

CITY OF OAKLAND

FILED
OFFICE OF THE CITY CLERK
OAKLAND

AGENDA REPORT

2010 JUN 30 AM 11:08

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Department of Human Services
DATE: July 13, 2010

RE: **Resolution Authorizing The City Administrator, To Execute A Professional Services Agreement With Salvation Army To Provide Center-Based Early Care And Education Services For 28 Low-Income Families With Children Ages 0-3, In An Amount Not To Exceed \$73,450 For July-September 2010; And Contingent Upon Receipt Of Early Head Start Funding, Authorizing The City Administrator To Execute A One-Year Extension For October 1, 2010 Through September 30, 2011 For An Additional Amount Not To Exceed \$109,200, For A Total Not To Exceed \$182,650**

SUMMARY

Staff requests approval of a resolution authorizing the City Administrator to execute a Professional Services Agreement with the Salvation Army to provide center-based early care and education services for 28 low-income families with children ages 0-3, in an amount not to exceed \$73,450 for July – September 2010; and contingent upon receipt of Early Head Start Funding, authorizing the City Administrator to execute a one-year extension from October 1, 2010 through September 30, 2011 for an additional amount not to exceed \$109,200, for a total amount not to exceed \$182,650.

If approved, funding will support the comprehensive service delivery of quality Early Head Start early care and education services in a center-based setting, full-day, full year, beginning July 20, 2010, with recruitment and outreach. Services will include recruitment and outreach, onsite early childhood mental health assessment and consultation for families with children from birth through 3, along with early childhood mental health training for Early Head Start Infant/Toddler teachers and program staff. Services will also include mandatory nutrition assessment, planning, education and training for families with children ages 0-3, along with nutrition education and training for Infant/Toddler teachers and program staff.

During the program year that began October 1, 2009 and will continue through September 30, 2011, the Oakland Early Head Start Program will, directly and through contract agreements and MOU's with strategic community partners, provide Early Head Start services to approximately 204 families, including pregnant women, infants and toddlers, in Oakland. Strategic community partner, Salvation Army will serve a total of 28 income eligible families with children ages 0-3.

Through the Grantee's center-based service model, which will serve 32 families with children ages 0-3, Children's Hospital – Oakland, Early Intervention Services will provide onsite early childhood mental health assessment and consultation for participating families and children, along with Early Head Start

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Infant/Toddler teachers and program staff. The Grantee's center-based services will be located at First African Methodist Episcopal Church (FAME), located at 3701 Telegraph Avenue and First Presbyterian Church, located at 2619 Broadway in Oakland. Through the Grantee's home-based service model, which will serve 48 families with children ages 0-3, socialization activities will occur two times per month at developmentally appropriate socialization locations, Oakland Ready to Learn, 436 14th Street, Suite 815; and Lotus Bloom Child and Family Resource Center, located at 2008 Park Blvd.

FISCAL IMPACT

Funding is available for this Professional Services Agreement in the Early Head Start program budget, Department of Health and Human Services ARRA Fund (2605), Head Start Organization (78231), and Early Head Start Project (G392410). Funding for this Professional Services Agreement will be obtained from the 2009-11 ARRA Early Head Start Grant Application and grant funds, approved by City Council on July 7, 2009 (Resolution No. 82130 C.M.S.), and will pay for the Salvation Army to provide center-based early care and education services for 28 Early Head Start eligible families and children for July through September 2010 in an amount not to exceed \$73,450 which includes a one-time start-up allowance for the purchase of educational equipment, materials, supplies, training and technical assistance, and basic operating expenses; and an additional amount not to exceed \$109,200 from October 1, 2010 through September 30, 2011, which will include basic operating expenses only, for a total amount not to exceed \$182,650.

BACKGROUND

On May 8, 2009, under the American Recovery and Reinvestment Act (ARRA), the US Department of Health & Human Services, Administration for Children and Families released a Request for Application (RFA), making Early Head Start program expansion opportunities available, to local public and local non-profit and for-profit private entities, including Early Head Start and Head Start grantees. The funding opportunities, in the amount of \$619 million were competitively awarded for the purpose of expanding enrollment by approximately 55,000 low-income children and their families, nationwide. The expansion was only to increase the number of pregnant women, infants and toddlers served in Early Head Start. Successful applications were subject to reporting requirements consistent with the Act and with current Head Start regulations. All applicants were encouraged to develop strategic and collaborative community partnerships with highly qualified early care and education services providers, in order to further maximize the comprehensive benefits of Early Head Start programming, provided for families with children ages 0-3, who are most in need.

Established in 1995, Early Head Start is a program for low-income families with infants and toddlers and pregnant women. Evidence from research and practice, indicates that the time from conception to age three is critical for human development and that for infants and toddlers to develop optimally, they must have healthy beginnings and the continuity of responsive, caring and secure relationships. Early Head Start programs provide family-centered services, with home-based and center-based options, designed to promote the development of the youngest children, and enable their parents to fulfill their roles as parents, while moving toward self-sufficiency.

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The City of Oakland has been a grantee for the Head Start Program since January 1972. Head Start is a national early childhood education program that promotes school readiness by enhancing the social and cognitive development of preschool children through the provision of educational, health, nutritional, social and other services to economically disadvantaged children and families.

In 1988, the City entered into a grantee-delegate relationship with the Unity Council to serve children and families in the Fruitvale District. The Unity Council is located in a service area with high need, and has the capacity to provide childcare for over 500 children, of these 200 are served by the Early Head Start program.

The Unity Council Early Head Start program currently operates three Early Head Start (EHS) programs in East, Central (Fruitvale District) and West Oakland.

KEY ISSUES AND IMPACTS

Early Head Start services for families with children ages 0-3 are currently being provided in East, Central and West Oakland, as indicated above. However, responses from the Oakland Head Start's 2009 Parent Needs Survey and Community Assessment Update, along with Alameda County Public Health Department, CAPE Unit's (ACPHD) 2007 Medi-Cal birth data, indicate a substantial unmet need for services for children birth -3, and their families, in Oakland.

PROGRAM DESCRIPTION

During the program year that began October 1, 2009 and will continue through September 30, 2011, the Oakland Early Head Start Program will, directly and through contract agreements and MOU's with strategic community partners, provide Early Head Start services to approximately 204 families, including pregnant women, infants and toddlers, in Oakland..

A collaborative service delivery model for the Oakland Early Head Start program has been established, which will include approximately 204 slots for families with infants (birth – 18 months) and toddlers (18-36 months).

In order to expand the reach of Early Head Start services for income eligible families, with children, birth- 3, throughout Oakland, Oakland Head Start proposes to offer the following program options, which include Grantee-operated and Grantee/Partner-operated configurations:

- **Home-Based:** Similar to Head Start home-based services, in-home Early Head Start services will be provided for families by an Early Head Start Home Visitor; 1x/week; 1.5-2 hours/session. The Home-Based option also provides a center-based, group oriented Socialization session for infants and toddlers and their families, approximately twice a month; 3 hours/session. The Socialization session provides an opportunity for infants and toddlers and their families, to interact socially and gradually develop their social-emotional skills in a center-based, group setting. The Home-Based option is

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available for mothers who have had a baby and/or who have young toddlers, and would prefer in-home early care and education services to support their children's growth and development.

The Grantee and Early Head Start Home-Based Partner, Brighter Beginnings, will provide quality home-based services and developmentally appropriate socialization settings for 132 income eligible families with children ages 0-3, Monday through Friday, full day, full year.

Early Head Start Home-Based Socialization Partners, Oakland Ready to Learn and Lotus Bloom Child and Family Resource Center, will provide developmentally appropriate socialization settings, 2 times per month, for 3.5 hours, per session, Monday through Friday.

- **Center-Based:** Similar to Head Start center-based services, Early Head Start center-based services will be provided for families by highly qualified Early Childhood Educators, with specific training and experience working with children ages 0-3. Services will be comprehensive. Early Childhood Mental Health assessment, consultation and training will be provided for participating Early Head Start family and staff, by Children's Hospital – Oakland, Early Intervention Services. High quality nutrition assessment, education, menu planning, and training will also be integrated into the service delivery model. A highly qualified Nutrition Consultant will provide comprehensive nutrition services for participating Early Head Start families and staff.

The Grantee and Early Head Start Partner, YMCA, will provide quality center-based services to 12 income eligible families with children ages 0-3, Monday through Friday, full-day, full year.

The Grantee and Early Head Start Partner, Salvation Army, will provide quality center-based services to 28 income eligible families with children ages 0-3, Monday through Friday, full day, full year.

SUSTAINABLE OPPORTUNITIES

Economic: The expected economic benefits to the City from the operation of the Early Head Start Program include the creating of jobs, including people directly employed in centers, plus an unknown number of jobs through its economic multiplier effect.

It is expected that most of these jobs are held by residents of Oakland. In addition, Early Head Start will buy goods and services to support its program, and most of these will be purchased from Oakland firms, or individuals.

Environmental: It is expected that there will be no direct environmental benefits or impacts from the Early Head Start program to the City of Oakland. Similar to the Oakland Head Start program, the program will use recyclable paper products.

Social Equity: Similar to the Oakland Head Start program, the principal sustainable opportunity of the Early Head Start Program will be in the area of social equity. The Oakland Early Head Start Program will deliver comprehensive, high-quality services to children and families in the City of Oakland.

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DISABILITY AND SENIOR CITIZEN ACCESS

All existing and future Oakland Early Head Start centers are in compliance with the Americans with Disabilities Act (ADA) and the Older Americans Act.

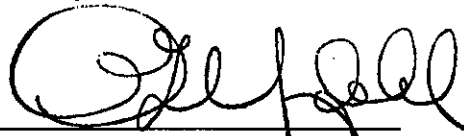
RECOMMENDATION(S) AND RATIONALE

Staff recommends that the City Council approve a resolution authorizing the City Administrator to execute a Professional Services Agreement with the Salvation Army to provide center-based early care and education services for 28 low-income families with children ages 0-3, in an amount not to exceed \$73,450 for July – September 2010; and contingent upon receipt of Early Head Start Funding, authorizing the City Administrator to execute one-year extension from October 1, 2010 through September 30, 2011 for an additional amount not to exceed \$109,200, for a total amount not to exceed \$182,650.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests approval of a resolution authorizing the City Administrator to execute a Professional Services Agreement with the Salvation Army to provide center-based early care and education services for 28 low-income families with children ages 0-3, in an amount not to exceed \$73,450 for July – September 2010; and contingent upon receipt of Early Head Start Funding, authorizing the City Administrator to execute one-year extension from October 1, 2010 through September 30, 2011 for an additional amount not to exceed \$109,200, for a total amount not to exceed \$182,650.

Respectfully submitted,

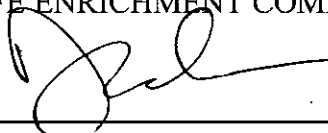


ANDREA YOUNGDAHL
Director, Department of Human Services

Reviewed by: Usana Pulliam, Manager
Early Childhood & Family Services/HS Program

Prepared by: Tracey Black, Program Planner

APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE:



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OAKLAND CITY COUNCIL

DRAFT

City Attorney

RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR, TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH SALVATION ARMY TO PROVIDE CENTER-BASED EARLY CARE AND EDUCATION SERVICES FOR 28 LOW-INCOME FAMILIES WITH CHILDREN AGES 0-3, IN AN AMOUNT NOT TO EXCEED \$73,450 FOR JULY-SEPTEMBER 2010; AND CONTINGENT UPON RECEIPT OF EARLY HEAD START FUNDING, AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE A ONE-YEAR EXTENSION FOR OCTOBER 1, 2010 THROUGH SEPTEMBER 30, 2011 FOR AN ADDITIONAL AMOUNT NOT TO EXCEED \$109,200, FOR A TOTAL NOT TO EXCEED \$182,650

WHEREAS, the Department of Human Services, Oakland Head Start program has found Salvation Army center-based programming for low-income families with children ages 0-3, to be a highly qualified, highly needed and cost effective means of providing low-income families with quality Early Head Start services and full-day, full-year child care; and

WHEREAS, the Oakland Head Start program has received authorization from the U.S. Department of Health and Human Services to provide Early Head Start services for up to 204 income eligible families with children ages 0-3, 28 of whom will be served by the Salvation Army; and

WHEREAS, qualified partners were solicited through a public strategic planning meeting for Early Care and Education Providers Serving Infants & Toddlers in Alameda County on April 1, 2009, where all attendees were asked about their interest in partnering with Oakland Head Start program and several qualified partners indicated interest in partnering with the Oakland Head Start Program and were interviewed and selected for the partnership; and

WHEREAS, the provider, Salvation Army, has met all of the requirements for Early Head Start center-based early care and education services and was one of the top providers who indicated strong interest in offering additional center-based early care and education to low-income families with children ages 0-3; and

WHEREAS, the Department of Human Services desires the City of Oakland to enter into a Professional Services Agreement with Salvation Army from July 20, 2010 through September 30, 2011 to provide Early Head Start services in a center-based setting for up to 28 children, ages 0-3; and

WHEREAS, the professional services agreement is fully funded through the Early Head Start program grant and funds in the amount of \$73,450 for July – September 2010, which includes a one-time start-up allowance for the purchase of educational equipment, materials, supplies and training and technical assistance, and basic operating expenses; and an additional amount of \$109,200 for October 1, 2010 through September 30, 2011, which includes basic operating expenses only, are anticipated to pay for these services in the Department of Health and Human Services ARRA Fund (2605), Head Start Organization (78231), and Early Head Start Project (G392410); and

WHEREAS, Oakland Head Start expects a grant award from the U.S. Department of Health and Human Services, Administration for Children and Families, for funding Early Head Start Professional Services Agreements for program years 2009-10 and 2010-11; and

WHEREAS, the City Council finds that the performance of this service is in the public interest because of economy; and

WHEREAS, the City Council finds that this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive service; and

WHEREAS, the City Council approved the ARRA 2009-11 Early Head Start Expansion Grant Application, from which the Salvation Army Professional Services Agreement would be deducted, Resolution No. 82130 C.M.S., passed July 7, 2009; now, therefore, be it

RESOLVED: That the City Council hereby authorizes the City Administrator or his designee as an agent for the City to execute a Professional Services Agreement, contingent upon receipt of Early Head Start Expansion grant funding, with the Salvation Army, in an amount not to exceed \$73,450, which includes a one-time start-up allowance for the purchase of educational equipment, materials, supplies, training and technical assistance, and basic operating expenses; and be it

FURTHER RESOLVED: That the City Administrator or his designee is hereby authorized to extend the Professional Services Agreement for one additional year, under the same terms and conditions and contingent upon receipt of Head Start grant funding, for an additional amount not to exceed \$109,200, which includes basic operating expenses only; and be it

FURTHER RESOLVED: That the City Administrator or his designee, is hereby authorized to approve any subsequent amendments, modifications, or extensions of this Professional Services Agreement provided that such amendments or extensions shall be approved as to form and legality by the Office of the City Attorney and filed with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2010

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California