



AGENDA REPORT

TO: FRED BLACKWELL
CITY ADMINISTRATOR

FROM: SARA BEDFORD

SUBJECT: OFCY Evaluation Services 2014-2016

DATE: May 22, 2014

City Administrator
Approval

Date

5-27-14

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council adopt a resolution authorizing the City Administrator to:

- 1) Negotiate and execute a professional services agreement with Social Policy Research Associates for the evaluation of the Oakland Fund for Children and Youth (OFCY), in an amount not to exceed \$150,000 for a 16 month term, July 1, 2014 to October 31, 2015, plus an option to renew the agreement for one additional term from July 1, 2015 to October 31, 2016 for a total contract amount not to exceed \$300,000 for Social Policy Research Associates, and
- 2) Waive the competitive Request for Proposal (RFP) process and negotiate and execute a professional services agreement with Public Profit LLC in an amount not to exceed \$54,250 to provide evaluation services for the School-based Afterschool Strategy programs for a 16 month term July 1, 2014 to October 31, 2015, plus an option to renew the agreement for one additional term from July 1, 2015 to October 31, 2016 on the same terms, for a combined contract amount not to exceed \$109,000 for Public Profit LLC, and
- 3) Amend the City of Oakland Fiscal Year 2013-2014 Adopted Budget to appropriate the additional amount of \$137,118 to Kids First! Oakland Children's Fund expenditures to reflect 10% of the revenue adjustment appropriated to Kids First! Oakland Children's Fund for Fiscal Year 2013-2014 in the amount of \$1,371,180 as approved in the Fiscal Year (FY) 2013-2015 Adopted Budget and FY 2013-2014 Budget Balancing, for OFCY evaluation.

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EXECUTIVE SUMMARY

The Planning and Oversight Committee (POC) recommends Social Policy Research Associates to provide evaluation services for all OFCY programs with the exception of the School-based After School Strategy programs. Social Policy Research Associates is an independent consulting firm with a proven track record of conducting evaluations of children and youth programs in Oakland and several California municipalities.

The POC recommends a sole source agreement with Public Profit LLC to provide evaluation services for OFCY for 63 grant funded programs in FY 2014-2015 for school-based afterschool programs. Public Profit LLC has provided school-based afterschool program evaluation services in partnership with OUSD After School Programs Office since 2009.

OFCY and OUSD will both contract with Public Profit LLC in equal amounts of \$54,250 to continue the partnership for the evaluation of jointly funded school-based afterschool programs and to provide the total evaluation cost of \$109,000 planned for the next year.

Additionally, an amendment is needed to appropriate Kid First! revenues approved in the City of Oakland Adopted Budget FY 2013-2015 for expenditure to be available for evaluation services.

OUTCOME

All OFCY programs will receive timely and high quality evaluation services. The POC and Council will receive mid-year and final evaluation reports with findings on the quality and impact of OFCY services for children and youth, thus fulfilling the Kid First! requirement for independent third party evaluation of OFCY.

Evaluation findings will be available to support the annual approval or renewal of grant awards in the decision-making of the POC and the City Council.

BACKGROUND/LEGISLATIVE HISTORY

The Oakland Fund for Children and Youth was established in 1996 when Oakland voters passed the Kids First! Initiative, as an amendment to the City of Oakland Charter to support direct services to children and youth under 21 years of age. Reauthorized in July 2009, Article XIII of the Charter titled "Kids First! Oakland's Children's Fund" requires a set-aside of 3% of the City's unrestricted general fund revenues annually for the Oakland Children's Fund, to provide grants for direct services for children and youth. Section 1305. requires the appointment of citizens to the Planning and Oversight Committee (POC) to oversee matters pertaining to the Children's Fund, including "the submission to the City Council for its adoption annual independent evaluation reports."

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Public Profit LLC has been jointly contracted by OUSD and OFCY to provide comprehensive evaluation of all school-based afterschool programs since 2009. After a competitive bidding process and a recommendation from the Planning and Oversight Committee, Public Profit LLC was contracted to provide evaluation services for all OFCY programs in FY 2012-2014. OFCY's FY 2013-2014 evaluation is presently being conducted by the firm Public Profit LLC and will be finalized and submitted to the POC in October, 2014.

The Oakland Fund for Children and Youth (OFCY) released a Request for Proposals (RFP) for Evaluation of OFCY programs on March 7, 2014 for FY 2014-2015, with awards to be renewable for one additional term based upon satisfactory performance in the initial term. The RFP was for the evaluation of all OFCY funded strategies except for the school-based afterschool programs. Full proposals were received on April 7, 2014 from three qualified evaluation firms.

The proposal from Social Policy Research Associates ranked the highest in post-interview scoring, and the interview panel came to a consensus recommending Social Policy Research Associates as the evaluator for OFCY programs in all strategies except for School-Based Afterschool Program strategy. The POC ad-hoc interviewing subcommittee forwarded the recommendation to select Social Policy Research Associates as the FY 2014-2015 OFCY evaluator to the full POC on May 7, 2014.

ANALYSIS

For FY 2014-2015 and FY 2015-2016, OFCY expects to award grants to 63 school-based afterschool programs and 67 programs in early childhood, older youth, summer and community-based programming.

Justification for Public Profit LLC and Waiver of Competitive Proposals

Oakland Unified School District (OUSD) and OFCY co-fund school-based afterschool programming at 57 OUSD schools. OFCY supports programming at 46 elementary schools with an average grant of \$62,000 each and 17 middle schools with grants of \$82,000 each; six schools are charter schools. OFCY funding complements and fulfills the required match for the After School Education and Safety (ASES) state funding and/or 21st Century Community Learning Centers (CCLC) federal funding managed through the OUSD After School Programs Office for OUSD sites. The combined grant awards enable each school to provide a range of academic and enrichment activities in safe and supportive environments after school. Community-based organizations operate and lead the afterschool programs at the school site and support OUSD's broader initiative as a Full Service Community Schools District.

Since 2009, Public Profit LLC has been contracted by OUSD and OFCY to produce the annual joint evaluation report for school-based afterschool programs in Oakland. OUSD's After School Programs Office will contract with Public Profit for the evaluation services in 2014-2015 and is

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strongly committed to continuing its contractual relationship with Public Profit LLC for the duration of the ASSES funding cycle ending in 2016. As 57 of these programs are co-funded with OFCY, combining resources to provide a more comprehensive evaluation results in efficiencies by eliminating the duplication of tasks which would occur with two separate evaluations for the same 57 programs. Each agency will contribute \$54,250 toward the evaluation of the programs for a combined total amount of \$109,000 in compensation to Public Profit. Public Profit will manage the evaluation of all programs as one project and will streamline evaluation tasks, such as survey collection and site visits, meetings and reporting to the City and OUSD. The efficiencies of joint evaluation also yield savings to OFCY, in that for the same effort and quality of deliverables, the evaluation will cost less than if fully funded by the City.

Public Profit has consistently produced high quality comprehensive school-based afterschool evaluation reports. The Oakland firm has developed both reliable data sharing protocols and strong relationships with OUSD's Quality Assessment and Analytics (QAA) department which facilitates cross analysis of youth participation in afterschool programs with regular school day attendance, academic test scores, and English proficiency re-designation for English language learners.

Public Profit LLC has also demonstrated effective working relationships with the Cityspan team to extract all pertinent data necessary for the comprehensive evaluation from the online data management system.

Selection of Social Policy Research Associates

Proposals were reviewed and assessed based on organizational capacity and fit, staffing, quality of the evaluation design, work plan, timeline and approach to the scope of services, project staffing, project budget and sample work products. Interviews were conducted with all three evaluation firms. The interview panel included members of the POC Evaluation Subcommittee and OFCY staff.

Full proposals were received on April 7, 2014 from three qualified evaluation firms:

- Bright Research Group – This firm has deep experience in evaluation of local initiatives including Oakland Unite, Elev8 Community Schools Initiative, and San Francisco's Beacon Initiative.
- Sarah Samuel Center for Public Health Research and Evaluation – This firm has demonstrated experience and expertise in evaluation of public health initiatives including California Friday Night Live, The California FreshWorks Fund Initiative, and the Health for Oakland's People and Environment Collaborative.
- Social Policy Research Associates ("SPR") – This firm has broad and deep experience in evaluation of local initiatives including The California Endowment's Boys and Men of Color Alliance, East Oakland Building Healthy Communities, and the Department of Children, Youth, and Their Families.

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SPR is a small, employee-owned evaluation firm based in Oakland with over two decades of experience conducting rigorous evaluations of youth development and educational programming. SPR employs a diverse staff with expertise in evaluating youth development programs at the local, state, federal, and philanthropic levels with clients including the Department of Children, Youth and Families and The California Endowment.

The OFCY evaluation design and implementation for Social Policy Research Associates will include the following:

- 1) A comprehensive evaluation that includes program performance, point of service quality, and direct and contributory outcomes.
- 2) Quarterly meetings to develop best practice knowledge and deepen understanding of evaluation processes.
- 3) Analysis of descriptive data including number of children and youth served dosage of service received, cost of service, and matching funds using the Cityspan data base.
- 4) Site visits that assess program quality.
- 5) Youth involvement in the evaluation design, implementation and analysis.

The contract with Social Policy Research Associates will include the following key deliverables:

- A mid-year report that demonstrates evaluation activities and results to date.
- A final report that documents strategy level performance and grantee-level program quality.

The key tasks and activities required through the evaluation contract include project management, evaluation design, training and technical assistance, data collection and analysis, interim and final report preparation, and support through presentations and meetings with the POC and OFCY staff on the evaluation.

PUBLIC OUTREACH/INTEREST

The announcement of the RFP for Evaluation of OFCY programs was published in the Oakland Tribune legal section on March 7, 2014. 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. Copies of the RFP were mailed out to 18 Bay Area evaluation firms. OFCY hosted an optional bidder's conference on March 14, 2014 that was attended by six people representing five evaluation firms.

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COORDINATION

The Oakland Fund for Children and Youth Planning and Oversight Committee 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. This report and resolution have been reviewed by the City Attorney's Office and the Budget Office.

COST SUMMARY/IMPLICATIONS

The total cost for the evaluation of OFCY programs and strategies in FY 2014-2015 will be \$204,250, with \$54,250 to Public Profit LLC for the school based after school evaluation and \$150,000 to Social Policy Research Associates for the complete evaluation of the remaining 11 OFCY strategies. The evaluation contract costs include consultant hours for facilitating grantee meetings, quantitative and qualitative analysis, site visits and producing the mid-term and final evaluation reports.

If Council approves the expenditure appropriation to Kids First! Oakland Children's Fund (1780), Youth Services Organization (78251) and Project (P463520) FY 2013-2014 OFCY Evaluation, the amount of \$137,118 will be available for the evaluation contracts for FY 2014-2015. Additionally, funds totaling \$103,657 are available for the evaluation services from the Kids First! Oakland Children's Fund (1780) projects from past years:

KIDS FIRST! Oakland Children's FUND (1780), Youth Services Organization (78251) and PROJECTS AVAILABLE:

P224731	\$2,886
P301511	\$17,622
P301521	\$10,573
P304710	\$7,933
P304721	\$5,851
P364031	\$28,846
P420720	\$3,928
P420810	\$26,018
TOTAL	\$103,657

Contracts will be re-negotiated if the option to renew them is executed for evaluation services for FY2015-2016. The estimate of funds to be available for 2015-2016 evaluation services is less than the contract amount for 2014-2015, and may result in reduced services for OFCY's evaluation contractors.

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FISCAL AND POLICY ALIGNMENT

Oakland Municipal Charter Article XIII establishes that Kids First! revenues are to be received and appropriated each year as specified in the Charter, "together with any interest earned and any amounts unspent or uncommitted by the Fund at the end of any fiscal year." To align with Kids First requirements, including the requirement for annual evaluation, an amendment to establish the expenditure appropriation will allow 10% of the revenues appropriated in the revenue adjustment, as true-up and as an adjustment to FY 2013-2014 revenue, to be used for the administration and evaluation of the Fund.

Action is needed to amend the City of Oakland Adopted Budget FY 2013-2015 to appropriate the additional amount of \$137,118 to Kids First! Oakland Children's Fund expenditures Fund (1780), Youth Services Organization (78251) and OFCY FY 2013-2014 Evaluation P463520) to reflect the additional revenue allocated to Kids First! Oakland Children's Fund for FY 2013-2014 in the amount of \$1,371,180 in Kids First! Oakland Children's Fund, as approved in the FY 2013-2015 Adopted Budget and FY13/14 budget balancing, and to allow 10% of the total revenue adjustment, or \$137,118 to be available for the evaluation of OFCY services.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

From 2009 until present, Public Profit, LLC has consistently provided high quality services and achieved their scope of work for OFCY including 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 initial professional services agreement with Social Policy Research Associates (SPR). Both agreements will be renewable based upon the contractor's performance of the scope of work and the quality of deliverables.

SUSTAINABLE OPPORTUNITIES

Economic: Social Policy Research Associates is an Oakland based Small Local Business Enterprise organization that employs Oakland residents. Public Profit LLC is also an Oakland based, women owned, Very Small Local Business Enterprise organization that employs Oakland residents.

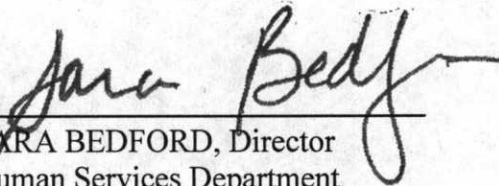
Environmental: There are no known environmental effects.

Social Equity: The OFCY evaluation system results in direct social benefits by building organizational capacity and promoting the employment of best practices and the delivery of quality programs to serve children and youth in areas of high need.

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

Respectfully submitted,



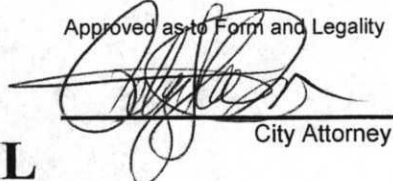
SARA BEDFORD, Director
Human Services Department

CHILDREN & YOUTH SERVICES DIVISION

Reviewed by: Sandra Taylor, Manager

Prepared by: Scott Kim, Program Analyst

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City Attorney

2014 MAY 29 AM 9:48
OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO:

- 1) NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH SOCIAL POLICY RESEARCH ASSOCIATES FOR THE EVALUATION OF THE OAKLAND FUND FOR CHILDREN AND YOUTH (OFCY) IN AN AMOUNT NOT TO EXCEED \$150,000 FOR A 16 MONTH TERM FROM JULY 1, 2014 TO OCTOBER 31, 2015, PLUS AN OPTION TO RENEW THE AGREEMENT FOR ONE ADDITIONAL TERM FROM JULY 1, 2015 TO OCTOBER 31, 2016 ON THE SAME TERMS, FOR A TOTAL COMBINED CONTRACT AMOUNT NOT TO EXCEED \$300,000; AND**

- 2) WAIVE THE COMPETITIVE REQUEST FOR PROPOSAL (RFP) PROCESS AND NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH PUBLIC PROFIT LLC IN AN AMOUNT NOT TO EXCEED \$54,250 TO PROVIDE EVALUATION SERVICES FOR THE OFCY SCHOOL-BASED AFTERSCHOOL STRATEGY PROGRAMS FOR A 16 MONTH TERM JULY 1, 2014 TO OCTOBER 31, 2015, PLUS AN OPTION TO RENEW THE AGREEMENT FOR ONE ADDITIONAL TERM FROM JULY 1, 2015 TO OCTOBER 31, 2016 ON THE SAME TERMS, FOR A TOTAL COMBINED CONTRACT AMOUNT NOT TO EXCEED \$109,000; AND**

- 3) AMEND THE CITY OF OAKLAND FISCAL YEAR (FY) 2013-2014 ADOPTED BUDGET TO APPROPRIATE THE ADDITIONAL AMOUNT OF \$137,118 TO KIDS FIRST! OAKLAND CHILDREN'S FUND EXPENDITURES TO REFLECT 10% OF THE REVENUE ADJUSTMENT APPROPRIATED TO KIDS FIRST! OAKLAND CHILDREN'S FUND FOR FISCAL YEAR 2013-2014 IN THE AMOUNT OF \$1,371,180, AS APPROVED IN THE FY 2013-2015 ADOPTED BUDGET AND FY 2013-2014 BUDGET BALANCING, FOR OFCY EVALUATION**

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 in July 2009 by passing Measure D and the revised provisions set aside 3% of the City's general purpose fund for services to children and youth; and

WHEREAS, Article XIII titled Kids First! Oakland Children's Fund requires that an independent third-party evaluation of the OFCY services is to be conducted annually; and

WHEREAS, the Planning and Oversight Committee ("POC") created by Charter Amendment in 1996, provides oversight and direction for the OFCY evaluation process; and

WHEREAS, a Request for Proposals for the evaluation services for all 2014-2016 OFCY strategies, except for the School-based Afterschool strategy, was released and the submitted proposals were reviewed, applicants were interviewed, and an independent evaluation firm to provide the OFCY evaluation services has been identified based on the completed selection process; and

WHEREAS, the firm Social Policy Research Associates has been identified as the most qualified firm to successfully evaluate OFCY programs in 11 strategies with input from the POC of the OFCY including the recommendation of the POC Evaluation subcommittee; and

WHEREAS, Oakland Unified School District (OUSD) and OFCY co-fund 57 school-based afterschool programs in Oakland; and

WHEREAS, Public Profit LLC has been contracted by OUSD and OFCY since 2009 to produce the annual joint evaluation report for school-based afterschool programs in Oakland; and

WHEREAS, Public Profit LLC has consistently produced high quality comprehensive school-based afterschool evaluation reports and has the necessary data sharing relationship with OUSD's Quality Assessment and Analytics (QAA) department to cross analyze participation in school-based afterschool programs and its broader impact on the youth; and

WHEREAS, the After School Programs Office of the OUSD wishes to and will continue the contractual relationship with Public Profit LLC for FY 2014-2015 and the POC recommends that OFCY continue co-funding school based programs in partnership with OUSD, and further recommends that OFCY and OUSD continue to join in the evaluation of school-based afterschool programs through the contracted services of Public Profit LLC; and

WHEREAS, OFCY staff and POC recommend that City Council waive the competitive Request for Proposal (RFP) process to evaluate the OFCY School-based Afterschool Strategy for reasons stated above and in the agenda report; and

WHEREAS, the City Council finds that it is in the best interest of the City to waive the competitive Request for Proposal (RFP) Process and to enter a professional services agreement with Public Profit LLC to evaluate OFCY programs in the School-based Afterschool Strategy; and

WHEREAS, funds are available for these services in Kid's First! Oakland Children's Fund (1780), Youth Services Organization (78251) and Projects (P224731, P301511, P301521, P304710, P304721, P364031, P420720, and P420810) for a total amount of \$103,657; and

WHEREAS, the true-up and revenue adjustment amount of \$1,371,180 for Fiscal Year 2013-2014 was approved in the budget process and FY 2013-2014 budget balancing and appropriated for Fiscal Year 2013-2014 to Kids First! Oakland Children's Fund (1780); and

WHEREAS, as specified in the Kids First! Charter Amendment, 10% of Kids First! monies may be used to pay for the evaluation of OFCY services, and therefore \$137,118 or 10% of the revenue adjustment approved for the Fiscal Year 2013-2014 may be made available for expenditure on these OFCY evaluation services; 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 Council hereby waives the competitive Request for Proposal (RFP) process and authorizes the City Administrator to negotiate and execute a professional services agreement in an amount not to exceed \$54,250 with Public Profit LLC to evaluate Fiscal Year 2014-2015 OFCY programs in the School-based Afterschool Strategy, for the period of July 1, 2014 through October 31, 2015, with the option to renew for one additional term July 1, 2015 through October 31, 2016 in an amount not to exceed \$54,250, for a total combined contract not to exceed \$109,000; and be it

FURTHER RESOLVED: That the City Administrator or designee is hereby authorized to negotiate and execute a professional services agreement in an amount not to exceed \$150,000 with Social Policy Research Associates to evaluate for Fiscal Year 2014-2015 all OFCY programs with the exception of the School-based After School Strategy programs, for the period of July 1, 2014 through October 31, 2015, with the option to renew for one additional term July 1, 2015 through October 31, 2016 in an amount not to exceed \$150,000, for a total combined contract not to exceed \$300,000; and be it

FURTHER RESOLVED: That the City Administrator or designee is hereby authorized to amend the expenditure appropriation in the FY 2013-2015 Adopted Budget to reflect the increase of \$137,118 in Kids First! Oakland Children's Fund (1780), Youth Services Organization (78251) and OFCY FY 2013-2014 Evaluation Project (P463520) with said increase derived from 10% of the revenue adjustment of \$1,371,180 to Kids First! Oakland Children's Fund (1780), and with the funds to be used for administration and evaluation of OFCY services; 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, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, SCHAAF, REID and
PRESIDENT KERNIGHAN

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California