



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Nadine N. Nader

**SUBJECT:** SEE BELOW

**DATE:** September 20, 2007

Approved

*Ray Wines*

Date

*9/20/07*

**SUBJECT: STRONG NEIGHBORHOODS MONTHLY UPDATE: REPORT ON INVESTMENT IN THE SNI AREA BY SEIFEL CONSULTING [Neighborhood Services and Education Committee referral 9/13/07 – Item (e)(1)]**

On September 13, 2007 staff presented a report on the Strong Neighborhoods Monthly Update: Report on Investment in the SNI Area by Seifel Consulting to the Neighborhood Services and Education Committee.

Councilmember Pyle motioned to accept the staff report. The committee requested that the item be cross-referenced for full Council consideration, Councilmember Chu seconded the motion. Attached is the report that was presented to the NS&E Committee.

*Mishell Sindy* for  
NADINE N. NADER  
Agenda Services Manager

Attachment



# Memorandum

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**TO:** NEIGHBORHOOD SERVICES &  
EDUCATION COMMITTEE

**FROM:** Mark Linder  
John Weis

**SUBJECT: STRONG NEIGHBORHOODS  
MONTHLY UPDATE:  
REPORT ON INVESTMENT IN  
THE SNI AREA BY  
SEIFEL CONSULTING**

**DATE:** August 27, 2007

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Council District: Citywide

## **RECOMMENDATION**

Recommend that the Neighborhood Services & Education Committee accept the attached *Report on Investment in the Strong Neighborhoods Initiative Area* by Seifel Consulting.

## **OUTCOME**

The *Report on Investment in the Strong Neighborhoods Initiative Area* by Seifel Consulting will be distributed to the public, including putting it on the Strong Neighborhoods' website and a copy of the report will be provided to the Mayor and each City Councilmember. The report consists of a detailed summary of public and private investments in the Strong Neighborhoods Initiative (SNI) Area as a whole and by each SNI neighborhood. Total public and private investment in SNI areas is over \$2.7 billion, which includes \$76 million for SNI expenditures (by both the Agency and the City).

## **BACKGROUND**

The Agency and the City have provided substantial funding to assist in implementing the top ten priorities for each neighborhood of the Strong Neighborhoods Initiative Redevelopment Project Area. In late 2006, the SNI Project Advisory Committee (PAC) asked about the total amount of new investment, both public and private, in the SNI project area and what impact these investments have had. In response, the Agency contracted with Seifel Consulting to prepare a report on investment in the Strong Neighborhoods Initiative Area. The goals of the report on investment were to quantify financial investment in the SNI area, highlight completed projects and progress towards the top ten priorities for each neighborhood, and describe qualitative neighborhood improvements, such as property revitalization and strong community leadership.

### **ANALYSIS**

The 148-page *Report on Investment in the Strong Neighborhoods Initiative Area* consists of a 13-page Executive Summary, a chapter on each of the 19 neighborhoods, and supplemental appendices with supporting documentation.

The Executive Summary describes the SNI program and summarizes total investment in SNI top ten projects, other public investments, private development in the SNI area, and achievements for all 19 neighborhoods as a whole. Key initiatives, such as affordable housing, are discussed in detail. The Executive Summary concludes with a summary of overall progress towards neighborhood revitalization.

The 19 neighborhood chapters describe the history of each SNI neighborhood, investments in SNI top ten projects, other public projects and private development, goals of the SNI program, and the neighborhood's demographic characteristics. The neighborhood chapters identify the top ten priority projects in each neighborhood and highlight overall progress. Also included is a map showing the location of public projects and private development completed or underway within each neighborhood.

Total public and private investment in SNI areas is over \$2.7 billion. Public investments total almost \$755 million and include \$76 million for SNI expenditures (by both the Agency and the City), \$671 million for other public projects (by various entities such as the Agency, City, County, Santa Clara Valley Water District, the State and the FAA), and \$9 million for housing rehabilitation by the Housing Department. \$2 billion has been invested for new housing and commercial development, which includes \$148 million from the Housing Department for affordable housing development, \$50 million from the Agency for Development Incentives, and \$1.8 billion from private funds.

### **EVALUATION AND FOLLOW-UP**

A copy of the report will be distributed to the Mayor, each Councilmember, and to the public through posting on the SNI website and posting with this report on the Committee's web page.

### **PUBLIC OUTREACH/INTEREST**

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. (Required: Website Posting)
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. (Required: E-mail and Website Posting)

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Investment**

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- Criteria 3:** Consideration of proposed changes to service delivery, programs, or staffing that may have impacts to community services and have been identified by staff, the Board or Council, or a community group that requires special outreach. (Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)

This memorandum does not meet the criteria listed above. Seifel Consulting presented the *Report on Investment* to the Strong Neighborhoods Initiative PAC on June 27, 2007. The Neighborhood Action Coalition Chairs received a draft of the report and provided input on their neighborhood chapters.

**COORDINATION**

This memorandum has been coordinated with the City Attorney's Office.

**CEQA**

Not a project.



JOHN WEIS  
Deputy Executive Director



MARK LINDER  
Deputy City Manager

Attachment