



Edwin M. Lee,  
Mayor

Michelle Ruggels,  
Director of DPH Business Office

**MEMORANDUM**

REVISED May 31, 2016

TO: Commissioner Cecilia Chung, Chair  
Members of the Health Commission Finance and Planning Committee

THROUGH: Barbara Garcia, Director, Department of Public Health *CMC for*

FROM: Michelle Ruggels *MR*

**RE: Summary of Proposition I Request for Instituto Familiar de la Raza (IFR)**

The subject Proposition I hearing was originally proposed for the April 5, 2016 Health Commission and Finance and Planning Committee hearing. However, the item was inadvertently not calendared, preventing the Health Commissioners from holding the hearing. Due to the critical timing issues facing the vendor, Director Garcia provided preliminary approval for DPH's contractor, Instituto Familiar de la Raza (IFR), to move forward. The official hearing has now been rescheduled to June 7, 2016 for Health Commission consideration.

The purpose of this memo is to provide you with an overview of the attached documents, pertaining to a Proposition I hearing scheduled for the June 7, 2016 Health Commission meeting. This hearing pertains to the creation of a new satellite location for IFR, specifically for its Early Intervention and La Cultura Cura programs, moving from the existing location at 2919 Mission Street to the proposed new location at 5128 Mission Street. This hearing is in compliance with Citywide legislation, adopted in June, 1998 and DPH's subsequent Good Neighbor Policy, allowing interested citizens to bring concerns regarding City funded projects involving new construction, a change in use, or a significant expansion of an existing use at a specific location to the Health Commission.

As noted in the attached documents, IFR has proposed to relocate its Early Intervention and La Cultura Cura programs to 5128 Mission Street (Excelsior) to serve as a satellite location, due to required staffing expansions to meet service demand, and to recognize the demographic shift of the Latino population from the Mission District to the Southeast sector of the City (Bayview, Mission Terrace, Excelsior and Lakeshore). Thirty-eight percent of IFR's clients now live in the Bayview or the Excelsior.

IFR receives \$4.5 million in contractual funding from DPH. The proposed relocating services, a subset of IFR's programming, provide services to at-risk-youth, including case management, advocacy, counseling and cultural arts programming. The agency provides critical programming for monolingual Spanish-speaking and multicultural Latino youth and their families at their homes, schools and on-site.



**City and County of San Francisco**  
**Edwin M. Lee, Mayor**  
**Department of Public Health**  
**Department of Public Health Business Office**

**SUMMARY INFORMATION SUPPORTING REQUEST FOR SITE APPROVAL TO THE HEALTH COMMISSION**

**Request for site approval for DPH contractor, Instituto Familiar de la Raza, to relocate its Early Intervention and La Cultura Cura programs to 5128 Mission Street, per requirement of the San Francisco Administrative Code, Chapter 79- the Citizens' Right-to-Know Act of 1998, also referred to as "Prop. 1".**

<b>Contractor</b>	Instituto Familiar de la Raza (IFR)	<b>DPH Division/Section</b>	Behavioral Health Services, Children, Youth and Families
<b>Program(s)</b>	Early Intervention and La Cultura Cura programs	<b>System of Care Director</b>	Kenneth Epstein (415) 255-3439
		<b>Business Office of Contract Compliance (BOCC) Manager</b>	Tom Mesa (415) 255-3749
		<b>BOCC Director</b>	Debra Solomon (415) 255-3471
<b>Contractor Contact</b>	Estela R. Garcia, DMH, Executive Director		

**About:**

	<b>Current</b>	<b>Change</b>
<b>Program Description</b>	<p>La Cultura Cura programs offers positive alternatives to at risk youth a range of services including case management, advocacy, counseling and cultural arts programming. La Cultura Cura is noted for providing critical programming for monolingual Spanish-speaking and multicultural Latino youth and their families at their homes, school and on-site.</p> <p>Early Intervention programs provide mental health consultation services to teachers and care providers of children 0-14; consultation to administrators and teachers regarding program needs; observations of children who have been identified as having social-emotional and/or behavioral difficulties; consultation to parents who have concerns regarding their child; case management services to families identified as having need; therapeutic services which include</p>	No change



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	individual, family and group therapy.	
Location (Address)	2919 Mission Street, 94110	5128 Mission Street, 94112
Square Footage	1,500	2,300
Cost per Square Foot	\$29.57	\$24.78
Annual Rent	\$44,358	\$56,994
Number of Clients to be seen daily (approximate)	15-20 clients	No change
Hours of Operation	9:00-5:00 M-F	9:00-5:00 M-F Saturday: TBD

**Reason for Prop I:** Instituto Familiar de la Raza is relocating its Early Intervention and La Cultura Cura programs to 5128 Mission Street (Excelsior) to serve as a satellite location, due to required staffing expansions to meet demand for program services, and to recognize the demographic shifts of clients now living in the South East sector of the City. While the Mission District has seen a 27 percent decrease in the Latino population from 2000 to 2013, the Latino population in the Bayview, Mission Terrace, Excelsior and Lakeshore has increased by 38 percent during the same time period. Currently, 38 percent of IFR's clients reside in the Excelsior and Bayview. This location will be more convenient to these clients.

**Zoning:** Service ok at this site. The new site will be compliant with the American with Disabilities Act upon completion of the building improvements.

**Sign Posting:** February 25, 2016

**Community Meetings:** The community meeting was held on March 1, 2016. Ten community members attended. See attached minutes of the meeting. Per procedure, if less than 10 individuals attend the first community meeting, or if there are a significant number of unanswered questions, then a second community meeting is scheduled. This was not necessary for the subject Proposition I request.

**Recommendation:** The Department of Public Health recommends the relocation of IFR's programming to 5128 Mission Street.

## PROPOSITION I. & COMMUNITY MEETING INFORMATION

### Community Meeting Agenda

Thank you for joining the Department of Public Health (DPH) at this Community Meeting as part of Proposition I. DPH would like to formally state its support for this project, as it serves to meet the mission of DPH, which is to protect and promote the health of all San Franciscans.

#### **A. Sign-in – All attendees to sign-in**

#### **B. Introductions – Tom Mesa and Estela Garcia**

#### **C. About Prop I. & Community Meeting(s) – Tom Mesa will present**

##### **1. What is Proposition I.?**

Proposition I., also known as the *Citizens' Right-to-Know Act of 1998*, is intended to do the following:

- Allow citizens the right to know about proposed city government projects that are paid for with taxpayer dollars.
- Require that City projects subject to this Act not be implemented until adequate notice has been provided to the public prior to project approval.
- To allow the public the opportunity to have a meaningful voice prior to the project approval.
- To require formal notice requirements to enable interested citizens to bring their concerns to the attention of [the funding] City department(s) before final funding and project approval is granted.
- To allow neighborhoods and project sponsors the opportunity to make sure City projects meet the needs of the neighborhoods in which the projects are to be located.

##### **2. What is the purpose of the Community Meetings?**

The purpose of the Community Meetings is to provide citizens with the opportunity to:

- Learn about the project;
- Ask questions and receive answers; and
- Meet the project provider.

##### **3. What are City departments required to do to comply with Prop I.?**

To comply, the funding City department must:

- Post a sign on the property project will be located at least 15 days prior to approval of a new or expanded project or different site;
- Keep the sign posted through the date of approval;
- Place the sign in a clearly visible place;
- Provide the funding department's approving board/commission; the date of approval and the procedure for obtaining additional information or submitting comments.

##### **4. What has DPH done to comply with Prop I?**

DPH has done the following:

- Posted signs in accordance with Prop I. on February 25, 2016.
- Is holding a Community Meeting on March 1, 2016 to provide for an opportunity for public comment.

**D. The Project – Tom Mesa and Estela Garcia will present**

**1. Why is this project needed?**

La Cultura Cura programs offers positive alternatives to at risk youth a range of services including case management, advocacy, counseling and cultural arts programming. La Cultura Cura is noted for providing critical programming for monolingual Spanish-speaking and multicultural Latino youth and their families at their homes, schools and program offices.

Early Intervention programs provides mental health consultation services to teachers and care providers of children 0-14; consultation to administrators and teachers regarding program needs; observations of children who have been identified as having social-emotional and/or behavioral difficulties; consultation to parents who have concerns regarding their child; case management services to families identified as having need; therapeutic services which include individual, family and group therapy.

**2. Why is this project being moved/expanded?**

Due to staffing expansions to meet demand for program services and the demographic shifts of clients to the South East sectors of the city, a satellite location in the Excelsior has been deemed necessary to provide easier access to our clients. The Mission District has seen a 27% decrease in the Latino population from 2000 to 2013. While the Latino population has increased in the Bayview, Mission Terrace, Excelsior and Lakeshore during the same time period. More than 38% of Instituto Familiar de la Raza's clients now reside in the Excelsior and Bayview. The new satellite location will allow clients more convenient neighborhood access to Instituto Familiar de la Raza's services.

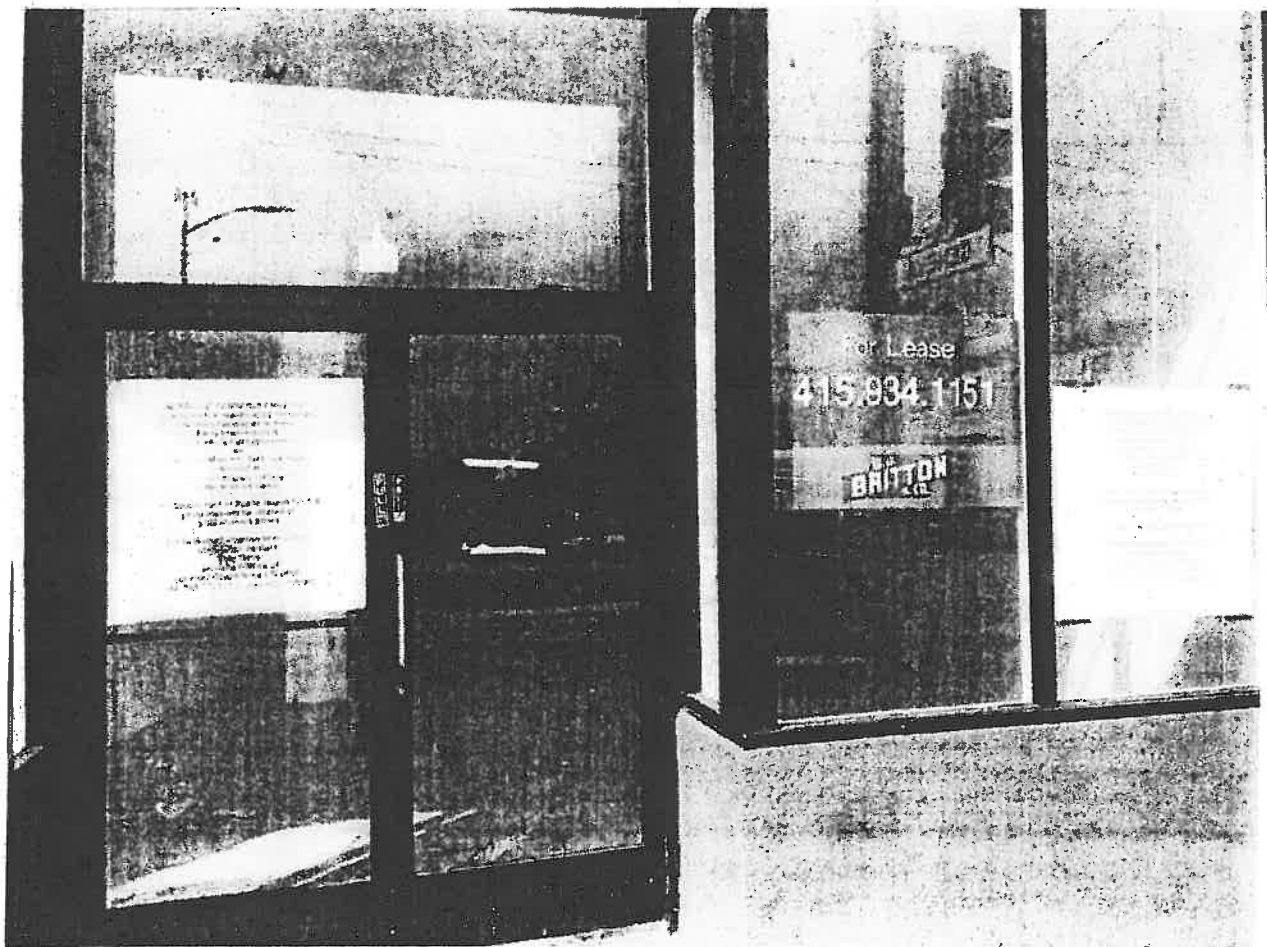
**E. Question & Answer – Citizens may ask questions of DPH and project representatives**

## Instituto Familiar de la Raza – Prop I Community Meeting Minutes

March 1, 2016 at 4:00pm

- The meeting was called to order at 4:11pm and Tom Mesa from DPH's Business Office of Contract Compliance provided an overview of Prop I and expressed the support of the Department for this project. He then introduced Estela Garcia, the Executive Director, to provide a presentation of the details of the project.
- Estela Garcia presented on proposed relocation of two Instituto Familiar de la Raza (IFR) programs: Early Intervention and La Cultura Cura. The programs are relocating from 2919 Mission Street, 94110 in the Mission to 5128 Mission Street, 94112 in the Excelsior.
- IFR serves primarily monolingual Spanish speaking clients and the Latino community city-wide. IFR provides a range of mental health and social services, family support, mentoring, and HIV/AIDS services.
- Many of IFR's clients now reside in Excelsior and Bayview. New location will allow clients more convenient neighborhood access to IFR's services.
- IFR is excited about opportunity to be in Excelsior.
- New location is 2,300 square feet which includes ground level and mezzanine. The site is currently vacant and has been for some time.
- Operating hours will be 9:00am – 5:00pm and by appointment in evenings. Not yet determined about Saturday hours.
- Jesus Yanez, Program Manager of La Cultura Cura, presented on the program and talked about community building activities and pro-socialization activities for kids and adults.
- Cassandra Coe, Program Manager of Early Intervention, presented on the program and talked about relationship-focused intervention and home-based services.
- The meeting was opened to the audience to ask questions. An employee of the Merchant's Association expressed concern about client safety due to gangs and drug dealing on the corner. Ms. Garcia stated that IFR has been successful in keeping kids off streets and addressing youth issues. The audience also included community members who expressed that they are happy to see more social services coming to the Excelsior, that IFR is always welcome, and that they are happy to see a useful institution coming to the neighborhood.
- Tom Mesa asked if there were any more questions and determining that there were none, he reiterated the Department's support for this project.
- 10 community members attended.
- The meeting was adjourned at 4:57pm.





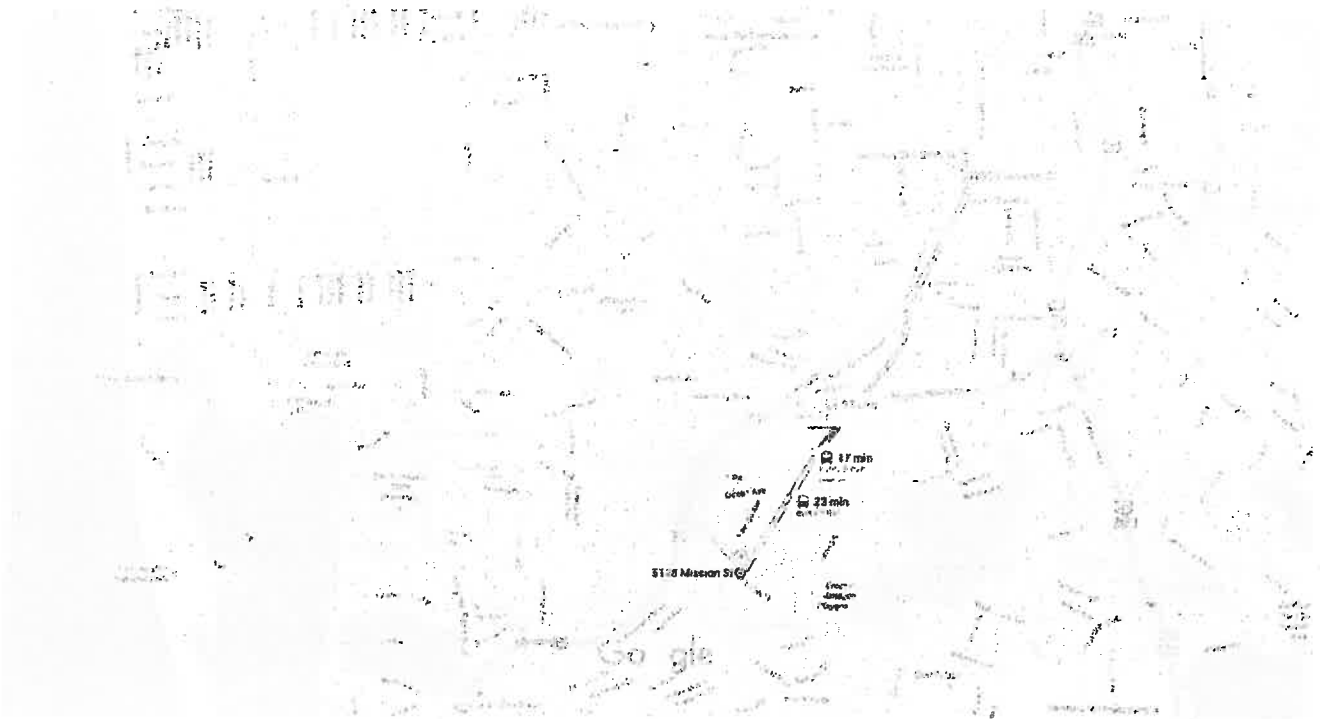


**PUBLIC TRANSPORTATION SERVING 5128 MISSION STREET**

**MUNI Buses 14, 14R, 14X, 43, 54, 8, 8BX**

**BART**

2919 Mission St, San Francisco, CA 10:18 AM - 10:35 AM (17 min)  
94110 to 5128 Mission Street, San Francisco, CA



10:18 AM—10:35 AM

17 min

14k

10:21 AM from Mission St & 24th St

\$2.25 3 min every 8 min

10:03 AM—10:26 AM

23 min

14

10:04 AM—10:26 AM

22 min

Dublin/Pleasanton - Daly City Fremont - Daly City Pittsburg/Bay Point - SFO/Millbrae

Richmond - Daly City/Millbrae 8 43 54

10:04 AM—10:23 AM

19 min

Dublin/Pleasanton - Daly City Fremont - Daly City Pittsburg/Bay Point - SFO/Millbrae

Richmond - Daly City/Millbrae