**Neighborhood Revitalization Strategy Area Renewal**

**Request for 2013-2018**

I. **Assessment of Economic Conditions**

Neighborhood Revitalization Strategy Area (NRSA) designation requests and renewal requests require an assessment of economic conditions. Staff reviewed recent data for the existing NRSA and for expansion areas that were proposed during the 2013 outreach process.

After the 2010 Census, Census Tract 5216.01 that comprised the NRSA was divided into two Census Tracts, 5126.03 and 5126.04. The American Community Survey that reported the Census data showed that the need level within the current NRSA boundary remained high, (poverty rate, for example) and that it was similar for both tracts. In addition, Census Tract 5126.06, currently outside the NRSA shows high need comparable to that of the current NRSA Census Tracts.

Staff consulted the Choice Neighborhoods 2013 Mapping Tool provided by the Department of Housing and Urban Development to get data for an area that combines the three Census Tracts. The Mapping Tool showed 30.77% of households are in poverty or have extremely low incomes (30% of county median income). The vacancy rate for this area is 7.02% as compared to the surrounding county rate of 4.6%. Further research showed that HUD has identified the three combined tracts as “Qualified Census Tracts” (QCTs) for Low Income Housing Tax Credits. To meet this designation a tract must have either a poverty rate of at least 25% or 50% or more of its householders must have incomes below 60% of the county median income. The same area is currently considered by the Small Business Administration to be a “Historically Underutilized Business Zone” (HUBZone). Small businesses in such a zone have certain preferences in obtaining federal contracts.

A considerable number of homeless persons are found in Census Tracts 5126.03, 5126.04 including in the Downtown. Most of Gilroy’s providers of homeless services are located in Census Tract 5125.06, as is the National Guard Armory that provides cold weather shelter. Including portions of Census Tract 5125.06 in the NRSA will increase the City’s ability to target funds and services to breaking the cycle of homelessness. This is both an economic and social consideration to be addressed in the strategy for the next five years.

The Community Assessment done by the South County Youth Task Force in 2012 was also reviewed, as this came up with two target areas that are within the proposed expanded NRSA. This assessment included economic factors as well as other social conditions that provide rationale for NRSA priorities. The following are relevant sections of this document:
In general, gangs and associated activities are not concentrated consistently into specific areas. This condition may likely be due to various and recent suppression actions by law enforcement agencies. However, distressed neighborhoods with “high risk factors” where concentrated activities formerly existed remain and some areas continue to see activity with some areas still considered “hotspots” or experiencing high calls for service. There have been consistent references by all stakeholders that have led to the identification of key geographic areas in both cities of Gilroy and Morgan Hill. Though the blatant gang activities may have disbursed from these areas, the pre-existing conditions, vulnerable populations and other neighborhood characteristics that originally attracted this activity still remain. As such, these areas can be targeted for coordinated and focused prevention and intervention efforts.

For the purposes of this assessment the Task Force has identified the following areas within the South County community as our target area of influence:

City of Gilroy
1. **East Side** Boundaries – IOOF (N), 8th Street (S), HWY 101 (E), Monterey Street (W)
2. **Glenview** (includes Fairview) Boundaries – 6th Street (N), 10th Street (S), Monterey Street (E), Princevalle(W)

As a result of input and dialogue, the following areas have been identified as service capacity and condition deficiencies to be considered in crafting potential solutions for addressing the affects of gangs on youth, their families and their communities in the south county.

**Among the deficiencies noted were:**

South County lacks funding to provide youth and children access to safe places and safe recreation and enrichment alternatives in low income neighborhoods impacted by the influences of gangs.

South County has many hard working blue collar families that are low income, non/limited English speaking, and or may have only one parent in the household. Consequently, many parents lack the tools and capacity to understand their youth’s issues and have no ability deal with their problems. Bi-lingual parenting programs and subsequent family support services are needed in our schools and community to help these parents.
Funding cuts have eliminated most programs and services that provide prevention curriculums for developing youth competencies in the areas of decision making, goal setting, anti-bullying and anger management. Program components that are language and culturally competent are needed to provide early prevention services to children and youth in our schools and community.

The lack of employment opportunities and job training opportunities in the South County are precluding youth from finding meaningful employment to keep them occupied and assist them financially.

More community members and local business owners need to take an interest in the youth as members of the whole community, not take the “Not my problem” attitude.

II. Relationship of the NRSA to Other Plans and Initiatives

The draft strategy update takes into consideration other City planning documents, such as the Downtown Specific Plan and the Housing Element, that are already in place, and plans under development such as the Downtown Action Plan and the New General Plan. The strategies for the target area can be encompassed in the various elements of the General Plan. The Downtown Specific Plan was adopted by Council in 2005. It is a planning document that goes into more detail than the General Plan. The Downtown includes both businesses and residences. As a result the plan addresses residential quality of life in addition to achieving economic success for the businesses located there. Providing a mix of businesses and amenities that attract people from out of town and that serve the residents of Downtown and the surrounding neighborhoods is addressed in this document. At its goal setting session in January of 2013, City Council identified as one of its top priorities a Downtown: City Action Plan. Insofar as it seeks to improve the economic and social conditions of the area residents; the Downtown: City Action Plan would be compatible with the proposed NRS.

At its July 1, 2013 meeting City Council supported fifteen initiatives proposed by Gilroy’s Police Chief to address homelessness in the community. These are consistent with NRSA strategies for those with barriers to employment and to increase housing opportunities for extremely low income individuals and families. The Council initiatives also address some of the safety concerns brought up by residents during NRSA outreach meetings.

The NRSA is a part of the five year Consolidated Plan that the City is required to submit to HUD.

City Partnership Plans
The Public Health Department’s Community Transformation goals for the San Ysidro Park area are compatible with the NRS recommendations for the next five years.

III. Evaluation of 2008-2013 NRS Strategic Directions

Strategic Direction I: Provide Structure for NRS Implementation

Initiative A. Continue to support and fund a part-time or full-time person to work the NRSA.

This initiative was written with the understanding that the city would continue use CDBG funds to hire a contractor to provide assistance to neighborhood associations as it had in the prior NRS period. Due to the results of a HUD monitoring in late program year 2007, the City changed its contractual services process to restrict this contract to a HUD-recognized Community Based Development Organization (CBDO) as that would be the only way that the public services cap could be exceeded. Otherwise the CDBG budget could not accommodate this activity. The public services cap is set by statute as 15% of the annual CDBG grant plus program income for that year. A CBDO is not subject to this cap. No such provider applied for this funding although the City’s Requests for Proposals listed this as an eligible activity.

In 2008 some services were provided through a prior year’s contract that was able to stay under the regulatory spending cap. Community meetings and clean-up days were held in two neighborhoods, Stoney Court and Chestnut Street.

Other services provided, but not funded by CDBG monies, include the City’s work with the North Murray Neighborhood Association. The City’s Planning Division staff held a series of meetings with the North Murray Neighborhood Association regarding setting up a specific master plan for the Murray/Las Animas area. The City Council adopted the Murray-Las Animas Avenue Overlay Combining District Design Policy on December 1, 2008.

During this NRS period some neighborhood support was provided through other sources such as Gilroy’s Gang Task Force, which held meetings with residents in the NRSA.

In addition, in 2012-2013 The County Public Health Department obtained a Community Transformation Grant. One of the components of the grant was for improving the health of residents in low income neighborhoods. A specific goal was to encourage the use of San Ysidro Park, located in the heart of the NRSA, through improving both the safety in the area and the perception of the safety in the area through engaging residents living in walking distance to the park. Meeting with residents and recruitment of an advisory
group had been initiated by the close of this program year. In June of 2013 the Youth Alliance, funded through the Health Department’s Community Transformation Grant, began holding “San Ysidro Park Community Alliance” (the recruited advisory group) meetings every other Tuesday from 6:00 – 7:30pm.

Initiative B. Create neighborhood leadership opportunities for residents

Some accomplishments under this initiative were limited by a lack of a neighborhood organizer. This difficulty was compounded by economic conditions that resulted staffing reductions at South County Housing whose Neighborhood Services Division had been an active participant in the Neighborhood Academies, community pride events, clean-ups and Neighborhood Watches.

However, during this period residents of the NRSA were recruited and did serve on the City’s Citizens Advisory Committee and Housing Advisory Committee. One resident ran for City Council.

Also, during this period some neighborhood leadership support was provided through other sources. Mexican American Community Services Agency (MACSA) supported a parent advisory group that consisted mainly of residents in the NRSA. MACSA, a Community Based Development Organization received CDBG funds for a summer day camp. The parental group provided an advisory role for the summer day camp.

Leadership Gilroy projects in the NRSA supported a demonstration garden and farmers market.

Initiative C. Revisit boundary demarcation for the NRSA

This was actively discussed in the outreach meetings for the 2013-2018 period. Expansion to accommodate additional areas of need is proposed for the upcoming period.

Strategic Direction II: Expand Linkages by Creating Partnerships and Through the Use of Media and Technology

Initiative A. Create partnerships with nonprofits, neighborhood associations, government agencies, and businesses and residents to renew surrounding NRSA neighborhoods
The Welcome Center operated by South County Housing on Monterey Street in the downtown was proposed to be the site of some of the proposed activities. This was another victim of the economy as South County Housing did not have the resources to keep this open. It closed in 2008 after approximately a year and a half of operation. The intent of this initiative was met in part by the South County Collaborative that is a partnership of mainly nonprofits and government agencies. The Collaborative health committee conducted activities in the NRSA that are discussed more in depth under Strategic Direction IX: Promote Health and Wellness.

Initiative B. Use media and technology to expand linkages in the NRSA

In 2008 CDBG funds supported a bilingual newsletter mailed to residents and businesses. Reduced funding prevented publication of further newsletters.

The City website published notices of Downtown events and community events on a regular basis.

Gilroy Magazine and Gilroy Today publicized events available to residents, and Gilroy Patch provided community-based reporting on line.

The South County Collaborative (SCC) contracted with Community Media Access Partnership (CMAP) to assist SCC’s Youth Advocates in producing a video that illustrated the difference in the presence of advertising for alcohol and cigarettes along the walking routes to school in the Eastside (NRSA) and Westside Gilroy. Among other productions that took place in the NRSA were a video of the 2013 Youth Summit on making healthy choices that took place at the MACSA site in the NRSA, the 2012 Memorial Day parade and a 2010 City Council candidate forum at the Lizzarran restaurant.

Wireless Access Points were provided to permit free connection to the City’s wireless network if residents or business customers are within Wi-Fi range of these access points. Locations in the NRSA are Monterey Street at Second, Fourth, Fifth, Sixth and Seventh Streets, Eigleberry Street at Fourth, Fifth, Sixth and Seventh Streets, the City Corporation Yard, the Chestnut Fire Station, and Tenth Street at Chestnut and Alexander Streets.

Initiative C. Continue and augment classes offered in the NRSA through Gavilan College
Both Gavilan College and Gilroy Unified Adult Education offered free English as second Language (ESL) and computer classes to the community at the South Valley Middle School.

**Strategic Direction III: Support Neighborhood Revitalization Efforts**

**Initiative A. Continued growth of pedestrian friendly street lights**

Sixth Street Capital Improvements between Eigleberry St. and Railroad Ave. included underground utilities, pavement, sidewalks, pedestrian friendly street lights, landscaping and a parking lot. Funding was provided by Federal Highway Administration (FHWA) federal funding, State Prop 1B funding and local funds totaling approximately $1.4 million.

Pedestrian friendly street lights were installed in the Eliot School neighborhood in 2010. The 7453 Monterey Paseo project scope includes decorative pedestrian friendly lighting. This project was underway in 2013.

The Youth Center at San Ysidro Park was expanded and accessibility and other capital improvements were made to the park through CDBG and local City funds.

**Initiative B. Youth Activities**

Throughout the five year time period free summer and after school activities were made available in the NRSA through the City Youth Center at San Ysidro Park and through MACSA summer day camp and other activities such as Friday Night Jams (basketball and soccer) at MACSA’s site in the NRSA. The free Junior Giants baseball league was also available to youth. Both MACSA and the City provided free field trips for youth. MACSA encouraged parents to attend as well. The Gilroy Police Department provided skateboards for use at the Youth Center and an officer visited on a regular basis to interact with the attendees to promote positive relationships between youth and police officers. The City also provided youth activities at the Willey House.

For two years during the NRS period, the South County Collaborative coordinated and funded the Youth Summit focusing on health and nutrition, healthy relationships and substance abuse prevention. MACSA provided the site for this event and took over the organizing component in the third year.

At the 111-unit Gilroy Apartments, the Si Se Puede Learning Center offered an afterschool program that included homework assistance, literacy, math, technology, science, art, and leadership development, and also provided summer activities.

The YMCA provided recreational opportunities for youth and adults through Proyecto Movimiento, a program funded as a Type 2 diabetes prevention program.
In the last couple years the Youth Alliance also provided activities for Youth and was an active participant in the Gilroy Gang Task Force, as was the City Recreation and Police Departments, MACSA, CARAS and Victory Outreach.

In the final year of the NRS period, the Gilroy-based organization Community Agency for Resources, Advocacy and Services (CARAS) was formed. One of its activities was to offer an employment readiness class for youth at the Youth Center site in San Ysidro Park.

Also in the final year, Victory Outreach started a youth handball league at San Ysidro Park.

CDBG funds provided a free Community Garden Day Camp in the NRSA and also free art and film making classes at the Cultural Center site. Swim classes were also funded by CDBG and conducted at the South Valley Middle School pool until it was closed due to lack of funds for repair and maintenance. The swim program continued to be made available to low income youth at the Gilroy High School pool. Recreational swim passes were made available to youth who participated in litter pick up projects at two apartment complexes in the NRSA.

Through a Drug Free Communities grant the South County Collaborative actively involved youth and adults in drug and alcohol awareness events.

Through a CalGRIP grant Community Solutions, a nonprofit agency with offices in the NRSA, provided case management, community advocacy and referrals to community resources for South County youth at risk of gang involvement and/or substance abuse.

Rebekah Children’s Services offered classes for parents including life skills classes for teen moms, and positive disciplining classes for parents.

A state preschool opened on Swanston Lane.

An Elementary School Charter School (GPS) opened on IOOF at the site of the former MASCA charter school.

Summertime outdoor movies for families were shown at the Interim Cultural center site.

**Other Revitalization Actions**

A Community Bus route was established; the route on IOOF was especially helpful for families to get to social services.
A Bike to Work Day event took place at the train station in May of 2013.

The MACSA Family Resource Center offered residents CalFresh sign-ups and insurance enrollment.

Catholic Charities and the Silicon Valley Community Foundation offered free tax preparation assistance for low-income residents.

Community Solutions provided programs to support parolees with mental health diagnoses as well as confidential education through groups and individual sessions with certified counselors for adults referred by the Courts, Probation Department and DMV following their DMV conviction.

Community Solutions provided comprehensive services, including confidential emergency shelter, for adult and child victims of sexual assault, domestic violence and human trafficking.

Forest Street Park was expanded through City purchase and demolition of an adjacent residence. Some of the existing sidewalk there was reconstructed and a new access ramp was installed at the Corner of Forest and Old Gilroy Streets.

The Arts Alliance obtained a long term lease from the City of the site the City purchased for a planned cultural center. The Arts Alliance received a private donation to complete an accessibility retrofit of the existing building. This allowed the Arts Alliance to host art exhibits, classes, plays and other cultural events. As previously mentioned in this report, a portion of the site contains the Gilroy Community Garden.

The Pintello Comedy Theater held its performances at the Gilroy Grange Hall at 8191 Swanston Lane.

**Initiative C. Neighborhood beautification**

The City Recreation Department through its volunteer program continued to encourage residents to adopt streets and alleys for clean-up and beautification. Non-CDBG grant funding enabled the City to conduct a used oil recycling marketing program targeting low income residents, to clean up creeks and to provide public education on recycling at community events, including the Cesar Chavez Day event at San Ysidro Park.

A thorough creek clean-up near South Valley Middle School was conducted in PY 12 involving several City Departments as well as the Water District, School District and community volunteers, and social service agencies serving the homeless. As the clean-up involved some encampment abatement, per the City’s homeless encampment abatement procedure, notices of the clean-up were posted and outreach workers visited the site in advance to explain services available.
In PY 09 a residential property with accumulated trash was cleaned up through combined efforts of the City Code Enforcement Officers and the Gilroy Streets Team.

**Initiative D. Maintain the existing housing stock**

CDBG funds supported a portion of two code enforcement officers’ time to investigate and resolve housing code, blight and attractive nuisance cases in the NRSA. The City provided a grant from its Housing Trust Fund to Project Sentinel for tenant/landlord services which aided in resolving housing code enforcement cases.

CDBG grants were made available for accessibility modifications to the residences of very low income disabled residents. During this period thirteen of the homes in Wagon Wheels Mobile Home Park, located on Murray Avenue in the NRSA were made accessible through these grants.

The City annually sponsored a Project Sentinel-conducted first time homebuyer workshop and offered a down payment assistance program for low and moderate income buyers.

During this period sixteen low-income homebuyers were able to purchase new homes at the Alexander Place town homes in the NRSA. These were developed by South County Housing and funded in part through a City pass through construction loan from the State. The City was also able to provide down payment assistance to the 16 buyers through a BEGIN grant the City received from the State for this purpose. Sixteen additional homes were partially completed by the end of PY 12.

The City filed an application for Neighborhood Stabilization Program funds in partnership with South County Housing in order to be able to purchase and rehabilitate some foreclosed properties, but did not receive any funding.

The Allium Building, a residential/commercial condominium project at the corner of Monterey and Lewis Streets, completed construction in late 2009. The building went into foreclosure because of difficulty in making sales during the economic downturn. The new owner of the building reopened it as a rental project and has been successful in keeping it occupied. The market at the time of initial rental allowed the rents to be accessible to moderate-income tenants.

The Salvation Army, located in the NRSA, offered rental assistance to help tenants stay in their homes.

The Rural Justice Collaborative at Community Solutions’ offices provided, starting in 2012, free legal help for tenants once a week.
Strategic Direction IV: Improve Public Safety in the NRSA and Downtown

Initiative A. Expand police presence

In 2008 funding supported a Neighborhood Watch for the Chestnut St. area.

City staff explored the use of CDBG funds to assist the Police Department through a Community Ambassador program in the Downtown and surrounding neighborhood but was unable to accomplish this in a manner that would meet funding eligibility guidelines.

Gilroy Gang Task Force and South County Youth Task Force held community forum meetings, including one in the current NRSA in September 2012.

The City conducted a meeting at Eliot School regarding safety and to hear concerns. Based upon the residents’ questions at this meeting, a follow-up meeting was held to provide information on City services and to listen to more concerns, including traffic.

The Police Department sent a Spanish speaking traffic officer to the second meeting to reply to the traffic concerns. Since the original meeting, the traffic unit has increased its traffic enforcement efforts on Chestnut, Forest and around Eliot School. The traffic enforcement effort has resulted in many citations being issued to community members. Increased traffic enforcement occurred around South Valley Middle School and Eliot School. The Police Department also conducted safety studies of the two schools on the east side. The studies were focused on exterior threats to the children.

Members of the Gang Task Force also listened to residents’ concerns at the meeting and were given advice on how to report suspected gang activity and how to recognize gang affiliation in their children. City staff provided information about available activities for youth.

In May, 2013 the Gilroy Police Department conducted for the Downtown Business Association a “Crime Prevention Through Environmental Design” class.

Since the initial NRS plan unreinforced masonry buildings (URMs) have been a concern of the City because they would not be safe in an earthquake. The Downtown contains a number of these structures. Effort has been made both through incentives and regulations to encourage abatement of this hazard. In 2009 4 buildings were seismically retrofitted. The latest effort was a 2011 ordinance passed by City Council. At that time there were still 21 parcels with unreinforced structures. Since then 3 have been demolished, 5 have had plans approved and 2 had plan under review by the building Department.

Initiative B. Improve sidewalk safety
A number of sidewalks were repaired; gaps filled where no sidewalks existed and ADA ramps installed during this period.

A pedestrian bridge at Miller Slough was completed, creating a safe and more direct route to Eliot School. CDBG funds contributed to the preconstruction costs.

Curb ramps were installed on Forest Street and IOOF through traffic impact funds.

CDBG funds provided four curb ramps and 1251 linear feet of sidewalk in the Eliot School area.

CDBG funds provided two blocks of sidewalk and 7 ADA ramps at the Community Garden on Eigleberry Street.

CDBG funds combined with City General funds filled in sidewalk gaps and provided an accessible route at the 10th Street Overpass creating a safer route for residents from their homes to a large commercial center for jobs and shopping.

Sixth Street Improvements between Eigleberry St. and Railroad Ave. including underground utilities, pavement, sidewalks, pedestrian friendly street lights, landscaping and a parking lot were funded by FHWA federal funding, State Prop 1B funding and local funds totaling approximately $1.4 million.

Initiative C. Traffic calming implementation

Traffic calming measures and lane restriping along Forest Street in the Eliot School neighborhood were completed in 2010.

Strategic Direction V: Support Downtown Revitalization Efforts

Initiative A. Business Development Downtown

One building was purchased and demolished so that a pedestrian walkway could be constructed between a public parking lot and Monterey Street. This will improve the pedestrian connectivity to downtown and will have the safety features of additional lighting to a parking lot adjacent to the paseo and police call boxes.

Policy Updates & Other Significant Changes since the Downtown Specific Plan Adoption:

Since the Specific Plan’s adoption in 2005, Downtown has experienced significant events like the Great Recession and the Downtown streetscape improvements that enhanced public sidewalks, landscaping, public art, parking, lighting, traffic signals, and vehicular lanes. The City completed a Downtown Gilroy Strategic Plan (“Strategic Plan”) in late 2006 that is intended to facilitate the goals of the Specific Plan, and the City Council has also adopted a variety of ordinances including:
- The 2006 & 2011 ordinances addressing mandatory retrofits for and occupancy standards of unreinforced masonry (URM) buildings;
- The 2012 ordinance addressing Downtown dancing and dance venues;
- The 2012 ordinance requiring window dressings, art work, or other aesthetically pleasing displays in vacant storefronts;
- The 2013 banner policy; and
- The 2013 ordinance and policy expanding options for downtown dining and other street furniture.

In early 2013, at its annual goal setting session, the City Council chose as a priority a “Downtown: City Action Plan.” This action plan is recommended to be included as one of the strategies for the next five years of the NRS.

**Initiative B. Bring businesses to Downtown that are varied and unique**

The Interim Cultural Center offered local artists the opportunity to display and sell their works.

Gilroy Downtown Business Association organized annual Wine Strolls to promote the Downtown area as well as the Garlic City Fun Run and Car Show, 5th Street Live and holiday parade.

Sidewalk café regulations were approved by City Council

**Initiative C. Beautification**

The City Council passed a vacant building window dressing ordinance and as a result of this and also through a Leadership Gilroy project storefronts were improved with displays and window paintings.

Hanging and standing flower planters were installed and Gilroy Community Garden volunteers made sure of the upkeep.

Way finding banners were erected.

Utility boxes were adopted by businesses or individuals and painted with local themes by local artists.

Downtown enhancements included piped in music, provision of benches and installation of bronze sculptures

Security cameras were installed as a crime prevention measure.
The City’s Public Works Department contracted for spring and fall power washing of sidewalks; St. Joseph’s Family Services Streets Team provided pre-cleaning, such as removing gum and trash.

**Strategic Direction VI: Provide Assistance to Micro-enterprises and Small Businesses**

**Initiative A. Provide assistance to micro-enterprises and small businesses**

During PY 2012 the Downtown Business Association initiated the “Shark Tank”, a competition to encourage new small businesses to set up in the Downtown. The contest deadline was in PY 13. The winner would receive a grant and technical assistance from the Downtown Business Association.

The Gilroy Economic Development Corporation sponsored monthly Small Business Development Center workshops on the following topics: One on One financial workshop with lenders; Lender workshop for small business; Business plan; Marketing.

**Strategic Direction VII: Create Employment Opportunities Through Linkages with Local Regional Employers**

**Initiative A. Create employment opportunities**

In each of the NRS years, the City provided funding through its Housing Trust Fund to the Streets Team operated by St. Joseph’s Family Services. The goal of the Streets Team is to introduce or reintroduce job skills and opportunities to people who are homeless or formerly homeless so that they can obtain employment and housing. The Streets Team regularly cleaned the Downtown Streets and surrounding streets as well as assisted with special events and projects including creek clean-ups and Project Homeless Connects which involved set-ups of resource tables and cooking areas and cleaning up after the event.

It was hoped that a community bus or van would be made available during this period to provide transportation for residents, particularly youth, working at Gilroy Gardens. This did not materialize, but a VTA community bus route was established that included the regional transit center, Downtown, the Youth Center and Tompkins Court where some of the County Social Services offices are located.

Rebekah Children’s Services in 2009 started a culinary academy for low-income youth ages 15-25 students. At the conclusion of the course, high achieving students showing consistency and a dedication to culinary arts had the opportunity for placement in an apprenticeship program in the social-enterprise bakery Kneaded at Rebekah Children’s Services. Among the Kneaded Bakery outlets were Fifth Street Coffee and the Farmers Market.
A Case Manager for Work2future’s Youth Program estimates that 300-400 Gilroy youth have received job training and job placement in the NRSA program years 2008-2013. Employment was in the hospitality, customer service, and retail industries. Unfortunately there was no tracking of whether the youth were residents of the NRSA.

CDBG-funded capital projects provided work for 3 Section 3 residents (from low-income area) during this period.

**Initiative B. Create employment related linkages**

NRSA businesses posting employment needs with Work2Ffuture and St. Joseph’s, or using the One-Stop Center for recruiting included: Angelica Corporation; Monterey Gourmet Foods; Forest Park Inn; Temple Inland; Liberty Tax Service; Heinzen Manufacturing; Other Gilroy businesses posting included Denny’s; Gilroy Gardens; Marshalls; Rap 4; Replico; Home Goods; Wal-Mart; Mi Pueblo; Nob-Hill; Safeway. The Post office remained in its Downtown location. When the 2008-2012 initiatives were developed, residents were concerned that it would be relocated.

**Strategic Direction VIII: Enhance Workforce Preparedness**

**Initiative A. Continue and augment classes offered in the NRSA through GUSD and Gavilan College**

Gilroy Unified School District at its community education site at 7881 Murray Avenue offered ESL, high school diploma, GED preparation and basic computer classes. Classes were free to homeless persons.

The Gilroy Apartments on IOOF offered ESL classes to its residents at its Si Se Puede Learning Center.

Vision Literacy offered reading classes at the MACSA site.

**Initiative B. Track demographics and trends for better workforce preparedness**

The Work2Future Adult and Youth Programs include labor market research, workforce trends, and the skill sets that are in demand as part of the case management process. Some of the participants choose to pursue an academic degree program, some choose vocational training, and some choose to take job skills workshops including basic computer classes, job search skills, resume development, or perhaps MS Office Suite applications. Some of the incentives include monthly gas reimbursement and other supportive services such as help with tuition.

**Initiative C. Pre-employment training**
HOPE Rehabilitation Services offered developmentally disabled residents job training, counseling and community living skills at its offices on 8855 Murray Avenue.

CARAS Youth Mentorship program held classes at San Ysidro Park to helping youth ages 16-21 with resumes and college applications.

St. Joseph’s provided gas cards for applicants to go to Salinas application center for Monterey Pasta jobs to be located in Gilroy.

St. Joseph’s provided other specialized employment services & a jobs board.

MACSA sponsored pre-employment workshops for youth with businesses in the area including Old Navy. That event included a field trip to Old Navy where the kids were shown the process for obtaining a job at the facility, what the job duties would be, and the skills needed to be successful in the retail field.

**Strategic Direction VIII: Promote Health and Wellness**

Free health care was made available through the Neighborhood Youth Clinic at South Valley Middle School and at the Rotacare Clinic offered on Tuesdays.

Health statistics for the NRSA show a high risk for diabetes and for childhood obesity among the residents. A number of grants to address this situation were targeted to the area during the five year period. These address a combination of access to healthy food and physical activity.

Proyecto Movimiento, a program funded as a type 2 diabetes prevention program, enabled the YMCA and MACSA to offer free and inexpensive physical fitness classes such as yoga and Zumba at the MACSA building, drawing a large number of nearby residents who had not participated in such activities in the past.

The MACSA Family Resource Center provided CalFresh sign-ups and health insurance enrollment.

Gilroy Community Health Day, presented by the South County Collaborative on the campus of Rebekah Children’s Services each year, is a free annual health fair. More than 40 human care organizations do health screenings for 600-700 uninsured or under-insured Gilroy residents, primarily living in the NRSA.

The Mexican Consulate was present at this event to help with immigration questions.

The County Public Health Department received funding from Network for a Healthy California to improve the health of residents in East Gilroy neighborhoods. The grant
spanned 2005 to 2011. During the 2008-2011 period that overlapped the NRS being reported on here, this funding accomplished the following:

**2008:**
- CX3 [Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention] sheets become available and distributed to community members, promotora (an informal grassroots worker who provides basic education, guidance, and referral services to their community. programs policy makers and community based organizations
- Employee wellness programs at Rebekah Children’s Services, MACSA and Christopher Ranch. Rebekah Children’s Services receive numerous awards for their program
- Gilroy Recreation Department begins providing outreach for recreation programs at community events targeting Latino residents
- Begin partnership with Santa Clara Valley Health Center Health and Hospital System to provide scholarships for patients for recreation department
- Assist in the implementation of GUSD school Wellness policy
- Fourth BHW Conference- Reducing Health Disparities for Latino Immigrants A Call to Action
- Lighting improved in East Gilroy
- Valley Health Center, Gilroy opens
- Assist in bringing to Gilroy pediatric obesity clinic to Valley Health Center, Gilroy
- Provide following trainings: Rethink your Drink, Food Assistance, What's in your Bag
- Begin providing training to Leadership Gilroy on nutrition, health and physical activity needs in Gilroy using CX3 data. CX3 fact sheets formally adopted as education tool for Leadership Gilroy
- Partner with Proyecto Movimiento to increase physical activity opportunities for East Gilroy residents at El Portal: Friday Night Jams, Martial Arts
- 5th Annual Gilroy Community Health Day
- Candlelight Vigil to reduce drunk driving

**2009:**
- Assist in establishing gardens at Gilroy High School and Brownell Jr. High
- Fifth BHW Conference- Understanding the Culture of Poverty as a First Step to Reducing Health Disparities
- Organize first youth summit in Gilroy-El Portal High School
- Begin organizing efforts to support Gilroy Community Garden
- Fifth Binational Health Week Conference
- Secure funding for Gilroy Run for Fitness
- Begin work with Second Harvest Food Bank to secure distribution location in East Gilroy
- Provide training on healthy fundraising to GUSD staff and parents
• Continue providing nutrition training to GANAS and St. Louise Regional Hospital promotoras
• Increase physical activity opportunities in East Gilroy: Zumba
• 6th Annual Gilroy Community Health Day
• Candlelight Vigil to reduce drunk driving
• Take the Pledge Campaign for an Alcohol Free Graduation

2010:
• Provide support to Gilroy Community Garden-partner with Gilroy Arts Alliance. Develop fact sheet and present to Gilroy City Council
• South County Collaborative Nutrition and Health Committee adopts Garden as subcommittee
• Sixth BHW Conference-The Mexican Immigrant: Cross Cultural Communication in Health Care
• Second Gilroy youth summit
• Secure funding for Gilroy oversampling for Behavioral Risk Factor Survey. First time Gilroy specific data available
• GUSD principals event to open doors for nutrition and health education resources at schools
• Continue assisting with Gilroy Run for Fitness- for first time ever afterschool programs may enroll and train participants. Network nutrition educational material included in training materials
• Coordinate Healthy Trails grand opening to take place in South County. Buses provided by Santa Clara County Parks to bus over 100 East Gilroy residents to San Martin. From this an all day camping event evolves-40 East Gilroy residents bused to Mt. Madonna Park
• Provide nutrition education to Rebekah Children's' Services Culinary Arts Program
• 7th Annual Gilroy Community Health Day
• Candlelight Vigil to reduce drunk driving
• Take the Pledge Campaign for an Alcohol Free Graduation

2011:
• County parks obtains funding to provide outreach to low income monolingual Spanish speaking families
• Behavioral Risk Factor Survey Data made available to community partners. Meeting with Mayor, City Council members and other stake holders
• Coordinate community forum to obtain input on strategies to deal with results of behavioral risk factor survey and other health data. Over 100 attended event at El Portal
• Seventh BHW Conference- Decreasing Latino Health Disparities: A Focus on Systemic Change
• Third youth summit
• Rethink your Drink implemented GUSD wide
• GUSD Principals Survey conducted to provide staff, students and parents with nutrition and health education per school-specific needs
- Gilroy Run for Fitness—for first time parents allowed to participate. After school programs continue to enroll and train students
- East Gilroy families participate in Festival of Lights through buses provided by County Parks Dept.
- Community Forum held at El Portal to secure assistance from community to develop strategies
- Key partners’ community forum: violence prevention. Focus on East Gilroy
- Partner with Rebekah Children’s’ Services to provide Second Harvest food distribution site to serve East Gilroy
- Assist in implementation of Farmers’ Market at Gilroy Community Garden
- Collaborate to increase food stamp participation in Gilroy
- Assist Gilroy Farmers’ Market in accepting EBT
- Collaborate with CPPW to provide nutrition education for City of Gilroy healthy beverage and food options
- Collaborate with CPPW to increase access to physical activity by printing bilingual biking map

**Initiative A. Improve access to healthy food**

During this period a community demonstration garden was created on Eigleberry Street at the site of the future Gilroy cultural center for which construction had been indefinitely postponed due to the economy. The garden and the adjacent interim cultural center provided community friendly uses for this space, which alternatively could have lain dormant. The garden sponsored classes and events, including a summer day camp.

A farmers market had been attempted in an earlier year, and one of the NRS strategies called for bringing it back. Starting in 2011 the market operated weekly during the summer at a modest level at the cultural center site and in spring of 2013 moved to the Gilroy Library, which is located a block from the NRSA boundary. The farmers market started accepting CalFresh EBT (formerly known as food stamps) in order to allow greater access to low income residents.

Funded by the Health Trust of Santa Clara County, the Valle Verde program worked with local low income residents to build raised garden beds at their residences for direct access to fresh vegetables.

The Second Harvest Food Bank expanded its produce delivery distribution centers to include a weekly one at Rebekah’s Children Services at IOOF Avenue and at the Gilroy Apartments on 500 IOOF Avenue.

Free lunches were made available during the summer at South Valley Middle School.

**Initiative B. Improve access to increased physical activity**

Other community health events taking place in the NRSA included a health day at MACSA in August 2008.
The bikeway, Uvas Channel Class 1 facility, was partially completed in 2012.

Bike route maps were created and made available in 2011.

A walking route map is planned for 2013 through the U.C. Berkeley ITS, Pedestrian Safety Improvement program.

**IV. Outreach for Development of Strategy Renewal**

At its January 7, 2013 City Council approved the staff proposed work plan for developing the strategy for the next five years.

Meetings were advertised on the City’s website, English and Spanish flyers were posted at City Hall and the Gilroy Public Library as well as at various locations in the NRSA. Notices were emailed to the South County Collaborative list serve, members of the Citizens Advisory, the Downtown Business Association and to a list that was developed from meeting attendees. In addition flyers were mailed to addresses of those who had participated in the strategy sessions five years ago. The meetings were held a various times and places to allow accommodation of residents and business owners as well as employees of agencies with interest in the strategy.

February 26, 2013 afternoon “kick off” meeting in Gilroy Council Chambers Attendees were predominantly from nonprofit agencies who serve low income residents of Gilroy.

March 5, 2013 staff presented information and answered questions on the strategy area renewal process at the regular meeting of the Downtown Business Association.

March 7, 2013 evening meeting at the MACSA gymnasium on IOOF Street. The meeting was conducted in Spanish and English. The hand-outs and interactive charts were translated as well. The majority of attendees were Spanish-speaking residents of the NRSA.

March 12 afternoon meeting at the Gilroy Library. Attendees were predominantly from nonprofit agencies and the discussion followed up on items brought up at the February 16 meeting.

March 19, 2013 staff attended the Farmer’s Market committee meeting, invited members to attend strategy sessions, and distributed surveys.

March 21, 2013 staff met with two members of the County Public Health Department regarding past, present and planned initiatives and programs in the NRSA.

March 30, 2013 Staff conducted surveys in Spanish and English at the Cesar Chavez Day event organized by CARAS, a community-based nonprofit, at San Ysidro Park.
May 1, 2013 evening meeting of the Gilroy Gang Task Force. As part of the meeting agenda presented information and answered questions on the strategy area renewal process.

May 2, 2013 evening meeting at Gilroy Library
Two members of CARAS attended and discussed community needs with staff.

May 23, 2013 afternoon meeting at Gilroy City Council Chambers

June 4, 2013 evening meeting at San Ysidro Park Youth Center Staff presented information and answered questions on the strategy area renewal process at the initial meeting of the San Ysidro Park Community Alliance. The organization of this group is funded by the Community Transformation Grant awarded to the Public Health Department. The purpose of the San Ysidro Park Community Alliance is to increase the use of the park and healthy activities through improved safety and sense of safety in the neighborhood. Oral Spanish translation was provided. Staff passed out and collected surveys in English and in Spanish.

Eliot School meetings

The purpose of these meetings was not for input on the NRS. But by the nature of the meetings, the feedback from the residents is being considered in the development of the NRS for the next five years.
In April, after a person was gunned down in the neighborhood, the City convened a meeting with concerned residents. Eliot School is an elementary school located within the NRSA. Public safety matters related to the homicide were discussed. Due to questions on other matters such as traffic, blight and City services for youth, a second meeting was set.

May 21 Eliot School meeting Residents brought up concerns about how to report suspected gang activity and how to recognize gang affiliation in their children. City staff provided information about activities for youth and residents expressed interest in getting a list of these and other services available to them.

Highlights of Community Priorities

Structure

- Formal oversight of NRS, including a steering committee to set goals and identify funding
• Skilled community organizer needed to engage residents and to build the capacity of grassroots nonprofits
• Expand borders
• Expand the boundaries to include neighborhoods with similar levels of need
• Develop an effective information sharing plan for those who are not “wired” an/or have limited reading ability
• More neighborhood events such as clean-ups and community pride activities
• Encourage residents to serve on City boards and commissions

Physical Improvements

• Add a bathroom to Forest Street Park
• Add bike lanes to Forest Street and Murray Avenue
• Increase provision of pedestrian friendly street lighting, including on Maple Street, Stoney Court, Rogers Lane, Swanston Lane, Chestnut Street and Forest Street (at Forest St. Apartments)
• Better lighting in parks
• More curb cuts for disabled access

Housing

• Increase availability of housing for extremely low and low income residents
• More housing above retail
• Transit-oriented housing
• Universal design (physically accessible) promoted

Safety

• Bilingual dispatchers available 24/7
• More police officers who speak Spanish
• Increase community policing
• More Neighborhood Watch
• Anonymous tip line
• Anonymous tip line geared to youth
• Traffic speed control particularly on Maple St., Alexander St., Martin St. and Murray Ave.
• More patrolling of intersection at First and Monterey; pedestrians feel unsafe crossing
• Discourage parking on the sidewalks so that children walking to school (and other pedestrians) are not forced to walk in the street
• Regularly sweep bike lanes so they are free of debris
• Gang prevention education programs in the schools
• Educate parents about gangs, what to look for, how to prevent their kids from joining, how to get out
• More community murals
• Continue CalGrip activities
• Continue partnership with the Police Department and the Youth Center
• Increased safety monitoring in and around parks
• Concerned about increased presence of homeless people in the parks
• Find funding for drug education materials in the schools and more programs to talk with youth regarding drug use
• Increase availability of substance abuse services
• Increased access to affordable legal services

Youth

• Youth matters were considered the highest priority. (See also comments under health, economy and safety)
• More free or inexpensive activities for youth
• Youth mentorship/development and leadership programs
• Career fairs

Economy and Jobs

• Include nonprofits as recipients of business assistance
• Encourage businesses that provide first jobs or re-entry jobs to youth, people transitioning from homelessness, veterans, and people with disabilities
• Career technical training made available and affordable
• Recruit businesses that provide a living wage so that Gilroy residents do not have long commutes to other cities
• Raise minimum wage
• Youth mentorship/development and leadership programs
• Leadership program to help young adults learn to use technology for finding jobs, improving civic engagement, and building life skills
• Bus to Gilroy Gardens for employees
• Increase availability of vocational ESL (English as a Second Language)
• Affordable childcare so that parents may attend classes such as ESL, Vision Literacy, life skills classes

Downtown Revitalization

• Earthquake safety through retrofitting or demolishing unreinforced buildings
• Technical and financial assistance to businesses and microenterprises

Health

• Increased access to free health services for low income residents
• More free or inexpensive exercise activities for adults and youth
• Increase tobacco free housing
- Discourage parking on the sidewalks so that children walking to school (and other pedestrians) are not forced to walk in the street
- More outreach to NRSA residents to involve them in Community Garden and Farmer’s Market
- Increase CalFresh opportunities
- Increase residents’ awareness of food resources and distribution sites
- General Plan update to address the relationship of health to the built environment
- Continue Community Transformation Grant activities
- Increase availability of substance abuse services

Other sources that supported NRSA priorities resulting from the outreach process:

**South County Youth Task Force** the South County Youth Task Force Community Assessment was consulted and the recommendations are compatible with the NRS recommendations for the next five years.

**Safe Routes to School**
Safe Routes to School projects slated for the NRSA are compatible with the proposed NRS.

**Community Transformation Grant**
The Public Health Department’s Community Transformation goals for the San Ysidro Park area are compatible with the NRS recommendations for the next five years.

**Valle Verde**
This program provides community and individual gardens for low income residents. Their program in Gilroy is consistent with the health strategy of the NRS.

**South County Homeless Task Force**
Its efforts to provide services to help people transition from homelessness are compatible with NRSA employment, housing and safety priorities, as this area includes persons who are living on the streets or in abandoned buildings. The expanded NRSA includes nonprofits that provide homeless services.

**Expansion of NRSA**

(See Attachment 1: Maps)
Extending the boundaries was discussed during the outreach process. An important consideration was the practicality of incorporating some activities and service delivery that occur or are expected to occur contiguous with the current area. The current NRSA continues to show a high need level. After the 2010 Census the Census Tract 5216.01 that comprised the NRSA was divided into two Census tracts, 5126.03 and 5126.04. The American Community Survey that reported the Census data showed that the need level that had been the rationale for identify the initial NRSA remained high, (poverty rate, for example) and that it was similar for both tracts. No objection to including both tracts was expressed during the outreach meetings.

A strong case was made to include Census Tract 5126.06. One consideration was that several nonprofits that serve NRSA residents are located just outside the current NRSA area, and the CDBG guidelines for funding of the programs they conduct at their office sites would be more flexible if their addresses were in an NRSA. In some cases they are located just across the street on Monterey Street. Census Tract 5126.06 shows high need comparable to that of the current NRSA. It includes several affordable housing multi-family properties including South County Housing's Sobrato Transitional Apartments, and Sobrato Apartments. Also located here are these affordable rentals: Lily Gardens, Gilroy Garden Apartments, Gilroy Park Apartments and Park View Apartments. HUD has identified the two NRSA tracts plus this one as “Qualified Census Tracts” (QCTs) for Low Income Housing Tax Credits. To meet this designation a tract must have either a poverty rate of at least 25% or 50% or more of its householders must have incomes below 60% of the county median income. Plus no more than 20% of the metropolitan area can reside within designated QCTs. The same area is currently considered by the Small Business Administration to be a “Historically Underutilized Business Zone” (HUBZone). Small businesses in such a zone have certain preferences in obtaining federal contracts.

Outreach meeting attendees recommended including portions of tracts 5125.08 and 5125.09. These tracts do not have the high need demographics for each entire tract that the first three tracts represent, but they include pockets of need and a history of programs focused on residents in these areas. In Tract 5125.08 the area around Glenview Elementary School has been targeted for some initiatives, including the GANAS (Glen View Alliance-Neighbors Achieving Success, a Knight Foundation-funded project “to improve access to affordable quality child care, improve the economic stability of low-income families, and especially to increase the civic engagement of residents in the Glen View neighborhood”) program and the South Central Gilroy program (Latino Health Initiative) in the past. Currently it is one of the two Gilroy target areas in the South County Youth Task Force that is addressing gangs and associated activities. (The other target area is located within the current NRSA.) GANAS and the South Central Gilroy program also included a portion of Tract 5125.09. The South Gate Court and Garden Court area of this Census Tract were recommended for inclusion in the updated NRSA.
HUD does not limit the size of an NRSA, but the geography must be contiguous. This would be the case for all of the expansion suggestions made at the outreach meetings. The drawback to expansion is that there would be a larger area designated for funding and actions concentration. When the revised plan is submitted the HUD reviewers may point out that the past five years left benchmarks still to be accomplished and that the City will need to make a good case for broadening the concentration of resources.

V. Recommendations

Expansion
Staff recommends that the updated NRSA encompass Census Tracts 5126.03, 5126.04, a portion of Census Tract 5125.06 to provide additional resource opportunities for homeless and residents of multifamily affordable housing and the Glenview target area identified by the South County Youth Task Force (6th Street (N), 10th Street (S), Monterey Street (E), Princeville (W).

Annual Review of Progress
Stakeholders from the NRSA will be invited to review the annual accomplishments of the NRSA during the public comment period of the Consolidated Plan Annual Report (CAPER report submitted to HUD by September 30th of every year).

Annual Recommendation Period
Stakeholders from the NRSA will be invited to provide input on the proposed actions to address the NRSA for the upcoming fiscal year annual during the public comment period for the Action Plan (report submitted to HUD by May 15th of every year).

Recommended Strategic Directions and Benchmarks for 2013-2018

Strategic Direction I: Empower Residents to Improve their Neighborhoods

Goal A: Increase the effectiveness of neighborhood organizations through providing organizational assistance

Lead Agencies: City – HCD, contracted organization

Possible Funding Sources: CDBG; Other grants

Actions
- Assess gaps in assistance currently available (example San Ysidro Park Neighborhood is assisted through the Community Transformation Grant)
- Circulate a request for qualifications (RFQ) for contractual services funded through CDBG to provide assistance to neighborhood associations
- Collaborate with other agencies and area businesses to obtain grants for services in the NRSA
- Create leadership opportunities through encouraging residents to get involved with City activities, commissions, City government and Leadership Gilroy
**Benchmarks:**

- CDBG funds awarded and contract outcomes are met
- Collaborative efforts bring in $25,000 per year in grants or in-kind services annually, beginning in the second year that provides neighborhood clean-ups, Neighborhood Watch and community pride events.
- At least 5 NRSA residents annually serve on City commissions, committees or task forces or are part of Leadership Gilroy
- Gilroy Neighborhood Academy sessions held, encouraging resident involvement

**Goal B:** Empower residents and local businesses through improving access to information

**Lead Agencies:** City – HCD through contracted organization (for developing sharing for those who are not “wired”), City Administration (IT and Public Information)
CMAP, Downtown Business Association

**Possible Funding Sources:** CDBG for contract, in-kind for GUSD Adult Education, Gavilan College Community Education, South County Collaborative

**Actions:**

- In the first year develop an effective information sharing plan for those who are not “wired” and/or have limited reading ability
- In the first year develop a process and assign responsibilities for updating and disseminating existing resource guides for providing updated information to 211.

**Benchmarks:**

- Through the information sharing plan attendance at neighborhood events is increased
- Resource guides are shared through community agencies, the South County Collaborative, the City’s Channel 17, the City’s website and other community websites. 211 reports the Gilroy callers are satisfied with information provided

**Actions:**

**Years 2 - 5**

- Continue with processes developed in 2013
- Promote area businesses to NRSA residents
- Increase wireless access in the NRSA
- Offer related computer classes through community education
- Gilroy Neighborhood Academy sessions held

**Benchmarks:**

- Through the information sharing plan attendance at neighborhood events is increased
Resource guides are shared through community agencies, the City’s website and other community websites. 211 reports the Gilroy callers are satisfied with information provided. Area businesses report an increase in local customers. 4 wireless “hot spots” are added annually. Neighborhood Academy attendees’ evaluation shows increased knowledge of how to access City and community services.

Strategic Direction II: Support Neighborhood Revitalization Through Capital Improvements and Maintenance

Goal A: Provide pedestrian friendly street lights in NRSA, in particularly on Maple Street, Stoney Court, Rogers Lane, Swanston Lane, Chestnut Street and Forest Street (at Forest St. Apartments) and better lighting in area parks

Lead Agencies: City Engineering

Possible Funding Sources:
- Federal and State grants

Actions
- In the first year evaluate funding sources and set realistic accomplishments for the five year period

Benchmarks:
- Funding is identified

Actions:
Years 2-5
- Funding is secured and two projects completed and remaining identified projects are in process

Goal B: Provide capital improvements and maintenance that benefit Downtown Businesses and Residents

Lead Agencies: City Engineering and Community Development

Possible Funding Sources:
- Federal and State grants
- Housing Trust Fund (for Streets Team)

Actions
- Capital improvement need and sources to address this reviewed annually
- Support the Streets Team to provide clean-ups of sidewalks and alleyways

Benchmarks:
- Funding is identified and used to complete two projects
- Streets Team continues to provide services

Goal C: Maintain the Existing Housing Stock
Lead Agencies: City Community Development – Code Enforcement, Project Sentinel Tenant Landlord Services

Possible Funding Sources: CDBG, Housing Trust Fund, City General Fund

Actions: Address unsafe housing, attractive nuisance and blight conditions through code enforcement and tenant landlord information and mediation services

Benchmarks: Annually 30 code enforcement cases are resolved

Strategic Direction III: Empower Youth to Become Successful Community Members

Goal A: Continue and expand free and inexpensive services available to low income youth

Lead Agencies: City Recreation Department, City HCD for CDBG grants, Youth Alliance, CARAS, Community Solutions, Si Se Puede Learning Center, Work2Future, Junior Giants, MACSA, YMCA

Possible Funding Sources: CDBG; City Recreation Department scholarship fund, Junior Giants fund

Actions:
- Involve youth in community events/organizing; City government, such as attending council meetings
- Recruit NRSA you for the Gilroy Youth Commission
- Provide funding for services at the Gilroy Youth Center
- Connect youth to job skills training offered by Work2Future
- Lifeguard training through the City Recreation Department aquatics program
- Annually recreational opportunities for at least 300 NRSA youth are provided through the funding sources of the lead agencies listed.

Benchmarks:
- Goals and objectives of contracts for services are met
- NRSA youth apply for and become part of the Gilroy Youth Commission

Goal B: Continue and expand services targeted to at-risk youth

Lead Agencies: City Police Department, South County Youth Task Force, City Recreation Department, City HCD for CDBG grants, Youth Alliance, CARAS, Community Solutions, MACSA, YMCA, Victory Outreach Si Se Puede organization, Juvenile Justice

Possible Funding Sources: CDBG, CalGrip, Community Transformation Grant,

Actions:
- Increase services for at risk youth to aid them in developing skills necessary to face life challenges. These include, but are not limited to: restorative justice and sentencing alternative programming for youth involved in the juvenile justice program, job readiness classes, mentoring by local businesses with opportunities for internships, tutoring and free or inexpensive recreational activities.
Benchmarks:
- Goals and objectives of contracts for services are met
- Tracking during the five year period shows a reduction in gang activity

**Strategic Direction IV:** Improve Public Safety in the NRSA & Downtown

**Lead Agencies:** City – Police Department, Gilroy Downtown Business Association, Gilroy Gang Task Force, South County Youth Task Force

**Goal A:** Expand police presence

**Possible Funding Sources:**
City funds, fees from entertainment businesses

**Actions:**
- Bilingual dispatcher available 24/7
- Residents are aware of anonymous tip line

Benchmarks:
- Same as actions

**Goal B:** Decrease gang activity

**Actions:**
- See actions under Strategic Direction III goal for at-risk youth
- Follow recommendations of South County Youth Task Force

**Goal C:** Improve Sidewalk Safety

**Lead Agencies:**
City – Engineering

**Possible Funding Sources:**
City funds, residents' 50% share

**Actions:**
- Provide more designated bicycle lanes to keep cyclists off the sidewalk.
- Correct sidewalk tripping hazards

Benchmarks:
- Bicycle lanes are provided at two additional streets.
- Reduction in complaints to the City regarding injuries from broken sidewalks.

**Goal D:** Traffic Calming Implementation

**Lead Agencies:**
City – Engineering

**Possible Funding Sources:**
City funds, developer fees

**Actions:**
- Respond to neighborhood association requests for speed limit review and enforcement
- Investigate the traffic flow at Monterey and First Street in relation to cars’ allowing pedestrians to cross

**Benchmarks:**
- At least one speed limit review and enforcement, if necessary, occurs in the NRSA per year
- Traffic flow at Monterey and First Street is investigated and remedied, if necessary.

**Strategic Direction V: Create Employment Opportunities through Partnerships with Local and Regional Employers, and by Providing Assistance to Local Micro- enterprises and Small Businesses**

**Goal A: Create Employment Opportunities**
Entry/Reentry jobs for: Unemployed/Underemployed Adults, youth, homeless, disabled, or mentally ill persons.

**Lead Agencies:**
City – Human Resources, City HCD, Economic Development Corporation, Santa Clara County, Work2Future, NRSA businesses, St. Joseph’s Family Services, County Mental Health Department, Rebekah’s Children’s Services, Hope Rehabilitation Services, Silicon Valley Independent Living Center

**Possible Funding Sources:**
Department of Labor, Santa Clara County, CDBG

**Actions:**
- Identify availability and gaps in case management services for each category described
- Identify funding to meet these gaps
- Set up a mentorship/internship program with local businesses
- Support Gilroy’s Streets Team program for readying homeless persons to re-enter employment

**Benchmarks:**
- In the first year funding and partnerships result in the placement of 10 homeless persons, and 5 other underemployed or unemployed person in jobs and 5 youth in jobs or internships.
- In the next 4 years, the number of jobs or internships made available increases each year.

**Goal B: Provide access to affordable housing for low income persons entering or re-entering employment**

**Actions:**
• Provide case management for chronically homeless individuals so that they may access housing subsidies offered by the County
• Research other sources of funding to provide housing for extremely low income individuals and households
• Engage in aggressive landlord outreach and provide stronger incentives to rent to subsidized tenants
• Incentivize housing and support for extremely low-income individuals in Gilroy (incomes of $250 - $1,000 per month). This could include the “Pension” model, similar to a Bed-And-Breakfasts but more permanent; support for homeowners to rent rooms; Single Room Occupancy units; Board-and-Care units with adequate case management; “dorms” for transition age youth, and more.

**Benchmarks:**
• During the five year period 20 chronically homeless persons receive case management coupled with housing subsidies from the County
• During the five year period 20 extremely low income individuals or households find housing through sources identified

**Goal C: Provide assistance to small businesses, including nonprofits**

**Actions:**
• Offer classes, including classes on working with financial institutions to obtain funding, through Economic Development Corporation, Gilroy Downtown Business Association

**Benchmarks:**
• 10 businesses report increased profits
• 10 new businesses are created

**Strategic Direction VI: Enhance Workforce Preparedness**

**Goal A: Continue and augment classes offered in the NRSA through GUSD, Gavilan College, HOPE Services, and Rebekah Children’s Services.**

**Lead Agencies**
GUSD, Gavilan College, Work2Future, Center for Employment Training (CET), HOPE Services, and Rebekah Children’s Services.

**Possible Funding Sources:**
Department of Labor, Community College and Adult Education funds

**Actions:**
• Increase residents’ awareness of classes and training programs available through W2F and CET

**Benchmarks:**
- Number of NRSA residents trained; placed in jobs; increase in HS grads or completing a GED; or registering for college.

**Goal B**: Provide childcare for parents attending ESL, and job skills training classes

**Possible Lead Agencies**: MACSA/First 5, Local Daycare Providers, GUSD, Gavilan College, CET, HeadStart Program

**Possible Funding Sources**: First 5, Department of Labor, Community College and Adult Education funds

**Actions**:
- Survey possible lead agencies to identify childcare availability

**Benchmarks**:
- Information is made available to potential participants

**Strategic Direction VII: Promote Health and Wellness**

**Goal A**: Improve Access to Healthy Food

**Lead Agencies**: County Public Health Department & St. Louise Hospital, Kaiser Hospital, Second Harvest Food Bank, Cal Fresh, GUSD, South County Collaborative, Faith-based organizations, St. Joseph’s Family Services, Gilroy Compassion Center, Salvation Army

**Possible Funding Sources**: Kaiser Permanente, Valley Medical Center Gilroy, Arteaga’s Market, Farmers Market fees, faith-based organizations

**Actions**:
- Increase the number of residents who know how to access healthy food

**Benchmarks**:
- Providers report an increase in persons receiving food

**Goal B**: Improve Access to Increased Physical Activity

**Lead Agencies**: County Public Health Department & St. Louise Hospital, GUSD, City – Recreation Department, County Park System, YMCA, South County Collaborative

**Possible Funding Sources**: Kaiser Permanente, Valley Medical Center Gilroy, Community Transformation Grant

**Actions**:
- City partners with service agencies to target NRSA residents and develop programs accordingly; Implement an awareness program to inform citizens of available programs; Weight loss program implemented; Healthy eating program implemented; Bicycle program for residents to include cycling into their lifestyle.

**Benchmarks**:
- How many residents the program serves; Weight loss totals for participants; How many lowered their blood pressure or cholesterol levels; Increased number of days of physical activity.

**Attachment 1: Maps**

See following pages.
Former Census Tract 5126.01 was split into 5126.03 and 5126.04 after the 2010 Census