



## REDEVELOPMENT AGENCY AGENDA REPORT



**DEPARTMENT:** Community Development

**MEETING DATE:** August 1, 2006

**PREPARED BY:** Daniel McConnell, Housing Coordinator  
Alicia Espino, Neighborhood Preservation Officer

**AGENDA LOCATION:** MRA-1

---

**TITLE:** Consideration of Monrovia Area Partnership (MAP) Program; Authorize Staff to Implement MAP; and Adopt Resolution No. 7-2006

**OBJECTIVE:** To consider the Monrovia Area Partnership Program as a Comprehensive Approach to Neighborhood Revitalization.

**BACKGROUND:** The Monrovia Area Partnership (MAP) program has been developed by the Neighborhood Preservation Division of the Community Development Department with input from the Neighborhood Strategy Team (NST). The MAP program is a solution oriented program for strategic neighborhoods that incorporates Housing Rehabilitation Grants, Public Works' projects, Community Services programs, and Police strategies to improve the quality of life for residents.

The NST was patterned after the Community Activist Policing (CAP) philosophy of using a comprehensive approach in addressing neighborhood concerns. The Neighborhood Preservation Division coordinated input from the NST members who represent Public Works, Fire, Police, Community Services, Community Development and Redevelopment and have met to discuss the results of neighborhood surveys and their own field observations in the strategic neighborhoods. The strategic neighborhoods are within our lower income census tracts and were established after evaluating data provided by the Neighborhood Preservation Division's neighborhood surveys, Code Enforcement cases, and with Police Department input.

The challenge was to devise solutions and find funding for them. The NST had been meeting and had some solutions, but the solutions did not meet the funding that was available. The Community Development Block Grant (CDBG) funds have been significantly reduced by the Federal Government over the last few years, although they are still available for a limited number of rehabilitations. In order to meet the needs of the residents in the strategic neighborhoods, additional monies were needed. Staff is recommending that the MAP program be funded for \$1.2 million from the Monrovia Redevelopment Agency Housing Set-Aside funds. This was presented at the June 2006 annual budget meeting.

**ANALYSIS:** The NST was charged with defining the three neighborhood strategic areas and prioritizing them. The attached map (Exhibit A) shows areas #1, 2, and 3 corresponding to years one, two and three and the amount of money to be spent in each area. There will also be an emergency fund to be used anywhere in the City for situations such as unsafe or unsanitary conditions such as a hoarder (pack rat) situation or a senior on limited income that needs immediate help. Although programs have been created that will be similar for each area, depending on the percentage of ownership to rental housing, the survey results, and other factors, the programs will be tailored to each area.

# MRA-1

### ***Neighborhood Strategic Areas***

The neighborhood strategic areas were established in the lower income census tract areas of the City corresponding to the CDBG areas.

Strategic Neighborhood Area #1 is bounded by Huntington Drive to Hurstview Avenue and from Myrtle Avenue to Shamrock Avenue and has been funded with the greatest amount of money, \$500,000 to assist the 307 owner-occupied houses with housing improvement grants. Neighborhood Preservation Officers note that roofs need repair, houses need painting, and chain link fences should be removed or replaced. Although the grants vary in amount and usage, the removal and/or replacement of old rusted chain link fences will play a key strategy in neighborhood enhancement efforts.

Strategic Area #1 was clearly the priority area. Once this was established, a survey was conducted to determine what the issues were for that neighborhood. The survey was distributed to 400 families with a 37% response rate, which shows high interest in the neighborhood:

- 25% requesting loans and grants for rehabilitation of their property
- 22% wanting to see more property maintenance, more Code Enforcement in the area
- 21% requested a tool rental program
- 13% requested a paint rebate program
- 25% felt there was a need for additional Police patrols and Traffic Enforcement to curb speeders (speeding cars were an issue, not only in this survey, but also in a neighborhood meeting)
- 19% felt there was a need to improve street lighting
- 10% felt their curbs and streets need repairs
- 8% expressed a need for street tree trimming
- 12% wanted to see more after school opportunities for their children

Strategic Neighborhood Area #2 is bounded by Colorado Boulevard to Huntington Drive, from Mayflower Avenue to Shamrock Avenue and from Huntington Drive to Duarte Road, from Mayflower Avenue to Myrtle Avenue and has been funded with \$400,000 to provide assistance for the 576 owner occupied houses with housing improvement grants. In year two, when this area is studied and surveys conducted, the NST may recommend a limited number of owner occupied rental housing sites for grants due to the larger percentage of rental housing. Although Area #2 has more owner occupied properties, overall, Area #1 has the higher degree of need in a smaller geographic area.

Strategic Neighborhood Area #3 is bounded by Fifth Avenue to Shamrock Avenue, from Foothill Boulevard to Colorado Boulevard, and has been funded with \$200,000 to be used to offer grants to the 834 owner occupied houses. In year three when this area is studied and surveys conducted the NST may need to re-evaluate the owner occupied rental program due to the significant number of rental units (1,902) in Area #3.

### ***Programs for Strategic Neighborhood #1***

As indicated by the title, MAP is a partnership between City Departments to bring coordinated and complimentary services to the strategic neighborhoods. However, the core of the programs will be administered by the Community Development Department using Housing Set-aside funds. These funds are a portion of the tax increment generated in the Redevelopment Areas and are generally restricted to providing housing programs. MAP will institute the following programs to address the needs of the community and focus the resources for the best possible results.

- The **Home Improvement Program** is designed to improve deteriorated real property in an effort to beautify the community and aid low-moderate income homeowners in residing in decent, safe and sanitary housing. Additional benefits from this program will include the elimination of blight in designated low-moderate income neighborhoods. Priority will be given to exterior improvements as they provide a visual impact in the neighborhood and promote the revitalization effort while limiting displacement of the occupants.

- MAP will also set aside funds for **Hazard Remediation Grants** to piggyback on Home Improvement Grants when hazardous conditions arise such as Lead Based Paint, Asbestos and Toxic Mold.
- The **Chain Link Removal Program** provides financial assistance for the removal of front yard residential chain link fencing. Realizing that residents in the area may still want fencing, the MAP Program will offset the cost of removal of front yard chain link fence and fund fence replacements with a wrought iron, wood picket fencing, or approved composite fencing materials.
- Through the survey, it was noted that many owners wanted to do the labor but needed the paint. The **Paint Rebate Program** provides financial assistance to compensate qualified homeowners for the cost of paint to beautify and protect the exterior of their homes.
- Through the survey, it was noted that, again, many owners wanted to do the labor but did not have the proper tools. The **Tool Rental Rebate Program** provides compensation to qualified homeowners for the cost of renting tools that help to beautify and do repairs on the exterior of the homes.

The general requirements for these programs are:

1. The program is available to income qualified (due to restrictions for MRA funding), owner occupied single family residential homeowners and owner occupied duplexes (where the owner resides at property) in designated MAP areas.
2. Owners must meet the income requirements based on County income levels. For example, the maximum eligible income for a family of four is \$67,400.
3. Participants must submit completed applications in order to participate.
4. Participants must sign an Owner Participation Agreement (OPA) with the City.

In addition to these programs, other departments are responding to the residents requests and will be implementing additional programs in these neighborhoods, they include:

- Police - In an answer to resident's request for additional Police traffic enforcement, certain designated "trouble" spots will become "TRAFFIC ENFORCEMENT AREAS". These areas will receive additional traffic enforcement. The Police Department is also looking at traffic diverting techniques due to the number of police incidents in the area.
- Public Works – will actively market their 50/50 Driveway program, allowing residents to take advantage of this opportunity to repair the deteriorated driveway approaches. Public Works will collaborate with the Police Department in reviewing the placement of traffic diverting devices if it is determined that they are needed.
- Community Services – is considering the potential of implementing a mobile van to bring activities to area children and promote literacy.
- Fire – is developing a program to provide house numbers through a donation from Home Depot. This goal is to assist emergency personnel in locating homes for quicker response.

### ***Neighborhood Partnership***

MAP's goal is to effect permanent change in the neighborhood. Another partnership occurs when residents participate in a program and agree to be part of the revitalization effort. Staff is recommending requiring an owner participation agreement, so that residents feel a part of the solution. Participants who enter into this agreement will be agreeing to:

- **Participation in a Code Education (CoED) Workshop** will familiarize residents with common code violations, programs, resources, and educate the residents on how they can participate in their neighborhood. This tool has been used by Neighborhood Preservation staff with much success since August 2005. Staff has achieved 70% compliance when using this tool. This is 10% above the standard of 60% compliance on issuance of first notice of violation. Incorporating CoED into MAP will reduce and eliminate reoccurring common code violations.
- Residents will be asked to **participate in at least one volunteer project in their neighborhood**. This volunteer component encourages neighborhood participation and reinforces the partnership aspect of MAP. Volunteer work may include participating in the annual "Make a Difference Day", by agreeing to assist a neighbor in need. Volunteering also includes assisting with a neighborhood meeting.
- Operation **Elimination Chain Link** will require program participants to remove their existing chain link fences in order to proceed with any rehabilitation work. New chain link fences are not permitted in the front yards of residential zones. However, a grant is available to help remove the chain link and replace it with an approved material.
- Participants agree to have a **MAP sign posted** on their property while they are participating in a MAP sponsored program and for 30 days after completion of the project. This will assist in marketing MAP programs and reinforce the partnership aspect of the program.
- Participants agree to be a **Point of Contact** for their neighborhood. They will assist City staff in disseminating information to their neighbors. They will also be involved in neighborhood meetings.

The **Administrative Fine Ordinance** is another tool identified through the NST. This tool will improve the success of MAP. It provides for in-house hearings and a "quick fix" enforcement tool. 100% of penalties recouped from Administrative Fines go directly to the City and can be recycled into MAP program activities. The Administrative Fine Ordinance will be presented to the City Council at a future meeting for your consideration.

**FISCAL IMPACT:** A budget of \$1.2 million is estimated to be necessary for the three strategic neighborhoods and the emergency fund. Money is available in the Housing Set-Aside funds which can be used for the preservation of housing.

For the first year, the majority of funding for Neighborhood Strategy Area #1 will go directly to programs to benefit the community. \$300,000 is set aside for Home Improvement Grants and \$50,000 for Hazard Remediation in the event a toxic material is located at a property. \$100,000 is set aside for the removal of residential chain link fences and replacement with approved materials. \$10,000 is budgeted for Tool Rental Rebates and another \$10,000 for Paint Rebates. The annual budget allows \$30,000 for administration of the program and associated Maintenance and Operations (M&O) expenses such as postage, printing, office supplies, and any equipment directly related to the operation of the MAP program. However, depending on the actual demand for specific services, the funds may be balanced between the services. For example, if there is a need for additional hazard remediation, more funds may be used for this service. The budget for Neighborhood Strategy Area #2 is \$400,000, which will be expended in year 2 and \$200,000 is budgeted for Neighborhood Strategy Area #3 in the third year of the program.

An emergency fund will be established and will have \$100,000 earmarked to be used throughout the entire City, restricted only by the income of the recipient. This is an unadvertised fund for the truly needy and/or for emergency situations that arise outside the designated strategic areas. Recipients would either be referrals from or have been evaluated by, the Neighborhood Preservation staff for eligibility.

**CONCLUSION:** The Monrovia Area Partnership is the culmination of months of research and development. The NST has taken into consideration the needs and desires expressed by area residents and have done research and field observation of the neighborhoods. The results of this comprehensive approach to community revitalization has guided staff in determining how to best use the funds available to protect existing housing stock and improve the quality of life for residents in the neighborhood.

The Monrovia Area Partnership will make a noticeable impact in staff's strategic neighborhoods and will further efforts toward widespread neighborhood pride. It is our goal to present the Monrovia Area Partnership to the community with a *Block Party* kickoff this fall. We hope to attract members of the community in a festive atmosphere to solicit interest and encourage participation.

Under the direction of the Neighborhood Preservation Division, the MAP program will be a collaborative effort of the Police, Community Services, Fire, Public Works Departments and the Planning and Redevelopment Divisions to find programs and solutions for neighborhoods. Both the programs for the three year plan and the specific programs for Neighborhood Strategic Area #1 have been carefully considered and are presented in the report. In the following years, staff will present an analysis of the results of the programs in strategic neighborhood #1 and then present the programs for the upcoming strategic neighborhoods #2 and #3.

**RECOMMENDATION:** Staff recommends that the Agency Board approve the Monrovia Area Partnership Program.

**COUNCIL ACTION REQUIRED:** If the City Council concurs, the appropriate action would be a motion to authorize staff to implement MAP by adopting Resolution No. 7-2006.

**RESOLUTION NO. 7-2006**

**A RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY OF MONROVIA, CALIFORNIA, APPROVING AND AUTHORIZING THE IMPLEMENTATION OF THE MONROVIA AREA PARTNERSHIP PROGRAM**

**THE MONROVIA REDEVELOPMENT AGENCY DOES** hereby resolve as follows:

**WHEREAS**, the Monrovia Redevelopment Agency ("Agency") is engaged in activities necessary to carry out and implement the Redevelopment Plan; and

**WHEREAS**, California Health and Safety Code Sections 33334.2 and 33334.6 authorize and direct the Agency to expend a certain percentage of all taxes which are allocated to the Agency pursuant to Section 33670 for the purposes of increasing, improving and preserving the community's supply of low and moderate income housing available within the community; and

**WHEREAS**, Neighborhood Strategic Areas have been identified in lower income Census tract areas within the City the Monrovia as areas that are in need of programs to help improve, preserve, and maintain the supply of housing in the specified areas; and

**WHEREAS**, City Staff has developed the Monrovia Area Partnership (MAP) Program to address the needs of residents of these neighborhoods and help to preserve the area's existing affordable housing stock.

**NOW, THEREFORE, THE REDEVELOPMENT AGENCY OF THE CITY OF MONROVIA, CALIFORNIA DOES HEREBY FIND, DETERMINE, ORDER AND RESOLVE AS FOLLOWS:**

**Section 1.** The Agency authorizes the expenditure of \$1.2 million from the Housing Set -A-Side fund for the implementation of the Monrovia Area Partnership (MAP) Program which will help accomplish the Agency's goals to increase the quality of affordable housing and help revitalize neighborhoods.

**Section 2.** The Agency hereby approves the MAP Program, directs Staff to fully implement the Program and authorizes the expenditure of the amount budgeted for MAP.

**Section 3.** The City Clerk shall certify to the adoption of this Resolution, and the same shall be effective August 1, 2006.

**PASSED, APPROVED AND ADOPTED** this 1<sup>st</sup> day of August 2006 by the following vote:

**AYES:**  
**NOES:**

**ABSTAIN:  
EXCUSED:**

BY:

---

Rob Hammond, Chairman  
Monrovia Redevelopment Agency

ATTEST:

---

Linda B. Proctor, MMC, City Clerk  
City of Monrovia

STATE OF CALIFORNIA            )  
COUNTY OF LOS ANGELES) §  
CITY OF MONROVIA                )

I, LINDA B. PROCTOR, MMC, City Clerk of the City of Monrovia, California, do hereby certify that the foregoing Resolution No. 7-2006 relating the Monrovia Area Partnership Program, was duly adopted and passed at a regular meeting of the Monrovia Redevelopment Board on the 1<sup>st</sup> day of August 2006 by the following vote:

**AYES:**  
**NOES:**  
**ABSTAIN:**  
**EXCUSED:**

ATTEST:

---

Linda B. Proctor, City Clerk, MMC  
City of Monrovia, California

4303.01

4303.02

4310.01

3

\$200,000

4309

2

\$400,000

4309 BG1

1

\$500,000

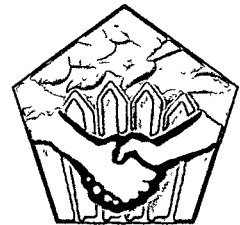
4310.02

4301.01

4301.02

4312

4313



CITYWIDE  
EMERGENCY  
GRANT  
Budget \$100,000