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**Title:** Staff Report for a Resolution to Approve a Consulting Services Agreement with Urban Strategies Council in the amount of \$75,000 for the Human Services Gap Analysis

**Sponsors:** Jeanette Dong

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Staff Report for a Resolution to Approve a Consulting Services Agreement with Urban Strategies Council in the amount of \$75,000 for the Human Services Gap Analysis

**SUMMARY AND RECOMMENDATIONS**

Staff recommends that the City Council approve and authorize the City Manager to execute a Consulting Agreement with Urban Strategies Council in the amount of \$75,000 for the human services gap analysis.

**BACKGROUND**

The City Council approved \$400,000 for the San Leandro Social Services Initiative in April 2015. This funding includes the costs for a San Leandro human services gap analysis. This study will determine the human service needs of people residing in the City of San Leandro. It will include identifying existing infrastructure that provides direct services locally and regionally to San Leandrans. Census and other relevant data will be used to identify demographic changes, corresponding trends and needs in human services. Service areas will be determined along with implications for service delivery, such as language, cultural competency and location. The final product will include a comprehensive analysis and policy recommendations.

**Analysis**

A Request for Proposal (RFP) was issued in February 2016. Four proposals were received by the submission due date of March 4, 2016. A selection panel comprised of a Senior Services Commissioner, Human Services Commissioner, community representative and City staff selected Urban Strategies Council (USC) based in Oakland, CA.

The selection of the consultant was also discussed at the Human Services Commission and the Senior Services Commission.

USC is a nonprofit social research firm dedicated to conducting and using community-based data to help build better communities. Since 1987 it has concentrated its work in areas related to at-risk populations, including the poor, children, youth and many other areas.

The scope of work for the human services gap analysis includes the following:

1. Basic demographic analysis of the population residing in the City currently. This description should include (but will not be limited to) data from the US Census, San Leandro Unified School District, San Lorenzo School District, Alameda County Social Services and Public Health Department and ABAG.
2. Development of an asset map of existing human services in the City along with a detailed description of those services. Additionally, identify other non-local human services providers and the specific types of services delivered within the City.
3. An analysis of the match of demographics and current services received by San Leandrans. This analysis will also include the language ability of the current City population and the providers of services. Diversity, cultural competency and language are a high priority for the City.
4. The analysis will assist in determining services that are needed (and not currently provided) in the City and future trends related to human services needs. The gap analysis should show human services the City should address as a result of the research.
5. Comparison analysis to similar and like municipalities, including the unincorporated areas geographically contiguous to San Leandro.
6. Comparison analysis to cities in Alameda County.
7. The Director of Recreation and Human Services will identify persons for key informant interviews (15) and focus groups (5), which will be conducted to contextualize research findings. At least two (2) focus groups will be conducted in other languages: one (1) in Spanish and one (1) in Chinese.

### **Fiscal Impacts**

The Human Services Gap Analysis will cost \$75,000. Funds will be appropriated from account **010-61-014-5120**.

### **Budget Authority**

General Funds were appropriated by Resolution No. 2015-085

## **ATTACHMENT(S)**

### **Attachment to Resolution**

- Consultant Agreement

**PREPARED BY:** Jeanette Dong, RHS Director, Recreation and Human Services Department