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OFFICE OF THE CITY CLERK
OAKLAND

2019 MAR 28 PM 1:27

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Sara Bedford
Director, Human Services

SUBJECT: OFCY 2018-2019 Evaluation Contract

DATE: March 18, 2019

City Administrator Approval

Date:

3/27/19

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Negotiate And Execute A Professional Services Agreement With Social Policy Research Associates For The Evaluation Of The Oakland Fund For Children And Youth, In An Amount Not To Exceed \$180,000 For A 16-Month Term, July 1, 2018 To October 31, 2019.

EXECUTIVE SUMMARY

Adoption of this resolution will authorize the City Administrator to negotiate and execute an agreement to provide evaluation services for the Oakland Fund for Children and Youth for fiscal year (FY) 2018-2019. Social Policy Research Associates (SPR) was selected through a competitive process for professional services and has a track record of conducting evaluations of programs for children and youth in Oakland and several California municipalities.

BACKGROUND / LEGISLATIVE HISTORY

Oakland voters originally passed Measure K in November 1996 to establish the Kids First! Oakland Children's Fund Amendment in the Oakland City Charter, which set aside general purpose dollars to fund direct services for Oakland children and youth from birth through age 21. In July 2009, Oakland voters passed Measure D to revise the Kids First! Oakland Children's Fund Amendment to continue the set aside for a second term, from July 1, 2009 through June 30, 2021. Oakland City Charter Article XIII Section 1305.04 requires that the Planning and Oversight Committee (POC) of the Oakland Children's Fund submit an annual independent evaluation of OFCY to the Oakland City Council for adoption.

OFCY released a Request for Proposals (RFP) for independent evaluation services of OFCY-funded programs on September 30, 2016 for a 16-month term, with the option to renew for two additional terms. The OFCY evaluation is designed to run concurrently with the OFCY three-year program funding cycle.

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The RFP solicited proposals to evaluate OFCY programs across six distinct funding areas, excluding the school based after school programs. SPR completed evaluation services for FY2017-2018 under the agreement for \$180,000.

To comply with Oakland Municipal Code Section 2.04.020.A, City Council action is needed to authorize an agreement in an amount not to exceed \$180,000 with SPR to complete the evaluation for FY 2018-2019.

ANALYSIS AND POLICY ALTERNATIVES

SPR was selected as the lead independent evaluator of OFCY programs for the 2016-2019 grant cycle through a competitive bid process. Three qualified bids were received and three contractors were interviewed for further information on their proposed scope of services and qualifications for the project. SPR was selected as the independent evaluator after an interview by the POC Evaluation subcommittee and approval by the POC in December 2016.

The evaluation is for eight-seven (87) grantees in six (6) strategies funded by OFCY in FY 2018-2019. **Table 1** below provides a breakdown of the number of OFCY programs supported within each of the six funding strategies.

Table 1: Programs Evaluated by SPR by Funding Strategy

OFCY Strategies – FY2018-2019	# of Programs
Early Childhood Mental Health Consultations	3
Parent Support and Education	14
Student Engagement in Learning	9
Year-Round Youth Development and Empowerment	36
Summer Youth Development and Empowerment	12
Career Awareness and Academic Support for Older Youth	13
Total:	87

Key services include project management, evaluation design and implementation, data collection, reporting, and technical assistance for grantees and staff. The term of the agreement extends from July 1, 2018 to October 31, 2019.

FISCAL IMPACT

OFCY's evaluation costs for SPR for FY 2018-2019 are \$180,000, funded through the OFCY – Kids First Oakland Children's Fund (1780), OFCY 2018-2019 Project (1004172). There is no additional impact on the General Fund.

PUBLIC OUTREACH / INTEREST

The POC met on December 7, 2016 in a public meeting at Oakland City Hall to approve SPR as the evaluator for OFCY.

COORDINATION

This report and legislation have been reviewed by the Office of the City Attorney, the Controller's Bureau, and the Contracts and Compliance Division of the City Administrator's Office.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

The OFCY evaluation supports a continuous improvement process with programs with mid-year and annual evaluation and follow-up through program improvement planning. The evaluation provides mid-year report on program performance, and annual reports provide analyses of program performance, quality, and impact. The evaluation provides yearly analyses of programs on an individual scale, impact and performance at the strategy level, and an analysis of the overall impact of OFCY's funding. Final reports provide detailed analyses as well as short summaries by funding strategy. The performance as cited in the evaluation reports is used in part in the determination of funding renewals.

SUSTAINABLE OPPORTUNITIES

Economic: SPR is an Oakland-based organization that employs Oakland residents.

Environmental: There are no environmental issues associated with this report.

Social Equity: The OFCY evaluation system results in direct social benefits by building organizational capacity and promoting best practices in child and youth development to better serve children and youth in areas of high need and provide support for low-income and vulnerable youth.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Negotiate And Execute A Professional Services Agreement With Social Policy Research Associates For The Evaluation Of The Oakland Fund For Children And Youth, In An Amount Not To Exceed \$180,000 For A 16-Month Term, July 1, 2018 To October 31, 2019.

For questions regarding this report, please contact Sandra Taylor, Human Services Manager, Children and Youth Services Division, at 238-7163.

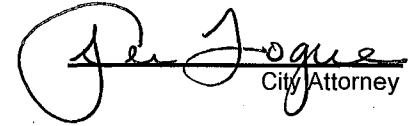
Respectfully submitted,


SARA BEDFORD, Director
Human Services Department

CHILDREN & YOUTH SERVICES DIVISION
Reviewed by: Sandra Taylor, Manager
Prepared by: Mike Wetzel, HHS Planner

FILED
OFFICE OF THE CITY CLERK
OAKLAND

OAKLAND CITY COUNCIL


City Attorney

2019 MAR 28 PM 1:27

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH SOCIAL POLICY RESEARCH ASSOCIATES FOR THE EVALUATION OF THE OAKLAND FUND FOR CHILDREN AND YOUTH, IN AN AMOUNT NOT TO EXCEED \$180,000 FOR A 16-MONTH TERM, JULY 1, 2018 TO OCTOBER 31, 2019

WHEREAS, the Kids First! Oakland Fund for Children and Youth (OFCY) was established by voter approved ballot Measure K in 1996 to set money aside for programs and services benefiting children and youth; and

WHEREAS, the Kids First! legislation (Oakland City Charter Article XIII, Section 1305.4) requires the Planning and Oversight Committee (POC) of the Oakland Fund for Children and Youth to present an independent evaluation annually to the Oakland City Council for adoption; and

WHEREAS, a Request for Proposals for the evaluation services for six OFCY funding strategies for the years FY 2016-2017, FY 2017-2018, FY 2018-2019 to cover the OFCY grant cycle 2016-2019 was released for a 16-month term with options to renew services for two additional terms; and

WHEREAS, the submitted proposals were reviewed, applicants were interviewed, and the firm Social Policy Research Associates (SPR) was identified as the most qualified firm to successfully evaluate OFCY programs for the OFCY grant cycle 2016-2019 based on the selection process and with input from the POC Evaluation subcommittee; and

WHEREAS, SPR successfully completed the OFCY FY 2016-2017 and FY 2017-2018 OFCY evaluations; and

WHEREAS, as specified in the Kids First! Charter Amendment, 10% of Kids First! monies may be used to pay for the administration and evaluation of OFCY services; and

WHEREAS, funds in an amount not to exceed \$180,000 are available in Kid's First! Oakland Children's Fund (1780), OFCY 2018-2019 Project (1004172); and

WHEREAS, the City Council finds that the service is of a professional or technical nature and is temporary in nature; and

WHEREAS, the City Council finds that the agreements shall not result in loss of employment or salary by any person having permanent status in the competitive services; now, therefore, be it

RESOLVED: That the City Council hereby authorizes the City Administrator to negotiate and execute a professional services agreement in an amount not to exceed \$180,000 with Social Policy Research Associates to perform the Fiscal Year 2018-2019 evaluation services for six OFCY funding strategies, for the period of July 1, 2018 through October 31, 2019; and be it

FURTHER RESOLVED: That said agreement 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, _____

PASSED BY THE FOLLOWING VOTE:

AYES - FORTUNATO BAS, GALLO, GIBSON MCELHANEY, KALB, REID, TAYLOR, THAO and
PRESIDENT KAPLAN

NOES -

ABSENT -

ABSTENTION -

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