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OAKLAND
2015 JUL -2 AM 11:15

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Audree V. Jones-Taylor

SUBJECT: Neighborhood Partnership
First 5 Alameda County
FY 2015-16 and FY 2016-17

DATE: June 23, 2015

City Administrator
Approval

Date

COUNCIL DISTRICT: District 3 and District 7

RECOMMENDATION

Staff recommends that the City Council adopt A Resolution Authorizing the City Administrator To Apply For, Accept, And Appropriate Grant Funds From First 5 Alameda County Neighborhood Partnership Program In An Estimated Amount Of \$129,576 For The Pre-K Playgroups At Willie Keyes And Ira Jenkins Recreation Centers From July 1, 2015 Through June 30, 2017.

OUTCOME

Adoption of the proposed resolution will allow the City Administrator to apply for and accept grants funds from Alameda County First 5. The grant will allow Ten Oakland Parks and Recreation (OPR) staff members have the opportunity to provide early childhood services to approximately 160 clients (youth and caregivers) over the length of the grant. Additionally, low income families increase their ability to access child development programs as well as parents/caregivers increase their ability to support their child's readiness. Children will have a smooth transition to kindergarten, allowing for a successful educational experience.

BACKGROUND

The Neighborhood Partnership Grant, estimated at \$129,576, is funded by First 5 Alameda County. The grant funds OPR's Pre-K Playgrounds from July 1, 2015 through June 30, 2017. The grants provide twice-weekly bilingual parent-child playgroups, for children ages 2-5 in low income neighborhoods in East and West Oakland. The playgroups target families with children not enrolled in a preschool or other organized childcare setting and provide a safe space for families to experience quality early childhood learning experiences.

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OPR's Inclusion Center manages this grant and the proposed playgroups. Established in 2001, OPR's Inclusion Center serves youth with and without disabilities. The Inclusion Center currently operates five parent-toddler preschool playgroups, in addition to elementary and teen afterschool and out of school programs, Special Olympics softball and golf programs, and a Hip Hop Therapy Program with Oakland Public Library (OPL) and non-profit partner Beats Rhymes and Life. With the support of the Regional Center of the East Bay (RCEB) vendorization, youth with functional needs are integrated into mainstream programs. The Inclusion Center works closely with the Oakland Unified School District (OUSD) parent advisory group for youth with functional needs.

OPR has been a leader in children's programs since the 1960's. The Department's "Sandboxes to Empowerment" and "Tiny Tots" programs served as a model for similar programs throughout the country. What started as a way for young children to socialize and get prepared for entry into kindergarten has developed into a variety of special classes and programs.

The proposed playgroups are designed to empower participating families to reduce negative environmental stressors so parents and primary caregivers can provide a stable, supportive, and nurturing environment for their children. The program positively impacts the 2-to-5-year old population and their caregivers through the use of developmentally appropriate learning experiences. Circle time, songs, physical activities, field trips, and educational programs help develop the social, emotional, physical, intellectual, and creative skills that children can use as building blocks for school readiness and life. In addition, through programs targeted at enhancing their knowledge and capacity, parents and caregivers will see their stress levels reduce and/or support networks increase so they can better meet the challenges associated with child-rearing.

The Neighborhood Partnership Grant provided by First 5 Alameda County is the primary source of funding for these playgroups and direct staff. The City of Oakland General Purpose Fund will support playgroup supervision and playgroup site general facility maintenance.

ANALYSIS

The First 5 Alameda County Neighborhood Partnership Program is designed to empower resident families to reduce negative environmental stressors by providing a stable, supportive, and nurturing environment for children and their parents. This safe space will increase the comfort of participants, allowing them to become completely absorbed in the learning process. This ultimately enhances the parent's knowledge of child development and increases their confidence in their capacity to support this development. The site locations and the program activities offered, specifically field trips to Oakland's public libraries, will increase participants' access to concrete basic needs and economic support. OPR and OPL have a strong relationship with many social service and community agencies and staff is trained in resource referrals for those participants that may need assistance in obtaining additional services.

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PUBLIC OUTREACH/INTEREST

As required by the Neighborhood Partnership, funds must be put towards activities that support the First 5 Alameda County 2013-2017 Strategic Plan, specifically Result Area #2: "Children are prepared for school through quality early learning experiences" and the following First 5 Alameda County Outcomes:

- Increased access to quality preschool and child care settings and to other early learning experiences.
- Smooth transition to kindergarten.

OPR's Inclusion Center and playgroup sites will conduct outreach to community organizations within the City of Oakland and Alameda County through online postings, participation in resource fairs, special events geared towards the preschool aged population, flyer distribution at local organizations and businesses, meetings with teachers and staff at nearby schools, and referrals from community agencies including those working with children with special needs.

COORDINATION

Coordination and support for the Alameda County First 5 Neighborhood Partnership Grant will be between OPR and Alameda County First 5 staff.

In addition, the Neighborhood Partnership programs will strive to operate with the following agencies and initiatives: First 5 Alameda County's Touchpoints, Help Me Grow, Project Launch, Early Connections, Regional Center of the East Bay Early Intervention and Prevention Services, Family Resource Network of Alameda County, La Familia, and BANANAS. Specifically, efforts around parent support and education will be coordinated with the California Department of Developmental Services Early Start Program, which focuses on early intervention and related services for infants and toddlers. Being involved with this network of community agencies serving the 0-5 population will ensure sufficient information dissemination and inclusion of all, regardless of ability, income, or other factors.

COST SUMMARY/IMPLICATIONS

A contribution from the General Purpose Fund in an amount equivalent to the Department's Central Services Overhead rate (17.92 percent) may be necessary in order to maximize benefits for children and families and due to administrative cost restrictions for the grantor, which would be roughly \$17,000.

The grant funds are estimated at \$129,576 and will be appropriated to the FY 2015-2017 amended budget as follows:

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- Grant funds from First 5 Alameda County in the amount of \$129,576 in Parks and Recreation Grants Fund (2996); Special Programs Organization (501250); First 5 Alameda City Project (G468710); and Recreation and Cultural Program (NB03). In FY 2015-16 the amount is \$67,051 and \$62,525 for 2016-2017,
- Grant monies would be distributed for Parent Child Playgroups programs at Ira Jenkins Recreation Center and Willie Keys Recreation Center and to train early childhood program staff and integrate selected “Neighborhood Partnership Promising Practices” across OPR’s ages 0-5 programming.

FISCAL IMPACT

If additional grant funding becomes available from the grantor (First 5 Alameda County) for the same purpose, within the existing grant term, staff is seeking authorization to accept and appropriate these funds to fund OPR’s Pre-Kindergarten Playgroups without returning to Council within the duration of the grant term (July 1, 2015– June 30, 2017).

SUSTAINABLE OPPORTUNITIES

Economic: There are no economic impacts as a result of the grant award.

Environmental: The report has no environmental impact.

Social Equity: The First 5 Alameda County Neighborhood Partnership Program will directly serve the health, recreational, and socioeconomic needs of the East and West Oakland communities.

The playgroups are accessible via public transportation and in walking distance for many families and will provide guided transportation to other public services in Oakland. The program will not only provide nutritious snacks, but engage families in food preparation and provide them with skills to carry over into the home. Participants will be able to exercise in a variety of ways, through creative movement to sports skill building and will have access to Willie Keyes or Ira Jenkins Recreation Centers, where they can participate in additional OPR activities. Participants will be required to attend on a regular basis, otherwise their space may be given up to other families in the community. This attendance policy should increase the commitment to and involvement in the program.

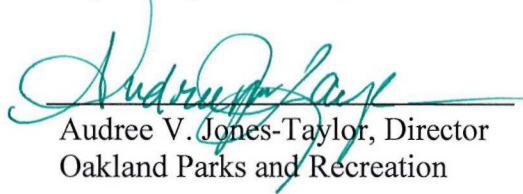
DISABILITY AND SENIOR CITIZEN ACCESS

OPR provides opportunities for equal access for people with disabilities and senior citizens to all programs, services and activities that result in the preservation of dignity, the right to independence, and the ability to live self-directed lives.

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For questions regarding this report, please contact Erin Burton, Recreation Center Director, Inclusion Programs at 510-597-5064.

Respectfully submitted,



Audree V. Jones-Taylor, Director
Oakland Parks and Recreation

Reviewed by: Robert Davila,
Administrative Services Manager II

Prepared by: Erin Burton, Recreation Center Director
OPR First Five Playgroups

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FILED
OFFICE OF THE CITY CLERK
OAKLAND

OAKLAND CITY COUNCIL

Macanlas
City Attorney

2015 JUL -2 ~~APPROVED~~ RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE GRANT FUNDS FROM FIRST 5 ALAMEDA COUNTY NEIGHBORHOOD PARTNERSHIP PROGRAM IN AN ESTIMATED AMOUNT OF \$129,576 FOR THE PRE-K PLAYGROUPS AT WILLIE KEYES AND IRA JINKINS RECREATION CENTERS FROM JULY 1, 2015 THROUGH JUNE 30, 2017

WHEREAS, the City of Oakland Pre-K Playgroups provide twice weekly play and learn groups at Ira Jinkins and Willie Keyes Recreation Centers in West and East Oakland that prepare children and families for structured school environments; and

WHEREAS, in order to fund the above playgroups for the fiscal years of July 1, 2015 through June 30, 2016 and July 1, 2016 through June 30, 2017, the City of Oakland wishes to apply for, accept and appropriate grant funds from First 5 Alameda County Neighborhood Partnership Program (hereinafter, "F5AC") in the amount of \$129,576 for Pre-K Play at Ira Jinkins and Willie Keyes Recreation Centers; and

WHEREAS, a contribution from the General Purpose Fund in an amount not to exceed \$17,000 of the Department's Central Services Overhead rate (17.92 percent) is necessary in order to maximize benefits for children and families, and due to administrative cost restrictions for the grant; and

WHEREAS, in order to provide services outlined in the grant proposal, Oakland Parks & Recreation ("OPR") will use grant funds to enter into Professional Service Agreements with community agencies to provide parent education and staff professional development; now, therefore, be it

RESOLVED: That the City Administrator or her designee is hereby authorized to apply for, accept, and appropriate grant funds in the amount of \$129,576 from F5AC; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator or her designee to conduct all negotiations, execute and submit all documents and take the related actions that may be necessary to accept and appropriate the aforementioned grants without returning to Council; and be it

FURTHER RESOLVED: That grant funds from the F5AC in the amount of \$129,576 will be appropriated to Fund (2996), and F5AC Project (G468710); and be it

FURTHER RESOLVED: That Central Services Overhead charges associated with this grant will be offset through a contribution of the General Purpose Fund in an amount not to exceed \$17,000; and be it

FURTHER RESOLVED: That if additional funding becomes available from the grantor (F5AC) for the same purpose, within the existing grant term, these funds can be accepted and appropriated to fund the Oakland Parks and Recreation Pre-K Playgroups at Willie Keyes and Ira Jinkins Recreation Center without returning to Council within the duration of the grant term (July 1, 2015 – June 30, 2017).

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, GUILLEN, REID and CAMPBELL-WASHINGTON

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California