

# CITY OF OAKLAND

## AGENDA REPORT

OFFICE OF THE CITY ADMINISTRATOR  
2006 SEP 14 PM 4:02

**To:** Office of the City Administrator  
**Attn:** Deborah Edgerly  
**From:** Department of Human Services  
**Date:** September 26, 2006

**Re: Resolution Authorizing the City Administrator to Execute a Contract Between the City Of Oakland and Community Crime Prevention Associates in an Amount Not to Exceed \$333,783, to Evaluate the Oakland Fund for Children and Youth for the Period of October 1, 2006 through September 30, 2007, with Two Options of One Year Each to Renew in an Amount Not to Exceed 3% of the Revenues Set Aside for Grant-making for the Oakland Fund for Children and Youth in Each Additional One Year Renewal Term**

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### SUMMARY

This report seeks approval of a Resolution to authorize a contract with Community Crime Prevention Associates (CCPA) for evaluation services for the Oakland Fund for Children and Youth (OFCY). The evaluation will include an overall outcome evaluation of OFCY including its 78 grantees providing direct services for children and youth in FY2006-2007.

The Planning and Oversight Committee (POC) recommends CCPA for a contract in an amount not to exceed of \$333,783 for the period October 1, 2006 through September 30, 2007, with two options of one year each to renew in an amount not to exceed 3% of the revenues set aside for grant-making for the Oakland Fund for Children and Youth in each additional one year renewal term. Renewal of each additional term will be contingent upon the contractor's performance and if approved by the City Administrator. CCPA is an independent consulting firm with extensive experience conducting evaluations of community-based service organizations and programs involving youth.

### FISCAL IMPACT

Approval of the proposed resolution will authorize a contract with CCPA, in an amount not to exceed \$333,783, to conduct the OFCY evaluation for 2006-2007. City Charter (Article XIII) requires a 3% allocation of OFCY's annual revenues for evaluation of OFCY services. Funding is available for the OFCY evaluation in Oakland Fund for Children and Youth Fund (1780), OFCY Evaluation FY06/07 Project (P266320). There is no additional impact on the General Fund.

Item: \_\_\_\_\_  
Life Enrichment Committee  
September 26, 2006

## **BACKGROUND**

Pursuant to Measure K Kids First! Charter Amendment, the POC must insure an annual independent outcome and process evaluation of the Fund. OFCY awarded 78 grants for direct services to children and youth in the tenth year of its twelve-year lifespan, FY2006-2007.

CCPA completed the evaluations for years four, five and six of OFCY as a subcontractor to the East Bay Community Foundation (EBCF). On October 1, 2003, CCPA entered into contract with the City and completed the evaluations for years seven, eight and nine of OFCY. The current contract will expire on September 30, 2006.

In May 2006, the City released a Request for Proposal (RFP) to begin the selection process for the OFCY evaluator for the current program year. The POC has completed the selection process and is forwarding its recommendation for an evaluator to the City Council.

The OFCY evaluation system presents a comprehensive assessment of OFCY programs relying on the following elements:

- Outcomes and results based child and youth development theory;
- Application of the “theory of change logic model” at the program level;
- Youth participation in the evaluation

Evaluation is critical in order to demonstrate both the successes and challenges of the OFCY initiative. The evaluation must: 1) build on the current evaluation model which relies on a youth development framework and integrates the theory of change model in assessing the effort and effect of services delivered to children and youth, 2) identify and measure specifically attainable program outcomes in conjunction with a citywide framework, and 3) assess the quality of the programs being delivered.

## **KEY ISSUES AND IMPACTS**

### RFP Selection Process

In response to the RFP, proposals were received from two qualified firms. These were Community Crime Prevention Associates (CCPA), and Behavioral Assessment Inc. (BAI). Proposals were reviewed and assessed based on organizational capacity and fit, staffing, quality of the evaluation design and approach to the scope of services, cost-effectiveness and responsiveness to the RFP. CCPA ranked the highest following the proposal review and interview process. The interview panel included members of the POC Evaluation Subcommittee and City staff.

### Council Policies and Procedures

CCPA is EBO certified and meets the requirements for the living wage ordinance. CCPA did not meet the City’s 20% L/SLBE requirement. The other proposer, BAI, is based in Los Angeles

and also does not meet the requirement. Of the two proposers, CCPA was considered the most qualified.

Evaluation Design and Implementation for 2006-2007

The OFCY Evaluation design and implementation will include the following:

- 1) A comprehensive outcome-based evaluation that includes identification of desired outcomes and performance measures for each program, as well as measurement of youth related outcomes. CCPA will work with the POC to find common intermediate results measures that can be used across program types and funding strategies in the 2006-2010 OFCY Strategic Plan. In addition, CCPA's work with grantees to collect data on effort, effect, performance and results will be used to improve grantee services.
- 2) CCPA will assist each grantee to build a performance logic model for its program; develop a data collection system and an evaluation design that will be integrated into the overall OFCY evaluation system; use the OFCY evaluation system to complement the internal evaluation system; and to measure intermediate outcomes and results. Each grantee will customize evaluation instruments to measure customer satisfaction, children and youth development assets outcomes, and agency specific outcomes.
- 3). Each grantee will be provided with a CCPA coach. Each coach will work with a team of youth who will participate in the following: conduct site visits, document OFCY Grantee activities using digital media, interview youth, input data, and assist in writing the evaluation report.
- 4) CCPA will continue to partner with OUSD to synchronize data collection and analysis with OUSD's site-based schools database and student achievement indicators. In addition, CCPA will develop and refine data tools, coordinate and implement data collection efforts as well as assist program staff in the design and integration of a web-based data collection and reporting.

Contract Period and Options to Renew

The term of the contract is October 1, 2006, to September 30, 2007. The RFP also stated that upon approval by the City Council and subject to performance and negotiations, the contract may be renewable for two additional years. It is critical to begin as soon as possible to permit the evaluator to work with the POC to finalize evaluation design and communicate with Grantees, since the program service year began as early as June 2006 for some service providers.

The POC recommends Council approval of City Administrator authority for an option to extend the contract with CCPA for two one-year periods, contingent on the contractor's performance. The POC believes that the OFCY evaluation system has evolved through multi-year planning for continuous improvement. The inclusion of two one-year renewal options assists the evaluator to

advance improvements in the evaluation that have been prioritized by the POC and may afford the benefit of continuity in the evaluation team.

## **PROJECT DESCRIPTION**

The contract with CCPA will include the following key deliverables:

- A process evaluation documenting the assessment of OFCY administration processes,
- An interim report documenting the mid-year performance of OFCY Grantees, and
- A final comprehensive evaluation report documenting the following: 1) the impact of OFCY overall and linking OFCY outcomes and results with Council and Strategic Plan goals and objectives and 2) comprehensive outcome-based evaluations of all grantees for each annual period.

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.

## **SUSTAINABLE OPPORTUNITIES**

### **Economic:**

The OFCY evaluation results in direct social benefits including employment opportunities for youth evaluators.

### **Environmental:**

This project has no known impact on environmental opportunities.

### **Social Equity:**

OFCY's stated vision promotes caring and success for every child in Oakland. The evaluation specifically addresses organizational capacity building and the effectiveness of services, and thereby enhances the opportunities for social equity made possible through the multiple efforts funded by OFCY.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

The contractor will be required to comply with all City requirements for meeting accessibility. The City will continue to ensure that all OFCY contractors are aware of their obligations under the ADA and will monitor for compliance.

Item: \_\_\_\_\_  
Life Enrichment Committee  
September 26, 2006

**RECOMMENDATION(S) AND RATIONALE**

Staff and the POC recommend the approval of a contract with CCPA for the evaluation of the OFCY with two one-year options for renewal. This recommendation is based on the determination that CCPA is the most qualified candidate, following a selection and review process and it has the experience necessary to successfully complete the evaluation of the Oakland Fund for Children & Youth.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that Council approve a resolution authorizing the City Administrator to execute a contract between CCPA and the City in an amount not to exceed \$333,783, for the term October 1, 2006 through September 30, 2007, with two options of one year each, to renew in an amount not to exceed 3% of the revenues set for grant-making for the Oakland Fund for Children and Youth in each additional one year renewal term, contingent upon the contractor's performance and if approved by the City Administrator.

Respectfully submitted,




**ANDREA YOUNGDAHL**  
Director  
Department of Human Services

Reviewed by:  
Sandra Taylor, Manager  
Department of Human Services

Prepared by:  
Touch Thouk, Program Analyst  
Department of Human Services

APPROVED FOR FORWARDING TO  
THE LIFE ENRICHMENT COMMITTEE:



Office of the City Administrator

Item: \_\_\_\_\_  
Life Enrichment Committee  
September 26, 2006

Approved as to Form and Legality

OFFICE OF THE CITY ATTORNEY

2006 SEP 11

PH 4:02

City Attorney

# OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

**RESOLUTION AUTHORIZING THE CITY ADMINSTRATOR TO EXECUTE A CONTRACT BETWEEN THE CITY OF OAKLAND AND COMMUNITY CRIME PREVENTION ASSOCIATES IN AN AMOUNT NOT TO EXCEED \$333,783 TO EVALUATE THE OAKLAND FUND FOR CHILDREN AND YOUTH FOR THE PERIOD OF OCTOBER 1, 2006 THROUGH SEPTEMBER 30, 2007 WITH TWO OPTIONS OF ONE YEAR EACH TO RENEW IN AN AMOUNT NOT TO EXCEED 3% OF THE REVENUES SET ASIDE FOR GRANT-MAKING FOR THE OAKLAND FUND FOR CHILDREN AND YOUTH IN EACH ADDITIONAL ONE YEAR RENEWAL TERM**

**WHEREAS**, the Measure K/Kids First! Initiative amended the City Charter and established the Oakland Fund for Children and Youth (“OFCY”) to provide two and one half percent of the City’s unrestricted general fund revenues to support direct services for children and youth; and

**WHEREAS**, the Charter Amendment stipulates that three percent of OFCY annual revenues be made available to the City for evaluation; and

**WHEREAS**, the amount available for evaluation services for FY2006-2007 is in excess of \$333,783; and

**WHEREAS**, the Charter Amendment stipulates that the Planning and Oversight Committee (POC) is responsible to ensure the completion of a comprehensive outcome and process evaluation for OFCY services by October 1 annually; and

**WHEREAS**, the POC developed and disseminated a Request for Proposal (“RFP”) in May 2006; and

**WHEREAS**, the City and the POC conducted a proposal review and selection process to identify the appropriate contractor to provide evaluation services; and

**WHEREAS**, the POC has recommended the firm Community Crime Prevention Associates (CCPA) as the evaluation contractor for OFCY services conducted in 2006-2007 based on the POC’s determination that CCPA’s proposal was the most responsive and CCPA is the most qualified firm to successfully complete the evaluation; and

**WHEREAS**, CCPA has delivered evaluation services to OFCY for the past six years and has successfully met its contract objectives in each of those years; and

**WHEREAS**, the City desires to enter into an agreement for professional services with CCPA in an amount not to exceed \$333,783, to evaluate the OFCY ; and

**WHEREAS**, the City desires the term of the contract as October 1, 2006 to September 30, 2007; and

**WHEREAS**, funds are available for this evaluation in the Oakland Fund for Children and Youth Fund (1780), Evaluation FY06/07 Project (P266320); and

**WHEREAS**, the City desires to establish two options of one year each to renew contingent, in part, on the performance of CCPA in order to maintain continuity of evaluation services; and

**WHEREAS**, the City Council finds that the service is of a professional, scientific or technical nature and is temporary in nature; and

**WHEREAS**, the City Council finds that the contract shall not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore be it

**RESOLVED:** That the funds will be made available for evaluation of the OFCY , and, be it further

**RESOLVED:** That the City Administrator, or her designee, is hereby authorized to execute a contract in an amount not to exceed \$333,783 with CCPA to conduct the OFCY evaluation for 2006-2007 with two options of one year each to renew in an amount not to exceed 3% of the revenues set aside for grant-making for the OFCY in each additional one year renewal term; and, be it further

**RESOLVED:** That the City Administrator is hereby authorized to conduct all negotiations, execute and submit all documents, including but not limited to applications, agreements, amendments, modifications, payment requests and related actions that may be necessary in accordance with its basic purpose, at no additional contract costs; 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, \_\_\_\_\_, 20\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

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

NOES-

ABSENT-

ABSTENTION-

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