



May 29, 2020

Mayor and Council  
City of Sacramento  
915 I Street,  
Sacramento, CA 95814

**Re: CARES Act Funding Priorities in the Sacramento Latino Community**

Dear Mayor Darrell Steinberg and Members of the Sacramento City Council,

The COVID-19 pandemic has unquestionably hit our community hard, and it has especially impacted our Latino population. From small business to the essential workforce to health, this unprecedented time has shined a bright light on the challenges that were already being faced by our Latinx community and multiplied them. As you move forward in your decision making for CARES Act Funding Priorities, the Latino Economic Council (LEC) continues to advocate for an inclusive economy that leaves no community member behind.

The LEC recommends that investment be made in the projects and programming most needed for recovery and sustainability. Given that Latinos account for 30% of Sacramento's population, it is imperative that there is strategic intentional outreach to address the health disparities and provide true economic support.

Going forward, we strongly believe the following funding priorities need to be immediately addressed from the \$89 million in federal recovery funds:

- 1) Address the health disparities impacting Latino and other people of color, who have been disproportionately impacted by the COVID health crisis.
  - Community Health Workers can play a vital role in the COVID-19 pandemic by doing outreach and educating cultural community members on the risks and preventive behaviors for addressing this health crisis. Additionally, Community Health Workers can serve as contact tracers that will be needed as we move towards the different phases of the Great Lockdown.
  - La Familia Counseling Center and Sacramento City College (SCC) are proposing to train a cohort of Community Health Workers, benefiting both these individuals and the communities they serve. Up to 25 students will be trained using SCC's established multi-disciplinary, certificate program. Students will be prepared to work at health care organizations and agencies in the community and will address the critical need for culturally responsive and bilingual health workers. \$400,000

- 2) Facilitate and designate funds to advance the construction of the proposed La Familia Opportunity Center to immediately offer job training/re-training, job placement, and support services in the Latino Community. This includes modular buildings that can provide space for critically needed job training for individuals new to the workforce, as well as individuals who have been unemployed as a result of COVID-19. \$3,000,000

3) “Reignite Business” and fund the expansion of services to small businesses to assist with development of recovery plans and review of business plans to determine immediate business needs. These services include business education on facility and disinfection requirements regarding COVID-19; business technology audits; job training for displaced essential workers; and PPE Toolkits. \$3,783, 918

4) Fund the establishment of the proposed Entrepreneurship and Leadership Academy, which will provide a phased approach to business and wealth creation to support Latinx entrepreneurs and scale them to growth. \$250,000

5) Fund small business emergency economic recovery grants and loans that will fairly provide business relief funds so that Latinx small businesses can survive. We stand ready to submit bona fide applications for these most endangered job creators in Sacramento. \$2,350,000

Together, we can help our community not only rise from this crisis but thrive. Thank you for your continued leadership and dedication to Sacramento.

Sincerely,

Jim Gonzalez, Chair, Latino Economic Council of Sacramento

Cathy Rodriguez, President and Chief Executive Officer, Sacramento Hispanic Chamber of Commerce

Cc: Vice Mayor Jeff Harris; Council Members Angelique Ashby, Larry Carr, Eric Guerra, Steve Hansen, Rick Jennings II, Jay Schenirer, Allen Warren; City Manager Howard Chan, Assistant City Manager Michael Jasso.