



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Sara Bedford
Director, Human Services

SUBJECT: OFCY FY 2021-2022 Grant Renewals

DATE: May 10, 2021

City Administrator Approval

Date: May 19, 2021

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Awarding Oakland Fund For Children And Youth (OFCY) Grant Agreements In A Total Amount Not To Exceed Seventeen Million Six Hundred Ninety Thousand Nine Hundred Dollars (\$17,690,900) To Public And Non-Profit Agencies To Provide Summer And Full Year Programs And Services For Children And Youth From June 1, 2021 – September 30, 2021 For Summer Programs And From July 1, 2021 – June 30, 2022 For Full Year Programs.

EXECUTIVE SUMMARY

The proposed resolution authorizes the City Administrator to renew 149 grant agreements with non-profit agencies through the Oakland Kids First! Children's Fund in the amount of \$17,690,900 for programming in Fiscal Year (FY) 2021-2022. On May 5, 2021, the Oakland Fund for Children and Youth (OFCY) Planning and Oversight Committee (POC) recommended these programs for renewal for the final year of the current three-year OFCY funding cycle.

OFCY provides grant awards to non-profit and public agencies to support to children and youth from birth through 21 years of age, and their families. Over 75 non-profit and public agencies are funded for the 149 distinct grant programs across nine funding strategies as detailed in the OFCY 2019-2022 Strategic Investment Plan. Through March 31, 2021, these programs collectively have provided direct services to over 13,000 children and youth and over 1,700 parents and caregivers. **Attachment A** provides the list of programs and awards recommended for renewal by the POC. **Attachment B** provides the 2019-2020 OFCY Strategy Reports for all funded areas in FY 2019-2020. **Attachment C** provides the *Mid-year Performance Snapshot for FY 2020-2021*. **Attachment D** provides the *Map of Home ZIP Code of Children and Youth Participants in OFCY Programs*.

Funded programs are designed to be appropriate for different age groups, reflect the needs of communities and leverage outside funding to ensure better short- and long-term outcomes for children. These range from parent support groups, family resource centers, and mental health services for families with young children to after school, summer youth employment and transitional programs for older youth. Through the first nine months of the 2020-2021 program year, OFCY programs reached 13,415 children and youth.

City Council
June 1, 2021

Programs through the Career Awareness and Employment Support strategy programming helped 1,190 older youth work in supportive employment and earn over \$1.4 million in wages and stipends. Summer and after school programs provide both academic and enrichment support. The Youth Development and Leadership strategy focuses support for vulnerable populations, safe spaces for youth, leadership and development, and arts and enrichment reflective of Oakland youth and cultural diversity.

BACKGROUND / LEGISLATIVE HISTORY

The Kids First! Amendment (Article XIII) of the Charter of the City of Oakland requires that three percent (3%) of the General Purpose Fund be set aside as annual revenues, along with interest accrued and any unspent funds from prior years, and appropriated to the Oakland Kids First! Children's Fund. Ninety percent (90%) of annual revenue is made available for grants to non-profit and public agencies to address the well-being of Oakland children and youth from birth through age 21. Ten percent (10%) is available for administration and evaluation. The City Council adopted Ordinance No. 13588 C.M.S. on March 3, 2020, which extended OFCY for twelve (12) years, beginning July 1, 2021 and continuing through June 30, 2033.

The City Council approved the 2019-2022 OFCY Strategic Investment Plan in November 2018. Based on the subsequent release of the OFCY Request for Proposals (RFP) and the recommendation of grant awards by the POC in spring of 2019, the City Council approved 154 grant awards totaling \$19,819,772 annually for the three-year OFCY grant cycle (Resolution Nos. 87660, 87753, and 87860 C.M.S.) that began June 1, 2019.

The POC recommended and the City Council approved the grant awards for 149 programs (Resolution Nos. 88119 and 88190 C.M.S.) totaling \$18,111,301 due to the reduced allocation to Kids First! Revenue for FY 2020-2021. On May 5, 2021, the POC recommended total grants of \$17,690,000 for the final year of the OFCY three-year grant cycle based on updated revenue projections for the Kids First! Children's Fund in the City of Oakland Proposed Budget FY 2021-2023.

OFCY summer program grants begin June 1, 2021. For FY 2021-2022, year-round programs begin July 1, 2021 and complete the funding cycle under the 2019-2022 OFCY Strategic Investment Plan on June 30, 2022.

ANALYSIS AND POLICY ALTERNATIVES

OFCY Goals and Strategic Priorities

The strategic priorities address the four goals for the City of Oakland Kids First! Funding, Measure D (2009): 1) Support the healthy development of young children, 2) Help children and youth succeed in school and graduate high school, 3) Prevent violence and reduce youth involvement in crime and gangs, and 4) Help youth transition to productive adulthood. **Table 1** reflects the amounts and the number of programs funded for the OFCY funding strategies recommended in this report.

Table 1: Number of Programs and Funding by Strategy Area

Strategy Area	# of Programs Funded	OFCY Funding FY 20-21
Socioemotional Well-Being in Preschool ECE Settings	3	\$861,200
Parent Engagement and Support	10	\$1,319,500
Family Resource Centers	6	\$1,047,100
Comprehensive Afterschool Programs	57	\$4,910,400
Engagement & Success for Elementary & Middle School Students	5	\$529,100
Summer Programs	10	\$1,096,000
Youth Development and Leadership	35	\$3,978,900
High School and Postsecondary Student Success	8	\$1,128,300
Career Awareness and Employment Support	15	\$2,278,900
TOTAL FY 2021-2022 Grant Awards	149	\$17,690,900

Program Review and Renewal Process

The review and renewal process for FY 2020-2021 was altered due to the global pandemic. All programs develop a detailed scope of work for the program year that establishes annual performance targets for enrollment and a projection of activities to be provided. Programs submit quarterly reports detailing client enrollment and participation in activities and narrative information on the program’s successes, challenges and changes. OFCY’s program analysts review quarterly reports, expenses and progress toward scope of work objectives and work with program staff to adjust services where needed. During this past year, programs needed flexibility to revise activities based on changing conditions, needs, effectiveness of services, and a variety of pandemic-related factors.

Many programs supported youth and families in meeting basic needs related to the pandemic including access to technology. Some found it harder to engage children and youth for significant, sustained time through virtual programming. OFCY’s grant monitors reviewed progress toward fulfillment of grant objectives in terms of performance measures defined as participation of children and youth or enrollment and service hours delivered. At mid-year, 86 percent of programs were attaining satisfactory performance on one or both measures of performance. Staff works with programs to address issues and monitor progress in the third and fourth quarters.

Summer Programs

The first strategy area of programs funded by OFCY for FY 2020-2021 began in June 2020, only three months into the pandemic and shutdown. Thirteen summer programs provided academics, enrichment, summer jobs and early childhood programming. Overall, programs were able to enroll and serve 1,272 children and youth during the summer. Collectively programs enrolled 71 percent of the children and youth they expected to serve over the summer. Nearly half of the youth served during summer participated in OFCY’s summer youth employment programs. Over 600 older youth gained over 57,000 hours of work experience and earned wages and stipends over \$500,000.

Two summer programs that were funded in FY 2019-2020 but did not operate last summer due to the pandemic are included in the recommendation for renewal. East Bay Asian Youth Center (EBAYC)'s Camp Thrive partners closely with the Oakland Unified School District's (OUSD's) summer programming to link students to summer academic enrichment. The Oakland Parks, Recreation and Youth Development (OPRYD) Department's Oakland Fine Arts Summer School (OFASS) also partners with OUSD for arts-based enrichment and academics in summer. OFCY is providing \$139,500 in grant awards for EBAYC's Camp Thrive and \$58,900 for OPRYD's OFASS program to restore funding and services for summer 2021.

Early Childhood Strategies

Parent Support and Education and Family Resource Center strategies focus on supporting parents and caregivers of children from birth through age eight. OFCY is providing over \$2.3 million in grants to support 16 programs in the two strategies. Programs report on parent participation in activities and provide a snapshot of the parents and caregivers that are receiving direct services in support of their young children. Parent Support and Education and Family Resource Center programs served 1,764 parents and caregivers through March 31, 2021. Nearly 9 out of 10 participants (87 percent) identified as female. Over half of the participants were Latino/a (53.3 percent), followed by Black or African American at 17.6 percent, Asian at 11.2 percent and Middle Eastern or North African at 10.6 percent. Three programs in the Socioemotional Well-Being in Preschool and Early Childhood Education Settings strategy provide mental health consultants who work with children, families and educators in Oakland's Head Start and Early Start sites and OUSD's Child Development Centers. Approximately 700 young children participating in Head Start programs this year are supported by mental health consultants to ensure trauma-informed classroom settings.

School-based Afterschool Programs

OFCY supports nearly 60 comprehensive afterschool programs at public elementary and middle schools in Oakland where 50 percent or more of the student body qualifies for free or reduced-price meals (FRPM). With over \$5 million in annual grant funding, this is the largest of OFCY's strategies. During this pandemic year, the afterschool programs have been key active partners in the OUSD's plans for reaching students through distanced learning. Programs shifted from traditional in-person programming three hours a day after school to better align with the school day, integrate in classrooms and support students during class hours as well as in afterschool hours. Programming varies school to school depending on the structure designed with the school leadership. The integration of afterschool into the day has been a great resource for students and school staff. Programs have expanded their mission to include providing more family support, support for basic needs and technology, and closer coordination with in-school activities.

OFCY partners closely with the OUSD's Extended Learning Office (ELO) to monitor, evaluate, and support afterschool programs. There are four changes to afterschool programs funded in partnership with OUSD, and one charter school closure:

- Two after school grants are consolidated for 2021-2022, due to the merger of Community United and Futures Elementary schools into one campus re-named

Lockwood STEAM Academy. Bay Area Community Resources (BACR) will receive a grant award of \$140,000 in FY 2021-2022 to provide after school programming.

- The transfer of the program grant at Parker Elementary from Higher Ground Neighborhood Development Corp. (HG) to Girls Inc. of Alameda County is approved for next year with grant award of \$83,000 for leading afterschool services at Parker Elementary school to Girls Inc.
- The award to Girls Inc. for the afterschool program at Burkhalter Elementary was approved in February 2021 and is included with the award amount of \$76,700.
- The award to BACR for afterschool at Vincent Academy will not be renewed in FY 2021-2022 due to the closure of the charter elementary school.

Student Engagement and Success in School

Thirteen school based programs offer additional resources for specific populations through over \$1.6 million in annual funding to programs working in Oakland elementary, middle, and high schools. These programs address chronic absenteeism and improve attendance in West Oakland, work with middle school students in West Oakland to boost literacy and writing skills, provide restorative justice in OUSD, support arts and wraparound middle school services in the Havenscourt area, and reach middle school students through the Student Program for Academic and Athletic Transitioning's (SPAAT's) Athletes Code MS Engagement. High school funding supports trauma-informed case management, academic success and post-secondary attainment, and targets resources and connections to specific populations through OUSD's African American Male Achievement and Oakland International High Schools Refugee and Immigrant Wellness, Leadership and Restorative Justice Initiative.

Youth Development and Leadership

The Youth Development and Leadership strategy provides over \$4.2 million annually in grant awards to 35 diverse programs that center positive youth development and culturally affirming programming in an asset-based framework for engaging youth and families, rather than a deficit-based approach. At the mid-year, the 35 programs in the Youth Development and Leadership strategy served 2,702 youth and provided 124,793 units of service (hours) to Oakland youth. Within the strategy, there are three main groups of programming. OFCY funds programs that target services and provide safe spaces in support of highly vulnerable populations, including Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) youth (Oakland LGBTQ Center's Youth Program), immigrant and refugees (Refugee & Immigrant Transitions' Newcomer Engagement Program), foster youth (First Place for Youth's Young Adult Leadership Program), youth with disabilities (Bay Area Outreach & Recreation Program's Sports and Recreation Program for Youth with Disabilities), homeless youth (Covenant House's Dreamcatcher program) and commercially sexually exploited minors (Motivating, Inspiring, Supporting and Serving Sexually Exploited Youth' STAR Leadership Collaborative).

OFCY supports programs that are culturally reflective and provide safe community spaces with a wide range of services or activities to address the full development of children and youth, from enrichment to health, to skills building, academics, and social and emotional supports. These programs include the American Indian Child Resource Center's Culture Keepers program,

Friends of Peralta Hacienda's Youth Program, East Oakland Youth Development Center's Programming for K-8 Year-Round Youth, and the Spanish Speaking Unity Council of Alameda County's Latinx Mentoring and Achievement program.

OFCY funds arts, recreation and cultural enrichment programs so children and youth ages 5 to 18 without economic means can receive enriching, quality programming. Programs include EastSide Arts Alliance's Youth Community Culture Builders, Safe Passages' Get Active arts program, Music is eXtraordinary's Explorations in Music, Attitudinal Healing Connection's West Oakland Legacy Project, and sports and recreation through Bay Area SCORES' soccer programs.

Youth leadership, organizing and advocacy is funded through AYPAL's Building API (Asian Pacific Islander) Community Power Youth Development and Leadership, Communities United for Restorative Youth Justice (CURYJ)'s Youth Leadership Development, La Clinica de La Raza's Youth Brigade, Oakland Kids First's Real Hard Youth Leadership, Youth Together's Youth Leadership, and Fresh Lifelines for Youth (FLY)'s Mentoring and Leadership Services. See **Attachment A** for the full grant list of programs supported through this strategy. Refer to **Attachment B** for reports on each strategy.

Youth leadership and development programs shifted their services during this past year based on the County's current health and safety guidelines. Third quarter reports submitted in mid-April 2021 show the shift towards more hybrid and limited space in-person activities will continue as programs offer a blend of remote and limited in-person programming in the coming months. Youth engagement has been supported by improvements in remote and hybrid programming and increased access to the necessary hardware and software needed by staff and youth, and enhanced support via emails, texts, phone calls, video conference, mail, and limited in-person visits. Overall, the programs creatively address challenges and are adapting program models to best meet the needs of Oakland youth.

Career Awareness and Employment Support

OFCY currently grants nearly \$2.3 million annually for fifteen programs working with older youth to provide employment experience and exposure to careers and opportunities. Programs also support young people's continued academic growth, education, and training alongside the employment experience. Eleven programs provide services year-round to youth ages 14-21. Programs focus on reaching youth disconnected from both education and employment or work with high school-aged youth to build career pathways experience in key Oakland career sectors. These eleven programs collectively served 856 youth from July through December 2020

Four Career Awareness and Employment Support programs provide employment only in the summer and contribute directly to the City's goal of supporting 1,000 summer jobs for Oakland youth. OFCY supports the OUSD Exploring College, Career and Community Opportunities (ECCCO) program, which coordinates the career academies across high schools and places 400 students in meaningful summer internships aligned with their career pathway. In direct alignment with the Oakland Workforce Development Board (OWDB), three agencies receive funding for the Oakland summer youth employment program, to provide youth with training and a first-time job experience with a goal of 100 hours of summer employment. Programs were selected for funding through a joint RFP process managed by OFCY and supported by OWDB's

summer jobs staff. Coordination included a single application for providers and a streamlined and complementary recommendations process.

This year, nearly all of OFCY's career awareness and employment support programs have been successful in engaging youth through distance learning, virtual internships, and job placement programming. To keep students engaged, staff created and distributed learning kits and materials that allowed students to participate in hands-on activities and workshops from home. Programs provided virtual field trips, guest speakers and panels that allowed students to explore and learn about more career paths than previous years. Most programs recognized the need for participants to receive additional individualized support and met this need by adding hours of one-on-one case management, financial assistance and referrals, and regular student check-ins. Programs supported participants to find and apply to higher paying essential positions when youth stressed the need to help their families financially. Programs created COVID-19 safety training programs to make sure participants understand how to protect themselves while on the job. Overall, these programs will be able to navigate the challenges in the coming year and offer high-quality employment services and career awareness programming to Oakland's youth.

Program Evaluation: Mid-Year Snapshot

OFCY uses a Results Based Accountability (RBA) framework to evaluate overall impact at the fund level, strategy level, and program level. The three main guiding questions in an RBA framework are:

- How much did we do?
- How well did we do it?
- Is anyone better off?

Attachment C provides a mid-year overview of key indicators at the fund level in an RBA framework to address these questions. These snapshots are developed at the strategy level and program level at year end for the independent evaluation report. The full implementation of the framework is a continuing effort, and the evaluation work has also been affected and revised due to the disruption of data collection by the global pandemic. **Table 2** below provides a sample of the information included in **Attachment C** for the mid-year snapshot.

Table 2 – OFCY Mid-Year RBA Snapshot

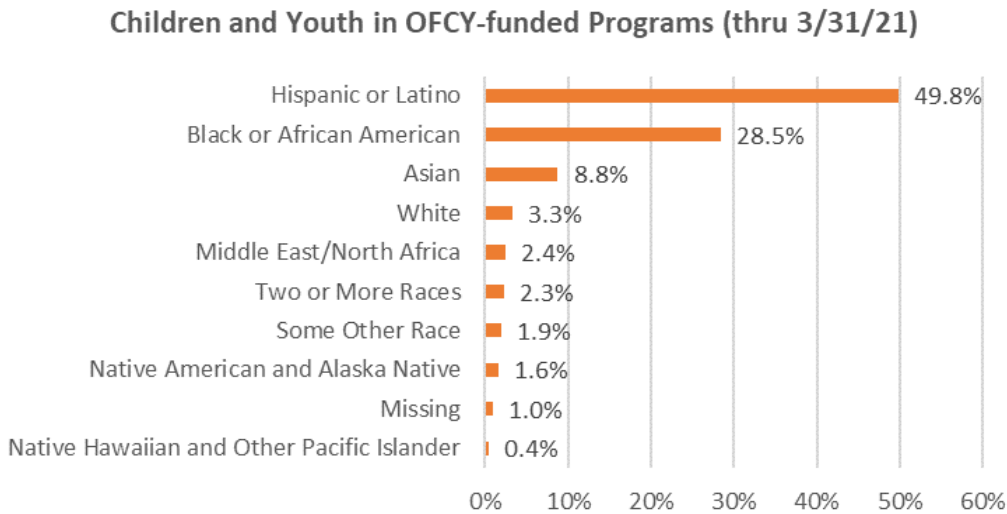
Program Achievements – How much did OFCY programs accomplish?	
Unduplicated Number of Youth Served	12,809
Unduplicated Number of Parents/Caregivers Served	1,438
Total Hours of Service Provided	551,210¹
Number of Afterschool and In-School Sessions Supported by Comprehensive Afterschool Programs	5,587
Number of Youth Placed in Jobs or Internships	1,191
Total Hours of Work Experience	92,610
Total Earned by Youth in Workforce Programs	\$1,040,352

Participant Demographics

Data through March 31, 2021 indicates that 13,415 children and youth received direct services in a program supported by OFCY. Most were served through the comprehensive afterschool programs strategy, reaching over 6,000 children in elementary and middle schools, followed by children and youth participating in the Youth Development and Leadership strategy, which reached 2,765 children and youth this year.

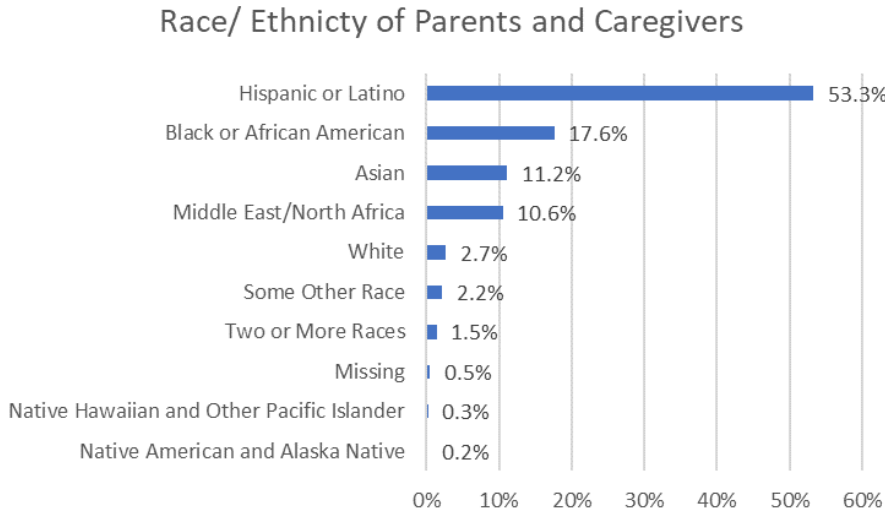
Nearly half of all children and youth (6,683 participants) served by OFCY programs identify as Latino/a, followed by 28.5 percent that identified as Black or African American (3,821 participants), and 8.8 percent that identified as Asian (1,177 participants). **Figure 1** below provides more information.

Figure 1 – Children and Youth Demographics: Race & Ethnicity



OFCY’s Parent Support and Education and Family Resource Center strategies focus on supporting parents and caregivers of children from birth through age eight, and served 1,764 parents and caregivers through March 31, 2021, as shown in **Figure 2** below.

Figure 2 – Parents and Caregivers: Race & Ethnicity



Nearly three out of every four children and youth served reside in one of five zip codes in East Oakland, West Oakland, and Fruitvale/ San Antonio: 94601 (24 percent), 94621 (19 percent) 94603 (13 percent) 94605 (10 percent) and 94607 (8 percent). **Attachment D** provides a map showing home zip code of children and youth participants in programs in 2019-2020.

Policy Alternatives

Alternative #1	The Kids First! Oakland Children’s Fund (Article XIII. of the Oakland City Charter) tasks the POC with submitting funding recommendations to the Oakland City Council for adoption, which can be approved or rejected only in their entirety. The rejection of individual grants would be a rejection of the package in its entirety and would result in return to the POC for review and modification of the recommendation. The policy alternative before Council would be to reject the full funding recommendation from the POC.
Pro	A revised renewal recommendation resulting from Council rejection would be considered by the POC by the July 2021 meeting, and returned to City Council in July or September 2021 for adoption after the August recess.
Con	Rejection of the funding recommendation would result in a delay in services for programs in 2021-2022 and potential loss of services for summer that directly serve Oakland’s most vulnerable children, youth, parents and caregivers.
Reason for Not Recommending	The funding recommendations address the priorities in the OFCY FY 2019-2022 Strategic Investment Plan. Rejecting the funding recommendation would result in a delay in the contracting process and potential loss of programming to Oakland children and youth for the summer months.

FISCAL IMPACT

The Kids First! revenue projection for the next two years is included in the City of Oakland Proposed Budget FY 2021-2023. OFCY funding is based on an allocation of 3 percent of unrestricted General Purpose Fund revenues. The FY 2021-2023 revenue allocation is estimated at \$17,453,587, requiring ninety percent (90%) or \$15,708,229 to be available for grants. Funds remaining from earlier years will provide nearly \$2 million additionally for the expenditure on grants in FY 2021-2022. The POC has approved a three percent reduction for all program grants with the exceptions as noted in this report, to bring total grant funding for FY 2021-2022 to \$17,690,900 million, or \$428,489 less than in the current year.

The total project cost of the 149 year-round grant agreements is \$17,690,900 for FY 2021-2022. Funds totaling \$17,690,900 will be available for these OFCY grants in Project 1005541 based on the revenue allocation in the City of Oakland Proposed FY 2021-2023 Two-Year Budget and Projects 1003645 and 1004172, and based on Fund 1780 carryforward funds from prior years.

A breakdown of the project funding sources is as follows:

Fund Source	Organization	Account	Project	Program	Amount
(1780) - Oakland Fund for Children and Youth (OFCY) - Kids First Oakland Children's Fund FY 2021-2022	(78251) - Youth Services Organization	(54912) Services: Contract	Project (1005541)	(YS04) - OFCY Program	\$15,708,229
(1780) - Oakland Fund for Children and Youth (OFCY) - Kids First Oakland Children's Fund FY 2017-2018	(78251) - Youth Services Organization	(54912) Services: Contract	Project (1003645)	(YS04) - OFCY Program	\$593,226.99
(1780) - Oakland Fund for Children and Youth (OFCY) - Kids First Oakland Children's Fund FY 2018-2019	(78251) - Youth Services Organization	(54912) Services: Contract	Project (1004172)	(YS04) - OFCY Program	\$1,389,444
Total Project:					\$17,690,900

There is no impact on the General Purpose Fund.

PUBLIC OUTREACH / INTEREST

The POC hosted noticed public meetings on April 7, 2021 and May 5, 2021 via Zoom to receive public input prior to approving the recommendations for forwarding to Oakland City Council.

COORDINATION

This report and the proposed legislation have been reviewed by the Office of the City Attorney, Budget Bureau, and Department of Workplace and Employment Standards (formerly Contracts and Compliance).

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

Programs receive an annual evaluation by an independent consultant. The annual findings for FY 2019-2020 and for summer 2020 were shared with and adopted by the City Council on April 20, 2021 (Resolution No. 88590 CMS). A mid-year program evaluation summary was provided to the POC on April 7, 2021. A final evaluation report will be presented to the POC in October 2021 and to City Council in late 2021. The evaluation includes assessment of program quality and outcomes for children, youth and parents and includes detailed descriptions of demographics and performance with a goal of addressing impact and equity.

SUSTAINABLE OPPORTUNITIES

Economic: OFCY funding provides local employment opportunities through public and non-profit agencies, which are primarily Oakland-based, all of which employ local staff and have a positive economic impact. OFCY funds provide direct compensation to youth through subsidized internships and work experience. OFCY funds are used to leverage and match additional local, state, federal, and private philanthropic funds, bringing additional resources into Oakland.

Environmental: Programs will support community health and safety by providing virtual activities during the health crisis and safe re-opening of in-person community services.

Race & Equity: OFCY prioritizes funding for services that reach youth and families with the greatest needs. Programs will work to support children, youth and families in need with basic health, education, enrichment, and employment services through a variety of means. The overwhelming majority of program participants are Latinx, African American, and Asian, indicating a racial equity focus in funding and delivery of programming. Programs are intended to provide children, youth and families that may not otherwise have the ability to participate in enriching, academically supportive, and socially engaging programming free of charge.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Approve A Resolution Awarding Oakland Fund For Children And Youth Grant Agreements In A Total Amount Not To Exceed Seventeen Million Six Hundred Ninety Thousand Nine Hundred Dollars (\$17,690,900) To Public And Non-Profit Agencies To Provide Summer And Full Year Programs And Services For Children And Youth From June 1, 2021 – September 30, 2021 For Summer Programs And From July 1, 2021 – June 30, 2022 For Full Year Programs.

For questions regarding this report, please contact Sandra Taylor, Human Services Manager, Children and Youth Services Division, at 238-7163.

Respectfully submitted,



SARA BEDFORD
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Attachments (4):

A: FY 2021-2022 OFCY Grant Award List

B: 2019-2020 OFCY Strategy Reports

C: Mid-year Performance Snapshot for FY2020-2021

D: Map of Home ZIP of Children and Youth Participants in OFCY Programs