

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2005 JUN 29 AM 10: 58

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Department of Human Services
DATE: July 12, 2005

RE: RESOLUTION AUTHORIZING THE CITY ADMINISTATOR, ON BEHALF OF THE CITY OF OAKLAND TO APPLY FOR, ACCEPT AND APPROPRIATE THE EVEN START FAMILY LITERACY GRANT FROM THE STATE OF CALIFORNIA DEPARTMENT OF EDUCATION IN THE ESTIMATED AMOUNT OF \$345,000 FOR THE CITY OF OAKLAND'S EVEN START PROGRAM FOR FISCAL YEAR 2005-06; AND CONTINGENT UPON RECEIPT OF FUNDING TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH LUSTIG CONSULTING TO PROVIDE EVALUATION SERVICES TO THE CITY OF OAKLAND'S EVEN START PROGRAM IN AN AMOUNT NOT TO EXCEED \$17,250 FOR FY 2005-06

SUMMARY

Staff requests approval of a resolution authorizing the City Administrator on behalf of the City of Oakland, to apply for, accept and appropriate the Even Start Family Literacy grant from the State of California Department of Education in the estimated amount of \$ 345,000, for the City of Oakland's Even Start program; and contingent upon receipt of funding, to negotiate and execute a Professional Services Agreement with Lustig Consulting in an amount not to exceed \$17,250 to provide evaluation services to the City of Oakland's Even Start program.

If approved, the Even Start Program will continue providing family literacy services to 60 families in Oakland during the program year that extends from July 1, 2005 through June 30, 2006.

FISCAL IMPACT

Approval of the proposed resolution will authorize the application for, acceptance and appropriation of an Even Start grant for Fiscal Year 2005-06 beginning July 2005, in the estimated amount of \$345,000. A General Fund amount of \$88,171 will be required to offset overhead cost. Funding will be appropriated to the Department of Human Services Fund 2159, Organization 78231 and Projects G270410 and G270420.

The City's proposed Policy Budget for FY 2005-07 includes \$345,000 in appropriation and revenues for the Even Start program. Federal grant regulations require a local match totaling 40% non-cash match, or an estimated amount of \$170,000 which will be provided by in-kind contributions.

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BACKGROUND

In April 2001, the City of Oakland applied for three Even Start grants (with four year terms) to bolster family literacy in three neighborhoods of Oakland: the Fruitvale district, the western San Antonio district, and a portion of the Elmhurst district in the vicinity of 92nd Avenue. 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 2002-05) of these grants in the estimated amount of \$1,890,000 on September 24, 2002.

This is the first year that the City of Oakland is required to reapply for the funding. We have applied for two sites, (San Antonio and Elmhurst) as the Unity Council has decided to submit their own application for the Fruitvale site. The Department of Human Services will continue to collaborate closely with the Unity Council regarding early literacy.

Through a competitive bid process, the Department of Human Services has selected Lustig Consulting, which has successfully provided evaluation services to the Oakland Even Start program since 2002. This consultant also serves several neighboring Even Start grantees. Lustig Consulting, a woman-owned, Oakland-based sole proprietorship, submitted the lowest responsive bid.

KEY ISSUES AND IMPACTS

The proposed resolution would authorize the City to apply for an Even Start grant to continue providing 60 families with literacy services in the Elmhurst and San Antonio Districts.

An independent evaluation is a condition of receiving Even Start grants. The purpose of engaging an outside evaluator is to ensure that Even Start is properly implemented to benefit its students, and to provide technical assistance to each program so that they can make mid-course enhancements in their approach and operations. Evaluation helps to insure the Even Start program is successful in improving family literacy for participants.

PROGRAM DESCRIPTION

The City of Oakland's Even Start program offers comprehensive family literacy services, bridging child, family, school, and community through adult education, early childhood enrichment, parenting education, parent & child interactive skills and literacy activities (PACT). The program focus is on families' strengths and helps parents become full partners in the education of their children, which is important in children reaching their full potential as learners. Additional program services include a lending library, family home visits, referral services, family fun nights, homework support, book giveaways and family field trips.

SUSTAINABLE OPPORTUNITIES

Economic: There are potential economic benefits to the City of Oakland as the participating families improve their employment and wage prospects as they improve their literacy. The Even Start Family Literacy program employs eight employees.

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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 (FPL) Guidelines, providing needed child care and family services to eligible low-income families. As they achieve literacy and as the economy recovers these families may exhibit greater upward mobility both educationally and economically. The proposed evaluation contract also supports local and women-owned businesses in Oakland.

DISABILITY AND SENIOR CITIZEN

This contract has no disability or senior access opportunities or challenges. All Even Start program sites ensure equal access and are in compliance with the Americans with Disabilities Act, (ADA), the Older Americans Act, and other applicable laws.

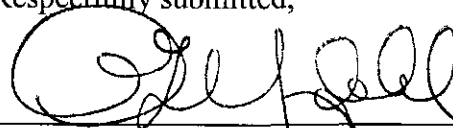
RECOMMENDATION AND RATIONALE

Staff request approval of a resolution authorizing the City Administrator on behalf of the City of Oakland, to apply for, accept and appropriate the Even Start Family Literacy grant from the State of California Department of Education in the estimated amount of \$345,000 for the City of Oakland's Even Start program; and contingent upon receipt of funding, to negotiate and execute a Professional Services Agreement with Lustig Consulting in an amount not to exceed \$17,250 to provide evaluation services for fiscal year 2005-2006.

ACTION REQUESTED OF THE CITY COUNCIL

The City Council is requested to adopt the Resolution authorizing the City Administrator on behalf of the City of Oakland to apply for, accept and appropriate the Even Start Family Literacy grant for the City of Oakland's Even Start program; and contingent upon receipt of funding, to negotiate and execute a professional services agreement with Lustig Consulting to provide evaluation services to the City of Oakland's Even Start program.

Respectfully submitted,



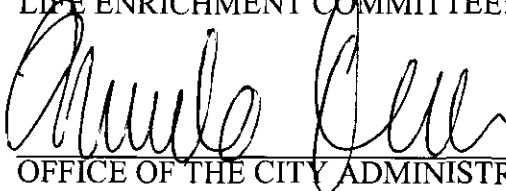
ANDREA YOUNGDAHL

Director, Department of Human Services

Prepared by: Usana Pulham

Early Childhood and Family Services Manager
Head Start Program

APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE:


OFFICE OF THE CITY ADMINISTRATOR

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W. Kelly

OAKLAND CITY COUNCIL FILED
OFFICE OF THE CITY CLERK
OAKLAND

RESOLUTION No. _____ **C.M.S.**
2005 JUN 29 AM 10:58

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR, ON BEHALF OF THE CITY OF OAKLAND, TO APPLY FOR ACCEPT AND APPROPRIATE THE EVEN START FAMILY LITERACY GRANT FROM THE STATE OF CALIFORNIA DEPARTMENT OF EDUCATION IN THE ESTIMATED AMOUNT OF \$345,000 FOR THE CITY OF OAKLAND EVEN START PROGRAM FOR FISCAL YEAR 2005-06; AND CONTINGENT UPON RECEIPT OF FUNDING TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH LUSTIG CONSULTING TO PROVIDE EVALUATION SERVICES TO THE CITY OF OAKLAND'S EVEN START PROGRAM IN AN AMOUNT NOT TO EXCEED \$17,250 FOR FY 2005-06

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

WHEREAS, many Oakland parents are in need of adult and family literacy services; and

WHEREAS, the City of Oakland's Even Start program is charged by regulations with ensuring the availability of family literacy services for children and families in the City of Oakland; and

WHEREAS, the City of Oakland's Even Start program wishes to accept the Even Start Family Literacy grant to continue to provide family literacy services to children and families in the City of Oakland; and

WHEREAS, the aforesaid grant requires a third-party evaluation contract, for which purpose up to five percent of the budget is set aside, namely \$17,250 for FY 2005-06; and

WHEREAS, a General Fund amount of \$88,171 will be required to offset overhead cost; and

WHEREAS, funding for the evaluation contract will be covered under the State of California Fund 2159 Organization 78231 and Projects G270410 and G270420; and

WHEREAS, the firm of Lustig Consulting is qualified and wishes to perform the said evaluation duties for the Even Start program with the City of Oakland; and,

WHEREAS, the City of Oakland wishes to develop a Professional Services Agreement with Lustig Consulting for the purpose of evaluating the Even Start projects operated by the City of Oakland; and

WHEREAS, the City Council finds that the performance of this service is in the public interest because of economy; and

WHEREAS, the City Council finds that the agreement 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 City Administrator or her designee, is hereby authorized and directed to apply for, accept, and appropriate the Even Start Family Literacy grant from the State of California Department of Education in the estimated amount of \$345,000 for the City of Oakland's Even Start program; and be it

FURTHER RESOLVED: That the City Administrator or her designee is hereby authorized to negotiate and execute a professional services agreement with Lustig Consulting in an amount not to exceed \$17,250 to provide evaluation services to the City of Oakland's Even Start program for FY 2005-06; and be it

FURTHER RESOLVED: That should additional funds be received, the City Administrator or her designee is hereby authorized to appropriate same for the purpose described above without returning to Council; and, be it

FURTHER RESOLVED: That the City Council authorizes the support of said grant with an estimated amount of \$88,171 of General Funds for overhead offset; and, be it

FURTHER RESOLVED: That copies of said grant award and said professional service agreement will be approved by the City Attorney as to form and legality and will be on file with the City Clerk

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

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