



City of Rialto

Legislation Details (With Text)

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On agenda: 9/13/2022 **Final action:**
Title: Request City Council Approve the Submission of a Sustainable Communities Program Application to the Southern California Association of Governments for Technical and Material Assistance through the Civic Engagement, Equity, and Environmental Justice Call for Projects.

Sponsors:

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For City Council Meeting September 13, 2022

TO: Honorable Mayor and City Council

APPROVAL: Marcus Fuller, City Manager

FROM: Paul Gonzales, Community Development Manager

Request City Council Approve the Submission of a Sustainable Communities Program Application to the Southern California Association of Governments for Technical and Material Assistance through the Civic Engagement, Equity, and Environmental Justice Call for Projects.

BACKGROUND

The Southern California Association of Governments (SCAG) is preparing to release the Civic Engagement, Equity, and Environmental Justice Call for Projects. As provided by SCAG, the Call for Projects is focused on:

- Racial and social equity,
- Inequities in historically disinvested communities and communities of color,
- Civic engagement, equity, and environmental justice including land-use and transportation planning activities,
- The digital divide, and
- Healthy equity.

ANALYSIS/DISCUSSION

The City is undertaking a General Plan Update which includes updates to the Land Use Element, Circulation Element, Safety Element and creation of a new Environmental Justice Element. At the July 27, 2022, Economic Development Committee meeting, Mayor Deborah Robertson directed staff to host extensive public engagement with a goal of reaching 10,000 community members. To help facilitate thorough engagement, staff has researched different opportunities for pursuing potential

resources to accomplish more outreach.

With funding made available through SCAG's Sustainable Communities Program, with the successful awarding of the grant, the City would have additional resources to bolster the public engagement activities currently included in the General Plan Update scope of work. Examples of enhanced public engagement are outlined in the following table.

| | General Plan Update Scope of Work | Opportunity through SCAG |
|---|--|--|
| Pop-Up Events: Engage community members at community events, churches, grocery stores, and other similar gathering locations | 3 popup events | 12 popup events |
| Workshops: Traditional public meetings | 2 virtual workshops | 2 in-person and 2 virtual workshops |
| Community Advisory Committee Meetings: Focused meetings with a group of invited community advisors | 3 meetings | 3 meetings |
| Postcards: Attractive, branded postcards with information regarding the project and an invitation to participate | None | Postcards to be mailed to property owners, tenants, and business owners |
| Surveys: Gathering community input through a brief set of related questions | Digital surveys sent through social media and email lists as well as physical dispersed at pop-up events | Distribution through mail, on buses, community centers, churches and other community organizations |
| Website: A webpage on the City's site providing information about the project | None | Webpage content posted on website |
| Other: | None | Press releases, Radio spots, Video series, Project specific festival/community BBQ, etc. |

ENVIRONMENTAL IMPACT

Pursuant to Section 15378 of the California Environmental Quality Act (CEQA), a "Project" means the whole of an action, which has a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. Submittal of an application is not a project as defined by CEQA.

GENERAL PLAN CONSISTENCY

Community engagement contributes to one of the Community Values in the General Plan, which states that “Rialto is a family first community.” Through community engagement, members of the public may provide input and influence that supports a family first environment.

LEGAL REVIEW

The City Attorney has reviewed and supports this staff report.

FINANCIAL IMPACT

Operating Budget Impact

There is no operating budget impact. SCAG would be responsible for funding the project and there are no matching funds required of the City.

Capital Improvement Budget Impact

There is no capital improvement budget impact.

Licensing

No business license is required for the requested action.

RECOMMENDATION

Staff recommends that the City Council Approve the Submission of a Sustainable Communities Program Application to the Southern California Association of Governments to Receive Technical and Material Assistance through the Civic Engagement, Equity, and Environmental Justice Call for Projects.