


ECONOMIC DEVELOPMENT AUTHORITY

Date: July 18, 2022
Item No.: 5b

Department Approval

Executive Director Approval

Janice Gundlach

Paul J. Trueman

Item Description: Consider Amendments to Roseville Green Award Program

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2 The Roseville Housing and Redevelopment Authority (RHRA) established a residential Green Award
3 Program in 2012 (Attachment A). The Roseville Economic Development Authority (REDA) has managed
4 all RHRA programs since 2016 and budgets \$850 a year for these financial awards. This program only
5 recognizes residential properties and was the responsibility of the homeowner or contractor to apply for the
6 award. The last time an application was received and awarded was 2015.

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8 Public Works staff has been working on a program to recognize businesses for implementing sustainability
9 improvements. Given a REDA program already exists to recognize residential properties, Public Works
10 and REDA staff decided to work together on a combined and improved program. Staff believes the existing
11 application outline could be used and modified for a program that recognizes both residential property
12 owners and businesses (Attachment B). In addition, instead of waiting for owners to submit applications,
13 staff will proactively seek out residential properties and businesses that have done meaningful sustainability
14 improvements. The overall goal would be to recognize at least one business and one residential property
15 per year, although more recognitions could be made.

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17 Given the REDA has funded \$850 annually for this award, staff is seeking REDA approval for a modified
18 program allowing funds to be awarded to a business as well as a residential property. Staff suggests keeping
19 the current monetary award structure. REDA and Public Works staff will continue to refine program
20 details, but in addition to the current monetary award structure, recognition would also be given in the form
21 of a yard sign or window cling. For businesses, a plaque is also being considered. Currently, staff is
22 discussing with Center for Energy and Environment (CEE), Excel Energy, and Partners in Energy on
23 covering the costs for those items. If those entities aren't able to do so, then staff is asking if the REDA
24 would authorize fund balances to be used to cover the costs with approval from the Executive Director.
25 Given the Green Award has not been awarded since 2015, yet \$850 continued to be budgeted every year,
26 \$5,950 of REDA fund balance has accumulated.

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28 Public Works staff will be attendance to help answer any questions about the modified program.

29 **BUDGET IMPLICATIONS**

30 The REDA has budgeted \$850 annually for the Green Award Program and has existing fund balance
31 totaling \$5,950 (including year 2022 monies).

32 **STAFF RECOMMENDATION**

33 Discuss changes to the Green Award Program to include recognition of businesses, in addition to residential
34 properties, for sustainability efforts. If the REDA is in agreement of the staff recommended changes, adopt
35 a resolution authorizing the modifications (Attachment C).

36 **REQUESTED EDA ACTION**

37 By motion, adopt a resolution authorizing changes to the Green Award Program to include recognition of
38 sustainability efforts made by businesses, in addition to residential properties, for sustainability efforts.

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40 Prepared by: Jeanne Kelsey, Housing & Economic Program Manager, 651-791-7086

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42 Attachments A: Green Award Program
43 B: Green Award Application
44 C: Resolution amending Green Award Program