



**SACRAMENTO
HOUSING AND REDEVELOPMENT
AGENCY**



7

January 13, 1987

Budget and Finance Committee
of the City of Sacramento
Sacramento, California

Honorable Members in Session:

SUBJECT: Enterprise Zone Job Bank

SUMMARY

The attached report is submitted to you for review and recommendation prior to consideration by the Redevelopment Agency of the City of Sacramento.

RECOMMENDATION

The staff recommends approval of the attached resolution authorizing execution of a contract with SETA, approving the Request for Proposals and approving the funding allocations.

Respectfully submitted,

WILLIAM H. EDGAR
Executive Director

TRANSMITTAL TO COMMITTEE:

JACK R. CRIST
Deputy City Manager

Attachment

00960



**SACRAMENTO
HOUSING AND REDEVELOPMENT
AGENCY**



Redevelopment Agency of the
City of Sacramento
Sacramento, California 95814

Honorable Members in Session:

SUBJECT: Enterprise Zone Job Bank

SUMMARY

The report requests authorization for the Executive Director to 1) execute a contract with Sacramento Employment and Training Agency (SETA) for \$17,630 to be used for staffing an Enterprise Zone Job Bank; 2) approve a Request for Proposal (RFP) for a Job Bank Specialist contract, authorize the Executive Director to issue such RFP and to execute a contract with the Job Bank Specialist selected; and 3) approve an allocation of an additional \$17,000 from the Community Development Block Grant (CDBG) Program to supplement the Job Bank contract.

BACKGROUND

In November, 1986, an Agency proposal to SETA to use \$17,630 in Community Service Block Grant (CSBG) funds for staffing a Job Bank for the Del Paso Heights/ Northgate Enterprise Zone was approved.

The proposal was developed with the assistance of the Del Paso Heights Redevelopment Advisory Committee (RAC) and the Enterprise Zone Task Force. These organizations, the Housing and Redevelopment Commission, the City Council and the County Board of Supervisors have discussed and approved the establishment of an Enterprise Zone Job Bank in several meetings since last spring:

- . April 23: The Del Paso Heights RAC supported submitting the Job Bank proposal to the Office of Community Services;

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- . September 15: The RAC, Commission, City Council and County Board approved submitting a Job Bank proposal for CSBG funds;
- . October 1: The RAC supported submitting the Job Bank proposal to Department of Economic Opportunity.

In addition, the Enterprise Zone Task Force has established a sub-committee which has been meeting regularly to work on the proposals and administrative structure of the Job Bank.

The Job Bank is considered a critical element to the Enterprise Zone program. As the program gradually takes form, it is becoming apparent that the most difficult task is enabling Zone businesses to meet the requirement of hiring a full 30% of their labor force from High Density Unemployment Areas (HDUAs) -- Del Paso Heights, Downtown and Oak Park. The most obvious places to receive referrals are the State Employment Development Department (EDD), the Private Industry Council (PIC) and SETA-funded program operators. However, for businesses to access a labor pool large enough to find qualified residents, all these agencies must be contacted, which causes frustration on the part of the business. In addition, the situation is made more difficult because insufficient numbers unemployed HDUA residents are listed with any of the agencies mentioned.

The Job Bank would be a one-stop clearinghouse for Zone employers and residents. With the funds available, the Job Bank Specialist will retain an office in the Enterprise Zone area. The office will be provided by the Grant District Skill Center. The Job Bank Specialist will be hired to:

- 1) Work with employers to help them receive as many referrals as possible by "front-running" coordination among the job training/placement providers, and
- 2) Organize recruitment and referral activities in Del Paso Heights, Downtown and Oak Park so that residents are encouraged to be certified for Enterprise Zone employment. Residents would be screened and referred to training programs or directed to jobs. Given the higher unemployment in the HDUAs (almost three times higher than the city-wide rate), there must be an intensive neighborhood recruitment effort if the residents are to be fully represented in job training programs or with Enterprise Zone employers.

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A formal request has been made to the Del Paso Heights Redevelopment Advisory Committee (RAC) to approve and authorize the expenditure of tax increment funds. The RAC will make their decision at their next meeting of January 22, 1987. In the meantime, the staff recommends the usage of CDBG funds in order to proceed with the schedule.

Community Support

The Enterprise Zone Job Bank has been strongly endorsed by the Enterprise Zone Task Force and the Del Paso Heights Redevelopment Area Committee. Both organizations helped develop the proposal in various meetings since last spring, and have written letters of support for applications for funding for the Job Bank.

FINANCIAL DATA

Since the \$17,630 would only support a part-time position, it is recommended that the Executive Director be authorized to match that amount with an additional \$17,000 in Agency funds. A formal request has been made to the Del Paso Heights RAC to approve and authorize the tax increment funds. The RAC will make their decision at their next meeting on January 22, 1987. In order to stay on the recruitment schedule, the staff is recommending the usage of CDBG funds on an interim basis.

There are financial implications for the Del Paso Heights Redevelopment Area budget, since \$17,000 will have to be allocated from another activity. However, as reducing unemployment is one of the priority needs identified in the Redevelopment area neighborhoods, the Del Paso Heights RAC has endorsed support of this project.

The Job Bank Specialist contract would be for an amount not to exceed \$30,000 with an additional \$4,000 set aside for Job Bank promotional activities. As with any consultant, the Job Bank Specialist would pay for all overhead costs, secretarial services, insurance, etc. from the contract amount.

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ENVIRONMENTAL REVIEW

Environmental review is not required for the actions requested in this staff report.

POLICY IMPLICATIONS

The actions proposed in this staff report -- to establish an Enterprise Zone Job Bank, and to issue a Request for Proposal -- are consistent with previously approved policy and no policy changes are being recommended. Approval will augment existing efforts to fulfill Agency objectives.

VOTE AND RECOMMENDATION OF COMMISSION

At its regularly scheduled meeting of January 5, 1987, the Sacramento Housing and Redevelopment Commission adopted a motion recommending adoption of the attached resolution. The votes were as follows:

AYES: Glud, Moose, Sanchez, Sheldon, Simpson, Wiggins,
Wooley, Yew, Amundson
NOES: Pettit
ABSTAIN: Simon
ABSENT: None

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RECOMMENDATION

The staff recommends adoption of the attached resolution which authorizes the Executive Director to 1) enter into a contract with the Sacramento Employment and Training Agency (SETA); 2) approve a Request for Proposal for a Job Bank Specialist and authorize the Executive Director to issue such RFP and to execute a contract with the Job Bank Specialist selected; and 3) approve an allocation of up to an additional \$17,000 in Community Development Block Grant funds to supplement the Job Bank contract.

Respectfully submitted,



WILLIAM H. EDGAR
Executive Director

Contact Person: Thomas V. Lee,
440-1355

TRANSMITTAL TO COUNCIL:

WALTER J. SLIPE
City Manager

WHE/CS:j
0910J

RESOLUTION NO.

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO
ON DATE OF

January 13, 1987

AUTHORIZING THE EXECUTIVE DIRECTOR OF THE
SACRAMENTO HOUSING REDEVELOPMENT AGENCY TO
ENTER INTO A CONTRACT WITH SACRAMENTO EMPLOYMENT
AND TRAINING AGENCY, ISSUE A REQUEST FOR
PROPOSALS FOR A JOB BANK SPECIALIST, AND
ENTER INTO A CONTRACT WITH SAID JOB
BANK SPECIALIST

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY
OF SACRAMENTO:

Section 1. The Executive Director is authorized to
enter into a contract with the Sacramento Employment and Training
Agency for \$17,630.

Section 2. The Executive Director is authorized to
issue a Request for Proposals for a Job Bank Specialist and enter
into a contract with the Job Bank Specialist.

Section 3. The Executive Director is authorized to
approve up to an additional \$17,000 from Community Development
Block Grant funds to supplement the Job Bank Contract.

CHAIR

ATTEST:

SECRETARY

1 RESOLUTION AUTHORIZING EXECUTION OF DELEGATE AGENCY AGREEMENT

2 FROM THE SACRAMENTO EMPLOYMENT AND TRAINING AGENCY

3 WHEREAS, the Sacramento Housing and Redevelopment Agency,

4 (Name of Entity)

5 desires to enter into a DELEGATE AGENCY AGREEMENT with the SACRAMENTO EMPLOY-
6 MENT AND TRAINING AGENCY, a Joint Powers Agency and Community Action Adminis-
7 trator, for the operation of a Enterprise Zone Job Bank Community
8 (Activity)
9 Action Program under the Community Services Block Grant;

10 THEREFORE, BE IT RESOLVED THAT the Governing Board of the
11 Sacramento Housing and Redevelopment Agency hereby authorizes the
12 (Name of Entity)
13 execution of Agreement # G 13 E D 1 by and between this entity and the
14 Sacramento Employment and Training Agency; and,

15 BE IT FURTHER RESOLVED THAT:

16	<u>Name</u>	<u>Title</u>
17	1. <u>William H. Edgar</u>	<u>Executive Director</u>
18	2. <u>Andrew J. Plescia</u>	<u>Deputy Executive Director</u>
19	3. <u>John Molloy</u>	<u>Director of Community Development</u>

20 of the Sacramento Housing and Redevelopment Agency
21 (Name of Entity)
22 is hereby authorized on behalf of and in the name of the Sacramento Housing
23 and Redevelopment Agency (Name of Entity)
24 and as its act and deed to sign and other-
25 wise enter into AGREEMENT # G 12 E D with the Sacramento Employment and
26 Training Agency; and,

27 BE IT FURTHER RESOLVED THAT:

28	<u>Name</u>	<u>Title</u>
29	1. <u>Thomas V. Lee</u>	<u>Assistant Director, Community Development</u>
30	2. <u>Cynthia Shallit</u>	<u>Economic Development Specialist</u>
31	3. _____	_____

32 shall be authorized to act on behalf of the Sacramento Housing and
33 Redevelopment Agency (Name of Entity)
34 with respect to this AGREEMENT # G 13 E D 1 by

11/1/85

1 and between the Sacramento Housing and Redevelopment Agency and the Sacramento
 2 (Name of Entity)
 3 Employment and Training Agency and that the Sacramento Employment and Train
 4 ing Agency may rely upon any communication or act, including telephone
 5 communication, made by the individuals authorized to act on behalf of the
 6 Sacramento Housing and Redevelopment Agency pursuant to this resolution; and,
 7 (Name of Entity)

8 BE IT FURTHER RESOLVED that the following individuals comprise the
 9 entire Governing Board of the Sacramento Housing and Redevelopment Agency :

	<u>Name</u>	<u>Address</u>	<u>City, Zip Code</u>
10	1. <u>Carl Amundson</u>	<u>630 "I" Street</u>	<u>Sacramento, CA 95814</u>
11	2. <u>Louis Glud</u>	<u>630 "I" Street</u>	<u>Sacramento, CA 95814</u>
12	3. <u>Virginia Moose</u>	<u>630 "I" Street</u>	<u>Sacramento, CA 95814</u>
13	4. <u>Dan Sheldon</u>	<u>630 "I" Street</u>	<u>Sacramento, CA 95814</u>
14	5. <u>Williams Wiggins</u>	<u>630 "I" Street</u>	<u>Sacramento, CA 95814</u>
15	6. <u>Anne Pettit</u>	<u>630 "I" Street</u>	<u>Sacramento, CA 95814</u>
16	7. <u>Rebecca Sanchez</u>	<u>630 "I" Street</u>	<u>Sacramento, CA 95814</u>
17	8. <u>Karolyn Simon</u>	<u>630 "I" Street</u>	<u>Sacramento, CA 95814</u>
18	9. <u>Sandra Simpson-Fontaine</u>	<u>630 "I" Street</u>	<u>Sacramento, CA 95814</u>
19	* <u>Frances Wooley</u>	<u>630 "I" Street</u>	<u>Sacramento, CA 95814</u>
20		<u>630 "I" Street</u>	<u>Sacramento, CA 95814</u>

21 AND BE IT FURTHER RESOLVED that the authority conferred by or pur-
 22 suant to this resolution and the representations contained herein shall
 23 remain in full force and effect until written notice of the revocation
 24 thereof shall have been received by the Sacramento Employment and Training
 25 Agency.

26 I, William H. Edgar, Executive Director, of
 27 (Name) (Title)
 28 the Sacramento Housing and Redevelopment Agency, do hereby
 (Name of Entity)
 certify and declare that the foregoing is a full, true and complete copy of a
 resolution duly passed and adopted by the Governing Board of the Sacramento
Housing and Redevelopment Agency at a meeting of said Board
 (Name of Entity)
 duly and regularly called, noticed and held, at _____

*Attach additional sheet if necessary

11/1/85

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_____, on the _____ day of _____,
19___, at which meeting a quorum of the Governing Board was present and voted
in favor of said resolution, and that said resolution is now in full force
and effect.

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day
of _____, 19___.

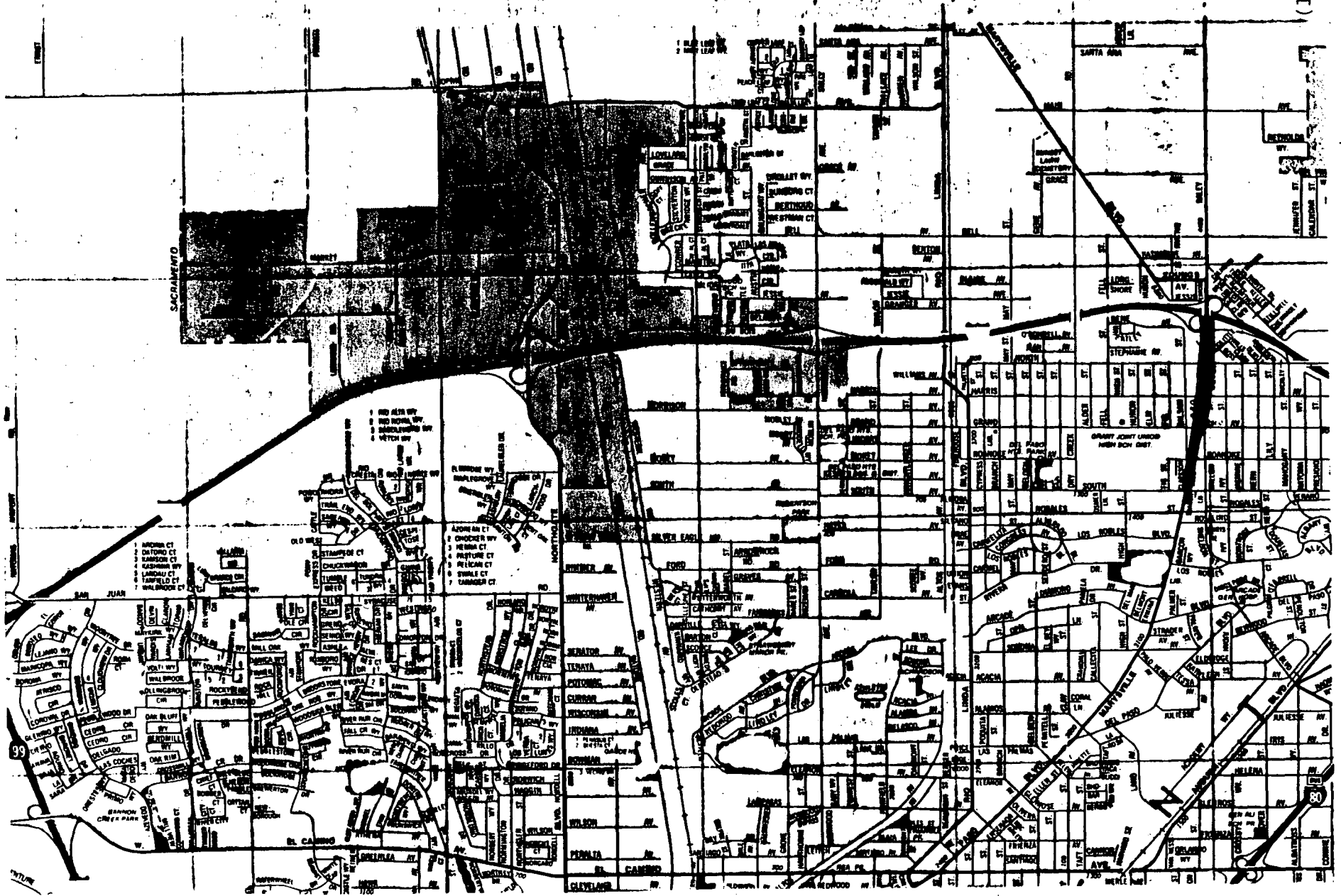
(Name of Entity)
BY: _____
(Signature)

(Typed Name)

(Title)

11/1/85

SACRAMENTO ENTERPRISE ZONE NORTHGATE/NORWOOD AREA



REQUEST FOR PROPOSALS

Enterprise Zone Job Bank Specialist

The Sacramento Housing and Redevelopment Agency (Agency) is interested in retaining a consultant to implement Enterprise Zone Job Bank activities in Sacramento. The Enterprise Zone was established to provide opportunity for job linkages between Enterprise Zone businesses and residents of high unemployment areas. Services will be targeted to unemployed residents in Del Paso Heights, Downtown and Oak Park (see map attached). These neighborhoods have had persistent problems of high unemployment and low household income .

The purpose of the consultant contract is to provide services that will assist employers, located in the Enterprise Zone, in hiring qualified applicants from the targeted neighborhoods. To become qualified for Zone benefits, employers must hire 30% of their employees from the three neighborhoods identified above. The Enterprise Zone Job Bank is being established to serve as a one-stop clearinghouse, to make it as easy as possible for businesses to identify and hire qualified employees.

SCOPE OF SERVICES

Under the direction of the Enterprise Zone Coordinator and the Enterprise Zone Job Bank sub-committee, the Job Bank Specialist will:

- Recruit potential neighborhood job applicants by contacting appropriate community agencies and employment and training agencies (or other means of recruitment) and coordinating procedures of referring qualified residents in response to Enterprise Zone job orders. The primary agencies include the Employment Development Department (EDD), Private Industry Council (PIC), Sacramento Employment and Training Agency (SETA)-funded program operators, and the Grant District Skill Center.
- Increase residents' participation in existing job training and placement programs. Activities will include organizing job fairs, promotions through direct mail, radio advertising and working with community groups.
- Screen applicants for requested job qualifications before referring to employers, including checking references. The Specialist will also have access to the screening and testing services of the Skill Center, SETA and EDD, as appropriate.

- Ensure that applicants are prepared for interviews.
- Refer applicants to the various training programs now operating and provide individualized follow-up support and advocacy services.
- Assist applicants in becoming eligible for as many employer benefit programs as possible, e.g. Targeted Job Tax Credit (TJTC), On-the-Job Training and Enterprise Zone benefits.
- Identify the job skill needs of Enterprise Zone businesses and establish training programs to fit those needs by drawing on the resources of PIC, EDD and and the Skill Center as appropriate.
- Identify training programs that could be established on a cooperative basis that could prepare employees for jobs found in several Zone companies.
- Follow-up with applicants and businesses to evaluate services and recommend appropriate changes to the process.
- Provide monthly reports on clients served.
- Assist the Agency in coordinating the services of other agencies that support job development such as day care or transportation.

Within the framework of the above accomplishments, the consultant will be required to submit a detailed work program for the contract period within 30 days of the commencement of the contract which will be approved by the Executive Director of the Agency. The work program shall specify how the above activities will be accomplished within the term of the contract and identify specific actions along with associated costs and time-frames required to meet the work program. The work program shall be developed so as to indicate anticipated progress on a monthly basis with significant activities and key elements that are to be accomplished. The consultant will also submit monthly performance reports detailing progress in meeting work program goals for review by the Agency. Funds will only be disbursed based upon progress and documentation of actual services performed as identified in the work program.

FUNDING AND DURATION OF CONTRACT

Thirty Thousand Dollars (\$30,000) is available for the twelve month consultant contract which must cover all requisite costs, e.g. clerical services, typing, some janitorial, mailing costs, office supplies, telephone costs and insurance coverage (\$1,000,000 for general liability; \$350,000 for automobile and \$100,000 for Workers Compensation) travel costs and salary. The Agency is not responsible for any personnel benefits or program costs. Office space will be provided at the Grant District Skill Center, 577 Las Palmas Avenue, Sacramento, CA. The hours to be spent on the project at the Job Bank Office are subject to negotiation. To facilitate community contacts, the consultant must schedule and maintain advertised office hours. In no event, without prior approval by the Agency, shall the monthly compensation exceed \$2,500. There is an additional \$4,000 set-aside to fund Job Bank promotional activities as authorized by the Agency.

PROPOSAL SUBMISSION AND FORMAT

A written proposal is solicited. Seven (7) copies should be sent to the attention of:

Sacramento Housing and Redevelopment Agency
c/o Joan Roberts, Agency Clerk
Administrative Department, C-36
630 "I" Street
Sacramento, CA 95814

The proposal must be received on or before 5:00 p.m. Thursday, February 5, 1987. Late proposals will be returned unopened.

FORMAT

Your proposal is to be submitted in the following format:

- Cover or transmittal letter, executed by an authorized signatory of your firm or the individual contractor submitting the proposal; not to exceed one (1) page.
- Detailed statement on the services to be provided, including the approaches and methods to be used and a tentative annual work program organized on a monthly basis, not to exceed five (5) pages. Include a sample budget for using the \$4,000 in promotional funds.
- Detailed statement on experience and knowledge of community organizing, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience, not to exceed one (1) page.

- Detailed statement on experience in program administration and making presentations to community organizations, government agencies and private businesses, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience, not to exceed one (1) page.
- Detailed statement on experience in marketing programs and implementing promotional activities, including a list of relevant clients, or employers, and the names and phone numbers of persons who can be contacted regarding your experience, not to exceed one (1) page.
- Summary statement on experience in job training and placement, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience, not to exceed one (1) page.
- If the responding entity involves more than a single individual, describe your firm's affirmative action, equal employment program, and identify your current mix of female and minority employees in relation to your entire workforce; not to exceed one (1) page.
- Resume's of the key personnel from your firm assigned to this contract. Identify educational level.

Contract award will be based upon the responses in the maximum eleven (11) pages allotted above, along with resume's and any additional materials or information specifically requested by the Agency. All materials requested shall be contained in a single document and shall be retained by the Agency. The evaluation and selection criteria have been developed such that it is helpful to have specific experience in job training and placement programs, but it is not necessary to have this experience if the applicant is strong in community organizing and program administration skills.

The Agency reserves the right: To reject any or all proposals submitted; to request clarification of information submitted; and/or to request additional information of one or more competitors; and the right to waive any irregularity in the proposal submission and review process. An award, if made, will be made to the firm/individual best qualified and whose proposal is deemed to be in the best interest of the Agency.

SELECTION CRITERIA

The Executive Director of the Agency will make the final contract award; however, recommendations will be made by a selection committee. The selection committee will be comprised of a total of seven (7) persons: one (1) Sacramento Housing and Redevelopment Commissioner, one (1) member of the Del Paso Heights Advisory Committee, one (1) Agency staff members (the Enterprise Zone Coordinator, one (1) Enterprise Zone Task Force member and representatives from the Employment Development Department, the Private Industry Council, and the Grant District Skill Center.

The selection committee will make its recommendation by reviewing and evaluating written proposals according to the criteria listed below. Additional questions may be asked of proposers, and formal interviews will be conducted as well. Proposers will be notified of any additional required information or interviews after written proposals have been evaluated.

Evaluation criteria and the relative weight assigned to each are listed below.

WRITTEN EVALUATION

- | | |
|---|-----|
| 1. Quality of the proposed work plan | 30% |
| 2. Experience in community organization activities | 10% |
| 3. Experience in the identification and implementation of neighborhood promotional activities and marketing programs. | 10% |
| 4. Knowledge of and experience in job training and placement programs and/or recruiting personnel procedures. | 10% |
| 5. Experience in program administration and demonstrated ability to maintain a professional association with appropriate community organizations, government agencies and private businesses, and experience in making presentations to public as well as private entities. | 15% |
| 6. Ability to communicate in writing. | 10% |
| 7. Knowledge and understanding of unemployment problems in the Del Paso Heights, Oak Park and Downtown neighborhoods. | 5% |
| 8. Minority or Female owned firm or Affirmative Action Program | 10% |

(In case of a tie, first consideration will be given to Sacramento-based firms/individuals.)

ORAL EVALUATION

In the interviews, the following criteria will apply:

- Ability to speak and articulate ideas clearly and make presentations. 25%
- Understanding of unemployment problems. 10%
- Experience in identifying and implementing neighborhood recruitment activities for job training programs, or in gaining neighborhood residents' participation in other programs. 10%
- Experience with encouraging businesses to participate in job training/placement programs (or other public programs). 10%
- Experience in program administration, program planning and program marketing. 15%
- Experience in providing referral and support services and ability to work with adults and youth from all socio-economic backgrounds and disadvantaged persons. 10%
- Experience in implementing promotional activities. 10%
- Sensitivity to community - evaluation and identification of community issues. 10%

The Agency retains the right to reject any and all proposals. Written proposals will constitute 50%, and interviews 50% of the selection decision.

The Agency may, at its discretion, add additional criteria prior to the time of selection, including past performance.

The individual/firm selected for contract award will enter into a contract with the Agency which will include all standard conditions of such contracts.

Tentative Selection Schedule

Sacramento Housing and Redevelopment Commission:
Approval to solicit RFP's Monday, January 5, 1987

Board of Supervisors/City Council:
Approval to solicit RFP's Tuesday, January 13, 1987

Proposal Due Date

Thursday, February 5, 1987

Selection Completion

Thursday, February 19, 1987

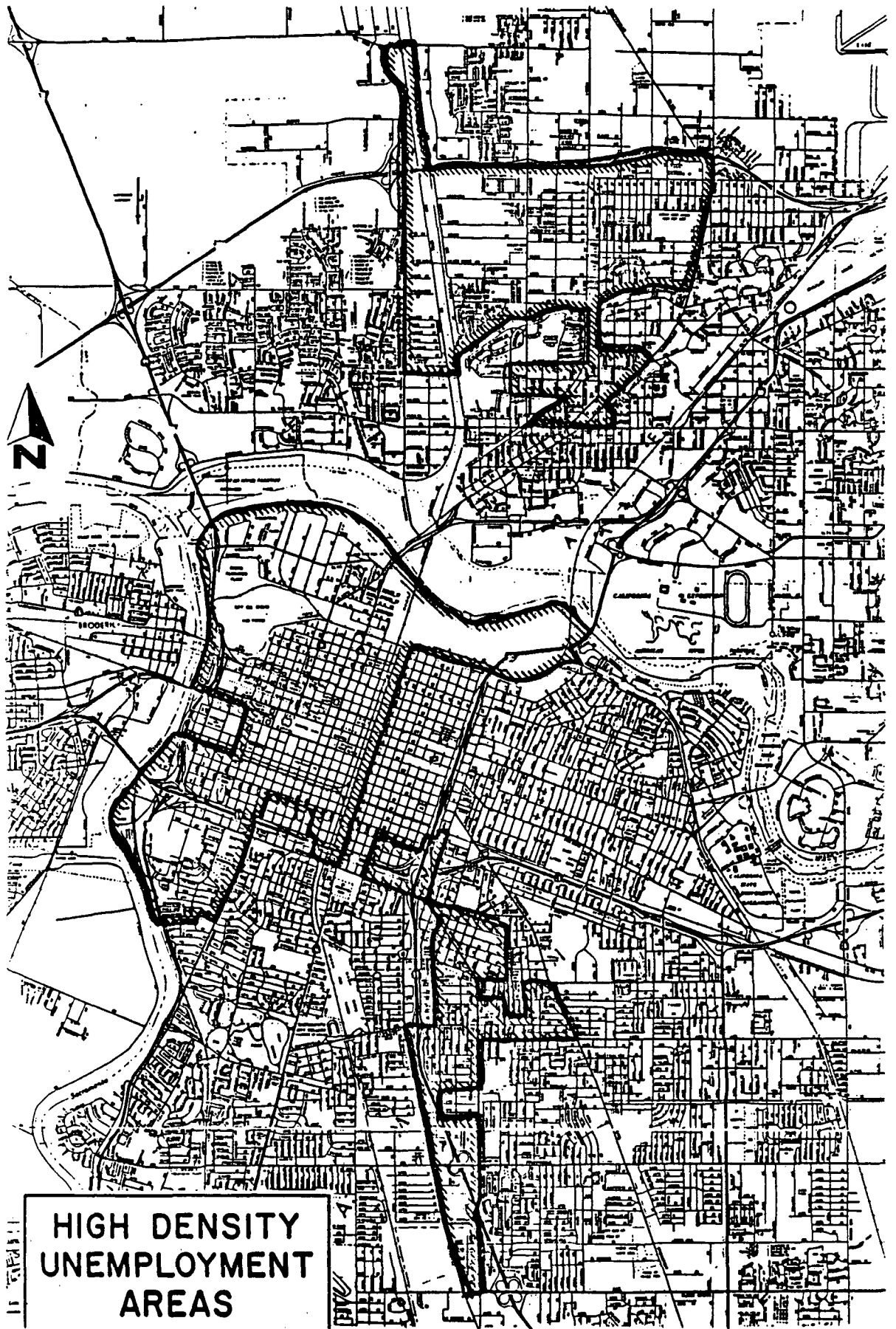
Contract Period

March 2, 1987 - March 1, 1988

Contact Person:

Thomas V. Lee
Assistant Director,
Community Development
Sacramento Housing and
Redevelopment Agency
630 "I" Street
Sacramento, CA 95814
916/440-1355

0917J



**HIGH DENSITY
UNEMPLOYMENT
AREAS**