



AGENDA REPORT

TO: G. Harold Duffey
Interim City Administrator

FROM: Sofia Navarro
Interim Director, Economic
& Workforce Development

SUBJECT: Roadtrip Nation Professional Services
Agreement

DATE: January 13, 2023

City Administrator Approval 

Date: Feb 2, 2023

RECOMMENDATION

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

EXECUTIVE SUMMARY

Adoption of the proposed resolution will authorize the City Administrator to enter into a professional services agreement with Roadtrip Nation Ltd (Roadtrip Nation) for an amount not to exceed \$125,000 to develop and launch an online career exploration and storytelling platform designed to support Oakland's youth and young adults – as well as the organizations that serve them – as they seek the programs, internships, apprenticeships and resources that will prepare them for the next steps in their careers.

Additionally, staff recommends that the City Council waive the Request for Proposal (RFP) process and enter into a professional services agreement with Roadtrip Nation, which provides unique services through its proprietary **Film Production Model** and **Interview Archive**. Every year, Roadtrip Nation selects specific geographic regions, industries, and/or socially relevant issues as themes for a select number of production projects. For Oakland, Roadtrip Nation proposes to develop and launch the "**Future of Oakland Workforce Digital Community Hub**", an online career exploration and storytelling platform.

Elements of the **Digital Community Hub** will include:

- Human-centered video content from **interviews with Oakland leaders**, produced by Roadtrip Nation's Emmy Award winning production team;
- Additional **interview content from previous Roadtrip Nation projects** that have focused on groups of people and industries relevant to the future workforce of Oakland;
- **Day-in-the-life video segments** of leaders explaining their typical day, providing a virtual alternative to in-person job shadowing;

- **Documentary film** content focused on themes like Opportunity Youth, Diversity in Tech, Women in Science, the Skilled Trades, DREAMers and Public Service;
- **Resource Tiles** that lead users to programs, resources and experiences in Oakland that will better prepare them for successful careers;
- **Roadtrip Nation Experience (RTNE) Project Module**, built on the Collaborative for Academic, Social, and Emotional Learning (CASEL) social and emotional learning skills standards.

BACKGROUND / LEGISLATIVE HISTORY

Roadtrip Nation is an Emmy Award winning media/workforce development organization that support youth and young adults who are exploring career opportunities. Each year, Roadtrip Nation selects socially relevant topics upon which to focus its narrative-based storytelling projects. Content from these “Roadtrips” is then disseminated across a wide range of education and media channels to inspire the next generation with a more inclusive view of the future of work. Core to Roadtrip Nation’s education model is its Interview Archive, a database of 10,000+ video assets showcasing the stories of successful professionals who have built careers that align with their interests, Roadtrip Nation projects help students visualize how they can do the same.

Past projects include:

Being Free: Formerly Incarcerated Roadtrip

In partnership with The Just Trust and Stand Together

Wide Open Range: Dallas-Houston Roadtrip

In partnership with the Workforce Development Boards of Dallas and Houston

Native Way Forward: Native American Roadtrip

In partnership with Arizona State University and Tribal Tech

Serving Change: Public Service Roadtrip

In partnership with the Corporation for Public Broadcasting

ANALYSIS AND POLICY ALTERNATIVES

In partnership with theOakland Workforce Development Board (OWDB) and Strada Education Network, Roadtrip Nation will execute a career exploration and storytelling project, designed to support Oakland’s youth and young adults – as well as the organizations that serve them – as they seek the programs, internships, apprenticeships and resources that will prepare them for the next steps in their journeys. This proposed action supports the citywide goal of Housing, Economic and Cultural Security.

Elements of the Roadtrip Nation **Film Production Model** will include:

- **Roadtripper Recruitment and Selection**
 - Roadtrip Nation will work with the OWDB and service provider partners to identify the ideal background and personas of young people who will conduct the interviews (roadtrippers). Through promotion across partner networks, 1-2 roadtrippers are selected to conduct the filmed interviews. In most cases, the individuals are youth and young adults, 16-24, with an interest in learning

more about the education, career and life options available to them within a particular theme.

- **Roadtripper Training**
 - Roadtrip Nation's Education and Production teams will train the roadtrippers on the interviewing skills most helpful to the experience, ensuring the interview is focused and impactful for their own individual interests. This personalized approach ensures an authenticity in the final videos assets, necessary for successful adoption of the content across Roadtrip Nation's distribution partner organizations.
- **Local Leader Selection**
 - Roadtrip Nation will work with the OWDB to identify five local leaders to be interviewed, focusing on a balance across geographic, industry and demographic needs to target audiences within the City of Oakland.

Roadtrippers and local leaders will represent a collection of backgrounds that match the communities we serve. Roadtrip Nation defines diverse populations as (but is not limited to) individuals identifying as Black, Latinx, Asian, Pacific Islander, Indigenous, members of the LGBTQIA community, people living with disabilities.

- **Content Production**

Roadtrip Nation intends to produce an hour-long or episodic documentary that will reach 40-60 million households via public television, as well as 20+ short-form videos (30-120 seconds). Their production team will manage all aspects of the project, whether conducted in person or virtually, and all post-production will be managed by Roadtrip Nation to ensure the final assets are as impactful as possible. Final assets may include both short and long-form videos, produced for online, television and classroom purposes. The short-form videos are excerpts from the interviews of leaders talking about overcoming challenges and celebrating personal triumphs that are rarely highlighted in a resume or a LinkedIn profile. Topics will include the importance of leveraging mentors, overcoming financial hurdles, dealing with imposter syndrome and many other real-life topics that are core to both life and career development.
- **Content Distribution**

Content from each project will be made available to partners (listed below) for use across their educational and marketing channels, as well as through a variety of Roadtrip Nation channels. Roadtrip Nation's education partnerships ensure that content is made available to 14 million students annually, in addition to its public television reach.

Partners include:

- **Public Television** – Full-length documentary projects are released

to public television stations nationally, with each project reaching 40-60 million households, based on Roadtrip Nation's 15 seasons of broadcasts.

- **PSAT and SAT Score Report** – College Board's Career Finder exploration tool, powered by Roadtrip Nation content and resources, reaches 6 million+ students annually through the PSAT and SAT Score Report.
- **Naviance** – Half of America's high school guidance counselors have access to Roadtrip Nation content through their Career Exploration platform.
- **AVID** – Targeting first-generation college students, AVID leverages Roadtrip Nation content as part of its weekly focus on career exploration.
- **Boys & Girls Clubs of America** – All 4,000+ Clubs, reaching over 4 million young people annually, have access to the video assets produced from each project.
- **Workforce Development Boards** – Workforce Development Boards (WDB) nationwide are tasked both with helping individuals find work, as well as partnering locally with K12, Higher Ed, Corporate, non-governmental organizations and other community partners. Roadtrip Nation partners with WDB's across the country (Chicago, Dallas, Houston, Tampa, Wichita, etc.), each of which have access to select content from each project.

Elements of the Roadtrip Nation **Interview Archive** will include:

Each asset created using the Film Production Model will create an hour-long or episodic documentary and 20+ short-form video content (30-120 seconds).

The short-form videos from each project will feed into Roadtrip Nation's Interview Archive, which is currently made up of 9,000 videos. Each video is tagged with a series of themes and interests, as well as matched with O*NET and Standard Occupational Classification (SOC) codes that align with the leader's (interviewee's) career. Users are then able to navigate the Interview Archive using personal assessment tools that have been developed by Roadtrip Nation and/or text search that pulls directly from the interview's closed-captioned file.

This unique opportunity for Oakland's youth and young adults will allow them to participate in an online community hub and be inspired by successful leaders who have overcome obstacles and found success in growing occupations in their communities.

Staff is recommending that City Council waive the RFP process and enter into a professional services agreement in an amount not to exceed \$125,000 with Roadtrip Nation because Roadtrip Nation's **Film Production Model** and **Interview Archive** are unique services provided by Roadtrip Nation. 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.

FISCAL IMPACT

Funding for this project was previously set aside in the FY 2021-23 budget and is in partnership with the OWDB and Strada Education Network. A total of \$125,000 of the City’s General Purpose Fund (1010), Workforce Development Organization (85311), Roadtrip Nation Project (1006797) will be used to execute this agreement, while the remaining project amount will be funded by Strada Education Network and Roadtrip Nation.

Table 1 – Budget Proposal

	Partners Share of Cost	City-funded Share of Cost	Total Project Cost
Virtual Video Production Identification, coordination, filming and post production of five leader interviews for use across multiple platforms, producing 20+ videos	\$75,000	\$25,000	\$100,000
Digital Community Hub <ul style="list-style-type: none"> • Aggregation and post-production of existing Roadtrip Nation video content • Pre-production, filming and post-production of leader videos • Online development and integration of Resource Tiles • Online development of the Digital Community Hub • Content management and database tagging • Project management 	\$175,000	\$100,000	\$275,000
Total	\$250,000	\$125,000	\$375,000

PUBLIC OUTREACH / INTEREST

OWDB prioritizes services for African American/Black, Latinx, Native American, and Pacific Islander youth and young adults (ages 16–24) residing in East Oakland, Fruitvale, and West Oakland, with an emphasis on serving opportunity youth (i.e., not employed or in school). Roadtrippers and leaders will represent a collection of backgrounds that match the communities served by OWDB. Roadtrip Nation defines diverse populations as (but is not limited to) individuals identifying as Black, Latinx, Asian, Pacific Islander, Indigenous, members of the LGBTQIA community, people living with disabilities.

COORDINATION

The Roadtrip Nation contract is supported by the City of Oakland's Mayor's Office and Department of Workplace and Employment Standards. This report and resolution have also been reviewed by the Office of the City Attorney and by the Budget Bureau.

SUSTAINABLE OPPORTUNITIES

Economic: This proposed action prepares Oakland youth and young adults for gainful employment and career paths leading to family sustaining jobs.

Environmental: This proposed action does not directly impact environmental sustainability.

Race & Equity: The proposed action prioritizes services to targeted populations (African American and Latinx) and geographic areas of Oakland (East and West), that have the highest numbers of residents who face disproportionately high levels of unemployment. Participants who receive intensive services in Oakland's Workforce Development System have multiple barriers to employment, are unemployed or require support in gaining the pre-employment and vocational skills needed to become gainfully employed.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt A Resolution Authorizing (1) The City Administrator To Enter Into A Professional Services Agreement With Roadtrip Nation To Develop And Launch A Career Exploration And Storytelling Digital Community Hub Designed To Support Oakland's Youth And Young Adults Seeking Job Opportunities In An Amount Not To Exceed One Hundred Twenty-Five Thousand Dollars (\$125,000); And (2) Waiving The Formal Request For Proposals / Qualifications Process For The Professional Services Agreement.

For questions regarding this report, please contact Honorata Lindsay, Administrative Services Manager II, at hlindsay@oaklandca.gov.

Respectfully submitted,



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