

**COUNTY OF SACRAMENTO
CALIFORNIA**

For the Agenda of:
April 21, 2004
Timed: 3:00 p.m.

To: Board of Supervisors
From: Department of Neighborhood Services
Subject: Carmichael Community Action Plan Phase III Report
Contact: Cindy Storelli, 874-5345

Overview

Carmichael residents returned more than 2,700 surveys stating their level of support for 54 policy options that would form the foundation of the Community Plan, and for various financing options to pay for policies they support. This report presents the results of that survey and recommends that the Department of Neighborhood Services coordinate a community involvement process to develop implementation strategies for policies strongly supported by a majority of respondents.

Recommendations

That the Board of Supervisors:

1. Refer all Phase III policy results relating to governance to the Municipal Services Review Team to include in the development of a countywide governance analysis.
2. Instruct the Department of Neighborhood Services to coordinate a community involvement process to draft for Board consideration implementation strategies relating to the policies that a majority of respondents strongly supported (rated 8 or higher).
3. Direct staff to use the work done in Phase II as they apply to the conceptually adopted policies and to work with community volunteers in developing the implementation plans, including the Phase II work teams.

Measures/Evaluation:

The Department will return to the Board within 120 days with implementation details relevant to supported policy options.

Fiscal Impact

The Board approved \$154,100 for Phase III of the Community Plan in the 2003-04 Budget, financed from the Transient Occupancy Tax (TOT) Fund (\$87,832), other General Fund (\$10,000), and project fund balance from Fiscal Year 2002-03 (\$56,268). Staff expects to finish this year's work for Phase III with a balance of \$64,084. This amount will be rolled into next year's request from the Department of Neighborhood Services to complete the Phase III work. The Department will not be requesting additional funds in Fiscal Year 2004-05 to complete the Phase III work.

BACKGROUND:

In September 2001, the Board of Supervisors directed staff to update the Carmichael Community Plan. Based on that directive, the County embarked on a process of Deliberative Democracy, using different means to achieve maximum participation for updating the Community Plan in Carmichael based on research and models developed by Dr. Ed Weeks of the University of Oregon.

On June 12, 2002, the Board endorsed 24 issues that more than 2500 residents and business owners identified as most important and urgent to them (see Attachment 1). Staff worked with more than 130 community volunteers to develop policy options that could address those issues. On July 30, 2003, the Board directed staff to take 54 policy options to the larger community for consideration. Staff projected that the outreach efforts would generate a minimum of 3,000 responses (or 6% of the population in Carmichael), including a scientifically controlled random sample of 500 to validate the larger findings.

DISCUSSION:

Outreach and Response To The Survey

The consultant's report describes in detail the methodology for mailing the survey. To summarize, the County mailed more than 30,000 tabloids in early October 2003, to all commercial and single-family residential addresses in the community. A follow-up newsletter mailer was sent to more than 5,000 multi-family unit addresses.

Staff and many volunteers then undertook various efforts to maximize response, including contacting neighborhood associations, schools, and the media. This effort also included distributing thousands of flyers and newsletters to single family and apartment residents, businesses, and churches, attending the Carmichael Community Planning Advisory Council, Carmichael Founder's Day; distributing newsletters at the Carmichael Chamber of Commerce, the Carmichael Library, and local farmers markets, coffee shops and restaurants.

Although about 50% of the residents in Carmichael are renters, only 22% of the surveys of the respondents were renters. However, there was no substantial difference between renter responses and homeowner responses in the survey. The response rate amongst business owners in Carmichael was also low. Only 11% of respondents indicated that they own a business in Carmichael.

Consultant's Report

The attached report from Ed Weeks, University of Oregon, provides a detailed analysis of the responses to the survey. Key conclusions he made relative to the responses include:

- The 43% response rate in the random sample is higher than the typical response rate of 35% for much less demanding municipal surveys.
- There is high degree of consistency between the responses of the random sample and the rest of the respondents.

Fair Oaks Boulevard Special Planning Area

At the conclusion of Phase II, the Board directed staff to begin initial work on a Special Planning Area (SPA) for Fair Oaks Boulevard in Carmichael. Preliminary work has begun on this project, including contracting with a design consultant, Bruce Race, to prepare a concept plan for Fair Oaks Boulevard in order to assist staff with this project. Staff and the consultant will work with members of community, including residents, business owners, the Chamber of Commerce and developers, to prepare this concept plan. A workshop will be scheduled before the Board of Supervisors during this process prior to beginning any work on the actual SPA ordinance in order to allow the Board of Supervisors to provide comments on this project. The specific aspects of the SPA will be consistent with the results of this community survey. (See page 2, Tables 1 and 2, in the consultant's report.)

RECOMMENDATIONS

Staff is recommending that the Board direct departments to develop specific plans for implementing those policies that show strong consensus support within the community. Staff proposes defining strong consensus as receiving a rating of 8 or higher (on a scale of 0 to 10) by at least 50 percent of respondents.

Policy options that meet this threshold can be found in Attachment 2. Staff will be working closely with community volunteers and all residents who responded to the Phase I and Phase III workshops and survey, as well as those directly involved in Phase II. Policies supported by a majority of respondents but not at a high level can be found in Attachment 3. Staff is recommending deferring action on those items to a later date. Policies not supported by a majority of respondents are listed in Attachment 4.

Referral of Governance Policies

On November 14, 2003, staff presented a draft proposal for devolving certain decisions to local community councils. Since that time, a Municipal Services Review Team (MSRT) has met with 45 community groups to discuss those ideas. Staff is now refining proposals for local governance and will return to the Board and to the community by mid-summer with revised recommendations. The MSRT is including in its report the Arden Arcade and Carmichael Phase III survey responses that involve governance.

Because of the significant community wide impact of any governance policies, staff recommends referring implementation details to the MSRT rather than developing those details in isolation as part of a Community Plan. The only policy identified in the local governance section to be recommended by staff at this time is the related to communication through a community website.

Neighborhood-Level Support for Policies

There were no significant differences between the responses of specific neighborhood areas and respondents as a whole.

Response From Business Owners

There were no significant differences between the responses of Carmichael business owners and non-Carmichael business owners for any of the policy options.

Conflict with Housing Element Policy

The County of Sacramento is currently working on an update to the Housing Element, an element of the County General Plan. The Housing Element identifies a shortfall for very low and low-income housing needs. Some of the desires expressed by the community could be in conflict with policies that the Board might adopt in the Housing Element (e.g. policies related to affordable housing and multifamily zoning). Specifically, policies in both the semi-rural category and the low-density category discouraging rezones to higher single-family densities had strong consensus support. The Board may want to consider using a different threshold for support for policies that would encourage infill, higher densities, and mixed-use of underdeveloped higher density and commercial properties in Carmichael. Recommendations regarding these issues will be part of staff's report back on implementation.

Financing Options

Respondents identified their level of support for a wide variety of policy options. In most cases, implementation of these policies would require resources. The consultant's report provides details of the responses to these questions regarding financing options. Respondents' first priority is to find revenues outside of the County and to pay for the policies they support within existing resources, with a higher preference for County services, including public safety and transportation. After that, they prefer to generate revenues from the people who are causing the problems that need attention, such as more code enforcement. Respondents are not supportive of increased taxes to pay for any of the policies they supported in the survey.

NEXT STEPS

With policy objectives in hand, staff and community participants will now work together to integrate those policies with the detailed Phase II solution work and other information to develop implementation objectives and strategies to form the Community Plan. We will present the draft plan with the policy objectives, associated implementation strategies, and timelines. Each strategy will also identify environmental review needs, costs, and suggestions for involving the community in implementation.

EVALUATION/MEASURES:

At this time, staff is seeking direction from the relevant departments to develop specific implementation plans for these policies. Department of Neighborhood Services and Planning and Community Development Department staff will coordinate these responses and return to the Board within 120 days with a draft Community Action Plan.

FINANCIAL ANALYSIS:

The Board has already approved \$154,100 for Phase III of the Community Plan in the 2003-04 Budget. This amount includes \$87,832 from the Transient Occupancy Tax (TOT) Fund, \$10,000 from other General Fund, and \$56,268 contributed by the Public Works Agency in 2002-03 (rolled over into 2003-04). To date, the project has expended \$41,350 of this budget. Staff expects to finish this year's work for Phase III with a balance of \$64,084. This amount will be rolled into next year's request from the Department of Neighborhood Services to complete the Phase III work. No other funds will be necessary. Attachment 5 details this request.

Respectfully submitted,

APPROVED:

PAUL G. LAKE, Interim Director
Department of Neighborhood Services

TERRY SHUTTEN,
County Executive

By: _____
CHERYL CRESON, Administrator
Municipal Services Agency

Attachments:

1. Phase I Issues and Concerns
 2. Policies Strongly Supported by the Carmichael Community – Recommended for Initial Attention
 3. Policies Supported by Majority At Lower Levels
 4. Policies Not Supported by Respondents
 5. Phase III Budget Detail
- Consultant's Report – Carmichael Community Action Plan: Phase III Report of Citizen Input