



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: JANUARY 22, 2019**

FROM: COMMUNITY & ECONOMIC DEVELOPMENT **WARDS: ALL**
DEPARTMENT

SUBJECT: BEYOND FRAMEWORK FUND PROGRAM FUNDING AGREEMENT WITH THE
WESTERN RIVERSIDE COUNCIL OF GOVERNMENTS IN THE AMOUNT OF
\$360,000 FOR MULTIPLE INNOVATION PROJECTS WITHIN THE INNOVATION
DISTRICT AND THROUGHOUT THE CITY OF RIVERSIDE – SUPPLEMENTAL
APPROPRIATION

ISSUE:

Review and approve the Beyond Framework Fund Program Funding Agreement with Western Riverside Council of Governments WRCOG in the amount of \$360,000 for multiple innovation projects within the Innovation District and throughout the City.

RECOMMENDATIONS:

That the City Council:

1. Approve the Beyond Framework Fund Program Funding Agreement with Western Riverside Council of Governments in the amount of \$360,000, for multiple innovation projects within the Innovation District and throughout the City of Riverside;
2. Authorize the City Manager, or his designee, to execute the Beyond Framework Fund Program Funding Agreement with Western Riverside Council of Governments, including making minor and non-substantive changes; and
3. Authorize an increase in revenues in the amount of \$360,000 to the WRCOG-Beyond Grant revenue account 9907200-339000 and appropriate expenditures in the same amount to the WRCOG-Beyond Grant expenditure account 9907200-440309.

BACKGROUND:

Western Riverside Council of Governments (WRCOG) is the administrator of the BEYOND Framework Fund Program, which encompasses the BEYOND Core, BEYOND Team, and the BEYOND Health Program categories, an economic development and sustainability local assistance funding program intended to help WRCOG member agencies, such as the City of Riverside, develop and implement plans and programs that can improve the quality of life in

Western Riverside County by addressing critical growth components such as the economy, water, education, environment, health and transportation.

DISCUSSION:

The City had previously submitted an application to WRCOG to utilize their BEYOND program funds for planning purposes related to the draft Marketplace Specific Plan. However, after review, staff decided the better use of the BEYOND program funds would be for innovative projects within the Innovation District and throughout the City.

As such, staff recently submitted a revised application to WRCOG to utilize the BEYOND program funds, in the amount of \$360,000, for innovative projects within the Innovation District and throughout the City. WRCOG has reviewed and approved the revised application submitted by the City for use of the BEYOND program funds to implement projects that are consistent with WRCOG's economic development and sustainability framework goals and it is the purpose of the Beyond Framework Funding Agreement to identify the projects and to set forth the terms and conditions by which WRCOG will release the \$360,000 in BEYOND program funds to the City.

Specifically, with City Council's concurrence, staff intends to implement the following projects in the Innovation District and throughout the City:

- 1) Implement a Bluetooth monitoring system for La Sierra Avenue and Market Street, with the objectives of the sensors to assess regional cut-through traffic and allow for adjustments to traffic signal timing and to better understand infrastructure needs;
- 2) In conjunction with So. Cal Association of Governments (SCAG), host a "Go Human" event in western Riverside, which will include an interactive pedestrian and bicycle safety demonstration;
- 3) Construction of up to three new bicycle corrals / micro-mobility hubs near key destinations throughout the City to encourage the safe parking of alternative modes of transportation;
- 4) Integrate public art into a strategic crosswalk along University Avenue, with the intention of highlighting the work of local artists, creating a more visible prioritization of pedestrians within the right of way, and emphasizing the unique qualities of the Innovation District;
- 5) Identify potential canvasses in the public right-of-way throughout the City and facilitate the permitting and small subsidy to enhance public infrastructure with community art;
- 6) Hiring of a consultant to design wayfinding signs throughout the Innovation District and other key areas throughout the City and to design gateway signage for all entrances to the City;
- 7) Co-host with the Southern California Association of Governments (SCAG) an "Illuminate Riverside" event to support traffic control for an illuminate archway along Vine Street for Festival of Lights; and
- 8) In collaboration with WRCOG, hire a consultant/fundraiser to begin the capital campaign necessary for the WRCOG Experience in Riverside. Once constructed, the WRCOG Experience will be a demonstration center, innovation hub, and business incubator designed to draw audiences and expose visitors to best practices in water and energy, emerging technology, employment prospects, and more. The consultant recruited to lead fundraising

and program development for the Experience project will bring a unique skill set knowledge base to the City/region, to be leveraged for other like-minded projects underway across the City.

As part of the Beyond Framework Funding Agreement, the City is responsible for initial project costs as they are incurred. Following payment of such project costs, the City will submit invoices to WRCOG requesting reimbursement of eligible project costs up to \$360,000. All invoices requesting reimbursement must be received by WRCOG no later than March 31, 2018 for reimbursement (with the exception of the WRCOG Experience consultant).

FISCAL IMPACT:

Upon receipt of the executed agreement, \$360,000 will be appropriated to the WRCOG Beyond Grant expenditure account number 9907200-440309 for the grant related expenditures and the same amount will be appropriated into the WRCOG Beyond Grant revenue account number 9907200-339000 for the reimbursement of grant expenditures.

Prepared by: David Welch, Interim Community & Economic Development Deputy Director

Certified as to

Availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer

Approved by: Rafael Guzman, Assistant City Manager

Approved as to form: Gary G. Guess, City Attorney

Attachment: Beyond Framework Funding Agreement