



News from: **City of Oakland**

**FOR IMMEDIATE RELEASE**

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**Oakland Announces Jennifer Cabán as First Children’s Initiative Accountability Officer and Seeks Proposals for Implementation Partners**

***City Launches Implementation of Voter-approved Measure AA to Expand Access to Early Childhood Education and College; Proposals Due September 21, 2022***

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*Oakland, CA* – The Oakland Children’s Initiative (Measure AA), driven to the ballot by community advocacy and passed by Oakland voters in 2018, will expand access to high-quality early childhood education and provide birth-through-graduation supports that increase college access and completion. The initiative aims to significantly increase college enrollment and graduation rates from two or four-year colleges or accredited technical programs, as well as significantly increase access and affordability of high-quality pre-school.

Approved for implementation, the Initiative announces a few new and exciting developments:

- **The City of Oakland has hired Jennifer Cabán as Oakland’s first Children’s Initiative Accountability Officer.** Jennifer brings 25+ years of experience in strategic transitions, public policy, cross-sector collaboratives and public/social sector management. Jennifer most recently served as a Management Analyst with Alameda County Social Services Agency making local, state and federal policy recommendations on regulatory, legislative and budget items targeting early care and education and child welfare. In addition to this work, she supported the administration of over \$30M in child care subsidies and programs. She is dedicated to expanding access to high quality educational opportunities for children, youth, and families in a manner that is equitable, culturally responsive, and strengths-based. Jennifer is a co-founder of Cypress Hills Collegiate Preparatory Public High School in her native Brooklyn, NY. She holds a Bachelor of Arts in History from Binghamton University and a Master of Public Administration from Baruch College as a National Urban Fellow. She officially began her role on August 22, 2022, which includes overseeing the Children’s Initiative’s early education and college access programs, supporting its Oversight Commission, monitoring Implementation Partner performance, and ensuring independent audits and evaluations.
- **The City of Oakland will release Requests for Proposals (RFPs) for the Children’s Initiative’s Early Education and College Access Implementation Partner(s) on August 31, 2022.** The City is

soliciting proposals from public agencies and non-profit organizations to serve as Implementation Partner for the Early Education Program and the College Access Program. Initial contracts will be for a five-year period, with the option to extend an additional five years based upon satisfactory performance and program evaluation beginning in 2023. Selection criteria was established by the voter-approved measure, and includes that the organization's mission be consistent with program purposes and it has a proven capability to successfully implement all guidelines. The full text of the Measure is [here](#).

Organizations interested in submitting a proposal for one or both RFPs should note the following dates:

- **Voluntary Pre-proposal Meeting** on Wednesday, **August 31, 2022** at 10 am Pacific via Zoom **Registration Link:** <https://bit.ly/3CuuKDK>.
- **Required Bidders Conference** on Wednesday, **September 7, 2022** at 10 am Pacific
- **Deadline to submit Proposals** on Wednesday, **September 21, 2022** at 2 pm Pacific

**For more information about how to participate/submit a bid:**

<https://www.oaklandca.gov/boards-commissions/childrens-initiative-oversight-commission>

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*The Oakland Children's Initiative (Measure AA) is a 2018 Charter Amendment passed by the citizens of Oakland to deepen our early investment in children and support them through college graduation, by dramatically expanding access to high quality preschool and providing college access, mentorship, and scholarship support services for students to obtain 4-year or 2-year college or technical degrees. It will leverage approximately \$30 million in annual revenue to dramatically expand access to and the quality of preschool, as well as significantly increase college enrollment and college graduation rates. Approximately 2/3 of the funds raised by Measure AA will support early childhood education and approximately 1/3 of the funds will support college access and persistence support. For more information contact Children's Initiative Accountability Officer Jennifer Cabán at [jcaban@oaklandca.gov](mailto:jcaban@oaklandca.gov).*