



# REPORT TO COUNCIL

## City of Sacramento

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

Consent  
June 15, 2010

Honorable Mayor and  
Members of the City Council

**Title: Agreement: Each One Reach One Street Outreach Program3 (G02000400)**

**Location/Council District: Citywide**

**Recommendation:** Adopt a **Resolution:** 1) Accepting \$65,000 in grant funds from Kaiser Permanente Community Benefit Program; 2) establishing a new operating grant for the Each One Reach One Street Outreach Program3 (G02000400); 3) establishing a \$65,000 revenue and expenditure budget within the operating grant (Fund 2702); 4) approving the Non-Professional Agreement for the Each One Reach One Street Outreach Program3 with Roberts Family Development Center for an amount not-to-exceed \$65,000; and 5) authorizing the City Manager, or his designee, to execute any and all necessary required documents.

**Contact:** Lyn Corbett, Director, Office of Youth Development, 808-8849  
Denise Curl, Administrative Analyst, Office of Youth Development, 808-6204

**Presenters:** Not Applicable

**Department:** City Manager's Office

**Division:** Office of Youth Development

**Organization No:** 02001041

### **Description/Analysis**

**Issue:** In March 2010, the Office of Youth Development received a grant from the Kaiser Permanente Foundation in the amount of \$65,000 to continue the Street Outreach Program targeting at-risk youth. The program is designed to encourage healthy behaviors by increasing awareness and supporting programs designed to reduce youth violence.

In 2008, the City issued a request for proposals (RFP) for the initial pilot Street Outreach Program and the Robert's Family Development Center was selected to implement the program.

The Street Outreach Program, now in its third phase of funding from Kaiser Permanente, continues to be a successful citywide initiative. The Street Outreach teams target areas where youth have been known to congregate that have been identified by police department crime data, street outreach research and public reports as potentially high-risk areas.

**Policy Considerations:** Staff's recommendation is consistent with the City's strategic plan to improve public safety throughout the City. Specifically, this recommendation will implement the City Council's vision to prevent youth crime and gang violence and develop positive alternatives for youth.

**Environmental Considerations:** Staff's recommendation concerns administrative activities that will not have any significant effect on the environment and that do not constitute a "project", as defined by the California Environmental Quality Act (CEQA) [CEQA guidelines Sections 1506 1(b)(3); 15378(b)(2)].

**Sustainability Considerations:** Not applicable.

**Commission/Committee Action:** Not applicable.

**Rationale for Recommendation:** The Street Outreach Program continues to be a successful citywide initiative and has continued to receive funding from Kaiser Permanente.

In 2008, an RFP solicited proposals for the Street Outreach Program. Proposals were thoroughly evaluated and Roberts Family Development Center was awarded a one-year contract with a renewal option. The contract was extended through 2009 and should be renewed based on their results to-date.

**Financial Considerations:** The Kaiser grant award for 2010 is \$65,000; there is no match requirement. The acceptance of this grant will have no impact on the General Fund.

The three grants listed below have an aggregate value exceeding the \$100,000 threshold for one vendor (Roberts Family Development) and requires Council approval.

Oct 2008	Kaiser Permanente	\$61,516 (Pilot)
Feb 2009	Kaiser Permanente	\$63,900 (Year 2)


Apr 2010

Kaiser Permanente

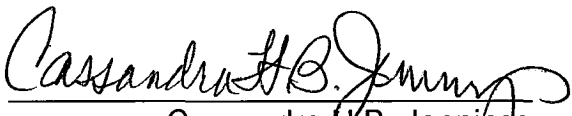
\$65,000 (Recommended  
in this report)

**Emerging Small Business Development (ESBD):** Not applicable.

Respectfully Submitted by:

  
Lyn Corbett, Director  
Office of Youth Development

Approved by:

  
Cassandra H.B. Jennings  
Assistant City Manager

Recommendation Approved:

  
for Gus Vina  
Interim City Manager

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**Attachment 1****Background**

Over the last several years, the City of Sacramento has continued to experience an increase in youth gang validation and gang membership. Due to this trend, staff recommends continuing the Each One Reach One Street Outreach program. This program is designed to bring awareness to the community while focusing on identifying individuals at-risk youth and referring them to appropriate services to help them avoid at-risk behaviors. The philosophy of the program is to reach the at-risk youth in his/her environment in order to provide available services prior to law enforcement contact or incarceration and to create a healthier community in which youth will thrive and reach their full potential. Partners for this program include the Department of Parks and Recreation, the Sacramento Police Department and local community-based organizations.

The Street Outreach program is a citywide initiative; however, Street Outreach teams target areas where youth have been known to congregate that have been identified by police department crime data, street outreach research and public reports as potentially high-risk areas.

**Program Objectives:**

- Diffuse conflicts before they escalate
- Help reduce youth and gang related violence and victimization
- Build awareness and promote community support for youth violence reduction
- Provide crisis intervention to youth and families touched by gang violence
- Provide case management
- Connect you to resources pertaining to education, job training, employment

**Program Successes to-date:**

- Reduced self-identified gang affiliation in the service areas
- Reduced youth related crime in the service areas
- Decreased juvenile crimes committed in the City of Sacramento
- Decreased curfew violations
- Increased positive participation in citywide-youth programs
- Increased mentorship participation in service areas

**2010 Goals:**

- Provide additional training for outreach workers and community advocates
- Increase case management activities for outreach activities
- Provide additional collaboration with the community based-organization, Sacramento Police Department and Sacramento County Sheriff's Department
- Align additional community resources

Youth and gang-related violence is only a symptom of a deeper, systemic, and complex social issue. It is the program's belief that in order to "teach" we must first "reach" the

at-risk youth. This is consistent with the mission of the Office of Youth Development to

make Sacramento a youth-friendly city and strategically allocate resources where they will be most effective in maintaining a healthy community.

Kaiser Permanente has been a true partner in this effort. For nearly 60 years, Kaiser Permanente's social mission has been the foundation of its community service programs. As a values-driven, not-for-profit integrated health care organization, Kaiser Permanente is dedicated to improving the health of its members and the communities it

serves. Through partnerships with community organizations and government entities, Kaiser Permanente strives to benefit the community by addressing issues and concerns that affect overall community health by providing resources to these partnerships in the way of cash grants.

Through a community needs assessment that is conducted every three years, Kaiser Permanente Sacramento Valley Area has identified priority health and social needs that impact the lives of vulnerable populations such as children because of socioeconomic status, ethnicity, age, and other factors. One of the 2010 priorities serves as the basis for the Kaiser Permanente Northern California Region 2010 Community Benefit Grant Program to:

“Encourage healthy behaviors by increasing awareness of and supporting programs designed to reduce child abuse, domestic violence, youth violence and unintentional injuries.”

## **RESOLUTION NO.**

Adopted by the Sacramento City Council

### **ACCEPTING GRANT FUNDS FROM KAISER PERMANENTE COMMUNITY BENEFIT PROGRAM, ESTABLISHING THE OPERATING FUND (G02000400), REVENUE AND EXPENDITURE BUDGETS, AND APPROVING THE AGREEMENT FOR THE "EACH ONE REACH ONE STREET OUTREACH PROGRAM3" TO THE ROBERTS FAMILY DEVELOPMENT CENTER FOR AN AMOUNT NOT-TO-EXCEED \$65,000**

#### **BACKGROUND**

- A. Over the last several years, the city of Sacramento has continued to experience an increase in young gang validation and youth gang membership.
- B. The Each One Reach One Street Outreach Program3 is designed to bring awareness to the community while focusing on identifying individual at-risk youth and assisting them with receiving appropriate services to help them avoid at-risk behaviors.
- C. Through partnerships with community organizations and government entities, Kaiser Permanente strives to benefit the community by addressing issues and concerns that affect overall community health by providing resources to these partnerships in the way of cash grants.
- D. The mission of the Office of Youth Development is to make Sacramento a youth-friendly city and strategically allocating resources where they will be most effective in maintaining a healthy community.

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

- Section 1. The \$65,000 in grant funds from Kaiser Permanente Community Benefit Program is accepted.
- Section 2. A new operating grant for the Each One Reach One Street Outreach Program3 (G02000400) is established.
- Section 3. The \$65,000 (Fund 2702) revenue and expenditure budget within the operating grant is established.

Section 4. The Non-Professional Service Agreement contract for the Each One Reach One Street Outreach Program (G02000400) with Roberts Family Development Center for an amount not-to-exceed \$65,000 is approved.

Section 5. The City Manager, or his designee, is authorized to execute any and all necessary required documents.