



STAFF REPORT

SAUSALITO CITY COUNCIL

AGENDA TITLE:

Consider awarding monies from the Holiday Parking Donation Fund in response to the request from Homeward Bound "The Next Key Center"

RECOMMENDED MOTION:

Approve award of a grant of \$7,500 from the accrued funds in the Holiday Parking Donation Fund to the Homeward Bound of Marin "The Next Key Center" project; AND/OR Defer award of grant to Homeward Bound and direct staff as to the manner in which Council would like to review potential programs for the grant of some or all of the Holiday Parking Donation Fund monies

SUMMARY

During the past decade, it has been the practice of the City of Sausalito to waive all or a portion of parking fees for the holiday season. This year, the City Council has approved waiver of the meter charges for the downtown street parking meters only through the month of December. Council did not waive fees for the municipal parking lots, including the metered Lot No. 2, through the month of December. Any money donated to the street parking meters during this time has been designated for the "Holiday Parking Donation Fund".

Although the Council authorized the parking meter fee waiver for the 2007 holiday season, it has not designated one or more recipients for the funds. This report represents one request for a donation from the City that staff feels is worthy of Council's consideration as a potential recipient of a portion of the monies in the "Holiday Parking Donation Fund." Staff recommends that the Council can either approve or deny the request from Homeward Bound, and/or it can give direction to staff regarding the solicitation of additional grant requests from other non-profit groups.

BACKGROUND

History of the Holiday Parking Donation Fund Awards

In the past, the Sausalito City Council has designated "grants" from this Holiday Parking Donation Fund to various non-profit and/or civic groups. Past Council decisions as to which groups would receive the grants were made in one of two ways:

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1. Staff and/or Council members made suggestions about programs in the Sausalito community which sought funding for projects that improved the welfare and quality of life for members of the community.
2. For a couple of years, staff developed a program to solicit “grant applications” from community groups, requesting the groups to provide information about the projects for which they were raising funds.

In both cases, Council then reviewed and voted on the grants that they wished to award.

Staff research into the Holiday Parking Donation Fund monies collected in 2005 and 2006 revealed that although the Council approved the holiday parking meter waiver program in both of those years and discussed having grant requests return to the Council, those discussions never took place and grant recipients were never specified. The fund has therefore accrued to a total of approximately \$20,000, and it is anticipated that the street parking meters in the downtown district might yield additional donations during the 2007 holiday season. Such donations have averaged \$4,000 to \$7,000 per past holiday season.

Current Request for City of Sausalito Donation

Although the City Council has not yet discussed the method of deciding on this year’s grant awards, the City has received one specific request from an organization known as “Homeward Bound of Marin”. This request came to the City of Sausalito through the Marin Managers Association, the group of City and Town Managers from all the Marin communities.

Homeward Bound is a unique organization that states that its mission as follows: *“Proving keys to ending homelessness: training, housing, and hope.”* The organization established the New Beginnings Center at Hamilton Field in Novato in April 2000. That Center has demonstrated great success in helping homeless adults return to housing and employment. That project was funded through solicitation of funds from the Marin towns and cities at the rate of \$1-per-resident in their respective communities. Testimonials regarding the success of that effort include those of Dan Keen, Novato City Manager, and Jean Bonander, Larkspur City Manager.

These officials presently advocate that the Marin towns and cities consider similar support for funding of Homeward Bound’s new venture, “The Next Key Center”, which will be a job training and affordable housing facility, also to be constructed at Hamilton Field. It will consist of 32 studio units of transitional housing that will be available to homeless adults and families. Each resident will be engaged in structured income enhancement activities for the duration of their stay. The goal of The Next Key Center is to allow more members of Marin’s homeless population to gain the skills needed to earn a living wage and to achieve self-sufficiency.

Pursuant to the success of the simple concept that raised significant funds for the New Beginnings Center, Homeward Bound is presently requesting that each town and city in Marin donate \$1-per-resident toward the funding of The Next Key Center. A donation from the City of Sausalito would therefore be \$7,500.

ISSUES

Although one of the City Council's past requirements was that the Holiday Parking Donation Fund monies be donated specifically to groups whose home base is Sausalito, staff brings forth this Homeward Bound request because its earlier ventures have been highly successful in helping members of the homeless community throughout Marin County to return to housing and employment. This request asks that each city or town broaden its perspective to the larger community in which we all reside.

FISCAL IMPACT

If the City Council decides to grant the suggested \$1-per-resident as a Sausalito allocation to "The New Key Center" project, it would total \$7,500. The unexpended balance in the Holiday Parking Donation Fund would then be approximately \$12,500, with anticipated additional donations to the fund from the 2007 holiday season.

STAFF RECOMMENDATIONS

1. Approve a motion to award \$7,500 of the accrued funds from previous Holiday Parking Donation Fund receipts to the Homeward Bound of Marin "The Next Key Center" project; AND/OR
2. Either deny or postpone a decision on the Homeward Bound request and direct staff as to the manner in which Council would like to proceed to award grants from the Holiday Parking Donation Fund, with one potential method being the solicitation of grant applications from local community groups.

ATTACHMENTS

1. Letter of request from Homeward Bound for the support of Marin cities and towns to consider donations at a rate of \$1-per-resident living in their communities, with accompanying informational materials.

PREPARED BY:

SUBMITTED BY:

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Administrative Services Manager

Adam Politzer
City Manager

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