

2009 DEC -3 PM 5:17

**CITY OF OAKLAND**  
**AGENDA REPORT**

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Library Department  
DATE: December 15, 2009

RE: **Resolution Authorizing the City Administrator To Apply For, Accept, and Appropriate a Grant In the Amount of \$77,600 From First 5 Alameda County To Support the Oakland Public Library's Early Childhood Literacy Programming for Eighteen Months beginning in Fiscal Year 2009-2010**

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**SUMMARY**

Staff recommends that the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate grant funds in the amount of \$77,600 from First 5 Alameda County for a period of eighteen months beginning in fiscal year 2009-2010.

First 5 Alameda County is offering Neighborhood Partnership Grants, on a competitive basis as part of its 2009-2011 Community Grant Initiative, to support and enhance the capacity of public libraries and parks departments to provide school readiness services for children age 5 and under and their parents or caregivers. The Library's grant will fund a "Family Saturday" series of workshops/programs at four Library locations. The goal of these workshops is to bring Oakland families together in a welcoming environment and to offer community support, enhanced parenting skills, and literacy tools that will result in increased family use and awareness of Library services. The grant will also fund a staff training component, and support for an outreach partnership with Alameda County Raising a Reader (RAR), a project of the United Way of the Bay Area. The program will address the needs of working families to gain access to literacy services and resources that will help their young children gain the skills needed to help them succeed in school. The sites chosen are in neighborhoods with schools that achieve low rankings in the Statewide Academic Performance Index and have large numbers of working parents and immigrant populations.

**FISCAL IMPACT**

First 5 Alameda County, under the Neighborhood Partnership Grants program, offers funding for personnel, operations (hospitality, materials and supplies) and contract services for programs that provide school readiness services for children age 5 and under. Funds received will be deposited in the appropriate Fund, Organization 61313, in a project to be assigned. The grantor will allow up to 15 percent of the grant award for administrative and indirect costs. The City of Oakland's Central Services Overhead (CSO) applicable to personnel expenses is budgeted for full recovery

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at the current rate of 23.92%. Staff requests, as part of the acceptance of this grant; a waiver of City of Oakland overhead charges if such charges are in excess of the amount awarded by the grantor. Accordingly, grant funds will be used for the following personnel, operations, contract services and overhead expenses:

**First 5 Alameda County Grant**

<b>Description</b>	<b>FTE</b>	<b>FY 2009-10 (Jan - Jun)</b>	<b>FTE</b>	<b>FY 2010-11 (Jul - Jun)</b>
Library Assistant, TPT	0.13	\$7,146	0.16	\$8,779
Librarian I, TPT	0.07	\$4,466	0.10	\$6,384
Operations (non personnel)		\$25,800		\$11,400
Contract Services (United Way/RAR)		\$4,310		\$2,910
Indirect/Overhead		\$2,778		\$3,627
<b>Total</b>		<b>\$44,500</b>		<b>\$33,100</b>

**BACKGROUND**

The Oakland Public Library, through its mission and goals, offers services to support the literacy and informational needs of residents of all ages. Through creative programming, the Oakland Public Library strives to promote language development and early learning experiences, engaging parents and caregivers to be their children's first teachers and to better prepare them to be independent lifelong learners.

To support the school readiness needs of very young children, the children's librarians throughout the system offer toddler storytimes and family reading programs. Since 1994, the Library has recruited and trained volunteer story readers to read to preschool children at Head Start and Child Development Centers through the Books for Wider Horizons program. In 2007-2008, the Library participated in a State Library grant program funded by the Library Services and Technology Act to promote early learning with families through a series of toddler tea and storytime sessions in targeted locations. Since 1988, the Library has also participated in a State Library grant program that has funded the Families For Literacy program that supports Adult Learners in developing reading skills for use with their children, including those 5 and under.

The First 5 Alameda County grant will allow the Library to expand its services to working families, a particular group that the Library has been challenged to reach.

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## PROGRAM DESCRIPTION

First 5 Alameda County operates under the provisions of the California Children and Families Act of 1998 which enacted a tax on tobacco (Proposition 10) for the purpose of creating a statewide program to promote, support and improve the early development of children from the prenatal stage to five years of age.

With the First 5 Alameda County Neighborhood Partnership grant the Oakland Public Library will implement Saturday Family Workshops at four sites. The goal of these workshops is to bring Oakland families together in a welcoming library setting and to offer community support, enhanced parenting skills, and literacy tools aligned with the library's "branding," resulting in increased family use and awareness of library services. Key components to these series are training, staffing, and outreach partnerships with Raising a Reader and other organizations.

Saturday Family Workshop Series: All Library locations currently offer at least one weekly storytime for the 0-5 age group, open to the public. Storytimes offered on weekdays serve day care and preschool groups, but are less convenient and accessible for working parents to attend with their children.

This grant will support a series of Saturday workshops for children and parents. Awareness of family services at the library is lacking in neighborhoods where both parents work. Through targeted outreach and incentives, the Library will build community awareness at particular locations, eventually leading to the availability of regular Saturday storytimes for families with children 0-5.

The workshops will be held at four of the following five sites selected based on the need in the neighborhoods served by these branches: Cesar Chavez, Eastmont, East Oakland/81st Avenue Library, Main Children's Room, West Oakland. Considerations in making this selection will be the timing of the opening of the new 81st Avenue branch, and stability of staffing at each location.

Staff Training: Staff training is of primary importance to sustainability. This grant will provide funding to train staff to be better prepared to provide storytimes to younger audiences (ages 3 and under). Through this grant the Library will begin to formalize Library Assistant training as storytime substitutes. Following the model of the staff-led training curriculum for the preschool age for the "Books for Wider Horizons" program, the Library intends to be able to "train our own" in the full range of 0-5 storytimes. The grant will help the Library build a staffing infrastructure to support ongoing Saturday family storytimes after the funding cycle ends.

Outreach Partnership: Finally, the grant includes support for Raising a Reader (RAR), a partner that provides a direct connection to several Headstarts and Child Development Centers. The grant includes \$7,220 (\$4,310 in 2009-2010 and \$2,910 in 2010-2011) to cover Raising a Reader's costs for particular sites, as well as staffing costs for joint outreach.

## **KEY ISSUES AND IMPACTS**

The program will address the needs of working families to gain access to literacy services and resources that will help their young children gain the skills needed to help them succeed in school. The sites chosen are in neighborhoods with schools that achieve low rankings in the Statewide Academic Performance Index and have large numbers of working parents and immigrant populations.

The specific outcomes of the program are:

- Increased family use and awareness of library services, including support of children's literacy through stories and play, and support of parenting skills and community-building activities.
- Increase staff expertise in providing effective storytimes for children age 5 and under.

## **SUSTAINABLE OPPORTUNITIES**

*Economic:* Education level translates into increased income. It is education that can lift children out of poverty into a higher and more economically sustainable life at the same time that they are becoming responsible about money and personal and community economics.

*Environmental:* When children are able to keep up with their schoolwork, and when their reading skills are good, they are more likely to learn concepts of environmental sustainability and how to put those concepts to use in daily life.

*Social Equity:* Children who are successful in school are more likely to experience equal opportunity in employment, housing, and further education, thus closing the equity gap.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

All Oakland Public Library facilities are ADA accessible.

## RECOMMENDATION AND RATIONALE

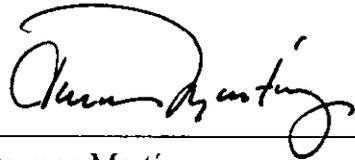
It is recommended that the City Administrator be authorized (1) to apply for, accept, and appropriate grant funds in the amount of \$77,600 from First 5 Alameda County for a period of eighteen months beginning in fiscal year 2009-2010 to support the Oakland Public Library's early childhood literacy programming at four library locations; (2) to accept additional funds for this purpose should such funds be made available; and (3) to waive City of Oakland overhead charges if such charges are in excess of the amount awarded.

Approval of this recommendation will allow the Library, if awarded this grant, to offer school readiness services to children and families, supporting the Mayor's model city goal to provide educational opportunities at all levels, from pre-school through college, through job training and re-training.

## ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that City Council adopt the resolution.

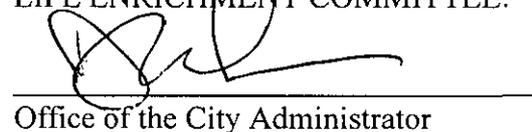
Respectfully submitted,



Carmen Martínez  
Library Director

Prepared by:  
Winifred Walters  
Manager Grants and Development

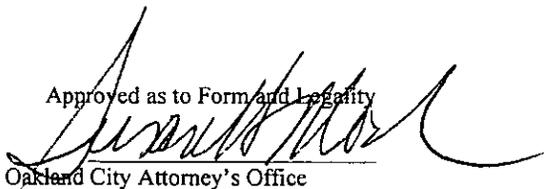
APPROVED AND FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE:

  
Office of the City Administrator

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FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

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Approved as to Form and Legality  
  
Oakland City Attorney's Office

## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

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**Resolution Authorizing the City Administrator To Apply For, Accept, and Appropriate a Grant In the Amount of \$77,600 From First 5 Alameda County To Support the Oakland Public Library's Early Childhood Literacy Programming for Eighteen Months beginning in Fiscal Year 2009-2010**

**WHEREAS**, the ability of children to read proficiently by 3<sup>rd</sup> grade is considered a predictor of future academic success; and

**WHEREAS**, First 5 Alameda County is offering Neighborhood Partnership Grants, on a competitive basis as part of its 2009-2011 Community Grant Initiative, to support and enhance the capacity of public libraries and parks departments to provide school readiness services for children age 5 and under and their parents or caregivers; and

**WHEREAS**, the Oakland Public Library seeks to expand its services to working families, a particular group that the Library has been challenged to reach, by implementing a Saturday Family Workshop Series at select Oakland Public Library locations for eighteen months beginning in fiscal year 2009-2010; and

**WHEREAS**, the Oakland Public Library seeks grant funding to support its early literacy services;

**WHEREAS**, in the grant application the City of Oakland's Central Services Overhead (CSO) is budgeted for full recovery at the current rate of 23.92%;

**WHEREAS**, the grant will provide funding for a partnership with a community based organization, Raising a Reader/United Way of the Bay Area, to enhance outreach to Oakland families; now, therefore, be it

**RESOLVED**: that the City Administrator or his designee is hereby authorized to apply for, accept, and appropriate grant funds in the amount of \$77,600 from First 5 Alameda County for the purposes described above; and be it

**FURTHER RESOLVED**: That should additional funds be received for this project, the City Administrator, or his designee, is hereby authorized to accept and appropriate the same for the purposes described above; and be it

**FURTHER RESOLVED:** That City overhead charges in excess of the amount awarded by grantor are hereby waived.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, AND  
PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California