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OAKLAND

2014 OCT -2 PM 2: 04

AGENDA REPORT

TO: HENRY L. GARDNER
INTERIM CITY ADMINISTRATOR

FROM: Sara Bedford

SUBJECT: WestEd Specialized Training & Technical Assistance (PY) 2014-2015 **DATE:** September 19, 2014

City Administrator
Approval

Date

9-29-14

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Staff recommends that the City Council approve a resolution 1) authorizing the City Administrator to execute a professional services agreement with WestEd for specialized training & technical assistance for Head Start staff on the social and emotional foundations for early learning in an amount not to exceed \$7,500 for program year 2014-2015, and 2) waiving the competitive request for proposals/qualifications process.

EXECUTIVE SUMMARY

WestEd is a regional educational laboratory which works in collaboration with Teaching Pyramid and California Department of Education/Early Learning and Support Division to disseminate research and evidence-based practices and provide training & technical assistance to early childhood programs across the state and country. WestEd's Center for Child & Family Studies is the only provider of specialized, evidenced-based, Teaching Pyramid training, which focuses on promoting, building, and strengthening professional development, skills and knowledge in order to more effectively support positive social and emotional and school readiness outcomes for young children, ages birth to five. The Teaching Pyramid training provided by WestEd's Center for Child & Family Studies, is authorized by California Department of Education (CDE), and aligned with California's Early Learning and Development System.

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The CSEFEL/Teaching Pyramid collaborative project is funded by the federal Office of Head Start, Child Care Bureau – Administration for Children and Families, and the U.S. Department of Health and Human Services. In 2010-2011, the CSEFEL/Teaching Pyramid project, along with the funding agencies selected eleven states across the nation to be CSEFEL/Teaching Pyramid State Partners, California was one of the state partners selected.

The broad goal of the partnership is to foster professional development of the early care and education workforce that: a) enhances knowledge and skills; b) supports the implementation and sustainability of evidence-based practices; and c) increases the size of the workforce skilled in supporting the social emotional development of young children (birth -5 years old). The specific goal of the partnership is to provide comprehensive, specialized, program-wide training & technical assistance so that programs are fully trained and can implement ongoing trainings facilitated by individual program CSEFEL/Teaching Pyramid leadership teams.

As a California-based Head Start program, the City of Oakland Head Start program is committed to improving long-term social and emotional and school readiness outcomes for children, birth – 5. As such, Oakland Head Start elected to participate in previous program-wide Teaching Pyramid training & technical assistance with WestEd in 2012-2013 and 2013-2014.

The Oakland Head Start program would like to renew its partnership with WestEd for the 2014-2015 program year. The training will consist of onsite training and technical assistance and mentor coaching for Head Start staff at Head Start sites and will specifically focus on strengthening the social emotional and behavioral outcomes of young children.

The specialized training and technical assistance provided is a systematic framework that incorporates Early Childhood Positive Behavior Support (EC-PBS), through promoting social-emotional development and support for children's appropriate behavior and addressing problematic behavior. Teaching Pyramid training is designed to intentionally support the continued development of nurturing and responsive relationships among teachers and students, while creating and maintaining high quality, supportive environments and modifying and adapting them as needed by Head Start students.

The implementation of the Teaching Pyramid Model consists of three components: Leadership; Training; and Technical Assistance with On-site Teacher Mentor Coaching. The Leadership component will include four Leadership Team meetings with the WestEd trainer. The Training component will include four full-day trainings provided by two WestEd trainers. Implementation of the Teaching Pyramid training & technical assistance is tentatively scheduled to begin in November 2014 and scheduled to conclude on August 2015.

OUTCOME

If approved, the Human Services Department, Head Start program will be able to continue to provide evidence-based, specialized training, technical assistance, and mentor coaching, utilizing the Teaching Pyramid Framework, for Head Start program staff. The program will support the continued development of nurturing and responsive relationships among teachers and students, while also creating and maintaining high quality, supportive environments, and modifying and adapting them as needed by Oakland Head Start students.

ANALYSIS

As mandated by Head Start Performance Standards, Oakland Head Start keeps abreast of the changing needs of children and families being served, in the areas of Child Health, Education, and Development, as informed by program and community data, as well as our annual community assessment. Head Start Performance Standards 1304.53 (k)(2)(3) mandate that Head Start programs must provide a structured approach to staff training and development in order to help build skills and knowledge needed to fulfill their job responsibilities.

Based on recent data from the Oakland Head Start/Early Head Start Community Assessment Update, families and children and other community members are experiencing a marked increase in risk factors, such as community violence, drug use, and family violence, and stressors such as homelessness, unemployment, frequent housing transitions, and moving out of the area.

Given this reality, Oakland Head Start found it imperative to proactively address the varying social emotional and behavioral needs of the children receiving services. The program also found it essential that staff receive specialized training, technical assistance, and mentor coaching in order to strengthen staff's abilities as center directors and teachers to effectively support the social emotional, behavioral, and mental health needs of the children and families receiving Head Start services.

Thus, in an effort to respond effectively to the unique ongoing and emerging needs of Head Start families and children, while remaining in compliance with Head Start Performance Standards, Oakland Head Start would like to continue to provide research-based, specialized Teaching Pyramid training and technical assistance for Head Start program staff as a part of our regular program services.

Oakland Municipal Code (OMC) section 2.04.040.B.4 requires the City Administrator to conduct an informal Request for Proposals/Qualifications (RFP/Q) process for professional services contracts involving expenditures of \$25,000 or less, and 2.04.051.B permits the Council to waive the request for proposal/qualifications ("RFP/Q") process upon a finding that it is in the best interest of the City to do so. Staff recommends that it is in the best interest of the City to waive the RFP/Q process because WestEd is the only company in the Bay Area to offer training on the Teaching Pyramid model consistent with the federal Head Start mandates.

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PUBLIC OUTREACH/INTEREST

This item did not require any additional public outreach other than the required posting on the City's website.

COORDINATION

Coordination has occurred between Human Services Department, the Budget Office, and the City Attorney's Office.

COST SUMMARY/IMPLICATIONS

1. Amount of Recommendation/Cost of Project:
 - \$7,500 for fiscal year 2014-2015
 - Total project cost/agreement/contract - \$7,500
2. Approval of the proposed resolution will authorize the City Administrator to execute a professional services agreement with WestEd, for specialized training and technical assistance for Head Start program staff, in an amount not to exceed \$7,500.
3. Fiscal Impact - For the fiscal year 2014-2015, a professional services agreement will be fully funded through the 2014-2015 Head Start program grants approved by City Council on June 3, 2014 (Resolution No. 85029 C.M.S.), in an amount not to exceed \$7,500 in the program year 2014-2015. Funding is available in the Human Services Department Head Start Fund (2128), HS Classroom & Seasonal Organization (78231), Registration & Tuition Account (55212), HS FY14/15 TTA Project (G464930), Training or Staff Development Program (8H16).

SUSTAINABLE OPPORTUNITIES

Economic: There is an economic benefit to the City from this Professional Services Agreement. WestEd will receive compensation to provide mandated Head Start training and technical assistance to Head Start program staff.

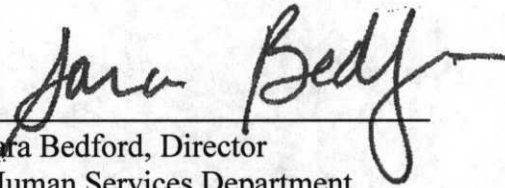
Environmental: It is expected that there will be no direct environmental benefits or impacts from the training and technical assistance services provided to Oakland Head Start program staff by WestEd, to the City of Oakland. Consistent with the Oakland Head Start program, the trainer will use recyclable paper and training materials.

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Social Equity: Consistent with the Oakland Head Start program, the principal sustainable opportunity of WestEd will be in the area of social equity. WestEd will deliver high-quality training and technical assistance services to program staff and children. These services are designed to promote and foster healthy social and emotional development in low-income children. The WestEd Teaching Pyramid training and technical assistance services will be responsive and appropriate to each child and family's developmental, ethnic, cultural, and linguistic heritage and experience. Scientific research has verified what early childhood educators have known for years - that how children are nurtured and educated in their youngest years has a significant impact on later growth and development.

For questions regarding this report, please contact Usana Hopkins, HSD, Manager, Early Childhood & Family Services, 238-7186.

Respectfully submitted,



Sara Bedford, Director
Human Services Department

Reviewed by: Usana Hopkins, Manager
Early Childhood & Family Services Division

Prepared by: Tracey Black, Planner
Head Start Program

FILED
OFFICE OF THE CITY CLERK
OAKLAND

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OAKLAND CITY COUNCIL

Approved as to Form and Legality

amcanlaw
City Attorney

RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION 1) AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH WESTED FOR SPECIALIZED TRAINING & TECHNICAL ASSISTANCE FOR HEAD START STAFF ON THE SOCIAL AND EMOTIONAL FOUNDATIONS OF EARLY LEARNING IN AN AMOUNT NOT TO EXCEED \$7,500 FOR PROGRAM YEAR 2014-2015, AND 2) WAIVING THE COMPETITIVE REQUEST FOR PROPOSAL/QUALIFICATIONS PROCESS

WHEREAS, the Human Services Department, Head Start Program desires the City of Oakland to enter into a Professional Services Agreement with WestEd to provide specialized training and technical assistance on the social and emotional foundations of early learning to Head Start program staff in an amount not to exceed \$7,500 for Program Year (PY) 2014-2015; and

WHEREAS, WestEd is one of 10 Regional Educational Laboratories funded by the U.S. Department of Education and WestEd serves the Western Region (which includes Arizona, California, and Nevada), generating new knowledge, providing technical assistance, and conducting research to support the goals of school districts, and states in educating every student to high standards; and

WHEREAS, WestEd works with the national resource center, Center on the Social and Emotional Foundations of Early Learning (CSEFEL) (now known as The Teaching Pyramid), funded by the federal Office of Head Start, Child Care Bureau - Administration of Children & Families, U.S. Department of Health & Human Services, to disseminate research and evidence-based practices and provide training and technical assistance to early childhood programs across the country; and

WHEREAS, the Office of Head Start and the Child Care Bureau selected eleven states including California to be CSEFEL/Teaching Pyramid State Partners; and

WHEREAS, WestEd's specialized training and technical assistance, The Teaching Pyramid, is focused on promoting the social emotional development and school readiness of young children birth to age five; and

WHEREAS, the Oakland Head Start program previously elected to participate in the WestEd Teaching Pyramid partnership by providing training and technical assistance for Head Start staff in PYs 2012-13 and 2013-14; and

WHEREAS, the WestEd Teaching Pyramid training will start with program-wide training implementation for PY 2014-2015, beginning in November 2014 and ending in August 2015; and

WHEREAS, the Teaching Pyramid training in PY 2014-2015 will focus on strengthening the social emotional and school readiness outcomes of young children and assisting Head Start program staff in enhancing and strengthening teaching and curriculum strategies which promote social emotional development, support for children's appropriate behavior, and address problematic behavior; and

WHEREAS, the Head Start Performance Standards 1304.53 (k)(2)(3) mandate that Head Start programs must provide a structured approach to staff training and development in order to help build skills and knowledge needed to fulfill their job responsibilities; and

WHEREAS, the professional services agreement will be fully funded through the 2014-2015 Head Start program grants approved by City Council on June 3, 2014 (Resolution No. 85029 C.M.S.), in an amount not to exceed \$7,500 in the program year 2014-2015. Funding is available in the Human Services Department Head Start Fund (2128), HS Classroom & Seasonal Organization (78231), Registration & Tuition Account (55212), HS FY14/15 TTA Project (G464930), Training or Staff Development Program (8H16); and

WHEREAS, Oakland Municipal Code (OMC) section 2.04.040.B.4 requires the City Administrator to conduct an informal Request for Proposals/Qualifications (RFP/Q) process for professional services contracts involving expenditures of \$25,000 or less, and 2.04.051.B permits the Council to waive the request for proposal/qualifications ("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 WestEd is the only company in the Bay Area to offer training on the Teaching Pyramid model consistent with the federal Head Start mandates; and

WHEREAS, the City Administrator has determined that this contract 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; now, therefore, be it

RESOLVED: That pursuant to Oakland Municipal Code section 2.04.051.B and findings set forth above and in the City Administrator's report accompanying this item, the City Council finds and determines that it is in the best interest of the City to waive the competitive RFP/Q process for the agreement with WestEd and so waives the requirement; and be it

FURTHER RESOLVED: That based on information provided by the City Administrator, the City Council finds that this contract 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 be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator or his designee to execute a Professional Services Agreement with WestEd for specialized training and technical assistance for Head Start staff on the social and emotional foundations of early learning, in an amount not to exceed \$7,500 for program year 2014-2015; and be it

FURTHER RESOLVED: That the City Administrator or his designee, is hereby authorized to approve any subsequent amendments, modifications, or extensions of this Professional Services Agreement without increasing the amount of the agreement; and be it

FURTHER RESOLVED: That said agreement shall be approved as to form and legality by the Office of the City Attorney and filed with 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