



# AGENDA REPORT

**TO:** Sabrina B. Landreth  
City Administrator

**FROM:** Sara Bedford  
Director, Human Services

**SUBJECT:** Tandem Partners Book Bag Program  
FY 2016-2017

**DATE:** June 28, 2016

City Administrator Approval

Date:

*6/29/16*

## RECOMMENDATION

**Staff Recommends That the City Council Adopt A Resolution Waiving Advertising, Bidding, And Request For Proposals/Qualifications Requirements For An Agreement With Tandem Partners In Early Learning To Provide Books, Learning Materials, And Ongoing Training And Technical Support For A Book Bag Rotation Program For The Head Start/Early Head Start Program In An Amount Not To Exceed \$5,000 For The Program Year 2016-2017 Contingent Upon Adoption And Fund Availability Of Fiscal Year 2016-2017 Head Start Grant Funds.**

## EXECUTIVE SUMMARY

The adoption of the proposed resolution will allow the City Administrator to waive the advertising, bidding and request for Request for Proposals/Qualifications Requirements for an agreement with Tandem Partners in Early Learning to provide books, learning materials for children and families enrolled in the Head Start and Early Head Start Program. In addition, the agreement with Tandem Partners will provided for ongoing training and technical assistance for Head Start and Early Head Start teaching and administrative staff on the function, use and implementation of the book bag rotation system to support children's language and literacy development.

## BACKGROUND / LEGISLATIVE HISTORY

Tandem Partners in Early Learning ("Tandem Partners") is a family literacy book bag rotation program, serving Alameda, Contra Costa, and San Francisco counties, that empowers families, caregivers, and educators to build and strengthen a daily book-sharing routine with children in order to increase and help support children's literacy development. Approval of the proposed resolution will allow Oakland Head Start to work with Tandem Partners in order to help facilitate a family literacy partnership between school and home that fosters and nurtures a love of reading in children ages birth to five-years-old. The Tandem Partners program also works to

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reinforce the role of parents and families as children's first and primary teachers, helping children enter Kindergarten loving books and excited to learn.

In collaboration with the Tandem Partners program and in alignment with Oakland Head Start's parent, family and community engagement goals, as well as its school readiness goals, Head Start teachers will ensure that children will take home each week a bright red bag filled with high-quality, developmentally appropriate, multi-lingual and multicultural children's books. Research indicates that the regular practice of engaging families in book-sharing with their children helps to foster children's early brain development, bolsters social-emotional development, builds early literacy skills, and supports children's readiness for Kindergarten and school.

In compliance with Head Start/Early Head Start program performance standards, the City of Oakland Head Start program is committed to improving school readiness and parent, family and community engagement outcomes for children, ages three to five-years-old and their families. Thus, Oakland Head Start has elected to implement the Tandem Partners family literacy book bag rotation program, along with ongoing training and technical assistance, for the Program Year (PY) 2016-2017.

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#### **ANALYSIS AND POLICY ALTERNATIVES**

As indicated previously, in an effort to actively address the specific, ongoing, school readiness needs and positive child outcomes needs of Head Start children, while also remaining in compliance with Head Start Performance Standards, Tandem Partners in collaboration with Oakland Head Start, will provide a family literacy book bag rotation program and ongoing training and technical assistance for staff and parents to ensure effective integration of the program over PY 2016-2017.

Oakland Municipal Code (OMC) section 2.04.040.B requires the City Administrator to conduct Request for Proposals/Qualifications (RFP/Q) process for professional services contracts involving expenditures of \$25,000 or less, and informal advertising and bidding for contracts for supplies involving expenditures between \$500 and \$50,000.

OMC section 2.04.051.B permits the City Council to waive the RFP/Q process upon a finding that it is in the best interest of the City to do so and OMC Section 2.04.050.1.5 provides for an exception to the advertising and competitive bidding requirement of the OMC upon a finding and determination by the City Council that it is in the best interests of the City to do so.

Staff recommends that it is in the best interest of the City to waive the advertising, bidding, and RFP/Q requirements, as Tandem Partners is the sole company in the Bay Area that provides staff and parent training on the implementation and use of the family literacy book bag rotation system, consistent with the federal Head Start School Readiness and Parent, Family and Community Engagement mandates.

The training and technical assistance (T and TA) provided by Tandem Partners over PY 2016-2017, will begin implementation in Fall 2016 and conclude in June 2017. Training includes:

1. Staff and parent trainings and resources on interactive reading and book-sharing activities and strategies.
2. On-site and community-based, multi-lingual training for staff and parents, including workshops, such as:
  - a. Early Literacy and Interactive Book Sharing;
  - b. Supporting Language Development at Home: Myths and Truths for Parents of English Learners;
  - c. Talk, Read, Sing, Play: Exploring Everyday Activities;
  - d. Tandem Partners take-home DVD in 14 languages, which is designed for multiple adult education levels, backgrounds and learning styles, to give parents the “know how” and comfort needed to create an enjoyable book-sharing experience with their children; and
  - e. Local library connection through on-site and/or library-based literacy events.

### **FISCAL IMPACT**

Approval of the proposed resolution will allow for an agreement with Tandem Partners in an amount of \$5,000.

Amount of Recommendation/Cost of Project:

- \$5,000 for PY 2016-2017
- Total project cost/agreement/contract - \$5,000

For PY 2016-2017, the professional services agreement in the amount of \$5,000 will be fully funded through the 2016-2017 Head Start and Early Head Start grants. The 2016-2017 Head Start and Early Head Start grants are scheduled to be presented to City Council on July 12, 2016. Upon City Council approval and adoption of the 2016 – 2017 Head Start/ Early Head Start grant budget, funds will be available in the Department of Health and Human Services Fund (2128) Head Start Classroom and Seasonal Organization (78231), Miscellaneous Contract Services Account (54919), Head Start Fiscal Year 2016-2017 T and T/A Basic Project (G486630), and Strengthening Children, Youth and Families Program (YS13).

### **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 Controller's Bureau were consulted in preparation of this report and resolution.

**SUSTAINABLE OPPORTUNITIES**

**Economic:** Through the City's investment in Tandem Partners, Tandem Partners will receive compensation to provide books and literacy materials for children and families enrolled in Head Start and Early Head Start, as well as ongoing training and technical assistance for families and staff, on the function, implementation and use of the book bag rotation system. As Dr. James Heckman, Nobel Prize winning economist from the University of Chicago, indicated, that the annual economic rate of return to society for early childhood investments is 10% per dollar invested. Dr. Heckman's research further indicates that a reduction in crime, promoting of schooling, and a more skilled workforce, are the results of these investments. Thus, there are short and long-term economic benefits to the City from this Professional Services Agreement with Tandem Partners, as it a smart investment in early childhood education, and in the current and future economic interest and development of the city of Oakland.

**Environmental:** None is expected.

**Social Equity:** Consistent with the Oakland Head Start program, the principal sustainable opportunity of Tandem Partners will be in the area of social equity. Tandem Partners will deliver high-quality training and technical assistance services to program staff. These services are designed to promote and foster school readiness skills and positive outcomes for low-income children.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff Recommends That the City Council Adopt A Resolution Waiving Advertising, Bidding, And Request For Proposals/Qualifications Requirements For An Agreement With Tandem Partners In Early Learning To Provide Books, Learning Materials, And Ongoing Training And Technical Support For A Book Bag Rotation Program For The Head Start/Early Head Start Program In An Amount Not To Exceed \$5,000 For The Program Year 2016-2017 Contingent Upon Adoption And Fund Availability Of Fiscal Year 2016-2017 Head Start Grant Funds.

For questions regarding this report, please contact Usana Hopkins, Human Services Division Manager, Early Childhood and Family Services, at (510) 238-7186.

Respectfully submitted,

  
SARA BEDFORD  
Director, Human Services Department

Early Childhood and Family Services Division  
Reviewed by: Usana Hopkins, Manager  
Prepared by: Tracey Black, HHS Planner

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**OAKLAND CITY COUNCIL**

Approved as to Form and Legality

  
City Attorney

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

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

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**RESOLUTION WAIVING ADVERTISING, BIDDING, AND REQUEST FOR PROPOSALS/QUALIFICATIONS REQUIREMENTS FOR AN AGREEMENT WITH TANDEM PARTNERS IN EARLY LEARNING TO PROVIDE BOOKS, LEARNING MATERIALS, AND ONGOING TRAINING AND TECHNICAL SUPPORT FOR A BOOK BAG ROTATION PROGRAM FOR THE HEAD START/EARLY HEAD START PROGRAM IN AN AMOUNT NOT TO EXCEED \$5,000 FOR THE PROGRAM YEAR 2016-2017 CONTINGENT UPON ADOPTION AND FUND AVAILABILITY OF FISCAL YEAR 2016-2017 HEAD START GRANT FUNDS**

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**WHEREAS**, the Human Services Department, Head Start Program desires the City of Oakland to enter into a Professional Services Agreement with Tandem Partners in Early Learning (“Tandem Partners”) in an amount not to exceed \$5,000 to provide a book bag rotation program and ongoing training and technical support for Head Start/Early Head Start staff and parents, to ensure effective integration of the book bag program in Head Start classrooms and in parent and family engagement strategies, for Program Year (PY) 2016-2017; and

**WHEREAS**, Tandem Partners is a local family literacy book bag rotation program serving Alameda, Contra Costa, and San Francisco counties, that empowers families, caregivers, and educators to build and strengthen a daily book-sharing routine with children, in order to increase and help support children’s literacy development, growth and learning; and

**WHEREAS**, Tandem Partners will work with Oakland Head Start, among other community-based partners, to help facilitate a family literacy partnership between the school and home, that fosters and nurtures a love of reading in children, ages birth to five-years-old; and

**WHEREAS**, Tandem Partners program also works to reinforce the role of parents and families as their children’s first and primary teachers, in helping children enter Kindergarten loving books and excited to learn; and

**WHEREAS**, in collaboration with Tandem Partners program and in alignment with Oakland Head Start's parent, family and community engagement and school readiness goals, Head Start teachers will ensure that children take a bright red bag filled with high-quality, developmentally appropriate, multi-lingual and multicultural children's books, provided by Tandem Partners, home each week, to engage in a daily book-sharing routine with their parents and family; and

**WHEREAS**, the Head Start Performance Standards section 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, as well as information, education, and family engagement opportunities for parents as their children's first teachers; and

**WHEREAS**, the \$5,000 professional services agreement will be fully funded through the 2016-2017 Head Start program grants scheduled to be presented to City Council on July 12, 2016, and upon Council approval and adoption of the 2016 – 2017 Head Start grant budget, funds will be available through the Head Start program grant in the Department of Health and Human Services Fund (2128) Head Start Classroom & Seasonal Organization (78231), Miscellaneous Contract Services Account (54919), Head Start Fiscal Year 2016-2017 T&T/A Basic Project (G486630), and Strengthening Children, Youth & Families Program (YS13); and

**WHEREAS**, Oakland Municipal Code (OMC) section 2.04.040.B 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 informal advertising and bidding for contracts for supplies involving expenditures between \$500 and \$50,000; and

**WHEREAS**, OMC section 2.04.051.B permits the Council to waive the RFP/Q process upon a finding that it is in the best interest of the City to do so and OMC Section 2.04.050.I.5 provides for an exception to the advertising and competitive bidding requirement of the OMC upon a finding and determination by the City Council that it is in the best interests of the City to do so; and

**WHEREAS**, staff recommends that it is in the best interest of the City to waive the advertising, bidding, and RFP/Q requirements, as Tandem Partners is the sole company in the Bay Area that provides staff and parent training on the implementation and use of the family literacy book bag rotation system, consistent with the federal Head Start School Readiness and Parent, Family & Community Engagement 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 OMC Sections 2.04.050.I.5 and 2.04.051.B for the reasons 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 advertising and bidding and the RFP/Q requirements for the products and services to be purchased under the agreement with Tandem Partners 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 her designee to execute a professional services agreement with Tandem Partners in Early Learning in an amount not to exceed \$5,000 to provide a book bag rotation program and ongoing training and technical support for Head Start staff and parents, to ensure effective integration of the book bag program in Head Start classrooms and in parent and family engagement strategies, for program year 2016-2017, contingent upon funding availability and City Council adoption of the FY2016 – 2017 Head Start Grant; and be it

**FURTHER RESOLVED:** That the City Administrator or her designee, is hereby authorized to execute 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, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID, and  
PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California