

CITY OF OAKLAND
AGENDA REPORT

OFFICE OF THE CITY CLERK
2006 FEB -2 PM 6:00

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Anne Campbell Washington, Office of the City Administrator
DATE: February 14, 2006

RE: Resolution Authorizing the City Administrator to Negotiate and Execute a Contract Between the City of Oakland and Berkeley Policy Associates in an Amount Not to Exceed \$425,000 to Evaluate Measure Y – the Violence Prevention and Public Safety Act of 2004 – for the Period of March 1, 2006 Through August 31, 2007

SUMMARY

This report seeks approval of a resolution to authorize a contract with Berkeley Policy Associates for an outcome evaluation of Measure Y – the Violence Prevention and Public Safety Act of 2004 (VPPSA) – for a period of eighteen (18) months. The evaluation will include an outcome evaluation of VPPSA overall, including all of the community policing programs and violence prevention programs delivered by the grantees providing direct services with VPPSA funds.

City staff, in conjunction with the Violence Prevention and Public Safety Oversight Committee, recommends the firm of Berkeley Policy Associates (BPA) for a contract not to exceed \$425,000 for the period March 1, 2006 through August 31, 2007. BPA ranked first in the proposal review and interview process. BPA is a local, certified firm with extensive experience conducting evaluations of community based service organizations and youth social service programs. Berkeley Policy Associates will hire RAND Corporation as a subcontractor to perform the outcome evaluation of the community policing aspects of VPPSA. RAND Corporation has extensive experience conducting evaluations of policing and violence prevention programs.

FISCAL IMPACT

The Violence Prevention and Public Safety Act of 2004 legislation stipulates up to 3% of proceeds allocated to policing and violence prevention programs (all funds over and above the \$4 million set aside for Fire programs) may be used for the evaluation of VPPSA programs and services. Funds are available for the VPPSA evaluation in Public Safety Act/2004 Measure Y Fund 2251, Bureau of Field Operations Organization 105110 and Office of Health and Human Services Administration Unit Organization 78111, Miscellaneous Contract Services Account 54919, Measure Y Evaluation Project G261240 for FY 2005-07. There is no impact on the General Fund.

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BACKGROUND

Measure Y, the Violence Prevention and Public Safety Act of 2004 (VPPSA), creates a well integrated violence prevention system at the neighborhood level, with strong links among the social services, school district, police, workforce development, criminal justice agencies and community members, to address the symptoms and the root causes of violence. The goal of VPPSA is to increase public safety and to dramatically reduce violence by and among young people. These services are expected to build on “best practices,” i.e., those components of intervention design, planning and implementation that experts recommend based on the best research-based knowledge currently available.

According to the provisions of the VPPSA legislation, the Violence Prevention and Public Safety Oversight Committee will ensure an annual process and outcome evaluation of VPPSA funds. To this end, the City Administrator’s Office released a Request for Proposals (RFP) on September 27, 2005 for the outcome evaluation of the VPPSA (Measure Y). A mandatory pre-proposal conference was held for all interested parties on October 14th and all proposals were due to the City on November 10th. The City Administrator’s Office received seven proposals in response to the RFP. A review panel consisting of experts with extensive experience in violence prevention, criminal justice, and social services reviewed and scored the proposals. The consultants who submitted the top three highest scoring proposals were asked to participate in an interview process with a subset of review panel members.

In the RFP, City staff proposed a comprehensive evaluation strategy in order to demonstrate both the successes and challenges of the VPPSA initiatives. At a minimum, the VPPSA evaluation will include:

- Evaluations of individual programs funded by the VPPSA (Measure Y), including development of an overall logic model¹, design of outcome evaluations, and coordination with the internal process evaluation;
- Study of inter-program and inter-agency collaboration, with a focus on collaborating across violence prevention and community policing programs;
- Study of the aggregate effects of the VPPSA, including design of a logic model for the initiative as a whole, and analysis of citywide crime effects as well as citizen perceptions of safety.

¹ A Logic Model is a roadmap or a diagram showing chain results connecting activities to the expected initial outputs, and intermediate and final outcomes. It provides a basis for developing the performance measurement and evaluation strategies.

In designing specific approaches to the evaluation of each of the programs the outcome evaluator will work closely with the internal City staff, the Oversight Committee and the community policing/violence prevention programs themselves.

KEY ISSUES AND IMPACTS

RFP Selection Process

In response to the RFP, proposals were received from seven qualified firms. These were Aguirre International, Berkeley Policy Associates, Community Crime Prevention Associates, Hatchuel Tabernik & Associates, Resource Development Associates, National Council on Crime and Delinquency, and Elsan Associates. A team of subject matter experts was convened to review the proposals. Members of the panel came from the Violence Prevention and Public Safety Oversight Committee, City of Oakland (Department of Human Services and Oakland Police Department), State of Massachusetts Executive Office of Public Safety and Harvard University. Proposals were assessed based on quality of response, capabilities and expertise, quality of proposed staffing, and quality and cost effectiveness of the proposed budget. Berkeley Policy Associates ranked number one in the proposal review process. The contractors who submitted the top three ranked proposals were asked to interview with a panel including City staff and one member of the Oversight Committee. Berkeley Policy Associates also ranked number one in this interview process. The selection of BPA as the outcome evaluator was approved unanimously by the Oversight Committee at their January 23, 2006 meeting.

Contract Period

The life of the contract will be from March 1, 2006 through August 31, 2007. It is critical that the evaluator begin as soon as possible to work with the Violence Prevention and Public Safety Oversight Committee, City staff and all the grantees to finalize evaluation design because the program service year has already begun for some service providers and for the community policing programs.

PROGRAM DESCRIPTION

Berkeley Policy Associates (the lead contractor), subcontracting with RAND Corporation and Leapfrog Consulting, has structured a partnership that combines the expertise of two small Oakland-based businesses and an international research organization. BPA will lead the youth violence prevention and the citywide components of the evaluation, while RAND will lead the community policing component. Leapfrog Consulting will contribute its graphic facilitation techniques to the modeling/design process. Across all components, key staff of the three

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organizations will work together on project management, design and analysis decisions; and will participate in relevant meetings with the City of Oakland.

The proposed project is designed to be carried out within eighteen months. The plan allows for collection and analysis of both citywide and program-specific data, data collection and analysis of policing and violence prevention program collaboration, quarterly and semi-annual progress reports, and a final written report, which will be published as a peer-reviewed RAND monograph.

The project will begin with a three-tiered design phase incorporating (a) development of indicators of Measure Y's impact on crime in Oakland; (b) an update of the citywide survey of violence and public safety perceptions; and (c) evaluations design for the community policing and violence prevention programs. From March through May 2006, BPA and RAND will design the citywide logic model (see footnote 1), the crime effects indicators and a supplemental survey questionnaire for the citywide analysis. In March and April, BPA and RAND will work with the policing and violence prevention programs to develop logic models and evaluation plans. In April, BPA and RAND will develop the indicators and data collection instruments necessary to evaluate program cooperation and collaboration. For those programs already fully implemented, data collection will begin in May and continue as other programs are put in place. June and July will be devoted to collecting survey data for the citywide analysis. In July, BPA will present their first report to the Violence Prevention and Public Safety Oversight Committee, describing the logic models developed, as well as other progress made.

BPA will provide quarterly updates to the Oversight Committee through the life of the contract and will provide the City Council with semi-annual reports in September 2006 and March 2007. The final report will be ready for presentation and dissemination to the Violence Prevention and Public Safety Oversight Committee, the City Council, the Mayor and other stakeholders by the end of August 2007.

SUSTAINABLE OPPORTUNITIES

Economic: The successful implementation of VPPSA programs and services will ultimately lead to a strengthening of the economic infrastructure of the City through measurable reductions in violence among young people, overall improvement in public safety and the building of community networks. VPPSA results in direct economic benefits including employment and training opportunities for parolees, probationers and high risk youth.

Environmental: This project has no known impact on environmental opportunities.

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Social Equity: The VPPSA 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 the VPPSA

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 VPPSA contractors are aware of their obligations under the ADA and will monitor for compliance.

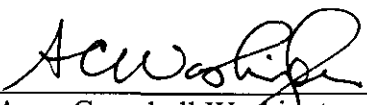
RECOMMENDATION(S) AND RATIONALE

City staff and the Violence Prevention and Public Safety Oversight Committee recommend the approval of a contract with Berkeley Policy Associates for evaluation of VPPSA services for the period of March 1, 2006 through August 31, 2007. This recommendation is based on the determination of BPA as the most qualified candidate, following a selection and review process, with the experience necessary to successfully complete the evaluation of the Violence Prevention and Public Safety Act of 2004.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that City Council approve a resolution authorizing the City Administrator to execute a contract between BPA and the City in an amount not to exceed \$425,000 for the period of March 1, 2006 through August 31, 2007.

Respectfully submitted,



Anne Campbell Washington

Assistant to the City Administrator

APPROVED AND FORWARDED TO THE
PUBLIC SAFETY COMMITTEE:



Office of the City Administrator

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Public Safety Committee
February 14, 2006

OAKLAND CITY COUNCIL

City Attorney

DRAFT RESOLUTION NO. _____ **CMS** THE CITY CLERK

Introduced by Councilmember _____

2006 FEB -2 PM 6:01

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A CONTRACT BETWEEN THE CITY OF OAKLAND AND BERKELEY POLICY ASSOCIATES IN AN AMOUNT NOT TO EXCEED \$425,000 TO EVALUATE MEASURE Y – THE VIOLENCE PREVENTION AND PUBLIC SAFETY ACT OF 2004 FOR THE PERIOD OF MARCH 1, 2006 THROUGH AUGUST 31, 2007

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 up to three percent of the annual proceeds be made available for evaluation and oversight; and

WHEREAS, funds in the amount of \$425,000 for evaluation services for FY 2005-06 and FY 2006-07 are available in Public Safety Act/2004 Measure Y Fund 2251, Bureau of Field Operations Organization 105110 and Office of Health and Human Services Administration Unit Organization 78111, Miscellaneous Contract Services Account 54919, Measure Y Evaluation Project G261240 for FY 2005-07; and

WHEREAS, the Violence Prevention and Public Safety Act of 2004 legislation stipulates that the Oversight Committee is responsible to ensure the completion of a comprehensive outcome and process evaluation for Measure Y services annually; and

WHEREAS, City staff developed and disseminated a Request for Proposals in September 2005 and conducted a proposal review and selection process to identify the contractor to provide evaluation services; and

WHEREAS, City staff and the Violence Prevention and Public Safety Oversight Committee has recommended the firm Berkeley Policy Associates (BPA) as the evaluation contractor for Measure Y services conducted in FY 2005-07, based on the determination that BPA’s proposal was the most responsive and responsible and BPA is the most qualified firm to successfully complete the evaluation; and

WHEREAS, BPA and subcontractor RAND Corporation have extensive experience in evaluating community based organizations, social service programs and policing programs; and

WHEREAS, the City wishes to enter into an agreement for professional services with Berkeley Policy Associates to evaluate Measure Y – the Violence Prevention and Public Safety Act of 2004 – in an amount not to exceed \$425,000; and

WHEREAS, the City wishes to set the term of the contract from March 1, 2006 to August 31, 2007; 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 Measure Y – the Violence Prevention and Public Safety Act of 2004 – programs and services; and be it

FURTHER RESOLVED: That the City Administrator or her designee is hereby authorized to negotiate and execute a contract in an amount not to exceed \$425,000, with Berkeley Policy Associates to conduct the Measure Y evaluation for FY 2005-07; and be it

FURTHER RESOLVED: That the City Administrator 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 not 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 a copy placed on file in the Office of the City Clerk.

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