



AGENDA REPORT

TO: Jestin D. Johnson
City Administrator

FROM: Erin Roseman
Director of Finance

SUBJECT: 2023 Direct Community Grant Award

DATE: September 6, 2023

City Administrator Approval

Date: Sep 7, 2023

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Awarding Grant Agreements To The 2023 Direct Community Grant Recipients For a Total Amount Not To Exceed Seven Hundred and Fifty Thousand Dollars (\$750,000) For Fiscal Year 2023-2024.

EXECUTIVE SUMMARY

The proposed resolution will authorize the City Administrator to negotiate and execute grant agreements between the City of Oakland and the following entities:

- 1) Building Opportunity For Self-Sufficiency - \$18,750
- 2) Vision Quilt - \$10,000
- 3) Oakland Digital Arts and Literacy Center, Inc. - \$16,250
- 4) Change to Come - \$44,375
- 5) Rising Sun For Opportunity - \$44,375
- 6) The East Bay Depot For Creative Reuse - \$10,000
- 7) East Bay Community Law Center - \$20,000
- 8) Construction Resource Center - \$65,000
- 9) St. Mary's Center - \$65,000
- 10) Restore Oakland, Inc. - \$93,750
- 11) Lighthouse Community Public Schools - \$5,750
- 12) Laurel District Association - \$93,750
- 13) Spanish Speaking Unity Council of Alameda County, Inc. - \$93,750
- 14) Women of Steel - \$10,000
- 15) Planting Justice - \$15,000
- 16) Allen Temple Baptist Church - \$30,000
- 17) Interfaith Council of Alameda County - \$20,000
- 18) Walk Oakland Bike Oakland - \$18,000
- 19) Spokeland - \$16,250
- 20) Oakland Parks and Recreation Foundation - \$10,000
- 21) Homies Empowerment, (fiscal sponsor -Oakland Fund for Public Innovation) - \$25,000
- 22) Catalyst Youth Network - \$20,000
- 23) Oakland Natives Give Back Fund Inc. - \$5,000

Funding for the grant agreements have been established by the FY 2023-2025 Budget Policy adopted on June 26, 2023 via [Resolution No. 89804 C.M.S.](#)

City Council
September 19, 2023

BACKGROUND / LEGISLATIVE HISTORY

On June 17, 2021, the City Council adopted [Resolution No. 88717 C.M.S.](#), which adopted the FY 2021-23 Biennial Budget and Policy Directives. The Budget Policy Directives instructs the City Administration to instill equity in the budgeting process and create a process for making direct community grants for Council consideration and ensure alignment with Council priorities and evaluation for the allocation of future grant resources directly by Council.

On April 19, 2022, the City Council received an [informational report](#) on a procedural recommendation for City Council to award direct community grants during the budget cycle.

On June 30, 2022, the City Council adopted [Resolution No. 89283 C.M.S.](#), which adopted the FY 2022-2023 Midcycle Budget Policy inclusive of a City Council directive to implement the direct community grant procedural recommendation process delivered to City Council on April 19, 2022.

On December 20, 2022, the City Council received an informational report on the [Fiscal Year 2023-2024 Direct Community Grant Process Timeline](#).

On June 26, 2023, the City Council adopted [Resolution No. 89804 C.M.S.](#), which adopted the FY 2023-2025 Budget Policy inclusive of \$750,000 earmarked for the 2023 Direct Community Grant recipients.

ANALYSIS AND POLICY ALTERNATIVES

On January 23, 2023, the Finance Department released the 2023 Direct Community Grant Request for Proposals (RFP). The RFP directly supports the City's efforts to "increase fairness and opportunity for all people" by conducting a fair process by which all community-based organizations or non-profits are afforded the opportunity to request grant funding for programs or services that align with Council priorities. This annual grant program is designed to address funding barriers and continue the City's long history of supporting community-based organizations (CBOs) serving Oakland residents most impacted by racial disparities. The Direct Community Grants Program aims to provide resources to Oakland's underserved communities disproportionately affected by social, economic, and environmental challenges by funding support programs and services in these communities.

Community-based organizations serving Oakland residents impacted by racial disparities identified in the [2018 Equity Indicators Report](#) and the [Geographic Equity Toolbox](#) and who serve communities with a history of lack of access to funding opportunities were highly encouraged to reply to the RFP by the March 1, 2023 deadline. Due to the cybersecurity incident that occurred on February 8, 2023, staff extended the application deadline to March 17, 2023. The extension was to ensure that the incident did not negatively impact the RFP and continued to provide a fair and equal opportunity for application submission on an alternate site. The 2023 Direct Community Grant RFP successfully closed on Friday, March 17, 2023.

The Finance Department received over 100 submissions from non-profit and community-based organizations. The proposal funding requests covered a variety of programs and services geared towards mitigating inequities and providing quality services to Oakland's most vulnerable

populations with homelessness and transitional housing solutions, youth & community career and professional development, small business assistance, free or low-cost legal assistance, climate change activism programs, food insecurity prevention, and much more.

Proposal requests for funding are as low as \$10,000 to upwards of \$5,000,000 for an overall total request of over \$38,954,480. Responsive proposals were reviewed and scored using a standardized scoring matrix that awarded points for relevant experience, organizational qualifications, advancement of racial equity, alignment with citywide or City Council priorities, and proposal format and content. Additionally, preference points were awarded to organizations headquartered in Oakland, primarily servicing Oakland, and identifying as a first time City of Oakland business partner. The scores were compiled to establish the [2023 Direct Community Grant Proposal Summary and Eligibility List](#).

During the Fiscal Year (FY) 2023-2025 budgeting process, the City Council appropriated \$750,000 in FY 2023-2024 and \$750,000 in FY 2024-2025 for grants to award to community-based organizations. The City Council adopted budget provides that the \$750,000 in available funding be equally shared by the Councilmembers resulting in \$93,750 of allocation to each district. **Attachment A** lists the 2023 Direct Community Grant recipients for FY 2023-2024 as awarded by council district.

Affordable Housing & Homelessness Solutions - \$263,125

Six (6) of the grantee organizations will provide program and services dedicated to support City Council's priority of supporting affordable housing and homelessness solutions. The \$263,125 in grant funding will help support:

1. **Sister's Only Ministry - \$30,000**
A program managed by Allen Temple Baptist Church, a registered 501(c)(3) nonprofit corporation and partnered with Alameda County Probation Department will offer supportive and educational services to current and former sex workers to prevent the human trafficking of women and girls in East Oakland.
2. **Temporary Low-Income Bridge Housing – \$44,375**
A program managed by Change to Come, a registered 501(c)(3) nonprofit corporation, to provide temporary, supportive, and low-income bridge housing to homeless women and their children offering services in an alcohol/drug free facility.
3. **Safe Car Park - \$20,000**
A program managed by the Interfaith Council of Alameda County, a registered 501(c)(3) nonprofit corporation, that will provide homeless community members a safe place to park their vehicles, offer wrap-around social services, and longer-term housing in the form of tiny homes located on site at the Interfaith Council of Alameda County (ICAC) Impact Hub in West Oakland.
4. **Aging in Place with Dignity and Grace: Wellness Program For Seniors - \$65,000**
A program managed by the Spanish Speaking Unity Council of Alameda County, Inc., a registered 501(c)(3) nonprofit corporation, will provide a wellness program for low-income seniors in the Fruitvale and East Oakland areas offering a multipronged program with individual, group, and community level interventions such as senior affordable housing, social activities, food distribution, and case management services.

5. Housing Clinic Program – \$65,000

A program managed by St. Mary's Center, a registered 501(c)(3) nonprofit corporation, to assist homeless and acutely low-income seniors find and secure housing, provide tools to manage their finances, and protect their legal rights.

6. Steel Community Program – \$10,000

A program managed by Women of Steel, a registered 501(c)(3) nonprofit corporation, a transitional housing program for youth aging out of the Transition Housing Placement Program (foster care) by providing housing, weekly stipend, and educational assistance to learn how to live on their own.

Housing, Economic & Cultural Security - \$64,375

Two (2) of the grantee organizations will provide program and services dedicated to support City Council's priority of ensuring housing, economic, and cultural security. The \$64,375 in grant funding will help support:

1. Economic Security Project - \$20,000

A program managed by the East Bay Community Law Center, a registered 501(c)(3) nonprofit corporation, to provide short-term legal services including direct legal representation to protect and restore consumer rights, clear criminal records, and assist entrepreneurs in establishing businesses.

2. Opportunity Build Program - \$44,375

A program managed by Rising Sun for Opportunity, a registered 501(c)(3) nonprofit corporation, to provide a 10 - 12 weeklong construction apprenticeship training program for low-income participants to broaden access to family-sustaining construction employment for participants.

Public Safety & Violence Prevention - \$236,250

Five (5) of the grantee organizations will provide program and services dedicated to support City Council's priority of increasing public safety and violence prevention solutions. The \$236,250 in grant funding will help support:

1. Victim Support Services

A program managed by Building Opportunities For Self-Sufficiency, a registered 501(c)(3) nonprofit corporation, conducted by Khadafy Washington Foundation, to provide supportive services including funeral/burial assistance, temporary relocation, and mental health/grief counseling.

2. Youth Development Program - \$20,000

A program managed by Catalyst Youth Network, a registered 501(c)(3) nonprofit corporation, to provide mentorship, extracurricular activities, and develop a centralized network of youth mentors and resources for youth in West Oakland.

3. Ambassador Support Program - \$93,750

A program managed by Laurel District Association, a registered 501(c)(3) nonprofit corporation, to increase commercial activity of small businesses by delivering support services including technical support and safety/security services such as fraud/loss

protection, website development, access to capital, and marketing, merchandising, and branding.

4. Healing Justice Program – \$93,750

A program managed by Restore Oakland, a registered 501(c)(3) nonprofit corporation, to provide weekly community-building circles for community members including training and the practicing accountability, transformation, & healing (Path) pilot program. The Path program provides community members with development skills and tools to prevent and confront conflict in their communities using restorative justice and trauma-informed practices.

5. Tools for Addressing Gun Violence: Education, Art, and Connection - \$10,000

A program managed by Vision Quilt, a registered 501(c)(3) nonprofit corporation, to provide 10 individual educational art-based programs for youth, survivors, and communality members in district 6 & 7 impacted by the trauma of gun violence.

Holistic Community Safety - \$10,750

Two (2) of the grantee organizations will provide program and services dedicated to support City Council's priority of supporting holistic community safety solutions. The \$10,750 in grant funding will help support:

1. Harvest Fest Program - \$5,750

A program managed by Lighthouse Community Public Schools, a registered 501(c)(3) nonprofit corporation, to host the Harvest Fest in partnership with A Lighthouse Community School, a safe place to trick-or-treat when neighborhoods don't feel safe and to supply free backpacks during the resource fair in East Oakland.

2. Back on Track (BOT) Program - \$5,000

A program managed by Oakland Natives Give Back Fund Inc., a registered 501(c)(3) nonprofit corporation, to mitigate learning loss from COVID-19 and its drastic impact on student attendance with a goal of increasing and inspiring student connections with their school resulting in on-time daily attendance.

Good Jobs and Vibrant Economy - \$96,250

Three (3) of the grantee organizations will provide program and services dedicated to support City Council's priority of increasing good jobs and promoting a vibrant economy. The \$96,250 in grant funding will help support:

1. Expansion Project - \$65,000

A program managed by Construction Resource Center, a registered 501(c)(3) nonprofit corporation, to conduct a mentor training program for Black and Hispanic contractors including four training and networking events, and one 10-week project management training course on the development and submittal of successful bids.

2. Inspire Oakland Creatives of Color - \$16,250

A program managed by Oakland Digital Arts and Literacy Center (doing business as, Bridgegood) a registered 501(c)(3) nonprofit corporation, to conduct a graphic design program for Laney Community College and Oakland Unified School District graphic design students to provide professional development, mentorship, and resources to creatives of

color. Program will mimic the Oakland 2022 billboard campaign and the 2023 theme is "Inspire Oakland" to promote a positive image of Oakland, highlight the city's diversity, history, and resiliency.

3. Aquaponics Farm & Training Center – \$15,000

A program managed by Planting Justice, a registered 501(c)(3) nonprofit corporation, that will provide a farming training program for people impacted by mass incarceration. The program provides living-wage jobs and housing while producing upwards of 180,000 pounds of diverse organic produce and 150,000 annual nursery starts per year utilizing 90% less water than in-ground production.

Clean, Healthy, and Sustainable Neighborhoods - \$79,250

Five (5) of the grantee organizations will provide program and services dedicated to support City Council's priority of supporting affordable housing and homelessness solutions. The \$79,250 in grant funding will help support:

1. Freedom Store - \$25,000

A program managed by Homies Empowerment, partnered with the Alameda County Food Bank, provides access to food, hygienic materials, and clothing to address the impact of the COVID-19 pandemic and generational poverty. The Oakland Fund For Public Innovation will serve as the fiscal sponsor to Homies Empowerment.

2. Community Park Stewardship Project - \$10,000

A program managed by the Oakland Parks and Recreation Foundation, a registered 501(c)(3) nonprofit corporation, to organize park volunteers and community voices citywide to equitably activate public facilities in line with city policies and priorities through advocacy, community greening, arts culture, scholarships, stewardship, and re-granting.

3. Bike Advocacy Project - \$16,250

A program managed by Spokeland, a registered 501(c)(3) nonprofit corporation, to provide comprehensive bicycle repair and maintenance education program offering bicycle repair classes, mechanic mentors, build a bike, and do-it-together class.

4. Green Educator Program - \$10,000

A program managed by the East Bay Depot for Creative Reuse, a registered 501(c)(3) nonprofit corporation, to divert waste materials from landfills by collecting and redistributing discarded goods as low-cost supplies for schoolteachers, artists, and families.

5. East Oakland Futures Fest - \$18,000

A program managed by the Walk Oakland Bike Oakland, a registered 501(c)(3) nonprofit corporation, to host the East Oakland Futures Festival open streets event to showcase East Oakland resources, implement neighborhood engagement workshops to build support of Black owned business and to develop ideas and strategies.

This report aligns with the City Council priority of being a **trustworthy and responsive** government by implementing the direct community grant recommended process as directed by City Council to provide greater transparency to the public regarding this new process.

FISCAL IMPACT

Adoption of this resolution authorizes the City Administrator or designee to negotiate, award, and execute grant agreements in a total amount not to exceed seven hundred and fifty thousand dollars (\$750,000.00). Funding for this contract is budgeted in year one of the FY 2023-25 Budget Policy and is available in the following funding sources:

| Fund | Org | Project | Account | Program | Amount |
|-----------------------------------|------------------------------------|--|--|--------------------------------|------------------|
| 1010 – General Purpose Fund | 90591 – City-Wide Activities | 1006041 – City Council Community Grants | 54912 - Third Party: Grant Contracts Earned | IP59 - Financial Management | \$750,000 |
| Total Funding | | | | | \$750,000 |

No additional funding is requested.

PUBLIC OUTREACH / INTEREST

Although not a requirement for grant agreements, the Finance Department released a request for proposals (RFP) for the 2023 Direct Community program on January 23, 2023 with assistance from the Contracts & Compliance Division of the Department of Workforce and Employment Standards. The RFP was released in the iSupplier system per the City's policy which includes registered organizations and was also advertised in the following newspapers:

- Oakland Post on January 25, 2023
- El Mundo on January 26, 2023
- Oakland Tribune on January 27, 2023

Additionally, staff created a [Direct Community Grant webpage](#) for public consumption and the program flyer was released on the following City's social media accounts:

- [City of Oakland Instagram](#)
- [City of Oakland LinkedIn](#)
- [City of Oakland Twitter](#)
- [City of Oakland Facebook](#)

To assist the community in their proposal development, staff scheduled two in-person voluntary workshops to occur on January 31, 2023, and February 13, 2023. The voluntary workshops were provided to afford the organizations the opportunity to discuss their proposal, clarify any concerns regarding the RFP, and gain meaningful assistance in developing the racial equity impact section of their proposal. Due to the impact of the cybersecurity incident on February 8, 2023, staff rescheduled the second February 13, 2023, workshop to March 10, 2023 to ensure we provided this valuable service. The overwhelming feedback received from the workshops suggests that the workshops were highly successful, and organizations would benefit greatly from this service in the future.

COORDINATION

This report and the resolution have been developed and reviewed by the Finance Department and the City Administrator's Office.

SUSTAINABLE OPPORTUNITIES

Economic: The Direct Community Grant program helps streamline the contract execution process for the grant recipients providing an efficient use of city staff time and a timely reimbursable payment to the grantee. In addition, the programs funded by this grant allow for the delivery and management of such program by community-based organizations who are more knowledgeable in their field of service which allows for the responsible and efficient use tax dollars to these organizations with a proven record of success.

Environmental: Five of the grantee organization's program align with the Council priority of a Clean, Healthy, and Sustainable Neighborhood. The programs provide a variety of environmental opportunities including 1) the reusing of discarded good, inherently diverting these good from landfills, and redistributing good to schoolteachers, artists, and families in need; 2) reducing transit related pollution with the bike advocacy and repair program, and 3) the community greening program dedicated to Oakland parks and associated public facilities.

Race & Equity: Oakland is on a mission to build equity intentionally through the integration of the principle of "fair and just". It is the intent of this program to empower the community-based organizations who support the mission to mitigate racial inequities to apply. These organizations assist in the flourishing and overall well-being of these historically underserved communities.

By conducting an RFP for the Direct Community Grant program, it allows for a fair process for grant consideration and communities with a history of lacking access to funding are provided a clear opportunity to apply for a grant award.

During the evaluation of the proposals, the advancement of racial equity within Oakland through the proposed program or service was scored. Considerations such as the ability to produce results of the mitigation of inequities that increases the well-being of the participants with measurable data and are outlined clearly in the proposal such as mitigation of inequities in:

- one or more of the [priority neighborhoods or urban displacement areas](#),
- one or more of the identified Racial Groups/Demographics outlined in the [Equity Indicators Report](#), and
- one or more of the identified topic areas outlined in the [Equity Indicators Report](#).

All proposals were scored for the equity impact to the community which supports the City's efforts in achieving an equitable Oakland as this is a key priority for the Oakland City Council, Mayor's Office, and City Administration.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt A Resolution Awarding Grant Agreements To The 2023 Direct Community Grant Recipients For a Total Amount Not To Exceed Seven Hundred and Fifty Thousand Dollars (\$750,000) For Fiscal Year 2023-2024

For questions regarding this report, please contact Brittany Hines, Assistant to the Director, at (510) 238-7078.

Respectfully submitted,



Erin Roseman (Sep 7, 2023 12:41 PDT)

ERIN ROSEMAN
Director, Finance Department

Attachment:

- A. 2023 Direct Community Grant Award List