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OAKLAND

# CITY OF OAKLAND



2011 JUN 30 PM 12: 26

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Office of the City Administrator  
P. Lamont Ewell  
Interim City Administrator

(510) 238-3301

July 12, 2011

Public Safety Committee  
Oakland, California

Chair Patricia Kemighan and Members of the Public Safety Committee

**RE: A Report and Resolution Authorizing the City Administrator to Extend the Contract Between the City of Oakland and Resource Development Associates from July 1, 2011 to December 31, 2012 for Evaluation Services of the Measure Y Funded Programs, in the Amount of up to Three Hundred and Fifty Thousand Dollars**

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## SUMMARY

Staff seeks a waiver of the City's competitive bidding requirements and requests an extension of the contract for the evaluators of the Measure Y funded programs, Resource Development Associates (RDA), in order to complete the evaluation study of the violence prevention programs funded until June 30, 2012.

The Violence Prevention and Public Safety Act of 2004 (Measure Y Initiative) mandates an independent evaluation of Measure Y funded violence prevention programs to ascertain the effectiveness of the programs, including the number of persons served and the rate of crime and violence reduction achieved. There are two major components of Measure Y programming, (1) community and neighborhood policing and (2) violence prevention services with an emphasis on at-risk youth.

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RDA was selected in 2008 through a competitive bidding process to provide evaluation services from July 16, 2008 to June 30, 2011. The Measure Y funded violence prevention programs have received grants to provide services from July 1, 2009 to June 30, 2012. In order to ensure the continuation of evaluation services for the entire duration of the violence prevention grant period, staff requests the extension of the RDA contract from July 1, 2011 to December 31, 2012. This contract extension will be for up to \$350,000.

## **FISCAL IMPACT**

Funds for the evaluation contract (\$350,000) are available within the Measure Y Fund (2251), City Administration: Administration Organization (02111), Measure Y Evaluation Project (G261240).

## **BACKGROUND**

Measure Y is a comprehensive effort to address the root causes of violence including poverty, unemployment, discrimination, substance abuse, education failure, fragmented families and domestic violence. The Initiative provides approximately \$19 million every year for a ten year period to fund violence prevention programs, increased fire safety and police services. Measure Y funds are generated through a parcel tax along with a parking surcharge on commercial lots. The Initiative mandates an independent evaluation of the overall Measure Y program including the number of people served and the rate of crime or violence reduction achieved. Resource Development Associates (RDA) successfully competed in a competitive bidding process and was awarded the contract with the City of Oakland in July 2008 to evaluate all Measure Y violence prevention programs and community policing efforts funded by the Initiative.

A combination of qualitative and quantitative research methods are used in the assessment. The qualitative methods include structured interviews with city departments, program managers and staff, review of program and management documents and focus groups with community stakeholders and program participants. The quantitative methods include analysis of program data in officer deployment, crime reports, and violence-prevention program participant data, which include participant background characteristics, participation patterns and achievement of program milestones.

The Measure Y legislation specifies that "not less than 1% or more than 3% of funds appropriated to each police service or social service program shall be set aside for the purpose of independent evaluation of the program." The Budget office projects flat Measure Y revenue for Fiscal Year 2011-2012 to be \$20,267,142. Of this amount,

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\$6,292,114 is allocated for violence prevention programs and costs, \$9,438,170 for community policing services and costs, and \$4,000,000 for fire prevention services and costs.

RDA received \$350,000 for evaluation services in FY 2008-2009; \$350,000 in FY 2009-2010; and \$253,000 for FY 2010-2011. The contract for FY 2010-2011 was at a reduced amount because of the gap period when Measure Y itself was on hold, from July to November 2010. The passage of Measure BB, with adjustments to the original Measure Y legislation, by Oakland voters in November 2010 restored the Measure Y programs.

### **KEY ISSUES AND IMPACTS**

RDA has been conducting extensive evaluation of the Measure Y funded violence prevention programs which have received grants as part of a three-year funding cycle that runs from July 1, 2009 to June 30, 2012. In order to align RDA's evaluation services to the grant cycle and ensure the timely and effective completion of the evaluation of the performance of the funded programs, staff recommends the extension of the RDA existing contract from July 1, 2011 to December 31, 2012.

Based upon the City's best interests, staff requests a waiver of the City's competitive bidding requirements, OMC 2.04.051.B, in order to extend the RDA contract to December 31, 2012. Staff recommendation for the waiver is based upon the following considerations:

1. Timeliness for completing the evaluation of violence prevention grantees that have received Measure Y funds for a three-year funding cycle that runs from July 1, 2009 to June 30, 2012. It will be difficult for a new evaluation firm to acquire sufficient information and evaluation data to provide the City with a timely final evaluation report for these funded programs.
2. Effectiveness of evaluation services since RDA has been serving as the evaluators of the funded programs since the start of their funding cycle and it would be difficult for new evaluators to acquire the knowledge base that RDA has developed.
3. Fiscal benefit of using evaluators that are already experienced with the evaluation design and issues with the funded groups to complete the 3 year evaluation study.

Measure Y's violence prevention program component supports street outreach, violence prevention activities in schools, reentry services, case management for youth in the criminal justice system, after-school and summer employment for high risk youth, gang

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**ACTION REQUESTED OF THE CITY COUNCIL**

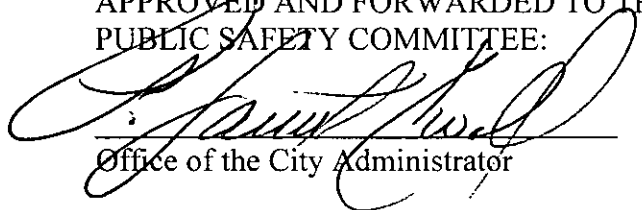
Staff requests that the City Council approve a resolution waiving the competitive bidding requirements and authorizing the City Administrator to extend the contract with RDA from July 1, 2011 to December 31, 2012 in an amount up to \$350,000 to provide process and outcome evaluation of the Measure Y funded violence prevention and community policing programs.

Respectfully submitted,



Margaretta Lih  
Deputy City Administrator  
City Administrator's Office

APPROVED AND FORWARDED TO THE  
PUBLIC SAFETY COMMITTEE:

  
Office of the City Administrator

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# OAKLAND CITY COUNCIL

*M. Mendini*  
City Attorney

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
JUL 20 2011 12:25

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

Introduced by Councilmember \_\_\_\_\_

**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO EXTEND THE CONTRACT BETWEEN THE CITY OF OAKLAND AND RESOURCE DEVELOPMENT ASSOCIATES FROM JULY 1, 2011 TO DECEMBER 31, 2012 FOR EVALUATION SERVICES OF THE MEASURE Y FUNDED PROGRAMS, IN THE AMOUNT OF UP TO THREE HUNDRED AND FIFTY THOUSAND DOLLARS**

**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 services 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 Proposal 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 awarded a contract from July 16, 2008 to June 30, 2011; and

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

**WHEREAS**, the Measure Y funded violence prevention programs have received grants to provide services from July 1, 2009 to June 30, 2012;

**WHEREAS**, the City Administrator wishes to enter into an extension of the contractual agreement with Resource Development Associates in order to ensure the continuation of evaluation services for the entire duration of the violence prevention grant period; and

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

**WHEREAS**, there are sufficient funds in the project budget for evaluation services totaling three hundred and fifty thousand dollars (\$350,000) within the Measure Y fund (2251) City Administrator: Administration Organization (02811), Measure Y Evaluation Project (G261240); 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

**RESOLVED:** That the funds will be made available for (1) an outcome and process evaluation of the Measure Y violence prevention programs and (2) completion of the End of Fiscal Year 2011-2012 Report on Measure Y Violence Prevention Programs; and be it

**FURTHER RESOLVED:** That pursuant to Oakland Municipal Code section 2.04.051.B and findings set forth in the City Administrator's report accompanying this item, the City Council finds and determines that is in the best interests of the City to waive the competitive request for proposal/qualifications process for the Resource Development Associates contract and so waives the requirement; 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 2011-2012) to (1) conduct an outcome and process evaluation of the Measure Y Violence Prevention Programs and (2) provide an End of Fiscal Year 2011-2012 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, executed and submit all documents, including, but not limited to the 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, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF, and PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California