

STAFF REPORT



ITEM NO. 8
CITY OF OCEANSIDE

DATE: October 6, 2010
TO: Honorable Mayor and City Councilmembers
FROM: Neighborhood Services Department
SUBJECT: **APPROVAL OF THE COMMUNITY RELATIONS COMMISSION
WORKPLAN FOR FY 2010-2012**

SYNOPSIS

Staff and the Community Relations Commission recommend that the City Council approve the Commission Workplan for FY 2010-2012.

BACKGROUND

The Community Relations Commission was created by the City Council in 1991 (R91-70) to "consider and make recommendations to the City Council on policies pertaining to programs and projects which address the needs and promote the diversity of the community." The purpose of the Commission as revised by the City Council in 2008 is as follows:

"The Community Relations Commission shall consider and make recommendation to the City Council on policies and programs that promote better understanding and harmony among all people of the City of Oceanside regardless of race, ethnicity, national origin, gender, sexual orientation, age, religion, disability or any other arbitrary factor. The Commission shall endeavor to promote a positive image of the City and to enhance community relations through education and celebration of the special characteristics of the people of Oceanside."

The Commission endeavors to promote a positive image of the City and to enhance community relations through community education and celebration of the special characteristics of the people of Oceanside. The Neighborhood Services Department provides staff support for the Commission. In 2008 the City Council approved a change to the Commission's Bylaws allowing a two-year workplan.

ANALYSIS

The Community Relations Commission was established by the City Council in 1991 as a citizen advisory body with nine members. The Commission currently has six members.

The workplan for the Commission includes a number of special programs:

- The Commission manages the City of Oceanside - Martin Luther King, Jr. Community Service Award Program, which recognizes a resident of the City of Oceanside or Marine Corps Base Camp Pendleton who has devoted volunteer time and energy to improve the community. The award is presented at the annual commemoration event honoring Dr. King in January.
- The Commission manages the City of Oceanside Martin Luther King, Jr. Scholarship Program, which awards one-year college scholarships to deserving high school seniors who follow the ideals and teachings of the late civil rights leader. Any graduating high school senior living in Oceanside is eligible to apply for the scholarship. In 2010, the program awarded \$25,000 in scholarships to thirteen students from six different high schools. Fundraising for the program began in 2001 and the first scholarships were awarded in 1993. The program has awarded \$475,000 to 210 students since inception. All funds for the scholarship program come from community donations; no public funds are used for scholarships. There are no racial, ethnic, gender, religious or other arbitrary criteria for either the Civic Award Program or the Scholarship Program.
- The Commission supports and encourages appropriate celebrations and events portraying the cultural heritage and contribution of the diverse ethnic communities and other groups in the City toward fulfillment of the City's Vision and Mission Statements.

The draft Commission Workplan for FY 2010-2012 is attached. The Commission recommends adding a new activity to its workplan:

- §5. The CRC shall support and promote a spirit of volunteerism in the City and encourage residents to engage in voluntary service.
 - a) The CRC shall identify ways to encourage residents to volunteer at City departments and special projects, through community-based and faith-based organizations, and through individual activities that improve the City and the lives of residents and neighborhoods in the City.
 - b) The CRC shall appoint a Volunteerism Development Committee of no more than four commissioners. The chair of this committee shall serve as a liaison with volunteer coordinators in various City departments.

FISCAL IMPACT

The programs and activities of the Community Relations Commission are funded solely by community donations and have no impact on the General Fund.

COMMISSION OR COMMITTEE REPORT

The Community Relations Commission at a regular meeting on September 16, 2010, recommended that the FY 2008-2010 workplan be presented to the City Council for approval.

CITY ATTORNEY'S ANALYSIS

Does not apply.

RECOMMENDATION

Staff and the Community Relations Commission recommend that the City Council approve the Commission Workplan for 2010-2012.

PREPARED BY:



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Management Analyst

SUBMITTED BY:



Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager



Margery M. Pierce, Director, Neighborhood Services



Attachments

1. Community Relations Commission Draft Workplan for FY 2010-2012
2. Community Relations Commission Fact Sheets

**City Of Oceanside
Community Relations Commission**

2010-2012 COMMISSION WORKPLAN

A. Vision and Mission Statements

Vision Statement: The City of Oceanside will be a safe, culturally diverse community that empowers its citizens to provide an environment that promotes economic development, supports quality education, fosters the cultural arts and preserves its natural resources.

Mission Statement: The City of Oceanside's mission is to enhance the quality of life through outstanding service to its diverse community

The Oceanside Community Relations Commission works to promote understanding and harmony among all people of the City regardless of race, ethnicity, national origin, gender, sexual orientation, age, religion, disability or any other arbitrary factor. The Commission endeavors to promote a positive image of the City and enhance community relations through community education and celebration of the special characteristics of the people of Oceanside.

B. Approval

The Community Relations Commission (CRC) adopted the FY 2010-11 and 2011-12 workplan, goals and objectives on September 16, 2010. The workplan was submitted to and approved by the City Council on _____. The workplan will be revised, updated or expanded as necessary or as directed by the City Council. All goals, objectives and activities shall reflect the Mission and By-Laws of the Commission.

C. General Goals

1. The CRC shall focus its attention on identifying and celebrating positive relationships among groups and individuals within the community and encouraging community participation in CRC activities and programs.
2. The CRC may educate and inform community groups and special-need groups (e.g., persons with disabilities, ethnic minorities, etc.) of available services and assistance programs.
3. The CRC may prepare and distribute educational literature and public information materials to educate and promote positive human relations among individuals, community groups and the City.

4. Members of the CRC are encouraged to attend seminars and conferences that offer training in community relations issues in order to educate themselves on methods and means of promoting positive community relations within the City of Oceanside. Attendance at such conferences, training events or other activities shall be at member's own expense. The CRC will also provide information on such conferences to members of the City Council and the City Manager.
 - a) City staff will provide information to Commissioners concerning training and/or workshop opportunities.
5. Members of the CRC are encouraged to attend and participate in the various events, activities, special programs and celebrations sponsored by different ethnic and/or national groups, neighborhood groups or other organizations that highlight the variety of cultural backgrounds and heritage of Oceanside residents.
 - a) City staff will provide information and announcements to the Commissioners regarding various events and special programs in the City and region.
6. The Chair or other commissioners shall meet regularly with the City Council Liaison to the Commission to discuss the work of the Commission. The CRC shall report on its activities to the City Council on an as-needed basis through the City Council Liaison to the Commission.

D. Specific Objectives for 2010-2012

1. The Commission shall elect a Chair and vice-Chair who will serve until the election of their successors, and shall appoint members of the Commission to committees as listed below. All activity of the Commission shall be governed by its Charter and By-laws as approved and/or amended by the City Council.
2. The CRC shall assist with the annual Community Development Block Grant (CDBG) Program application and review process.
 - a) The CRC shall, with the City CDBG staff person(s), review the CDBG program application and review process prior to the application period and recommend revisions as necessary to the Neighborhood Services Department.
 - b) The CRC shall appoint members to a CDBG application review committee to make funding recommendations to the City Council; the number of members and their responsibilities shall be determined by the City Council. These members shall also report the recommendations to the CRC.
 - c) The CRC shall review the annual Action Plan and the Consolidated Annual Performance Evaluation Report (CAPER) for each Program Year of the 2010-2015 Consolidated Plan for Housing and Community Development, and provide comments to the Neighborhood Services Department.

3. The CRC shall review annually the City's Equal Employment Opportunity (EEO) policy and make recommendations as necessary pertaining to the policy and to the City's implementation of the policy.
 - a) Individual commissioners may identify concerns and suggestions pertaining to the policy for staff and Commission review.
 - b) The CRC may, as requested by the City, assist in reviewing compliance with the Americans with Disabilities Act (ADA) and shall act in an advisory capacity to City staff charged with ADA oversight and compliance activities.
 - c) The CRC shall appoint an EEO/ADA Committee composed of no more than four commissioners. The chair of this committee shall serve as a liaison between the Commission and the City Human Resources Department.
 - d) Commissioners may, as requested by the Human Resources Department, sit on citizen interview panels.
4. The CRC shall support, encourage, and, when appropriate, coordinate or manage special events, programs and projects throughout the year that promote positive community relations and that celebrate individuals and groups representative of varying segments of the community. The Commission shall appoint program committees for projects and programs sponsored by the Commission.
 - a) The CRC shall coordinate the annual Dr. Martin Luther King, Jr. Community Service Award program and participate in appropriate celebrations around the Martin Luther King, Jr. commemorative holiday in January. The Commission shall appoint a Community Service Award Selection Committee comprised of no more than four commissioners and up to five persons from the community, including a representative from the North San Diego County Branch of the NAACP and a representative from MCB Camp Pendleton, to select the award recipient.
 - b) The CRC shall manage the annual Dr. Martin Luther King, Jr. Scholarship Program. The Commission shall appoint a Scholarship Selection Committee of no more than four commissioners and up to five persons from the community, including a representative from the North San Diego County Branch of the NAACP and a representative from MCB Camp Pendleton, to review applications and award the scholarships.
 - c) The CRC shall host an annual fund-raising event for the Dr. Martin Luther King, Jr. Scholarship Program. The Commission as a whole together with interested members of the community shall assist the Resource Director in planning the event. No public funds shall be used in the scholarship program.

- d) The CRC shall support local observance of holidays and encourage participation in local programs and activities that portray the cultural heritage and contribution of ethnic communities and other groups in Oceanside, including but not limited to Martin Luther King, Jr. Day, Cesar Chavez Day, Filipino Heritage Day, Juneteenth, Samoan Flag Day and Pride at the Beach Day. The Commission may appoint a Cultural Celebrations Committee of no more than four commissioners to encourage and support such programs for the community. *City staff will provide information and announcements to Commissioners regarding various events and special programs in the City and region.*
5. *The CRC shall support and promote a spirit of volunteerism in the City and encourage residents to engage in voluntary service.*
 - a) *The CRC shall identify ways to encourage residents to volunteer at City departments and special projects, through community-based and faith-based organizations, and through individual activities that improve the City and the lives of residents and neighborhoods in the City.*
 - b) *The CRC shall appoint a Volunteerism Development Committee of no more than four commissioners. The chair of this committee shall serve as a liaison with volunteer coordinators in various City departments.*
6. The CRC shall make efforts and undertake actions aimed at educating residents about positive community relations within the City.
 - a) The CRC shall, with assistance from staff of the Neighborhood Services Department and Human Resources Department, prepare and maintain a list of organizations that promote a positive image of the diverse nature of the City and its residents and that educate the residents as to the diversity of the City, together with a list of cultural activities and events sponsored each year by such organizations.
7. The CRC shall encourage and support harmonious and positive relationships between racial and ethnic groups in the City, and the elimination of any forms of discrimination based on arbitrary factors. Complaints of discrimination brought to the attention of the Commission shall be referred to appropriate agencies.
8. The CRC may work with the Oceanside Sister Cities Foundation to assist with programs and the visits of delegations to and/or from Oceanside's four sister cities throughout the year.
9. The CRC shall undertake other objectives and activities as referred to the Commission by the City Council.

City of Oceanside
COMMUNITY RELATIONS COMMISSION
2010-2012 Fact Sheet

Purpose

The Community Relations Commission considers and makes recommendations to the City Council on policies and programs that promote better understanding and harmony among all people of the City of Oceanside regardless of race, ethnicity, national origin, gender, sexual orientation, age, religion, disability or any other arbitrary factor. The Commission endeavors to promote a positive image of the City and to enhance community relations through community education and celebration of the special characteristics of the people of Oceanside.

Membership

Nine regular (voting) members are appointed by the Mayor with the approval of the City Council from applications filed by residents of the City. The Mayor may also appoint an unspecified number of non-voting alternate members to the Commission. Members (commissioners) serve three-year terms and may be re-appointed by the Mayor and City Council. Members must be residents of the City while serving on the Commission. State law requires members to file a California Statement of Economic Interests (form 700) upon appointment, annually while on the Commission, and at the end of service.

Meetings

The Commission regularly meets on the third Thursday of each month at 2:00 p.m. in the City Council Chambers or, when necessary, in another location in the Civic Center. Meetings are open to the public and are governed by applicable provisions of the Brown (open meeting) Act. Meeting agendas are posted at least 72 hours in advance on the Civic Center bulletin board and on the City website at <http://www.ci.oceanside.ca.us>.

Staff Assistance

The Neighborhood Services Department – Housing Division provides staff support for the Commission; for information about the Commission and its activities call (760) 435-3393 or e-mail jlundblad@ci.oceanside.ca.us.

Special Activities

The Commission annually sponsors these programs:

- The Dr. Martin Luther King, Jr. Community Service Award recognizes residents of the City and military personnel stationed at MCB Camp Pendleton who exemplify the ideals and philosophy of the late civil rights leader.
- The Dr. Martin Luther King, Jr. Scholarship Program awards college scholarships to high school seniors living or attending high school in Oceanside who follow the ideals and teachings of Dr. King.

The Commission supports and encourages appropriate celebrations, activities and events that portray the cultural heritage of the diverse ethnic groups in the City.

The Commission also seeks to promote a spirit of volunteerism in the community and encourages residents to volunteer at the City and at nonprofit organizations that serve the community.



CITY OF OCEANSIDE - MARTIN LUTHER KING JR SCHOLARSHIP PROGRAM

Sponsorship

The Dr. Martin Luther King, Jr. Scholarship Program is sponsored by the City of Oceanside and managed by the Community Relations Commission, a citizen advisory panel appointed by the City Council.

Purpose and Criteria

The scholarship program was established in 1989 to provide funds to graduating seniors in Oceanside to encourage and enable them to attend college. Fundraising for the program began in 1991 and the first scholarships were awarded in 1993. The funds are directed primarily to students from low- and moderate-income families, and to students who exemplify the ideals and teachings of Dr. King and other civil and human rights leaders. Scholarship recipients are selected on the basis of academic achievement, demonstrable financial need, ability to meet and overcome challenges, and perceived ability to succeed in college or university. Recipients must be residents of the City of Oceanside and U.S. citizens or legal residents. Scholarships are awarded without regard to race, ethnicity, national origin, gender, religion or any other arbitrary factor. Community representatives and members of the Community Relations Commission review applications and select the recipients.

Application

Any graduating high school senior living in Oceanside may apply to the scholarship program, regardless of which high school (public or private) the student attends. Application forms are available in February from high school scholarship coordinators and at the Oceanside Public Library; applications are due to school scholarship coordinators in April.

Conditions

The scholarship may be used toward costs at any accredited college, university or technical school. The award is normally for one year; community college students may request disbursement over two years. Recipients must show proof of enrollment at least half-time to receive the funds. The amount and number of scholarships awarded each year depends upon the amount of funds donated to the program.

Source of Funds

The scholarship funds come from community donations; no public monies are used in the program. All donations are maintained in a separate trust fund account managed by the City and are used only for the scholarship program. Since donations are given solely for the purpose of the scholarship program, they may be considered as tax-deductible contributions to a non-profit organization; donors should consult a tax advisor for specific information. The program awarded \$25,000 to thirteen students from six high schools in 2010 and a total of \$475,000 to 210 students since inception.

Announcement

The scholarship awards are announced on the first Friday in June at a garden reception honoring the recipients and their families. Recipients are also recognized at high school awards nights. For information on the annual garden reception or to make a donation, call 760-722-1234. Donations to the scholarship program may be tax-deductible; consult your tax preparer for information. All donations are used only for scholarship awards.

Information & Questions

For more information contact high school scholarship coordinators or John A. Lundblad at the City of Oceanside - Neighborhood Services Department, tel: 760-435-3393; email: jlundblad@ci.oceanside.ca.us.