



Legislation Details (With Text)

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On agenda: 5/14/2020 **Final action:** 5/14/2020

Title: Actions pertaining to the 2017 Transformative Climate Communities (TCC) Grant and Transform Fresno Plan project regarding Community Engagement Plan Community Partnerships:
1. Approve a Sub-Recipient Agreement with the Fresno Economic Opportunities Commission for the Prime Community Partner component of the Transform Fresno Community Engagement Plan totaling \$177,000;
2. Approve a Sub-Recipient Agreement with the Fresno Economic Opportunities Commission for the Direct Outreach Community Partner component of the Transform Fresno Community Engagement Plan totaling \$164,200;
3. Approve a Sub-Recipient Agreement with the Fresno Economic Opportunities Commission for the Media and Communications Community Partner component of the Transform Fresno Community Engagement Plan totaling \$144,000; and
4. Approve a Sub-Recipient Agreement with the Fresno Economic Opportunities Commission for the Event Coordination Community Partner component of the Transform Fresno Community Engagement Plan totaling \$77,200;

Sponsors: Office of Mayor & City Manager

Indexes:

Code sections:

Attachments: 1. Prime Agreement - Fresno EOC - FINAL signed by EOC-CAO, 2. Direct Outreach Agreement - Fresno EOC - FINAL - signed by EOC-CAO, 3. Media and Comms Agreement - Fresno EOC - FINAL signed by EOC-CAO, 4. Event Coordination Agreement - Fresno EOC - FINAL signed by EOC-CAO

Date	Ver.	Action By	Action	Result
5/14/2020	1	City Council	approved	

REPORT TO THE CITY COUNCIL

May 14, 2020

FROM: WILMA QUAN, City Manager
Office of the Mayor & City Manager

BY: JANE SUMPTER, Assistant City Manager
Office of the Mayor & City Manager

COURTNEY ESPINOZA, Program Implementation Manager
Office of the Mayor & City Manager

SUBJECT

Actions pertaining to the 2017 Transformative Climate Communities (TCC) Grant and Transform

Fresno Plan project regarding Community Engagement Plan Community Partnerships:

1. Approve a Sub-Recipient Agreement with the Fresno Economic Opportunities Commission for the Prime Community Partner component of the Transform Fresno Community Engagement Plan totaling \$177,000;
2. Approve a Sub-Recipient Agreement with the Fresno Economic Opportunities Commission for the Direct Outreach Community Partner component of the Transform Fresno Community Engagement Plan totaling \$164,200;
3. Approve a Sub-Recipient Agreement with the Fresno Economic Opportunities Commission for the Media and Communications Community Partner component of the Transform Fresno Community Engagement Plan totaling \$144,000; and
4. Approve a Sub-Recipient Agreement with the Fresno Economic Opportunities Commission for the Event Coordination Community Partner component of the Transform Fresno Community Engagement Plan totaling \$77,200;

RECOMMENDATION

Staff recommends that Council approve four Sub-Recipient Agreements with the Fresno Economic Opportunities Commission (Fresno EOC) regarding the Prime Community Partner, Direct Outreach Community Partner, Media and Communications Community Partner and Event Coordination Community Partner components of the Transform Fresno Communication Engagement Plan; and authorize the City Manager to execute all related documents to the administration, modification, monitoring and closeout of these Sub-Recipient Agreements.

EXECUTIVE SUMMARY

On February 28, 2019, the City Council unanimously voted to approve a Master Grant Agreement (MGA) with the Strategic Growth Council (SGC) for the Transformative Climate Communities (TCC) grant award with the understanding that the Sub-Recipient Agreements between the City and Partners who will be receiving funds to implement components of the Transform Fresno Plan would be brought forward for subsequent Council consideration as they meet the required SGC readiness thresholds. The Community Partner has met the necessary requirements to oversee community engagement in each component category and is ready to begin implementation.

BACKGROUND

The Transform Fresno Plan was created by a participatory steering committee comprised of community stakeholders from the Chinatown, Downtown and Southwest Fresno neighborhoods (Project Area). On February 28, 2019, the City Council unanimously approved the MGA which binds the City and SGC with the understanding that Sub-Recipient Agreements between the City and Partners who will be receiving funds to implement components of the Transform Fresno Plan would be brought forward for subsequent Council consideration as they meet the requirements provided by SGC through approval of the Community Engagement Plan and successful completion of the Request For Qualifications process. These components are referenced below and the Community Partner is ready to begin implementation.

Prime Community Partner

As the Prime Community Partner, Fresno EOC will provide translation services at community

meetings and events, issue community engagement updates and quarterly newsletters via text, email and web posts. Working with the Program Implementation Manager, Fresno EOC will have oversight of all community engagement activities and coordinate with other Community Engagement Community Partners to ensure that all aspects of engagement are taking place and stakeholders are informed on the progress. Fresno EOC will hold an annual Transform Fresno Summit to highlight the activities of Transform Fresno and connect the community with Project Partners, City Leadership and State Program Managers.

Direct Outreach Community Partner

As the Direct Outreach Community Partner, Fresno EOC will develop printed materials related to Transform Fresno in the form of flyers and mailers for distribution to the community within the TCC footprint. Direct Outreach to the community is essential to provide information to those that may not otherwise know about the projects within Transform Fresno, therefore Fresno EOC will provide door-to-door canvassing to distribute flyers to residents throughout the three neighborhoods of Southwest Fresno, Chinatown and Downtown Fresno. They will also maintain an online community calendar for Transform Fresno events and a volunteer database for interested residents and businesses that are looking to support the efforts and projects related to Transform Fresno.

Media and Communications Community Partner

As the Media and Communications Community Partner, Fresno EOC will create a brand and project-wide style guide for Transform Fresno that all stakeholders will utilize. They will produce and distribute informational videos and radio public service announcements highlighting aspects of Transform Fresno while coordinating with Project Partners for content regarding project specific news. Fresno EOC will also develop, update and maintain the Transform Fresno website creating a user friendly structure and design.

Event Coordination Community Partner

As the Event Coordination Community Partner, Fresno EOC will coordinate all special events and activities specific to community outreach for Transform Fresno. They will host and facilitate cultural and arts events, project milestone events, ground breakings, ribbon cutting and other community events related to community outreach and Projects specific to Transform Fresno.

ENVIRONMENTAL FINDINGS

This is not a “project” for the purposes of CEQA, pursuant to CEQA Guidelines Section 15378. This approval is for execution of a consultant agreement related to the Transform Fresno Displacement Avoidance Plan.

LOCAL PREFERENCE

Local preference was not considered based upon conditions of state funding.

FISCAL IMPACT

There is no impact to the General Fund. Funding for Transform Fresno Plan projects lead by Partners will be a direct pass-through of TCC grant funds and will be distributed on a reimbursement basis.

Attachments:

1. Sub-recipient Agreement with Fresno Economic Opportunities Commission for Prime Community Partner component of the Transform Fresno Community Engagement Plan
2. Sub-recipient Agreement with Fresno Economic Opportunities Commission for Direct Outreach Community Partner component of the Transform Fresno Community Engagement Plan
3. Sub-recipient Agreement with Fresno Economic Opportunities Commission for Media and Communications Community Partner component of the Transform Fresno Community Engagement Plan
4. Sub-recipient Agreement with Fresno Economic Opportunities Commission for Event Coordination Community Partner component of the Transform Fresno Community Engagement Plan