PLANNING AND OVERSIGHT COMMITTEE

(POC)

WEDNESDAY, April 3, 2024

IN PERSON

Please see agenda to participate in this meeting.

City of Oakland Planning and Oversight Committee
(POC)
April 3, 2024 | 6:00pm-9:00pm
IN-PERSON

PUBLIC PARTICIPATION:

The public may observe and/or participate in this meeting, in person at 1 Frank H. Ogawa Plaza, Hearing Room 4, Oakland, CA 94612.

For your safety, we strongly recommend you wear a mask.

OBSERVE:

To observe the meeting by video conference, please click on this link:

https://us06web.zoom.us/j/82311405823 at the noticed meeting time.

Instructions on how to join a meeting by video conference is available at:
https://support.zoom.us/hc/en-us/articles/201362193–joining-a-Meeting

PUBLIC COMMENT:

Join us in person, 1 Frank H. Ogawa Plaza, Hearing Room 4, Oakland, CA 94612.

All public comments must be made In-Person.

In-Person comments from members of the public must submit a separate speaker card for each item on the agenda to the commission clerk before the item is called.

Email Written Comments to OFCY@oaklandca.gov.

Written Comments Must Be Submitted At Least 24 Hours Prior To The Meeting Time to be Delivered to the Commissioners.

If you have any questions, please email Robin Love at rlove@oaklandca.gov.

City of Oakland Planning and Oversight Committee (POC)

City of Oakland | Human Services Department
150 Frank H. Ogawa Plaza, Suite 4216 | Oakland, CA 94612 (510) 238-3088

April 3, 2024 | 6:00pm-9:00pm
IN-PERSON

*Issues that the public wishes to address that **are not** published on the agenda will be* heard during the Public Forum section. You will have 2-minutes to comment on the item.

AGENDA

1. **Call to Order**

2. **Roll Call**

3. **Adoption of Agenda**

4. **APPROVAL OF MINUTES:**
   - **March 3, 2024**
   - **March 20, 2024** *Meeting Cancelled*

5. **PUBLIC FORUM** (*Limit to 2 minutes*)

6. **POC PRESENTATION & DISCUSSION – OFCY STRATEGIC PLAN 2025 – 2028 BRIGHT RESEARCH GROUP –** *Kristina Bedrossian, Sr. Consultant, Implementation Lead*

7. **Administrative Items & Announcements**

   I.   UPDATES

   - o OFCY Staffing
   - o OFCY Evaluation
   - o OFCY On the Horizon Activities

   II.   PROPOSED AGENDA ITEMS

8. **Closing Remarks & Adjourn**

ACTION ITEMS ARE SPECIFIED ON THE AGENDA.

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April 3, 2024 | 6:00pm-9:00pm
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RECORDING MEETING NOTES MARCH 6, 2024

Prepared by Annie Hines, OFCY Program Analyst

03.06.2024 Meeting Notes:

- Timestamp: 6:15PM – ME calls meeting to order and reviews preliminary agenda. ME calls roll. Attendance is as follows:
 o Meg Evans
  o Jasmene Miranda
  o Jorge Velasco
  o Anokhi Mehta
  o Selina Xue (remote)
  o Jessica Arline (late)
  o Pecolia Manigo (late)
  o (Hassan Ahmed – excused)

- Timestamp: 6:18PM – ME asks for motion to approve the Agenda. JV motions to approve. JM seconds motion. Agenda is approved. Commission begins review of the minutes from the 2/7/2024 meeting. ME asks that minutes be amended to include transcription of the sub-committee table from the previous session and staff agrees to the amendment. JV motions to approve the minutes from the previous meeting, pending the updates requested by ME. JM seconds the motion. All present commission members vote to approve.
- Timestamp: 6:22PM – ME opens to public forum. No members of the public are present to speak in person. One comment was sent to RL to read for public comment, which intends to raise the issue of the contracting issues OFCY staff and programs faced this year. RL acknowledges the challenges faced, and shares that she and staff are working with the City Administrator's Office, Contract Compliance, and other stakeholders to ensure that this does not happen again in the future. Emailed Public Comment: *From Colin Schmidt, received 3/12/24 "I see there is an OFCY commission meeting tonight. To help move this along and raise awareness about the delays at City Administration, I plan to make remarks via zoom during the public comment period. I can't imagine we are alone dealing with the hardship that this delay is causing for small nonprofits and our staff''*.
- Timestamp: 6:25PM – RL introduces program consultants from Bright Research Group (BRG) – Brightstar Ohlson and Kristin Owyang Gage – and City of Oakland staff members from the Department of Race and Equity – Director Darlene Flynn and Amy Ferguson-Yep.

- Timestamp: 6:27PM – AFY begins Race & Equity Impact Assessment presentation and provides an overview of the process. A PDF of the slides is attached at the end of these minutes.
- Timestamp: 8:26PM – ME adjourns the meeting.

Racial Equity Impact Analysis (REIA) Skill Introduction
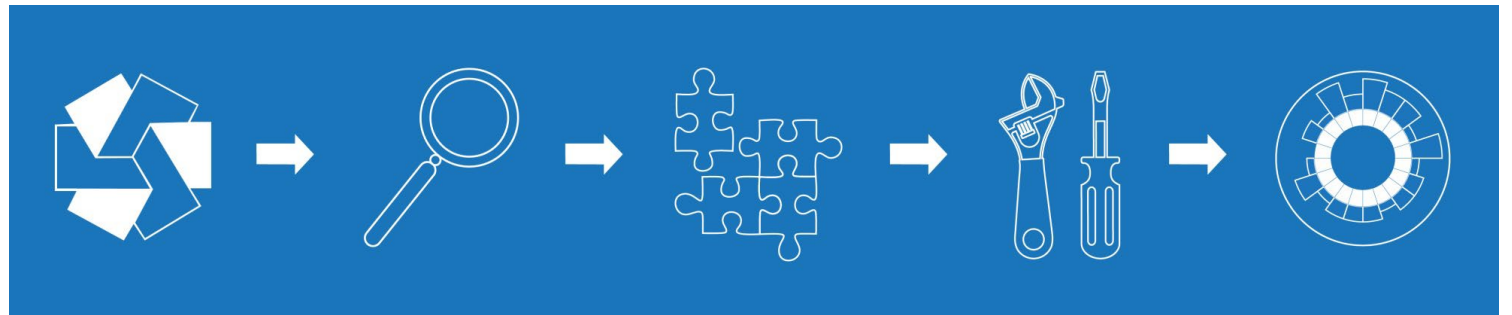
Graphic Courtesy of Poverty in Prospective - www.demos.co.uk/poverty/toolkit
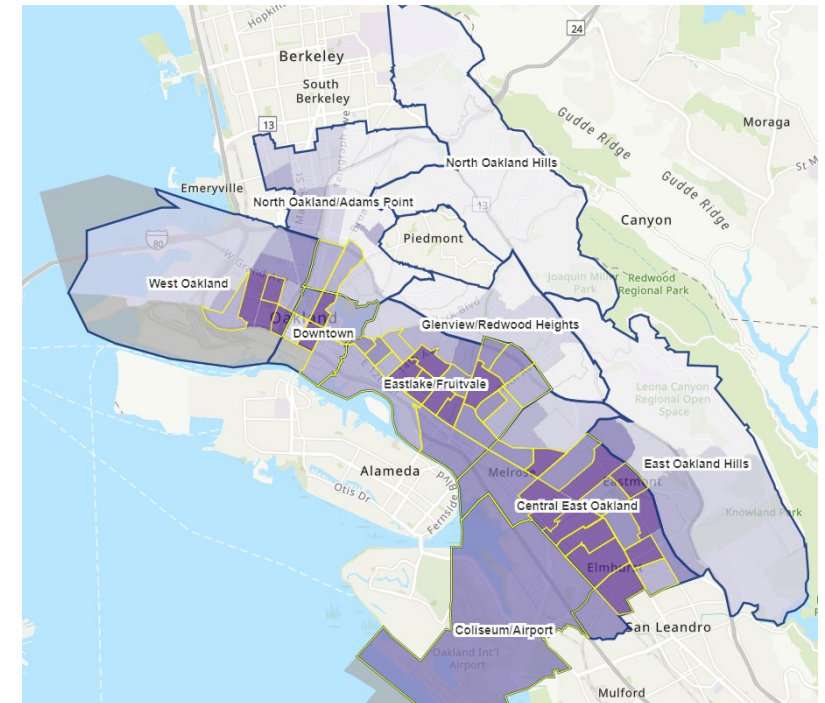
Recap from Intro Training

- City policy, strategic vision and goals

- What is equity, why is equity the best model

- Systemic Racism, Redlining, high & low opportunity workshops

- Equity action drives systems change (outcome data indicates that the way we've always done it is a problem)

- Equity action is data driven, outcome focused and accountable to community most impacted by racial disparities

- Juvenile felony arrests among lowest possible equity indicator scores/school to prison pipeline

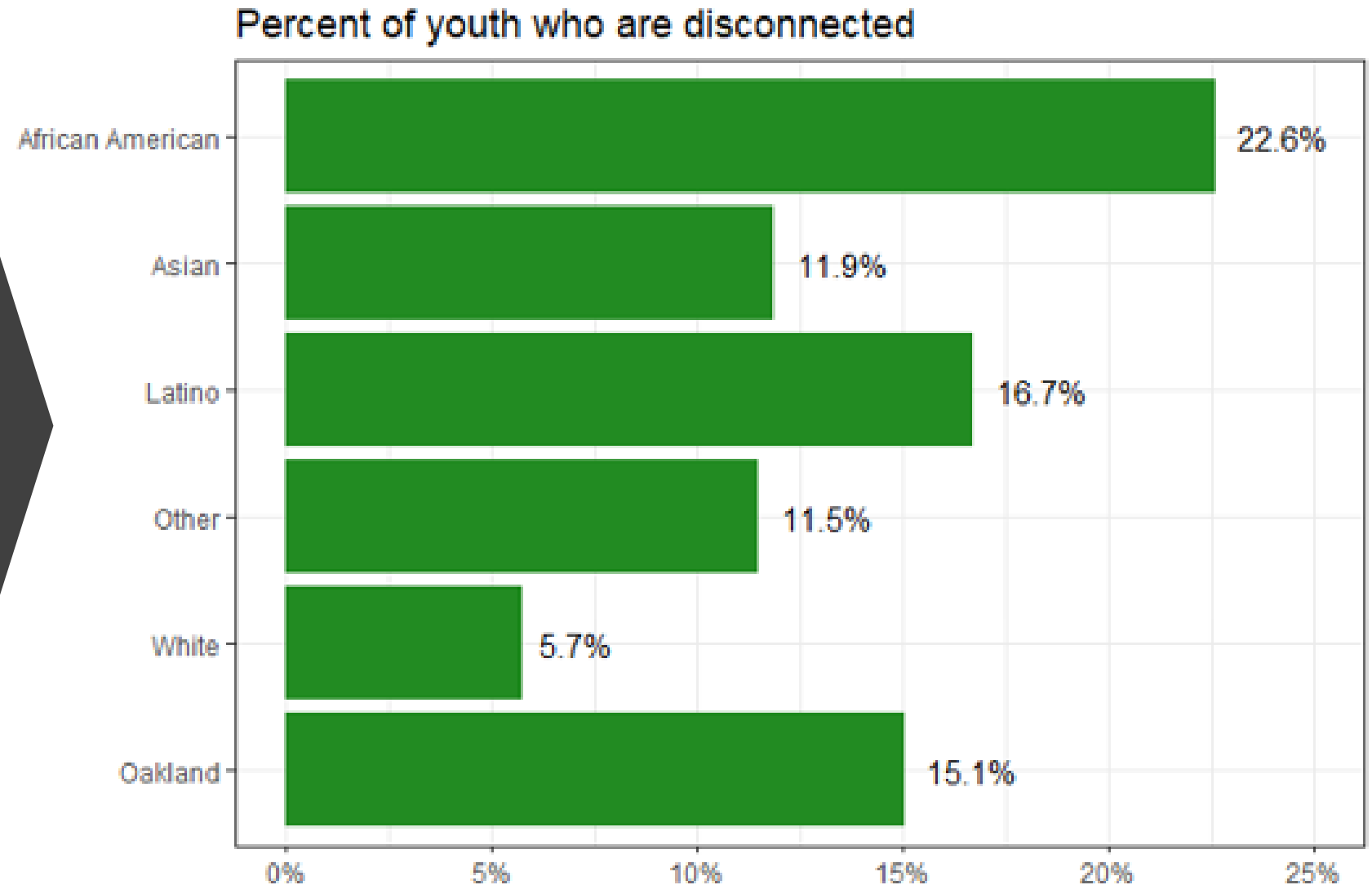- Geographic Equity Toolbox City priority areas

EQUALITY   EQUITY

REIA - Our Values in Action

Percent of youth who are disconnected

Category	Percent
African American	22.6%
Asian	11.9%
Latino	16.7%
Other	11.5%
White	5.7%
Oakland	15.1%

Source: American Community Survey, 1-year PUMS, 2021.

REIA can Identify Targeted Strategies and Measurements to Close Disparities Impacting Children & Youth

REIA Outcome Examples

EQUALITY   EQUITY

- Seattle Re-lamping Program

- Oakland Cannabis Equity Program

- Alameda County Lead Paint Settlement Distribution

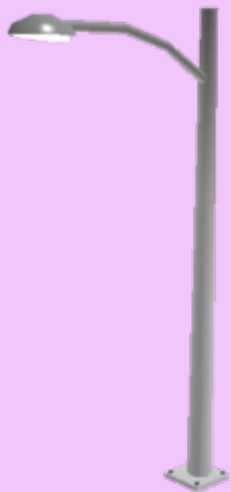- Oakland Capital Improvement Program
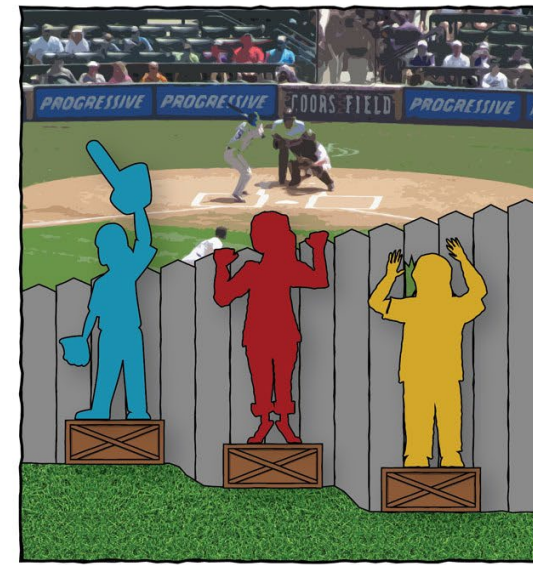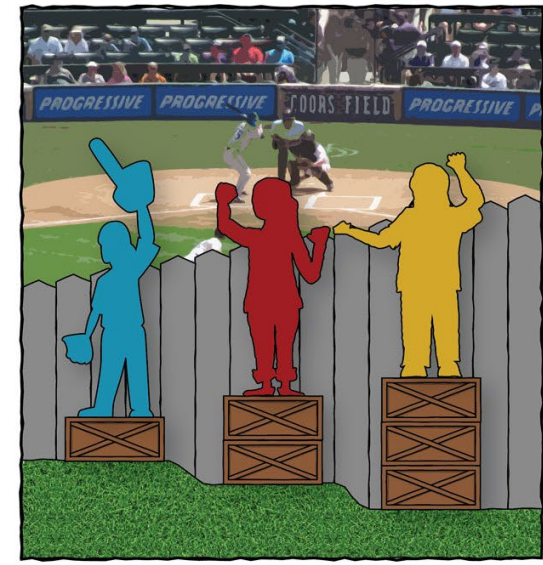
Example 1 – Seattle Re-lamping Program

Outcome: All communities with functional street lighting

- Staff were replacing streetlights by reported outages/complaints

- Marginalized communities were not reporting outages

- These communities were underserved/poor street lighting

- City changed approach – to replace lamps on rotation, based on estimated life expectancy of bulbs

- New systematic approach was less expensive/more efficient, with more equitable outcomes.

Example 2 – Cannabis Equity Program

Black residents

81% of arrests

-

30% of population

Outcome: Equitable ownership and employment opportunities, to address the disproportionate impacts of the War on Drugs on communities of color

- Arrests can lead to unemployment, housing insecurity, and exclusion from participation in legalized cannabis business opportunity

- Equity Applicants – income at or less than 80% AMI AND lived in certain police beats OR was convicted of cannabis crime after 1996

- Programs include Equity Assistance Program, half of permits in the first phase to Equity Applicants, incubator program, restricting background checks, and others

Example 3 - County Lead Paint Settlement Distribution

Percentage of Burden in Top 25 Census Tracts by Predominant Race/Ethnicity

- Asian 12%
- Af Am / Black 27%
- White 4%
- Latinx 57%
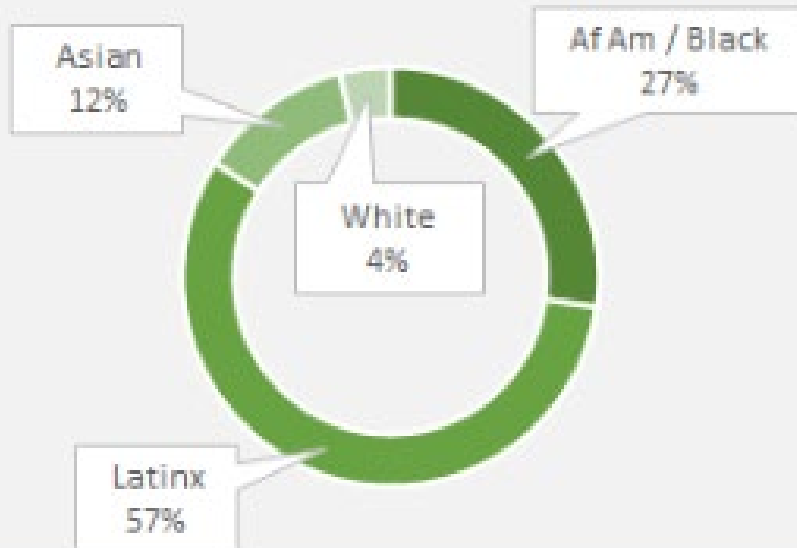
Outcome: Equitable distribution of lead paint abatement settlement funds

- Census tract data analysis of lead risks and other vulnerability factors
- 22 most burdened tracts were in Oakland
- Only 34% of the lead abatement settlement was slated to go to Oakland, but the share of the burden called for 60-70%
- Ended up with ~65% of settlement
- Recommendations include proactive inspections prioritizing vulnerable communities, education and outreach, ongoing equity evaluation

Example 4 – Equity Capital Improvement Program

PUBLIC REQUESTS FY19-21

PUBLIC REQUESTS FY21-23

Outcome: Equitable investment in City infrastructure

- The CIP guides long-term decisions about the City's assets and facilities
- Strategy was to capture previously missing input from underserved communities
- Staff built values and weighting factors to rank proposed projects using equity lens
- Geographic and service equity weights are now included with other prioritization factors such as regulatory compliance and health/safety
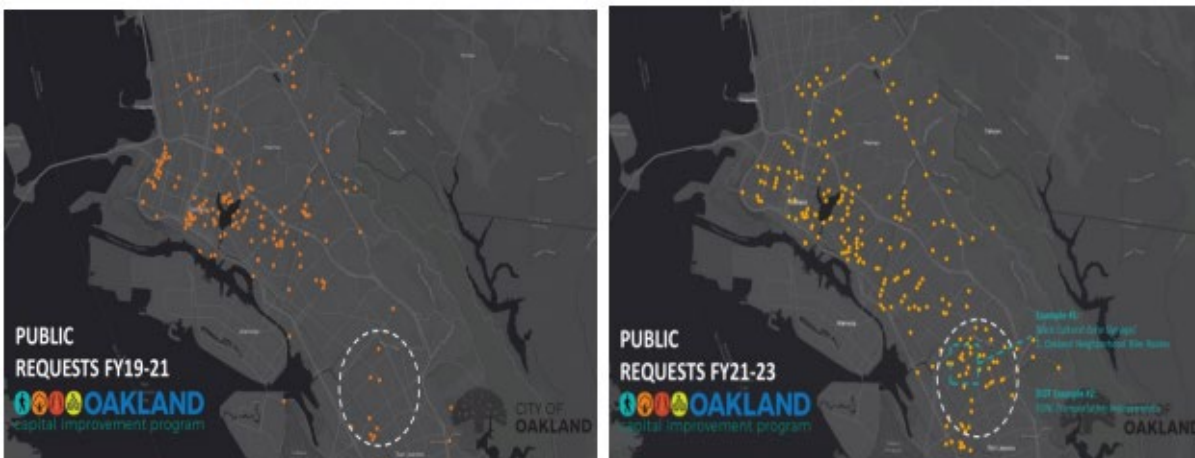
OFCY REIA

OFCY Community Needs Assessment & Racial Equity Analysis:

- A Racial Equity Impact Analysis was begun in the 2021 Needs Assessment
- It captured disparity data, but was not specific about what OFCY could do differently to more effectively meet needs of children and youth who are disproportionately experiencing poor life outcomes
- A completed REIA would identify what targeted services need to get to the most impacted children and youth to move the needle on inequity
- Completion of the REIA would also advise the Strategic Plan and evaluation model to bring them into alignment to drive the better outcomes

System Change to Change Conditions

"If You Always Do What You've Always Done, You'll Always Get What You've Always Got." ~ Henry Ford

Designing an effective approach to address the needs of children and youth most impacted by racial disparities will require change.

The OFCY RFP process, the resulting portfolio of services and the evaluation methodology are the structural elements that set the parameters for what outcomes will be achieved.

System change takes time, it also requires a new approach – Using a REIA is the alternative approach to "what we've always done".

To Design Action for Equitable Outcomes

Name the desired future condition – *All residents of the City of Oakland are securely housed and living in thriving, healthy communities; including communities historically most impacted by racial disparities.*

Use disparity data to understand current conditions – *African American, Latinos and some Asian groups are over-represented in poverty, unemployment/underemployment, limited earning capacity and housing insecurity/homelessness.*

Work with the impacted community - *to deepen understanding of the problem with knowledge of lived experience, identify barriers to and root causes that limit access as the community experiences them.*

Design equity approaches with rigorous performance measures – *to address systemic causes of disparities, remove barriers to access, or design solutions to mitigate the impacts of barriers (identify what partnerships needed to respond comprehensively).*

Repeat Steps 2 - 5 as needed – *in a continuous improvement loop until desired future conditions from Step 1 are achieved.*

Sample Equity Outcome – Oakland children and youth receive services that are designed to close/eliminate racial disparities in disconnected youth population

Disparity Data - Disconnected Youth

Percent of youth who are disconnected
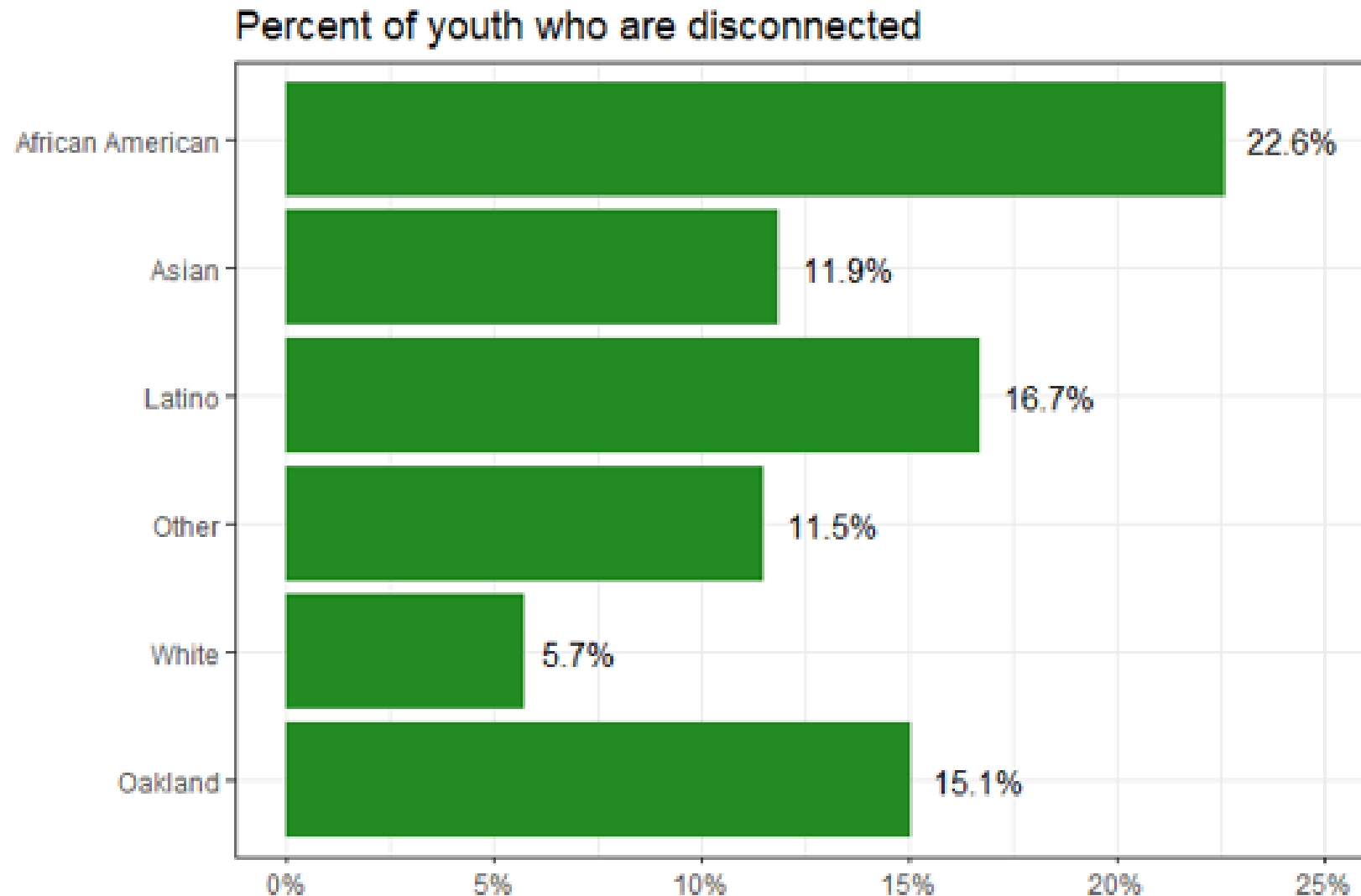
African American	22.6%
Asian	11.9%
Latino	16.7%
Other	11.5%
White	5.7%
Oakland	15.1%

Geographic Equity Toolbox

- A data layered visualization: people of color households, low-income, people with disabilities, seniors, single parent families, severely rent-burdened, low educational attainment
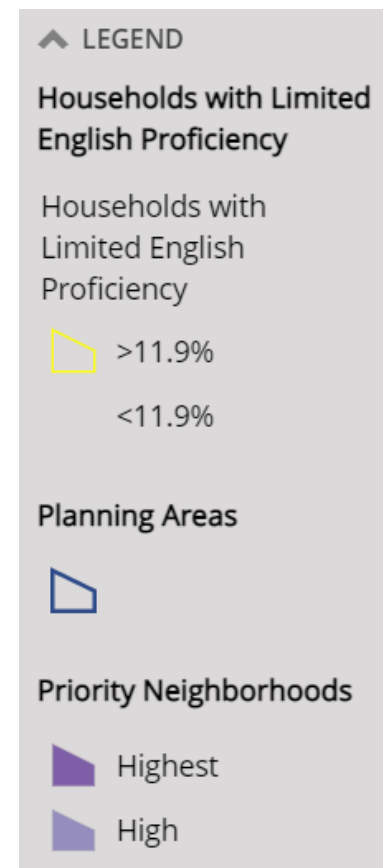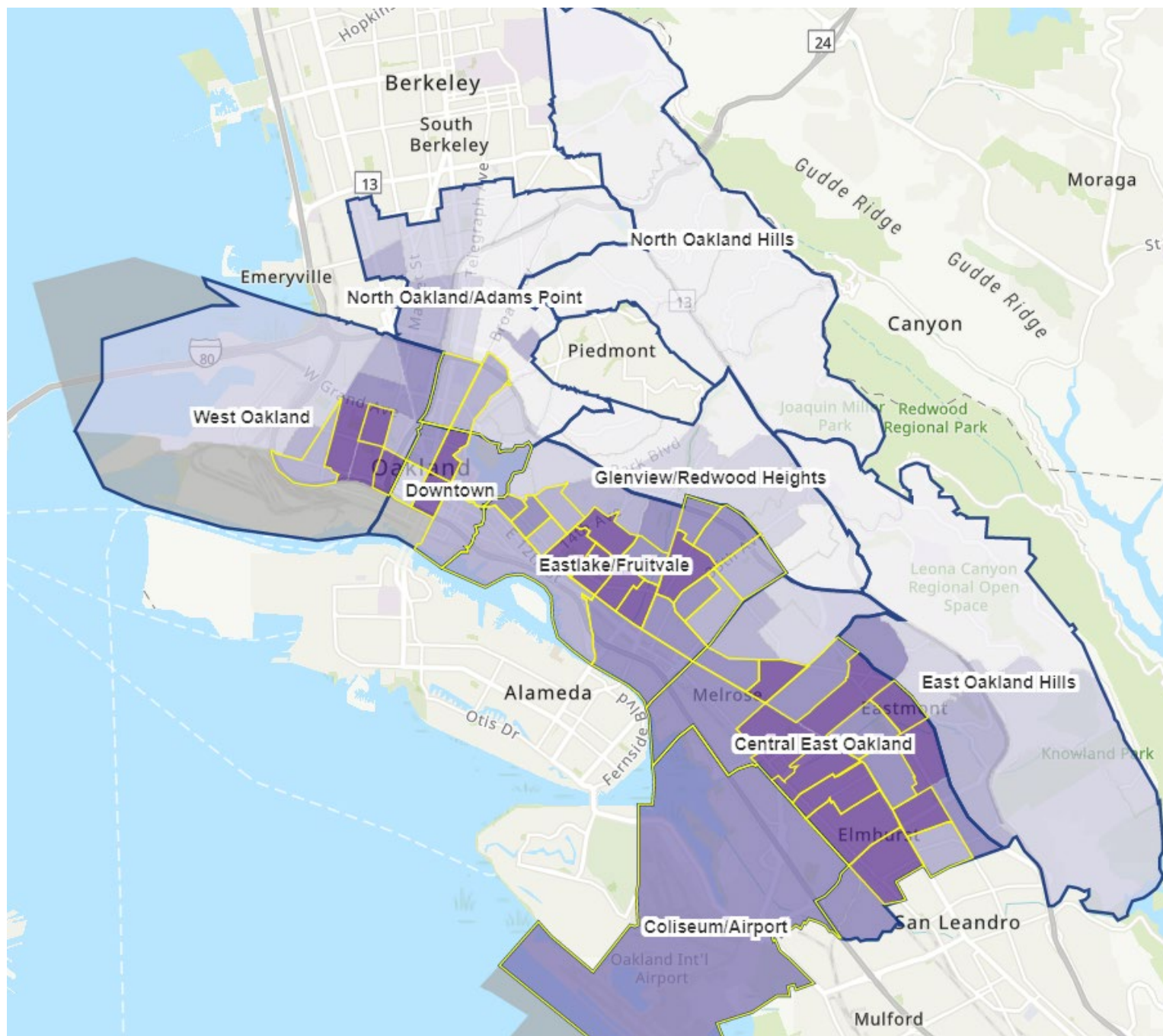
REIA Questions/Closing Disconnected Youth Disparities

What are the service gaps for children and youth, who are experiencing poor outcomes, such as disconnected youth?

How could OFCY strategically address those gaps? What partnerships might amplify OFCY's efforts? How would these strategies best be implemented?

What Results-Based Accountability meaningful outcome measures might be collected for this programming to know?

- How much did we do?

- How well did we do it?

- How will we know if this specific target population is better off because of what OFCY funded? Are disparities closing? Any group(s) left behind?

Next steps

- Staff will bring forward a draft scope work on an analysis & timeline

- Will ask for your input on the initial area to be examined, the racial equity outcome, the data needed, inclusive outreach approach, etc.

Questions, Comments, Insights
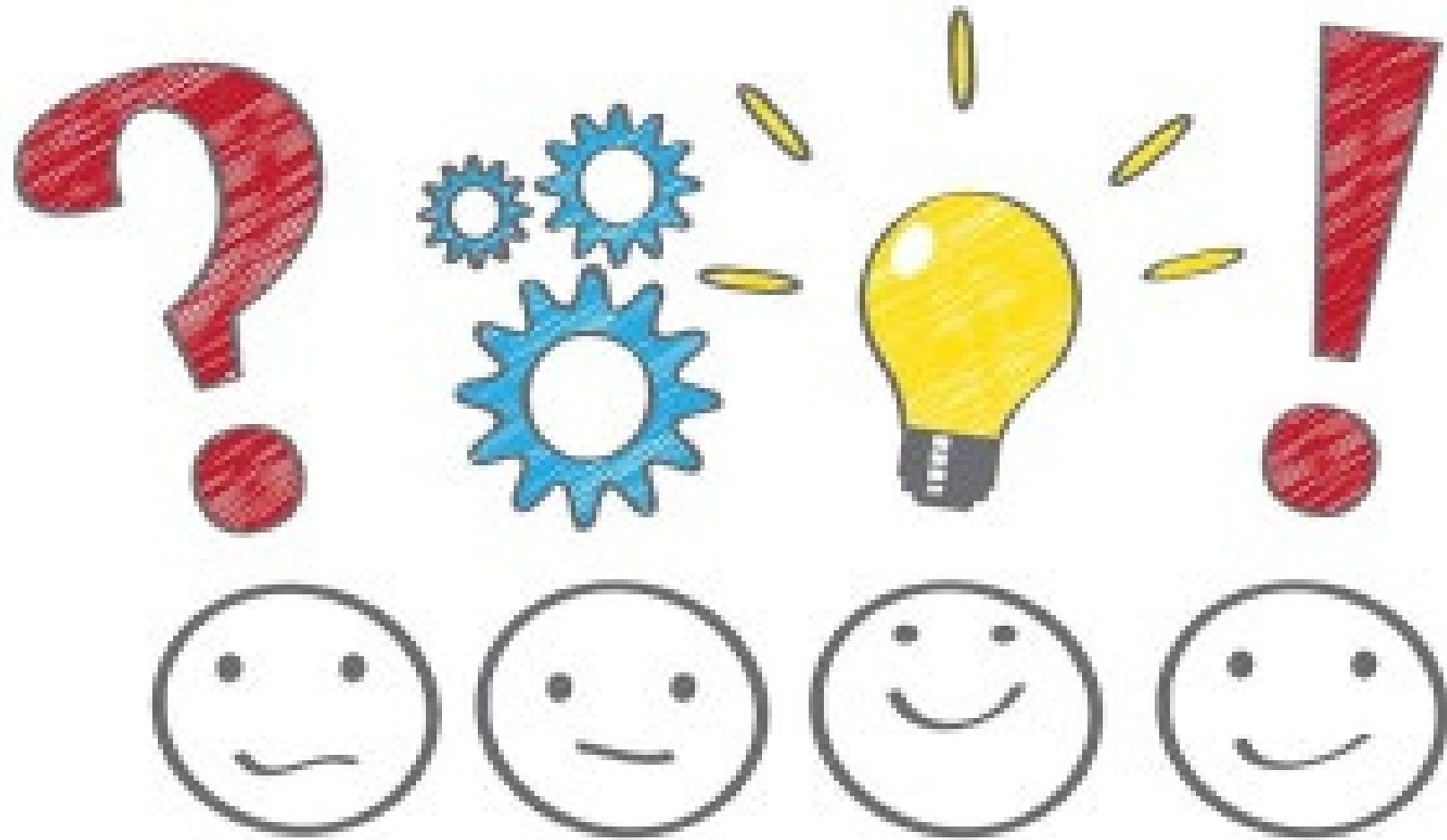
"Four Rules for Achieving Peace and Justice" | Bryan Stevenson
https://www.youtube.com/watch?v=9vI7UPuCUrE

OFCY STRATEGIC PLAN 2025 - 2028: COMMUNITY NEEDS ASSESSMENT UPDATE

APRIL 3 POC MEETING

Prepared by Bright Research Group

THE BRIGHT RESEARCH GROUP TEAM

Brightstar Ohlson
CEO & Principal
Strategic Lead

Kristina Bedrossian
Sr Consultant
Implementation Lead

Carrie Oliver
Sr Consultant
Research Team

Allie Hu-Nguyen
Sr Consultant
Research Team

Kristin Owyang Gage
Chief Operating Officer
Project Management

Paris Davis
Perez Research Fellow

Larissa Benjamin
Perez Research Fellow

Juan Carlos Flores
Perez Research Fellow

Prepared by Bright Research Group

OUR MISSION

We support public systems and social impact efforts to become more responsive to impacted consumers and communities, with a particular focus on Latino, African American and low-income communities.
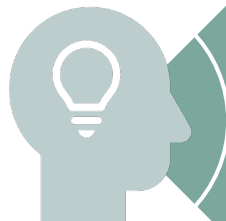
We create learning experiences that enable our clients to align their practices with their stated goals and community strengths, preferences, actions, and needs

We create and expand networks between impacted communities and the organizations that support them

Our projects advance racial and social justice, systems change, and more authentic community partnership/power

BRG'S EXPERIENCE WITH OFCY STRATEGIC PLANNING

Since our founding, BRG has supported the development of the OFCY strategic plan over several planning cycles:

- Facilitated community engagement for the 2013-2016 strategic plan

- Developed 2016-2019 strategic plan, directing $42 million in grant funding

  - 2 community town halls, 20+ interviews with agency leaders, Oakland Youth Commission town hall with 150+ youth attendees, 2 public webinars

  - Included situational analysis of youth & published "Oakland Youth Demographic Profile"

- Facilitated community engagement for 2022-2025 strategic planning process during Covid-19 pandemic

  - Over 175 parents and youth + 20 agency leaders engaged

  - Published summary of community engagement findings

A GOOD STRATEGIC PLAN SHOULD…

Be developed through an inclusive, community-centered participatory process

Be concise, visually engaging, and usable

Clarify & build collective commitment to mission, vision & values

Advance OFCY strategic directions and big ideas

Prepared by Bright Research Group

STRATEGIC PLANNING PROCESS OVERVIEW

Community Needs Assessment — MAR-JUL

Strategy Development — JUL-AUG

Draft Strategic Plan — SEPT-NOV

March 24

Prepared by Bright Research Group
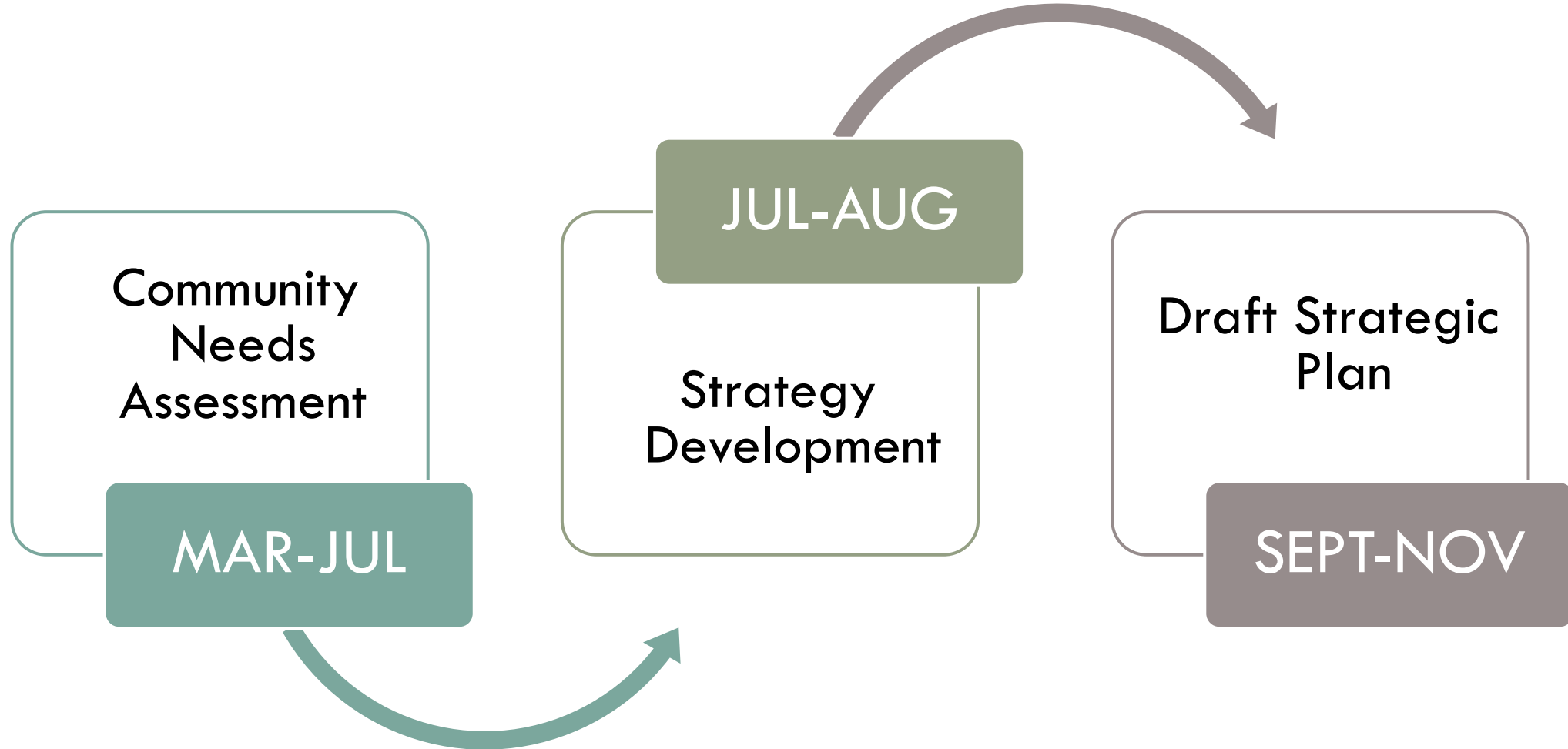
COMMUNITY NEEDS ASSESSMENT GUIDING QUESTIONS

1. How have the demographics of children and youth changed in the last 3 years?

2. At a population level, what has changed for Oakland's children and youth since the last strategic plan was developed in 2021? How are children and youth faring on indicators of protective factors, education, and well being within each of the goal areas OFCY aims to address?

3. How, if at all, have racial disparities on key indicators of health, well-being and quality of life changed since the last racial equity indicators analysis in 2021?

4. What are the needs of children and youth within each of the goal areas and how can OFCY address those needs given its role and partnerships with other youth-serving anchor institutions in Oakland? How does grantmaking support those needs?

Prepared by Bright Research Group

COMMUNITY NEEDS ASSESSMENT METHODS

Quantitative Analysis
- Assessment of updated public data
- Quant analysis of publicly available data in each goal area

System Partner & Anchor Institutions
- 12-14 Interviews with anchor institutions, OFCY partners, decision makers & key institutions

Community & Youth
- 2 virtual community webinars
- 3 POC input meetings in high priority districts
- Collaboration with OYC and integration of YPAR results

Grantees
- April grantee input meeting
- 2 grantee surveys
- POC input meetings in high priority districts

March 24

Prepared by Bright Research Group

QUANTITATIVE ANALYSIS

- **Community Needs**: Update of high priority data indicators with analysis of racial disparities within each goal area and synthesis of key trends for advancing racial equity for Oakland children and youth.

    - First 5 Alameda County data
    - OUSD data
    - California Healthy Kids Survey data
    - American Community Survey data

- **Demographic Analysis:** Assess how the demographics of Oakland's children and youth have changed over the past three years

SYSTEM PARTNER INTERVIEWS

Interviews with 12-14 System Partners

- How can OFCY align with and strengthen supports for children & youth in Oakland, and how are others using a racial equity lens?

- What is the role of OFCY within the ecosystem of funders?

- What feedback do system partners and agency leaders have for OFCY regarding its grantmaking strategies and approach?

Priority Partners

1. OUSD
2. DVP
3. Mayor's Office- Ed & Community Safety + Partnerships & Engagement
4. Parks & Rec
5. Workforce Development
6. Alameda County HCSA/CHSC
7. First Five
8. Oakland Thrives
9. AC Probation
10. Philanthropic Funders
11. Elected Officials

Prepared by Bright Research Group

March 24

APRIL 19 GRANTEE MEETING

Purpose

- Grantee feedback on needs and strategies

- Foster relationships between OFCY and grantees and amongst CBO partners

- Communicate OFCY vision and partnership approach

Key Agenda Elements

- Connecting and Networking Activity

- OFCY Vision and Strategic Priorities

- Overview to Strategic Planning Process and Timeline

- Breakout Groups by Goal Area for Grantee Feedback on Needs and Strategies to Advance Equity

- Grantee survey

GRANTEE SURVEYS

Focus of Survey Questions

- Strengths and challenges of programming in their goal area
- Feedback on grantmaking structure Perceptions of youth participation and needs
- Priority populations
- Strategies to advance race equity

Details

- 1 survey for executive directors/management staff

- 1 survey for front line staff

Prepared by Bright Research Group

March 24

2 VIRTUAL COMMUNITY WEBINARS

Purpose

- Hear directly from Oakland youth and families, community leaders, and staff from non-profit agencies serving Oakland youth

- Provide information about OFCY and the community needs assessment / strategic planning process

Key Elements

- Breakout group discussions: youth attendees, support for 0-5, support for school aged youth, support for TAY

- 2 dates in May, 1.5 hrs online

3 POC-HOSTED INPUT SESSIONS

Purpose

- Hear directly from Oakland residents in priority city council districts with higher numbers of low income children and youth of color

- Provide information about OFCY and the community needs assessment / strategic planning process

Key Elements

- Input session on community strengths & needs, with public comment from community

- May & June POC meeting dates (May 1, May 15, June 5)

FINAL COMMUNITY NEEDS ASSESSMENT REPORT

- Analysis of qualitative data by key theme

- Analysis of quantitative data by age group and race/ethnicity

- Integration of Oakland Youth Commission participatory action research project results related to youth employment and career exposure

- Report will identify opportunities for OFCY to continue supporting racial equity through its partnerships with anchor, youth-serving institutions

- Draft community needs assessment report to be shared with POC in July

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Planning	▓														
Community Needs Assessment Update		▓	▓	▓	▓										
Update Strategies						▓									
Community Presentations							▓								
Update Strategic Plan								▓	▓						
RFP Writing/Approval								▓	▓	▓					
RFP Open												▓			
RFP Review & Awards Notification													▓	▓	▓

THANK YOU!