

CITY OF OAKLAND
AGENDA REPORT

2007 JUN 25 PM 8:01

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Department of Human Services
DATE: July 10, 2007

RE: Resolution Authorizing the City Administrator on Behalf of the City Of Oakland To Accept the Even Start Family Literacy Grant For Program Year 2007-2008 from The State Of California Department Of Education in the Amount of \$172,500 for the City Of Oakland Even Start Program

SUMMARY

Staff requests that the City Council approve a resolution authorizing the City Administrator to accept the Even Start Family Literacy Grant for Program Year 2007-2008 from the State of California Department of Education in the amount of \$172,500 for the City of Oakland Even Start Program.

If approved, the Even Start Program will continue providing family literacy services to 30 families in Oakland during the 2007-2008 program year.

FISCAL IMPACT

Approval of the proposed resolution will authorize the acceptance of an Even Start grant for Fiscal Year 2007-2008, in the amount of \$172,500. Funding will be appropriated to the Department of Human Services State of California, Other Fund (2159), Head Start Unit Organization (78231) and Even Start Family Literacy-San Antonio FY07-08 Project (G305810).

The City's FY 2007-09 Proposed Budget includes \$172,500 in appropriation and revenues for FY 2007-08 for the Even Start Program. Federal grant regulations require a 100% local match, in the amount of \$172,500, which will be provided by other grant revenue and in-kind and volunteer contributions.

Historically, the City Council has waived Central Services Overhead (CSO) charges levied against the Even Start Program. A waiver is necessary for the FY 2007-2008. The waiver of CSO charges (\$31,945) does impact the General Purpose Fund (GPF), in that it reduces "recovery" – which is essentially revenue – to the GPF.

BACKGROUND

In April 2001, the City of Oakland applied for three Even Start grants (with four year terms) to support family literacy in three neighborhoods of Oakland: the Fruitvale district, the San Antonio district, and the Elmhurst district. The Fruitvale district Even Start was operated by the

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Unity Council, with the City providing administrative oversight. On July 17, 2001, City Council accepted and appropriated the first year of these grants in the estimated amount of \$813,900. Council approved the appropriation for the remaining three years (fiscal years 2002-2005) of these grants in the estimated amount of \$1,890,000 on September 24, 2002.

Since 2005, funding for Even Start has been available in one-year terms due to decreased funding at the federal level. The City of Oakland reapplied for funding for 2005-2006 for two Even Start sites (San Antonio and Elmhurst), with City Council approval. The Unity Council submitted their own application for the Fruitvale site. While Elmhurst Even Start was not awarded funding, San Antonio Even Start received funding for 2005-2006 through a competitive application process, and was renewed funding for 2006-2007.

KEY ISSUES AND IMPACTS

Funding for Even Start at the federal level decreased by 44% for Fiscal Year 2006-2007. The California Department of Education (CDE) decreased the number of funded Even Start projects in California for 2006-2007 from 141 to 81 to address this budget cut. On July 6, 2006, CDE determined that San Antonio Even Start would continue to be funded for Fiscal Year 2006-2007. There was no application process, and the decision was based on CDE's internal program ranking system. For FY 2007-2008, there continues to be no application process for existing Even Start programs.

The proposed resolution would authorize the City to accept an Even Start grant to provide 30 families with literacy services in the San Antonio district of Oakland.

PROGRAM DESCRIPTION

The City of Oakland's Even Start Program aims to break the intergenerational cycle of poverty and illiteracy by integrating early childhood education, parenting support, and adult literacy. Even Start's goals are to : 1) assist children birth to 7 in reaching their full potential as learners; 2) help parents become full partners in educating their children; and 3) help parents improve their literacy or basic educational skills.

The Even Start Program provides high quality, year-round, comprehensive intergenerational family literacy services in the four component areas of: 1) Early Childhood Education (ECE); 2) Parenting Education; 3) Parent and Child Interactive Literacy Activities (PCILA); and 4) Adult Education.

- 1) The program provides Early Childhood Education (ECE) onsite for children 18 months to 3 years. Home visits are provided for children 0 to 18 months, and the program partners with Oakland Unified School District's (OUSD) Manzanita Child Development Center (CDC) and neighboring Head Start sites, which provide ECE for 3 to 5 year olds.

- 2) The Parenting Education component focused on improving parents' ability to read to and with their children through onsite group activities, monthly home visits, a mobile classroom, and other literacy related community resources.
- 3) Parent and Child Interactive Literacy Activities (PCILA) assist parents in becoming involved in their child's literacy development and/or school readiness through classroom-based activities, home visits, role-plays, and participation in an educational materials lending library.
- 4) The Adult Education component is offered with multiple literacy levels, life experiences, and interests in mind. Instructional methods used include project-based learning, an approach proved to be effective with adult learners. These services are provided through collaboration with the OUSD Adult Education Department, Community Based English Tutoring (CBET) English as Second Language (ESL) Program.

The City of Oakland's Even Start site operates in the San Antonio neighborhood, a community in need of family literacy services – with a concentration of low-income families, adults with low education levels, immigrant populations, and English learners. The San Antonio Even Start site is located at the shared campus of OUSD's Manzanita School of Expeditionary learning, Equity, and Diversity (SEED) and Manzanita Community Schools.

The key components of Even Start are supported by research and proven local program models. The design and curriculum are culturally, linguistically, and socially appropriate and relevant to the community and neighborhoods in which the program is based. Program evaluations have consistently shown positive outcomes for both child and adult participants.

SUSTAINABLE OPPORTUNITIES

Economic

There are potential economic benefits to the City of Oakland, as the participating families improve their employment and wage prospects when they improve their literacy. The City of Oakland's Even Start Family Literacy program employs five employees.

Environmental

There are currently no direct environmental benefits or impacts expected from the City of Oakland's Even Start Program.

Social Equity

The City of Oakland's Even Start program and its related projects add significant social equity benefits to the Oakland community. Even Start primarily targets families that fall below 100% of the Federal Poverty Level (PFL) Guidelines, providing needed child development and family services to eligible low-income families. As they improve their literacy, these families may exhibit greater upward mobility both educationally and economically.

DISABILITY AND SENIOR CITIZEN ACCESS

The Even Start site ensures equal access and is in compliance with the Americans with Disabilities Act (ADA), the Older Americans Act, and other applicable laws.

RECOMMENDATION(S) AND RATIONALE

Staff recommends that the City Council approve a resolution authorizing the City Administrator to accept the Even Start Family Literacy Grant for Program Year 2007-2008 from the State of California Department of Education in the amount of \$172,500 for the City of Oakland Even Start Program. Approval of this report would allow the Even Start Program to continue to deliver high quality comprehensive family literacy services to Even Start eligible families and children.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the City Council approve a resolution authorizing the City Administrator to accept the Even Start Family Literacy Grant for Program Year 2007-2008 from the State of California Department of Education in the amount of \$172,500 for the City of Oakland Even Start Program.

Respectfully submitted,



ANDREA YOUNGDAHL
Director, Department of Human Services

Reviewed by: Usana Pulliam
Early Childhood and Family Services Manager
Head Start Program

Prepared by: Priya Jagannathan
Planner
Head Start Program

**APPROVED FOR FORWARDING TO
THE LIFE ENRICHMENT COMMITTEE:**

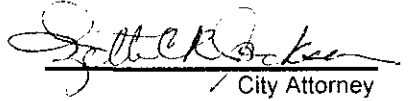


OFFICE OF THE CITY ADMINISTRATOR

OFFICE OF THE CITY CLERK
CITY OF OAKLAND

2007 JUN 28 PM 8:01

Approved as to Form and Legality


City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR ON BEHALF OF THE CITY OF OAKLAND TO ACCEPT THE EVEN START FAMILY LITERACY GRANT FOR PROGRAM YEAR 2007-2008 FROM THE STATE OF CALIFORNIA DEPARTMENT OF EDUCATION IN THE AMOUNT OF \$172,500 FOR THE CITY OF OAKLAND EVEN START PROGRAM

WHEREAS, adult literacy is a key element in helping children's school readiness and their ability to succeed in school, as well as helping adults to succeed at work; and

WHEREAS, low literacy levels are a serious concern in Oakland; and

WHEREAS, the City of Oakland has provided family literacy services for children and families through the Even Start Program since 2001; and

WHEREAS, the City of Oakland desires to accept the Even Start Family Literacy grant in the amount of \$172,500 from the State of California Department of Education for the City of Oakland Even Start Program for Program Year 2007-2008; and

WHEREAS, the Even Start grant agreement requires a match of local in-kind contributions equal to 100% of the grant, or \$172,500; and

WHEREAS, the Even Start funding will provide comprehensive family literacy services to thirty (30) Even Start eligible families and their children; now, therefore, be it

RESOLVED: That the City Administrator is hereby authorized to accept the aforesaid grant in the amount of \$172,500 for funding for the Even Start Program for Program Year 2007-2008; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized and directed to accept and appropriate any additional funding related to this grant that may become available; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized, in accordance with the grant agreement requirements, to match the aforesaid grant with local in-kind contributions equal to 100% of the Even Start Grant amount, or \$172,500; and be it

FURTHER RESOLVED: That the Council hereby appoints the City Administrator or her designee as agent for the City 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 for the aforementioned grant in accordance with the grant's basic purposes; and be it

FURTHER RESOLVED: That the sum of \$172,500 together with offsetting revenue, shall be appropriated to Department of Human Services State of California, Other Fund (2159), Head Start Unit Organization (78231) and Even Start Family Literacy-San Antonio FY07-08 Project (G305810) upon execution of said grant agreements, and that should additional grant funds be received, the City Administrator or her designee is hereby authorized to appropriate same for the purposes described above; and be it

FURTHER RESOLVED: That Central Services Overhead (CSO) charges in the amount of \$31,945 are hereby waived.

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