

# CITY OF OAKLAND

## AGENDA REPORT

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2003 OCT 16 PM 3:20

**To:** Office of the City Manager  
**Attn:** Deborah Edgerly  
**From:** Department of Human Services  
**Date:** October 28, 2003

**Re: RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE A CONTRACT BETWEEN THE CITY OF OAKLAND AND COMMUNITY CRIME PREVENTION ASSOCIATES IN AN AMOUNT NOT TO EXCEED \$260,000 TO EVALUATE THE OAKLAND FUND FOR CHILDREN AND YOUTH FOR THE PERIOD OF OCTOBER 1, 2003 THROUGH SEPTEMBER 30, 2004 WITH TWO ONE-YEAR OPTIONS TO RENEW**

### SUMMARY

This report seeks approval of a resolution to authorize a contract with Community Crime Prevention Associates for evaluation services for the Oakland Fund for Children and Youth. The evaluation will include an outcome evaluation of OFCY overall and its 60 grantees providing direct services for children and youth in FY2003-2004.

The Planning and Oversight Committee recommends the firm of Community Crime Prevention Associates (CCPA) for a contract not to exceed \$260,000 for the period October 1, 2003 through September 30, 2004. Community Crime Prevention Associates is an independent consulting firm with extensive experience conducting evaluations of community based service organizations and programs involving youth.

### FISCAL IMPACT

The City Charter (Article XIII) authorizes up to a 3% allocation of OFCY's annual revenues for evaluation of OFCY services. An amount in excess of \$260,000 is available for the OFCY evaluation for FY2003-2004 in Fund 1780, Projects P224720 and P157720. There is no additional impact on the General Fund.

### BACKGROUND

According to the provisions of the Measure K Kids First! Charter Amendment, the POC is to ensure an annual independent outcome and process evaluation of the Fund. The Oakland Fund for Children and Youth awarded 60 grants for direct services to children and youth in the seventh year of its twelve year lifespan, FY2003-2004.

CCPA completed the evaluations for the fourth, fifth and sixth years of OFCY as a subcontractor to the East Bay Community Foundation (EBCF). EBCF's contract with the City for the

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evaluation of OFCY expired on September 30, 2003. The City released a Request for Proposal (RFP) in July 2003 to begin the selection process for the OFCY evaluator for the current program year. The POC has completed the selection process and is forwarding its recommendation for an evaluator to the City Council.

Evaluation is critical in order to demonstrate both the successes and challenges of the OFCY initiative. At minimum, evaluation must include:

- Collecting and analyzing data on an ongoing basis to assess progress toward meeting project objectives and to quickly identify and address problems;
- Documenting the program's processes and outcomes in a way that can most meaningfully inform future efforts;
- Posing and answering research questions that can advance practice; and
- Disseminating findings and best practices to inform local programming and policies.

## **KEY ISSUES AND IMPACTS**

### RFP Selection Process

In response to the RFP, proposals were received from three qualified firms. These were Community Crime Prevention Associates, Gibson & Associates and JMPT Consulting in partnership with California Tomorrow, a nonprofit specializing in afterschool services. Proposals were assessed based on organizational capacity and fit, staffing, the quality of the evaluation design and approach to the scope of services, cost-effectiveness and responsiveness to the RFP. CCPA ranked the highest following the proposal review and interview process. The interview panel included members of the POC Evaluation Subcommittee and City staff.

### Improvements in the Evaluation for 2003-2004

The POC Evaluation Subcommittee provides oversight for the OFCY evaluator and has identified needed enhancements to the evaluation. These include 1) developing the use of more program based outcomes and grouping programs by similar services and ages served to allow more in-depth analysis and alignment with city-wide goals and objectives, 2) using multiple measures such as observations, interviews, focus groups, and quality circles to strengthen the qualitative analysis, 3) synchronizing the OFCY evaluation with data available from the Oakland Unified School District (OUSD) to better measure the effectiveness of services and assess intermediate level outcomes in the OFCY priority area of "Children's Success in School", and 4) documenting findings and recommendations for continuous improvement identified through the evaluation.

### Contract Period and Options to Renew

The life of the contract would extend from October 1, 2003, to September 30, 2004. It is critical that the evaluator begin as soon as possible to work with the POC to finalize evaluation design

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and communicate with grantees, since the program service year began as early as August for some service providers.

The POC recommends Council approval of City Manager authority to extend the contract with CCPA for two one-year periods, contingent upon the contractor's performance. The POC believes that the OFCY evaluation system has evolved through multi-year planning for continuous improvement. The inclusion of two one-year options to renew the contract assists the evaluator to advance improvements in the evaluation that have been prioritized by the POC and may afford the benefit of continuity in the evaluation team.

### **PROGRAM DESCRIPTION**

The contract with CCPA will include the following key deliverables:

- A process evaluation documenting the assessment of OFCY administration processes,
- An interim report documenting the mid-year performance of OFCY grantees,
- A final comprehensive evaluation report documenting 1) the impact of OFCY overall and linking OFCY outcomes and results with Council and Strategic Plan goals and objectives and 2) comprehensive outcome-based evaluations of all 60 OFCY grantees for 2003-2004.

The key tasks and activities required through the evaluation contract include project management, evaluation design, training and technical assistance, data collection and analysis, interim and final report preparation, and support through presentations and meetings with the POC, its Evaluation Subcommittee and OFCY staff on the evaluation.

### **SUSTAINABLE OPPORTUNITIES**

#### **Economic:**

The OFCY evaluation results in direct social benefits including employment opportunities for youth evaluators.

#### **Environmental:**

This project has no known impact on environmental opportunities.

#### **Social Equity:**

OFCY's stated vision promotes caring and success for every child in Oakland. The evaluation specifically addresses organizational capacity building and the effectiveness of services, and thereby enhances the opportunities for social equity made possible through the multiple efforts funded by OFCY.

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### **DISABILITY AND SENIOR CITIZEN ACCESS**

The contractor will be required to comply with all City requirements for meeting accessibility. The City will continue to ensure that all OFCY contractors are aware of their obligations under the ADA and will monitor for compliance.

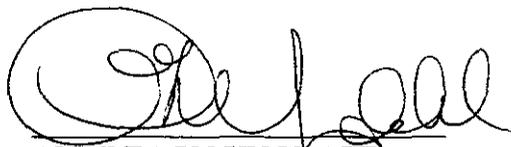
### **RECOMMENDATION(S) AND RATIONALE**

Staff and the POC recommend the approval of a contract with Community Crime Prevention Associates for evaluation of OFCY services in FY2003-04, with two one-year options to renew the agreement. This recommendation is based on the determination of CCPA as the most qualified candidate, following a selection and review process, with the experience necessary to successfully complete the evaluation of the Oakland Fund for Children & Youth.

### **ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that City Council approve a resolution authorizing the City Manager to execute a contract between Community Crime Prevention Associates in an amount not to exceed \$260,000 for the period of October 1, 2003 through September 30, 2004, with two one-year options to renew the agreement.

Respectfully submitted,

  
**ANDREA YOUNGDAHL**  
**Director**  
**Department of Human Services**

Prepared by:  
Sandra Taylor, Manager  
Department of Human Services

APPROVED AND FORWARDED TO  
LIFE ENRICHMENT COMMITTEE

  
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OAKLAND

Approved as to Form and Legality



City Attorney

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# OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

**RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE A CONTRACT BETWEEN THE CITY OF OAKLAND AND COMMUNITY CRIME PREVENTION ASSOCIATES IN AN AMOUNT NOT TO EXCEED \$260,000 TO EVALUATE THE OAKLAND FUND FOR CHILDREN AND YOUTH FOR THE PERIOD OF OCTOBER 1, 2003 THROUGH SEPTEMBER 30, 2004 WITH TWO ONE-YEAR OPTIONS TO RENEW**

**WHEREAS**, the Measure K/Kids First! Initiative amended the City Charter and established the Oakland Fund for Children and Youth (hereafter known as "OFCY") to provide two and one half percent of the City's unrestricted general fund revenues to support direct services for children and youth; and

**WHEREAS**, the Charter Amendment stipulates that up to three percent of OFCY annual revenues be made available for evaluation;

**WHEREAS**, the amount available for evaluation services for FY2003-2004 is in excess of \$260,000 (Fund 1780, Projects P224720 and P157720); and

**WHEREAS**, the Charter Amendment stipulates that the Planning and Oversight Committee (POC) is responsible to ensure the completion of a comprehensive outcome and process evaluation for OFCY services by October 1 annually; and

**WHEREAS**, the POC developed and disseminated a Request for Proposals ("RFP") in July 2003; and

**WHEREAS**, the City and Planning and Oversight Committee conducted a proposal review and selection process to identify the contractor to provide evaluation services; and

**WHEREAS**, the POC has recommended the firm Community Crime Prevention Associates (CCPA) as the evaluation contractor for OFCY services conducted in 2003-2004, based on the POC's determination that CCPA's proposal was the most responsive, and CCPA is the most qualified firm to successfully complete the evaluation; and

**WHEREAS**, Community Crime Prevention Associates has delivered evaluation services to OFCY for the past three successive years and successfully met its contract objectives in each of those years; and

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**WHEREAS**, the City wishes to enter an agreement for professional services with Community Crime Prevention Associates to evaluate the Oakland Fund for Children and Youth in an amount not to exceed \$260,000; and

**WHEREAS**, the City wishes to set the term of the contract from October 1, 2003 to September 30, 2004; and

**WHEREAS**, funds are available for this evaluation in Fund 1780, Project P224720 and Project P157720; and

**WHEREAS**, the City wishes to establish two one-year options to renew the contract contingent, in part, upon the performance of CCPA in order to maintain continuity of evaluation services; 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; now, therefore be it

**RESOLVED**: That the funds will be made available for evaluation of the Oakland Fund for Children and Youth; and, be it further

**RESOLVED**: That the City Manager or her designee is hereby authorized to negotiate and execute a contract in an amount not to exceed \$260,000, with Community Crime Prevention Associates to conduct the OFCY evaluation for 2003-2004, with two one-year options to renew for an amount not to exceed 3% of the OFCY revenues per year; and, be it further

**RESOLVED**: That the City Manager 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 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, NADEL, QUAN, REID, WAN and PRESIDENT C

NOES-

ABSENT-

ABSTENTION-

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ATTEST: \_\_\_\_\_

CEDA FLOYD  
City Clerk and Clerk of the Council  
of the City of Oakland, California

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