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OFFICE OF THE CITY CLERK
OAKLAND

2012 JUN 28 PM 3: 10

AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: SARA BEDFORD

SUBJECT: OFCY Evaluation Services 2012-2014

DATE: June 18, 2012

City Administrator
Approval

Date

6/28/12

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff and the Planning and Oversight Committee (POC) recommends that the City Council adopt a resolution authorizing the City Administrator to negotiate and execute a professional services agreement with Public Profit, Inc., in an amount not to exceed \$200,000 for the term August 1, 2012 to October 31, 2013, to provide evaluation services for the Oakland Fund for Children and Youth (OFCY), with the option to renew for one additional term of August 1, 2013 to October 31, 2014, up to the same maximum \$200,000 for the additional term, for a total contract amount not to exceed \$400,000.

EXECUTIVE SUMMARY

This report seeks approval of a resolution to authorize an agreement with Public Profit, Inc. in an amount not to exceed \$200,000 to provide evaluation services for the OFCY and 117 grant funded programs for the term August 1, 2012 to October 31, 2013.

After releasing a Request for Proposals (RFP) for the evaluation services for OFCY, the OFCY staff and POC reviewed the submitted proposals, interviewed the proposing firms, and reached consensus on selection of Public Profit, Inc. as the most suitable applicant. Public Profit, Inc. is an independent consulting firm with a proven track record of conducting evaluations of children and youth programs for the City of Oakland and several California municipalities.

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OUTCOME

That City Administrator will enter into an agreement with Public Profit, Inc. for evaluation of the 2012-13 OFCY programs for the term August 1, 2012 to October 31, 2013, and if renewed, at the City Administrator's discretion, for one additional term of August 1, 2013 to October 31, 2014 up to the same maximum \$200,000 for the additional term, to provide evaluation services for the 2013-2014 OFCY grant programs.

All OFCY programs will be provided timely and high quality evaluation services and thus fulfill the city charter amendment (Section XIII) requirement of an independent third party evaluation. Both mid-year and final evaluation reports will be presented to the POC and City Council.

BACKGROUND/LEGISLATIVE HISTORY

The Oakland Fund for Children and Youth was established in 1996 when Oakland voters passed the Kids First! Initiative (known as Measure K), as an amendment to the City Charter to support direct services to youth under 21 years of age. As reauthorized in 2009 for an additional twelve years (2010-2022), the city charter amendment (Section XIII) requires a set-aside of 3% of the City's unrestricted general fund revenues annually for the Oakland Children's Fund, to provide grants for direct services for children and youth. The provision of the City Charter (Section XIII) also requires a 3 year strategic investment plan for the allocation of the Fund, an annual independent evaluation of the Oakland Fund for Children and Youth programs, and the appointment of members to the Planning and Oversight Committee (POC), to oversee matters pertaining to the Children's Fund.

OFCY's 2011-2012 evaluation is presently being conducted by the firms Public Profit Inc. and See Change Inc. Upon approval of the City Council in June, 2009, both Public Profit, Inc. and See Change Inc. were initially contracted to provide evaluation services beginning in FY2009-2010, after a competitive bidding process and a recommendation from the Planning and Oversight Committee. The agreements were renewed for two additional one year terms, with evaluation services to end September 30, 2012 when final reports are submitted to the POC.

ANALYSIS

The Oakland Fund for Children and Youth (OFCY) released a Request for Proposals (RFP) for Evaluation of OFCY programs on May 10, 2012 for 2012-2014, renewable for a second year based upon satisfactory performance in year one.

The RFP emphasized the desire to have one lead evaluator to produce a comprehensive evaluation design and report with an added focus on developing quality evaluation tools and processes for Early Childhood. The RFP also inquired of the evaluator's abilities to contribute to the POC and the Oakland City Council's capacity to prioritize among different funding strategies; enable the POC to make funding decisions about individual programs; determine the

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effectiveness and efficiency of funds at the program and strategic level; enable the OFCY to promote best practices for children and youth programs; enable individual grantees to improve performance; and enable different audiences to understand the evaluation results.

Two full proposals were received on June 8, 2012 from Public Profit, Inc. and Bright Research Group. Proposals were reviewed and assessed based on organizational capacity and fit, staffing, quality of the evaluation design, work plan, timeline and approach to the scope of services, project staffing, project budget and sample work products. Interviews were conducted with both Public Profit, Inc. and Bright Research Group. The interview panel included members of the POC Evaluation Subcommittee and OFCY staff.

The proposal from Public Profit, Inc. was ranked the highest and the interview panel came to a consensus recommending Public Profit, Inc. as the evaluator for OFCY programs in all strategy areas. The POC Subcommittee forwarded the recommendation selecting Public Profit, Inc. as the 2012-2014 OFCY evaluator to the full POC and the City Council.

The OFCY evaluation design and implementation for Public Profit, Inc. will include the following:

- 1) A comprehensive evaluation that includes program performance, point of service quality, and direct and contributory outcomes.
- 2) Quarterly meetings to develop best practice knowledge and deepen understanding of evaluation processes.
- 3) Analysis of descriptive data including number of children and youth served dosage of service received, cost of service, and matching funds using the Cityspan data base.
- 4) Site visits that assess program quality.
- 5) Youth involvement in the evaluation design, implementation and analysis.

The contract with Public Profit, Inc. will include the following key deliverables:

- A mid-year report that demonstrates evaluation activities and results to date.
- A final report that documents strategy level performance and grantee-level program quality.

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.

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PUBLIC OUTREACH/INTEREST

OFCY released a RFP for Evaluation of OFCY programs on May 10, 2012 for 2012-2014. The announcement was published in the Oakland Tribune legal section on May 10, 2012. The entire RFP was published on the OFCY website and an email was sent out announcing the RFP to the OFCY email list consisting of approximately 1200 email addresses. Hard copies of the RFP were mailed out to 17 Bay Area evaluation firms. OFCY hosted an optional bidder's conference on May 17, 2012 that was attended by eight people representing various evaluation firms.

COORDINATION

The Oakland Fund for Children and Youth Planning and Oversight Committee has been consulted in the review and acceptance of the recommendation herein presented to Council.

COST SUMMARY/IMPLICATIONS

The professional services agreement with Public Profit, Inc. is for a not to exceed amount of \$200,000 for the term August 1, 2012 to October 31, 2013 to provide evaluation services for the Oakland Fund for Children and Youth (OFCY). Funds are available for these services in Kid's First Oakland Children's Fund (1780), Youth Services Organization (78251), Miscellaneous Contract Account (54919), FY1213 OFCY Evaluation Project (P420720), OFCY Admin FY0506 (P266210). There is no additional impact on the General Fund.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

From 2009 until present, Public Profit, Inc. has consistently provided high quality services and achieved their scope of work for OFCY including project management, evaluation design and implementation, data collection, reporting and technical assistance for grantees in a timely and professional manner. In FY2009-2010 and FY2010-2011, Public Profit was responsible for evaluating 62 grantees in the school-based after school and transitions programming strategy areas. They continued this work in FY2011-2012 and additionally evaluated community based after school programming, wellness, older youth academic and career success and comprehensive programs and summer programs as a subcontractor of See Change.

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SUSTAINABLE OPPORTUNITIES

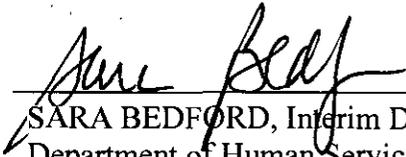
Economic: Public Profit, Inc. is an Oakland-based, woman-owned Small Local Business Enterprise organization that employs Oakland residents.

Environmental: There are no known environmental effects.

Social Equity: The OFCY evaluation system results in direct social benefits by building organizational capacity and promoting the employment of best practices in youth development. It also ensures that funds are being directed to quality programs to serve children and youth in areas of highest need.

For questions regarding this report, please contact Sandra Taylor, Children & Youth Services Manager, at 510-238-7163.

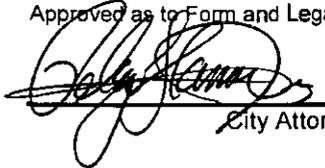
Respectfully submitted,


SARA BEDFORD, Interim Director
Department of Human Services

Reviewed by: Sandra Taylor,
Children and Youth Services Manager

Prepared by: Scott Kim
Program Analyst
Oakland Fund for Children and Youth

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City Attorney

2012 JUN 28 **OAKLAND CITY COUNCIL**

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH PUBLIC PROFIT, INC., IN AN AMOUNT NOT TO EXCEED \$200,000 FOR THE TERM AUGUST 1, 2012 TO OCTOBER 31, 2013, TO PROVIDE EVALUATION SERVICES FOR THE OAKLAND FUND FOR CHILDREN AND YOUTH (OFCY), WITH THE OPTION TO RENEW FOR ONE ADDITIONAL TERM OF AUGUST 1, 2013 TO OCTOBER 31, 2014, UP TO THE SAME MAXIMUM \$200,000 FOR THE ADDITIONAL TERM, FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$400,000

WHEREAS, Measure K/Kids First! Initiative established the Oakland Fund for Children and Youth ("OFCY") under Article XIII of the Oakland Municipal Charter to help young people grow to become healthy, productive, and honorable adults and set aside 2.5% of the City's unrestricted general fund revenues every year for targeted services benefiting children and youth; and

WHEREAS, Oakland voters reauthorized funding for OFCY for another 12 years in July 2009 by passing Measure D and the revised provisions set aside 3% of the city's general purpose fund for services to children and youth; and

WHEREAS, Article XBI titled Kids First! Oakland Children's Fund requires that an independent third-party evaluation of the OFCY services is to be conducted annually; and

WHEREAS, the Planning and Oversight Committee ("POC") created by Charter Amendment in 1996, provides oversight and direction for the OFCY evaluation process; and

WHEREAS, a Request for Proposals for the evaluation services for 2012-2014 OFCY program year was released and the submitted proposals were reviewed, applicants were interviewed, and an independent evaluation firm to provide the OFCY evaluation services has been identified based on the completed selection process; and

WHEREAS, the firm Public Profit, Inc. has been identified as the most qualified firm to successfully evaluate the OFCY programs and strategies with input from the POC of the OFCY including the recommendation of the POC Evaluation subcommittee; and

WHEREAS, the City wishes to enter an agreement for professional services with Public Profit, Inc. to evaluate all OFCY programs in all strategies in an amount not to exceed \$200,000 for the initial contract term ending October 31, 2013; and

WHEREAS, funds are available for these services in Kid's First Oakland Children's Fund (1780), Youth Services Organization (78251), Miscellaneous Contract Account (54919), FY 2012-2013 OFCY Evaluation Project (P420720) and OFCY Admin FY 2005-2006 (P266210); and

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

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

RESOLVED: That the City Administrator or designee is hereby authorized to negotiate and execute an agreement in an amount not to exceed \$200,000 with Public Profit, Inc. to evaluate all OFCY programs for the term of August 1, 2012 through October 31, 2013, and without the need to return to Council, the option to renew for one additional term for the term August 1, 2013 through October 31, 2014 up to the same maximum amount of \$200,000 for the additional term; and be it

FURTHER RESOLVED: That the funds will be allocated in Kid's First Oakland Children's Fund (1780), Youth Services Organization (78251), Miscellaneous Contract Account (54919), FY 2012-2013 OFCY Evaluation Project (P420720) and OFCY Admin FY 2005-2006 (P266210); 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- BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF, and
PRESIDENT REID

NOES-

ABSENT-

ABSTENTION-

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