

**CITY OF OAKLAND**  
**AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2010 APR 29 PM 7:55

**To:** Office of the City Administrator  
**Attn:** Dan Lindheim  
**From:** Department of Human Services  
**Date:** May 11, 2010

**Re: Resolution Authorizing The City Administrator, On Behalf Of The City Of Oakland, To Accept And Appropriate The Even Start Family Literacy Grant For Program Year 2010-2011 From The State Of California Department Of Education In The Amount Of One Hundred Twenty Thousand, Seven Hundred Fifty Dollars (\$120,750) For The City Of Oakland San Antonio Even Start Program**

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**SUMMARY**

Staff requests approval of a resolution authorizing the City Administrator to accept the Even Start Family Literacy Grant for Program Year 2010-2011 from the State of California Department of Education in the amount of \$120,750 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 2010-2011 program year.

**FISCAL IMPACT**

Approval of the proposed resolution will authorize the acceptance of an Even Start grant for Fiscal Year 2010-2011, in the amount of \$120,750. Funding will be appropriated to the Department of Human Services State of California Fund, Other Fund (2159), Head Start Unit Organization (78231), and Even Start Family Literacy-San Antonio FY09-10 Project (G359910) Program YS14.

The City's FY 2009-11 Adopted Budget includes appropriation and revenues for FY 2010-11 for the Even Start Program. Federal grant regulations require a 100% local match, which will be provided by other grant revenue and in-kind and volunteer contributions.

Historically, the City Council has exempted overhead charges levied against the Even Start Program, in accordance with the Even Start grant's disallowance of any overhead or other indirect costs. A continued exemption is necessary for FY 2010-2011. The exemption of overhead charges of (\$21,180) does impact the General Purpose Fund (GPF) in that it reduces recovery amounts.

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## **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 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, while 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 for funding for 2006-2007 through 2009-10.

## **KEY ISSUES AND IMPACTS**

In the last several years, Even Start's funding has been cut by more than 75%. This drastic cut in program funding has eliminated services to more than 25,000 of our nations most at risk families. The California Department of Education (CDE) has decreased the number of funded Even Start projects in California significantly to address this budget cut, for FY 2009-2010.

Despite previous years' funding cuts, San Antonio Even Start (SAES) has been funded by CDE for 2006-2007, 2007-2008, 2008-2009, and 2009-2010 based on CDE's internal program ranking system. The City anticipates that CDE will award SAES funding for Fiscal Year 2010-2011, in the amount of \$120,750.

The proposed resolution would authorize the City to accept a CDE, 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 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 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;

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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 focuses 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 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:*** The participating families improve their employment and wage earning 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.

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**Social Equity:** 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.

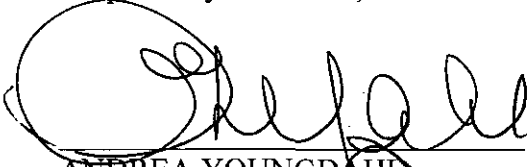
**RECOMMENDATION(S) AND RATIONALE**

Staff recommends approval of the resolution authorizing the City Administrator to accept the Even Start Family Literacy Grant for Fiscal Year 2010-2011 from the State of California Department of Education, in the amount of \$120,750 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**

Approve the resolution authorizing the City Administrator to accept the Even Start Family Literacy Grant for Fiscal Year 2010-2011 from the State of California Department of Education in the amount of \$120,750 for the City of Oakland San Antonio Even Start Program.

Respectfully submitted,



ANDREA YOUNGDAHL  
Director, Department of Human Services

Reviewed by: Usana Pulliam, Manager  
Early Childhood & Family Services  
DHS/Head Start Program

Prepared by: Tracey Black  
Planner DHS/Head Start Program

APPROVED AND FORWARDED  
TO THE LIFE ENRICHMENT  
COMMITTEE



Office of the City Administrator

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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 AND APPROPRIATE THE EVEN START FAMILY LITERACY GRANT FOR PROGRAM YEAR 2010-2011 FROM THE STATE OF CALIFORNIA DEPARTMENT OF EDUCATION IN THE AMOUNT OF ONE HUNDRED TWENTY THOUSAND, SEVEN HUNDRED FIFTY DOLLARS (\$120,750) FOR THE CITY OF OAKLAND SAN ANTONIO 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 \$120,750 from the State of California Department of Education for the City of Oakland Even Start Program for Program Year 2010-2011; and

**WHEREAS**, the Even Start grant agreement requires a match of local in-kind contributions equal to 100% of the grant, or \$120,750; 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 \$120,750.00 for funding for the Even Start Program for Program Year 2010-2011; 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 \$120,750; and be it

**FURTHER RESOLVED:** That the Council hereby appoints the City Administrator or his 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 \$120,750 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 FY10-11 Project (G359910) upon execution of said grant agreements, and that should additional grant funds be received, the City Administrator or his designee is hereby authorized to appropriate same for the purposes described above; and be it

**FURTHER RESOLVED:** That overhead charges in the amount of \$21,180 are exempted.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2009

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, KAPLAN, 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