



**SACRAMENTO
HOUSING AND REDEVELOPMENT
AGENCY**



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June 7, 1989

Budget and Finance Committee
of the City Council
Sacramento, CA

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 City Council and Redevelopment Agency of the City of Sacramento.


RECOMMENDATION

The staff recommends approval of the attached resolution approving program and funding.

Respectfully submitted,


ANDREW J. PLESCIA
Acting Executive Director

TRANSMITTAL TO COMMITTEE:


JACK R. CRIST
Deputy City Manager

Attachment



**SACRAMENTO
HOUSING AND REDEVELOPMENT
AGENCY**



June 13, 1989

Sacramento City Council
and
Redevelopment Agency of the
City of Sacramento
Sacramento, California

Honorable Members in Session:

SUBJECT: Enterprise Zone Job Bank

SUMMARY

This report requests authorization for the Acting Executive Director to 1) distribute a Request for Proposals (RFP) for a Job Bank Specialist along with execution of a contract with the Job Bank Specialist selected; and 2) amend the Agency budget by transferring \$14,080 from the Oak Park tax increment fund balance, \$12,300 in City Community Development Block Grant (CDBG) funds from the Economic Development Administration budget (L04318), and \$12,300 in County CDBG funds from the Economic Development Administration budget (L08331) to support this contract. (A total of \$6,908 in Del Paso Heights tax increment funds has previously been approved for use.)

This is a new Community Development Block Grant activity; therefore it must be considered at a public hearing.

BACKGROUND

In March 1987 the Agency established an Enterprise Zone Job Bank in Del Paso Heights to provide job training and placement services to employers located in the Northgate/Norwood Enterprise Zone (see Map, Attachment 1).

The Job Bank was established to assist businesses in the Zone to hire residents from High Density Unemployment Areas (HDUAs) -- Del Paso Heights, Downtown, Oak Park, and Meadowview (map, Attachment 2) for their labor force in order to receive Enterprise Zone benefits. Although other agencies provide job referral services (e.g., State Employment Development Department (EDD); Sacramento Employment and Training Agency (SETA)), these agencies do not specifically target HDUA residents in their client pools. Additionally, the obligations of the agencies to respond to other priorities mandated by their funding sources prevent their timely response to the hiring needs of Enterprise Zone businesses.

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The need to continue the Job Bank is more important than ever now because Sacramento has received designation of a second Enterprise Zone in the Oak Park/Florin-Perkins area (see map, Attachment 3). The businesses located in this new Zone can provide hundreds of new job opportunities for HDUA residents.

The Job Bank has proven to be a valuable tool through which hundreds of individuals residing in the HDUA have been able to access job opportunities provided by Enterprise Zone employers. Additionally, through this placement assistance, the Job Bank has enabled 25 Enterprise Zone companies to become eligible for State-approved tax credits, deductions, and other financial benefits. These benefits are described in more detail in Attachment 4.

To date, the Job Bank has recruited and interviewed 850 individuals, the majority of whom reside in Del Paso Heights, of which over 100 HDUA residents have been placed with Enterprise Zone employers and a total of 300 placements have been achieved, resulting in nearly \$700,000 in earned wages.

As requested by the Commission, the Request for Proposal for the Job Bank Consultant was forwarded to the Del Paso RAC and Oak Park PAC for their review and comments.

The Del Paso Heights RAC took no action. The Oak Park PAC expressed concerns in the following areas, and on April 26th, the committee made the following recommendations to Agency staff:

1. Specific salaries for Job Bank personnel will not be specified in the RFP and offices in Del Paso Heights and Oak Park must be opened eight (8) hours per day;
2. RFP Selection Committee should be comprised of seven (7) members consisting of the following:
 - 1 SHRA Commissioner
 - 2 Oak Park Representatives
 - 2 Del Paso Heights Representatives
 - 1 Meadowview Representative
 - 1 SETA Representative
3. The Job Bank Satellite office is not required to be located at 3520 5th Avenue. However, the selected contractor may choose a different Oak Park location, depending on their financial resources; and,

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4. The conflict clause that would prevent JTPA (on the Job Training Program Operators) from responding to the Job Bank RFP be deleted.

The Agency staff has incorporated these recommendations into the Job Bank RFP.

On May 3rd, the full Oak Park PAC voted unanimously to accept the Job Bank RFP, with the changes added.

On April 13, 1989, the Del Paso Heights RAC chose not to make any recommendations to the Job Bank RFP.

Request for Proposal

The Job Bank Consultant selected through this Request for Proposals would be responsible for maintaining the Job Bank offices operating at 577 Las Palmas Avenue, as well as the new satellite office opening in Oak Park. The Job Bank Consultant would be hired to:

- 1) Market Job Bank services to HDUA residents of Del Paso Heights, Downtown, Oak Park and Meadowview;
- 2) Screen residents' job qualifications, assist with interview skills development and refer residents to jobs or appropriate training programs. The high unemployment rate in the HDUAs (almost two times higher than the city-wide rate), indicates that residents need more professional individualized assistance and support in order to find and keep jobs; and,
- 3) Assist employers in qualifying for Enterprise Zone benefits and as many other benefit programs as possible, (e.g., Targeted Jobs Tax Credits (TJTC) and On-The-Job Training subsidies).

The tentative selection schedule is as follows:

Sacramento Housing and Redevelopment Commission: Approval to distribute RFP	Monday June 5, 1989
Proposal Due Date	Monday July 10, 1989

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Selection Completion

Wednesday
July 19, 1989

Contract Period

July 24, 1989 -
May 25, 1990

The funding for the Job Bank Consultant includes salary, service and supplies along with funds for operations of both Job Bank offices.

Staff requests that the Sacramento Housing and Redevelopment Commission identify a representative to serve on the selection committee. The complete RFP is attached as Attachment 5.

MBE/WBE

The Request for Proposals will be sent to those firms listed in the Agency's Certified MBE/WBE Directory. In addition, an advertisement for this position will be published in a local newspaper with daily circulation. Every effort will be made to encourage MBE/WBE firms to apply.

ENVIRONMENTAL REVIEW

CEQA: Exempt per Section 15378(b)(3).

NEPA: Exempt per 24 CFR Part 58.34(a)(3).

POLICY IMPLICATIONS

The action requested in this staff report -- to issue a Request for Proposal for the position of Job Bank Specialist -- is consistent with previously approved policy and no policy changes are being recommended. Approval will augment existing efforts to fulfill Agency objectives.

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FINANCIAL DATA

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- 3) Authorizes the Acting Executive Director to amend the Agency budget by transferring \$14,080 from the Oak Park tax increment fund balance, \$12,300 in City Community Development Block Grant Funds from the Economic Development Administration budget (L04318), and \$12,300 in County Community Development Block Grant funds from the Economic Development Administration budget (L08331) to fund payments to be made under said contract.
- 4) Approve the Job Bank as a 1989 Community Development Block Grant project.

Respectfully submitted,


ANDREW J. PLESCIA
Acting Executive Director

TRANSMITTAL TO COUNCIL:

WALTER J. SLIPE
City Manager

Contact Person: Thomas V. Lee/
Theodore P. Scott III
440-1318

4472J
05/31/89

RESOLUTION NO.

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

REQUEST FOR PROPOSALS, SELECTION EXECUTION OF CONTRACT AND BUDGET AMENDMENT FOR JOB BANK SPECIALIST

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

Section 1. The Acting Executive Director is authorized to advertise the Request for Proposals (RFP) for Job Bank Specialist in the form attached hereto.

Section 2: The Acting Executive Director is authorized to select a proposal from the responses to the RFP, in accordance with the RFP, and to execute a contract with the selected Job Bank Specialist for a term commencing July 24, 1989 and terminating May 25, 1990, for compensation not to exceed \$45,500.

Section 3. The 1989 Agency budget is hereby amended to transfer \$14,080 in Oak Park tax increment funds from Fund Balance to 5800/4222/A00709, \$12,300 in City Community Development Block Grant funds (2460/4222/L04318) to 5800/4222/L04932 and \$12,300 in County Community Development Block Grant funds (2460/4222/L08331) to 5800/4222/L08932 for the operation of the Enterprise Zone Job Bank.

CHAIR

ATTEST:

ASSISTANT SECRETARY

1100WPP2(281)

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

REQUEST FOR PROPOSAL, EXECUTION OF CONTRACT AND
BUDGET AMENDMENT FOR THE
JOB BANK SPECIALIST ADDITION TO THE
COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF
SACRAMENTO:

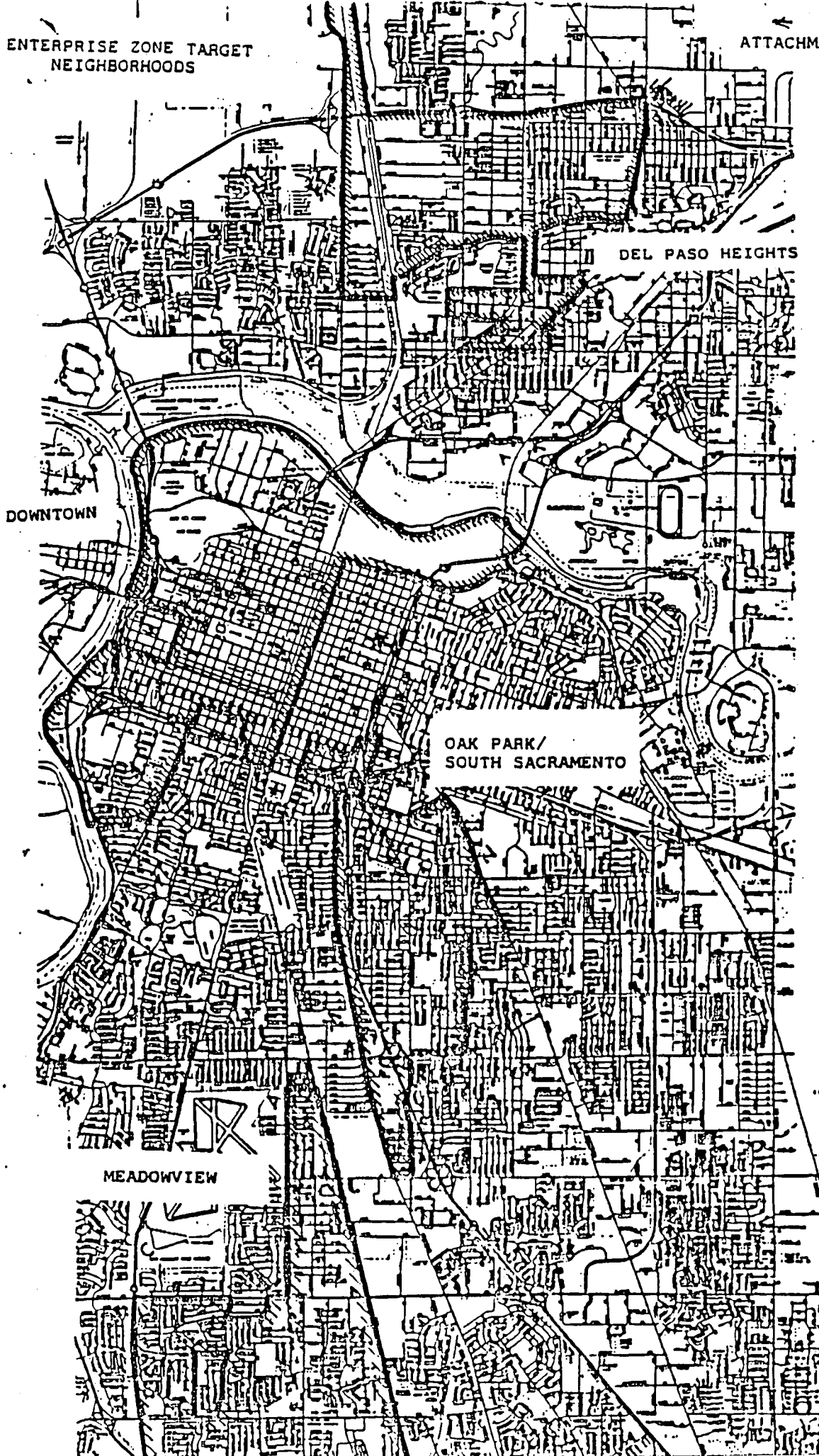
Section 1. Establishment of the Enterprise Zone Job
Bank as a 1989 Community Development Block Grant project is
hereby approved.

MAYOR

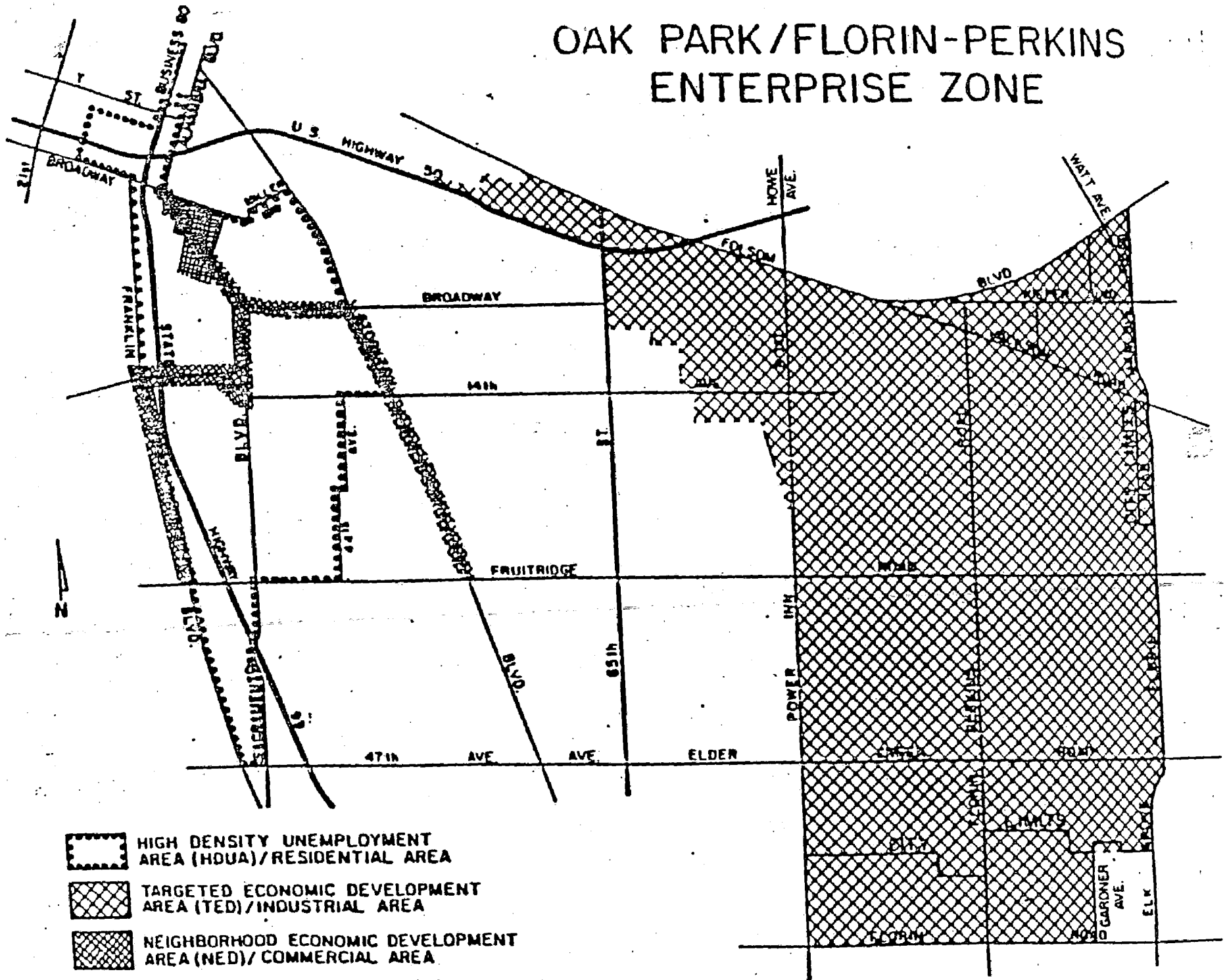
ATTEST:

CITY CLERK

1100Wpp2(346)
05/31/89



OAK PARK / FLORIN-PERKINS ENTERPRISE ZONE



(10)

ATTACHMENT

Franchise Tax Board — State of California

Guidelines for Program Area Tax Incentives

Program areas have been established in California to stimulate business in selected areas with a high level of unemployment.

The Employment and Economic Incentive Act provides state tax incentives to taxpayers who operate or invest in "qualified businesses" in designated employment incentive or program areas.

The Employment and Economic Incentive Act provides five business-related tax incentives which are explained in this publication:

1. Credit for sales and use tax paid on certain machinery;
2. Credit for hiring certain unemployed individuals;
3. First-year business expense deduction for the cost of certain machinery;

4. Net operating loss carryover;
5. Tax-free interest earned on certain investments.

A qualified business is one which is certified by the California Department of Commerce as a business:

- Which employs at least 50% of its program area employees who are residents of high density unemployment areas; or
- Which employs at least 30% of its program area employees who are residents of high density unemployment areas, and develops an approved community service program; or
- Which has at least 30% of its owners who are residents of high density unemployment areas.

A business is qualified to claim these tax benefits once it has been certified by

the Department of Commerce. For further information regarding certification requirements please contact:

Department of Commerce
1121 L Street, Suite 600
Sacramento, CA 95814-3908
Attention: Enterprise Zone Programs
Telephone: (916) 324-8211

This guide briefly explains the five business-related tax incentives to help investors and business operators understand the potential financial impact of each provision and what must be done to take advantage of the tax incentives. Detailed information about the methods used to compute allowable tax savings is explained in form FTB 3805Z, Enterprise Zone/Program Area Deduction and Credit Summary.

1 Sales and Use Tax Credit

A qualified business can reduce tax by the amount of sales or use tax paid on certain machinery and machinery parts purchased for exclusive use in a program area. In any year, individuals may claim a credit equal to the sales or use tax paid or incurred on the first \$1 million cost of equipment; corporations may claim a credit equal to the tax paid or incurred on the first \$20 million of equipment cost.

To qualify for the credit, the machinery or parts must be used to:

- Manufacture, process, combine or otherwise fabricate a product;
- Produce renewable energy resources; or
- Control air or water pollution.

The following conditions apply when claiming this credit:

- The machinery and equipment must be used exclusively within the boundaries of a program area;
- The amount of credit, in any single year, is limited to the tax that would be due if the income related to business activity in the program area represented all of your net income; the remaining credit may be claimed in future years by applying it to tax only on program area income;
- The basis of the property may not be increased by the amount of the sales or use tax paid;
- If you purchase out-of-state equipment and claim the credit for the use tax paid, the credit will be allowed only if equipment of a comparable quality and

price was not available for purchase in California when it was needed.

Example: You spend \$50,000 to purchase machinery used to manufacture wooden toys. The sales tax you paid for the purchase is \$3,000. You may reduce the amount of your income tax by up to \$3,000 depending on the tax you owe on income from the program area business. If you cannot claim the full amount of the \$3,000 in a single year, you may carry over the remaining unused amount to reduce next year's tax due on program area income.

Record Keeping

To support your claim of the sales and use tax credit claimed on your tax return, you must keep records which identify and describe the property purchased, the amount of sales or use tax paid on its purchase, and the location it is used. If you purchase out-of-state machinery, you should be able to substantiate attempts to purchase comparable items within California.

2 Credit For Hiring The Unemployed

A qualified business can reduce tax by the amount of wages paid to one or more qualified employees.

For the purpose of claiming this credit, a qualified employee is someone who is a resident of a high density unemployment area and was, prior to the time of hire, unemployed for at least three months.

For the purpose of claiming the credit for hiring the unemployed, a business must meet the requirements for certification indicated earlier, based on its hiring record during the 12-month period

immediately preceding the application for certification with the Department of Commerce.

- Prior to July 1, 1988, the minimum hourly wage was \$3.35; 150% of \$3.35 is \$5.02. The maximum hourly wage which this credit may be based is \$5.02.
- On or after July 1, 1988, the minimum hourly wage is \$4.25; 150% of \$4.25 is \$6.37. The maximum hourly wage on which this credit may be based is \$6.37.

The chart below shows the actual percentage of wages paid which may be claimed as a credit:

Period of Employment	Months Unemployed	Credit Allowed On Wages Pd
1st 12 mos	3 mos	25%
1st 12 mos	6 mos	50%
2nd 12 mos	0	40%
3rd 12 mos	0	30%
4th 12 mos	0	20%
5th 12 mos	0	10%
After 60 mos	0	0%

Note: The number of months unemployed is only applicable during the first 12 months of employment.

The following conditions apply to the program area credit for hiring qualified employees:

- The hiring of a qualified employee must take place after the official certification of the qualified business or within the 90 days prior to certification as a qualified business by the Department of Commerce;

Individual Taxpayers — Only

- A business expense deduction may not be taken for the wages on which the credit is based;

• The credit must be reduced by any federal or state targeted jobs tax credit claimed;

• The credit cannot exceed the amount of tax that would be due if the income related to business activity in a program area was all of your net income;

• If the amount of the credit is greater than the tax on program area income in any year, the excess credit may be carried over to future years.

Example 1: On January 1, 1988, you hired a qualified employee, who worked the entire year at your program area business. From 1/1/88 through 6/30/88, the employee worked 900 hours at \$4.00 and earned a total of \$3,600. From 7/1/88 through 12/31/88, the employee worked 900 hours at \$4.25 (new minimum wage) and earned a total of \$3,825. The amount of the hiring credit available is \$3,713 ($\$3,600 + \$3,825 \times 50\%$).

Example 2: On January 1, 1988, you hired a qualified employee, who worked the entire year at your program area business. During the year, the employee earned \$11,700 for 1,800 hours at \$6.50 an hour. Your hiring credit is computed as follows:

Step 1: 1/1/88 - 6/30/88:

\$5.02 (not \$6.50) \times 900 hrs = \$4,518

Step 2: 7/1/88 - 12/31/88:

\$6.37 (not \$6.50) \times 900 hrs = \$5,733

Step 3: $\$4,518 + \$5,733 \times 50\% = \$5,126$.
maximum credit available.

Note: If this credit is allowed for wages paid to a qualified employee who is terminated within 270 days after the start of employment, an additional tax, equal to the credit allowed, will be due on the return filed for the year during which the employee was terminated. This tax will not be added if the termination was:

- Voluntary on the part of the employee;
- Caused by the employee becoming disabled;
- A response to employee misconduct;

Individual Taxpayers Only

- Due to a substantial reduction in business other than regularly occurring seasonal reductions; or
- Due to substantial reduction in business; or
- Carried out so that other qualified individuals could be hired, creating an increase in the number of qualified employees and hours of employment.

Record Keeping

If you hire qualified employees and plan to claim this credit on your tax return, you should keep records of the employment history for each qualified employee showing the dates of employment, wages paid, the duties performed, and the address of each employee.

Important Consideration

Taxpayers who claim both credits available to qualified program area business operators—the sales and use tax credit

and the credit for hiring qualified employees—may not claim a total credit amount which exceeds the tax on program area income in any single year. However, credits which exceed the tax on program area income may be carried over to offset the tax due on program area income in subsequent years.

3 Business Expense Deduction

Part of the cost of certain property purchased for exclusive use in a program area by a qualified business may be deducted as a business expense in the first year it is placed in service.

The type of property which qualifies for this special treatment is property used as an integral part of a qualified business, including machinery and machinery parts used in:

- Manufacturing, processing, combining or otherwise fabricating a product;
- Producing renewable energy resources; or
- Controlling air or water pollution.

The maximum amount which can be deducted is the lesser of 40% of the cost of the machinery or parts or:

- \$40,000 if the property is first put into use in a tax year which ends within 24 months after the program area is designated;
- \$30,000 if the property is first put into use in a tax year which ends between the 24th and 48th month after the designation;
- \$20,000 if the property is put into use in a tax year which ends after the 48th month following designation.

The election to treat the cost of qualified property as a business expense must be made in the year the property is first placed into service. However, this election is not allowed if the property was:

- Transferred between members of an affiliated group;
- Acquired as a gift or inheritance;
- Traded for other property; or
- Received from a personal or business relation as defined in Section 267 of the Internal Revenue Code.

DEPRECIATION

- The basis (cost for depreciation purposes) of the property must be reduced by the amount allowed as a deduction.
- The remaining basis may be depreciated in the year following the year the machinery was placed into service.
- The deduction for Section 179 of the Internal Revenue Code, relating to an election to expense certain depreciable business assets, does not apply.
- Corporations may not claim additional first year depreciation for these assets.
- The full amount of the deduction must be included in income if the property is

no longer used in a program area at any time during the first 24 months after the property was placed into service.

Example: Three months after your business has been certified as a qualified program area business, you purchase a baking oven which costs \$20,000. You depreciate the oven over a ten year period using the straight line method. The program area business expense deduction you may claim is \$8,000 ($\$20,000 \times 40\%$). You may also claim the normal \$1,200 of depreciation in the next year ($\$12,000 / 10 \text{ years} = \$1,200$).

Record Keeping

You should maintain information which will allow you to substantiate your claim to the first-year business expense deduction. The records you keep for each item should show:

- The identity and purchase price (evidenced by a receipt);
- The date on which the property was first placed in service in a program area
- The location where the property is used.

4 Net Operating Loss Carryover

Net operating losses (NOLs) of a qualified business in a program area may be carried over to future years to reduce the amount of taxable income from the program area for those years. The (NOL) carryover is determined by computing the business loss which results strictly from business activity in a program area. NOL carryovers may not be applied to years prior to the year in which the NOL occurred (no "carrybacks").

If you qualify to claim more than one type of NOL, you must make an irrevocable election as to which type of NOL you claim. This election must be made on the return filed by the original or extended due date.

Example: In the first tax year beginning after your business is qualified as a program area business, you show a \$5,000 net operating loss which is the result exclusively of your program area activity. Because of the loss, you owe no tax on program area income. In the following year, your qualified business shows a profit of \$8,000. You may carry over the \$5,000 first year loss to reduce your program area taxable income for the second year.

Record Keeping

You should maintain the following to support your claim of a net operating loss carryover on your California income tax return.

- Records showing the date your business was certified as a qualified business in the program area;

- Accounting records showing the business activity of the qualified business;
- Financial data indicating that the income which the NOL carryover is offsetting is the product of business activity in a program area.

5 Tax-Free Interest

Interest earned on investments in a qualified business located in a program area is not taxed under California law. Investments which qualify for tax-free treatment include business loans, mortgages and commitments of venture capital. The full amount of interest, less any allowable expenses incurred in making the investment, may be deducted from taxable income if:

- The investment is made in a qualified business located solely within a program area;
- The money invested is used strictly for business activities within a program area;
- The investor has no equity or other ownership interest in the trade or business.

Example: You loan \$5,000 to a qualified program area business in which you have no ownership. You earn \$500 in interest from your investment during the year. The \$500 may be deducted from your taxable income.

Record Keeping

You should maintain records showing or describing the following for each of your program area investments to support the investment interest deduction on your tax return;

- The identity and location of the qualified business to which you loaned the money;
- The amount of your investment and the amount of interest income earned during the tax year.

For More Information

If you have questions about the California state income tax incentives available to investors or qualified businesses operating in a program area, please call the toll-free number for your area listed below.

From Area Codes 213, 619, 714, 805, and 818 call..... 800-852-5711

From Area Codes 209, 408, 415, 707, and 916 (except Sacramento) call 800-852-7050

From the Sacramento Metropolitan area call 369-0500

If a toll call from your Sacramento location, call 800-852-7050

From outside California, call (not toll-free) 916-369-0500

Any information about geographic boundaries of a zone, dates of designation or other information not related to tax incentives is available from:

California Department of Commerce
 1121 L Street, Suite 600
 Sacramento, CA 95814-3908
 Attention: Enterprise Zone Programs
 Telephone: (916) 324-8211

REQUEST FOR PROPOSALS

Enterprise Zone Job Bank Specialist

The Sacramento Housing and Redevelopment Agency (Agency) is interested in retaining a consultant to promote Enterprise Zone Job Bank activities in Sacramento. The Enterprise Zone was established to increase job linkages between Enterprise Zone businesses and residents of High Density Unemployment Areas (HDUAs). Services will be targeted to unemployed residents in Del Paso Heights, Downtown, Oak Park and Meadowview (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, an employer must hire at least 30% of its employees from one or more of the four neighborhoods identified above. The Enterprise Zone Job Bank was 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, the Job Bank Specialist will:

- Provide services for current HDUA applicants registered with the Job Bank.
- Recruit potential neighborhood job applicants by contacting appropriate community, employment and training agencies (or other means of recruitment) and coordinate procedures to refer 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 HDUA 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 and check references before referring to employers.
- 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 businesses 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 the Skill Center as

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Bank Specialist may be required to pay \$200 per month for rent at the Oak Park office at 3520 Fifth Avenue. Unless an alternative site in Oak Park can be provided at no additional contract cost. The Job Bank Specialist is expected to spend a minimum of 40 hours per week on the project at the Job Bank Office. To facilitate community contacts, the consultant must schedule, advertise and maintain regular office hours.

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. Friday, July 10, 1989. 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 of 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.
- Detailed statement of 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 of 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 of 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 of 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 work force; not to exceed one (1) page.
- Resumes of the key personnel from your firm to be assigned to performance of this contract. Identify educational level.

Contract award will be based upon the responses received. Any response submitted should not exceed the maximum eleven (11) pages allotted above, exclusive of resumes 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 an applicant with specific experience in job training and placement programs is preferred, but an applicant without such experience may be selected if determined to be sufficiently 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; to request additional information of one or more competitors; and to waive any irregularity in the proposal submission and review process. An award, if made, will be made to the firm or individual best qualified in the opinion of the Agency, to perform according to the best interest of the Agency.

SELECTION CRITERIA

The Executive Director of the Agency will make the final contract award. However, recommendations to the Executive Director will be made by a selection committee comprised of seven (7) people: one (1) Sacramento Housing and Redevelopment Commissioner, two (2) member of the Oak Park Project Area Committee, and one (1) representative from each of the Private Industry Council, the Grant District Skill Center, and the Del Paso Heights Redevelopment Area Committee (RAC) and the Meadowview community.

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 those submitting proposals and formal interviews will be conducted as well. Firms or individuals who have submitted proposals 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. 5%
- 4. Knowledge of and experience in job training and placement programs and/or personnel recruiting procedures 25%
- 5. Experience in program administration and demonstrated ability to maintain professional relationships with appropriate community organizations, government agencies and private businesses, and experience in making presentations to public as well as private entities. 10%
- 6. Ability to communicate in writing. 5%
- 7. Knowledge and understanding of unemployment problems in the Del Paso Heights, Oak Park, Downtown and Meadowview 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 or individuals.)

ORAL EVALUATION

In the interviews, the following criteria will apply:

- Ability to speak and articulate ideas clearly and to make presentations. 15%
- Understanding of unemployment problems. 20%
- 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. 15%
- Experience in program administration, program planning and program marketing. 10%
- Experience in providing referral and support services and ability to work with adults and youth from all socio-economic backgrounds and disadvantaged persons. 15%
- Experience in implementing promotional activities. 5%
- Sensitivity to community; evaluation and identification of community issues. 10%

The Agency retains the right to reject any and all proposals. Written proposals and interviews will be weighted equally in the selection decision.

The Agency may, at its discretion, add additional criteria prior to the time of selection, including but not limited to the applicant's past performance.

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