




AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Jennifer Cabán
Children's Initiative
Accountability Officer, City
Administrator's Office

SUBJECT: SUPPLEMENTAL – Measure AA -
Children's Initiative of
2018 Implementation Partners

DATE: December 1, 2022

City Administrator Approval 

Date: Dec 1, 2022

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution

- (1) Approving The Children's Initiative Citizens' Oversight Commission Final Selection For The Children's Initiative of 2018 (Measure AA) Implementation Partners: First 5 Alameda County For The Early Education Fund And Oakland Promise For The Oakland Promise Fund; And**
- (2) Authorizing Agreements for Five-Year Terms with First 5 Alameda County (First 5) In The Amount Of Twenty-Three Million, One Hundred Eighty-One Thousand Four Hundred Twenty-Eight Dollars (\$23,181,428) As Part Of The Early Education Fund And Oakland Promise In The Amount Of Eleven Million Five Hundred Ninety Thousand Seven Hundred And Fourteen Dollars (\$11,590,714) As Part Of The Oakland Promise Fund; And**
- (3) Authorizing The City Administrator To Amend The Above Agreements To Increase The Amounts, Proportional To Appropriated Revenue, And To Extend The Agreements For Additional Terms Of Up To Five Years, Pursuant To Measure AA.**

REASON FOR SUPPLEMENTAL

As requested at the Life Enrichment Committee on 11/28/2022, Supplemental document for the Oakland Promise Fund -- Measure AA Financial Model & Impact (Attachment C).

ACTION REQUESTED OF THE CITY COUNCIL


Staff Recommends that the City Council: Adopt a Resolution:

- (1) Approving The Children’s Initiative Citizens’ Oversight Commission Final Selection For The Children’s Initiative of 2018 (Measure AA) Implementation Partners: First 5 Alameda County For The Early Education Fund And Oakland Promise For The Oakland Promise Fund; And
- (2) Authorizing Agreements for Five-Year Terms with First 5 Alameda County (First 5) In The Amount Of Twenty-Three Million, One Hundred Eighty-One Thousand Four Hundred Twenty-Eight Dollars (\$23,181,428) As Part Of The Early Education Fund And Oakland Promise In The Amount Of Eleven Million Five Hundred Ninety Thousand Seven Hundred And Fourteen Dollars (\$11,590,714) As Part Of The Oakland Promise Fund; And
- (3) Authorizing The City Administrator To Amend The Above Agreements To Increase The Amounts, Proportional To Appropriated Revenue, And To Extend The Agreements For Additional Terms Of Up To Five Years, Pursuant To Measure AA.

For questions regarding this report, please contact Jennifer Cabán, Children’s Initiative Accountability Officer, at 510-238-6840.

For questions regarding this report, please contact

Respectfully submitted,



Jennifer Cabán
Children’s Initiative Accountability Officer,
City Administrator’s Office

Measure AA Financial Model & Impact

Stage 1: Beta-Update to Draft Tables of Access, Quality, & Outcomes

This memo provides initial, preliminary estimates of the possible impact of the investment of Measure Oakland Promise Fund. It combines information gathered and analyzed from Oakland Promise organization for the purposes of generating initial estimates.

This information is for discussion purposes and should be considered as a thorough working draft for initial implementation. These figures are subject to change and will be consistently assessed with the Children's Initiative Accountability Officer and other key stakeholders. The tables below in 'Draft Children's Initiative – Access, Quality and Outcome Projections' section represents the summary charts of this information in the following tables:

- **Baseline and Build for Measure AA Oakland Promise Fund**

There are numerous variables considered in the figures and descriptions provided. These estimates provide a path to realize outcomes in access, quality and outcomes which are currently achievable within the context of funding. Below summarizes a table of potential investments for the Oakland Promise Fund based on this analysis.

INITIAL DRAFT OF MEASURE AA ACCESS, QUALITY AND OUTCOME PROJECTIONS

Baseline and Build for Measure AA Oakland Promise Fund

		BASELINE (Existing + New within FY)	BUILD (With Measure AA Investments)	CONSIDERATIONS
<i>Total Measure AA FY 22-23 Investment is: \$11.5M</i>				
Brilliant Baby (Birth - 5 Years Old)				
Oakland Promise (OP)	Access	<ul style="list-style-type: none"> ● 200 Enrolled Medi-Cal eligible families in Brilliant Baby program, seeding \$500 college scholarships in the name of each baby and providing 1:1 financial coaching, educational programming, and connection to resources for parents/caregivers ● 45% (90) of families participated in financial coaching ● 22% (44) participated in group learning experiences ● 95% (190) of participating children are of color 	<ul style="list-style-type: none"> ● Increase annual enrollment in Brilliant Baby program to 400 Medi-Cal eligible babies & families per year ● 75% (300) of families participating in financial coaching ● 25% (100) participating in group learning experiences 	<p>Increase in enrollment will require partnerships with community-based organizations that serve low-income, historically marginalized communities. Oakland Promise holds College Saving Accounts (CSA) on their child’s behalf which is important so that it does not hinder the family’s ability to access other financial supports (i.e., Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Section 8 Housing, etc.).</p> <p>Training is required for community partners on the enrollment process and how to encourage families to take advantage of our programming is critically important.</p> <p>Alameda County Social Services Agency Monthly Report - 65% of</p>

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				Alameda County residents who access Medi-Cal are of African American, Latinx or Asian Pacific Islander; 37% of all Medi-Cal participants reside in Oakland (Oct 2022 data)
Kindergarten to College (K - 5th Grade)				
		<ul style="list-style-type: none"> ● 5,000 OP Scholarships for Kindergarteners, seeded with \$100 <ul style="list-style-type: none"> ○ Demographics - 18.1% (905) African American, 44.4% (2,220) Latinx, 11.6% (580) Asian Pacific Islander (API) ● 4,000 OP Scholarship contributions (+\$100) for all 5th graders <ul style="list-style-type: none"> ○ Demographics: 21.9% (876) African American, 47.3% (1,892) Latinx, 11.7% (468) API ● 788 OP Scholarships activated ● 600 Students & families attending workshops & events 	<ul style="list-style-type: none"> ● ~5,000 additional OP Scholarships for Kindergarteners, seeded with \$100 ● ~4,000 additional OP Scholarship contributions (+\$100) for all 5th graders ● 1,000 additional OP Scholarships activated ● 700 additional students & families attending workshops & events 	<p>Targets for scholarship awareness and sign-ups are with schools with the highest free/reduced-priced lunch population as a priority. These schools receive an assigned OP staff person to support students and families.</p> <p>With the diverse set of languages spoken in Oakland, materials and engagement needs to occur in families home language.</p>
College Access (6th - 12th)				
		<ul style="list-style-type: none"> ● 1800 high priority high school (HS) students attending workshops and events 	<ul style="list-style-type: none"> ● 3000 HS students attending workshops and events. 	Targeted access to high priority students on school sites can be a challenge. Partnerships with experts

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		<ul style="list-style-type: none"> ● 730 Scholarships awarded (\$2M) <ul style="list-style-type: none"> ○ Demographics: 23% (168) African American, 47% (343) Latinx, 26% (190) API ○ Need Based (FAFSA/CA Dream Act Application (CADA)) ● 60% (2,400) FAFSA completion in OUSD ● (1) One Middle School Partner (Grade 8) Services: <ul style="list-style-type: none"> ○ High School Readiness ○ Career Exploration ○ Family Learning Groups 	<ul style="list-style-type: none"> ● 900 OP HS Scholarships Awarded in FY23 (\$2.4M) <ul style="list-style-type: none"> ○ Increase African American and Latinx male access ● Support Oakland Public Schools in achieving 100% (4,000 students) FAFSA completion as mandated by the State of California ● (3) Three Middle School Partners – 361 8th Graders ● 350 Grade 8 students participate in exploring HS Readiness and Graduation as well as College and Career workshops and events ● OP Scholarship/CSA Activation: Grade 6 <ul style="list-style-type: none"> ○ 4,000 OP scholarship contributions (\$100) for all 6th graders ● 90% (3,600) Grade 6 OP Scholarships activated at partner schools 	<p>on college and career readiness, youth activation, and targeted initiatives and programs, such as OUSD’s African American Male Achievement (AAME) and Special Education Young Adult Program support meeting OP equity and inclusion goals.</p>
College Completion (Freshman to Graduation)				
		<ul style="list-style-type: none"> ● Summer Melt Programming, 94% (686) of scholarship awarded students enrolled in college the Fall immediately after high school graduation 	<ul style="list-style-type: none"> ● Provide more five (5) trainings for OP Advisors and expand support services through three (3) partners <ul style="list-style-type: none"> ○ Academic Advising ○ Financial Support 	<p>Increasing persistence and retention services, specifically of male students of color is a challenge, because they are dropping out disproportionately as compared to</p>

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		<ul style="list-style-type: none"> ● Supports for Oakland Scholars with persistence services (2,200 current scholars) ● Mentoring Support to 1200 current students; increase students' career networks ● 16 CREWS Leaders (paid Peer-to-peer bridge program) Older Scholars support First Year Scholars ● Scholarship Distribution to all Scholars, twice a year (Fall and Spring) 	<ul style="list-style-type: none"> ○ Mental health/ Wellness support ○ Career development support ● Onboarding 900 new scholars' year 2023 ● Increase recruitment practices/services/trainings to better onboard 250-300 New Mentors ● Expand CREWS Leaders - paid working opportunity for OP students to expand their career development ● Invest in data infrastructure (Salesforce) to better support digital outreach to Scholars 	<p>other subgroups. Current partnership development with Peralta Colleges to improve the supports for successful transitions from high schools. More specifically will work with learning communities on their campuses to support this work.</p>
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Brilliant Baby (Birth - 5 Years Old)				
	Quality	<ul style="list-style-type: none"> ● Contract with new partners such as Lotus Bloom and Women's Health Promotion. Existing contracts with Unity Council, Brighter Beginnings, Children's Hospital Oakland and La Clinica to enroll new low-income, Medi-Cal eligible families 	<ul style="list-style-type: none"> ● Increase contracts with existing partners to build their capacity to enroll more families ● Contract with new partners such as Lotus Bloom and Women's Health Promotion to enroll additional families ● Expand data sharing partnership with Alameda County to reach out to pregnant Oakland moms receiving Medi-Cal 	<p>Awareness of program primarily occurs through partner organizations. The existing and dedicated partners help enrollment efforts, but further support is needed to build their capacity and the onboarding of additional community partners.</p>

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			<ul style="list-style-type: none"> ● Hire additional financial coaches and administrative staff to provide families with direct support services (enrollment, coaching, referrals to CBOs, etc.) ● Hold preschool, TK, and K enrollment events to improve access to their programs – four (4) events ● Create partnership with OUSD’s preschool office to improve access to the enrollment process ● Provide new parent education programming about early childhood development & parenting strategies ● Invest in technology tools that will improve our ability to provide and track client touchpoints 	
	Kindergarten to College (K - 5th Grade)			
	Quality	<ul style="list-style-type: none"> ● Infrastructure <ul style="list-style-type: none"> ○ Launched OP Scholarship Portal for families to sign-up for their Kindergarten and 5th grade scholarship accounts ● Programming <ul style="list-style-type: none"> ○ Launched additional college/career-going 	<ul style="list-style-type: none"> ● Infrastructure <ul style="list-style-type: none"> ○ Connect OP Scholarship Portal with Salesforce ● Enhanced Programming <ul style="list-style-type: none"> ○ Increase Brilliant Baby to Kindergarten to College transition 	The OP Scholarship Portal lives on a software called Outcome Tracker. It is the only provider across the country that has these capabilities and there can be delays/limitations to make system upgrades.

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		<p>programming: quarterly, student-focused workshops on career. Four (4) workshops serving 600 participants</p> <ul style="list-style-type: none"> ○ 69% (40) engaged schools ○ Begin to welcome Brilliant Baby families to Kindergarten to College program ○ 8 Oakland-wide family workshops ○ Brilliant Baby to Kindergarten to College transition supports <ul style="list-style-type: none"> ● Partnerships: Seventeen (17) Existing 	<p>supports. Addition of 1,213 families during contract.</p> <ul style="list-style-type: none"> ○ Increase 5th to 6th grade supports ○ Increase % of engaged schools ○ Provide interpretation/ translation in more threshold languages <ul style="list-style-type: none"> ● Partnerships: <ul style="list-style-type: none"> ○ Annual increase and/or enhance 1 – 2 formal partnerships working with students of color and those qualifying for reduced-priced lunch 	
	College Access (6th - 12th)			
		<p>Universal</p> <ul style="list-style-type: none"> ● Workshops and presentations at school sites ● Supporting College Crunch, Cash for College, FAFSA/CADA three to 5 events at school sites ● Hosting HBCU Caravan and College Fair <p>Targeted</p> <ul style="list-style-type: none"> ● Advisory support in 8th grade classes ● Small group application support on 	<p>Universal</p> <ul style="list-style-type: none"> ● Partner with school sites and community organizations to identify gaps in family knowledge, skills, and opportunities ● Develop Family Engagement <ul style="list-style-type: none"> ○ HS Transition ○ Career Exploration <p>Targeted</p> <ul style="list-style-type: none"> ● Targeted outreach and programming on high school campuses with high priority students 	<p>Partnering with organizations to access their expertise and programmatic models proven to be effective with our high priority students. Co-developing initiatives that focus on long-term outcomes and the near-term actions that move the needle on producing those results.</p>

ATTACHMENT C - FOR DISCUSSION PURPOSES ONLY

		<ul style="list-style-type: none"> ● high school campuses ● 1:1 support in alternative high schools ● Monthly family learning groups with MS campus 	<ul style="list-style-type: none"> ○ African American Male Achievement ○ Kingmakers of Oakland ○ High Schools: Castlemont, McClymonds, Oakland High, Oakland Tech, Fremont ● 8th Grade Curriculum <ul style="list-style-type: none"> ○ HS Readiness ○ College and Career 	
College Completion (Freshman to Graduation)				
		<p>Programming</p> <ul style="list-style-type: none"> ● Workshops for college students based on needs (i.e. Cover letter/Resume Workshops) Collaborate with partners to host these spaces – Twenty-six (26 workshops) ● Collaborating with post-secondary institutions to better support students in advising services (Ex. Work with Learning communities and/or Peralta counselors) ● Targeted Outreach to 550 scholars based on their enrollment status - using self-reported data and National Student Clearing House data 	<p>Programming</p> <ul style="list-style-type: none"> ● Prioritize Summer Melt support services for African American, Latinx, Southeast Pacific Islander Male Students <ul style="list-style-type: none"> ○ Work with post-secondary schools and CBO that provide support to above demographics ● Targeted outreach for most at-risk students based on demographics <ul style="list-style-type: none"> ○ High school attended ○ Race/Ethnicity ○ Gender ● Increase by 20% -- Mentors who identify as African American and Latinx ● Provide and expand mentoring support services for students attending 2 year and Career Technical Education programs 	<p>Partnering with organizations and post-secondary schools to increase persistence and retention services for students. Co-developing initiatives that focus on our long-term and short-term goals</p>

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Brilliant Baby (Birth - 5 Years Old)	
Outcome (Key Metric)	<ul style="list-style-type: none"> ● Increase the percentage of Brilliant Baby children who attend at least one year of Pre-K prior to Kindergarten ● Increase the percentage of Brilliant Baby children who are on target for literacy at Kindergarten based on OUSD i-Ready assessment ● After one year in Brilliant Baby, 75% of families indicate Brilliant Baby “brings valuable resources to my family” ● After one year in Brilliant Baby, 75% of families indicate “participating in Brilliant Baby makes me feel like I’m part of a supportive community.” ● After one year in Brilliant Baby, 90% of parents indicate that “Brilliant Baby has positively influenced the way I think about my child’s future.”
Kindergarten to College (K - 5th Grade)	
	<p>By providing financial assets and college/career programming, Oakland elementary students see themselves as college and career-bound and their families have the resources needed to successfully navigate their child’s journey to post-secondary education.</p> <ul style="list-style-type: none"> ● Increase % of 5th grade students at Kindergarten to College schools who positively respond to the statement “I believe I will go to college and graduate from college.” ● Increase % of families who strongly agree with the statement “I know how to access different financial resources to help my student pay for college” ● Increase # of families who access their family-owned account to pay for post-secondary education ● Increase # of families who access their OP scholarship account to pay for post-secondary education ● Increase % 8th graders meeting High School Readiness Indicators (HSRI)
College Access (6th - 12th)	
	<p>Through awarding 900 scholarships to HS seniors transition to post-secondary programs and deepening partnerships with the district, school sites, community-based organizations, and high priority students, and families, the College Access program will continue to develop aspirational identity and a persistence disposition among students in grades 6-12. Doing so will push districtwide metrics such as FAFSA/CADA completion, number of college applications submitted, and depth of connection between career and post-secondary success.</p>

ATTACHMENT C - FOR DISCUSSION PURPOSES ONLY

		<ul style="list-style-type: none"> ● Increase % 8th graders at partner middle schools meeting High School Readiness Indicators (HSRI) ● Increase % students at partner middle schools who know high school graduation requirements ● Increase # and % of students at partner middle schools who understand the relationship between career and post-secondary options ● Increase % of 8th grade students at partner schools who positively respond to the statement “I believe I will go to college and graduate from college.” ● Increase % of OUSD seniors (by high school and GPA groups) enrolling in a postsecondary program within 12 months from graduation, by program type ● Increase # of high school graduates who apply for and are awarded an Oakland Promise scholarship per year.
	College Completion (Freshman to Graduation)	
		<p>College Completion equips students with social and emotional support through mentoring, peer advising, scholarships, CREWS, and college-theme retreats. Our holistic programming is designed to create a culture of career and college preparedness in students.</p> <ul style="list-style-type: none"> ● Increase the % of students matriculating immediately after high school graduation ● Increase the % of 2-year and CTE enrolled scholars graduating within three years of high school graduation ● Increase the % of 4-year enrolled scholars graduating within six years of high school graduation ● Increase the % of BIPOC Mentors who provide career network to OP Scholars ● Increase the % of OP Scholars who engaged with supports programs such as CREWS, Career Centers/UC Berkeley and CSU East Bay, Learning Communities, Transfer Student Centers, site-based counselors with knowledge of Peralta and CSU enrollment process, UC partners via Northern California Promise College Coalition partnerships