

## GUIDING PRINCIPLES FOR ASSESSMENT OF PROPOSED CDBG ACTIVITIES

The County of Santa Cruz has adopted Guiding Principles to assist with the development and evaluation of Community Development Block Grant (CDBG) proposals. The purpose of the Guiding Principles is to inform potential applicants about the Board's priorities for funding projects under the CDBG Program. In 2018, the County adopted the Strategic Plan for 2018-2024. The Strategic Plan establishes a vision, mission, values, focus areas and goals for the County of Santa Cruz. (<http://www.co.santa-cruz.ca.us/VisionSantaCruz.aspx>) In addition to requirements of the CDBG Program, proposed activities submitted under the CDBG-CV Notice of Funding Availability will be evaluated to determine the extent to which they implement one of the goals identified in the Strategic Plan.

The County of Santa Cruz is seeking proposals that meet the County's priorities and will be evaluated to determine the following:

- a. The extent to which the CDBG activity supports a County goal identified in the County of Santa Cruz Strategic Plan.
- b. Can the activity be completed with CDBG funds or is it reasonable to expect non-CDBG funds to be available after the CDBG funds are spent?
- c. Does the proposal reduce the prospect of needing to use County General Funds?
- d. Are there alternate funding sources available or is the CDBG source likely to offer the best opportunity for the activity to be funded?
- e. Would the award of CDBG funds to the activity leverage additional funding that would otherwise not come into the County?
- f. For projects sponsored by County Departments, Planning staff will confer with appropriate County staff, including the CAO's office, to evaluate potential projects.

### Aligning with Strategic Plan Focus Areas

The CDBG Program is a flexible program that provides communities with resources to address a wide range of unique community development needs. Eligible uses of CDBG funds include housing program activities, public services, public improvements and public facilities. CDBG activities most closely align with the County's goals of Attainable Housing, Comprehensive Health and Safety and Dynamic Economy. Applicants are encouraged to consider submitting applications for activities that implement one of the County's goals:

- Attainable Housing
  - a. Affordable Housing-partner to develop affordable housing, lower barriers to housing solutions, and access new funding sources.
  - b. Community Development-Sustain and rejuvenate communities by integrating places to live, work and play.

- c. Local Inventory-Increase and diversify housing options through smart growth programs, adaptive reuse and innovation.
  - d. Homelessness-Expand services to reduce homelessness and increase housing stability.
- Comprehensive Health and Safety
  - a. Health Equity-Promotes safe and healthy community.
  - b. Community Support-Provide access to food and basic support through integrated health and social services.
  - c. Local Justice-Increase public safety through practices, partnerships and transformative opportunities that respect victims and reduce recidivism.
  - d. Behavioral Health-Support residents and lessen community impacts through increased access to mental health, substance use disorder and health care services.
- Dynamic Economy
  - a. Regional Workforce-Create opportunities to develop a quality workforce and increase family-wage jobs in support of the regional economy.
  - b. Community Vitality-Stimulate vibrant and inclusive economies offering robust shopping, dining, cultural and gathering places.
  - c. Local Businesses-Strengthen and retain small businesses and key sectors through innovation, flexibility and technology.