

CITY OF OAKLAND

# AGENDA REPORT

**TO:** Steven Falk  
Interim City Administrator

**FROM:** Dana Riley  
Interim Director Parks,  
Recreation & Youth  
Development

**SUBJECT:** Family First Family Foundation Grant  
& License

**DATE:** March 27, 2023

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City Administrator Approval *Elizabeth Lake*  
Acting City Administrator

Date: Apr 20, 2023

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## **RECOMMENDATION**

Staff recommends that City Council pass the following two pieces of legislation:

- A. A RESOLUTION AWARDING A TWO-YEAR GRANT AGREEMENT WITH A TWO-YEAR OPTION TO RENEW TO THE FAM 1ST FAMILY FOUNDATION TO SUPPORT YOUTH PROGRAMMING AND OPERATIONS AT THE WEST OAKLAND YOUTH CENTER IN ANNUAL AMOUNTS NOT TO EXCEED ONE HUNDRED NINETY-FIVE THOUSAND DOLLARS (\$195,000), SUBJECT TO FUNDING AVAILABILITY**
  
- B. ORDINANCE (1) AUTHORIZING A LICENSE AGREEMENT WITH FAM 1ST FAMILY FOUNDATION FOR USE OF THE WEST OAKLAND YOUTH CENTER LOCATED AT 3233 MARKET STREET, OAKLAND, AT THE BELOW MARKET RATE OF \$0.00 THROUGH JUNE 30, 2025 WITH A TWO-YEAR OPTION TO RENEW TO PROVIDE AFTERSCHOOL PROGRAMS, SUMMER PROGRAMS, WORKFORCE EMPLOYMENT TRAINING AND PLACEMENT PROGRAMS AND COMMUNITY EVENTS FOR YOUTH AND THEIR FAMILIES; (2) MAKING FINDINGS THAT THE LICENSE FOR A BELOW FAIR MARKET VALUE IS IN THE BEST INTEREST OF THE CITY; AND (3) MAKING APPROPRIATE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) FINDINGS**

## **EXECUTIVE SUMMARY**

Fam 1st Family Foundation (Fam 1st) was founded in 2011 by Oakland natives and OUSD alumni Joshua Johnson and Marshawn Lynch. Fam 1st has been a 501(c)(3) organization for over a decade providing youth-based services and community development in North and West Oakland. Fam 1st operates and provides youth programming and community services at the

West Oakland Youth Center (WOYC) located at 3233 Market Street. This work is vital in helping West Oakland youth embrace their full potential.

Approval of the Resolution will authorize the City Administrator, or designee, to enter into a two-year grant agreement with Fam 1st Family Foundation to oversee the youth programs at the WOYC from July 1, 2021, thru June 30, 2023, with the option to extend the grant through June 30, 2025, subject to funding availability.

Approval of the Ordinance will authorize a license agreement granting Fam 1st use of the City-owned WOYC. The license agreement will be in effect as of March 1, 2021, thru June 30, 2025, with one two-year option to renew.

### **BACKGROUND / LEGISLATIVE HISTORY**

WOYC was a project initiated by community members and Councilmember Nancy Nadel in 2005. The WOYC was designed based on extensive input from community youth and other stakeholders, including Alameda County Health Services staff operating under the City County Neighborhood Initiative (CCNI). Stakeholders designed the WOYC to focus on job skill development and safety for West Oakland youth. The \$7.6M building was funded in part with a \$5.5M Proposition 84 grant - Statewide Park Development and Community Revitalization Program from the State of California and construction was completed in September 2013. The WOYC was previously operated by The Mentoring Center (TMC). Reporting requirements as specified in the scope of work were not fully met under the agreement. As such, the contract with TMC expired on February 28, 2019, and was not renewed.

Fam 1st Family Foundation began its services providing very successful and well-attended youth sports and career pathway programs in the form of youth camps and events, providing those events from Seattle to California to Hawaii and elsewhere on the West Coast. In Oakland, this included providing camps at UC Berkeley and weekly programs at the newly established West Oakland Youth Center. Fam 1st was invited to design and conduct youth life skills and career pathway programs at the WOYC by the Mentoring Center, the prior WOYC administrator. The programs were designed to engage the WOYC youth in career pathway programs that support the participants' education while simultaneously providing training in careers that historically have not included low-income youth of color. Fam 1st programs are designed to work with youth aged 5 to 18, with each program offered several days a week to distinct age groups so as to be age appropriate. The programs included tutorial support for the schools and career training and development in fields such as architecture, designing and operating businesses (entrepreneurship), music production, computer coding, graphic design and work experience internships (summertime). Under the Fam 1st program model, professional instructors are provided for each program, as well as one-on-one counselors to assist the youth in understanding and completing each program offered. In addition to providing all of the funding for instructors and youth counselors, Fam 1st required its program staff to report on attendance and effectiveness of its youth programs and levels of youth engagement in each. Program staff reports, instructor reports, and youth commentary were (and are) reviewed annually and the Fam 1st Executive leadership and its Board used (and uses) that feedback to plan youth programming and to design new youth programs each year. Overall, the Fam 1st youth program is designed not just to train and inform, but to guide WOYC participants in adapting their thought

processes and life responses in such a way as to thrive and lift themselves out of the cycle of poverty.

In 2019, the City entered into a service agreement with Fam 1st to operate the WOYC, pursuant to [Resolution No. 87820 C.M.S.](#) From that time, Fam 1st has continued to operate its successful youth programs in career pathways and life skill development and has also managed the WOYC as a community center, adding a number of family-oriented community events to support the low-income Oakland communities (particularly West Oakland) and also providing access to the facilities for community groups and forums. The contract with Fam 1st expired as of February 28, 2021, however Fam 1st has continued to provide youth programming and community-focused events at the WOYC, pursuant to their organization goals and leadership. Staff recommends that the City shift to supporting Fam 1st and the WOYC through a grant and license arrangement, which will provide the allocated financial support to WOYC as previously appropriated in the FY 21-23 Adopted Policy Budget.

Fam 1st provides after school programs, summer programs, workforce employment training and placement programs, and community service events for youth and their families of the West Oakland Community and other neighboring communities in Oakland.

WOYC and Fam 1st serves 150 to 200 youth and their families every year through the summer program, after school program, and the workforce program. Additionally, WOYC and Fam 1st serve approximately 200 to 300 additional families and members of the West Oakland community with community benefits events such as food giveaways, student support giveaways, holiday meals giveaways, and holiday gift events. What follows is a description of present and future programs, workforce, and community service events.

Fam 1st plans to continue providing the following programs and events from the WOYC:

### **Unfinished Learning**

Unfinished Learning is one of the main core programs at Fam 1st this program was one of the first programs at Fam 1st for 8 plus years, the program is designed to help the youth improve in their Skill set and work habits based on their Education Development starting at grade level K to 12. The areas that the Unfinished Learning Program focuses on are:

- Reading
- Vocabulary
- Phonemic Awareness
- Phonics
- Fluency
- Comprehension

### **Graphic Design**

Graphic Design Program is a Career and Entrepreneurship Development Program at Fam 1st, designed to lead the youth to a Career path or Entrepreneurship. This program is for the youth in grades K to 12, while in the Graphic Design Program youth will learn the following:

- Basics Of Design (basic elements, color wheel, Principles of design)
- Logos And Advertising (type of logos, corporate and Commercial Design)

- Print vs Web (raster graphics, vector graphics)
- Graphing and scale
- Designing Web Page
- Portfolios

### **Hidden Genius (coding)**

Hidden Genius is a program that introduces the youth to the TECH industry based around Coding. This is a Career and Entrepreneurship Development program in Fam 1st that has been operating for 5 plus years for youth grade levels K to 12 Grade, while in the coding Program youth learn the following:

- Basics of the Computer
- Basics of Coding
- Creating a Video Game
- Website Building

### **Music 101**

Music 101 is a Career and Entrepreneurship Development Program that has been a part of Fam 1st for 5 plus years. Music 101 program is for the youth grade levels K to 12 designed for the youth to learn everything about the music industry. Youth will cover the following in music 101.

- Make beats on Garageband
- Create Albums
- Shoot music videos
- Learn how to run a music studio
- Learn all curriculum about the music industry

### **Agriculture**

Agriculture Program is a new Core Program in Fam 1st, the Agriculture program was introduced in the summer of 2022. Agriculture was designed for the youth grade levels K to 12 to educate the youth in urban agriculture and horticulture, including developing and growing an urban garden and growing fresh, healthful produce for family consumption. Youth will cover the following in the Agriculture Program:

- Plant Life Cycle
- Cup Garden (Dirt, Rock, Sand)
- Grow Container Project
- Fly Mini Drones Project (Farm Technology)
- Growing Fresh Produce
- Farm To Table Project
- Stem And Agriculture
- Farming Field Trips

### **Food and Nutrition**

Food and Nutrition is a core program at Fam 1st, this program is designed to teach the basics of cooking and nutrition for the youth grade levels K to 12. WOYC maintains a fully equipped food kitchen at the WOYC facility. The youth will learn the following in Food and Nutrition:

- Math, Science, Language behind foods
- Social and Emotional, Cognitive Development
- Fine Motor skills
- Food Handling Card

### **Financial Literacy**

Financial Literacy is a new program at Fam 1st that will start in the winter of 2022, this class is designed for grade levels 5 to 12. This program will cover the following:

- Basics Of Financial Literacy
- Internship Program for youth in grades 9 to 12.

### **Youth & Business**

Youth And Business is a Career and Entrepreneurship development Program that teaches the youth in grade levels 5 to 12, this class will teach the basics of business and how to create your own business. This program will cover the following:

- Basics of Business
- Stock Market
- Create your own Business

### **Work Force and Partnership**

Fam 1st sponsors a workforce program out of the West Oakland Youth Center, This Program was designed to provide youth with workforce training, summer and afterschool jobs through the workforce program for the ages 14 to 24, Fam 1st is a partner with Youth Employment Partnership and the Oakland Athletic League (OAL) to provide Jobs and workforce training to the youth of West Oakland and other neighboring communities in Oakland.

- Serves a minimum of 50 youth ages 14 to 24
- Receive educational stipend (to compensate youth for participation in workforce training)
- Workforce training
- Job Placement

### **Architecture**

Architecture program is a core program that Fam 1st provides to the youth in grades 1 to 12 at the West Oakland Youth Center. This program is designed to lead youth to a career path or entrepreneurship. This program also gives a 1-week session on Architecture at UC Berkeley.

## **Community Events**

Community Events are Family 1st responses to ongoing or emerging community needs based on historical practice, feedback from the community, and/or emergency response.

- Historical Practice: annual events to help families who come to depend on Fam 1st to help them fully enjoy and get them through or alleviate stressful seasons.
  - Thanksgiving Food Basket Giveaways
  - Christmas Toy Drive
  - Back-to-School Supplies Giveaways
  - Community Picnic
  
- Community Needs: forums and communal activities to address identified local interests and issues, feedback from elected officials, and Fam 1st staff observations.
  - Violence Resolution
  - Youth Program Needs
  - Supporting Local Schools
  - Bridging the STEM subject gap
  - Youth Football Camp
  - Talent Show
  - Bowling Event
  - Field trips
  - Community Picnic
  
- Emergency Response: in coordination with other Oakland resources, Fam 1st rapid deployment of its resources in response to emergencies or crises challenging Oakland communities.
  - COVID-19 Meal Delivery Service

## **ANALYSIS AND POLICY ALTERNATIVES**

WOYC was a project initiated by community members and Councilmember Nancy Nadel in 2005. The WOYC was designed based on extensive input from community youth and other stakeholders. The WOYC was designed to focus on job skill development and increasing safety for West Oakland youth. Since 2017, Fam 1st has provided job skill education and safety programs for youth.

Due to insufficient staffing levels to undertake the planning and development of youth programming and operations at WOYC, it is recommended that the City fiscally support such programming run by Fam 1st through a grant award. Traditionally, recreation sites require a minimum of two staff to safely open the site for public use, which precludes programming. The cost of the two City staff is approximately \$230,000 annually, which exceeds the current budget allocation of \$195,000 provided to operate the WOYC.

Since the specialized nature of the job skill development programming provided by Fam 1st are not traditional recreation programming, it is found that a grant award would be more appropriate than a professional services agreement. Fam 1st has expertise in both providing and managing youth programs and serves up to 200 youth annually. The Fam 1st administrative and fiscal

structure include a professional board of directors, Executive Director, and True Capital Management accounting and financial management firm, and the executive team is hands-on in the oversight of all fiscal matters.

Under the Fam 1st program model, professional instructors are provided for each program, as well as one-on-one counselors to assist youth in understanding and completing each program offered. In addition to providing primary funding for instructors and youth counselors, Fam 1st requires its program staff to report on attendance and effectiveness of its youth programs and levels of youth engagement in each. Furthermore, the lease of the Property for less than its fair market rental value is in the best interests of the City, because since 2017 Fam 1st has provided funding for educational, social and cultural benefits to the City and community at large by providing job skill development and safety programs for youth, hosting family-centered events, and serving youth and families in West Oakland and neighboring communities and can provide the services at a lower cost than the City.

### **FISCAL IMPACT**

The City has budgeted \$195,000 in the Fiscal Year (FY) 2022-23 Adopted Policy Budget in the General Purpose Fund (1010), Special Programs Organization (509320), West Oakland Youth Ctr Project (1006220) and Recreation Program (NB03). Appropriations of \$195,000 was budgeted in FY 2021-22 but was not expended due to the lack of a fully executed contract. Total funding is \$390,000 for the total of FY21/22 and FY22/23. Staff is recommending that Council award (1) a two-year grant agreement with a two-year option to renew to Fam 1st to support youth programming and operations at the West Oakland Youth Center in annual amounts not to exceed one hundred ninety-five thousand dollars (\$195,000), subject to funding availability; and (2) a license agreement to Fam 1st for use of the West Oakland Youth Center through June 30, 2025, with one 2-year option to renew until June 30, 2027, at a below market rate of \$0.00 due to cultural and social benefits provided to the community pursuant to OMC 2.42.110.

### **PUBLIC OUTREACH / INTEREST**

This report did not require any additional public outreach other than the required posting on the City Council Agenda, however, the City will continue to engage with community leaders and neighbors to survey program and service needs at WOYC.

### **COORDINATION**

This report was prepared in coordination between OPRYD, City Administrator's Office, Finance Department, and the City Attorney's Office.

## **SUSTAINABLE OPPORTUNITIES**

**Economic:** West Oakland Youth Center programming will provide job training for unemployed and disaffected youth in the area to expand economic opportunities.

**Environmental:** There are no direct environmental impacts associated with this report and resolution.

**Race & Equity:** West Oakland youth, many of whom are disadvantaged or underserved will benefit from the career development enrichment opportunities, positive adult role models, and other resources provided by the West Oakland Youth Center.

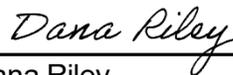
## **ACTION REQUESTED OF THE CITY COUNCIL**

Staff Recommends That The City Council Adopt the Following Two Pieces of Legislation:

- A. A Resolution Awarding A Two-year Grant Agreement With A Two-year Option To Renew To The Fam 1st Family Foundation To Support Youth Programming And Operations At The West Oakland Youth Center In Annual Amounts Not To Exceed One Hundred Ninety-five Thousand Dollars (\$195,000), Subject To Funding Availability
- B. Ordinance (1) Authorizing A License Agreement With Fam 1st Family Foundation For Use Of The West Oakland Youth Center Located At 3233 Market Street, Oakland, At The Below Market Rate Of \$0.00 Through June 30, 2025 WITH A TWO-YEAR OPTION TO RENEW To Provide Afterschool Programs, Summer Programs, Workforce Employment Training And Placement Programs And Community Events For Youth And Their Families; (2) Making Findings That The License For A Below Fair Market Value Is In The Best Interest Of The City; And (3) Making Appropriate California Environmental Quality Act (CEQA) Findings

For questions regarding this report, please contact Neil Valle, Administrative Services Manager II, OPRYD at 510-238-3926.

Respectfully submitted,



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