

CITY OF OAKLAND

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OFFICE OF THE CITY CLERK
OAKLAND
2008 JUN 26 PM 7:11

AGENDA REPORT

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Jeff Baker, Assistant to the City Administrator
DATE: July 8, 2008

RE: **Resolution Authorizing the City Administrator to Negotiate and Execute a Contract Between the City of Oakland and Resource Development Associates in an Amount Not to Exceed Three Hundred and Fifty Thousand Dollars (\$350,000) for Outcome and Process Evaluation Services of the Measure Y Violence Prevention Programming, FY 2008-2009, July 1, 2008 -- June 30, 2009.**

SUMMARY

This report seeks approval of a resolution authorizing the City Administrator to negotiate and execute a contract with Resource Development Associates in an amount not to exceed \$350,000 to complete an outcome and process evaluation of the Measure Y Violence Prevention Programming during FY 2008-2009. The outcome evaluation will be presented to the Oakland City Council in April, 2009 in conjunction with violence prevention program contract recommendations. The timing will allow the City Council to review performance of current violence prevention programming and consider new violence prevention programming proposals at the same time funding decisions are made for FY 2009-2010 violence prevention services. The one-year proposed contract contains two one-year options to renew.

FISCAL IMPACT

Funds for the evaluation contract (\$350,000) are available within the Measure Y Fund (2251), City Administrator: Administration Organization (02811), Measure Y Evaluation Project (G261240).

BACKGROUND

The Violence Prevention and Public Safety Act of 2004 (Measure Y) legislation stipulates that "not less than 1% or more than 3% of Measure Y funds appropriated to each police service or social service program shall be set aside for the purpose of

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independent evaluation of the program, including the number of people served and the rate of crime or violence reduction achieved.”

The City Administrator’s Office released a Request for Proposals (RFP) on April 19, 2008 and conducted a mandatory pre-proposal conference on April 25, 2008. The pre-proposal conference was attended by representatives from eight (8) evaluation service companies, with four (4) telephone link participants. A complete list of vendors include:

1. Berkeley Policy Associates, Tommy Smith
2. ICF International, Noe Noyola
3. Harder & Company, Clare Nolan
4. Hatchuel Tabernik & Associates, Tim Tabernik
5. Gibson & Associates, Brightstar Oulson
6. Mark Morris Associates, Lorenza Hall
7. Douglas Robinson, ODM
8. Resource Development Associates, Pat Bennett
9. RAND Corporation, Amy Cox
10. ICF International, Dr. Raymond Crowel
11. Elsan Associates, Carson Wilcox
12. David Hayesslip

A total of two proposals were received prior to the submittal deadline date, May 23, 2008; Resource Development Associates and Hatchuel Tabernik & Associates. An independent panel reviewed and ranked the proposals resulting in Resource Development Associates “best proposal” rating.

The Department of Contract and Purchasing conducted a compliance evaluation for the minimum 20% Local and Small Business Enterprise (L/SLBE) participation requirement and a preliminary review for compliance with the Equal Benefits Ordinance (EBO). Hatchuel Tabernik & Associates and Resource Development Associates both met the 20% Local/Small Business Enterprise participation requirement. Both firms are EBO compliant.

The proposal from Resource Development Associates was found to be “specific and detailed,” with “good knowledge of the logic model, evaluation design [and] data collection.” Moreover, Resource Development Associates’ proposal demonstrated a “clear understanding of the program and strategies and is ready to hit the ground running.” “The [RDA] approach is based on research and evaluation best practices and experience.” In partnership with Gibson & Associates and Mark Morris Associates, Resource Development Associates will provide the breadth of experience, range of content knowledge and technical capacity necessary to fulfill the Measure Y mandate for an annual program evaluation.

PROJECT DESCRIPTION

The contract scope of services include the following areas: (1) a process and outcome evaluation of Measure Y community policing efforts, (2) an outcome evaluation of Measure Y violence prevention programming, (3) an analysis of citywide crime indicators, (4) grantee communication, (5) staff survey of program participants, (6) program data/evaluation collection and (7) data matching. A timeline for activity completion as well as staff/contractor responsibilities will be negotiated and included in the scope of services.

Outcome evaluation data from the 2007 and 2008 Berkeley Policy Associates Evaluation Report will be analyzed and used as a reference point. Overall supervision of contract performance will be conducted by an Assistant to the City Administrator. Performance progress meetings will be held on a bi-weekly basis between City staff and the contractor to complete performance of the contract.

SUSTAINABLE OPPORTUNITIES

Economic – The proposed process and outcome evaluation will provide an analysis of Measure Y funded violence prevention programming and community policing efforts to determine their efficacy and effectiveness in reducing violence. A reduction in violence will contribute to the economic well-being of Oakland's neighborhoods and business districts.

Environmental – No environmental opportunities have been identified.

Social Equity – The proposed process and outcome evaluation contract will provide a data-driven analysis of the impact of Measure Y violence prevention programming and community policing efforts. The findings will contribute to informed funding decisions regarding violence prevention programming during the FY 2009-2010 budget cycle.


DISABILITY AND SENIOR CITIZEN ACCESS

All Measure Y violence prevention programming contributes to the increased safety of Oakland communities which is particularly beneficial to residents with disabilities and mobility impaired seniors.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests the City Council approve a resolution authorizing the City Administrator to negotiate and execute a contract between the City of Oakland and Resource Development Associates in an amount not to exceed three hundred fifty thousand dollars (\$350,000) to provide a process and outcome evaluation of the Measure Y Violence Prevention Programming and community policing program for FY 2008-2009. Further, staff requests the City Council to authorize the City Administrator to negotiate and execute the two one-year options with Resource Development Associates without further City Council review.

Respectfully submitted,



Jeff Baker
Assistant to the City Administrator
Office of the City Administrator

APPROVED AND FORWARDED
TO THE PUBLIC SAFETY COMMITTEE

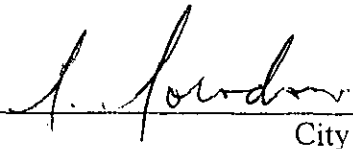


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APPROVED TO FORM AND LEGALITY



City Attorney

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A CONTRACT BETWEEN THE CITY OF OAKLAND AND RESOURCE DEVELOPMENT ASSOCIATES IN AN AMOUNT NOT TO EXCEED THREE HUNDRED AND FIFTY THOUSAND DOLLARS (\$350,000) FOR OUTCOME AND PROCESS EVALUATION SERVICES OF THE MEASURE Y VIOLENCE PREVENTION PROGRAMMING, FY 2008-2009, JULY 1 2008 – JUNE 30, 2009.

WHEREAS, City of Oakland voters passed Measure Y – the Violence Prevention and Public Safety Act of 2004 – to provide tax revenue each year for ten years to support violence prevention and public safety programs and services in Oakland’s neighborhoods; and

WHEREAS, the Violence Prevention and Public Safety Act of 2004 stipulates that not less than 1% or more than 3% of funds appropriated to any police service or social service program shall be set aside for the purpose of an annual independent evaluation of the program, including the number of people served and the rate of crime or violence reduction achieved; and

WHEREAS, City staff developed and disseminated a Request for Proposals in April 2008 and conducted a proposal review and selection process to identify a contractor to provide evaluation services; and

WHEREAS, the selected contractor, Resource Development Associates was ranked first in the competitive bidding process; and

WHEREAS, an annual comprehensive outcome evaluation of Measure Y violence prevention and community policing programs is mandated by the Measure Y Initiative; and

WHEREAS, due to Resource Development Associates clear understanding of Measure Y programs and strategies, its breadth of experience, range of content knowledge and technical capacity, RDA can provide an outcome evaluation prior to the completion of the FY 2009-2010 budget process; and

WHEREAS, the City Administrator wishes to enter into a one-year contractual agreement (with two one-year options to renew) with Resource Development Associates to provide (1) an outcome and process evaluation of the Measure Y violence prevention programs and (2) an End of Fiscal Year 2008-2009 Report on Measure Y Community Policing and Violence Prevention Programs; and

WHEREAS, the City Council finds that the service is of a professional, scientific or technical nature and is temporary in nature; and

WHEREAS, the City Council finds that the contract shall not result in the loss of employment or salary by any person having permanent status in the competitive service; and

WHEREAS, the Violence Prevention and Public Safety Act of 2004 stipulates the community policing and violence prevention programs shall be evaluated annually; and

WHEREAS, the current contract for evaluation services between the City of Oakland and Berkeley Policy Associates ended in June 2008; now therefore be it

RESOLVED: That the funds will be made available for (1) an outcome and process evaluation of Measure Y Violence Prevention Programs and (2) completion of the End of Fiscal Year 2008-2009 Report on Measure Y Violence Prevention Programs; and be it

FURTHER RESOLVED: That the City Administrator or her designee is hereby authorized to negotiate and execute a contract with Resource Development Associates in an amount not to exceed (three hundred fifty thousand dollars) \$350,000 (Measure Y Evaluation Project (G261240), FY 2008-2009) to (1) conduct an outcome and process evaluation of the Measure Y Violence Prevention Programs and (2) provide an End of Fiscal Year 2008-2009 Report on the Measure Y Community Policing and Violence Prevention Programs; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to conduct all negotiations, execute and submit all documents, including, but not limited to applications, agreements, amendments, modifications, payment requests and related

actions which may be necessary in accordance with its basic purpose, at no additional contract costs; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to execute the two contract options to renew with Resource Development Associates without further City Council review; and be it

FURTHER RESOLVED: That said agreements shall be approved as to form and legality by the Office of the City Attorney and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20__

PASSED BY THE FOLLOWING VOTE:

AYES – BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID and
PRESIDENT DE LA FUENTE

NOES -

ABSENT –

ABSTENTION –

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City Of Oakland, California