



CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION OF THE CITY COUNCIL AUTHORIZING THE CITY ADMINISTRATOR TO (1) ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH ROADTRIP NATION IN AN AMOUNT NOT TO EXCEED ONE HUNDRED TWENTY-FIVE THOUSAND DOLLARS (\$125,000) TOTAL TO DEVELOP AND LAUNCH A CAREER EXPLORATION AND STORYTELLING DIGITAL COMMUNITY HUB DESIGNED TO SUPPORT OAKLAND'S YOUTH AND YOUNG ADULTS SEEKING JOB OPPORTUNITIES THROUGH NOVEMBER 30, 2028; AND (2) WAIVING THE FORMAL REQUEST FOR PROPOSAL/QUALIFICATIONS PROCESS FOR THE PROFESSIONAL SERVICES AGREEMENT

WHEREAS, the Mayor's Office identified One Hundred Twenty-Five Thousand Dollars (\$125,000) in the General Purpose Fund (1010), to execute a career exploration and storytelling project, designed to support Oakland's youth and young adults; and

WHEREAS, Oakland Municipal Code (OMC) Section 2.04.040.B requires a Request for Proposals/Qualifications process for all professional services contracts of more than Fifty Thousand Dollars (\$50,000); and

WHEREAS, Pursuant to OMC Section 2.04.050.I, the City Council may allow an exception to competitively bidding contracts involving specialized services; and

WHEREAS, Roadtrip Nation Ltd (Roadtrip Nation) is an Emmy Award winning media/workforce development organization that support youth and young adults who are exploring career opportunities; and

WHEREAS, every year, Roadtrip Nation selects specific geographic regions, industries, and/or socially relevant issues as themes for a select number Roadtrip Nation production projects; and

WHEREAS, Roadtrip Nation will develop and launch the "Future of Oakland Workforce Digital Community Hub", an online career exploration and storytelling platform; and

WHEREAS, elements of the Digital Community Hub will include the following: (1) video content from interviews, conducted by Oakland youth and young adults, with Oakland leaders, produced by Roadtrip Nation; (2) interview content from previous Roadtrip Nation projects that focus on groups of people and industries relevant to the future workforce of Oakland; (3) day-in-the-life video segments of leaders explaining their typical day, providing a virtual alternative to in-person job shadowing; (4) documentary film content focused on themes like Opportunity Youth, Diversity in Tech, Women in Science, the Skilled Trades, DREAMers and Public Service; (5) Resource Tiles that lead users to programs, resources and experiences in Oakland that will better prepare them for successful careers; (6) Roadtrip Nation Experience (RTNE) Project Module, a project-based course that is designed to assist users discover interests, explore career opportunities based on the Collaborative for Academic, Social, and Emotional Learning (CASEL) social and emotional learning skills standards; and

WHEREAS, City staff recommends entering into a professional services agreement with Roadtrip Nation in an amount of One Hundred Twenty-Five Thousand Dollars (\$125,000) to develop and launch “Future of Oakland Workforce Digital Community Hub”; and

WHEREAS, City staff recommends waiving the formal Request for reProposals/Qualifications processes for the award of the agreement to Roadtrip Nation; and

WHEREAS, Roadtrip Nation is the sole producer and supplier of its Film Production Model in the United States and internationally, as well as the sole producer and supplier of the Interview Archive; and

WHEREAS, the City Administrator has determined that this is an agreement for services involving professional or specialized services; and

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

RESOLVED: That pursuant to OMC 2.04.050.I, the City Council hereby finds that it is in the City’s best interests to waive the formal Request for Proposals / Qualifications Process for the award of the professional services agreement to Roadtrip Nation; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator to award a professional services agreement with Roadtrip Nation to develop and launch “Future of Oakland Workforce Digital Community Hub” in an amount not to exceed One Hundred Twenty-Five Thousand Dollars (\$125,000) from November 1, 2022 through November 30, 2028, from the General Purpose Fund (1010), Workforce Development Organization (85311), Roadtrip Nation Project (1006797); and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to take any other action necessary and consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FIFE, GALLO, JENKINS, KALB, KAPLAN, RAMACHANDRAN, REID, AND
PRESIDENT FORTUNATO BAS

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

ASHA REED
City Clerk and Clerk of the Council of the
City of Oakland, California