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2017 SEP 14 AM 9:54

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Gerry Garzón
Director of Library Services

SUBJECT: First 5 MOU with the City of
Oakland

DATE: September 13, 2017

City Administrator Approval

Date:

9/13/17

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Enter Into A Memorandum of Understanding (MOU) With First 5 Alameda County And Friends Of The Oakland Public Library (FOPL) From October 6, 2017 Through June 30, 2018 To Provide Quality Counts Pathway Resources For Family, Friend and Neighbor Caregivers Of Children 0 To 5 Years Old.

EXECUTIVE SUMMARY

Adoption of this proposed resolution will authorize the City Administrator to enter into a MOU with First 5 Alameda County and the Friends of the Oakland Public Library (FOPL) to provide for Quality Counts activities in Neighborhood Partnership sites. Quality Counts are defined as support provided to parents and caregivers in accessing resources that will improve their child's development and increase parent and provider knowledge of child development. If approved, this agreement will leverage the Oakland Public Library's (OPL) storytimes to support caregivers with First 5 resources. Some of these resources, as identified in the First 5 Strategic Plan's Early Identification Program may include:

- Increase early identification of concerns that impact children's development and school readiness;
- Support parents and caregivers in accessing resources, and increase parent knowledge of child development; and
- Engage in a cross-agency efforts to increase outreach to targeted populations.

This project will improve engagement with parents/caregivers with children ages 0-5, who are not in licensed childcare, with Kindergarten readiness activities at home, and increase children's access to developmental services.

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Life Enrichment Committee
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BACKGROUND / LEGISLATIVE HISTORY

The California Children and Families First Act of 1998 created a program in the State for the purpose of promoting, supporting, and improving the early development of children from the prenatal stage to five years of age. The intent of this act is to enable counties to create and implement an integrated, comprehensive and collaborative system of information and services to enhance optimal early childhood development. First 5 Alameda County is a public entity created by the passage of this act.

First 5 Alameda County (First 5) approved a Strategic Plan for a comprehensive system of early intervention services for children 0 to 5 years of age and families in Alameda County. A key component of the First 5 Strategic Plan is to support parents and caregivers in accessing resources that will improve their child's development (First 5 2017-2021 Strategic Plan, page 23).

First 5 seeks to provide these "Quality Counts" activities in Neighborhood Partnership sites. OPL has been a long-time partner with First 5, first becoming a First 5 Neighborhood Partnership site in 2009.

ANALYSIS AND POLICY ALTERNATIVES

Access to quality childcare is a major challenge in Oakland. First 5's Strategic Plan seeks to engage more parents and caregivers by leveraging libraries as alternative sites in their Quality Counts program.

From October 6, 2017 through June 30, 2018, OPL will circulate Foundations and Frameworks Family, Friend, and Neighbor Kindergarten Readiness activity kits (FFN kits) at storytimes at East and West Oakland Library branches for parents and caregivers of children 0-5, and identify materials to enhance the children's area and/or Storytime activities at these branches. FOPL will purchase the materials identified by staff and invoice First 5.

Additionally, OPL staff will engage in the Neighborhood Partnership Learning Communities, and onsite trainings and consultations with First 5, and will develop a plan to utilize Help Me Grow services at East and West Oakland branches, to increase child development activities.

The proposed activities fit within OPL's established service and goals, and leverage the established relationship between First 5 and OPL to enhance information and engagement available to parents and caregivers at all Oakland libraries.

FISCAL IMPACT

Approval of the resolution will authorize the City Administrator to enter into the MOU. There are no fiscal impacts to the City of Oakland. As services are provided by OPL, FOPL will invoice First 5 as indicated in the MOU schedule, for expenditures not to exceed \$13,100, by FY end June 30, 2018. Funds will be spent by FOPL to purchase the materials outlined and support early literacy activities in the library.

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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

Office of the City Attorney and the Budget Bureau were consulted in preparation of this report

SUSTAINABLE OPPORTUNITIES

Economic: The program will support the purchase of goods to enhance library storytimes, and to purchase books for caregivers to keep as incentive for completing surveys.

Environmental: Enhancement of library play spaces at the West and East Oakland libraries will improve the freely-accessible community spaces available to these residents.

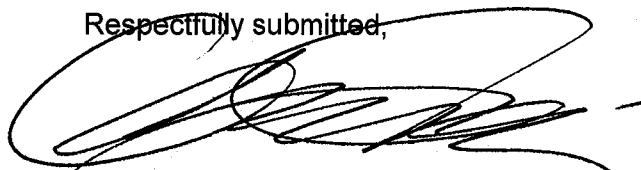
Social Equity: According to the First 5 Strategic Plan, the supply of subsidized childcare in Alameda County meets less than 50% of the demand. This program will provide free quality information and services to caregivers who cannot get adequate access to licensed daycare.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council adopt a resolution authorizing the City Administrator to enter into a Memorandum of Understanding with First 5 Alameda County and Friends of the Oakland Public Library from October 6, 2017-June 30, 2018 to provide Quality Counts Pathway resources for Family, Friend and Neighbor caregivers of Children 0 to 5 years old.

For questions regarding this report, please contact Nina Lindsay, Supervising Librarian for Children's Services, at 510-238-6706.

Respectfully submitted,

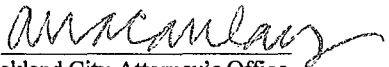


GERRY GARZÓN
Director of Library Services

Prepared by:
Nina Lindsay
Supervising Librarian, Children's Services

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Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO A MEMORANDUM OF UNDERSTANDING WITH FIRST 5 ALAMEDA COUNTY AND FRIENDS OF THE OAKLAND PUBLIC LIBRARY FROM OCTOBER 6, 2017 THROUGH JUNE 30, 2018 TO PROVIDE QUALITY COUNTS PATHWAY RESOURCES FOR FAMILY, FRIEND AND NEIGHBOR CAREGIVERS OF CHILDREN 0 TO 5 YEARS OLD

WHEREAS, First 5 Alameda County ("First 5") approved a Strategic Plan for a comprehensive system of early intervention services for children 0 to 5 years of age and families in Alameda County; and

WHEREAS, First 5's strategic plan seeks to leverage library institutions who have previously participated in promising practices quality improvement activities through the Neighborhood Partnership Project as alternative sites in the Early Identification program in order to provide opportunities to reach family, friend and neighbor caregivers with quality improvement activities through enhanced Storytimes/playtimes; and

WHEREAS, the City of Oakland, through the Oakland Public Library ("OPL"), is committed to these goals and;

WHEREAS, OPL wishes to enter into a Memorandum of Understanding ("MOU") with First 5 and Friends of the Oakland Public Library to support the Quality Counts under the Early Identification program; and

WHEREAS, the City Charter requires that all intergovernmental agreements are approved by the City Council; and

WHEREAS, the Oakland Public Library has previously partnered with First 5 through the Neighborhood Partnership Project and seeks to enhance its services to family, friend and neighbor caregivers of children ages 0-5 who are not in licensed childcare, through the remainder of fiscal year 2017-2018; and

WHEREAS, The Friends of the Oakland Public Library (“FOPL”) is a volunteer-led nonprofit 501(c)(3) organization dedicated to supporting the Oakland Public Library, and accepts donations, grants and bequests for the exclusive benefit of the Oakland Public Library, and FOPL supports OPL’s early literacy efforts; and

WHEREAS, pursuant to the proposed MOU, OPL will circulate Foundations and Frameworks Family, Friend, and Neighbor Kindergarten Readiness activity kits (“FFN kits”) at OPL Storytimes at East and West Oakland library branches to caregivers of children 0 to 5 years old; and

WHEREAS, under the proposed MOU FOPL will purchase materials identified by OPL staff and invoice First 5 for reimbursement in an amount not to exceed \$13,100; and

WHEREAS, OPL staff will engage in the Neighborhood Partnership Learning Communities, and onsite trainings and consultations with First 5 staff, and will develop a plan to utilize Help Me Grow services at East and West Oakland branches to increase child development activities; now therefore be it

RESOLVED: that the City Administrator is hereby authorized to enter into an MOU with First 5 and FOPL for the purposes described above; and be it

FURTHER RESOLVED: That the proposed MOU shall be reviewed as to form and legality by the Office of the City Attorney and filed in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES -BROOKS, CAMPBELL-WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLÉN, KALB, KAPLAN AND PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California