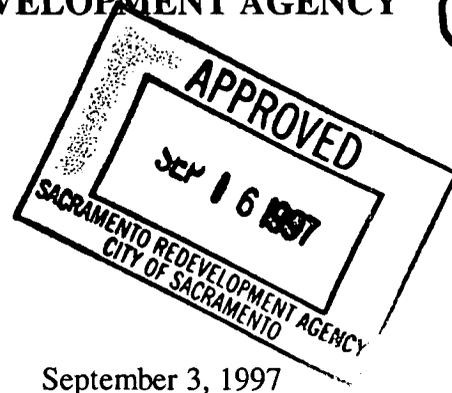


SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

5.2



September 3, 1997

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT AMENDMENT TO THE CITY COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM FUND ALLOCATIONS - APPROPRIATION OF FUNDS TO LA RAZA GALERIA POSADA YOUTH OUTREACH PROJECT

LOCATION & COUNCIL DISTRICT City ( 704 "O" Street), District 4

RECOMMENDATION

Staff recommends adoption of the attached resolution which:

- amends the 1997 City Community Development Block Grant (CDBG) and Agency budgets to appropriate \$30,000 from contingency to La Raza Galeria Posada Youth Outreach Project
- authorizes the Executive Director to execute a subrecipient agreement on behalf of the Sacramento Housing and Redevelopment Agency (SHRA) to carry out the project described in this report

CONTACT PERSON John Dangberg, Director of Community Development, 440-1357  
Vicki Cook, Program Manager. 440-1322

FOR COUNCIL MEETING OF September 16, 1997

SUMMARY

This report recommends appropriating City CDBG contingency funds to La Raza Galeria Posada Youth Outreach Project.

# SACRAMENTO HOUSING & REDEVELOPMENT AGENCY

City Council  
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## COMMISSION ACTION

At its meeting of September 3, 1997, the Sacramento Housing and Redevelopment Commission voted to recommend approval of the attached resolution. The votes were as follows:

AYES: Castello, Cespedes, Dobbins, Hoag, Newsome, Rotz, Simon,  
Taylor, Harland

NOES: None

NOT PRESENT TO VOTE: Amundson, Holloway

ABSENT: None

## BACKGROUND

The priorities established by Council in the current CDBG 1995-1997 Three Year Plan, which includes expenditures for additional capital improvements, housing rehabilitation, and planning/administration are the initial basis for the recommended amendment. Priority is given to projects or programs which:

- are approved but require additional funds
- leverage additional external resources
- build upon the City's housing and economic development goals

Based on our established priorities, staff recommends approval of funding to the La Raza Galeria Posada Youth Outreach Project in the amount of \$30,000. This project leverages additional external resources. The City CDBG funds will be used in conjunction with funds provided by the California Arts Council, Sacramento Metropolitan Arts Commission's Cultural Arts Award Program, and business and corporate sectors. La Raza Galeria Posada (LRGP) is located at 704 "O" Street. For the past 25 years, LRGP has provided educational, art and cultural activities and services to families and children in schools and in neighborhoods of low to moderate income.

The funds will support LRGP's Youth Outreach Project (see Attachment I: proposal and scope of services) that will offer educational programs and after-school workshop opportunities targeting underserved youth population from City and County neighborhoods identified to be at least 51 percent low/moderate income. These programs will be offered at LRGP's facility in Downtown Sacramento and at Washington Neighborhood Center, Washington Elementary School, James Rutter Middle School, McClatchy High School, Boys and Girls Club of Sacramento, and at additional neighborhood schools and community centers to be selected.

# SACRAMENTO HOUSING & REDEVELOPMENT AGENCY

City Council  
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In cooperation with the targeted project partners, LRGP's Youth Outreach Project will provide a diverse offering of programs and workshops taught by trained instructors, working under the supervision of LRGP. The program will also offer teacher training, as well as provide youth employment information and a one-day workshop on employment opportunities in literature and the arts. It is projected that more than 1,000 youth will be served by this program. Through LRGP's Youth Outreach Project, the participants will have the opportunity to improve their learning and employment skills, develop greater personal self-esteem and increase their cultural awareness.

## FINANCIAL CONSIDERATIONS

The attached resolution recommends \$30,000 from the City Community Development Block Grant (CDBG) program contingency leaving a balance of \$90,946; funding will be drawn against the 15 percent public service category.

## POLICY CONSIDERATIONS

The project proposed in this report has been developed in accordance with federal regulations regarding primary benefit to low-income persons and neighborhoods.

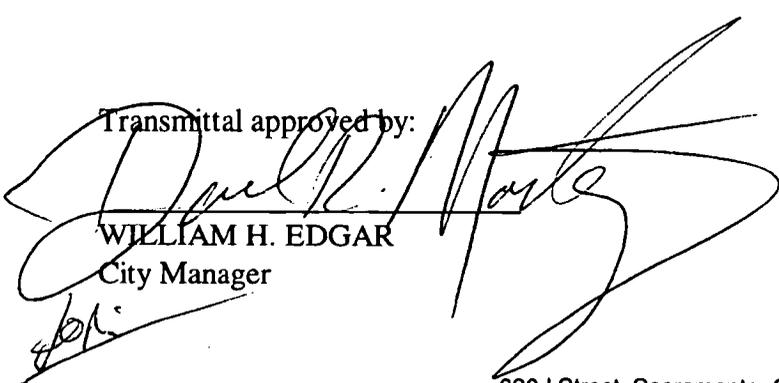
## ENVIRONMENTAL REVIEW

The proposed action does not constitute a project under CEQA Guidelines, Section 15378(b)(3), and is exempt from NEPA per 24CFR Part 58.34(a)(4).

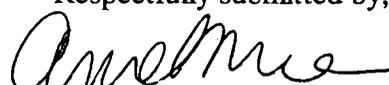
## M/WBE CONSIDERATIONS

The M/WBE policy and goals will be applied to the City CDBG project included in this report as appropriate.

Transmittal approved by:

  
WILLIAM H. EDGAR  
City Manager

Respectfully submitted by,

  
ANNE M. MOORE  
Acting Executive Director

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APPROVED  
BY THE CITY COUNCIL

SEP 16 1997

OFFICE OF THE  
CITY CLERK

# RESOLUTION NO. 97-526

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

## AMENDMENT TO THE COMMUNITY DEVELOPMENT BLOCK GRANT AND SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY BUDGETS

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

Section 1. A public hearing having been held, the Consolidated Plan and the 1997 One Year Action Plan are amended to allocate the following amount from contingency reserves for the following project, as further described in the staff report accompanying this resolution:

\$30,000 to La Raza Galeria Posada Youth Outreach Project

Section 2. Sacramento Housing and Redevelopment Agency (SHRA) is authorized to amend its budgets in accordance with this resolution.

Section 3. SHRA is authorized to submit to the United States Department of Housing and Urban Development (HUD) the amended 1997 CDBG application for and on behalf of the City, including any related amendments and public comments.

Section 4. SHRA is authorized to execute a contract and to take all actions reasonably necessary to implement the foregoing project as described in the staff report which accompanies this resolution.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

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### FOR CITY CLERK USE ONLY

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

L A R A Z A  
**GALERIA POSADA**

August 11, 1997

Anne Moore, Executive Director  
 Sacramento Housing  
 and Redevelopment Agency  
 600 I Street, Ste. 250  
 Sacramento, CA 95814

Dear Ms Moore and Staff,

Attached is **La Raza Galería Posada's** (LRGP) Scope of Services for our \$30,000 proposal for CDBG Public Services funding. The proposed one-year public service activity - *LRGP's Youth Outreach Project* - is a "Limited Clientele Activity," that will offer educational programs and after-school workshop opportunities targeting an underserved youth population from city and county neighborhood families identified to be at least 51% low/moderate income. (LRGP will use existing data and client questionnaires to further establish that this project meets all funding eligibility requirements.) These programs will be offered at LRGP's facility in downtown Sacramento and at selected neighborhood schools and centers. LRGP's *Youth Outreach Program* represents a quantifiable increase in the existing level of service which has been provided by LRGP in the previous twelve months.

In cooperation with the targeted project partners (see Exhibit A, 3(b) Locations), LRGP's *Youth Outreach Project* will provide a diverse offering of programs and workshops taught by trained instructors, working under the supervision of LRGP. The program will also offer teacher training, as well as provide youth employment information and a one-day workshop on employment opportunities in the arts. Initial estimates are that over 1000 youth will be served by this program. Through LRGP's *Youth Outreach Project*, the participants will have the opportunity to improve their education and job skills, develop greater personal self-esteem, and increase their cultural awareness and tolerance.

Requested CDBG funds will be used for project staff and instructor salaries, supplies, materials and project-related operating costs. Additional funds be utilized to match and support this project will be provided by the California Arts Council and the Sacramento Metropolitan Arts Commission's Cultural Arts Award program. LRGP will use CDBG funds to leverage additional financial support from the business and corporate sector in order to sustain this project beyond the timeline of this proposal. The Board of Directors of LRGP have already entered into positive discussions with Wells Fargo Bank, PG&E, The Teichert Foundation, Vanir Construction, Bank of America and Z Spanish Radio.

For 25 years, LRGP's programs and services have served the greater Sacramento area, and particularly those families and children in neighborhoods of low to moderate income. SHRA staff has had the opportunity to visit LRGP and view our overall programs and services. LRGP is a well-managed 501(c)(3) nonprofit organization with a trained, professional staff and a committed volunteer Board of Directors. We believe this project will bring lasting benefits to the community and the City of Sacramento. Please do not hesitate to call me at (916) 446-5133 for additional information regarding this request.

Sincerely,



Luis Chabolla  
 Executive Director

**EXHIBIT A**

**1. SCOPE OF SERVICES** - The following services will be performed by the contractor (LRGP) at the time and locations specified:

<b>ACTION</b>	<b>LOCATION &amp; FREQUENCY</b>	<b>BUDGET</b>
<p><b>1(a).</b> LRGP staff will refine, implement and monitor <i>Youth Outreach Project</i> as part of its Long-Range Strategic Action Plan.</p> <p>Staff will develop project monitoring and evaluation tools to be supplemented by existing data from school, city and county sources to establish and insure the project and its participants meet all eligibility requirement.</p> <p>Staff will seek community input and regular project evaluations through meetings with key stakeholders and client questionnaires.</p>	<p><b>1(b).</b> La Raza/Galería Posada Countywide</p> <p><i>Daily - Oct. 1, 1997 - Oct. 30, 1998</i></p>	<p><b>1(c).</b> <b>\$12,000</b> as follows: 1 project staff position: \$10,000 Planning, printing and related costs: \$1,000 Indirect costs: \$1,000</p>
<p><b>2(a).</b> Implementation of <i>Youth Outreach Project</i> publicity and marketing effort. Provide media, schools and appropriate organizations with regular press releases, calendars and program updates. Purchase 3 print ads during course of contract.</p>	<p><b>2(b).</b> La Raza/Galería Posada Countywide</p> <p><i>Monthly - Beginning Oct. 1, 1997 through September 30, 1998</i></p>	<p><b>2(c).</b> <b>\$1,000</b> as follows: 2 media print ads: \$600 Printing and postage cost: \$400</p>
<p><b>3(a).</b> Implementation of LRGP's <i>Youth Outreach Project</i>. Initiate residency programs on-site and at identified off-site locations. Provide free and low-cost educational activity workshops conducted by qualified instructors targeting students and families of low to moderate income through existing school, neighborhood and after school programs.</p>	<p><b>3(b).</b> La Raza/Galería Posada Washington Neighborhood Center Washington Elementary School James Rutter Middle School McClatchy High School Boys and Girls Club of Sacramento</p> <p><i>Weekly and Monthly - Beginning October 14 through September 30, 1998</i></p>	<p><b>3(c).</b> <b>\$15,000</b> as follows: Instructor Fees: \$7,000 Materials and supplies: \$2,000 printing, telephone and postage: \$1,000 Teacher and student materials: \$1,000 Operating Expenses: \$4,000</p>

EXHIBIT A (Page 2)

**ACTION**

Develop Youth Arts Education Day. Provide an all-day program that offers presentations and youth and teacher workshop opportunities and offers presentations on Job Opportunities in the Arts and related fields. Program will include demonstrations in Computers Applications in the Arts, Youth Art Exhibit, Music and Poetry presentation.

**LOCATION & FREQUENCY**

La Raza/Galería Posada  
*September 1998*

**BUDGET**

**\$2,000** as follows:  
Instructor & Presenter Fees: \$1000  
Publicity and Advertising: \$500  
Materials and Supplies: \$300  
Materials and Supplies: \$200