



# REPORT TO COUNCIL

## City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
www. CityofSacramento.org

Consent  
September 18, 2007

Honorable Mayor and  
Members of the City Council

**Title:** Hart Trust Fund (561) Project Recommendations

**Location/Council District:** Citywide

**Recommendation:** Adopt a **Resolution** approving the following as attached in Exhibits A and B of the Resolution, projects for the Ethel MacLeod Hart Trust Fund: (1) Marketing Booklet on Programs for Older Adults in the amount of \$4,900; and (2) Temporary staff support for Hart Trust Fund projects in the amount of \$15,846.

**Contact:** Sylvia Fort, Recreation Manager, 808-8381; Rosanne Bernardy, Recreation Superintendent, 808-1590

**Presenters:** None

**Department:** Parks and Recreation

**Division:** Youth and Older Adults Recreation Services

**Organization No:** 4737

### **Description/Analysis**

**Issue:** On May 14, 1996, the City Council approved the guidelines for the Ethel MacLeod Hart Advisory Committee. The Ethel MacLeod Hart Advisory Committee is responsible for providing advice to staff and the City Council on the appropriate use of the Ethel MacLeod Hart Trust Fund (Trust Fund), consistent with the terms of the bequest and the intent of the donor.

As adopted by the City Council, the approved guidelines require that all appropriation of funds from the Trust Fund require the approval of the City Council. Staff is requesting that the City Council approve the two projects recommended for funding at the May 21, 2007 meeting of the Ethel MacLeod Hart Advisory Committee.

**Policy Considerations:** Staff's recommendation is consistent with the purpose and guidelines for the Trust Fund and the Advisory Committee.

The utilization of the Trust Fund for the delivery of programs and services to the senior population is consistent with the Mayor and Council's identified strategic planning focus areas of public safety, sustainability and livability.

**Environmental Considerations:** This report concerns administrative activities that will not have any significant effect on the environment and do not constitute a "project", as defined by the California Environmental Quality Act (CEQA) [CEQA Guidelines sections 15061(b)(3), 15378(b)(2)].

**Commission/Committee Action:** The Ethel MacLeod Hart Advisory Committee voted to approve and fully fund these projects at its May 21, 2007 meeting.

**Rationale for Recommendation:** The approved guidelines for the Ethel MacLeod Hart Advisory Committee establishes criteria for the appropriate projects to be recommended to the City Council for funding including:

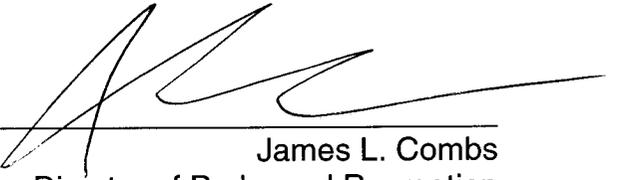
- Construction and maintenance type projects including new, expansion and/or rehabilitation and facility upgrades
- New, replaced or upgraded equipment and resource materials and supplies
- Underwriting and/or subsidy for the enhancement and/or expansion of existing programs not to exceed three years in duration
- Underwriting and/or subsidy (seed funding) of new programs and/or projects addressing emerging or unmet senior needs not to exceed three years in duration

The Ethel MacLeod Hart Advisory Committee is recommending two projects: a *Marketing Booklet for programs for Older Adults* and *Temporary Staff Support to launch new and existing Trust Fund projects*. These projects are consistent with the approved guidelines. City Council approval is required.

**Financial Considerations:** The cost of the two proposed projects is \$20,746. The project funding strategy used for the Trust Fund is to utilize funds generated by the investment of the endowment over a five-year period to support appropriate projects during the following five-year period. The balance available for new projects during the current funding cycle (FY2007-2011) is \$304,053. Therefore, there is sufficient funding for the two projects as proposed. No additional FTE is being requested at this time.

**Emerging Small Business Development (ESBD):** There are no ESBD considerations with this report.

Approved by: \_\_\_\_\_



James L. Combs  
Director of Parks and Recreation

Recommendation Approved:

  
for Ray Kerridge  
City Manager

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**Attachment 1**

**Background**

The Statement of Purpose and Guidelines for the Ethel MacLeod Hart Trust Fund Advisory Committee, as approved by City Council, outlines the mechanism and criteria used for funding projects by the Trust Fund. The Advisory Committee identifies and recommends for funding various projects to benefit older adults. In accordance with the guidelines, projects eligible for funding must be city sponsored and/or operated facilities, projects or services. Funds may not be used for ongoing operations.

The Hart Trust Fund Advisory Committee recommends allocating funds for the following:

**A Marketing Booklet on Programs for Older Adults:** Project funds (\$4,900) will be used to print and distribute a 16-page full-color booklet highlighting the programs and services offered by the Parks and Recreation Department for residents age 50+. (Exhibit A)

**B Temporary Staff Support for Hart Trust Fund Projects:** Project funds (\$15,846) will be used to provide 15 hours each week of staff time for a year by a non-career part-time employee to perform administrative and outreach duties for new and existing funded Trust Fund supported projects such as the Fun Pass Program, Community Gardens Raised Bed Project, Livable Neighborhoods Project and others. (Exhibit B)

**RESOLUTION NO. 2007-**

Adopted by the Sacramento City Council

September 18, 2007

**HART TRUST FUND (561) PROJECT  
RECOMMENDATIONS**

**BACKGROUND**

- A. The Statement of Purpose and Guidelines for the Ethel MacLeod Hart Trust Fund Advisory Committee, as approved by City Council, outlines the mechanism and criteria used for funding projects by the Ethel MacLeod Hart Trust Fund (Trust Fund). The Advisory Committee identifies and recommends for funding various projects to benefit older adults. In accordance with the guidelines, projects eligible for funding must be city sponsored and/or operated facilities, projects or services. Funds may not be used for ongoing operations.
  
- B. The Hart Trust Fund Advisory Committee recommends allocating funds for the following two projects: 1) development of a marketing booklet on programs for older adults: project funds (\$4,900) and 2) staff support for Trust Fund projects overall (\$15,846), as described in Exhibits A and B.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL  
RESOLVES AS FOLLOWS:**

- Section 1. The following Ethel MacLeod Hart Trust Fund projects are approved as attached in Exhibits A and B of the Resolution: (1) Marketing Booklet on Programs for Older Adults in the amount of \$4,900; and (2) Temporary staff support for Hart Trust Fund projects in the amount of \$15,846.

**Exhibits:**

- Exhibit A: Marketing Booklet on Programs for Older Adults
- Exhibit B: Temporary Staff Support for Hart Trust Fund Projects

**Exhibit A**

**ETHEL MacLEOD HART TRUST FUND**  
**PROJECT ALLOCATION**

**PROJECT: Older Adult Services Promotional Booklet**

**FUNDING**

**REQUIRED: \$4,900**

**Project Background**

In April 2006 the Hart Trust Fund Advisory Committee established funding priorities for the following five year funding period. Two of the identified funding priorities – “increase awareness of and access to existing services for seniors” and “conduct a marketing/outreach/positive aging campaign to promote the Older Adult Services unit” – are addressed by this project. In addition, the City of Sacramento’s vision of being “the most livable city in America” and City Council’s Strategic Focus Area – “promoting livability” – are addressed by this project’s emphasis on promoting quality of life programs for older people living in Sacramento. The proposed publishing and distribution of a promotional booklet will be an initial component of an enhanced outreach campaign.

**Project Description**

A promotional booklet entitled, “Living in Sacramento is GRAND”: Opportunities to Optimize the 2<sup>nd</sup> Half of Life,” will be developed and widely distributed throughout Sacramento as a way to increase awareness of programs offered by the City of Sacramento for older adults. An introductory message from the City Manager or Mayor’s office on the first page of the booklet will put forth the upbeat message that the City of Sacramento is here to help make aging a positive experience. The 16 page full color booklet will provide detailed information about each of the major Older Adult Services programs, as well as other City of Sacramento offerings of interest to older people. In addition, volunteer opportunities and a telephone listing of services for seniors will be included.

The booklets will be distributed at community centers, libraries, senior housing facilities, churches and synagogues, service organizations and other public outlets. In addition, it will serve as a comprehensive – and yet compact - description of our offerings that can be given to individual seniors and their families when they seek information about us.

Plastic display racks will be provided along with the booklets to community centers and other public outlets so that they can be attractively displayed.

**Funding Requirements**

Booklet development and design	0
Booklet printing	4,600
Mailing	100
<u>Display racks</u>	<u>200</u>
<b>Total</b>	<b>\$4,900</b>

**Exhibit B**

**ETHEL MacLEOD HART TRUST FUND**  
**PROJECT ALLOCATION**

**PROJECT: Temporary Staff Support for Hart Trust Fund Projects**

**FUNDING**

**REQUIRED: \$15,846**

**Project Background**

Several citywide projects currently funded by the Hart Trust Fund require implementation, ongoing monitoring and promotion by the Older Adult Services section of the Parks and Recreation Department, and yet funding allocations have not included staff support. The small program staff assigned to the Older Adult Services section is unable to adequately administer and support current Trust Fund sponsored projects.

**Project Description**

It is proposed that a temporary part-time staff person be hired to temporarily support operation of new and existing Hart Trust Fund projects. No additional FTE is being requested at this time. The employee will work an average of 15 hours each week for one year in the non-career Human Services Program Coordinator classification, duties will include:

- Promoting the Fun Pass program and tracking Fun Pass usage
- Implementing Livable Neighborhoods projects throughout the City
- Coordinating Life Trails kick-off events
- Coordinating celebration events for raised gardening beds at existing community gardens and promoting their use
- Researching and developing new project ideas to respond to funding priority issues established by the Hart Trust Fund Advisory Committee
- Providing administrative and clerical support for the Trust Fund Advisory Committee

**Funding Requirements**

\$15.92/hour for 15 hours/week	12,418
Benefits	1,428
Computer, telephone	2,000
<b>TOTAL</b>	<b>\$15,846</b>