



Office of the City Manager

CONSENT CALENDAR

July 25, 2006

To: Honorable Mayor and  
Members of the City Council

From: *PK* Phil Kamlarz, City Manager

Submitted by: Arrietta Chakos, City Manager's Office

Subject: Contract: The Berkeley Alliance

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with the Berkeley Alliance to provide administrative support and project services for a partnership endeavor with the Berkeley Unified School District (BUSD) and UC Berkeley not to exceed \$72,800 for the period July 1, 2006 to June 30, 2007.

FISCAL IMPACTS OF RECOMMENDATION

The contract amount, \$72,800, for this fiscal year includes an additional \$11,000 to fund other projects approved by Council. The amount will be paid in three installments over the next year upon completion of scope of work requirements. Funding for this contract is available in the FY 2007 Budget under General Fund budget code 010 9703 410 3510.

CURRENT SITUATION AND ITS EFFECTS

The attached materials describe the work the project staff and Board of Directors have undertaken. The work plan for the upcoming year will form the basis of the Alliance's contract with the City. In addition to the City funding, UC Berkeley will provide a matching contribution as a core project partner. The Alliance will also seek matching funds from BUSD.

The project contains work with additional outside project monies for the Alliance and specific project efforts, such as Champions for Kids, Project BUILD, a summer reading program, and the Integrated Services Project. With the core partners providing the operating monies and space, the Alliance has a strong base from which to build this year.

The Alliance will continue support for the on-going planning process to implement an integrated network of Berkeley school, community, city, and campus resources. Called "The Berkeley Integrated Resources Initiative," the project is involved with Berkeley institutions and agencies to change the way we serve healthy development for children, youth, and families. The Berkeley Unified School District, City of Berkeley, UC Berkeley, and local community organizations work to identify their complementary resources and break down barriers to promote healthy development for all Berkeley youth.

The city, school district, university, and community organizations presently support children, youth, and families through models that resonate with their own unique mandates. The initiative calls for a systemic change process along with corresponding policy changes to sustain the work over the long term. The shared mission of the initiative is to address barriers to learning and promote healthy development for all Berkeley children and youth. The systemic change process emphasizes a coordinated school improvement and agency reform effort that leverages and weaves school and community resources in a comprehensive manner. In their work together, schools and agencies create and provide a continuum of support for children and youth that emphasizes promoting healthy development for all; intervening early when problems arise; and, providing specialized services and, supports to address critical needs.

### **Organizational Structure**

The initiative is driven by a steering committee consisting of community leaders who guide the on-going work, and influence policy changes in their respective organizations that insure that initiative actions move forward.

The Berkeley Alliance conducts the work of the initiative, through the employment of a project director and the Executive Director.

A primary advisory group, with members from all the participating organizations, community members and parents, supports the implementation of the initiative, and organizes work teams on topics critical to implementation. Stakeholders, including local organizations, work groups, collaborative bodies, and community members provide on-going feedback and guidance. In its role as initiative staff, the Berkeley Alliance maintains the connection and communication among the steering committee, advisory group/work teams, stakeholders, and consultants.

### **BACKGROUND**

The Alliance has made significant progress in the last year toward building a collaborative partnership with UC Berkeley and the Berkeley Unified School District. The Alliance is a 501(c)3 non-profit organization so that it would be an entity independent of all the partners and has built a governance structure to support wide-ranging community efforts. The continued investment in the Alliance and its established initiatives forges stronger capacity and innovative approaches to community issues.

### **CONTACT PERSON**

Arrietta Chakos, City Manager's Office, 981-7000

Attachments:

- 1: Resolution
- 2: Operational Work Plan

AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT AND ANY AMENDMENTS WITH BERKELEY ALLIANCE FOR ADMINISTRATIVE SUPPORT AND PROJECT SERVICES FOR A PARTNERSHIP ENDEAVOR WITH THE BERKELEY UNIFIED SCHOOL DISTRICT AND UC BERKELEY FOR THE PERIOD JULY 1, 2006 TO JUNE 30, 2007 IN AN AMOUNT NOT TO EXCEED \$72,800.

WHEREAS, the City Council has endorsed the Berkeley Alliance Project, a partnership project with BUSD and UCB; and

WHEREAS, the project was established to create linkages and strengthen relationships among the partners to work on issues of common concern; and

WHEREAS, a number of youth and education oriented efforts have been undertaken by the Berkeley Alliance; and

WHEREAS, the project will engage partners in several new initiatives, including development of an integrated services initiative and continuing to work on the Cal in Berkeley program; and

WHEREAS, funds are available in the current year General Fund Budget Code 010 9703 410 3510.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with the Berkeley Alliance for administrative support and project services for a partnership endeavor with the Berkeley Unified School District and UC Berkeley for the period July 1, 2006 to June 30, 2007 in an amount not to exceed \$72,800, Budget Code 010 9703 410 3510. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.

**Berkeley Alliance**  
Scope of Services/Operational Work Plan  
July 1, 2006 – June 30, 2007

In 2006-07, the Berkeley Alliance will continue to serve as a crucial connection between the City of Berkeley, the University of California at Berkeley, the Berkeley Unified School District and the broader community. Our work brings policymakers, institutional leaders and community members to the same table to organize initiatives and create change to improve life for all of Berkeley. Our programs fall into four core areas: incubating initiatives, building capacity of local organizations and leadership, convening partnerships, and catalyzing systems level change.

**Berkeley Alliance Projects for 2006-07**

<b><u>Incubation:</u> The Berkeley Integrated Resources Initiative – Educational Success for All Berkeley Children and Youth</b>
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The Berkeley Alliance will continue to incubate and convene the Berkeley Integrated Resources Initiative (BIRI). The BIRI addresses a long-standing need for the institutions, agencies, and youth programs of Berkeley to change the way they work together to address barriers to learning and promote healthy development for children, youth, and their families. As the lead agency, the Berkeley Alliance will coordinate the implementation of multiple activities to be conducted both within and between the partner organizations:

**(1) Schools-Mental Health Partnership**

The Alliance will continue convening the Schools-Mental Health Partnership, a BIRI project charged with increasing the quality and quantity of school mental health resources for Berkeley children, youth and families. The Alliance was instrumental in raising \$369,000 in 2005 to begin this work, receiving an award from the U.S. Department of Education's Grants for Integrating Schools and Mental Health Systems. Berkeley notably received the largest award of the 18 nationwide grantees due to our strong inter-institutional partnerships and proven ability to unite key stakeholders around shared outcomes.

**Desired Outcomes**

- Strengthen the Schools-Mental Health Partnership by serving as the lead agency and building the leadership and infrastructure capacity of each partner to implement inter-organizational strategies. **Estimated Completion Date: June 2007.**
- Complete the plan for the Integrated Schools Mental Health System and steward the recommendations and Interagency Agreement so that they are adopted by the Berkeley City Council and Berkeley School Board. **Estimated Completion Date: December 2006.**

- Design a solid strategy for sustainability of school-based and school-linked mental health resources by leveraging/maximizing funding streams of partners. **Estimated Completion Date: June 2007.**
- Provide leadership development support to the new Interagency Team (BUSD Office of Integrated Resources, City of Berkeley Mental Health and Public Health) that will be established to implement the Integrated Schools Mental Health System plan. **Estimated Completion Date: June 2007.**
- Lead capacity building technical assistance with Schools-Mental Health Partnership to support effective implementation of the new mental health service strategies through interdisciplinary training, staff development and coaching to develop new skills. **Estimated Completion Date: June 2007.**

## **(2) Community-wide Agenda for Children and Youth**

During 2006-07, the Berkeley Alliance will launch a community-wide planning process by forming the BIRI Design Team. This will be the first time that Berkeley's institutional partners, local organizations and community members come together to discuss and establish a joint vision, set of results and strategies to support Berkeley children and youth. This team will design the Community-Wide Agenda for Children and Youth, a set of recommendations for consideration and adoption by the BIRI Steering Committee.

### **Desired Outcomes**

- Finalize mapping and resource assessment completed in 2005-06 and make presentations to key stakeholder groups including the BIRI Steering Committee, Design Team, School District and City of Berkeley Health and Human Services. **Estimated Completion Date: September 2006.**
- Convene the BIRI Design Team, comprised of community members and partner representatives, to create a Community-wide Agenda for Children and Youth including adopting a common vision, set of outcomes and set of systems change priorities/recommendations for consideration and adoption by the BIRI Steering Committee. **Estimated Completion Date: June 2007.**
- Convene the BIRI Steering Committee throughout 2006-07 to discuss and adopt the Community-wide Agenda for Children and Youth. **Target dates: September 2006 and March & June 2007.**
- Work with institutional partners to develop a finance strategy to allocate resources and/or raise funds to implement systems change strategies and initiatives adopted by the BIRI Design Team and Steering Committee. **Estimated Completion Date: June 2007.**

### (3) Coordinated School Health: School-Based Wellness Centers

The Berkeley Alliance will provide capacity building services to the Coordinated School Health Planning Teams at Berkeley High and Longfellow Arts & Technology Middle School in the development of plans to integrate with the larger Schools Mental Health System and to integrate resources at the site level.

#### Desired Outcomes:

- Provide leadership coaching and support to the Coordinated Health Planning Teams at Berkeley High and Longfellow in developing sustainable coordinated school health plans. **Estimated Completion Date: June 2007.**
- Explore funding opportunities for Longfellow Coordinated School Health Planning and Wellness Center. **Ongoing.**

<b>Incubation: Berkeley Champions for Kids (BCK) Volunteer Center</b>
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The Berkeley Alliance will strengthen the fabric of volunteerism in Berkeley by placing 150 city residents in volunteer positions with youth-serving agencies, developing paths for more sustained volunteerism in our youth serving agencies. We will build on our successful volunteer events from 2005-2006, and the relationships we have formed with local partners. We will also continue to promote the BCK employee giving program. Finally, the Alliance will work with its institutional partners to develop a sustainability plan for BCK including fund development and finding BCK a permanent agency home for 2007-08.

#### Desired Outcomes:

- Increase awareness of volunteer needs and opportunities among Berkeley's corporations, faith-based communities, and communities at large. **Ongoing.**
- With the University and volunteer organization Hands On Bay Area, help sponsor and coordinate the School of Public Health's Volunteer Mobilization Day, placing at least 50 new public health graduate students in volunteer assignments with local agencies. **Estimated Date of Completion: August 2006.**
- With the Office of the Mayor and YEAH!, assist in sponsoring and coordinating free personal care and wellness services for homeless and transitioning youth on the city's two Project Connect days. **Target date: October 2006 and March 2007.**
- Sponsor and coordinate three to seven "Community Action Days" in which community members work in targeted community agencies for one day, as a gateway to longer-term volunteer commitments. **Ongoing.**

- Create and implement a sustainable staffing and management strategy for Berkeley Champions for Kids, including managing volunteer recruitment, placement, and relations; and agency relationships. **Estimated Date of Completion: March 2007.**
- Channel up to \$10,000 in funding to the Berkeley Education Fund and community organizations through the Berkeley Champions for Kids employee giving program. **Ongoing.**

<b>Building Capacity: Financing and Fund Development</b>
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The Berkeley Alliance participates in fund development prospecting, grant writing and grant making activities to support local capacity building, development of university-community partnerships and the initiatives we are incubating. We also work with our institutional partners to leverage dollars and integrate resources towards achieving common goals. In 2005-06 the Alliance leveraged a grant for \$369,000 from the U.S. Department of Education, raised \$11,000 for local programs and provided leadership in launching the Chancellor's Community Partnership Fund. In 2006-07 we will expand these efforts.

**Desired Outcomes:**

- Promote Berkeley Champions for Kids employee giving program, resulting in \$10,000 in giving for 2006-07. **Estimated Date of Completion: December 2006.**
- Develop a staged finance strategy and if appropriate, apply for specific grants to support implementation of the Schools-Mental Health Partnership plan. **Target Dates: July 28, 2006 – Robert Wood Johnson and others as appropriate.**
- Raise up to \$20,000 in funds for youth leadership development (targeted for the Y-PLAN with the Center for Cities and Schools). **Estimated Date of Completion: January 2007.**
- Gain partner support and facilitate submission of grant application for the *Safe and Healthy Schools* federal grant (\$1 million per year for three years) to support BIRI implementation. **Estimated Date of Completion: March 2007.**
- The Executive Director of the Berkeley Alliance will serve on the Chancellor's Community Partnership Fund Advisory Committee and assist community organizations in developing new and innovative partnerships to improve neighborhoods and serve the community. **Ongoing.**

**(1) Y-PLAN – (Youth-Plan, Learn, Act, Now!) – Youth Leadership Development**

The Y-PLAN is an award-winning project that directly engages local high school students in community development projects. Every spring, graduate students from UC-Berkeley teach 9<sup>th</sup> and 10<sup>th</sup> graders the fundamentals of urban design and the community participation process, integrating hands-on lessons and community field trips with rigorous classroom curriculum. This unique partnership between the university and the school district culminates in a presentation by the young people at City Hall, where community members and local leaders incorporate the students as true stakeholders in projects that shape the community. In 2007, the Y-PLAN (which has previously worked in Oakland and Emeryville) will commence its first project in Berkeley, and the Berkeley Alliance will play a major role in planning and supporting it as part of its youth engagement strategy for BIRI.

**Desired Outcomes:**

- Create meaningful and lasting relationships between the Center for Cities and Schools (which runs the Y-PLAN) at the University, and relevant City and BUSD departments and staff. **Estimated Date of Completion: May 2007.**
- Plan and implement a significant project for the Y-PLAN curriculum, getting youth perspective on a current and real-world built environment issue such as the planning and siting of a youth center in Berkeley and/or use of community facilities for youth activities. **Estimated Date of Completion: May 2007.**
- Provide up to \$20,000 in support for the Y-PLAN in Berkeley and assist the Center for Cities and Schools in creating a plan for sustainability. **Estimated Date of Completion: January 2007.**
- Link the engagement of youth through Y-PLAN to the BIRI Steering Committee and Design Team processes. **Ongoing.**

**(2) Community and Educational Leadership Partnership Project, Center for Cities and Schools.**

The Berkeley Alliance will work with the Center for Cities and Schools, an innovative research unit at the University's Institute for Urban and Regional Development, in developing a Bay Area learning community for city and school leaders from Berkeley, Oakland, Emeryville, San Francisco, and West Contra Costa County. The Center's Community and Educational Leadership Partnership Project (CELP) is an initiative designed to promote and support collaborative policies and practices aimed at transforming public education and metropolitan communities. With its strong community relationships, the Alliance can draw on the Center's technical expertise to break down institutional

barriers between city departments and schools and create meaningful educational and community change.

- Play a role in planning the Community and Educational Leadership Partnership Project to prepare future educational and city leaders in the fundamentals of collaborative planning and engagement. **Estimated Date of Completion: July 2006.**
- Recruit City and School District leadership to participate in the year-long learning community. **Estimated Date of Completion: September 2006.**
- Facilitate presentations by Berkeley's members of the Community and Educational Leadership Partnership Project to Berkeley Alliance Leadership Team, BIRI Design Team and Steering Committee, United in Action. **Estimated Date of Completion: June 2007.**
- Publicize the shared knowledge and best practices of the Community and Educational Leadership Partnership Project on the Alliance's website. **Estimated Date of Completion: June 2007.**

#### **Building Capacity: Continuing Relationship with Cal Corps and University Departments.**

The Berkeley Alliance will continue to provide meaningful and mutually beneficial internship and fellowship opportunities for UC-Berkeley students interested in learning about systems change, institutional collaboration, and non-profit administration. These opportunities will help establish relationships between the university and local groups, bringing UCB's intellectual capital off campus and into the community.

- Provide mentoring and valuable cultural and professional experience to one of Cal Corps' W.T. Chan Fellows from China. **Target date: August – December 2006.**
- Host a Cal Corps intern to continue to work on Youth Services Directory. The intern will explore making the Directory web-based for better public accessibility and serve other needs expressed in recent evaluation completed by Cal Corps 2005-06 intern. **Expected Completion Date: May 2007.**
- Provide a meaningful experience to at least one undergraduate or graduate student who will support the operations of the Alliance as a work-study employee and/or Cal Corps Bonner Leader. **Target date: September 2006- May 2007.**
- Work with the University's graduate and professional schools (including Public Health, Public Policy, Business, Education, and Environmental Design) to develop synergies between student work, university research and community needs, increasing the number of graduate professional students working and interning in Berkeley. **Target dates related to UCB schedule.**

### **Convening: University-City Partnership Initiative**

The Berkeley Alliance will develop a plan to reconvene this group of university and city officials, coming together to discuss common issue areas. The Alliance provides a neutral and supportive forum in which these stakeholders can discuss their mutual interests and move change together.

- Evaluate the outcomes and lessons learned of the Partnership. **Estimated Date of Completion: July 2006.**
- Convene small City and University leaders to develop plan for reconvening the Partnership. **Estimated Date of Completion: August 2006.**
- Develop detailed outcomes and plan for 2006-07. **Estimated Date of Completion: October 2006.**

### **Convening and Incubation: Berkeley Alliance New Initiatives**

The Berkeley Alliance has budgeted funds for yet to be defined new initiatives. Any new initiatives undertaken by the Berkeley Alliance will be sanctioned by its Board of Directors and/or its Leadership Committee (City Manager, Mayor, Chancellor, BUSD Superintendent, et al), and will address collaborative endeavors involving the city, school district, and the university. These may include the Green Business Initiative, or the Mayor's Vocational Education Committee. **Desired Outcomes and Completion Dates: To be determined.**