



OAKLAND FUND FOR CHILDREN AND YOUTH



Planning and Oversight Committee (POC) Strategic Planning Subcommittee Meeting

June 20, 2012

5:00 p.m. – 7:00 p.m.

Eastside Arts Alliance Center

2277 International Blvd.,

Oakland, CA 94606

AGENDA

- 1) Call to Order

- 2) OFCY 2013-2016 Strategic Planning – Update from Strategic Planning Working Groups and Community Engagement Activities

- 3) Open Forum

- 4) Adjournment

In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Oakland Fund for Children and Youth Planning & Oversight Committee, please contact the Oakland Fund for Children and Youth at 510-238-6379. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number above.



OAKLAND FUND FOR CHILDREN AND YOUTH



Planning and Oversight Committee (POC) Special Meeting

June 20, 2012

7:00 p.m. – 8:00 p.m.

Eastside Arts Alliance Center
2277 International Blvd.,
Oakland, CA 94606

AGENDA

- 1) **Call to Order**
 - *Introductions & Announcements*
 - *Agenda Review/Modifications*

- 2) **Open Forum for Youth or Families with Small Children**

- 3) **Review and Approval of Prior Minutes** (Action)

- 4) **Selection of the OFCY Independent Evaluator for FY 2012-2014** (Action)

- 5) **Administrative Matters**

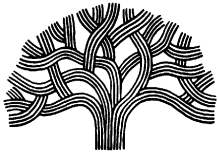
- 6) **Open Forum**

- 7) **Adjournment**

To offer Public Comment or to participate in the Open Forum during the POC meeting, please sign a speaker card at the beginning of the meeting. There will be time for Public Comment before the Committee makes any formal decisions.

In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Oakland Fund for Children and Youth Planning & Oversight Committee, please contact the Oakland Fund for Children and Youth at 510-238-6379. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number below.

Meeting minutes of the POC regular meeting for May 2nd will processed and available prior to the meeting.



City of Oakland, Department of Human Services
Oakland Fund for Children and Youth



June 5, 2012

To: Members of the Planning and Oversight Committee
From: Oakland Fund for Children and Youth
Subject: Summary of the Timeline and Process for Requests for Proposals
for Evaluation of Oakland Fund for Children and Youth

BACKGROUND

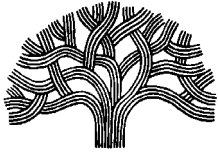
The Oakland Fund for Children and Youth was established in 1996 when Oakland voters passed the Kids First! Initiative (known as Measure K), as an amendment to the City Charter to support direct services to youth under 21 years of age. As reauthorized in 2009 for an additional twelve years (2010-2022), the city charter amendment (Section XIII) requires an annual independent evaluation of the Oakland Fund for Children and Youth programs.

OFCY's 2011-12 evaluation is presently being conducted by the firms Public Profit Inc. and See Change Inc. with evaluation services to end September 30, 2012 when final reports are submitted to the POC.

ANALYSIS

The Oakland Fund for Children and Youth (OFCY) released a Request for Proposals for Evaluation of OFCY programs on May 10, 2012 for 2012-2014 with the second year to be renewed based upon satisfactory performance in year one. Five letters of intent to apply were received on May 25, 2012 and a maximum of five full proposals are expected by June 8, 2012. The Planning and Oversight Committee (POC) evaluation subcommittee and OFCY staff will interview all final candidates on June 13, 2012 and will forward a recommendation to the full POC to approve at the June 20th, 2012 meeting. It is expected that the recommendation go to the Life Enrichment Committee and City Council in July 2012 and that the contract begin August 1, 2012.

The City of Oakland will enter into a two-year contract for evaluation services, with the second year to be renewed conditional upon performance, and will operate from August 1st 2012 to October 31st 2014, with the inclusion of the evaluation of programs operating during summer 2013 and 2014. The evaluation contract amount is expected to approximate \$200,000 per year for the term 2012-2014 to evaluate all OFCY programs.



City of Oakland, Department of Human Services
Oakland Fund for Children and Youth



June 14, 2012

To: Members of the Planning and Oversight Committee
From: Oakland Fund for Children and Youth
Subject: Recommendation for the 2012-2014 Evaluator of Oakland Fund
for Children and Youth

RECOMMENDATION

The Evaluation Subcommittee and OFCY staff came to a consensus on recommending Public Profit, Inc. as the selected evaluator for the term 2012-2014 based upon proposal reviews and interviews.

Proposals were reviewed and assessed based on organizational capacity and fit; project approach, strategy, work plan details and timeline; project staffing; project budget and budget narrative; and examples of similar work. Interviews were conducted with both Public Profit and Bright Research Group. The interview panel included members of the POC Evaluation Subcommittee and OFCY staff.

The proposal from Public Profit was scored and ranked higher than Bright Research Group and the interview panel came to a consensus recommending Public Profit as the evaluator for all OFCY programs in all strategy areas.

ACTION REQUESTED

The POC Evaluation Subcommittee and OFCY staff requests that the full POC approve this recommendation.

BACKGROUND

The Oakland Fund for Children and Youth was established in 1996 when Oakland voters passed the Kids First! Initiative (known as Measure K), as an amendment to the City Charter to support direct services to youth under 21 years of age. As reauthorized in 2009 for an additional twelve years (2010-2022), the city charter amendment (Section XIII) requires an annual independent evaluation of the Oakland Fund for Children and Youth programs.

OFCY's 2011-12 evaluation is presently being conducted by the firms Public Profit Inc. and See Change Inc. with evaluation services to end September 30, 2012 when final reports are submitted to the POC.

ANALYSIS

The Oakland Fund for Children and Youth (OFCY) released a Request for Proposals for Evaluation of OFCY programs on May 10, 2012 for 2012-2014 with the second year to be renewed based upon satisfactory performance in year one. Five letters of intent to apply were received on May 25, 2012 and two full proposals were received on June 8, 2012 from Public Profit and Bright Research Group. The Planning and Oversight Committee (POC) evaluation subcommittee and OFCY staff interviewed both final candidates on June 13, 2012 and based its final recommendation upon a group review of proposals submitted and responses provided during the interviews. The Evaluation RFP review panel reached a consensus recommendation and will forward this recommendation to the full POC for approval at the June 20th, 2012 meeting. Upon approval from the POC, the recommendation to enter into a contract for services will proceed to the Life Enrichment Committee and City Council in July 2012 for the contract to commence on August 1, 2012.

The City of Oakland will enter into a two-year contract for evaluation services, with the second year to be renewed conditional upon performance, and will operate from August 1st 2012 to October 31st 2014, with the inclusion of the evaluation of programs operating during summer 2013 and 2014. The evaluation contract amount is expected to approximate \$200,000 per year for the term 2012-2014 to evaluate all OFCY programs.