



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

**PLANNING AND OVERSIGHT COMMITTEE
(POC)**

WEDNESDAY, May 15, 2024

IN PERSON

OFF SITE LOCATION:

Youth Employment Partnership

2300 International Blvd.

Oakland, California, 94601

Please see agenda to participate in this meeting.



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

City of Oakland Planning and Oversight Committee
POC OFCY Community Needs Assessment Input Session
(POC) May 15, 2024 | 6:00pm-9:00pm
IN-PERSON

OFF SITE LOCATION:

POC OFCY Community Needs Assessment Input Session

Youth Employment Partnership 2300 International Blvd. Oakland, California 94601

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, Human Services Department
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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

May 15, 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

- I. **Call to Order**
- II. **Roll Call**
- III. **ADOPTION OF AGENDA (Action)**
- IV. **APPROVAL OF MINUTES (Action)**
 - **April 3, 2024, Minutes to Approve.**
- V. **The Bridging Group – OFCY Annual Evaluation (Action)**
- VI. **PUBLIC COMMENT**
 - **POC OFCY COMMUNITY NEEDS ASSESSMENT INPUT SESSION**
- VII. **Closing Remarks & Adjourn**

ACTION ITEMS ARE SPECIFIED ON THE AGENDA.

What's changed for children and youth in Oakland over the last 3 years?



What supports are critical to your children and family?

WANTS TO HEAR FROM YOU!



Attend one of these input sessions to inform the next strategic plan + funding priorities!

01

WEDNESDAY MAY 15TH - IN PERSON

6pm-9pm
Youth Employment Partnership (2300 International Blvd)

02

TUESDAY JUNE 4TH- ONLINE

Interpretation or facilitation will be offered in the following languages if signups are received by **May 30th**: Arabic, Cantonese, English, Spanish, Vietnamese
5pm-6:30pm

Register for Zoom link:

[TINYURL.COM/OFCY-JUNE4-COMMUNITY-WEBINAR](https://tinyurl.com/ofcy-june4-community-webinar)



03

WEDNESDAY JUNE 5TH - IN PERSON

6pm-9pm
Youth UpRising (8711 MacArthur Blvd)

04

WEDNESDAY JUNE 12TH - IN PERSON

6pm-9pm
West Oakland Senior Center (1724 Adeline St)

05

THURSDAY JUNE 13TH - ONLINE

12pm-1:30pm
Register for Zoom link:
[OFCY-JUNE13-COMMUNITY-WEBINAR.EVENTBRITE.COM](https://ofcy-june13-community-webinar.eventbrite.com)





PUBLIC COMMENT (2 MINUTES EACH)

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- What has changed for children and youth in Oakland over the last three years?
- What supports are critical to your children or family?
- How can OFCY advance equity in funding supports for children and youth in the City?
- ¿Qué ha cambiado para los niños y jóvenes de Oakland en los últimos tres años?
- ¿Qué apoyos son críticos para sus hijos y su familia?
- ¿Cómo puede la OFCY promover la equidad en los apoyos financieros para niños y jóvenes de la ciudad?

Prepared by Bright Research Group



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

MEMORANDUM

To: OFCY Planning and Oversight Committee (POC)
From: Robin Love, Children & Youth Services Division, Human Services Dept. Manager
Date: May 10, 2024
Re: OFCY Independent Annual Evaluation Fiscal Years 2022-2023 and 2023-2024
Strategic Planning Professional Services – The Bridging Group (TBG)

Summary

OFCY staff recommends entering into a Professional Services Agreement (PSA) with THE BRIDGING GROUP (TBG) beginning April 1, 2024, through June 30, 2025. The PSA will support the implementation and completion of OFCY Annual Evaluation – FY 22-23 and FY 23-24 for a total amount not to exceed Three Hundred Fifty Thousand Dollars (\$350,000).

Competitive RFQ #27034 for Professional Services for the Human Services Department and Department of Violence Prevention:

In October 2022, a joint Competitive RFQ was released for the following professional service categories for the period covering FY 2022 - 2025:

1. Strategic Planning and Community Engagement
2. Design, Marketing and Communication Services
3. Independent Evaluation of Program Services
4. Application and Review System, Data Systems and Management Information Services
5. Training, Technical Assistance and Capacity Building
6. Workforce-Focused Capacity Building and Employer Engagement
7. Independent Auditing (Financial and Programmatic)

The Bridging Group (TBG) proposal submission was the most responsive and most qualified respondent in Category 3. Independent Evaluation of Program Services.

Fiscal Revised Update: City Revenue and Oakland Kids First! Children’s Fund Allocation FY 23-24

The City of Oakland’s General-Purpose Fund is required to allocate 3% of the City’s projected annual budget to Oakland Kids First! Children’s Fund, per the Oakland City Charter. General Purpose Funds are generally supported by tax revenue.



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Legislation requires that 90% of funds be used for direct services for children and youth through the award process, while 10% is used for administration and evaluation. The City of Oakland Proposed Budget for FY 2023-2024 identifies an allocation of \$24,617,278 for the Oakland Kids First! Children's Fund, of which \$22,155,550 (90%) is available for grants, and \$2,461,728 (10%) is available for administration and evaluation.

The Bridging Group – Overview

Founded in 2008, The Bridging Group (TBG) is a community-based consulting firm that specializes in supporting local, state, and federal governmental agencies and community-based organizations who work at the crossroads of criminal legal system involvement, poverty, housing instability, and behavioral health and their effects on the public's health, families, and communities. Services provided by TBG include 1) evaluation and research, 2) technical assistance and capacity building, and 3) training, education, and dissemination.

Leadership from The Bridging Group (TBG) has lived and worked in Oakland for over 30 years. Collectively, The Bridging Group team have over 75 years of combined experience in developing, implementing, and evaluating social service and health-related interventions that serve individuals, children, families, and communities.

The Bridging Group (TBG) are also skilled technical assistance consultants with expertise in helping community-based organizations, local and state social service and health departments, local and state criminal justice agencies, and federal government partners to strengthen their capacity in strategic planning, program and policy development, and evaluation and monitoring.

The Bridging Group (TBG) research and evaluation expertise includes qualitative and quantitative methods tailored to measure the specific needs, issues, assets, and challenges unique to individuals and families affected by the criminal legal system involvement, housing instability, poverty, and physical and behavioral health challenges. Through these efforts, they have written about and disseminated results, lessons learned, and findings through multiple publications, project reports, training curricula, and presentations at various community and professional meetings.

Government Partners and Collaborations

Since 1993, TBG staff have been involved with multiple research and evaluation projects through collaborations with academic partners at the University of California-San Francisco, University of California-LA, George Mason University, and Johns Hopkins University, as well as partnerships with federal and state governmental agencies including the Centers for Disease Control and Prevention (CDC), National Institutes of Health (National Institute of Drug Abuse and National Institute of Mental Health), Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services-Office on Women's Health (OWH), California Department of Corrections and Rehabilitation (CDCR), and the California State Health Department. More locally, TBG has worked with a wide array of City of Oakland and Alameda and San Francisco County government agencies including:

- **City of Oakland:** Oakland Department of Human Services (Oakland ReCAST), Oakland Department of Violence Prevention, Oakland Police Department, Oakland Fire Department.
- **Alameda County:** Alameda County Behavioral Health, Alameda County Healthcare Services Agency, Alameda County Sheriff's Office, Alameda County Social Services Agency, Alameda County Public Health Department, Alameda County Probation Department.
- **San Francisco City and County:** San Francisco Department of Public Health, San Francisco Probation Department, San Francisco Sheriff's Office, San Francisco Public Defender's Office.



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Through all these efforts, TBG has developed solid contacts with leadership within each of these agencies, a strong understanding of the environmental and political landscape of the City of Oakland and Alameda County, and knowledge of inter-agency collaborations between local government agencies, and collaborations between government agencies and local community-based organizations. TBG intends to bring this knowledge to its evaluation work with the City of Oakland.

Staffing / Project Team

The TBG team for this project includes:

Project Director/Principal Investigator – *Dr. Katie Kramer, DSW, MSW, MPH,*

- **Project Manager** – *Lynda Murillo*
- **Data Manager & Biostatistician** – *Sharon McDonnell, MPH*
- **Data & Administrative Assistant** – *Madeleine Fraix*

TBG Affiliated Consultants

- **Data Visualization Specialist** – *Danielle Motely-Lewis, MPP*
- **DEI Subject Matter Expert** – *Carol F. Burton, LCSW*

Proposed Approach Toward OFCY Evaluation

Given the size and scope of OFCY funded entities (148 programs across 85 agencies) and the level of funding available for independent evaluation activities, it is not feasible to conduct individual program level evaluation of each grantee's activities nor to conduct an outcome/impact evaluation of individual client/youth changes that can be directly and reliably attributed to OFCY.

The rigor of this level of evaluation would require a more elaborate randomized control group evaluation study design and the involvement of Human Subjects/IRB approval, both of which would necessitate more time and resources than are currently available under OFCY. Without such measures, there would be significant concerns with study design and its findings.

Thus, TBG proposes to support OFCY over the next 15 months to bring the project into alignment with its mandates and to successfully inform and prepare for the next round of OFCY funding. TBG will complete the following key deliverables in collaboration with OFCY:

Key Deliverables:

- Retrospective descriptive evaluation for OFCY 2022-2023 (Phase I).
 - Retrospective descriptive evaluation with possibility of current user/client satisfaction data collection for OFCY 2023-2024 (Phase II).
- I. TBE will provide pre-implementation strategic advising consultation to the OFCY Children and Youth and Services (CYS) on planned independent annual evaluation of the OFCY program and its grantees. These efforts will include consultation hours to explore implementation options for conducting evaluation for FY 22-23 and FY 23-24.



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- II. TBG will facilitate a collaborative process engaging with the CYS Manager, OFCY staff, OFCY grantees and the Policy Oversight Committee (POC) to complete the evaluation process (i.e., review of parent / youth survey instruments, conduct surveys, compile, analyze and report findings) that will culminate in two OFCY Evaluation reports for FY 22-23 and FY 23-24.
- III. TBG will also review existing reports and data, integrate results of the YPAR project and update the quantitative needs assessment based on any changes observed on key indicators of youth well-being using a race equity indicator lens. The findings will be summarized in a report of youth needs and priorities.
- IV. TBG will facilitate a collaborative process engaging with the CYS Manager, OFCY staff, OFCY grantees and the Policy Oversight Committee (POC) to complete the evaluation process (i.e., review of parent / youth survey instruments, conduct surveys, compile, analyze and report findings) that will culminate in two OFCY Evaluation reports for FY 22-23 and FY 23-24.

Scope of Work and Project Implementation Plan

Deliverable	Description of Evaluation Activity	Start Date	End Date
Project Coordination & Strategic Advising	<p>Project Director/Principle Investigator will meet biweekly to provide pre-implementation strategic advising consultation to OFCY Human Services Manager regarding the strategic planning and evaluation processes.</p> <p>The Bridging Group (TBG) will participate in ongoing communication with key OFCY staff throughout the duration of this contract to ensure consistent alignment of expectations, review of progress, and discussion of any unexpected challenges.</p>	4/1/24	6/30/25
Evaluation Planning and Data Feedback Loop	<p>TBG will create a feedback loop of data collected and lessons learned to help inform evaluation and program planning for the next OFCY funding cycle.</p> <p>TBG will engage in planning discussions including a collaborative interpretation and examination of equity considerations during this planning period.</p> <p>TBG will help to develop a series of evaluation metrics for each of the OFCY four primary goals for the next funding period that are grounded in equity, follow a results-based accountability framework, and are feasible to achieve given the evaluation resources available via OFCY.</p>	4/1/24	6/30/25



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Deliverable	Description of Evaluation Activity	Start Date	End Date
Evaluation Report(s)			
Retrospective Evaluation Report (FY 22-23)	<ul style="list-style-type: none"> • The Bridging Group (TBG) will review, clean, and analyze retrospective OFCY data provided by grantees to OFCY for FY 22-23. • Cleaned data available from FY 22-23 will inform the development of the OFCY Descriptive Evaluation Report. • Data will be organized, and a will be used to draft an OFCY FY 22023 Evaluation Report that presents data by goal and strategy level and includes a description of OFCY’s intended goals/outcomes to be achieved through its grantmaking. <p><u>The report will include:</u></p> <ul style="list-style-type: none"> - Comparison of projected service goals versus actual goals met. - Overview of focus population served. - Highlights of site successes and participant stories. - Identification of challenges and barriers. - Description of lessons learned and future opportunities. <ul style="list-style-type: none"> • TBG will finalize the OFCY FY 22-23 Descriptive Evaluation Report. 	4/1/2024	6/30/25
Evaluation Report(s)			
Descriptive Evaluation Report (FY 23-24)	<ul style="list-style-type: none"> • The Bridging Group (TBG) will review, clean, and analyze all data received to date from OFCY grantees for the FY 2023-2024. • Time permitting, TBG will work with the City of Oakland to distribute a brief survey to a sample of youth and/or parents of youth served by OFCY funded programs throughout the city. • Based on the cleaned data received from the City of Oakland and any data gathered through the youth or parent survey, Contractor will develop a draft 2023-2024 OFCY <p><u>Descriptive Evaluation Report which will include:</u></p> <ul style="list-style-type: none"> - Comparison of projected service goals versus actual goals met. - Overview of people served, - Highlights of success. - Identification of challenges and barriers, and description of lessons learned and future opportunities. - <ul style="list-style-type: none"> • TBG will finalize the OFCY FY 23-24 Descriptive Evaluation Report. 	4/1/2024	6/30/25



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Deliverable	Description of Evaluation Activity	Start Date	End Date
OFCY Grantee, Planning & Oversight Committee, Stakeholder Engagement	<ul style="list-style-type: none"> TBG will engage OFCY grantees, working with OFCY staff, in completing the draft FY-22-23 Descriptive Evaluation Report. TBG will present preliminary findings at an identified OFCY Grantee Convening for input & feedback. TBG will present the OFCY Evaluation Reports' findings and recommendations at various meetings including the Planning and Oversight Committee, Oakland City Council Life Enrichment Committee, and full City Council, OFCY grantee convening. Final reports will be made available to the public. 	4/1/2024	6/30/25
Data Visualization	<p>In addition to formal OFCY Evaluation Reports, TBG will utilize data visualization strategics such as infographics, interactive graphs, charts, maps, or social media posts to develop a dynamic and accessible presentation of OFCY data and information collected from 2022-2025.</p> <p>Utilizing an equity lens, TBG will customize visualizations to:</p> <ul style="list-style-type: none"> Highlight disparities, trends, and outcomes for various demographic groups of interest. Incorporate images (such as photos or videos) collected from program sites to present information in a culturally affirming and locally driven framework. 	4/1/2024	6/30/25



Planning and Oversight Commission (POC) 04.03.2024 Meeting Notes:

- Timestamp: 6:14 – PM calls meeting to order and reviews preliminary agenda and calls roll. Attendance is as follows: ○ Meg Evans ○ Jasmene Miranda ○ Pecolia Manigo ○ Jorge Vela ○ (Hassan Ahmed–Absent) ○ Selina Xue ○ Jessica Arline ○ Anokhi Mehta
 - Lecia Henderson (At Large-Mayor-New POC Member)
- Timestamp 8:32 – PM calls quorum and presents the agenda from 3/6/2024 for approval. PM asks for moon to adopt Agenda. JV moons, ME seconds. Moon passes with no nays.
- Timestamp 9:50 – PM asks Commission to review previous meeting minutes. ME moons to approve meeting minutes for 3/6/2024 meeting, JA seconds. Moon passes with no nays, and LH abstained. Minutes are approved.
- Timestamp 12:04 – PM opens to public forum. No members of the public are present in-person; three attended via Zoom. No public comment is made.
- Timestamp 13:33 – PM passes meeting over to Kristina Bedrossian, Senior Consultant from BRG, to start presentation. RL provides background for the presentation about the Community Needs Assessment as the first step in the strategic planning process for 2025-2028. The presentation is included at the end of this document.
- Timestamp 18:47 – KB shares BRG’s past collaborations with OFCY: The 2013-2016 strategic plan which was led by community engagement; in 2016-2019 BRG led the entire strategic planning process which includes community engagement, data analysis and developing the strategic plan; 42 million dollars in grant funding at this me; in 2022-2025, BRG was a part of the strategic planning process during the pandemic, with a successful community engagement through digital forums. KB states that this usually takes a year to complete, but our tentative deadline is November 2024.
- Timestamp 21:12 – KB breaks the project into 3 parts:
 1. Now-June: BRG will conduct the community needs assessment.
 2. Summer: strategic planning and development will begin based on the community needs assessments and the strategies that come from the assessments.
 3. The draft strategies will be vetted by the community before finalizing in November; then this will be incorporated into the RFP which goes out in January 2025.
- Timestamp 22:28 – KB states the CNA will focus on what things have changed since 2021; the data was last pulled in 2021. The focus of the data will be racial disparities. BRG will use 4 primary strategies/methods to answer specific questions:
 1. Quantitative Analysis: looking at the data from last me, what data has been updated and pull numbers from that information from the last 3 years.
 2. Reaching out to system partners and other city agencies foundations, and intuitions in Oakland focused on children, youth, and families via interviews. BRG will interview some of the system partners will be OUSD, the Dept. of Violence Prevention, the Mayor’s Office, City Council, Parks & Rec. etc. KB asked the committee to provide a few other agencies that are not listed. PM states maybe we can reach out to these organizations and agencies that already collaborate with these partners to save on me.



3. Talking to community and youth: there will be 2 virtual webinars for people who probably cannot make it in-person; they will both be in May; there will be two breakout groups. One for the youth to make sure they are heard and then other participants by age groups. There will be 3 POC hosted input sessions that are in person within the communities; it will be public comments to allow people to bring their voices.
 4. Engaging current grantees: April 19th will be a Grantee Convening; BRG will be having a similar conversation with the grantees and asking for their input from their perspective.
- Timestamp 33:04 – KB explains the purpose of working with the system partners is to make sure they are funding, how are they changing; pretty much are they like OFCY. BRG is working with the Youth Participatory Action Research project (YPAR); the youth driving the YPAR project have decided to focus on transitions to adulthood and will be doing a survey of youth.
 - Timestamp 55:07 – LH asks will there be incentives for survey participants. KB explains the surveys will be for grantee program staff and they will not be incentivized because it is a part of their contractual agreement to participate. RL explains there will be surveys going out to the different schools which will be incentivized for the youth; this will start next month at McClymonds High School, Fremont High School, and Oakland Tech as the first pilot schools through June.
 - Timestamp 1:00:38 – KB ends the presentation and opens to questions:
 1. JM asks about virtual webinars; will it be possible to see the actual questions to understand how they will be guided. KB explains there will not be an exact list of questions in advance, but the POC can view the questions to assist with what questions BRG should be asking; there will be guided questions. Then there will be breakout sessions with guided questions as well with a facilitator.
 2. JV asks how accessible the virtual webinars and in-person POC meetings with language barriers are. KB states that half of the facilitation team is Spanish speaking, some speak Cantonese; they will plan for that based off the CPs. They have done this before where someone assisted depending on the language needed. She explained the time focus will be primarily afterschool but before dinner time. AKH asks will we be looking at locations that are easily accessible to public transportation. KB states they were looking into schools, senior centers.
 - Timestamp 1:24:34 – KB highlights the limitations on OFCY’s allowable spending and that the funding must cover the four Goal Areas: Children’s Success in School, Healthy Development of Young Children, Transitions to Adulthood and Youth Development and Violence Prevention. BRG’s 14 agency interviews are designed to understand what they are currently funding, how much are putting into it, where the gaps are, and take that to see where OFCY can assist. However, OFCY wants to be able to tap into specific Goal Areas more, if possible, to understand the present gaps.
 - Timestamp 1:52:14 – PM turns the meeting to administrative and departmental updates. RL introduces the new Administrative Assistant II for OFCY, Donnisha Udo-Okon, and shares that 2022-2024 Evaluations are nearly released. The Bridging Group is assisting with 2022-2023 as well as the 2023-2024. RL also shares that the new City Auditor will be auditing OFCY from 2018-2023. Finally, RL welcomes the new POC member LH, the Mayor’s appointment to the commission.
 - Timestamp 2:09:43 – PM adjourns meeting.



OFCY STRATEGIC PLAN 2025 - 2028: OUTREACH FOR COMMUNITY INPUT

MAY 1 POC MEETING

Prepared by Bright Research Group

APRIL 19 GRANTEE MEETING

2



**74
attendees**

May 24



POC-HOSTED INPUT SESSIONS

3

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
- Three POC meeting dates in May & June
- Located in the community



PLAN FOR POC-HOSTED INPUT SESSIONS

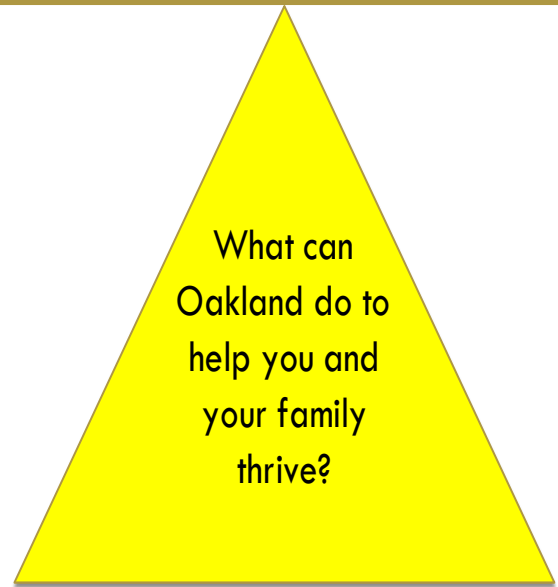
5

- Brief presentation by OFCY staff about strategic planning process
- BRG staff on site for note taking and assistance
- Snacks & refreshments
- Youth-friendly locations
- Artifact wall for written input
- Public comment with guiding questions
- Copies of flyer in English, Spanish, Vietnamese, Chinese, & Arabic



ARTIFACT WALL

6



May 24

Prepared by Bright Research Group



GUIDING QUESTIONS FOR PUBLIC COMMENT

7

- What has changed for children and youth in Oakland over the last three years?
- What supports are critical to you, your children, or the children and family that you work with?
- How can OFCY advance equity for children and youth in the City?



GOALS FOR OUTREACH

8

Our goal is to ensure participation from a diverse cross section of youth, families, and youth serving organizations across Oakland. This outreach plan takes into consideration the following:

- **Geography** Ease of access for communities in Fruitvale, Deep East, and West Oakland.
- **Race:** Ensure representation from Oakland's diverse communities.
- **Language Access** Facilitation or interpretation in Spanish, Cantonese, Vietnamese, Arabic.
- **Youth serving Organizations**
- **Youth friendly spaces**



OUTREACH ACTIVITIES

9

- Grantee network and the youth & families they serve
- Organizations who applied but were not funded in the last OFCY grant cycle
- Mayor & City Council
- Social media
- Oakland Youth Commission (5/20 TBD)
- Targeted engagement with host sites
- POC outreach to personal contacts & engage additional target organizations



ADDITIONAL TARGET ORGANIZATIONS

10

We need your help! Which of the following organizations would you like to do outreach to?

Black Cultural Zone	Youth Leadership Institute
Brotherhood of Elders	Oakland Rising
Friends of Lincoln Square Park	Hip Hop for Change
Unity Council	Asian Health Services
Restore Oakland	CERI East Bay
Ella Baker Center	Vietnamese American Community Center of the East Bay
La Clinica de la Raza	Arab Resource & Organizing Center
West Coast Children's Clinic	Faith-based organizations in Oakland
Roots Community Health Center	Others?
Black Organizing Project	

May 24

Prepared by Bright Research Group



NEXT STEPS

11

OFCY will email you **tomorrow or Friday** with:

- final flyers in all five languages
- social media- ready content
- draft emails for you to invite your networks and target organizations

Remember, the first session is coming up in 2 weeks. Please send out ASAP.



THANK YOU!

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May 24

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