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OAKLAND

2015 JAN 15 AM 10: 21

AGENDA REPORT

TO: HENRY L. GARDNER
INTERIM CITY ADMINISTRATOR

FROM: SARA BEDFORD

SUBJECT: OFCY Strategic Planning Services

DATE: January 12, 2015

City Administrator
Approval

Date

1.15.15

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council adopt a resolution authorizing the City Administrator to negotiate and execute a professional services agreement with Bright Research Group for the development of the Oakland Fund for Children and Youth (OFCY) Strategic Investment Plan 2016-2019 and additionally for planning for Violence Prevention and Intervention Services for an amount not to exceed \$90,000 for the period from December 1, 2014 through November 30, 2015.

OUTCOME

The approval of the professional services agreement with Bright Research Group supports fulfillment of the requirement (Article XIII, Oakland City Charter) that the Planning and Oversight Committee prepare and submit a Three Year Strategic Investment Plan for Council adoption for the next OFCY grant cycle resulting in the release of the OFCY Request for Proposals (RFP) and the approval of grant agreements for the period covering the three fiscal years 2016-2017, 2017-2018 and 2018-2019.

EXECUTIVE SUMMARY

The Human Services Department (HSD) recommends Bright Research Group (BRG) to provide strategic planning services for the development of the OFCY Strategic Investment Plan 2016-2019. BRG is an independent consulting firm with a proven track record of partnering with public agencies to improve outcomes for youth. BRG has deep experience in planning and evaluating youth programs in Oakland. OFCY conducted an RFP process for strategic planning services and selected BRG from three proposals submitted in September 2014. The OFCY Strategic Investment Plan 2016-2019 will provide the basis for the development of the next RFP for grant services to be released by OFCY in late 2015 for the three-year grant cycle (fiscal year 2016-2019) with new grants beginning July 1, 2016.

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Funding set aside for Kids First! administrative costs in OFCY Admin FY1415 Adj Project (P473711) is available for these strategic planning services in the amount of \$80,000. The Human Services Department is expanding the agreement by \$10,000, from \$80,000 to a total of \$90,000, to include additional professional services to facilitate the development of violence prevention and intervention services and alignment with Oakland Unite's RFP for funding to be released in July 2015. The additional \$10,000 will be provided from Oakland Unite Reserve Funds Project G261273.

BACKGROUND/LEGISLATIVE HISTORY

The Kids First! legislation (Article XIII. Oakland City Charter) establishes the Oakland Children's Fund and requires the development of a "Three-Year Strategic Investment Plan" to address the goals of Kids First!. It requires that "monies in the Fund shall be appropriated pursuant to a Three-Year Strategic Investment Plan to private non-profit and public agencies through an open and fair application process." OFCY's Planning and Oversight Committee (POC) oversees all matters pertaining to the Children's Fund, including soliciting funding applications and submitting the Three-Year Strategic Investment Plans and funding recommendations to the Oakland City Council for its adoption. OFCY's current three-year grant cycle will end in June 2016. The POC Strategic Planning Committee is preparing the next Strategic Investment Plan for Council approval to cover the three year the grant cycle beginning July 1, 2016.

The passage of Measure Z (The Safety and Services Act) in November 2014 will allow for continued funding for violence prevention and intervention services through HSD's Oakland Unite program. The Safety and Services Act provides for community focused violence prevention and intervention services and collaborative strategies, including street outreach and case management to youth and young adults at high risk of involvement in violence; crisis response advocacy and case management for victims of crime; reentry programs for youth and young adults; as well as services for young children exposed to trauma or domestic and/or community violence. Currently, Oakland Unite grants under Measure Y will expire in June 2015. Oakland Unite will release a public RFP for violence prevention and violence reduction services for a new grant cycle by July 2015.

ANALYSIS

The Strategic Investment Plan describes specific three-year program initiatives to address needs and gaps relative to the goals of Kids First!: 1) help with the healthy development of young children; 2) help children and youth succeed in school and graduate high school; 3) prevent and reduce violence, crime, and gang involvement among young people; and 4) prepare young people for healthy and productive adulthood. OFCY's goals span the cradle to career needs and outcomes for children and youth (from birth to age 20). The goal of violence prevention and prevention of gang related involvement of young people is addressed in OFCY strategic planning

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through strong emphasis on targeting funding toward prevention and positive youth development in communities with high need. OFCY strategic investments are necessary due to the emphasis of The Safety and Services Act on intervention services for youth at high risk of involvement with violence.

The strategic planning process incorporates input from youth, parents, providers and stakeholders working together to address improved outcomes. The stakeholders include the Oakland Unified School District, Alameda County agencies, other City departments and private funders. The Kids First! legislation requires a needs assessment to identify targeted outcomes and opportunities to leverage the City's funding investment with the resources of other public systems to achieve greater impact. Additionally, the POC identified and incorporated in the planning process key values of social and economic equity, child and youth development and community collaboration. Over the next six months, the POC and OFCY staff will work with the strategic planning consultant to ensure stakeholder and community engagement, in a facilitated planning process, resulting in a clear and coherent plan for the City's investments in initiatives to support children and youth.

The POC will submit the Strategic Investment Plan to the Oakland City Council for adoption as early as July 2015. If approved, an RFP for grant services will be released between September and December 2015 to begin the process of grant solicitation, review and decision-making leading to Council approval of the OFCY funding recommendations in June 2016.

The passage of The Safety and Services Act in November 2014, reauthorizing Oakland Unite funds, provides an opportunity for coordinated planning for the City's two voter-approved funding measures that specifically address outcomes for youth. The Oakland Unite RFP release is anticipated as early as June 2015. The additional funding provided per the agreement with BRG will support initial facilitation and planning support needed for RFP development.

Selection of Bright Research Group

OFCY released an RFP for strategic planning in September 2014. Full proposals were received in October 2014 from three qualified consultant firms:

- Bright Research Group – This firm has extensive experience in consulting for youth-serving organizations and on local initiatives including Oakland Unite, Elev8 Community Schools Initiative, as well as the Alameda County and San Francisco's Beacon Initiative.
- Research Development Associates – This firm has demonstrated experience and expertise in planning, evaluation, data system development, research, and organizational development spanning multi-disciplinary fields with deep experience in local initiatives, including the evaluation of Oakland Unite and Measure Y community policing with emphasis on working collaboratively to increase organizational capacity and sustainability.

- Social Policy Research Associates – This firm has broad experience in facilitating strategic planning and community engagement processes and relevant experience working locally with youth organizations and city agencies.

Proposals were reviewed and assessed based on organizational capacity and fit, staffing, quality of the planning proposal, work plan, timeline and approach to the scope of services, project staffing, project budget and sample work products. Interviews were conducted with all three firms. The proposal from BRG ranked the highest in post-interview scoring. The interview panel, composed of staff and a POC representative, came to a consensus to recommend BRG as the consultant for OFCY strategic planning for services in the amount of \$80,000. An extension of the scope of services in the amount of \$10,000 to coordinate with and support Oakland Unite planning results in the total amount of \$90,000 for the agreement.

BRG is an Oakland-based, women and minority owned firm, and is a certified Small Local Business Enterprise (SLBE) with the City of Oakland. One hundred (100) percent of BRG employees are Oakland residents. BRG staff brings over two decades of experience conducting rigorous planning and evaluation consulting projects for educational, youth development and other systems for improving outcomes for children and youth. BRG has expertise in evaluating and consulting for youth development programs at the local, state, federal and philanthropic levels with clients including the Oakland Unified School District, Alameda County and Covered California's Enrollment Assistance Programs.

BRG also has demonstrated expertise, experience and effective working relationships with the City of Oakland's HSD Oakland Unite and OFCY, and has strong familiarity with Oakland's youth development and violence prevention frameworks as well as the OFCY and Oakland Unite evaluations, the use of CitySpan and other sources of local data to be used in planning and analysis.

Scope of Work for Strategic Planning

The OFCY scope of work will include the following: (as noted in the contract scope of work)

- 1) collection and synthesis of data and research and assessment of the landscape of opportunities for OFCY strategic investments (situational analysis);
- 2) facilitation of community engagement process and stakeholder input;
- 3) presentation and facilitation of Strategic Planning Committee and POC meetings;
- 4) final report preparation, briefings; and
- 5) final Strategic Investment Plan 2016-2019 and supporting presentations.

BRG will facilitate initial planning with stakeholders in support of the Oakland Unite process to develop funding strategies. By having BRG facilitate both the strategic planning process for OFCY and an initial planning retreat for Oakland Unite, BRG will be well-positioned to inform both processes and support a more strategic framework for coordinated funding priorities and program implementation.

PUBLIC OUTREACH/INTEREST

The announcement of the RFP for OFCY Strategic Planning was published in the Oakland Tribune legal section in September 2014 as posted by the City Administrator's Office Contract Compliance Unit. The entire RFP was published on the OFCY website and an email was sent out announcing the RFP to the OFCY email list consisting of approximately 1,400 email addresses. Notification of the RFP was emailed out to 15 local Bay Area firms. OFCY hosted an optional bidder's conference on October 1, 2014 that was attended by eleven people representing eleven firms.

COORDINATION

The OFCY POC and the City Administrator's Office Contract Compliance unit have been consulted in the review and acceptance of the recommendation herein presented to City Council.

COST SUMMARY/IMPLICATIONS

The total cost for strategic planning and consultant services under the agreement will be \$90,000. Funds are available in Kid's First Oakland Children's Fund (1780), Youth Services Org (78251), OFCY Admin FY1415 Adj Project (P463711) to cover the OFCY scope of work in an amount not to exceed \$80,000. HSD will allocate up to \$10,000 to facilitate initial planning for the Oakland Unite RFP from Measure Y Public Safety 2004 Fund (2251), Policy and Planning Org (78311), Services Contract Account (54911), Measure Y Reserve Funds Project (G261273), Measure Y Program (PS37). The contract costs include consultant hours for meeting with staff and Committee meetings, facilitation of stakeholder meetings, interviews and community engagement, research on best practices, assessment of needs and gaps in services and other qualitative analysis as well as production of the final OFCY strategic plan.

FISCAL AND POLICY ALIGNMENT

Oakland Municipal Charter Article XIII establishes that no more than 10% of revenues to Kids First! will be used for the administrative purposes of the fund. The agreement with BRG will be paid from administrative funds of Kids First! to support the submission of the next Strategic Investment Plan to City Council as required. Both the Kids First! and new Safety and Services Act (2014) emphasize collaborative community engagement, coordination and alignment of public investments and services to improve outcomes for Oakland youth.

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PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

BRG has consistently provided high quality services and achieved the scope of work for its Oakland Unite evaluations. BRG has provided project management, evaluation design and implementation, data collection, reporting and technical assistance for grantees in a timely and professional manner. If approved, this will be the first contract between OFCY and BRG.

SUSTAINABLE OPPORTUNITIES

Economic: BRG is an Oakland-based, women owned, Small Local Business Enterprise organization that employs Oakland residents.

Environmental: There are no known environmental effects.

Social Equity: The OFCY strategic planning effort incorporates a community engagement process to gather input from a cross section of the community designed to ensure access to services and the delivery of quality programs to children and youth in areas of high need.

For questions regarding this report, please contact Sandra Taylor, Human Services Manager, at 510-238-7163.

Respectfully submitted,



SARA BEDFORD, Director
Human Services Department

CHILDREN & YOUTH SERVICES DIVISION

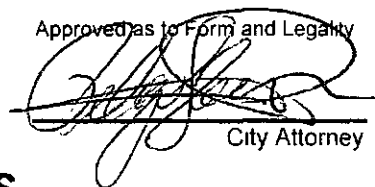
Prepared and Reviewed by: Sandra Taylor, Manager

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OAKLAND CITY COUNCIL

Approved as to Form and Legality



City Attorney

RESOLUTION No. _____ C.M.S

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH BRIGHT RESEARCH GROUP FOR THE DEVELOPMENT OF THE OAKLAND FUND FOR CHILDREN AND YOUTH (OFCY) STRATEGIC INVESTMENT PLAN 2016-2019 AND ADDITIONALLY FOR PLANNING FOR VIOLENCE PREVENTION AND INTERVENTION SERVICES FOR AN AMOUNT NOT TO EXCEED \$90,000 FOR THE PERIOD FROM DECEMBER 1, 2014 THROUGH NOVEMBER 30, 2015

WHEREAS, the Measure K/Kids First! Initiative established the Oakland Fund for Children and Youth ("OFCY") under Article XIII of the Oakland Municipal Charter to help young people grow to become healthy, productive, and honorable adults and set aside 2.5% of the City's unrestricted general fund revenues every year for targeted services benefiting children and youth; and

WHEREAS, Oakland voters reauthorized funding for OFCY for another 12 years effective July 1, 2009 by passing Measure D and the revised provisions set aside 3% of the City's unrestricted general purpose fund revenue for services to children and youth; and

WHEREAS, Article XIII of the Oakland City Charter titled Kids First! Oakland Children's Fund, section 1303 requires that appropriations from the Fund shall be made pursuant to a Three-Year Strategic Investment Plan; and

WHEREAS, legislation requires that each Three-Year Strategic Investment Plan shall be developed with the involvement of young people, parents, and service providers throughout the city, and the Oakland Unified School District, the County of Alameda, and the City of Oakland; and

WHEREAS, each Three-Year Strategic Investment Plan shall identify current service needs and gaps relative to addressing Oakland Kids First! Oakland Children's Fund's four outcome goals; describe specific three-year program initiatives that address the needs and gaps relative to each outcome goal, and describe how each three-year program initiative is aligned and coordinated with other public and private resources to achieve maximum service performance and youth impacts; and

WHEREAS, the Planning and Oversight Committee ("POC") created by Charter Amendment in 1996, shall be responsible for preparing Three-Year Strategic Investment Plans; and

WHEREAS, a Request for Proposals (RFP) for Strategic Planning Consulting services for the development of the FY2016-2019 OFCY Strategic Investment Plan was released and the submitted proposals were reviewed, applicants were interviewed, and a consulting firm to provide the services has been identified based on the completed selection process; and

WHEREAS, the firm Bright Research Group (BRG) has been identified as the most qualified firm to successfully support the strategic planning process and develop the FY2016-2019 Strategic Investment Plan for OFCY with input from the POC of the OFCY including the recommendations of the ad-hoc POC Strategic Planning subcommittee; and

WHEREAS, additional services are needed to support the alignment of OFCY initiatives under the Strategic Investment Plan with the development of violence prevention and intervention strategies in advance of Oakland Unite's RFP for funding to be released in July 2015; and

WHEREAS, funds are available for these services in Kid's First Oakland Children's Fund (1780), Youth Services Org (78251), OFCY Admin FY1415 Adj Project (P463711) for up to \$80,000 and in an amount up to \$10,000 from Measure Y Public Safety 2004 Fund (2251), Policy and Planning Org (78311), Services Contract Account (54911), Measure Y Reserve Funds Project (G261273), Measure Y Program (PS37) for a total amount of \$90,000; 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; and now, therefore, be it

RESOLVED: That the City Administrator or designee is hereby authorized to negotiate and execute a professional services agreement in an amount not to exceed \$90,000 with Bright Research Group to develop and prepare the Strategic Investment Plan for Kids First!, and to support extended work to align violence prevention and intervention services with Oakland Unite; 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, _____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID AND
PRESIDENT GIBSON MCELHANEY

NOES-

ABSENT-

ABSTENTION-

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