

RESOLUTION NO. 2007-696

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

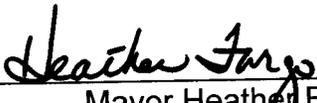
Adopted by the City of Sacramento City Council on September 18, 2007 by the following vote:

Ayes: Councilmembers Cohn, Fong, Hammond, McCarty, Pannell, Sheedy, Tretheway, Waters and Mayor Fargo.

Noes: None.

Abstain: None.

Absent: None.



Mayor Heather Fargo

Attest:



Shirley Concolino, City Clerk

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 2nd 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>
Total	\$4,900

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
TOTAL	\$15,846