



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604

www.CityofSacramento.org

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CONSENT

October 27, 2009

Honorable Mayor and
Members of the City Council

Title: Agreement: Sacramento START (Students Today Achieving Results for Tomorrow) Evaluation

Location/Council District: Citywide

Recommendation: Adopt a **Resolution** authorizing the City Manager to execute a Professional Services Agreement and any amendments and renewals with Duerr Evaluation Resources, Inc. for an evaluation of the Sacramento START (Students Today Achieving Results for Tomorrow) 2009/10 school year program in the amount of \$87,000, with a City option to renew for up to two additional school years for a cumulative amount not to exceed \$261,000 for all three school years.

Contact: David Mitchell, Operations Manager, 808-6076; Alan Tomiyama, Recreation Manager, 808-8958

Presenters: N/A

Department: Parks and Recreation

Division: Recreation

Organization No: 19001631

Description/Analysis

Issue: State law requires an annual evaluation of the Sacramento START (Students Today Achieving Results for Tomorrow) program to be performed by an outside professional evaluator. The five school districts that partner with START rely on the evaluations to continue to justify the operation of the after-school program at their elementary schools. A Request for Proposals (RFP) was released in March 2009 and six proposals were received. The proposal submitted by Duerr Evaluation Services, Inc. (Duerr) was determined to be the highest ranked proposal that best meets START's needs. Approval is requested of a professional services agreement with Duerr.

Policy Considerations: Continued evaluation of the Sacramento START program allows for continued grant funding and is consistent with the City's strategic plan to enhance livability. Award of the agreement is consistent with Sacramento City Code chapter 3.64 and Administrative Policy Instructions (API) 47 on the purchase of professional services.

Environmental Considerations:

California Environmental Quality Act (CEQA): This report concerns administrative activities that will not have any significant effect on the environment and that do not constitute a "project," as defined by the California Environmental Quality Act (CEQA) [CEQA Guidelines (Title 14 Cal. Code Reg. § 15000 et seq.) sections 15061(b)(3); 15378(b)(2)].

Sustainability Considerations: Approval of the agreement is not applicable to the goals, policies and targets of the Sustainability Master Plan or the 2030 General Plan.

Commission/Committee Action: None

Rationale for Recommendation: On March 23, 2009, the City's Procurement Services Division issued Request for Proposal (RFP) number P094726001 for the evaluation of the Sacramento START program. Six proposals were received. The proposals were reviewed in a competitive, qualifications-based selection process. The selection criteria included past experience conducting evaluations of after-school programs funded by the same grants START receives; experience working with school districts in the collection and use of student demographic, attendance and test data; recommendations from other clients; responses to the questions in the RFP related to the qualifications of the principals and how the scope of work would be implemented; and price. The results of the scoring of the proposals are provided in Attachment 2.

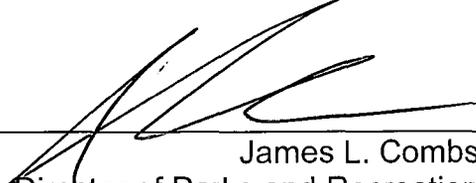
The companies submitting the three highest-scoring proposals were invited to attend an in-person interview during which information contained in their proposals were clarified and amplified. As a result of these interviews Duerr was determined to be the company that was best able to perform the required services.

In order to evaluate the 2009/10 school year operation of the START program using the results of State-administered student achievement tests that are not available until the following school year, the contract term needs to be eighteen months, from July 1, 2009, to December 31, 2010. Should the contract be extended to evaluate the 2010/11 and 2011/12 school years, each extension period also will be for eighteen months.

Financial Considerations: The \$87,000 for this agreement will come from the START Fund 2501 and the approved Fiscal Year (FY) 2009/10 operating budget. There is no impact on the General Fund and no additional funding is required.

Emerging Small Business Development (ESBD): Duerr is certified as a Small Business Enterprise.

Respectfully submitted by: 
David Mitchell
Operations Manager

Approved by: 
James L. Combs
Director of Parks and Recreation

Recommendation Approved:


for Ray Kerridge, City Manager

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Attachment 1

Background

Sacramento START (Students Today Achieving Results for Tomorrow) was launched in 1996. Today, START is widely recognized as one of the most outstanding after-school literacy and enrichment programs in the country, serving thousands of elementary school children in the most disadvantaged areas of the City and County. The City of Sacramento through its Parks and Recreation Department provides management and administrative support. Funding is provided through a partnership with the California Department of Education, the City of Sacramento, five participating school districts (Elk Grove, Natomas, Robla, Sacramento City and Twin Rivers), and donations from foundations, businesses and individuals. Most of the funding comes from the State or from the Federal government passing funds through the State. No fees are charged to the children or their parents.

State law governs the overall structure of the START program, which is part of the State's After School Education and Safety (ASES) program. Requirements cover the duration and frequency of the program, the required ratio of staff to children, staff background and education qualifications, reimbursement rate, the percent of local matching funds and the need for and design of the evaluation.

Supplementing the START program is a multi-year AmeriCorps grant. Known as the domestic Peace Corps, AmeriCorps provides Americans with full- and part-time opportunities to perform intensive community service. AmeriCorps participants, known as members, work in locally-designed programs using a combination of local and federal funds. AmeriCorps members are incorporated into the Recreation Division's programs, with the goal of enhancing the after-school enrichment programs and of recruiting and training volunteers to work in those programs. An evaluation of the AmeriCorps program is conducted.

An annual evaluation of the Sacramento START program has been conducted for many years. Duerr Evaluation Services, Inc. has conducted the evaluation for the prior four years.

The agreement with Duerr is available for review in the City Clerk's Office.

Attachment 2

Scoring of Proposals

Scoring of Proposals for Sacramento START Evaluation Consultant Services (RFP# P094726001)

Vendor	Past experience conducting City-required evaluations	Experience working with school district evaluation departments	Positive recommendations from past clients	Response to questions on qualifications and scope of work implementation	Price	Small or emerging business	Total possible score
Price	20 points	20 points	20 points	20 points	20 points	5 points	105 points

Duerr Evaluation Resources - recommended contractor

\$ 87,000	17.3	16.0	20.0	17.0	15.0	5.0	90.3
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Minicucci Associates

\$ 115,051	17.3	17.0	20.0	15.7	10.0	5.0	85.0
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Hatchuel Tabernik & Associates

\$ 198,000	18.0	18.3	20.0	18.0	5.0	5.0	84.3
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San Joaquin Community Data Co-op

\$ 51,976	12.7	12.0	20.0	13.3	20.0	0.0	78.0
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Method Consulting

Not responsive - Would require the City to enter all data on which evaluation is based.							
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Southeast Asian Language Network

Not responsive - Bid package was not complete and services would not meet City's needs.							
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Duerr Evaluation Resources, Inc. is the recommended contractor

RESOLUTION NO.
Adopted by the Sacramento City Council

APPROVING START STATE GRANT AGREEMENTS

BACKGROUND

- A. The Department of Parks and Recreation has operated the Sacramento START (Students Today Achieving Results for Tomorrow) after-school literacy and enrichment program since 1996.
- B. An annual evaluation of the START school year program is required as a condition of receiving several grants.
- C. On March 23, 2009, the City released a Request for Proposals (RFP) for an evaluation of the START program for the 2009/10 school year. Six companies submitted proposals.
- D. As a result of a competitive, qualifications-based selection process, Duerr Evaluation Services, Inc., was determined to have submitted the highest ranked proposal that best meets START's needs.
- E. In order to evaluate the 2009/10 school year operation of the START program using the results of State-administered student achievement tests that are not available until the following school year, the contract term needs to be eighteen months, from July 1, 2009, to December 31, 2010. Should the contract be extended to evaluate the 2010/11 and 2011/12 school years, each extension period also will be for eighteen months
- F. The \$87,000 for this agreement will come from the START Fund 2501 and the approved operating budget. There is no impact on the General Fund and no additional funding is required.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The City Manager is authorized to execute a Professional Services Agreement and any amendments and renewals with Duerr Evaluation Resources, Inc. for an evaluation of the Sacramento START (Students Today Achieving Results for Tomorrow) 2009/10 school year program in the amount of \$87,000, with a City option to renew for up to two additional school years for a cumulative amount not to exceed \$261,000 for all three school years.