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Office of the Mayor  
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November 27, 2007

Public Safety Committee  
Oakland City Council  
Oakland, California

**RE: A Report on the Mayor's Office Proposal to Direct the Department of Human Services to Issue a Request for Proposals (RFP) in the Amount of \$575,000 for Street Based Outreach Workers and a Request for Proposals (RFP) in the Amount of \$200,000 to Expand Job Training Reentry Services for Recently Incarcerated Individuals and a Resolution Allocating \$375,000 from the Measure Y – Reserve Fund Project for Street-Based Outreach**

Dear Chairperson Reid and Members of the Public Safety Committee:

We respectfully submit this report and resolution to expand street-based outreach and reentry services as two central components of a broader strategy for safe streets and strong communities in Oakland.

**I. BACKGROUND**

Over the last several years, many entities in Oakland, at both the City and community level, have identified street-based outreach as a violence prevention strategy that would benefit the City. As this strategy has been identified, new efforts have begun to take shape. Effective outreach has begun in hot spot areas and these efforts are ready for expansion.

As well, both City and community agencies have identified reentry job training as a critical violence prevention strategy. Effective job training programs for individuals reentering society after incarceration are now underway and are also ready for expansion.

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### **A. Burgeoning Support for Street Outreach**

National best practices in violence prevention recommend street-based outreach in hot spot areas as an important strategy to help prevent street violence in urban communities. From Boston, MA; Chicago, IL; Philadelphia, PA; High Point, NC; and other cities, street outreach has been an essential component of violence prevention.

Street-based outreach is a strategy that calls on community members who are familiar with the neighborhoods most impacted by violence and skilled at conflict mediation, intervention, and mentorship to walk the streets seeking to connect with youth and adults involved in the street life. Street outreach workers get to know the youth and adults, give them opportunities to get off the street, and work to resolve conflicts before violence erupts. Street outreach workers often have relationships with local service providers and local police or probation officers to share resources and develop coordinated strategies to reduce street violence.

In 2004, Oakland voters passed Measure Y to provide support for comprehensive efforts to address the root causes of violence. Measure Y identified street-based outreach as one of several priority strategies. The Oakland City Council has also demonstrated interest in street-based outreach, with members of the City Council going to Boston, MA and Vallejo, CA to study effective street-based outreach programs as a potential model for Oakland. In July 2007, the City Council issued a directive for staff to investigate additional outreach strategies Oakland could pursue and make actionable recommendations.

Alameda County and the state have also invested in street-based outreach strategies for Oakland. In February 2007, Alameda County, Youth UpRising (a Measure Y funded service provider), Mayor Dellums, and the Oakland Police Department partnered with State Senator Don Perata's Office to launch PeaceMaking, a street outreach and conflict mediation program in Oakland.

Finally, the Mayor's Public Safety Working Group, a collaboration of numerous city agencies and community organizations formed in 2007, has discussed the role of street-based outreach in violence prevention. This Group aims to strengthen the coordination and collaboration of public safety efforts across agencies. Many participants in the Public Safety Working Group have expressed interest in expanded street outreach. In particular, group participants identified the city's two highest stressor police beats, 6X (Council District 3) and 34X (Council District 7), as priority beats for enhanced street outreach. The Mayor's Office is also cognizant that escalating street violence in Fruitvale/San Antonio needs to be addressed.

As programs and support for outreach develop, the opportunity to link street outreach with a broader public safety action plan emerges. By strategically investing in burgeoning efforts in high priority hot spots and connecting these investments to a coordinated action

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plan involving law enforcement, service providers, and the faith community, we can begin to bring peace to the streets of Oakland.

### **B. Burgeoning support for Re-entry Services**

Oakland city and community agencies have long recognized the importance of job training for formerly incarcerated individuals as a central component of violence prevention. Many of the individuals impacted by violence, as both victims and offenders, have been involved in the criminal justice system. It is incredibly important to invest in strategies that give probationers and parolees opportunities to get stable jobs and get out of the cycle of the criminal justice system. Job training and placement is a critical component of successful re-entry. These strategies provide formerly incarcerated individuals with job training to provide them with economic opportunities and alternatives to the street life.

## **II. PROPOSAL**

**With this background, I respectfully request the City Council adopt a resolution to utilize resources from Measure Y – Reserve Funds Project to enhance street outreach. This will be combined with already appropriated resources for to enhance street outreach and reentry programming.**

This report recommends that Council allocate \$375,000 from the Measure Y – Reserve Fund Project (the Department of Human Services prevention programs portion of Measure Y funds) for street-based outreach. To this amount, the Mayor's office will contribute \$200,000 from the resources already appropriated in the 2007-09 Adopted Budget for street-based outreach and \$200,000 from the resources already appropriated in the 2007-09 Adopted Budget for re-entry job training. Notably, this request is a first phase for our investment in a broader vision and strategy for violence prevention that we aim work in collaboration with City, County, state and federal entities to develop and strengthen throughout the City.

For the street based outreach, we aim to direct DHS to design an RFP that will:

- Seek applicants who have significant familiarity the highest stressor hot spot areas of the city
- Seek applicants who have the ability to reach highest risk youth an adults as defined by proximity to street violence
- Seek applicants who have capacity to work with the faith community and the various ethnic communities impacted by street violence
- Seek applicants who can partner with law enforcement, probation, and service providers as part of their street outreach strategy
- Seek applicants who have knowledge of services and support programs
- Seek applicants who can leverage this investment with additional matching resources

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For the re-entry job training, we aim to direct DHS to design an RFP that will:

- Seek applicants to who have a proven track record of success training and employing formerly incarcerated individuals
- Seek applicants who can provide slots for individuals in the highest risk categories
- Seek applicants who have familiarity with the highest stressor hot spot areas of the City

### III. FISCAL IMPACT

Approval of this resolution will allow the Department of Human Services to issue an RFP for street outreach in the amount of \$575,000. DHS will also issue a separate RFP in the amount of \$200,000 for reentry job training services. Funds for these RFPs will come from the following funding sources. Out of the \$775,000 in proposed expenditures, \$375,000 will be allocated from Measure Y -- Reserve Funds Project, and \$400,000 is already appropriated in the 2007-09 Adopted Budget.

#### Street Outreach

\$375,000	Funds will be transferred from Measure Y Fund (2251), DHS Administration (7811), Measure Y – Reserve Fund Project (G261273), to a project to be determined, for the Street Outreach project, within the Measure Y Fund
\$200,000	General Purpose Fund (1010), Citywide Activities Organization (90591), City/County Collaboration – Street Outreach Project (P333410).

#### Reentry Services

\$200,000	General Purpose Fund (1010), Citywide Activities Organization (90591), City/County Collaboration – Reentry Project (P333420).
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The City Council approved the \$400,000 appropriation for City/County Collaboration in the 2007-09 Adopted General Purpose Fund Budget.

As well, sufficient funding is available in the Measure Y Reserve Funds Project to pay for the requested allocation of \$375,000 for street outreach without affecting either the fund balance portion that is specifically tagged for the Oakland Police Department or the current Measure Y prevention programming.

In 2004, voters approved Measure Y (Violence Prevention and Public Safety Act) to address the rising crime rate in Oakland. Under Measure Y, \$4,000,000 per year is allocated to Fire Safety. Additionally, a maximum of 60 percent of the Measure Y revenue per year is allocated to hire 63 new Oakland Police Department officers (this was approximately \$9 million in FY 05-06), and a minimum of 40 percent of the revenue per

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year is allocated for prevention programs distributed by the Department of Human Services (this was approximately \$6 million in FY 05-06). This proposal draws upon unallocated Department of Human Services' prevention funds.

Additionally, the street-based outreach program and the re-entry training program are an appropriate use of Measure Y funds because they will be used to reduce crime and violence and the programs meet Measure Y's programmatic requirements.

#### **IV. KEY ISSUES AND IMPACTS**

##### **1. There is An Urgent Need to Act Now**

There is a great urgency to act immediately because of the City's ongoing high homicide rates. Stopping the street violence in Oakland is of utmost importance for all sectors of the City. This investment will take Oakland to the next level in the fight against devastating rates of violence and crime. To that end, we aim to direct the Department of Human Services to conduct an expedited RFP that will allow for distribution of the resources as fast as possible.

##### **2. Street Outreach and Reentry Job Training Augmentation is Supported by a Broad Cross Section of City and Community Agencies**

As previously discussed, street outreach and re-entry job training are two strategies for violence prevention that are supported and embraced by a wide cross section of city and community agencies. From the state and county, to the Oakland Police Department, and community and faith agencies, there is strong support for enhancing these strategies and connecting them with law enforcement efforts.

#### **V. PROGRAM DESCRIPTION**

##### **1. Street Outreach**

The RFP will specify granting resources for street outreach workers assigned to the City's high stressor beats. The RFP will request that the program document its success in a manner that continues to attract governmental and private funding so additional teams that can be deployed to other beats over time.

The RFP will request that the outreach workers work in concert with residents and multiple city agencies to transform these communities. The coordination will be done with many city departments, most notably, the Department of Human Services; Neighborhood Service Coordinators; NCPCs; Oakland Police Department, and community and faith-based resources.

Specifically, RFP will delineate that the street outreach workers carry out the following tasks:

- i. Create a public safety presence of credible civilians in hot spots.
- ii. Build and use relationships with “hot spot” residents, their families, and friends, including “street leaders,” to actively promote positive life choices that build healthy communities.
- iii. Connect “high risk” individuals and their families to resources that provide opportunities for productive lives, including career and education services.
- iv. Proactively prevent the escalation of tension that is likely to lead to violence through the identification of key disputants and the provision of mediation services.
- v. Increase community cohesion through rallying community response following violence, ensuring linkage to support services and hosting community events aimed at fostering non-violence.

## **2. Job Training / Re-entry Program**

The RFP will request the creation of a job training program that can serve 50 additional formerly incarcerated individuals.

The RFP will request that the job training program also offer comprehensive life skills and a counseling component to ensure success of the participants, as well as case management before and after job placement to ensure long-term job retention.

This will allow the participants to address potential barriers to success, such as a lack of housing, work clothes, transportation, and valid identification are some of the issues that will be addressed in group counseling sessions.

## **3. CONCLUSION**

If Council approves the allocation of Measure Y funds to be combined with already appropriated funds for street outreach and re-entry, Oakland will be able to invest strategically in burgeoning strategies that have significant support from City officials, community members, Alameda County and the State.

This is a rare opportunity to build up promising and best practices, begin funding our prevention efforts to scale, and develop Oakland as a national model. Outcome and

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results will be closely monitored and evaluated to ensure positive net gain for the City's investment.

**4. ACTION REQUESTED OF THE CITY COUNCIL**

Approve the resolution to allocate \$375,000 in Measure Y – Reserve Fund Project for street outreach to be combined with already appropriated funds for the issuance of a Department of Human Services Request for Proposals for street outreach in the amount of \$575,000 dollars. A separate Department of Human Services Request for Proposals will also be released for re-entry job training in the amount of \$200,000 dollars.

Respectfully submitted,



Ronald V. Dellums  
Mayor

Prepared by:  
Lenore Anderson  
Public Safety Director  
Office of the Mayor

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*[Signature]*  
City Attorney

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
**OAKLAND CITY COUNCIL**

RESOLUTION No. \_\_\_\_\_ C.M.S.  
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Introduced by Mayor Ronald V. Dellums

**RESOLUTION ALLOCATING \$375,000 FROM THE MEASURE Y – RESERVE FUNDS PROJECT FOR STREET BASED OUTREACH, TO BE COMBINED WITH \$200,000 FROM THE GENERAL PURPOSE FUND, STREET OUTREACH PROJECT FOR THE ISSUANCE OF A DEPARTMENT OF HUMAN SERVICES REQUEST FOR PROPOSALS (RFP) FOR STREET-BASED OUTREACH**

**WHEREAS**, street violence and homicides in Oakland continue to occur at alarming rates and all Oakland residents deserve peaceful communities; and

**WHEREAS**, over the last several years, both City and community agencies, including the City Council, service providers, and Oakland residents, have identified street-based outreach and re-entry job training services as critically important violence prevention strategies needed in Oakland; and

**WHEREAS**, street outreach efforts have begun to show promising results and are ready for expansion, and job training programs for individuals reentering society after incarceration are successfully placing individuals in jobs and are also ready for expansion; therefore be it

**RESOLVED:** That funds for street outreach are available in the amount of \$375,000 from Measure Y – Reserve Fund Project (Accounts 2251; 7811; and G261273) to be combined with already appropriated \$200,000 from the General Purpose Fund (1010), Citywide Activities Organization (90591), City/County Collaboration – Street Outreach Project (P333410) for the issuance of a Department of Human Services Request for Proposals (RFP) for street-based outreach in the amount of \$575,000.

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