



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

**PLANNING AND OVERSIGHT COMMITTEE  
(POC)**

**WEDNESDAY, June 5, 2024**

**IN PERSON**

**OFF SITE LOCATION:**

**Youth Uprising**

**8711 MacArthur Blvd.**

**Oakland, California, 94605**

**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) June 5, 2024 | 6:00pm-9:00pm IN-PERSON**

**OFF SITE LOCATION:**

**POC OFCY Community Needs Assessment Input Session  
Youth Uprising 8711 MacArthur Blvd. Oakland, California 94605**

**PUBLIC PARTICIPATION:**

The public may observe and/or participate in this meeting, in person, at Youth Uprising, 8711 MacArthur Blvd., Oakland, CA 94605.

**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:**

Email Written Comments to [OFCY@oaklandca.gov](mailto:OFCY@oaklandca.gov).

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

**PUBLIC COMMENT:**

**Join at Youth Uprising, 8711 MacArthur Blvd., Oakland, CA 94605.**

**All public comments that are not submitted by email by the deadline 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.**

If you have any questions, please email Robin Love at [rlove@oaklandca.gov](mailto:rlove@oaklandca.gov).



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

**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

**June 5, 2024 | 6:00pm-9:00pm**

**IN-PERSON**

**Join at Youth Uprising, 8711 MacArthur Blvd., Oakland, CA 94605.**

*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
  - April 17, 2024, No Minutes – Meeting Cancelled
  - May 1, 2024, Minutes to Approve
- V. **PRESENTATION & APPROVAL:**
  - 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.**



City of Oakland, Human Services Department

## Oakland Fund for Children and Youth

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



OAKLAND FUND FOR CHILDREN & YOUTH

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, Mam, 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)



Community Based Partners: if you have questions contact  
[training@brightresearchgroup.com](mailto:training@brightresearchgroup.com)







## PUBLIC COMMENT (2 MINUTES EACH)

4

- 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?



## 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 RF 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.

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



## Oakland Fund for Children and Youth

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 (OH), 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.



## Oakland Fund for Children and Youth

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.



## Oakland Fund for Children and Youth

- 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***

<b>Deliverable</b>	<b>Description of Evaluation Activity</b>	<b>Start Date</b>	<b>End Date</b>
<b>Project Coordination &amp; Strategic Advising</b>	<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
<b>Evaluation Planning and Data Feedback Loop</b>	<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



## Oakland Fund for Children and Youth

Deliverable	Description of Evaluation Activity	Start Date	End Date
Evaluation Report(s)			
<b>Retrospective Evaluation Report (FY 22-23)</b>	<ul style="list-style-type: none"><li>The Bridging Group (TBG) will review, clean, and analyze retrospective OFCY data provided by grantees to OFCY for FY 22-23.</li><li>Cleaned data available from FY 22-23 will inform the development of the OFCY Descriptive Evaluation Report.</li><li>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.</li></ul> <p><b><u>The report will include:</u></b></p> <ul style="list-style-type: none"><li>- Comparison of projected service goals versus actual goals met.</li><li>- Overview of focus population served.</li><li>- Highlights of site successes and participant stories.</li><li>- Identification of challenges and barriers.</li><li>- Description of lessons learned and future opportunities.</li></ul> <ul style="list-style-type: none"><li>TBG will finalize the OFCY FY 22-23 Descriptive Evaluation Report.</li></ul>	4/1/2024	6/30/25



# Oakland Fund for Children and Youth

Evaluation Report(s)			
<b>Descriptive Evaluation Report (FY 23-24)</b>	<ul style="list-style-type: none"> <li>The Bridging Group (TBG) will review, clean, and analyze all data received to date from OFCY grantees for the FY 2023-2024.</li> <li>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.</li> <li>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</li> </ul> <p><b><u>Descriptive Evaluation Report which will include:</u></b></p> <ul style="list-style-type: none"> <li>- Comparison of projected service goals versus actual goals met.</li> <li>- Overview of people served, - Highlights of success.</li> <li>- Identification of challenges and barriers, and description of lessons learned and future opportunities. -</li> <li>TBG will finalize the OFCY FY 23-24 Descriptive Evaluation Report.</li> </ul>	4/1/2024	6/30/25
Deliverable	Description of Evaluation Activity	Start Date	End Date
<b>OFCY Grantee, Planning &amp; Oversight Committee, Stakeholder Engagement</b>	<ul style="list-style-type: none"> <li>TBG will engage OFCY grantees, working with OFCY staff, in completing the draft FY-22-23 Descriptive Evaluation Report.</li> <li>TBG will present preliminary findings at an identified OFCY Grantee Convening for input &amp; feedback.</li> <li>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.</li> </ul>	4/1/2024	6/30/25





City of Oakland, Human Services Department

# Oakland Fund for Children and Youth

Deliverable	Description of Evaluation Activity	Start Date	End Date
<b>Data Visualization</b>	<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><b>Utilizing an equity lens, TBG will customize visualizations to:</b></p> <ul style="list-style-type: none"><li>• Highlight disparities, trends, and outcomes for various demographic groups of interest.</li><li>• Incorporate images (such as photos or videos) collected from program sites to present information in a culturally affirming and locally driven framework.</li></ul>	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 19<sup>th</sup> 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-Onon, 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.



### **Planning and Oversight Commission (POC) 05.01.2024 Meeting Notes:**

- Timestamp 6:10PM – PM calls meeting to order and reviews preliminary agenda and calls roll. Five members of the committee are present, making quorum. Attendance is as follows: o Meg Evans o Jasmine Miranda o Pecolia Manigo o Jorge Velasco o (Hassan Ahmed– Absent) o (Selina Xue– Absent) o (Jessica Arline– Absent) o Anokhi Mehta o (Leticia Henderson – Absent)
- Timestamp 6:12PM – RL makes an adjustment to the agenda to handle the action items first, moving the vote on program renewals to the beginning of the agenda. PM asks for motion to adopt Agenda with the changes proposed by RL. ME motions, JV seconds the motion. Motion passes with no nays.
- Timestamp 6:14PM —RL presents the 2024-2025 Grant Renewals; OFCY staff is proposing the same funding amounts as 2023-2024 (\$18,837,382), with small program adjustments (request to transition Girls Inc. programming to BACR and recommendation to terminate the grant for Higher Ground.) All other grants will remain whole for FY23-24. RL also shares programs' status as of 3/31/2024 (end of Q3), with a majority meeting or exceeding 75% of their program goals at this point. ME asks about holdover and carry-forward funds. RL shares that she is working with the FAB team to determine the exact amount of carry-forward funds available for OFCY. RL also highlights that 14 of OFCY's 80 contracts are still unexecuted at this point. PM shares about council updates during 4/30 council meeting regarding contract delays impacting the entire City of Oakland.
- Timestamp 6:25PM – PM opens the meeting to public comment. The Associate Director of Lincoln, Chris Nguyen, states they have been getting a large influx of Yemen children and families, both immigrants and American born. In addition, their Mandela Family Resource Center, who is not a OFCY Grantee, is seeing a growing number of the Yemen demographic as well. He asks the POC to consider the Yemen communities as one of the outreach populations.
- Timestamp 6:28PM – PM asks for motion to approve the 2024-2025 Grant Renewals. ME motions, JM seconds the motion. Motion passes with no nays.
- Timestamp 6:30PM – PM passes meeting over to KB, Senior Consultant, from BRG, for an update presentation and discussion of the strategic plan for 2025-2028. Presentation is attached at the end of these minutes. KB and RL highlight the importance and need of support for community outreach efforts. o JM asks about Mam translation availability. KB states that they are seeking expansive translation options, but do not currently have a specific Mam translator. PM recommends reaching out to OUSD's translation department. o POC determines that special session will occur on 6.12.2024 to replace the session on 6.19.2024 (due to Juneteenth Holiday). ME moves to vote, JV seconds. Motion passes with no nays.
- Timestamp 7:12PM – PM opens to RL for administrative updates



# OFCY STRATEGIC PLAN 2025 - 2028: COMMUNITY NEEDS ASSESSMENT UPDATE

APRIL 3 POC MEETING

# THE BRIGHT RESEARCH GROUP TEAM

2



**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

# OUR MISSION

3

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

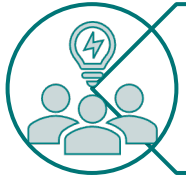
4

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...

5



Be developed through an inclusive, community-centered participatory process



Be concise, visually engaging, and usable



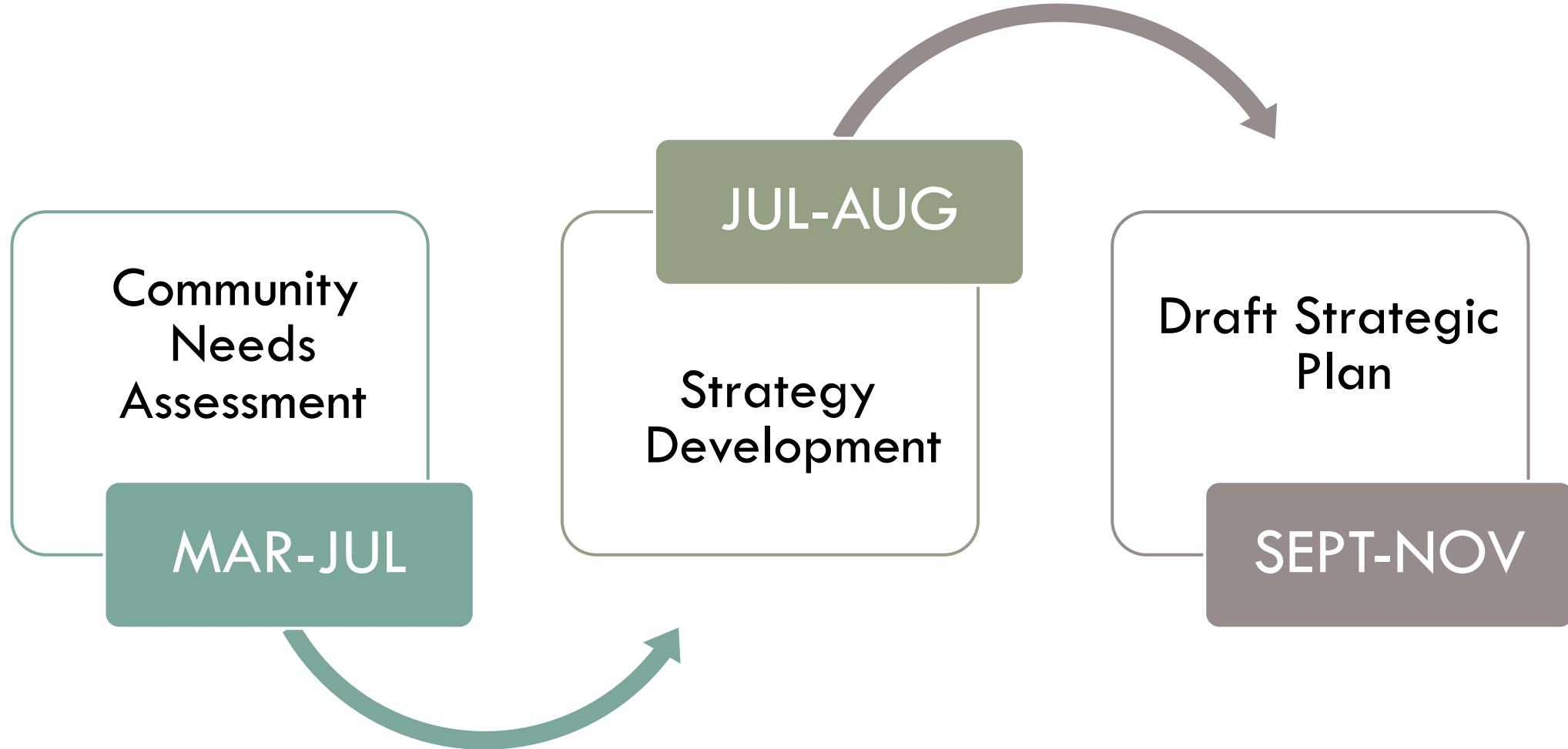
Clarify & build collective commitment to mission, vision & values



Advance OFCY strategic directions and big ideas

# STRATEGIC PLANNING PROCESS OVERVIEW

6



# COMMUNITY NEEDS ASSESSMENT GUIDING QUESTIONS

7

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?

# COMMUNITY NEEDS ASSESSMENT METHODS

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## 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

# QUANTITATIVE ANALYSIS

9

- **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

10

## 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



# APRIL 19 GRANTEE MEETING

11

## 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

12

## 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

# 2 VIRTUAL COMMUNITY WEBINARS

13

## 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

14

## 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

15

- 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



# THANK YOU!



# OFCY STRATEGIC PLAN 2025 - 2028: OUTREACH FOR COMMUNITY INPUT

MAY 1 POC MEETING



# 2



A large group of people are seated at round tables in a grand hall, attending a presentation. The room features ornate architecture, including large chandeliers and decorative wall panels. A screen at the front displays a presentation slide. The audience is diverse, and the atmosphere appears to be formal yet relaxed.



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

**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

**WEDNESDAY JUNE 5TH - IN PERSON**


6pm-9pm  
Youth UpRising (8711 MacArthur Blvd)
- 03

**TBD JUNE 12TH or 26TH - IN PERSON**

6pm-9pm  
West Oakland Senior Center (1724 Adeline St)
- 04

**TBD DATE - ONLINE**


TIME  
**Register for Zoom link:** URL


- 05

**TBD DATE- ONLINE**

Interpretation or facilitation will be offered in the following languages if signups are received by **DATE:**  
Arabic, Cantonese, English, Spanish, Vietnamese

TIME  
**Register for Zoom link:** URL




# 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



As a young person  
or a family member,  
I love these services  
in Oakland:

---



What can  
Oakland do to  
help you and  
your family  
thrive?

# 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	

# 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!