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OFFICE OF THE CITY CLERK
OAKLAND

2012 NOV 28 PM 12:09

AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Claudia Albano
Measure Y Coordinator

SUBJECT: Measure Y, Violence Prevention,
Evaluation Contract

DATE: October 17, 2012

City Administrator
Approval

Deanna Santana

Date

11/23/12

City-Wide

RECOMMENDATION

Resolution Authorizing the City Administrator to Negotiate and Execute a Contract Between the City of Oakland and Resource Development Associates in an Amount Not to Exceed Three Hundred and Five Thousand Dollars (\$305,000) annually for Outcome and Process Evaluation Services for Measure Y Funded Violence Prevention and Community Policing Programs with two one-year options to renew for the FY 2012-15 funding cycles.

OUTCOME

This report seeks approval of a resolution authorizing the City Administrator to negotiate and execute a contract with Resource Development Associates in an amount not to exceed \$305,000 annually to complete an outcome and process evaluation for Measure Y Violence Prevention and Community Policing programs during FY2012-15. This will allow the City Council to review the performance of violence prevention and community policing programs during the funding cycle.

BACKGROUND/LEGISLATIVE HISTORY

The Violence Prevention and Public Safety Act of 2004 (Measure Y) legislation stipulates that "not less than 1% or more than 3% of Measure Y funds appropriated to each police service or social services program shall be set aside for the purpose of an independent evaluation of the program, including the number of people served the rate of crime or violence reduction achieved."

The City Administrator's Office released a Request for Proposals (RFP) on August 24, 2012. A total of two proposals were received prior to the submittal deadline date of September 21, 2012 at 5:00pm. The two applications submitted were: West Ed and Resource Development Associates (RDA), in partnership with John Jay College of Criminal Justice and The Warren

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Institute on Law and Social Policy. RDA was selected as the applicant to conduct the external evaluation for Measure Y beginning in January 2013 through December 31, 2013, with the option to renew for years 2014 and 2015.

ANALYSIS

The City received two responses to the RFP: West Ed and Resource Development Associates (RDA), which partnered with John Jay College of Criminal Justice and The Warren Institute on Law and Social Policy.

Four reviewers read and scored each of the applications. Reviewers included two PhD experts in the field of evaluation of violence intervention for community based programs. A third reviewer is an Oakland Police Department Deputy Chief with extensive experience with the Measure Y Community Policing program and the fourth reviewer is the chair of the Measure Y Oversight Committee.

The average score for the West Ed application is 80.25

The average score for the RDA application is 88.5.

In addition to receiving the higher score, reviewers felt that the RDA approach to the evaluation would lend itself to greater regular contact with the Measure Y funded violence prevention program grantees and to fostering relationships that would help them better understand the work of the programs. Reviewers reported that the RDA proposal addressed the requirements of the RFP and that they had a well-informed sense of what can be accomplished within the existing available data; and they are aware and realistic about meeting reporting timelines. Reviewers also felt the RDA plan was more practical in being able to produce reports that are needed for review by Council when contract renewals are being determined.

The West Ed application relied heavily on conducting client surveys, which has already proven to be extremely challenging with the population that Measure Y serves. Reviewers felt that the evaluation plan that West Ed proposed would be very challenging given the start-up time that would be required for them to build the data collection and evaluation infrastructure they proposed in their application, which includes some particular strategies that usually take years to put in place.

PUBLIC OUTREACH/INTEREST

The Measure Y Oversight Committee provided input on the draft RFP and voted to "endorse and support" the final version at their August 20, 2012 meeting. The City Administrator's Office released the Request for Proposals on August 24, 2012. The RFP was sent to the list of interested organizations and a legal notice ran in the Oakland Tribune on September 1 and September 4, 2012.

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COORDINATION

The Police Department, the Department of Human Services, and the Measure Y Oversight Committee were consulted and involved in the development of the RFP. After three iterations of review and edits, the Measure Y Oversight Committee endorsed the final draft of the RFP at their August 20, 2012 meeting.

COST SUMMARY/IMPLICATIONS

Funds for the evaluation contract (\$305,000) are available within the Measure Y Public Safety Act 2004 Fund (2251), City Administrator: Administration Organization (02111), Account: Services Miscellaneous Contract (54919), Measure Y Evaluation Project (G261240), Program: Measure Y (PS37).

SUSTAINABLE OPPORTUNITIES

Economic: The proposed process and outcome evaluation will provide an analysis of Measure Y funded violence prevention and community policing programming to determine their efficacy and effectiveness in reducing violence. A reduction in violence will contribute to the economic well-being of Oakland's neighborhoods and business districts.

Environmental: No environmental opportunities have been identified.

Social Equity: The proposed process and outcome evaluation contract will provide a data-driven analysis of the impact of Measure Y violence prevention and community policing program efforts. The findings will contribute to informed funding decisions regarding any current and future City Council actions in this area.

For questions regarding this report, please contact CLAUDIA ALBANO, MEASURE Y COORDINATOR, at (510) 238-6372.

Respectfully submitted,



CLAUDIA ALBANO
Measure Y Coordinator

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Macanlas
City Attorney

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OAKLAND

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

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introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A CONTRACT BETWEEN THE CITY OF OAKLAND AND RESOURCE DEVELOPMENT ASSOCIATES IN AN AMOUNT NOT TO EXCEED THREE HUNDRED AND FIVE THOUSAND DOLLARS (\$305,000) ANNUALLY FOR OUTCOME AND PROCESS EVALUTION SERVICES FOR MEASURE Y VIOLENCE PREVENTION AND COMMUNITY POLICING PROGRAMS WITH TWO ONE-YEAR OPTIONS TO RENEW FOR THE FY 2012-15 FUNDING CYCLES.

WHEREAS, City of Oakland voters passed Measure Y – the Violence Prevention and Public Safety Act of 2004 – to provide tax revenue each year for ten years to support violence prevention and community policing programs and services in Oakland; and

WHEREAS, the Violence Prevention and Public Safety Act of 2004 stipulates that not less than 1% or more than 3% of funds appropriated to any police or social service programs shall be set aside for the purpose of an annual independent evaluation of the programs, including the number of people served and the rate of crime or violence reduction achieved; and

WHEREAS, the Violence Prevention and Public safety Act of 2004 stipulates that the violence prevention and community policing programs shall be evaluated annually; and

WHEREAS, City staff developed and disseminated a Request for Proposals in August 2012 and conducted a review process to identify a contractor to provide evaluation services; and

WHEREAS, the selected contractor, Resource Development Associates was ranked first in the competitive bidding process and has a clear understanding of Measure Y programs and strategies, has the breadth of experience, and range of content knowledge and technical capacity; and

WHEREAS, the City Administrator wishes to enter into a one-year contractual agreement, with two one-year options for renewal, with Resource Development Associates to provide an outcome and process evaluation of the Measure Y programs during the FY 2012-13, 2013-14, and 2014-15 funding cycles; and now, therefore be it

RESOLVED, The funds will be made available for an outcome and process evaluation of Measure Y programs, and be it

FURTHER RESOLVED, That the City Administrator or her designee is hereby authorized to negotiate and execute a contract with Resource Development Associates in an amount not to exceed three hundred five thousand dollars (\$305,000) annually to provide an outcome and process evaluation for the Measure Y violence prevention and community policing programs; 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, modification, payment requests and related actions which may be necessary in accordance with its basic purpose, at no additional contract costs; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to execute the two one-year options to renew the contract with Resource Development Associates without further City Council approval; 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 -

NOES -

ABSENT -

ABSTENTION -

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