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CITY OF OAKLAND

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Office of the Honorable Lynette Gibson McElhaney COUNCILMEMBER ~ DISTRICT 3

Office of the Honorable Rebecca Kaplan COUNCILMEMBER ~ AT LARGE

Date: April, 12th, 2018

To: Members of the Rules and Legislation Committee Cc: LaTonda Simmons, City Clerk Barbara Parker, City Attorney

From: Councilmember Lynette Gibson McElhaney and Councilmember Rebecca Kaplan

Re: Questions on Proposed Oakland Children's Initiative

Dear Members of the Rules and Legislation Committee:

We are deeply appreciative of the proposed measure to dramatically improve the quality of education in the City of Oakland and applaud the goals of advancing equity in our City through early childhood education. The questions below were advanced at the April 10th 2018 Life Enrichment Committee and we are submitting formally into the record to ensure that they become incorporated into the discussion that comes to the Rules and Legislation committee.

- 1. What level of administrative support will be required to support this measure? Please detail the administrative and oversight tasks that must be accomplished, the staff required to accomplish those functions, and the projected costs for those staff members.
- 2. What are the current and projected philanthropic contributions to this effort? How much will need to be raised privately to create the 'targeted universal pre-school' envisioned by the measure?
- 3. How do we expect this measure to impact middle-class homeowners broadly defined as those making between 60% to 120% of area median income (AMI)? How will this impact the displacement of African American homeowners and do we anticipate this having any impact on rents in Oakland?
- 4. Why do we need to create an additional oversight board instead of leveraging the existing Policy and Planning board of the Oakland Fund for Children and Youth (OFCY)? How would that board's mission need to be changed to include oversight of this measure and, if given that oversight mission, how much more money would be able to be dedicated to programming?
- 5. How much has the City of Oakland contributed to the Head Start program over the past twenty years? Please provide the breakdown by year and by fund.
- 6. Please provide the numbers for the services to be provided, based specifically on the funding in the ballot Measure, separate from amounts you hope to get from the county, private donors, and other sources. For example, the report stated that 3,000-4,500 pre-school slots would be served, but this included all sources of funds, with no breakdown showing how

Page 2

many of those are from this proposed ballot measure. Please provide those specific numbers separated out.

- 7. Please clarify the total dollar amounts per year of assistance that you are estimating participants will need in order to go to college, what portion of this cost the Oakland Promise Fund will provide, and where the rest of the money is expected to come from.
- 8. We had previously asked that the Measure include real pathways for our young people to enable them success and access to good-paying careers with real openings. We see in the new PowerPoint about the Measure, you have added the word "career" in addition to the previous wording of "college." While this topic we had requested has been added to the PowerPoint presentation, it does not appear to have been added to the actual Ordinance for the Ballot Measure. Thus, we still do not see any funding for career technical education, access to apprenticeships, pathways to good-paying growing job sectors such as the trades, or job readiness and job matching programs. If we have missed where you have added this, please point us to the specific language that has been added for "careers." If it has only been added to the presentation, but not funded in the actual proposed Measure, then we request the Measure language be amended to add funding these items.
- 9. In terms of the Oakland Promise Fund, is the intention that the money go to the specific non-profit that goes by the name, the "Oakland Promise"? Or is the intention that it be an open, unbiased process in which any non-profits/community organizations can apply to provide the type of services for our young people? Why is a new high-level staff position being created, reporting directly to the City Administrator, to oversee this process, rather than our normal process for issuing RFPs for services?
- 10. Are personnel who are listed as holding leadership positions in the "Oakland Promise" nonprofit on their website, and who also hold positions in City of Oakland government, recused from participating in allocating public funding to that non-profit?

Signed,

Councilmember Lynette Gibson McElhaney

Councilmember Rebecca Kaplan