



# AGENDA REPORT

**TO:** FRED GLOVER-BLACKWELL  
CITY ADMINISTRATOR

**FROM:** Gerry Garzón  
Library Director

**SUBJECT:** Teen Mental Health Library Grant  
& BRL Agreement

**DATE:** May 7, 2014

City Administrator  
Approval

Date 5.15.14

**COUNCIL DISTRICT:** #3 and #7

## RECOMMENDATION

Staff recommends that the City Council approve a resolution 1) Authorizing the City Administrator to apply for, accept and appropriate a Library Services and Technology Act (LSTA) grant from the California State Library in the amount of Ninety Thousand dollars (\$90,000; 2) Authorizing the City Administrator to enter into a one-year Professional Services Agreement with Beats Rhymes and Life, Inc. for an amount not to exceed Ninety Thousand dollars (\$90,000) beginning July 1, 2014 and 3) Waiving the Advertising and Request For Proposal/ Qualifications (RFP/Q) Process for the proposed Agreement With Beats Rhymes and Life, Inc.

## EXECUTIVE SUMMARY

A partnership between Oakland Public Library (OPL), Oakland Parks and Recreation (OPR) and Oakland-based Beats Rhymes and Life, Inc. (BRL) will provide culturally responsible and responsive programming to offer trauma and grief processing to Oakland's youth. This agreement seeks to expand the mental health services to communities of color and demonstrate that libraries and parks and recreation facilities are responsive to not only at-risk youth, but to their families and community in providing access to support services. Since 2011, Oakland-based BRL has been working with youth-serving organizations in Alameda County to better connect communities of color to culturally relevant mental health services.

Through a contract with Beats Rhymes and Life, Inc., OPL and OPR will offer an innovative mental health program founded in social justice, therapeutic and youth development principles. BRL's Hip Hop Therapy program provides an integrated service delivery model known as a Therapeutic Activity Group (TAG), which combines music production, peer mentoring and both individual and group therapeutic support to facilitate positive skill development. Over the course of 10-20 weeks youth enrolled in the program develop adaptive coping strategies, increase their levels of self-esteem and develop positive peer relationships in their communities while working

Item: \_\_\_\_\_  
Life Enrichment Committee  
May 27, 2014

with a music production artist, and mental health clinician trained in group work theory, trauma theory, and Hip Hop pedagogy. By the end of the 2014-2015 Fiscal Year, at least thirty youth from Oakland's East and West Oakland communities will have received mental health support services, increased their digital literacy skills, gained valuable employment experience and established connections to City services in their communities.

### **OUTCOME**

This resolution authorizes staff to apply for, accept and appropriate an LSTA grant from the California State Library, and, if grant funds are awarded, authorizes the City Administrator to enter into an agreement with Oakland-based Beats Rhymes and Life, Inc. in an amount of \$90,000 to provide behavior and mental health services to Oakland youth at Library and OPR facilities.

Pursuant to the proposed agreement, Beats Rhymes and Life, Inc. (BRL) will offer three Therapeutic Activity Group (TAG) sessions over 12 months to young men of color between the ages of 12-19.

The TAG sessions will occur in East and West Oakland branch libraries and Parks and Recreation facilities. Each TAG will include 6-10 youth who will work over a period of 10-20 weeks with a mental health clinician, teaching artist and peer mentor on a hip hop project culminating in a final album, community showcase, public service announcement or music video. During these sessions, TAGs will meet two or more times per week in order to develop a culture of trust with staff and their peers in the program, develop mental health support and coping skills, and increase their vocabulary and digital media skills. OPL and OPR staff will also work with youth enrolled in the TAGs to connect them to Library and OPR resources. OPL staff will also provide résumé assistance to all youth enrolled in the TAG. A final community showcase will be held at the end of each TAG session to showcase youth perspective and development in the East and West Oakland communities. As part of this project, there will be community and TAG input on a public service campaign entitled "Reimagine Oakland" in which community residents will express the positive changes they hope to see happen in Oakland.

### **BACKGROUND/LEGISLATIVE HISTORY**

In the December 2013 report *Addressing Crime in Oakland, Zeroing Out Crime, A Strategy for Total Community Action* prepared for the City of Oakland regarding public safety,<sup>1</sup> one finding noted that "addressing youth when they are at the formative teen years is critical if they are to remain away from young adult crime and violence activity." According to Gilbert, Crandall, and

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<sup>1</sup> Strategic Policy Partnership, LLC, *Addressing Crime in Oakland, Zeroing Out Crime: A Strategy for Total Community Action*. December 2013.

Wakeling,<sup>2</sup> fifty-three percent (53%) of Oakland's homicides occur in East Oakland (High Street to the San Leandro border which is 1/3 of Oakland's area), and the remaining 47% of homicides are distributed primarily across West Oakland (bounded by the I-580, I-880, and I-980/24, freeways); and Central Oakland (Lake Merritt to High Street). In West Oakland, the total number of crimes in 2013 totaled 7,312 with aggravated assaults averaging 485 and murders at 22 per year for a 3-year period.<sup>3</sup> In East Oakland in 2013, assaults reached almost 1,000 and total crimes were over 8,000 with a 3-year average of 40 murders per year.<sup>4</sup>

The largest high school in the West Oakland area, McClymonds, has 93% of African-American students scoring not proficient in English Language Arts by the tenth grade, and 86% not proficient in Mathematics.<sup>5</sup> For Castlemont High School in East Oakland, 92% of African-American students were not proficient in the English Language Arts by the tenth grade, and 91% not proficient in Mathematics.<sup>6</sup> Taken together, these statistics demonstrate a significant need for educational and mental health support services for youth in East and West Oakland.

Every year, the California State Library encourages California libraries to expand their level of service to the community through its "Pitch an Idea" process which supports new library initiatives through LSTA funding. In order to be eligible for this funding, libraries must align their proposed initiatives to the California State Library's 5-year plan. OPL meets the State Library's objectives by designing a program of service in partnership with BRL and OPR that concentrates on three of the State Library's expressed goals: a literate California; developing 21<sup>st</sup> Century Skills, and establishing new community connections. Meeting these three focus areas for Oakland communities in this grant and agreement are an essential focus of service for OPL.

BRL is an established, Oakland-based non-profit that has been working in Oakland since 2011. Previous TAG programs have been provided at the following sites in Oakland: Oakland High School Wellness Center, Community Day School, Barack Obama Academy, and Lazear Charter Academy. BRL's mission is to *"improve behavioral health and social outcomes among youth of color, and other marginalized youth by using hip hop as a catalyst for positive change and development"* and their priority is to connect with established community organizations to create community-supported change for Oakland's youth. Currently, BRL is the only non-profit in the country utilizing teams of trained clinicians, teaching artists and peer mentors to deliver Hip Hop Therapy in major urban settings. BRL's unique method is trademarked.

<sup>2</sup> Gilbert, D., Crandall, V., & Wakeling, S., CA Partnership for Safer Communities, *Understanding Serious Violence in Oakland, A Problem and Opportunity Analysis*, Presentation, January 2014 (analysis covers January 2012 and June 2013)

<sup>3</sup> City Of Oakland, Police Department. *Area 1 Crime Statistics for 2013*.

<sup>4</sup> City of Oakland, Police Department. *Area 5 Crime Statistics for 2013*.

<sup>5</sup> California Department of Education, Oakland Unified School District. *School Accountability Report Card McClymonds High 2012-2013*

<sup>6</sup> California Department of Education, Oakland Unified School District. *School Accountability Report Card, Castlemont High School 2012-2013*

A partnership between Oakland Public Library (OPL), Oakland Parks and Recreation (OPR) and Oakland-based Beats, Rhymes and Life, Inc. (BRL) will provide culturally responsible and responsive programming to offer trauma and grief processing to Oakland's youth. There are two other local youth-serving organizations, REACH Ashland Youth Center in San Leandro and Youth Uprising in East Oakland, which offer mental health support to youth; however these facilities offer services at only one location. This grant award and agreement seek to expand the mental health services to communities of color and demonstrate that libraries and parks and recreation facilities are responsive to not only at-risk youth, but to their families and community in providing access to support services.

Through a contract with Beats Rhymes and Life, Inc., OPL and OPR will offer programming based on a mental health model supported by studies such as one by the Center for Nonviolence and Social Justice that found that "The Sanctuary Model" allows institutions to engage with boys and young men of color in addressing trauma.<sup>7</sup> This model is currently being adopted by over ninety human services delivery programs nationally and internationally.<sup>8</sup> This grant and agreement with BRL will allow Oakland youth to participate in this innovative mental health model, remove some of the stigma around mental health services and create change by supplying at least thirty youth and their families with positive coping strategies.

### ANALYSIS

If awarded, this grant will provide \$90,000 in funds for Oakland Public Library to contract with Beats, Rhymes, and Life, Inc. to provide three Therapeutic Activity Group (TAG) sessions, in the summer, fall and spring of Fiscal Year 2014-15.

Oakland Municipal Code section 2.04.051.B. permits the City Council to waive advertising and the RFP/Q process for professional service agreements when it is in the best interests of the City to do so. Oakland-based BRL is uniquely qualified to provide the services specified in the grant proposal:

- BRL is the only non-profit in the country utilizing teams of trained clinicians, teaching artists and peer mentors to deliver Hip Hop Therapy in major urban settings and BRL's method is trademarked.
- BRL combines the focus of arts education, youth development and mental health services and no other organization is offering these services through an integrated and comprehensive model.
- As part of the statewide competitive process that led to the selection of Oakland's proposal, BRL participated in the presentation to the State Library grant selection panel.

<sup>7</sup> Center for Nonviolence and Social Justice. *Healing the Hurt: Trauma-Informed Approaches to the Health of Boys and Young Men of Color*. June 2010

<sup>8</sup> Bloom, S. L. (2007). "The Sanctuary Model of Trauma-Informed Organizational Change." *The Source: The National Abandoned Infants Assistance Resource Center*. 16(1): 12-14, 16.

Based on BRL's participation, the State Library determined that OPL's proposal is an innovative approach to aligning mental health services in already supported library programming goals

For the foregoing reasons staff recommends that the Council waive the advertising and RFP/Q process for the services to be purchased under this proposed agreement.

### **PUBLIC OUTREACH/INTEREST**

This item did not require any additional public outreach.

### **COORDINATION**

This report was prepared in coordination with the City Attorney's Office, the Budget Office and Oakland Parks and Recreation Department.

### **COST SUMMARY/IMPLICATIONS**

- |    |  |                                  |
|----|--|----------------------------------|
| 1. | GRANT FUNDS:<br>Contract with Beats Rhymes and Life, Inc. for 3 TAGs   | \$90,000                         |
| 2. | IN-KIND SUPPORT:<br>In-kind equipment and service support from BRL<br>In-kind facility and staff contribution from OPL<br>In-kind facility and staff contribution from OPR | \$29,268<br>\$29,435<br>\$22,792 |
|    | <b>TOTAL IN-KIND SUPPORT</b>   | <b>\$81,495</b>                  |
|    | <b>TOTAL PROJECT COSTS</b>   | <b>171,495</b>                   |
| 3. | SOURCE OF FUNDING:<br>The source of funding is the California State grant under the Library Services and Technology Act (LSTA).  |                                  |

### **FISCAL IMPACT**

There is no impact to the City of Oakland's General Purpose Fund as funding for this program is being provided by the California State Library LSTA grant. Funding will be appropriated to the California Library Services Fund (2148), Teen Services organization (61321), Systemwide Services program (NB37), in a Project Account to be established.

Item: \_\_\_\_\_  
Life Enrichment Committee  
May 27, 2014

OPL, BRL, and OPR provide in-kind resources in the form of existing facilities and staff support as detailed in the table below.

Organization	Service	In-Kind Support
Beats Rhymes and Life, Inc. (BRL)	Equipment	\$15,000
	Video Production Services	1,500
	Event Coordination Services	1,000
	Graphic Design Services	1,000
	Duplication Costs (CDs, Posters, T-Shirts and Buttons)	2,500
	Marketing Services	1,000
	Program Manager	6,468
	Venue Fee	800
	<b>BRL - Total</b>	
Oakland Public Library (OPL)	Supervising Librarian/Branch Staff and Fringe (Fund 2241)	13,691
	Branch Staff & Fringe (Fund 1010)	6,744
	Facilities	9,000
<b>OPL - Total</b>		<b>\$29,435</b>
Oakland Parks and Recreation Department (OPL)	Staff/Fringe (Fund 1010)	11,000
	Administrative Costs (17%)	3,312
	Facility Rental Fees	5,000
	Communication Services	1,200
	Duplication Services	1,200
	Office Supplies	720
	Postage/Outreach Support	360
<b>OPR - Total</b>		<b>\$22,792</b>

The use of such resources for the program have no impact on the City of Oakland's General Purpose Fund because they are provided by existing staff who are budgeted for the period of the grant and, in the case of OPL, a portion of the costs are budgeted from funds other than the General Purpose Fund.

Item: \_\_\_\_\_  
 Life Enrichment Committee  
 May 27, 2014

**SUSTAINABLE OPPORTUNITIES**

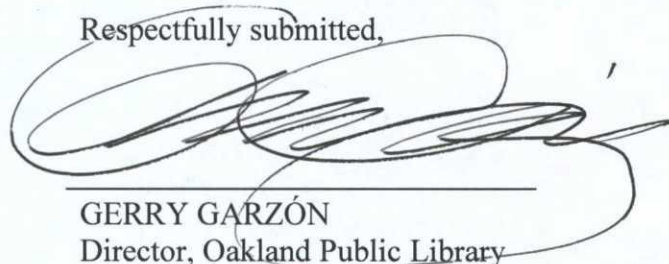
***Economic:*** The contract award referenced in this report to BRL will be made to a local, Oakland-based non-profit organization.

***Environmental:*** No specific environmental opportunities have been identified.

***Social Equity:*** The services described in this grant opportunity will provide mental health and social service support to underserved youth and their families in East and West Oakland.

For questions regarding this report, please contact JAMIE TURBAK, INTERIM ASSOCIATE DIRECTOR, at 510-238-6610.

Respectfully submitted,



GERRY GARZÓN  
Director, Oakland Public Library

Prepared by:

Jamie Turbak, Interim Associate Director  
Lana Adlawan, Supervisor, Teen Services

Item: \_\_\_\_\_  
Life Enrichment Committee  
May 27, 2014

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

*Amador*  
City Attorney

**OAKLAND CITY COUNCIL**

2014 MAY 15 PM 5:33

**RESOLUTION No. \_\_\_\_\_ C.M.S.**

Introduced by Councilmember \_\_\_\_\_

**RESOLUTION: 1) AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT AND APPROPRIATE A LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA) GRANT FROM THE CALIFORNIA STATE LIBRARY IN THE AMOUNT OF \$90,000; 2) AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO A ONE-YEAR PROFESSIONAL SERVICES AGREEMENT WITH BEATS RHYMES AND LIFE, INC. FOR AN AMOUNT NOT TO EXCEED NINETY-THOUSAND (\$90,000) BEGINNING JULY 1, 2014; AND 3) WAIVING THE ADVERTISING AND REQUEST FOR PROPOSAL/QUALIFICATIONS (RFP/Q) PROCESS FOR THE PROPOSED AGREEMENT WITH BEATS RHYMES AND LIFE, INC.**

**WHEREAS**, Youth living in East and West Oakland cope with daily episodes of extreme violence and may have limited resources and support to handle the trauma; and

**WHEREAS**, the Oakland Public Library (OPL) and the Oakland Parks and Recreation Department seek to utilize their locations to serve as community mental health hubs for boys and young men of color; and

**WHEREAS**, Oakland-based Beats Rhymes and Life, Inc. provides an innovative therapeutic activity group (TAG) model designed to reach underserved youth by integrating youth culture and community-defined strategies; and

**WHEREAS**, The California State Library administers LSTA grants and is making funds available for this program in fiscal year 2015 (July 1, 2014 through June 30, 2015); and

**WHEREAS**, Oakland Municipal Code (OMC) section 2.04.051.A. requires the City Administrator to conduct a RFP/Q process for professional service agreement in excess of \$25,000 and OMC Section 2.04.051.B permits the City Council to waive the competitive RFP/Q process upon a finding that it is in the best interest of the City to do so; and

**WHEREAS**, staff recommends that it is in the best interest of the City to waive the RFP/Q process because Beats Rhymes and Life, Inc. is the only non-profit in the country that provides the unique and specialized therapy model trademarked by the non-profit, and the approach used combines the focus of arts education, youth development and mental health services in a comprehensive and integrated manner, and due to Beats Rhymes and Life, Inc.'s participation the State Library determined, through a competitive grant selection process, that OPL's proposal is an innovative approach to aligning mental health services in library programming goals; and



**WHEREAS**, the City Administrator has determined that this agreement is of a professional and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive civil service; and

**WHEREAS**, The State of California LSTA is funding library programs designed to foster community connections; now, therefore be it

**RESOLVED:** That the City Administrator, or his designee, is hereby authorized to apply for, accept and appropriate grant funds from the LSTA in an amount not to exceed \$90,000; and be it

**FURTHER RESOLVED:** That said funds shall be deposited in the California Library Services Fund (2148), Teen Services organization (61321), and in a project to be assigned; and be it

**FURTHER RESOLVED:** That should such funds be awarded, the City Council hereby authorizes the City Administrator or his designee to enter into a contract with Beats Rhymes and Life, Inc. to provide hip hop therapy programs to Oakland youth during fiscal year 2014-2015 in an amount not to exceed \$90,000; and be it

**FURTHER RESOLVED:** That the Council finds that pursuant to Oakland Municipal Code Section 2.04.051.B., for the reasons stated above and in the City Administrator's report accompanying this resolution, that it is in the best interest of the City to waive advertising and the RFP/Q process for services to be purchased under the proposed contract and so waives the requirements; and be it

**FURTHER RESOLVED:** That the City Council hereby authorizes the City Administrator or his designee to conduct all negotiations, applications, agreements, and related actions which may be necessary for completion of the aforementioned grant and professional service agreement; and be it

**FURTHER RESOLVED:** That the professional service agreement shall be approved as to form and legality by the Office of the City Attorney and a copy of the fully executed agreement shall be placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California