats, [20 Grilled-Steak Recipes to Conquer Summer](#)
- August 1, Scout Magazine, [Cambria Estate Winery, California's Coastal Pearl](#)
- September 16, Livability, [5 Must-Visit California Vineyards in Unexpected Places](#)
- September 17, Wanderful, [Where to Take Your Girlfriends to Wine Country Beyond Napa](#)
- September 18, KSBY, [Santa Maria Valley tourism group unveils interactive wine art machine](#)
- September 18, KCLU, [Central Coast Wine Region Uses Free Online Wine Art Experience To Build Tourism](#)
- September 20, TechRepublic, [Raspberry Pi and Arduino powered robot lets users make art from wine](#)
- September 23, Arduino Blog, [This interactive machine makes art out of wine](#)
- September 28, Wine Diva Lifestyle, [Participate in The Swirl Machine](#)
- October 3, Chron, [The coolest things to see along the California coast that aren't beaches](#)
- October 11, Kingston Whig-Standard, [Anthony Gismondi: Wines to fill your glasses to give thanks](#)
- October 18, Texas Monthly, [BBQ News Roundup: Champagne With Brisket, the Butcher's Ball, and the World Food Championships](#)
- October 24, Oakland Magazine Online, [Charmed by the Santa Maria Valley](#)
- October 24, Los Angeles Magazine Online, [For Good Times, Award-Winning Wines, and Authentic Barbecue, Plan a Getaway to the Santa Maria Valley Los Angeles Magazine](#)
- October 30, Business Wire, [S&W Leads Bean Innovation with Heirloom Series Launch at Whole Foods Market](#)
- November 4, SFGate, [Road Trip to Santa Maria Valley for a \\$500 Wine Country Getaway](#)
- November 18, InsideHook, [I Went to BBQ Bootcamp to Learn the Art of the Santa Maria-Style](#)
- November 21, Citizens' Voice Online, [Consider guests' preferences when picking Thanksgiving wine](#)
- November 24, Forbes, [Michelin Guide Becomes Sole Owner Of The Robert Parker Wine Advocate](#)
- November 25, NYC Tech Mommy, [California Road Trip Itinerary: Driving LA to San Francisco & Central Coast Stops Not to Miss](#)
- November 28, ABC News, [California winemakers are making big changes to your Thanksgiving libations](#)
- December 12, MagPi Magazine, [The Swirl Machine](#)
- December 17, The Perfect Spot, [Charmed by the Santa Maria Valley](#)
- December 20, KFSN-TV, [Here's how you can win a trip around California](#)
- January 1, Travel & Leisure, [The 10 Most Romantic American Road Trips for Couples](#)
- January 12, KSBY, [Fly from Santa Maria to Denver, LA and SFO starting in June](#)
- January 22, SFGate, [Classic Pairing: Santa Maria Style Barbecue & Wineries Continue 150 Year Legacy](#)
- January 28, Cooking With Cocktail Rings, [California Road Trip: 4 Days in the Central Coast](#)
- January 31, Food & Wine, [The 15 Central Coast California Wines to Drink If You Want to Be an Expert](#)
- February 5, Visit California, [Meet the Makers of Signature California Products](#)
- February 14, Robb Report, [From Sparkling Rosé to Premium Champagne: The 10 Best Bottles of Bubbly for Valentine's Day](#)
- February 22, Chowhound, [15 Destinations to Get Your Wine Fix on the Central Coast of California](#)



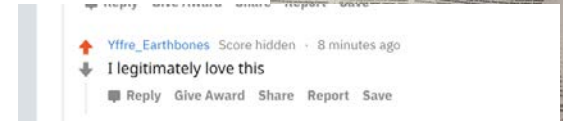
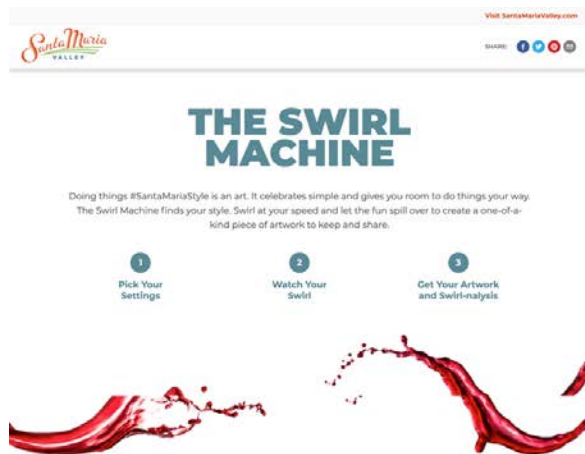
APPENDIX B: KPS3 MARKETING REPORT



City Council Update

We Launched the Swirl Machine!

The Santa Maria Swirl Machine is an interactive experience that allows users to control the fill level, and swirl speed of a glass of Santa Maria Valley wine. We had over 2000 spills from 1600 users across the globe interacting with over 10,000+ pages on the website. We were covered in publications like TechRepublic, MagPi, and Haskster.io... Tide even shot us a tweet. We had city officials swirling, newscasters splashing and the wine industry got a taste of a player who they never thought could make that big of a splash.



APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Paid Media

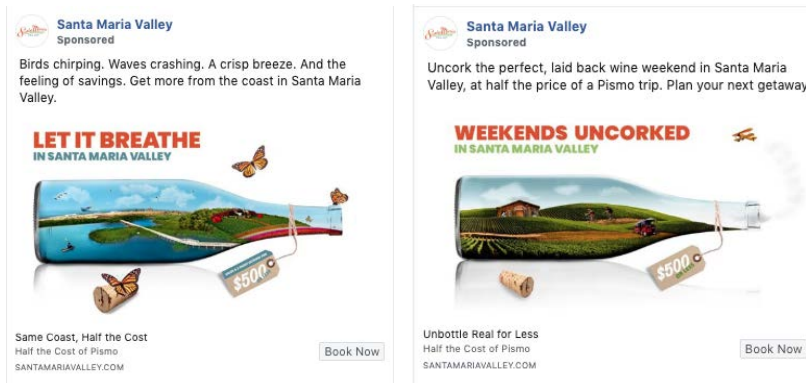
This year, the majority of paid media spend is focused on highly targeted and trackable media. The media budget has supported new content creation in highly regarded and reputable publications like the San Francisco Chronicle and LA Magazine. We have also continued our partnerships with outlets that were successful for us last year – Visit California and Visit Santa Barbara. So far, our media buys have allowed us to increase traffic to the website and hotel referrals significantly.

Paid Digital

Our heavy presence in the digital space has allowed us to experiment with, evolve, and be flexible with our media budget. The spend has been concentrated in markets that are highly engaged with our content: Bakersfield, Fresno, Visalia, and a handful of cities in and around Los Angeles.

The strategy proved impactful, resulting in a 150% increase in hotel referrals and a 105% increase in clicks to Santa Maria attractions.

In early 2020, we launched ads on Facebook and Instagram that highlighted the advantages of planning a trip to Santa Maria instead of a trip to Pismo Beach for Bakersfield, Fresno, and Visalia residents.



Pre-COVID (July 1, 2019 – March 15, 2020)

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Website Visits from Paid Digital Media



Paid Digital Visitor Site Engagement

Unique Hotel Pageviews 7,094 ↑ 63.2%	Hotel Referrals 2,995 ↑ 149.4%	Bounce Rate 63.02% ↑ 36.9%	Pages / Session 1.92 ↓ -5.3%
Attraction Clicks 1,096 ↑ 105.2%	Newsletter Signups 192 ↓ -16.9%	Video Views 717	Cookbook Downloads 261

Traditional Media

This year, we have and/or will be placing print ads in Yosemite Journal, SLO Vintages, CO-OP Travel & Leisure Road Trip, and the CO-OP CCTC Visitor Map.

WEEKENDS UNCORKED
IN SANTA MARIA VALLEY

Santa Maria Valley's unexpected wine experience is exactly what your weekend needs. Pedal, ride and cruise through rolling hillsides. #SantaMariaStyle.

\$500
WEEKEND GETAWAY FOR TWO

Santa Maria VALLEY
SantaMariaValley.com

UNBOTTLE REAL
IN SANTA MARIA VALLEY

Nestled into the Central Coast, in between rolling hills of vineyards and heaping ocean dunes, is Santa Maria Valley. Uncork your weekend, and get more for less. #SantaMariaStyle.

\$500
WEEKEND GETAWAY FOR TWO

Santa Maria VALLEY
SantaMariaValley.com

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Native Digital Media & Partnerships

So far this year, our native digital media partnerships have generated:

- 7,646 website visits with an average session duration of one minute and eleven seconds
- 118 hotel referrals (a 1.5% conversion rate)

We also have stories published with SFGate and [LA Magazine](#), and will be featured on a segment of Good Day LA later this year. The objective of these partnerships is to leverage reputable publications with audiences similar to ours to spread the word about Santa Maria Valley.

The screenshot shows a web article from Los Angeles Magazine. The header includes the magazine's logo and a navigation bar with links like 'KOBE BRYANT (1978-2020)', 'BEST OF L.A.', 'NEWS & CITY', 'CANNABIS', 'AWARDS WATCH', 'CULTURE', 'TRAVEL', 'FOOD', and 'THE MAGAZINE'. The article title is 'For Good Times, Award-Winning Wines, and Authentic Barbecue, Plan a Getaway to the Santa Maria Valley' by Los Angeles magazine, dated October 24, 2019. The article features a large photo of four people (three women and one man) sitting around a table, smiling and holding glasses of wine and beer. The text below the photo begins with 'There's no better place to swirl a glass of Pinot Noir and dive into a delicious cut of rib eye steak roasted over a red oak fire than the Santa Maria Valley. The region prides itself on its award-winning wines and its unique Santa Maria Style Barbecue—but the truth is, you don't have to be a wine aficionado or barbecue expert to appreciate the area. There are plenty of reasons to visit, including the affordable accommodations, the'.

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

SIP-Friendly Content (Mid-March - Present)

After the onset of COVID-19 in California and throughout the U.S., we'd paused all paid campaigns but recognized that we couldn't go completely dark and that we still needed to be talking to our audiences. Content development remained at the forefront of our strategy, although we did re-examine the type of content we were creating.

As the state shut down and implemented shelter-in-place orders, we knew that even the locals wouldn't be leaving their homes for anything but grocery shopping, and certainly, out-of-towners wouldn't be visiting anytime soon. We saw this as an opportunity to stay engaged with our audience through content that was not only relevant to what was going on in the world, but that brought a bit of entertainment and levity.

We shifted all social media messaging to focus primarily on virtual experiences and Santa Maria Valley's wide-open spaces. We saw a lot of potential and opportunity through social media for Santa Maria Valley to appropriately embrace the current environment for what it is, and still offer our fans and followers a more lighthearted, down-home, true #SantaMariaStyle experience. We anticipated that the social media landscape, as a whole, will remain cluttered with news and chatter about COVID-19 for weeks to come. But we asked ourselves: what are people looking for from brands in between the chaos? What can Santa Maria Valley do to cut through the noise and resonate with our audience? How can we make people smile, inspire them and entertain them? When we tie it all back to Santa Maria Valley's core values, personality and promise to treat everyone like part of our family, we find that we're a perfect fit for a brand that can virtually engage and inspire while we're waiting for the right time to welcome people back.

Plover Patrol

Twitter is a place for conversation, for chatter, and for things to be quickly shared through multiple threads. We wanted to embrace Twitter for these exact reasons, and our feed was taken over by one of Santa Maria Valley's most endearing and iconic animals – the snowy plover. The plover becomes more than that adorable, elusive little creature that you can spot running along the coastline of the dunes, but more of an authority on all things SMV. The plover checked up on our neighbors, checked in on everyone's favorite attractions and make sure everyone was safely staying at home, while ensuring Santa Maria Valley is the same picturesque destination with the same welcoming folks, once the time is right for people to visit again.

After a seven-week run on Twitter, we started to introduce Pat the Plover on Instagram and Facebook as well, which we continue to do.

APPENDIX B: KPS3 MARKETING REPORT



City Council Update



Santa Maria Valley @VisitSMV · May 3

Pat here, checkin' in on Santa Maria Valley's hoppin' (no pun intended) beer scene. Everything seems to be in order in this barrel.
@NaughtyOakBrew, let me know if you need a taste-tester – you know, for quality control! 🍷 Cheers! 🍷 #CheersForBeers #QualityCheck #PloverPatrol



Santa Maria Valley @VisitSMV · May 11

Pat, here! I'm taking inventory of all the bottles at @corewine. It looks like everything is in order. Do you think they'll give me a bottle for my trouble? I'm hoping so! Pinot Noir is my favorite – hint, hint. #PatsPinot #PloverPatrol



Santa Maria Valley @VisitSMV · Apr 28

Even though I live on the beach, I still love a good dip in the pool. Sometimes I get tired of being salty all the time. Major bonus points if the pool is as pretty as this one at @SantaMariaInnCA! Time to relax and work on my butterfly stroke. #PloverPaddle #PloverPatrol



APPENDIX B: KPS3 MARKETING REPORT



City Council Update

We also created a series of social media-friendly, Santa Maria Valley-branded assets to infuse personality and promote engagement across all social channels. This included a #SantaMariaStyle Bingo card, a #SantaMariaStyle Wine Bracket, a fill-in-the-blank card, and a “This-or-That” card. Each of these were designed for our followers to be able to play along and encourage their own friends to do the same. All content was very specific to Santa Maria Valley and the destination’s most iconic aspects – barbecue, wine, outdoor activities, strawberries, plovers, and the list goes on.



APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Barbecue content continues to be king as we look at website and social engagement with this type of content. We knew that fresh, new barbecue content would be an easy win, even with people having to stay at home. We worked with Jaime Flores to create a [#SantaMariaStyle Barbecue-from-home video](#) so that we could help folks bring the bold and authentic flavors into their own kitchens.



Recovery Campaign (June 12 - Present)

From the time California first began to shut down, we started planning what would be our recovery campaign to launch once things started to re-open. Our goal was to be able to squirrel away the dollars we were saving from pausing all paid media efforts and to be able to reinvest them into a reopening campaign when the time came.

We approached this with a few assumptions:

- Even once we come out of this, we anticipate being in an economic recession. Initial travel will likely be within driving distance, and likely in-state for California.
- People won't want to break the bank on their first trip but will be ready to get out of town for an escape.
- They won't be immediately keen on visiting a big city or being around a ton of people.
- This recovery plan will become the framework for/start to the 20/21 marketing plan.

Based on the budget available, the campaign would run 12 weeks, targeting primarily Fresno and Bakersfield (from a paid perspective), and consist of highly targeted digital media efforts. In doing so, we would build up remarketing pools to capture folks arriving on the website via our paid campaign, in order to later be able to reach out to them with additional messaging in an effort to get them to convert.

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Outside of paid efforts, we targeted our existing email database and social media followers as well.

Following are performance metrics for the recovery campaign from June 12 (date campaign was launched) through July 13 (date this report was generated):

Website Activity

- 136 hotel referrals
- 53 attraction referrals
- 80 video views
- 13 cookbook downloads
- 11 newsletter signups

Paid Search

- 9% click-through rate (CTR)
- \$1.68 cost-per-click (CPC)
- 3.8% conversion rate (all campaigns)
 - 29% conversion rate (hotel campaigns)

Paid Social

- .78% CTR
- \$0.58 CPC
- 268 reactions; 20 shares
- 3.7x frequency

Video

- 0.31% CTR
- \$10.40 cost-per-thousand (CPM)
- 306,790 views

Creative Approach - Let's Get Back Together

As we welcomed visitors back to Santa Maria Valley, we wanted to remind them of what makes us the perfect place to reconnect with each other and the central coast. We did this by going back to our roots. Full-flavored food, an unexpected wine experience, beautiful surroundings, and real value.

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Strategy

This mini campaign centered around the theme “Let’s Get Back Together,” using an updated wordmark that will carry through our videos and digital ads. The imagery focuses on the warmth and beauty of the area to show our potential visitors that Santa Maria Valley has the wine and coastal experience that’s the perfect warm-

Campaign Look & Feel



APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Paid Social Assets (sampling)

 **Santa Maria Valley**
Sponsored · 🌐

Let's get back together in Santa Maria Valley. Fill your glass and your plate when you take a 3-day getaway for \$500 or less.



SANTAMARIAVALLEY.COM
Welcome Back, Friends
Escape to the Coast

[Learn More](#)

👍 Like 💬 Comment ➦ Share

 **Santa Maria Valley**
Sponsored · 🌐

Let's get back together in Santa Maria Valley. Cruise to the coast and take a 3-day getaway for \$500 or less.




Fill Your Plate **Top Off Your Glass**

👍 Like 💬 Comment ➦ Share

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

 **Santa Maria Valley**
Sponsored · 🌐

Let's get back together in Santa Maria Valley. Cruise to the coast and take a 3-day getaway for \$500 or less.

Enjoy Fresh-Picked Berries

Wide-Open Spaces Await

Like Comment Share

 **Santa Maria Valley**
Sponsored · 🌐

Let's get back together in Santa Maria Valley. Cruise to the coast and take a 3-day getaway for \$500 or less.



Wide-Open Spaces Await

SAN

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

**Santa Maria Valley**
Sponsored · 🌐

Let's get back together. Cool down, fill up, and sip at your pace.
Reconnect with relaxation in Santa Maria Valley.



SANTAMARIAVALLEY.COM
Welcome Back, Friends
Start Planning Your Getaway

Learn More

2 Views

 Like  Comment  Share

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Video

We created two different types of video assets for this campaign. First, we have three 15-second spots that we're using for paid video ads on YouTube and Facebook. Each showcases different Santa Maria Valley experiences, focusing on wine, barbecue, the great outdoors and wide-open spaces. These have both music and voiceover.

Let's Get Together Again (:15)

Three-Day, \$500 Getaway (:15)

Authentic Barbecue & Award-winning Wine (:15)

The next set of video assets are more for organic content uses – organic social media posts, use within emails, etc. These have a music bed, but do not have voiceover. That said, they will never stand alone and will always be accompanied by either social media post copy or intro text that lends more context to the content. We'll be creating 8-10 of these as part of the campaign.

Santa Maria Style Barbecue (:15)

Cycling in Santa Maria Valley (:15)

Explore Oso Flaco Lake (:15)

Email Creative (deployed the evening before the reopening)



Let's Get Back Together in Santa Maria Valley

Back to laughter. Back to relaxation. In a beautiful Central Coast destination that is the perfect place to reconnect with full-flavored food and wide-open spaces.

As we welcome visitors back to our region, we want you to feel comfort in knowing that our crowd-free and laid-back environment is the ideal home base for you to get off the beaten path and back to exploration.

Plan a Three-Day Getaway for \$500 or Less!

Looking for a great escape that won't break the bank? Make Santa Maria Valley your home base and do more, for less.

- **Stay:** Find a hotel for \$125 per night, or less
- **Eat:** Have a famous #SantaMariaStyle barbecue dinner, and more
- **Drink:** Wine/Beer Tastings & Pairings
- **Play:** Berry picking, coastal dune hiking, cycling and birdwatching are all waiting for you in the Santa Maria Valley

[Plan Your Getaway!](#)

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Recovery Blog

Prior to launching the recovery campaign, we worked to put together a blog page focused solely on the status of businesses during the various reopening phases, as well as ensuring locals and visitors alike that businesses in Santa Maria Valley are taking proper health and safety precautions as recommended by Santa Barbara County and the Governor's office.

This blog is continually updated as things change, so that visitors can see, at-a-glance, what's open and happening around the valley, but also be assured that health and safety is our priority.



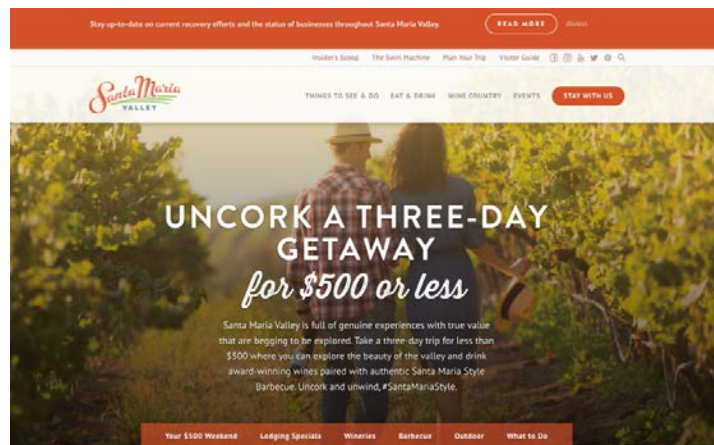
APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Three-Day, \$500 Getaway Itinerary

We developed an itinerary for a three-day getaway for two for just \$500 (or less), and really leaned into this relative to campaign messaging. This itinerary has replaced the existing \$500 wine weekend getaway for the duration of the recovery campaign.



Reconnect with the Coast

In the Santa Maria Valley you can let your hair down and be yourself! Coast down, fill up and get more for less. Here, the rolling hillsides, miles of dunes, and wide-open spaces will be the perfect backdrop for your getaway.



AWARD-WINNING WINE

Get away to a wine country that the Travel Channel named a Top 10 City for Wine Lovers, with award-winning Pinot Noirs and



TREK ON OR TRAIL OFF

With 12 beaches and 24 hiking trails within 30 miles of Santa Maria Valley you can find plenty of ways to slow down or speed up on your wine



ICONIC BARBECUE

Experience a barbecue tradition that dates back more than 100 years. Centered around on-site, organic slaughtering and favorite sides, there's a

Get the Most from Your Getaway

We broke down an average three-day getaway to the Santa Maria Valley for two people. Santa Maria Valley is the ideal weekend destination, where you can extend your recreation dollars further while escaping from the every day.

- **Stay** | \$125 per night
- **Eat** | Santa Maria Style BBQ and more: \$140-\$200
- **Drink** | Wine/Beer Tastings & Pairings: \$15-\$5
- **Bring Home Your Favorite Bottle** | \$30
- **Stay** | Hiking/packing (hikes/rides) or blueberries, depending on the season: \$15. Outdoor Exploration, Culture, Shopping, and more!



Visitor Information

We've compiled a list of the hotels, restaurants, wineries, breweries and attractions in and around Santa Maria Valley that are open for business. Plus, stay up-to-date on current regulations in place, and creative ways to get in touch with the down-home hospitality of our valley.

[READ MORE](#)

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Reopening/Welcome Back Press Release



Visit Santa Maria Valley Welcomes Visitors Back, Safely and Responsibly

(Santa Maria, Calif.) – The Santa Maria Valley Visitors Bureau is calling on Californians to [rediscover the amenities of Santa Maria Valley](#) in California's Central Coast region. The area's wine tasting rooms, outdoor spaces, restaurants and hotels have worked together to develop and continuously evolve COVID-19 health and safety protocols so that locals and visitors alike may experience the charm and friendliness of the region, where people are treated like family.

"We understand that each couple, family or individual will determine the rate at which they're comfortable traveling again," said Jennifer Harrison, director of tourism for [Visit Santa Maria Valley](#). "Santa Maria Valley is open and we want to embrace our guests as an ideal place to explore. We are following protocols from the CHC, state and local officials as well as from guidance from our governor to ensure our experiences are safe and memorable."

Known for being unpretentious and less crowded than other California destinations, a 3-day road trip to Santa Maria Valley can be experienced for [\\$500 or less](#), which includes activities such as dining on Santa Maria Style barbecue and other locally-loved food, wine pairings that can be enjoyed outdoors and excursions through the area's wide open spaces.

Visitors may create their own 3-day itinerary by packaging together a desired list of amenities. An example itinerary for two people can consist of:

- Hotel accommodations for approximately \$125/night or less at properties such as the [Historic Santa Maria Inn](#), [Candlewood Suites](#), [Holiday Inn & Suites](#), [Fairfield Inn & Suites by Marriott](#), [Radisson Hotel Santa Maria](#) and [Best Western Big America](#).
- Dining at locally-owned restaurants like [Far Western Tavern](#) and [Woody's Butcher Block](#) for delicious Santa Maria Style barbecue.
- Wine tastings and food pairings at [Presqu'île](#), [Rancho Sisquoc](#) and more, and the opportunity to bring home a favorite bottle of wine.
- Outdoor walks and excursions at [Oso Flaco Lake](#), the [Guadalupe Nipomo-Dunes](#) and [Los Flores Park](#). Or, try some berry picking at [U-Pick Blueberries](#). There are 15 beaches and 24 hiking trails within 30-miles of Santa Maria Valley.

Locations will have limited capacities, so it is suggested that visitors contact the business ahead of your visit to check on the latest updates. Reservations are required for wine tasting rooms.

"We inspire Californians to explore or rediscover areas in their state's backyard," said Harrison. "The impact it has on our tourism industry's economic recovery is huge. Santa Maria Valley

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Bakersfield Magazine Advertorial Spread - \$500 Three-Day Getaway

GO & DO Trip Planner

Promotional Content



UNCORK AND UNWIND IN SANTA MARIA VALLEY FOR \$500 OR LESS

Let's get together again in Santa Maria Valley. When you're ready to escape to a wine country destination unlike any other, we're here to welcome you back like an old friend. This Santa Barbara County wine region is full of genuine experiences, in an uncrowded setting, begging to be explored. Immerse yourself in the beauty of the Central Coast and enjoy remarkable wines, iconic barbecue and endless outdoor adventures — safely and responsibly. You can take a three-day getaway for less than \$500.

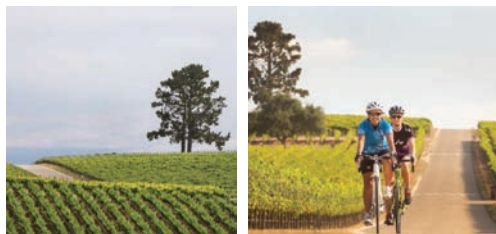
Unwind in a picturesque setting with our renowned Pinot Noir, Chardonnay, Syrah and more from Santa Maria Valley's wineries. Many tasting rooms are opening their doors to the public once more while taking extra steps to ensure guest safety. Enjoy wine and food tasting flights paired with vineyard views. Be sure to pick



up an extra bottle to enjoy at home. Don't miss the chance to experience a true California tradition: Santa Maria Style barbecue. This 150-year-old culinary style dates back

to the 1800s, when Spanish settlers would host feasts for vaqueros after cattle roundups. Santa Maria Style barbecue consists of meat, usually tri-tip, seasoned with a simple mix

PHOTOS COURTESY OF KXXX



of salt, pepper and garlic and grilled over red oak. The red oak grows natively on the Central Coast and helps to give the meat a hearty, smoky flavor. The meat is then paired with savory sides, including pinto beans — a small pink bean that grows only in the Santa Maria Valley. Other sides include buttery garlic bread, a fresh green salad and salsa. Uncork relaxation or choose your own adventure, with outdoor activities abound in and around the valley. Trek on or trail off with one of 24 hiking trails within a 30-minute drive and plenty of room to wander. Explore the hillsides and take in stunning panoramic views at Los Flores Ranch Park. Or, follow the boardwalk right to the Pacific Ocean at Oso Flaco Lake.

Dig your toes into the sand at one of 15 nearby beaches. Play on the sandy-white dunes of the Rancho-Guadalupe dunes preserve. Or, play with your pups at Fisherman's

Beach, fondly dubbed "Dog Beach" by locals because dogs are allowed off-leash there.

Strap the bikes to the car and put the pedal to the Pinot by cycling through the vineyard-lined hillsides of the Foxen Canyon Wine Trail. Or, explore the diverse Pacific Coast terrain on one of dozens of other cycling trails near the valley.

Wherever you adventure outside, you're sure to see an abundance of native flora and fauna. Birdwatching enthusiasts may spot more than 130 species of birds in and around the Santa Maria Valley, and fishermen can purchase a day license online to catch and release at parks and beaches throughout the region.

Visit SantaMariaValley.com/Getaway to learn more about our valley and book your next getaway. Do all of this with your favorite travel companion for \$500 or less. Uncork and unwind, #SantaMariaStyle. n

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

Redhead Mom Blog



Search Redhead Mom

POSTS

GIVEAWAYS

FOOD

PETS

HEALT

Home » Travel & Events » Travel & Family Fun » California » Visit Santa Maria Valley Welcomes Visitors Back, Safely and Responsibly

Visit Santa Maria Valley Welcomes Visitors Back, Safely and Responsibly

By Shannon Gurnee In California June 19, 2020 8 Comments 332 Views

Today, on *Redhead Mom*, I'm sharing about Visiting the California Central Coast in partnership with the Santa Maria Valley Visitors Bureau.



I love living here on the California Central Coast. It's a beautiful part of California and I honestly don't see myself moving from here anytime soon. I love being near the ocean (about a 20 minute drive for us), as well as great weather year round (we don't get snow storms or extreme summer temperatures). Let's not forget the perk of having easy access to fresh fruits and vegetables on a regular basis (including strawberries). Plus, there is a wide selection of wineries one can visit as well! While the California Central Coast is normally a vacation destination for many, that all changed when COVID-19 hit. Things are starting to change again.

APPENDIX B: KPS3 MARKETING REPORT



City Council Update

2TravelDads Website Blog/Content

The screenshot shows a blog post on the 2TravelDads website. The header includes the site logo '2TRAVELDADS giving the kids a broad world view' and navigation links: ABOUT US, PODCAST EPISODES, UNITED STATES, INTERNATIONAL TRAVEL, BEING PARENTS. The post title is 'SANTA MARIA VALLEY: A NEW CALIFORNIA GETAWAY' with a subtitle 'CALIFORNIA, CENTRAL COAST, SOUTHWESTERN US, UNITED STATES'. It features a row of four images: a person on a boardwalk, a person in a hot air balloon, a person on a beach, and a person grilling food. The text describes a road trip from Los Angeles to San Francisco, highlighting the Santa Maria Valley, San Luis Obispo area, and Cambria. It mentions that the valley is just north of Los Angeles and Santa Barbara off Highway 101, and that it's a treasure trove of fun for both kids and adults. The post also includes a search bar, a newsletter sign-up form, and social media links.

Media Relations Co-op

We are working with several travel writers for FAMs in July and August – Visalia Magazine, San Joaquin Magazine and Organic Authority – who are open to traveling during COVID-19. We have formed a cooperative with PR leads from Monterey County, Highway 1 Discovery Route and Visit Santa Barbara to pitch and host more travel writers as a united front.

APPENDIX C: YEAR-END FINANCIALS

SANTA MARIA VALLEY CHAMBER OF COMMERCE

Economic Development Commission

Fiscal Year 2019-2020: Year-End Financials (pre-audited)

	Total EDC	
	Jul '19 - Jun 20	Budget
Income		
42000 · Program Revenues	209,751.00	198,451.00
59050 · Administrative Fees	-39,990.20	-38,697.95
Total Income	169,760.80	159,753.05
Expense		
61000 · Administrative Expenses	1,305.50	4,000.00
62000 · Building Expenses	0.00	
63000 · Personnel Expenses	2,778.86	0.00
64000 · Professional Services	110,106.25	102,000.00
71000 · Operations Expenses	2,107.72	4,750.00
72000 · Prof. Development Expenses	9,044.99	10,000.00
73000 · Marketing & Sales Expenses	24,473.00	38,500.00
74000 · Publication Expenses	0.00	
81000 · Event Expenses	1,782.24	0.00
Total Expense	151,598.56	159,250.00
Net Income	18,162.24	503.05

APPENDIX C: YEAR-END FINANCIALS

SANTA MARIA VALLEY CHAMBER OF COMMERCE

Visitors Bureau

Fiscal Year 2019-2020: Year-End Financials (pre-audited)

	Total VCB	
	Jul '19 - Jun 20	Budget
Income		
42000 · Program Revenues	579,508.00	579,508.00
50000 · Advertising Revenues	29,110.00	0.00
53000 · Sales & Royalties	4,430.00	5,000.00
59050 · Administrative Fees	-249,188.44	-249,188.44
Total Income	363,859.56	335,319.56
Expense		
61000 · Administrative Expenses	716.39	4,000.00
62000 · Building Expenses	989.97	650.00
63000 · Personnel Expenses	165,182.63	159,522.32
64000 · Professional Services	6,111.00	0.00
71000 · Operations Expenses	4,853.86	7,000.00
72000 · Prof. Development Expenses	3,553.88	2,500.00
73000 · Marketing & Sales Expenses	93,254.40	126,750.00
74000 · Publication Expenses	57,442.97	34,000.00
81000 · Event Expenses	450.00	0.00
Total Expense	332,555.10	334,422.32
Net Income	31,304.46	897.24

APPENDIX C: YEAR-END FINANCIALS

SANTA MARIA VALLEY CHAMBER OF COMMERCE

Tourism Marketing District

Fiscal Year 2019-2020: Year-End Financials (pre-audited)

	Jul '19 - Jun 20	Budget
Income		
41000 · TMD Assessments	660,540.47	685,000.00
41050 · City Admin Fee	-13,210.80	-13,700.00
46000 · Interest Income	93.27	75.00
Total Income	647,422.94	671,375.00
Expense		
60200 · Administration	92,475.67	95,900.00
64000 · Marketing		
60100 · Account Management	27,500.00	30,000.00
64010 · Media Placement	154,457.79	220,000.00
64015 · Media Management	21,159.98	25,000.00
64020 · Asset Development	36,000.00	36,000.00
64070 · Collateral	0.00	0.00
64080 · Creative Services	31,902.13	32,000.00
64100 · Content Creation	58,229.30	60,000.00
64110 · Education & Training	0.00	0.00
64280 · Local Event Grants	9,362.67	10,000.00
64300 · Marketing Plan	0.00	0.00
64340 · Memberships & Subscriptions	9,300.00	9,000.00
64450 · Public Relations/Social Media	44,954.83	50,000.00
64500 · Research & ROI Tracking	27,398.14	32,000.00
64610 · Promotions	2,859.50	5,000.00
64640 · Social Media	0.00	0.00
64800 · Website Development	25,474.27	25,000.00
64860 · Web SEO/Reporting	23,701.25	30,000.00
Total 64000 · Marketing	472,299.86	564,000.00
65000 · Miscellaneous	6,797.52	10,275.00
Total Expense	571,573.05	670,175.00
Net Income	75,849.89	1,200.00

FOR THE COUNCIL MEETING OF OCTOBER 6, 2020

COUNCIL AGENDA REPORT

TO: City Council

FROM: City Manager

Prepared by: Director of Community Development

SUBJECT: CDBG CAPITAL PROJECT PROPOSALS

RECOMMENDATION:

That the City Council considers staff's recommendations regarding Capital project proposals for FY 2021-22 Community Development Block Grant (CDBG) funding. This will provide the Block Grants Advisory Committee (BGAC), staff, and participating applicants direction on what projects should be given priority.

BACKGROUND:

This is the fifth consecutive year that the City Council participates in the Capital fund allocation process by conducting a preliminary review of the proposed Capital projects prior to their review by the BGAC. This provides the City Council the ability to prioritize City projects over projects from outside agencies prior to agencies going through the long and extensive application and bid process.

In an effort to facilitate the decision-making process, staff is providing more detailed recommendations based on additional criteria. Staff's recommendations include who should proceed with applying, as well as how much the agency should apply for. BGAC members will use the City Council's directives from this meeting to better assist them in recommending the projects that will receive CDBG Capital funding in 2021-22.

DISCUSSION:

While staff has not been told how much funding the United States Department of Housing and Urban Development (HUD) will be providing the City for the upcoming fiscal year, based on the current year's allocation, the City will probably receive approximately \$1.6 million; and of that amount, approximately \$1.1 million will be available for Capital funding. This total includes reprogrammed funds from previously funded projects.

The deadline to submit proposals for 2020-21 CDBG Capital funding was Thursday, September 10, 2020. In all, staff received seven eligible Capital project proposals totaling \$1,896,454.

Of the seven proposals submitted, three proposals are from the City of Santa Maria. They include:

- | | |
|---------------------------------|----------------------------|
| • Recreation & Parks Department | Preisker Park Improvements |
| • Public Works Department | ADA/Pedestrian Safety |
| • Utilities Department | Wharf Hydrant Replacement |

The four proposals submitted by outside agencies include:

- | | |
|--------------------------------|------------------------------|
| • Boys & Girls Club | Teen Center Restroom |
| • Community Action Partnership | Minor Home Repair Program |
| • Good Samaritan Shelter | Kitchen/Dining Room/Overflow |
| • Central Coast Headway, Inc. | Veterans' Affordable Housing |

In addition to the proposals, the City annually sets aside CDBG Capital funding to cover the administrative costs associated with managing the City's Tenant Based Rental Assistance (TBRA) program. TBRA is funded through HOME, but since the City obtains its HOME funding through the County of Santa Barbara's HOME Consortium, the City cannot use any of that funding to cover the administration of the grant. However, CDBG Capital funding can be used to help cover the administrative costs associated with a HOME program.

Enclosed with this staff report is a summary of all of the proposals along with staff's recommendations (Attachment A). The individual proposals are also included in this report (Attachment B).

As noted in the summary page (Attachment A), the amount requested by all seven proposals totals nearly \$1.9 million, which only a little more than \$1.1 million estimated to be available. Based on this information, it is not possible to fund all seven projects, nor would it be advisable by HUD's standards as Capital projects do tend to be administratively taxing. Staff recommends that six out of the seven proposed projects proceed with the application process, with the understanding that most of the projects will not receive the full amount requested in the proposal. The application should reflect staff's recommended funding amount if the agency proceeds with submitting the application. This will also better assist the agency in finalizing its scope of work and obtaining the proper bids.

It should be noted that this is the first year that three City departments compete for Capital funds. While it is not uncommon for cities to retain all of their Capital funding for only projects spearheaded by the City, the City of Santa Maria has historically not kept all of the funding to itself. The City has traditionally provided outside agencies with an average of 43 percent of its annual Capital funding (Attachment C). This year, staff's recommendation is that 20 percent be allocated to outside agencies. The recommendation to provide most of the funding to the three proposed City projects being proposed all have public safety and ADA accessibility components.

Since staff's recommendations are based on an estimated funding amount, it is recommended that contingencies be adopted as well. The proposed contingency is that if the Capital funding allocation changes, the City projects will be adjusted accordingly. This will be done by the Block Grants Advisory Committee and staff, and the proposal will then go before the City Council for final approval.

Alternative:

An alternative to staff's recommendations is to have the City Council provide its own recommendations based on the information provided.

Fiscal Considerations:

While HUD has not released the amount of proposed CDBG Capital funding to be allocated in 2021-22, staff anticipates approximately \$1.1 million will be available for Capital projects. This includes reprogramming funds related to closed-out projects and program income.

Impact to the Community:

The proposed action will have a positive impact on the community by providing interested agencies with valuable information that will allow them to make decisions on how to proceed in the City's CDBG application process.



ROSIE ROJO

Community Programs Manager



CHUEN NG

Director of Community Development

Attachments: A: Summary of Capital Project Proposals and Recommendations
B: FY 2021-22 Capital Project Proposals
C: Seven-Year Breakdown of CDBG-Funded City Projects

**Community Development Block Grant (CDBG) Program
Summary of Capital Proposals for Fiscal Year 2021-22**

Last updated by RR on 9/22/20

Agency Name (listed in alphabetical order)	Project Name	Project Summary	CDBG Eligible?	Priority	Amount Requested	Amount Recommended by Staff	CDBG Regulation
1 City of Santa Maria Recreation and Parks Department	Preisker Park Improvement Project	The proposed Preisker Park Improvement Project will include the installation of an ADA accessible urban nature/walking trail and a new irrigation water mainline and a domestic water supply line. These items must be done concurrently; this project cannot be phased or reduced. The walking trail is the main project. The water mainline should be done at the same time to avoid having to dig up the walking trail when the irrigation is replaced at a later. It is necessary because currently there is no walking trail and people are having to use the parking lot. *Prevailing wage applies*	Yes	#4 - Revitalize existing neighborhoods	\$550,000	\$517,380	Regulation 24 CFR §570.201(c) Public facilities and improvements. Acquisition, construction, reconstruction, rehabilitation or installation of public facilities and improvements, except as provided in 24 CFR §570.207(a)(1), carried out by the recipient or other public or private nonprofit entities. In undertaking such activities, design features and improvements which promote energy efficiency may be included. Such activities may also include the execution of architectural design features, and similar treatments intended to enhance the aesthetic quality of facilities and improvements receiving CDBG assistance, such as decorative pavements, railings, sculptures, pools of water and fountains, and other works of art. Also, Regulation 24 CFR §570.201(2)(i). The repairing of streets, sidewalks, parks, playgrounds, publicly owned utilities, and public buildings.
2 City of Santa Maria Public Works Department	ADA and Pedestrian Safety and Accessibility Improvement Project	The project will upgrade existing pedestrian facilities in low-to-moderate income areas on the northwest and southwest of Santa Maria with missing or damaged sidewalk, ADA curb ramps, curb & gutter, and tree removals and replacements that do not meet current standards for accessibility or safety. Measure A funds could potential be used to help maximize the work done throughout the city to ensure that the overall project is cost-effective and efficient. *Prevailing wage applies*	Yes	#4 - Revitalize existing neighborhoods	\$500,000	\$240,000	Regulation 24 CFR §570.201(c) Public facilities and improvements. Acquisition, construction, reconstruction, rehabilitation or installation of public facilities and improvements, except as provided in §570.207(a), carried out by the recipient or other public or private nonprofit entities. Also, Regulation §570.201(2)(i) The repairing of streets, sidewalks, parks, playgrounds, publicly owned utilities, and public buildings.
3 City of Santa Maria Utilities Department	Wharf Hydrant Replacement Project	The wharf hydrant replacement project will upgrade more than two dozen non-conforming wharf fire hydrants (with full funding) serving low to moderate income residential neighborhoods with new fire hydrants and valves that meet current City of Santa Maria standards. These wharf hydrants are generally located in older neighborhoods. The upgraded hydrants would provide increased fire fighting flow capacity for the residents served by the new hydrant and residents will benefit from reduced water loss and the potential of water damage from hit or leaking wharf hydrants. *Prevailing wage applies*	Yes	#4 - Revitalize existing neighborhoods	\$405,000	\$135,000	§ 570.207(b)(ii) Fire protection equipment. Fire protection equipment is considered for this purpose to be an integral part of a public facility and thus, purchase of such equipment would be eligible under § 570.201(c). Regulation 24 CFR §570.201(c) Public facilities and improvements. Acquisition, construction, reconstruction, rehabilitation or installation of public facilities and improvements, except as provided in §570.207(a), carried out by the recipient or other public or private nonprofit entities. Also, Regulation §570.201(2)(i) The repairing of streets, sidewalks, parks, playgrounds, publicly owned utilities, and public buildings.
4 Good Samaritan Shelter	Kitchen & Dining Room / Overflow Shelter Rehab	Good Samaritan Shelter (GSS) is proposing to complete minor rehabilitation at the Kitchen / Dining Room / Overflow Shelter facility located at 401 W. Morrison "D". The proposed project will include the replacement of the flooring in the kitchen, dining hall, and restrooms. In addition, the agency would like to replace the fixtures in the restrooms and paint the inside of the restrooms. *Prevailing wage applies*	Yes	#1 - Prevent homelessness, address critical needs	\$105,000	\$95,000	Regulation 24 CFR §570.201(c) Public facilities and improvements. Acquisition, construction, reconstruction, rehabilitation or installation of public facilities and improvements, except as provided in §570.207(a), carried out by the recipient or other public or private nonprofit entities. Facilities designed for use in providing shelter for persons having special needs are considered public facilities and not subject to the prohibition of new housing construction described in § 570.207(b)(3). Such facilities include shelters for the homeless; convalescent homes; hospitals; nursing homes; battered spouse shelters; halfway houses for run-away children, drug offenders or parolees; group homes for mentally retarded persons and temporary housing for disaster victims.

Agency Name (listed in alphabetical order)	Project Name	Project Summary	CDBG Eligible?	Priority	Amount Requested	Priority	CDBG Regulation
5 Community Action Partnership of San Luis Obispo County, Inc. (CAPSLO)	Minor Home Repair Program	Provide essential home repair services including handicapped access improvements, plumbing, heating, drywall, flooring and other general repairs for low-income residents of the City of Santa Maria. This request is for \$125,000 to provide home repair projects in Santa Maria. The agency estimates the average home repair to be about \$5,000. These repairs include wheelchair ramps, accessible showers, accessible sinks and widened doorways. CAPSLO crews have extensive experience completing these kinds of repairs and improvements. <i>*Prevailing wage does not apply*</i>	Yes	#3 - Provide Affordable Housing	\$125,000	\$75,000	Regulation 24 CFR §570.202 (a)(1) CDBG funds may be used to finance the costs of rehabilitation as shown. Eligible types of property—Residential property, whether privately or publicly owned.
6 Central Coast Headway, Inc.	Veterans' Affordable Housing	The project will rehabilitate the agency's four unit apartment building located on the corner of South Depot Street and West Cook Street. The improvements include the replacement of the building's 40-year-old original roof, painting the exterior of the building, treatment for termites, replacement of dead and non-maintained landscaping, installation of energy-efficient windows, replacement of damaged garage doors, replacement of a damaged main electrical panel, repair of an exterior stairway, and the installation of an exterior lighting and security camera system. <i>*Prevailing wage does not apply because it is under 8 units*</i>	Yes	#3 - Provide Affordable Housing	\$61,454	\$61,454	Regulation 24 CFR §570.202 (a)(1) CDBG funds may be used to finance the costs of rehabilitation as shown. Eligible types of property—Residential property, whether privately or publicly owned. This includes manufactured housing when such housing constitutes part of the community's housing stock.
7 Boys & Girls Club of Mid Central Coast	Railroad Club Teen Center Project	The project will construct a new boys' restroom for the Teen Center. The Teen Center was completed in early 2020 with FY 2018-19 CDBG funding. The proposed restroom will include an entry from the Club's gymnasium. This will facilitate easy access to the restrooms when sports programming returns. The proposed project will also include the construction of an access point/doorway from the gymnasium to the renovated outdoor patio and garden center. <i>*Prevailing wage applies*</i>	Yes	#2 - Expand educational and development opportunities	\$150,000	N/A	Regulation 24 CFR §570.201(c) Public facilities and improvements. Acquisition, construction, reconstruction, rehabilitation or installation of public facilities and improvements, except as provided in §570.207(a), carried out by the recipient or other public or private nonprofit entities.
TBRA is an ongoing Capital funding allocation							
City of Santa Maria / Special Projects Division	Tenant Based Rental Assistance Program Administration (TBRA)	This funding is set aside to assist the Special Projects Division in covering the administrative costs associated with managing the Tenant Based Rental Assistance (TBRA) Program. TBRA provides up to \$2,500 to income qualifying individuals that need assistance covering their rental deposit in Santa Maria. It is funded through HOME, but since the City obtains its funding through the County of Santa Barbara's HOME Consortium, the City cannot use any of that funding to cover the administration of the grant. CDBG Capital funding can be used to help cover the administrative costs associated with a HOME program.	Yes	#3 - Provide Affordable Housing	\$10,000	\$10,000	Regulation 24 CFR §570.201(k) or 42 USC 5305 (a)(20) - Housing services, except Housing Counseling, under 24 CFR 5.100, in support of the HOME program.

A 5% project delivery cost will be taken out of all Capital project subrecipients to cover internal administrative costs.

Should the actual funding amount for CDBG Capital change (increase or decrease), the amounts will be adjusted to the City projects by the BGAC and Staff.

Total amount being asked:	\$1,906,454	\$1,133,834
Estimated funding:	\$1,133,834	\$1,133,834
Oversubscribed by:	-\$772,620.00	\$0.00

City of Santa Maria

Programs > CDBG FY 2021-2022 > BGMCC Railroad Club Teen Center Project

Community Development - Special Projects

CDBG FY 2021-2022

USD\$ 1,728,974.00 Available

Deadline: 12/9/2020

Boys & Girls Club of Mid Central Coast

BGMCC Railroad Club Teen Center Project

USD\$ 150,000.00 Requested

Previous Submitted Application

Next Submitted Application

Pre-Application

Some answers will not be presented because they are not part of the selected group of questions based on the answer to #1. Show/Hide branched questions

1. What type of proposal is this?

Public service programs must answer this question and submit. Capital projects must continue.

Capital

Public Service

2. What priority does this Capital project fall under?

Priority #1 - Prevent homelessness and address critical emergency, at-risk youth and special needs; Priority #2 - Expand educational and development opportunities; Priority #3 - Provide affordable housing; #4 - Revitalize existing neighborhoods

Priority #1

Priority #2

Priority #3

Priority #4

3. Proposed Project Goal:

The Proposed Project Goal should be a brief summary that includes the location, amount of

9/15/2020

BGMCC Railroad Club Teen Center Project

funding requested and a general description of the use that will be made of the funds

The Boys & Girls Club of Mid Central Coast (formerly the Boys & Girls Club of Santa Maria Valley) requests \$150,000 for two capital improvement projects at its Railroad Club site, located at 901 N. Railroad Ave., in Santa Maria, to expand capacity for services on site. The project is two-fold; the first goal is to construct a new boys' restroom for the Teen Center (completed in early 2020) with an entry from the Club's gymnasium. This would facilitate easy access to the restrooms in anticipation of high attendance when sports programming returns. The second is to construct a door/access point from the gymnasium to the renovated outdoor patio and garden center. The grant would go to cover projected costs for construction/building services, labor, and product supplies not covered by in-kind donations.

4. Project Description (Program Narrative):

Describe the project and provide information on how it will be implemented. Include information on how the project will meet the need.

The BGMCC Railroad Club site has been housed in the same building since 1966. Over last several decades, the organization has strived to make continued improvements, always in response to the needs of the ever-growing local population it serves. As Santa Maria and the surrounding community continues to grow, so does the demand for services for youth and teens in said communities. Sports has and will always continue to be one of the most popular services the BGMCC offers and the demand for local offerings only continues to rise. Membership numbers and activity participants only continue to grow and in order to keep up with that growth, the facility must expand and offer greater efficiency to participants. The operations team at BGMCC believe that with increased demand as teen sports returns, the organization must find a way to make utilization of spaces as effective as possible. One immediate demand recognized is a need for a boys' restroom accessible from the gymnasium. The gym at the Railroad Club site is one of the most heavily used spaces at the location and demand for services such as restrooms quickly rises during peak attendance. Creating an easy access point for participants using the restroom during activities such as our various sports leagues, special events, tournaments, after school basketball or dodge ball games, and so much more also makes it more effectual for staff members and coaches supervising youth. The same can be said for the need for an access door to the newly renovated and redesigned outdoor area. Located on the southern end of the Railroad Club site, the outdoor area offers a space for teens to have snacks, meals, or socialize on the grounds. Currently, the access points from the gym requiring travelling to the north or east end of the building and walking around the facility. Constructing a gymnasium access door to the outside area would vastly improve on safety and also improve the ability of staff to supervise teens who wish to utilize these new spaces.

5. Statement of Need: Provide a summary of the established need for the proposed project and the problems that will be solved as a result of the project.

Describe the target population the proposed program will benefit or serve. Include how the

9/15/2020

BGMCC Railroad Club Teen Center Project

program will benefit low and moderate-income persons.

These capital projects would benefit more than 250 Santa Maria teens and more than 6,800 youth who utilize those services and/or facilities on an annual basis. According to the BGMCC's internal surveying and data, 95% of youth served are eligible to receive free/reduced lunch at school. In addition, their households are considered economically disadvantaged according to existing Housing and Urban Development (HUD) guidelines. Our membership application requires a household income verification for all participants.

6. Proposed date of construction or project start:

September 13, 2021

7. Schedule:

Please provide a list of major benchmarks in the development and implementation of the project, including funding commitment and completion dates.

Timeline & Benchmarks:

Secured selection of contractor to fulfill the work on project – July, 2021

Start Date – September 13, 2021

Demolition completion date – October 8, 2021

Plumbing – November 19, 2021

Framing / Electrical – December 17, 2021

Drywall/Dropped Ceiling installation – January 22, 2022

Flooring installation – February 26, 2022

Proposed completion date March 12, 2022.

All bids secured include prevailing wages per the grant requirements

8. Phasing:

Since funding is limited, please describe phasing alternatives if feasible. If this is a project which is phased or on which work has been done previously, please describe work done to date.

This project cannot be feasibly phased. It will need to be completed in total and in a relatively short period of time.

9. Do Federal Labor Standards and Davis-Bacon prevailing wages apply?

If yes, ensure the budget submitted reflects that additional cost as it will dramatically increase the overall budget. If uncertain, contact Special Projects Division for determination.

☐ Yes

☐ No

9/15/2020

BGCMCC Railroad Club Teen Center Project

Documents Requested *

Budget for Proposed Capital
Development Project (Required for
Capital project proposals)
download template

Agency Evaluation Worksheet (Required
for Capital project proposals)
download template

Required?Attached Documents *

Budget for Proposed Capital
Development BGCMCC Restroom
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Agency Evaluation BGCMCC Restroom
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City of Santa Maria

Programs > CDBG FY 2021-2022 > CCH Veterans Housing

Community Development - Special Projects

CDBG FY 2021-2022

USD\$ 1,728,974.00 Available

Deadline: 12/9/2020

Central Coast Headway, Inc.

CCH Veterans Housing

USD\$ 61,454.00 Requested

Previous Submitted Application

Next Submitted Application

Pre-Application

Some answers will not be presented because they are not part of the selected group of questions based on the answer to #1. Show/Hide branched questions

1. What type of proposal is this?

Public service programs must answer this question and submit. Capital projects must continue.

Capital

Public Service

2. What priority does this Capital project fall under?

Priority #1 - Prevent homelessness and address critical emergency, at-risk youth and special needs; Priority #2 - Expand educational and development opportunities; Priority #3 - Provide affordable housing; #4 - Revitalize existing neighborhoods

Priority #1

Priority #2

Priority #3

Priority #4

3. Proposed Project Goal:

The Proposed Project Goal should be a brief summary that includes the location, amount of

funding requested and a general description of the use that will be made of the funds

The project goal will be to address deferred maintenance on our 4-plex apartment building located on south Depot street in Santa Maria. This rehabilitation project will allow us to provide a safe and attractive home for our program's homeless clients and help to revitalize the local neighborhood around our facility that is located on the west side of town. We will be requesting \$61,454 to complete the project.

4. Project Description (Program Narrative):

Describe the project and provide information on how it will be implemented. Include information on how the project will meet the need.

The project will include replacement of the building's 40-year-old original roof, painting the exterior of the building, treatment for termites, replacement of dead and non-maintained landscaping, installation of energy-efficient windows, replacement of damaged garage doors, replacement of a damaged main electrical panel, repair of an exterior stairway, and the installation of an exterior lighting and security camera system. The project will be implemented using the services of a local licensed general contractor to head the project and coordinate/supervise project activities. As stated in the sections below, the project will meet the needs of homeless Santa Maria valley military veterans by providing them with a safe and attractive place to live.

5. Statement of Need: Provide a summary of the established need for the proposed project and the problems that will be solved as a result of the project.

Describe the target population the proposed program will benefit or serve. Include how the program will benefit low and moderate-income persons.

According to data provided by New Beginnings Counseling and the Central Coast Collaborative on Homelessness in 2017, there are 208 homeless veterans in Santa Barbara County yet only 5 rental housing units dedicated to housing these Vets. Although there has been a recent increase in assistance, there still is a profound need. Working in conjunction with New Beginnings, our agency will place 4 to 8 homeless Vets in our existing facility. This will significantly impact and increase the quality of life of these former military members by providing them with a stable place to live. New Beginnings provides case management services for these Vets and their clients qualify as either low or moderate income.

6. Proposed date of construction or project start:

The project will start as soon as funding is available.

7. Schedule:

Please provide a list of major benchmarks in the development and implementation of the project, including funding commitment and completion dates.

Twenty five percent of the total project cost (\$20,484) has already been allocated from our agency's own funds and is available now. The project will start as soon as funding is available through the City CDBG allocation. As the project's activities can be completed in a flexible

9/15/2020

CCH Veterans Housing

order, we are estimating that the work can be completed within a single phase and should be fully complete within thirty to forty-five days after commencement.

8. Phasing:

Since funding is limited, please describe phasing alternatives if feasible. If this is a project which is phased or on which work has been done previously, please describe work done to date.

Repairs and maintenance on the building's exterior represents the ending phase of our overall project as our agency has, at its own expense, already refurbished most of the interior. Current interior refurbishments included new paint, new flooring (carpet, tile, wood), and the addition of several new fixtures within the units.

9. Do Federal Labor Standards and Davis-Bacon prevailing wages apply?

If yes, ensure the budget submitted reflects that additional cost as it will dramatically increase the overall budget. If uncertain, contact Special Projects Division for determination.

Yes

No

Documents Requested *

Budget for Proposed Capital
Development Project (Required for
Capital project proposals)
download template

Agency Evaluation Worksheet (Required
for Capital project proposals)
download template

Required? Attached Documents *

Budget for Project 9/10/2020 12:28:16
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Capital Project Worksheet 9/10/2020
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City of Santa Maria

Programs > CDBG FY 2021-2022 > Santa Maria ADA and Pedestrian Safety and Accessibility Improvement Project

Community Development - Special Projects

CDBG FY 2021-2022**USD\$ 1,728,974.00 Available****Deadline: 12/9/2020**

City of Santa Maria Public Works Department

Santa Maria ADA and Pedestrian Safety and Accessibility Improvement Project**USD\$ 500,000.00 Requested**

Previous Submitted

Application

Next Submitted

Application

Pre-Application

Some answers will not be presented because they are not part of the selected group of questions based on the answer to #1. Show/Hide branched questions

1. What type of proposal is this?

Public service programs must answer this question and submit. Capital projects must continue.

Capital

Public Service

2. What priority does this Capital project fall under?

Priority #1 - Prevent homelessness and address critical emergency, at-risk youth and special needs; Priority #2 - Expand educational and development opportunities; Priority #3 - Provide affordable housing; #4 - Revitalize existing neighborhoods

Priority #1

Priority #2

Priority #3

Priority #4

3. Proposed Project Goal:

The Proposed Project Goal should be a brief summary that includes the location, amount of funding requested and a general description of the use that will be made of the funds

Requesting \$500,000 of CDBG funds to upgrade locations in low-to-moderate income areas on the northwest and southwest of Santa Maria with missing or damaged sidewalk, ADA curb ramps, curb & gutter, and tree removals and replacements that do not meet current standards for accessibility or safety.

4. Project Description (Program Narrative):

Describe the project and provide information on how it will be implemented. Include information on how the project will meet the need.

Upgrade existing pedestrian facilities for improved safety and accessibility throughout the low-to-moderate income areas to improve concrete facilities by compiling all locations with a thorough concrete facility survey (conducted by Public Works Streets Crews) and delivering a project with the competitive formal bid process by Public Works engineers. Our team will advertise, collect the bids and award the contract to the most capable and financially prudent contractor via the competitive bidding process.

The project will improve the safety and accessibility on the existing network by focusing on areas where improvements are needed most. Per the City of Santa Maria's upcoming Active Transportation Plan, the majority of respondents surveyed describe walking as their most commonly used method of transportation. Furthermore, the majority of survey respondents explained that they mostly live within the low-to-moderate income areas, captured within the Census Block Group data and described on the survey responses as living in the northwest and southwest locations. Lastly, parents surveyed explained that distance from school and safety of crossings at intersections and gaps in the sidewalk as primary reasons for their children not walking to school. Our project aims to target and improve those facilities most concerned with by the Santa Maria public.

5. Statement of Need: Provide a summary of the established need for the proposed project and the problems that will be solved as a result of the project.

Describe the target population the proposed program will benefit or serve. Include how the program will benefit low and moderate-income persons.

About 48 percent of Active Transportation Plan survey respondents reported they walk directly from home to another destination four or more days per week. School and shopping were the most commonly reported destinations, followed by recreation. When the City of Santa Maria undertook the development of the Active Transportation Plan (ATP), the City Public Works team, in collaboration with a variety of community stakeholders (school districts, YMCA, Boys & Girls Club, nonprofit CAUSE, Etc.) to engage the public and discuss alternative mobility needs within the city. The majority of the individuals surveyed live within the neighborhoods of the low-to-moderate income households in Santa Maria and expressed numerous concerns about the safety and deficiencies of the existing pedestrian network, issues relating to gaps in

9/15/2020

Santa Maria ADA and Pedestrian Safety and Accessibility Improvement Project

the existing sidewalk (55%) missing ADA curb ramps, uplifted and damaged sidewalk creating hazards (34%) among other comments related to our pedestrian user network. Among the 20 respondents who reported they use an assistive mobility device, five use a wheelchair or mobility scooter, four use a walker or crutches, one uses a service dog, one uses a sighted guide, and nine said they use some other assistive device. Other individuals have messaged the Public Works team directly with needs for ADA curb ramp installations and uplifted sidewalks creating hazards for themselves or a disabled family member.

Our aim for this project is to piggyback off the legwork produced by the newly furnished ATP and create a project that specifically targets low-to-moderate income areas to improve their pedestrian network experience by making the streets safer for students walking to school, individuals commuting by foot, or to help those otherwise unable to use their sidewalk facilities due to deficiencies and hazards in the existing network. In advance of this grant, Public Works crews have worked with the GIS division to create a map that reflects both most deficiencies with ADA accessibility, surveyed all known locations of the missing sidewalk, as well as overlaid the infrastructure improvements on imported city low-to-moderate block group data to ensure the project efforts concentrate on the areas of the city needed most.

6. Proposed date of construction or project start:

Sept-November 2021

7. Schedule:

Please provide a list of major benchmarks in the development and implementation of the project, including funding commitment and completion dates.

Environmental CEQA Categorical Exemption filing: June 2021

Plans, specifications & engineering design: July 2021

Incorporate Local Match of (\$500k) Measure A Funds to Leverage Construction Costs: July 2021

Call for Bids: August 2021

Award: September 2021

Construction: September - November 2021

Project Close-Out: January 2022

8. Phasing:

Since funding is limited, please describe phasing alternatives if feasible. If this is a project which is phased or on which work has been done previously, please describe work done to date.

This project will be conducted in three phases.

Phase 1 - Almost complete, completing the Active Transportation Plan. The last stage includes receiving final stakeholder and public comments and adoption by City Council.

Phase 2 - Leveraged CDBG funds with Measure A Alternative Transportation Funds Match to manage improvements in low to moderate household income areas. Using economies of

9/15/2020

Santa Maria ADA and Pedestrian Safety and Accessibility Improvement Project

scale, with combining CDBG funds with matching Measure A funds, a much larger project will result in far better unit prices, which means the Public Works Dept. will be able to improve and upgrade more deficient and unsafe facilities than would be with a smaller project.

Phase 3 - Using the matching funds from Measure A (Alternative Transportation) to improve portions of the project adjacent to the low-to-moderate households and also improve deficiencies and hazards outside the scope of the CDBG grant funds (i.g.: drainage improvements).

9. Do Federal Labor Standards and Davis-Bacon prevailing wages apply?

If yes, ensure the budget submitted reflects that additional cost as it will dramatically increase the overall budget. If uncertain, contact Special Projects Division for determination.

Yes

No

Documents Requested *

Budget for Proposed Capital
Development Project (Required for
Capital project proposals)
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Agency Evaluation Worksheet (Required
for Capital project proposals)
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Required? Attached Documents *

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City of Santa Maria

Programs > CDBG FY 2021-2022 > Preisker Park

Community Development - Special Projects

CDBG FY 2021-2022

USD\$ 1,728,974.00 Available

Deadline: 12/9/2020

City of Santa Maria Recreation and Parks Department

Preisker Park

USD\$ 550,000.00 Requested

Previous Submitted Application

Next Submitted Application

Pre-Application

Some answers will not be presented because they are not part of the selected group of questions based on the answer to #1. Show/Hide branched questions

1. What type of proposal is this?

Public service programs must answer this question and submit. Capital projects must continue.

Capital

Public Service

2. What priority does this Capital project fall under?

Priority #1 - Prevent homelessness and address critical emergency, at-risk youth and special needs; Priority #2 - Expand educational and development opportunities; Priority #3 - Provide affordable housing; #4 - Revitalize existing neighborhoods

Priority #1

Priority #2

Priority #3

Priority #4

3. Proposed Project Goal:

The Proposed Project Goal should be a brief summary that includes the location, amount of

funding requested and a general description of the use that will be made of the funds

The City of Santa Maria is proposing a \$550,000 improvement project within Preisker Park. Located at the northern end of town at 330 Hidden Pines Way, Preisker Park, at 40 acres, is one of Santa Maria's largest parks. Built in 1968 on the City's former landfill, Preisker Park has all the elements for recreation and leisure activities, making it one of the City's busiest and most popular parks.

CDBG funds will be used to install an ADA accessible nature/walking trail and a state of the art mainline irrigation system in the park.

4. Project Description (Program Narrative):

Describe the project and provide information on how it will be implemented. Include information on how the project will meet the need.

The Preisker Park Improvement Project will revitalize the park through the installation of an ADA accessible urban nature/walking trail and a new irrigation water mainline and a domestic water supply line.

The proposed nature/ walking trail will be approximately .85 miles and eight feet in width. Made of decomposed granite, the trail will feature educational, interpretive signage regarding the landscaping in the park along its route. The trail will be contained within the park, follow the current paved road, and will tie in with the new ADA accessible parking and existing City sidewalks allowing for a full circle and accessible recreational loop. Preisker Park has an ADA accessible playground, and this path will tie in those accessibility elements together.

The irrigation portion of the project will feature the installation of an irrigation water mainline, and domestic water supply line. These lines will allow for a future project which will include a modern, low-precipitation irrigation system.

Now, more than ever, our parks are an essential public infrastructure. Similar to essential workers, City parks are essential during a pandemic and used to support public health. As residents of Santa Maria struggle to adjust to living life in a pandemic, the roles of parks as critical space for respite and physical activity is more important than ever. The Preisker Park project will improve the park and provide a safe location for residents of all ages, including the City's most vulnerable at-risk youth and the under-served, to safely exercise on the trail and enjoy and reap the health benefits of the park.

5. Statement of Need: Provide a summary of the established need for the proposed project and the problems that will be solved as a result of the project.

Describe the target population the proposed program will benefit or serve. Include how the program will benefit low and moderate-income persons.

9/15/2020

Preisker Park

Preisker Park has historically been a busy park, with over 25,000 yearly users documented as having utilized the low cost park rental option alone, and even higher numbers using the open space and drop in areas on a daily basis. Since the COVID-19 pandemic, there has been a significant increase in the use of the park for socially distanced recreation use, causing increased wear and tear on the turf and increased use of the paved roadway for walking.

With increased use has come increased concern in regards to the safe use of the park. Currently, park patrons walk on the road, causing obvious safety issues with cars. The installation of the trail around the park will allow users to safely walk/run around the perimeter of the park. An educational element in the form of the interpretive nature signs, will also make for a more enjoyable recreational experience.

An outdated and inefficient irrigation system prevents the proper maintenance of the park. The existing mainline irrigation system is roughly 60 years old, well past its 30 year lifespan. The irrigation mainlines, and domestic lines rupture on a regular basis, requiring extensive staff time to identify the rupture location, and fix the problem. This results in numerous repairs that close off areas of the park and disrupt patron use. The installation of the new mainline will allow for a connection to the street and into the park in order to not disturb the newly proposed trail. The install will free up staff time that can be spent at other City parks and minimize the need to excavate soils within a closed landfill site. In the future, the new irrigation system for phase two will allow for future water savings by allowing the park to have better irrigation distribution. There will also be the aesthetic benefit of greener, more welcoming turf for park users and a stronger water conservation effort for our parks.

This project will improve the park and better accommodate our City residents, especially those who are low income and historically under-served and often rely on free access to parks for their recreational needs. The target population served by the Preisker Park Project is Santa Maria's 107,263 residents. According to the U.S. Census Bureau, of Santa Maria's population 75.5% are Hispanic, and 64% primarily speak a language other than English. The average per capita income in Santa Maria is \$19,647 compared to the United States average of 32,621. Similarly, the median household income is \$59,336 in contrast to the U.S. median income average of \$60,293. In Santa Barbara County, 28% of children live in low-income working families with 50.6% of them living with one or more foreign born parent and 17% living in poverty.

The goal of this project is to improve the park and provide well-designed, cost efficient elements so that all City residents, regardless of economic status, can use the park to meet their recreation, leisure, social, and fitness needs.

6. Proposed date of construction or project start:

July 2021

7. Schedule:

Please provide a list of major benchmarks in the development and implementation of the project, including funding commitment and completion dates.

9/15/2020

Preisker Park

Month one: Design for path; send out formal bid
 Month four: Start demolition
 Month six: Start installation
 Month 12: Project completed

8. Phasing:

Since funding is limited, please describe phasing alternatives if feasible. If this is a project which is phased or on which work has been done previously, please describe work done to date.

This project is the first phase of the park renovation with the second phase consisting of irrigation throughout the park and renovation of the pond which has sat empty of water for the past three years due to leakage.

9. Do Federal Labor Standards and Davis-Bacon prevailing wages apply?

If yes, ensure the budget submitted reflects that additional cost as it will dramatically increase the overall budget. If uncertain, contact Special Projects Division for determination.

Yes

No

Documents Requested *

Budget for Proposed Capital Development Project (Required for Capital project proposals)
[download template](#)

Agency Evaluation Worksheet (Required for Capital project proposals)
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Required? Attached Documents *

Preisker Park Capital Development Project Budget 9/10/2020 3:08:24 PM
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City of Santa Maria

Programs > CDBG FY 2021-2022 > Wharf Hydrant Replacement Project

Community Development - Special Projects

CDBG FY 2021-2022

USD\$ 1,728,974.00 Available

Deadline: 12/9/2020

City of Santa Maria

Wharf Hydrant Replacement Project

USD\$ 405,000.00 Requested

Previous Submitted Application

Next Submitted Application

Pre-Application

Some answers will not be presented because they are not part of the selected group of questions based on the answer to #1. Show/Hide branched questions

1. What type of proposal is this?

Public service programs must answer this question and submit. Capital projects must continue.

Capital

Public Service

2. What priority does this Capital project fall under?

Priority #1 - Prevent homelessness and address critical emergency, at-risk youth and special needs; Priority #2 - Expand educational and development opportunities; Priority #3 - Provide affordable housing; #4 - Revitalize existing neighborhoods

Priority #1

Priority #2

Priority #3

Priority #4

3. Proposed Project Goal:

The Proposed Project Goal should be a brief summary that includes the location, amount of

9/15/2020

Wharf Hydrant Replacement Project

funding requested and a general description of the use that will be made of the funds

The goal of the City of Santa Maria Utilities Department wharf hydrant replacement project is to upgrade 27 non-conforming wharf fire hydrants serving low to moderate income residential neighborhoods with new fire hydrants and valves that meet current City of Santa Maria standards. These wharf hydrants are generally located in older neighborhoods, bounded by Boone Street, Donovan Road, Railroad Avenue and Bradley Road. The upgrade would provide enhanced public safety infrastructure and water conservation preventative infrastructure in the neighborhoods served by these hydrants. Total project cost is \$405,000, as the cost to upgrade each wharf hydrant is \$15,000. The funds would cover the design, construction, capital purchase, and project management to replace each wharf hydrant with a new 6 inch hydrant with break off check valve and hydrant valve.

4. Project Description (Program Narrative):

Describe the project and provide information on how it will be implemented. Include information on how the project will meet the need.

Project Implementation:

This City of Santa Maria Utilities Department wharf hydrant replacement project is a capital improvement project and will be implemented through the City of Santa Maria Public Works Engineering Division. The project would go through the standard construction bid process to select a qualified contractor to remove the existing wharf hydrants and install the new hydrants and valves. The construction project would be inspected, tracked, permitted, and reviewed in the same manner as other capital improvement projects for the City.

Project Need:

The existing residential wharf hydrants do not meet the current City standard for residential fire hydrants. The wharf hydrants have smaller fire fighting flow capabilities and do not have any of the protective valve components, thus leaving these areas of the City with sub-standard public safety infrastructure and vulnerable to significant water loss, costly water damage, and unsafe conditions if these hydrants are damaged or hit. The upgraded hydrants provide greater flow for fire fighting activities, include a break off check valve, allowing for expedient hydrant replacement when hydrants are hit, and a hydrant valve that allows for water main shut offs when hydrants are hit. The upgrade of public infrastructure will improve the service levels in the residential areas at each replacement location.

5. Statement of Need: Provide a summary of the established need for the proposed project and the problems that will be solved as a result of the project.

Describe the target population the proposed program will benefit or serve. Include how the program will benefit low and moderate-income persons.

The Utilities Department has identified each wharf hydrant located in a low to moderate income residential area in the City of Santa Maria. The target population are the low to moderate income residents that are currently served fire protection by a wharf hydrant.

The upgraded hydrants would provide increased fire fighting flow capacity for the residents

9/15/2020

Wharf Hydrant Replacement Project

served by the new hydrant and residents will benefit from reduced water loss and the potential of water damage from hit or leaking wharf hydrants.

6. Proposed date of construction or project start:

The proposed start of construction is April 2022.

7. Schedule:

Please provide a list of major benchmarks in the development and implementation of the project, including funding commitment and completion dates.

- ~ July 2021 - Award of funding
- ~ October 2021 - Project design
- ~ January 2022 - Release construction bid documents
- ~ March 2022 - Award bid
- ~ April 2022 - Commence construction
- ~ June 2022 - Complete construction

8. Phasing:

Since funding is limited, please describe phasing alternatives if feasible. If this is a project which is phased or on which work has been done previously, please describe work done to date.

This project can be scaled to match available funding. If less funding is available, than fewer hydrants would be replaced. If the project was scaled the soft cost (design, engineering, construction administration, and inspection) would be proportionally higher per hydrant replaced.

9. Do Federal Labor Standards and Davis-Bacon prevailing wages apply?

If yes, ensure the budget submitted reflects that additional cost as it will dramatically increase the overall budget. If uncertain, contact Special Projects Division for determination.

Yes

No

Documents Requested *

Budget for Proposed Capital
Development Project (Required for
Capital project proposals)
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Agency Evaluation Worksheet (Required
for Capital project proposals)
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Required?Attached Documents *

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Wharf Hydrant Replacement Project

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City of Santa Maria

Programs > CDBG FY 2021-2022 > Minor Home Repair

Community Development - Special Projects

CDBG FY 2021-2022**USD\$ 1,728,974.00 Available****Deadline: 12/9/2020****Community Action Partnership of San Luis Obispo County, Inc.****Minor Home Repair****USD\$ 125,000.00 Requested**

Previous Submitted Application

Next Submitted Application

Pre-Application

Some answers will not be presented because they are not part of the selected group of questions based on the answer to #1. Show/Hide branched questions

1. What type of proposal is this?

Public service programs must answer this question and submit. Capital projects must continue.

Capital

Public Service

2. What priority does this Capital project fall under?

Priority #1 - Prevent homelessness and address critical emergency, at-risk youth and special needs; Priority #2 - Expand educational and development opportunities; Priority #3 - Provide affordable housing; #4 - Revitalize existing neighborhoods

Priority #1

Priority #2

Priority #3

Priority #4

3. Proposed Project Goal:

The Proposed Project Goal should be a brief summary that includes the location, amount of

funding requested and a general description of the use that will be made of the funds

This is a proposal to provide home repair services to low-income households residing in the City of Santa Maria. We are requesting \$125,000 to make essential repairs or accessibility improvements in the homes of approximately 18 Santa Maria residents who are elderly, disabled or low-income families who othermake the repairs and who otherwise do not have the resources to make the repairs or improvements themselves. The goal is to enable these households to remain in their homes by making them accessible or providing other repairs to make the homes safe and secure.

4. Project Description (Program Narrative):

Describe the project and provide information on how it will be implemented. Include information on how the project will meet the need.

The Minor Home repair Program has been in existence in Santa Maria for 9 years and was an outgrowth of CAPSLO Senior Home Repair Program, which provides minor repairs for lower income seniors aged 60 or older. That program is limited in scope and can only accomplish smaller projects, like the installation of grab bars. After years of working in homes in Santa Maria, CAPSLO staff began noticing a growing need for larger repairs and improvements, like wheelchair ramps and lifts, bathroom reconfigurations for accessibility, as well as general repairs to plumbing, heating, electrical and carpentry. As a result, CAPSLO prepared its initial application and began providing services in the community once awarded the first contract. The program has remained in existed since then, has a steady and rising demand for services and is very well received by program participants.

This years application will be in the amount of \$125,000 with a goal of reaching and assisting at least 18 households. The program implementation has several phases for each individual project. These include outreach to locate and identify needy and eligible households, enrollment to complete an application and provide income documentation and proof of ownership, assessment to determine the scope of repairs and develop individual project budgets, permit applications (if required), submittal of individual projects to City staff for review and approval, completion of construction work, invoicing and reporting to City of Santa Maria. The completed projects may include some of the following types of work:

wheelchair ramps

wheelchair lifts

accessible showers (removal of bathtubs and installation of accessible shower)

reconfiguration of bathrooms for access

widening doorways

handrails, grab bars

repairs to stairs, wooden porches

general carpentry

water heater and furnace replacement

minor plumbing and electrical work

All work is performed by CAPSLO employees working under our general contractors license (#623259).

Some of the benefits include enabling clients to remain in their homes as they age or deal with disabilities, improving health & safety in the home and allowing independence for vulnerable

members of the community. Together, this helps prevent homelessness or placing people in the difficult position of deciding to move into a facility because their home is no longer accessible.

5. Statement of Need: Provide a summary of the established need for the proposed project and the problems that will be solved as a result of the project.

Describe the target population the proposed program will benefit or serve. Include how the program will benefit low and moderate-income persons.

Throughout the country, we are faced with an aging population and many of those elderly have limited financial resources. As people age in their homes, there is a growing need for support to deal with disability and limitations that arise. Likewise, there are also many disabled individuals who suffer from inaccessible homes and unusable bathrooms. Lastly, lower income, working families often do not have sufficient resources to be able to pay for needed repairs in their homes. The Minor Home Repair Program seeks to assist all three of these groups, the elderly, disable and low-income households by providing an essential service at no cost.

6. Proposed date of construction or project start:

July 1, 2021

7. Schedule:

Please provide a list of major benchmarks in the development and implementation of the project, including funding commitment and completion dates.

7/1/2021 to 9/30/2021 - Outreach, enrollment and assessment (this activity will also be ongoing throughout the project as long as their is funding available.

8/1/2021 to March 31, 2020 - Develop project costs, obtain permits, submit projects to City staff for review and approval

9/1/2021 to 5/31/2020 - Construction phase

Quarterly reporting and invoicing done 3 times and final report due in June of 2022

8. Phasing:

Since funding is limited, please describe phasing alternatives if feasible. If this is a project which is phased or on which work has been done previously, please describe work done to date.

This does not apply to the minor home repair program

9. Do Federal Labor Standards and Davis-Bacon prevailing wages apply?

If yes, ensure the budget submitted reflects that additional cost as it will dramatically increase the overall budget. If uncertain, contact Special Projects Division for determination.

☐ Yes

9/15/2020

Minor Home Repair

No

Documents Requested *

Budget for Proposed Capital
Development Project (Required for
Capital project proposals)
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Agency Evaluation Worksheet (Required
for Capital project proposals)
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City of Santa Maria

Programs > CDBG FY 2021-2022 > Kitchen & Dining Room/ Overflow Shelter Rehab

Community Development - Special Projects

CDBG FY 2021-2022**USD\$ 1,728,974.00 Available****Deadline: 12/9/2020****Good Samaritan Shelter****Kitchen & Dining Room/ Overflow Shelter Rehab****USD\$ 105,000.00 Requested**

Previous Submitted Application

Next Submitted Application

Pre-Application

Some answers will not be presented because they are not part of the selected group of questions based on the answer to #1. Show/Hide branched questions

1. What type of proposal is this?

Public service programs must answer this question and submit. Capital projects must continue.

Capital

Public Service

2. What priority does this Capital project fall under?

Priority #1 - Prevent homelessness and address critical emergency, at-risk youth and special needs; Priority #2 - Expand educational and development opportunities; Priority #3 - Provide affordable housing; #4 - Revitalize existing neighborhoods

Priority #1

Priority #2

Priority #3

Priority #4

3. Proposed Project Goal:

The Proposed Project Goal should be a brief summary that includes the location, amount of

9/15/2020

Kitchen & Dining Room/ Overflow Shelter Rehab

funding requested and a general description of the use that will be made of the funds

Good Samaritan Shelter (GSS) is proposing to complete some minor rehabilitation at the Kitchen/ Dining Room/ Overflow Shelter facility located at 401 W. Morrison "D", Santa Maria, CA 93456. GSS is requesting \$105,000 from the City of Santa Maria CDBG to replace the flooring in the Kitchen, Dining Hall, and in the Restrooms. In addition, GSS would also like to replace the fixtures in the restrooms (and paint the inside of the restrooms as well). CDBG funds will be allocated to the actual rehabilitation costs, and Good Samaritan Shelter will provide the funding to cover administration and project management costs.

4. Project Description (Program Narrative):

Describe the project and provide information on how it will be implemented. Include information on how the project will meet the need.

Good Samaritan Shelter is proposing to replace the flooring in the Kitchen and Dining Hall/ Overflow Shelter. In addition, Good Samaritan Shelter is proposing to replace the flooring and fixtures in the Dining Hall/ Overflow Shelter restrooms, and to paint the inside of the top part of the walls of the restrooms and replace the bottom portion wall that is vinyl. Good Samaritan Shelter is currently providing three meals per day for approximately 120 persons per day and there has been quite a bit of wear and tear over the past 12 years of the facility. Since March 2020, when the Shelter in Place Public Health Order for Santa Barbara was enacted all of GSS shelter residents at the Santa Maria Campus are provided three meals per day and are allowed to stay on the property 24 hours per day. In addition, GSS has been operating the Overflow Shelter (Dining Hall) consistently for more than 7 years and the restrooms have been heavily used and need to be rehabilitated to bring them back up to standard.

5. Statement of Need: Provide a summary of the established need for the proposed project and the problems that will be solved as a result of the project.

Describe the target population the proposed program will benefit or serve. Include how the program will benefit low and moderate-income persons.

Good Samaritan Shelter is the only emergency homeless shelter providing within Santa Maria Valley and provides a safety net to the most vulnerable homeless families in individuals within the community. The Kitchen/ Dining Hall/ Overflow Shelter facility provides an array of vital services, including 3 meals per day for all residents that can reside on property 24 hours per day now and also serves as an Overflow Shelter for individual homeless clients that are being referred from the community or Marian Hospital needing respite. 100% of clients served at the Santa Maria Shelter Campus, including at the Overflow Shelter, meet the criteria of low-income persons as they are also experiencing homelessness. All residents are assessed on their income with written confirmation of their income status.

6. Proposed date of construction or project start:

10/1/2021

7. Schedule:

Please provide a list of major benchmarks in the development and implementation of the

9/15/2020

Kitchen & Dining Room/ Overflow Shelter Rehab

project, including funding commitment and completion dates.

June 2021 - Notification of CDBG Award

October 2021 - CDBG Contract Complete & Secure All Bids

November 2021 - Begin Rehabilitation Project

January 2021 - Rehabilitation Project is Complete

8. Phasing:

Since funding is limited, please describe phasing alternatives if feasible. If this is a project which is phased or on which work has been done previously, please describe work done to date.

If phasing is required, Good Samaritan Shelter would prefer to replace all the floors in the kitchen and dining hall in Phase 1 and complete the dining hall/ overflow shelter bathrooms in Phase 2.

9. Do Federal Labor Standards and Davis-Bacon prevailing wages apply?

If yes, ensure the budget submitted reflects that additional cost as it will dramatically increase the overall budget. If uncertain, contact Special Projects Division for determination.

Yes

No

Documents Requested *

Budget for Proposed Capital
Development Project (Required for
Capital project proposals)
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Agency Evaluation Worksheet (Required
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Seven-Year Breakdown of CDBG-Funded City Projects

Allocation overview of City projects and average over seven years

Fiscal Year	Capital Funding Available	Amount Requested for City Projects	Amount Allocated to City Projects	Overall Projects Funded	City Projects	% of Capital Funding Allocated to City Projects
2020-21	\$1,081,932	\$774,096	\$708,846	5	2	66%
2019-20	\$1,243,707	\$660,000	\$789,055	6	2	63%
2018-19	\$1,111,134	\$600,225	\$625,142	5	1	56%
2017-18	\$1,001,560	\$343,750	\$338,308	7	3	34%
2016-17	\$949,726	\$802,322	\$784,910	6	2	83%
2015-16	\$863,854	\$360,084	\$288,084	9	4	34%
2014-15	\$829,613	\$679,386	\$507,339	7	2	62%
TOTAL	\$7,081,526	\$4,219,863	\$4,041,684	45	16	
AVERAGE	\$1,011,647	\$602,838	\$577,383	6	2	57%

FY 2020-21

2 out of 5 funded projects were City projects and the City received 65% of the total Capital Funding allocation.

City Capital Project	Amount Requested	Amount Allocated	CDBG Priority	Project Status
City of Santa Maria/Recreation and Parks - Chapel Plaza Rehabilitation	\$764,096	\$698,846	Area Benefit	In progress.
TBRA Administration	\$10,000	\$10,000	Housing/Renters	In progress.

FY 2019-20

2 out of 6 funded projects were City projects and the City received 63% of the total Capital Funding allocation.

City Capital Project	Amount Requested	Amount Allocated	CDBG Priority	Project Status
City of Santa Maria/Recreation and Parks-Paul Nelson Aquatic Center reconstruction	\$650,000	\$779,055	Area Benefit	Completed.
TBRA Administration	\$10,000	\$10,000	Housing/Renters	Completed.
Percentage of Capital funding (\$1,243,707)	53%	63%		

FY 2018-19

1 out of 5 funded projects were City projects and the City received 56% of the total Capital Funding allocation.

City Capital Project	Amount Requested	Amount Allocated	CDBG Priority	Project Status
City of Santa Maria/Russell Park Improvement Project	\$600,225	\$625,142	Area Benefit	In progress. Should be completed by the end of 2020.
FY 2018-19 Total	\$600,225	\$625,142		
Percentage of Capital funding (\$1,111,134)	54%	56%		

FY 2017-18

3 out of 7 funded projects were City projects and the City received 34% of the total Capital Funding allocation.

City Capital Project	Amount Requested	Amount Allocated	CDBG Priority	Project Status
Santa Maria Valley Historical Society	\$121,040	\$121,040	Area Benefit	Work completed during funding cycle.
Depot Street Alley Improvements	\$222,710	\$125,000	Area Benefit/Safety	Work completed as of 6/30/19.
Armstrong Park Playground	\$0	\$180,015	Area Benefit/Safety/Youth	Work completed during funding cycle.
FY 2017-18 Total	\$343,750	\$338,308		
Percentage of Capital funding (\$1,001,560)	34%	34%		

FY 2016-17

2 out of 6 funded projects were City projects and the City received 83% of the total Capital Funding allocation.

City Capital Project	Amount Requested	Amount Allocated	CDBG Priority	Project Status
Buena Vista Park Rehabilitation	\$787,322	\$769,910	Area Benefit	Work completed two years after being funded.
TBRA Administration	\$15,000	\$15,000	Housing/Renters	Work completed.
FY 2016-17 Total	\$802,322	\$784,910		
Percentage of overall Capital funding (\$949,726)	84%	83%		

FY 2015-16

4 out of 9 funded projects were City projects and the City received 33% of the total Capital Funding allocation.

City Capital Project	Amount Requested	Amount Allocated	CDBG Priority	Project Status
Public Alley Improvements	\$90,000	\$90,000	Area Benefit/Safety	Funding was taken away because it was not expended in a timely fashion and reprogrammed to Armstrong Park during FY 2017-18.
Code Compliance Weekend Code Enforcement	\$30,000	\$0	Critical Need/Safety	Project was not feasible based on the administrative burden.
Minami Parking Lot Rehabilitation	\$133,084	\$133,084	Area Benefit/ADA	Completed during funding cycle.
Buena Vista Plans	\$42,000	\$0	Area Benefit	Project was not "shovel-ready". City was asked to return the following year for funding.
Commercial Façade Improvement Program	\$50,000	\$50,000	Area Benefit	Closed out on 6/30/2019 due to lack of applicants.
TBRA Administration	\$15,000	\$15,000	Housing/Renters	Completed.
FY 2015-16 Total	\$360,084	\$288,084		
Percentage of overall Capital funding (\$863,854)	42%	33%		

FY 2014-15

2 out of 7 funded projects were City projects and the City received 61% of the total Capital Funding allocation.

City Capital Project	Amount Requested	Amount Allocated	CDBG Priority	Project Status
Northwest Rejuvenation (Oakley Park)	\$673,386	\$501,339	Area Benefit	Completed.
TBRA Administration	\$6,000	\$6,000	Housing/Renters	Completed.
FY 2014-15 Total	\$679,386	\$507,339		
Percentage of overall Capital funding (\$829,613)	82%	61%		

FY 2013-14

1 out of 8 funded projects was a City project and the City received 78% of the total Capital Funding allocation.

City Capital Project	Amount Requested	Amount Allocated	CDBG Priority	Project Status
Northwest Rejuvenation Project (Oakley Park)	\$763,768	\$763,768	Area Benefit	Completed.
FY 2013-14 Total	\$763,768	\$763,768		
Percentage of overall Capital funding (\$975,751) <i>Increase in funding due to the reprogramming of funds from previous projects.</i>	78%	78%		

FOR THE COUNCIL MEETING OF OCTOBER 6, 2020

COUNCIL AGENDA REPORT

TO: City Council

FROM: City Attorney

Prepared by: Code Enforcement Supervisor

SUBJECT: CODE ENFORCEMENT DIVISION UPDATE

RECOMMENDATION:

That the City Council receive an update on code enforcement matters, and authorize staff to proactively enforce all violations of the Santa Maria Municipal Code (SMMC).

BACKGROUND:

The Code Enforcement Division (CED) is overseen by the City Attorney's Office. Currently, it consists of a Code Enforcement Supervisor, four Code Enforcement Officers, a Code Enforcement Technician (this position is currently unfunded for 2021-2022), and a limited service Assistant Clerk.

The CED is responsible for the investigation of potential violations of the SMMC, issuance of citations, and administration of citation appeals.

In many cities, code enforcement programs only operate within specialized areas of their respective municipal codes, leaving individual departments responsible for enforcement of code violations applicable to their duties. For example, the other cities' code enforcement programs may address issues related to blight only, leaving enforcement of expired business licenses to finance, enforcement of fire code violations to the fire department, and enforcement of unpermitted building to the building department. This process is inefficient, ineffective, and can be frustrating to residents who may end up with multiple inspections and citations issued by various departments.

In Santa Maria, Code Enforcement Officers address the entire SMMC, and respond to alleged violations on behalf of every department within the City. This process ensures all code violations are addressed consistently, correctly, and in an efficient manner. Departments are able to rely on the CED for assistance and do not hire their own specialized employees—resulting in a cost savings for those departments. This efficiency saves time for City staff in other departments. It is beneficial for the public because residents deal with one point of contact rather than multiple departments.

The purpose of this annual agenda report is to provide the City Council with an update of the work of the CED in its continual efforts to best assist the City of Santa Maria.

DISCUSSION:**I. Summary of Accomplishments**

The following is a short list of accomplishments over the past year:

- The CED has been working nine cases for substandard housing that encompass 5,000 low-income residents in the City, thus improving the quality of life for each of the residents involved.
- The CED increased coordination with the Santa Maria Police Department to address homeless individuals on privately owned parcels.
- The CED has closed over 2,277 cases.
- The CED has addressed over 232 COVID complaints received by its office and an additional 143 referred from County Health for a total of 375.
- The CED addressed over 21,000 phone reports from residents.
- The CED received cases involving 2,268 violations.
- The CED took over the Weed Abatement Program from Public Works, and has overseen weed abatement activities for 227 properties.
- The CED debuted an electronic submission process for service requests, which are now available on the City's website for public use.
- The CED developed a streamlined billing process, and is now accepting online and credit card payments for the first time.
- The CED issued 117 Compliance Orders.

II. Expansion of Responsibilities to other City Departments

In the past, the CED's primary focus was to eliminate blight in the City of Santa Maria. Blight is primarily identified as: personal property in public view, parking on unpaved roads or lots, overgrown weeds, vehicles blocking sidewalks, hazardous or abandoned vehicles in public view, and/or a general severe lack of maintenance at a home resulting in lowering property values in a neighborhood.

Blight is an approved area of proactive enforcement, and blight-related enforcement remains a priority when staffing is available.

However, the CED's responsibilities have significantly expanded due to increased enforcement and assistance requests from other City departments.

The following is a comparison of the 2015 CED tasks and the 2020 CED tasks, which highlights the increased CED assistance to other City departments:

2015 Tasks:

1. Intake and investigate service requests received from the public;
2. Open and investigate proactive cases;
3. Address service requests received from the Utilities Department including backflow, storm water, and fats, oils, and grease;

4. Address service requests received from Community Development for occasional egregious violations;
5. Conduct "Walk-n-Talks" as part of the "Walk-n-Talk" Program which earned a state award, and provides education for both residential and commercial properties; and
6. Attend various community outreach events, including hosting a booth at Downtown Fridays, National Night Out, and educating residents through presentations.

2020 Tasks:

1. Intake and investigate service requests received from the public;
2. Open and investigate proactive cases pertaining to blight violations as directed by the City Council;
3. Address service requests received from the City Manager's Office and City Council;
4. Address service requests received from the Utilities Department, including backflow, storm water, fats, oils, and grease, water abuse, water theft, as well as assisting the Landfill with the abatement, prevention, and community education relating to properties prone to "trash dumping";
5. Address service requests received from Community Development Department, including frequent and consistent requests involving permits failing to be finalized, stop work orders, unpermitted signs, as well as all other SMMC violations pertaining to Community Development;
6. Address service requests received from the Police Department, including assisting Police Officers with massage business inspections, in accordance with the City's massage ordinance, to detect and prevent prostitution and human trafficking;
7. Address service requests received from the Fire Department, including assisting with the state-mandated rental inspection program, and abating properties of violations found as part of that program;
8. Address service requests pertaining to the Business License Program, including assisting the Finance Department with businesses that have not renewed their business license, or have not obtained a business license;
9. Address service requests received from the Public Works Department, including unpermitted work involving City rights-of-way, and changing historical water patterns or flow causing flooding;
10. Address substandard housing, which involves assisting residents to ensure they reside in homes that have properly working heaters, and are free of infestations, mold, and plumbing issues.;
11. Work with the Community Policing Unit of the Police Department, City Rangers, and Utilities Department as part of the Community Task Force, to solve issues including homelessness, prostitution, gambling, trash dumping, and neighborhoods with gangs, drugs, or increased crime rates;
12. Conduct "Walk-n-Talks" as part of the "Walk-n-Talk" Program, which earned a state award and provides education for both residential and commercial properties;

13. Attend various community outreach events, including hosting a booth at Downtown Fridays, National Night Out, and educating residents through presentations;
14. Administer the Weed Abatement Program; and,
15. Provide education and outreach to the public and business community in reference to current COVID-19 health orders, concerns about not following guidelines and attestations required by county health for re-opening.

Due to the CED's increased provision of services to other departments, a significant portion of the CED's available time is now devoted to public safety concerns, such as substandard housing, mold, infestations, unsafe living conditions, homeless, massage facilities, various fire code violations, and COVID-19. Less time has been available for proactive enforcement of blight violations as the CED's full caseloads require proactive enforcement time to specifically be set aside. The CED does continue to address blighted properties throughout the City. Staff has observed an increasing trend with substandard housing, personal property in view along with storage of personal property on public property. Parking violations involving abandoned, unregistered, or inoperative vehicles on private property are also frequent complaints. We strive every day to assist in this area because of the growing need.

III. Data Gathering/Reporting Improvements

The City Attorney's Office has continued to make improved data collection a priority this year and into the future. The CED has spent the past year reviewing how it has collected and utilized data in the past. The analysis of past practices reveals continued room for improvement. The CED has begun efforts to improve data tracking and utilization to better demonstrate the CED's role within the City of Santa Maria. The CED is committed to providing the City Council and the City data of its activities, to ensure residents are fully informed of the continuing efforts being made to improve the quality of life for the residents, and will endeavor to continuously review and update its practices.

Attachment A is the Code Compliance Activity report, which provides data on all cases that have been handled by the CED in 2020. Each Code Enforcement Officer typically manages about 100 cases at a time, and closes 50 to 70 each month. Ideally, each Code Enforcement Officer should manage 70 cases or less at any one time so that more time can be devoted to proactive enforcement, as proactive enforcement is only undertaken when time permits.

Throughout the current COVID pandemic, CED has strived to seek solutions for previous practices to become more efficient and improve customer service. CED now offers online submissions for service requests. This allows the public to submit their concerns about code violations electronically while maintaining confidentiality.

The most prevalent case-type worked this last year was trash, rubbish, junk, and weeds followed by COVID-19, property nuisance, abandoned inoperative vehicles, building without permits, and substandard housing.

Cases involving building without a permit, conditional use permits, and property nuisances often take the longest to investigate and enforce. Other case-types, such as parking on unpaved surfaces, are able to be opened and closed relatively quickly.

IV. Initiatives for 2020-2021

A. Establish District Coordinators

The CED plans to assign each Code Enforcement Officer a district within the City and make those officers District Coordinators. This means that Code Enforcement Officers will be assigned to a particular district much like that of the Police Department Beat Coordinators. This will allow an officer to focus on a particular district observing needs and trends in that area. All officers will retain the ability to work in all districts, but will be responsible for the one assigned. Members of the public will have an assigned contact for questions and concerns about their neighborhood, which should only serve to improve the City's customer service. This will be critical with the additional autonomy to identify violations as requested.

These efforts were partially put into effect in 2019/2020, and will continue to be fully administered in 2020/2021.

B. Assume Responsibility of the Weed Abatement Program from Public Works

In an effort to continue to provide greater support and streamline efficiencies throughout City Departments, the CED assumed the responsibilities of the Weed Abatement Program. This program historically has been executed through the Public Works, Streets and Facilities Division. In the past, the CED has worked with Public Works to seek compliance. All enforcement and cleanup is administered by the CED.

This program aids in fire protection, mitigates health threats from pest vectors, and addresses visual nuisances. It is an annual program whereby staff performs a survey of undeveloped properties to determine abatement needs, and contacts property owners regarding the need for abatement on their property. Because much of this program is compliance and abatement based, it is a great fit for the CED.

This program has been a great success its first year. The Public Works, Streets and Facilities Division provided CED all the information, background and practices utilized in the past. CED's first year with the program has resulted in 99 percent success with only having to abate weeds from one property. CED plans to further review the processes to make greater improvements.

C. Substandard Housing

The CED continues to address the safety of tenants in rental units. The CED opened a case involving one property owner whose properties housed five percent of the City's population in 2017. This enforcement effort has been a huge

undertaking, but the public's safety and health is the biggest priority of the CED. A significant portion of that case has now entered into a compliance monitoring phase. During this phase, the properties that have reached compliance will be monitored monthly on the exterior and quarterly on the interior for the next three years, at minimum. This effort will promote continued compliance and tenant safety. The compliance monitoring is estimated to require 960 hours of CED staff time for the first year alone.

Moving forward, the CED intends to continue with efforts to address substandard housing conditions within the City in order to make sure tenants are safe in their homes. This will involve a joint effort of educating tenants and landlords on their duties to maintain habitable properties paired with available compliance measures. While much of the CED's work in the past predominately involved what was observed on the exterior, educating tenants allows work on the interior to help improve quality of life for entire families.

In 2020, these reported cases almost doubled from 2019 totals. CED continues to address these violations and promote homes free of mold, roach and bedbug infestations. CED is committed to protecting the health and safety of tenants in the City.

D. Targeted Proactive Enforcement

The CED initiated a targeted proactive enforcement program. The program would highlight a specific SMMC section that will be enforced proactively for a designated period of time. Prior to issuing citations, CED will conduct a public awareness campaign.

While this program was originally designed to address neighborhoods involving blight, it has made a great impact on addressing COVID concerns. CED throughout the pandemic continues to increase patrols, talk with businesses and the community in targeted areas where increasing concerns and health order violations are reported. This approach has been greatly appreciated by community. With the changes that have taken place with State and County Health Orders, these areas are being provided current information to help them navigate through the pandemic.

Additionally, CED has worked with the business community involving attestations with County Health. This has recently expanded, and county RISE Ambassadors will also be assisting. This collaborative effort between the County Health Department and CED will better assist the business community with the re-opening process as infection rates continue to decline.

E. Virtual Inspection Program

The CED is in the process of developing a virtual inspection program. This program will better assist the community in situations where in-person inspections are not

possible or where a virtual inspection can be more efficient and cost effective, such as follow up visits to confirm a violation has been remedied. This program will allow the homeowner to have greater flexibility in availability for an inspection and provide a more streamlined approach for completion. This tool will be an addition to current practices to better assist the community.

V. Proactive Enforcement

Currently, the City Council has limited the types of cases that the CED can pursue proactively to the following categories:

1. Junk, trash and debris;
2. Inoperable vehicles;
3. Parking on and blocking sidewalks;
4. Parking on unpaved surfaces;
5. Weeds;
6. Broken windows;
7. Illegal signs; and
8. Trash cans.

All other Code Enforcement cases must either come from requests from the public or other City departments. This means that if Code Enforcement Officers see a violation while on patrol, they cannot take action to address and remedy the violation unless it is on the above list.

Being limited on what the CED can and cannot enforce proactively is not efficient. Violations that are allowed to continue because the CED has not received a service request form from the public breed other violations in a neighborhood and, eventually, lead to blight.

The CED requests City Council's guidance on whether the CED should continue to proactively enforce only the above listed violations. The CED requests that the City Council authorize by consensus that CED may proactively enforce violations based on their observation of problem areas while in the field.

This will allow the CED to review field conditions and address problems before they become widespread. Currently, if a violation is not on the CED's proactive authority list and a service request is not issued, the violation goes un-remedied as the CED has no authority to proactively issue a citation.

Proactive enforcement does not mean a flood of citations. CED's policy is to begin with education and give the public a chance to remedy SMMC violations prior to resulting to fines and penalties. That policy will remain in place for proactive enforcement.

Fiscal Considerations:

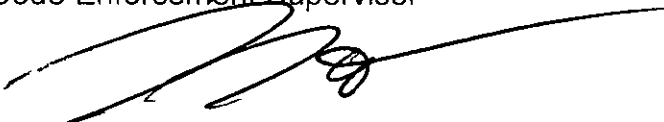
Changes to the priorities of the CED should be absorbed within the funding provided in the 2020-2021 budget.

Impact to the Community:

The CED is very enthusiastic to increase its role in protecting the public's health and safety. The CED's efforts help beautify the community, keep the public safe, and make work-life easier for City departments. The CED's continued focus on these priorities will result in positive impacts on the City and its residents.



JOYLYN CASTAING
Code Enforcement Supervisor



THOMAS T. WATSON
City Attorney

Attachments: A) Code Compliance Activity Report, 1/1/2020 to 9/22/2020



CITY OF SANTA MARIA
CODE COMPLIANCE ACTIVITY REPORT
01/01/2020 - 09/22/2020



Agenda Item #5B.

NEW VIOLATIONS

Code	Description	Amount
1	Abandoned/Inoperative/Unregistered Vehicles	116
2	Backflow - Repair	0
3	Backflow - Test	0
4	Boarding Hse/Overcrowding	15
5	Building/Remodeling Without Permits	107
6	Business in Residential District	13
7	Camping/Storage on Right of Way	73
8	Conversion/Covered Parking	33
9	Conversion/Dwelling Units	4
10	COVID-19	232
11	Employee Housing	75
12	Explosives & Fireworks	35
13	Fire Code	33
14	H&S Code/Substandard Conditions	100
15	Home Occupations	23
16	Keeping of Roosters	31
17	Living in Recreational Vehicles	19
18	Miscellaneous	95
19	No Business License	71
20	Noise Regulations	77
21	Outside Storage/Display of Merchandise	12
22	Parking on Front Yard Setback	100
23	Parking on Public Right-of-Way	49
24	Property Nuisances	146
25	Sales Without Permits (Garage, Yard, Moving)	11
26	Shopping Carts	5
27	Signs, Banners, Pennants	53
28	SWMP - Waste Water	49
29	Trash, Rubbish, Junk or Weeds	384
30	Use Permits - C.U.P, Temp. & PD	23
31	Vector Issue	0
32	Vehicles Parked on Street	57
33	Weed Abatement Program	227
	Total	2268

Code	Description	Amount
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CLOSED VIOLATIONS

	No Violation	457
	Referred to Other Agencies	83
	Violations Closed	1737
	Total	2277

CODE COMPLIANCE ACTION/FINES COLLECTED

	Warning Notices and Letter Issued	944
	Request for Prosecution / Criminal Citations Issued	2
	Number of Administrative Citations Issued	246
	Administrative Citation Fines Issued (dollar amount)	\$ 44,200.00
	Compliance Orders Issued	117
	Administrative Citations, Penalties and Costs Collected	\$ 25,520.00