



AGENDA REPORT

2014 OCT -2 PM 12: 56

TO: HENRY L. GARDNER
INTERIM CITY ADMINISTRATOR

FROM: Sara Bedford

SUBJECT: Raising a Reader (RAR) Book Bag
Rotation Program (PY) 2014-2015

DATE: September 19, 2014

City Administrator

Date

Approval

9.29.14

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Staff recommends that the City Council approve a resolution 1) authorizing the City Administrator to execute a professional services agreement with Raising a Reader (RAR) to provide ongoing training and technical support for Head Start Program, in an amount not to exceed \$15,000 for Program Year 2014-2015, and 2) waiving the competitive request for proposals/qualifications process.

EXECUTIVE SUMMARY

Raising a Reader (RAR) is a family literacy book bag rotation program, serving Alameda, Contra Costa, and San Francisco counties, that empowers families, caregivers, and educators to build and strengthen a daily book-sharing routine with children, in order to increase and help support children's literacy development. Raising a Reader will work with Oakland Head Start, to help facilitate a family literacy partnership between school and home, that fosters and nurtures a love of reading in children, ages birth to five-years-old. The RAR program also works to reinforce the role of parents and families as children's first and primary teachers, helping children enter Kindergarten loving books and excited to learn.

In collaboration with the RAR program and in alignment with Oakland Head Start's parent, family and community engagement goals, as well as its school readiness goals, Head Start teachers will ensure that children take home each week, a bright red bag filled with high-quality, developmentally appropriate, multi-lingual and multicultural children's books. Research indicates that the regular practice of engaging families in book-sharing with their children helps to foster children's early brain development, bolsters social-emotional development, builds early literacy skills, and supports children's readiness for Kindergarten and school.

As a California-based Head Start program, the City of Oakland Head Start program is committed to improving school readiness and parent, family and community engagement outcomes for children, ages three to five-years-old and their families. Thus, Oakland Head Start has elected to

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implement the Raising a Reader (RAR) family literacy book bag rotation program, along with ongoing training & technical assistance, for the Program Year (PY) 2014-2015.

The training & technical assistance provided by RAR over the PY 2014-2015, will begin implementation in the fall months of 2014 and conclude in June 2015. Training includes:

1. Staff and parent trainings and resources on interactive reading and book-sharing activities and strategies; and
2. On-site and community-based, multi-lingual training for staff and parents, including workshops, such as:
 - a. Early Literacy and Interactive Book Sharing;
 - b. Supporting Language Development At Home: Myths and Truths for Parents of English Learners;
 - c. Read, Talk, Sing, Play: Exploring Everyday Activities;
 - d. RAR take-home DVD in 14 languages, which is designed for multiple adult education levels, backgrounds and learning styles, to give parents the “know how” and comfort needed to create an enjoyable book-sharing experience with their children; and,
 - e. Local library connection through on-site and/or library-based literacy events.

OUTCOME

The Human Services Department, Head Start program will be able to continue to support parent, family and community engagement, as well as the ongoing development of children’s language and literacy skills and school readiness. It will provide a book bag rotation program and ongoing training and technical support for Head Start staff and parents to ensure effective integration of the book bag program in Head Start classrooms and in parent and family engagement strategies.

BACKGROUND/LEGISLATIVE HISTORY

As mandated by Head Start Performance Standards, Oakland Head Start keeps abreast of the changing early learning needs of children and families being served, in the areas of Child Health, Education, and Development, as informed by program and community data, as well as our annual community assessment. Head Start Performance Standards 1304.53 (k)(2)(3) mandate that Head Start programs must also provide a structured approach to staff training and development in order to help build skills and knowledge needed to fulfill their job responsibilities, as well as information, education, and family engagement opportunities for parents as their children’s first teachers.

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Thus, in an effort to respond effectively to the ongoing needs of Head Start families and children, while remaining in compliance with Head Start Performance Standards, Oakland Head Start would like to implement the RAR family literacy book bag rotation program over the 2014-15 program years.

ANALYSIS

As indicated previously, in an effort to actively address the specific, ongoing, and school readiness needs and positive child outcomes needs of Head Start children, while also remaining in compliance with Head Start Performance Standards, RAR in collaboration with Oakland Head Start, will provide a family literacy book bag rotation program and ongoing training & technical assistance for staff and parents to ensure effective integration of the program over the 2014-15 program year.

Oakland Municipal Code (OMC) section 2.04.040.B.4 requires the City Administrator to conduct an informal Request for Proposals/Qualifications (RFP/Q) process for professional services contracts involving expenditures of \$25,000 or less. OMC section 2.04.051.B permits the Council to waive the request for proposal/qualifications ("RFP/Q") process upon a finding that it is in the best interest of the City to do so. Staff recommends that the Council waive the RFP/Q process because RAR is the only company in the Bay Area that provides training on the RAR family literacy book bag rotation program, consistent with the federal Head Start School Readiness and Parent, Family & Community Engagement mandates.

PUBLIC OUTREACH/INTEREST

This item did not require any additional public outreach other than the required posting on the City's website.

COORDINATION

Coordination has occurred between Human Services Department, the Budget Office, and the City Attorney's Office.

COST SUMMARY/IMPLICATIONS

1. Amount of Recommendation/Cost of Project:
 - \$15,000 for program year 2014-2015
 - Total project cost/agreement/contract - \$15,000
2. Approval of the proposed resolution will authorize the City Administrator to execute a professional services agreement with Raising a Reader for implementation of the RAR family literacy book bag rotation program in Oakland Head Start, in an amount not to exceed \$15,000 for PY 2014-2015.

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3. Fiscal Impact - For the program year 2014-2015, the professional services agreement in the amount of \$15,000 will be fully funded through the 2014-2015 Head Start program grants approved by City Council on June 3, 2014 (Resolution No. 85029 C.M.S.). Funding of \$10,000 is available in the Human Services Head Start Fund (2128), HS Classroom & Seasonal Organization (78231), Supplies: Classroom Account (52630), HS FY14/15 Operation BASIC Project (G464910), Children & Family Services and Supplies Program (8E02), and funding of \$5,000 is available in the Human Services Head Start Fund (2128), HS Classroom & Seasonal Organization (78231), Supplies: Classroom Account (52630), Early HS Exp FY14/15 Operating BASIC Project (G464980), Children & Family Services and Supplies Program (8E02).

SUSTAINABLE OPPORTUNITIES

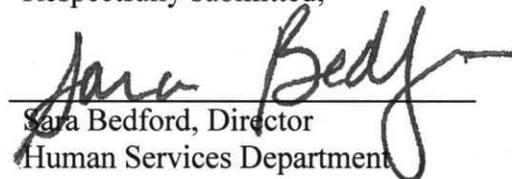
Economic: There are economic benefits to the City from these Professional Services Agreements. RAR will receive compensation to provide mandated Head Start training and technical assistance to Head Start program staff.

Environmental: It is expected that there will be no direct environmental benefits or impacts from the training and technical assistance services provided to Oakland Head Start program staff by RAR, to the City of Oakland. Consistent with the Oakland Head Start program, the trainer will use recyclable paper and training materials.

Social Equity: Consistent with the Oakland Head Start program, the principal sustainable opportunity of the RAR will be in the area of social equity. RAR will deliver high-quality training and technical assistance services to program staff. These services are designed to promote and foster school readiness skills and positive child outcomes in low-income children. The RAR training and technical assistance services will be responsive and appropriate to each child and family's developmental, ethnic, cultural, and linguistic heritage and experience. Scientific research has verified what early childhood educators have known for years - that how children are nurtured and educated in their youngest years has a significant impact on later growth and development.

For questions regarding this report, please contact Usana Hopkins, HSD Manager, Early Childhood & Family Services, 238-7186.

Respectfully submitted,

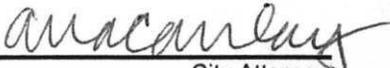

Sara Bedford, Director
Human Services Department

HEAD START PROGRAM DIVISION
Reviewed by: Usana Pulliam, Manager
Prepared by: Tracey Black, HHS Planner

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OAKLAND CITY COUNCIL


City Attorney

RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION 1) AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH RAISING A READER TO PROVIDE ONGOING TRAINING & TECHNICAL SUPPORT FOR HEAD START PROGRAM, IN AN AMOUNT NOT TO EXCEED \$15,000 FOR THE PROGRAM YEAR 2014-2015, AND 2) WAIVING THE COMPETITIVE REQUEST FOR PROPOSAL/QUALIFICATIONS PROCESS

WHEREAS, the Human Services Department, Head Start Program desires the City of Oakland to enter into a Professional Services Agreement with Raising a Reader to provide a book bag rotation program and ongoing training and technical support for Head Start staff and parents, to ensure effective integration of the book bag program in Head Start classrooms and in parent and family engagement strategies, in an amount not to exceed \$15,000 for Program Year (PY) 2014-2015; and

WHEREAS, Raising a Reader (RAR) is a local family literacy book bag rotation program serving Alameda, Contra Costa, and San Francisco counties, that empowers families, caregivers, and educators to build and strengthen a daily book-sharing routine with children, in order to increase and help support children's literacy development, growth and learning; and

WHEREAS, RAR will work with Oakland Head Start, among other community-based partners, to help facilitate a family literacy partnership between the school and home, that fosters and nurtures a love of reading in children, ages birth to five-years-old; and

WHEREAS, the RAR program also works to reinforce the role of parents and families as their children's first and primary teachers, in helping children enter Kindergarten loving books and excited to learn; and

WHEREAS, in collaboration with the RAR program and in alignment with Oakland Head Start's parent, family and community engagement and school readiness goals, Head Start teachers will ensure that children take a bright red bag filled with high-quality, developmentally appropriate, multi-lingual and multicultural children's books, home each week, to engage in a daily book-sharing routine with their parents and family; and

WHEREAS, as a California-based Head Start program, the City of Oakland Head Start program is committed to improving school readiness and parent, family and community engagement outcomes for children, ages three to five-years-old and their families; and

WHEREAS, the training & technical assistance provided by RAR over the 2014-2015 program year, will begin implementation in the fall months of 2014, conclude in June 2015, and will consist of staff and parent trainings and workshops focused on supporting children's language and literacy skills; and

WHEREAS, the Head Start Performance Standards 1304.53 (k)(2)(3) mandate that Head Start programs must provide a structured approach to staff training and development in order to help build skills and knowledge needed to fulfill their job responsibilities, as well as information, education, and family engagement opportunities for parents as their children's first teachers; and

WHEREAS, the professional services agreement will be fully funded through the 2014-2015 Head Start program grants approved by City Council on June 3, 2014 (Resolution No. 85029 C.M.S.). Funding of \$10,000 is available in the Human Services Head Start Fund (2128), HS Classroom & Seasonal Organization (78231), Supplies: Classroom Account (52630), HS FY14/15 Operation BASIC Project (G464910), Children & Family Services and Supplies Program (8E02), and funding of \$5,000 is available in the Human Services Head Start Fund (2128), HS Classroom & Seasonal Organization (78231), Supplies: Classroom Account (52630), Early HS Exp FY14/15 Operating BASIC Project (G464980), Children & Family Services and Supplies Program (8E02); and

WHEREAS, Oakland Municipal Code (OMC) section 2.04.040.B.4 requires the City Administrator to conduct an informal Request for Proposals/Qualifications (RFP/Q) process for professional services contracts involving expenditures of \$25,000 or less, and OMC section 2.04.051.B permits the Council to waive the RFP/Q process upon a finding that it is in the best interest of the City to do so; and

WHEREAS, staff recommends that it is in the best interest of the City to waive the RFP/Q process because RAR is the only company in the Bay Area that provides training on the RAR family literacy book bag rotation program, consistent with the federal Head Start School Readiness and Parent, Family & Community Engagement mandates; and

WHEREAS, the City Administrator has determined that this contract is of a professional and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive civil service; now, therefore, be it

RESOLVED: That pursuant to Oakland Municipal Code section 2.04.051.B and findings set forth above and in the City Administrator's report accompanying this item, the City Council finds and determines that it is in the best interest of the City to waive the competitive RFP/Q process for the agreement with Raising a Reader and so waives the requirement; and be it

FURTHER RESOLVED: That based on information provided by the City Administrator, the City Council finds that this contract is of a professional and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive civil service; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator or his designee to execute a professional services agreement with Raising a Reader (RAR) to provide a book bag rotation program and ongoing training and technical support for Head Start staff and parents, to ensure effective integration of the book bag program in Head Start classrooms and in parent and family engagement strategies, in an amount not to exceed \$15,000 for program year 2014-2015; and be it

FURTHER RESOLVED: That the City Administrator or his designee, is hereby authorized to execute any subsequent amendments, modifications, or extensions of this Professional Services Agreement without increasing the amount of the agreement; and be it

FURTHER RESOLVED: That said agreement -shall be approved as to form and legality by the Office of the City Attorney and filed with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California