

CITY OF OAKLAND

OFFICE OF THE CITY CLERK

2006 MAY 31 PM 4: 18

Agenda Report

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Library Department
DATE: June 13, 2006

RE: Resolution Authorizing The City Administrator, On Behalf Of the City Of Oakland, To Apply For, Accept, And Appropriate a Grant In The Amount Of \$150,000 From the Alameda County Lifeline Transportation Program For Fiscal Years 2006-2007 Through 2008-2009 To Transport Pre-school And Kindergarten Children By Bus To Oakland Public Library's West Oakland Branch Library

SUMMARY

Staff requests that the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate grant funds in the amount of \$150,000 for fiscal years 2006-2007 through 2008-2009 from the Alameda County Lifeline Transportation Program. The grant will be used to provide transportation to and from the West Oakland Branch Library for preschool and kindergarten children in West Oakland whose schools are geographically isolated from the neighborhood library.

FISCAL IMPACT

The project, A Quicker, Safer Trip to the Library, will be fully funded by the Lifeline Transportation Program for three years beginning with fiscal year 2006-2007, thus the acceptance of this grant has no fiscal impact on the General Fund. Funds received will be deposited and appropriated to Oakland Public Library Trust Fund (7540), Library Services Director Organization 61111, in a project number to be assigned, and used to support a part-time Library Assistant (\$17,000), a contract for provision of bus services (\$30,000) and overhead and supplies (\$3,000) for a subtotal of \$50,000 for each of three years and a grand total of \$150,000 for the three-year project.

This grant was not anticipated and is therefore not included in the City's FY 2005-2007 Adopted Policy Budget .

BACKGROUND

The Alameda County Lifeline Transportation Program provides funding for innovative and flexible projects that address transportation barriers of low income residents of Alameda County. The basic eligibility policies for the Lifeline program state, “the program funds community-based transportation projects that improve a range of transportation choices by adding a variety of services including but not limited to: new or enhanced fixed route transit services, shuttles, children’s programs, taxi voucher programs, etc.”

In 2003, the Library received funding from the State Library’s Library Services and Technology Act (LSTA) to do a pilot project providing school bus transportation to bring kindergarten and preschool children to the West Oakland Library. The project was a huge success. In only 8 months, over 500 children visited the library, registered for library cards, checked out books and were enchanted by story times.

Since that time, the Children’s Librarian at West Oakland Branch Library has tried unsuccessfully to obtain continuation funding for this successful project, including writing a Community Development Block Grant application that was denied in 2005.

At the March 20, 2006 meeting of the West Oakland Project Area Committee, a vote was taken on projects to support for a proposed West Oakland Community-Based Transportation Plan. The community, and committee members, gave the West Oakland Library transportation project the highest priority vote. This support encouraged the Children’s Librarian to apply for an Alameda County Lifeline Transportation grant to support the Library’s project.

KEY ISSUES AND IMPACTS

Several studies conducted by the census, OCCUR and *Claritas* indicate that children from families in the West Oakland Branch Library service area are growing up in homes where books are not a part of their daily lives. This lack of contact with books is significant because it is known that children who are read to daily before they attend kindergarten enter school with a working vocabulary ten times the size of children who haven’t been read to, and are much more likely to succeed in school. It is obvious that the Library needs to reach these children and also convince their parents and teachers of the importance of daily reading.

Very few of the kindergarten and preschool classes at the West Oakland area schools have been able to visit the West Oakland Library because the trip to the library is difficult and potentially dangerous. Most schools are almost twenty blocks from the library, a long walk through neighborhoods where caution is required due to drug dealing and prostitution related activities. Public bus transportation can also be unreliable and unsafe.

While the librarian from the West Oakland Branch Library attempts to make regular visits to these classes, her time is limited. Thus the children are deprived of the enriching library experience, do not develop the library habit, and do not ask their parents to take them to the

library when school is out. All of the opportunities the children's librarian would have had to stress the importance of reading and offer tips to parents and teachers about reading to their children have been missed.

This project will provide safe and reliable transportation to the public library to increase the literacy of the children involved, and convince both parents and teachers of the importance of reading daily to preschool and kindergarten children. This project has the potential to become a statewide model applicable to other urban as well as rural library districts where geographical isolation interferes with library usage.

PROGRAM DESCRIPTION

The Quicker, Safer Trip to the Library project will provide rented school buses to bring 29 classes of kindergartners and preschoolers, with teachers and parent chaperones, to the library on a rotational basis several times during the year. The grant would also provide a part-time Library Assistant to help the Children's Librarian during the class visits, and funding for special programs, story times and incentives for the children. All of the young participants will receive library cards.

In addition, the program would issue library cards to more than half of the parent chaperones and teachers who do not already have library cards, succeed in having these new parent and teacher patrons use their new library cards to check out four books during each visit, talk to them about the importance of reading to their children, and give each parent a decorative magnet that reminds them to read to their children daily.

SUSTAINABLE OPPORTUNITIES

Economic: The Quicker, Safer Trip to the Library Project will contribute to the overall reading and school success of Oakland's children and in turn to their long term chances for economic success. As a large percentage of children who will participate in the project are from low income or immigrant families, the prospect for increased economic health in this population increases the economic sustainability of the community and the cultures involved.

Environmental: As the children involved in the Quicker, Safer Trip to the Library Project become successful at school, and better educated, they will participate in learning about environmental sustainability, both at school and at library programs. These children will be more likely to adopt practices that promote economic sustainability than their less educated peers.

Equity: The children who visit the Library regularly, and who develop into good readers and students, will have the skills they need to assure equity in educational, employment, housing and community opportunities.

The Quicker, Safer Trip to the Library project will encourage children, parents and teachers to become regular library users and good readers, thereby eventually helping them become aware of the issues of sustainability and the strategies they can use to promote sustainable communities.

DISABILITY AND SENIOR CITIZEN ACCESS

All Oakland Public Library facilities are ADA-accessible and all programs are open to people with disabilities and senior citizens.

RECOMMENDATIONS AND RATIONALE

Staff recommends that the City Council approve this resolution in order to support the Quicker, Safer Trip to the Library and ensure that a large number of West Oakland children become library users, good readers and successful school students.

ACTION REQUESTED OF THE CITY COUNCIL

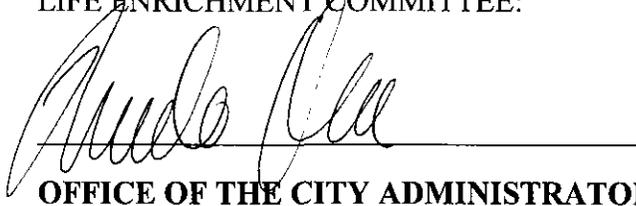
That the City Council approve the resolution authorizing the City Administrator to apply for, accept and appropriate a grant in the amount of \$150,000 from the California State Library, Library Services and Construction Act (LSTA) for Fiscal Years 2006-2007 through 2008-2009.

Respectfully submitted,


Carmen L. Martínez
Library Director

Prepared by:
Leslie Rodd
Manager, Grants and Programs

APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE:


OFFICE OF THE CITY ADMINISTRATOR

OFFICE OF THE CITY CLERK
OAKLAND

2006 MAY 31 PM 4:18

Approved as to Form and Legality


Oakland City Attorney's Office

OAKLAND CITY COUNCIL
RESOLUTION No. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR, ON BEHALF OF THE CITY OF OAKLAND, TO APPLY FOR, ACCEPT, AND APPROPRIATE A GRANT IN THE AMOUNT OF \$150,000 FROM THE ALAMEDA COUNTY LIFELINE TRANSPORTATION PROGRAM FOR FISCAL YEARS 2006-2007 THROUGH 2008-2009 TO TRANSPORT PRE-SCHOOL AND KINDERGARTEN CHILDREN BY BUS TO OAKLAND PUBLIC LIBRARY'S WEST OAKLAND BRANCH LIBRARY

WHEREAS, the Alameda County Lifeline Transportation Program has made funding available for innovative and flexible community transportation projects for low income residents of Alameda County for fiscal years 2006-2007 through 2008-2009; and

WHEREAS, the City of Oakland desires to apply for, accept, and appropriate a grant in the amount of one hundred fifty thousand dollars (\$150,000) from the Alameda County Lifeline Transportation Program for fiscal years 2006-2007 through 2008-2009 to The Quicker, Safer Trip to the Library project at West Oakland Branch Library; now, therefore, be it

RESOLVED: That the City Administrator or her designee is hereby authorized and directed to apply for and accept an Alameda County Lifeline Transportation Grant in the amount of one hundred fifty thousand dollars (\$150,000) for the purpose described above and to hire a part time library assistant to help with the three-year project; and, be it

FURTHER RESOLVED: That the total funds in the amount of \$150,000 will be deposited and appropriated to Oakland Public Library Trust Fund (7540), Library Services Directors' Organization (61111), in a project number to be assigned; and be it

FURTHER RESOLVED: That the City Council hereby appoints the City Administrator or her designee as agent of the City to conduct all negotiations, applications, agreements, payment requests, and related actions which may be necessary for the completion of the aforementioned project in accordance with its basic purpose; and be it

FURTHER RESOLVED: That should additional funds be received, the City Administrator or her designee is hereby authorized to appropriate same for the purposes described above without returning to Council.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2006

PASSED BY THE FOLLOWING VOTE: BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, KERNIGHAN AND PRESIDENT DE LA FUENTE

AYES-

NOES-

ABSENT-

ABSTENTION-

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