

CITY OF OCEANSIDE

PROFESSIONAL SERVICES AGREEMENT

PROJECT: MEASURE X FY2025-26 LIFELINE COMMUNITY SERVICES OPPORTUNITY NEIGHBORHOOD RESOURCE CENTER SUPPORT

THIS AGREEMENT, dated July 1, 2025 for identification purposes, is made and entered into by and between the CITY OF OCEANSIDE, a municipal corporation, hereinafter designated as "CITY", and NORTH COUNTY LIFELINE INC. DBA LIFELINE COMMUNITY SERVICES, hereinafter designated as "CONSULTANT."

NOW THEREFORE, THE PARTIES MUTUALLY AGREE AS FOLLOWS:

1. **SCOPE OF WORK.** The project is more particularly described as follows:
 - CONSULTANT agrees to provide Gang Prevention/Intervention programming to a minimum of eighty (80) at-risk youth in grades K-12 and their families living in Opportunity Neighborhoods identified in the Request for Proposals (RFP 2025-07 City of Oceanside Youth Services) (as described in the proposal attached hereto and incorporated herein as Lifeline Resource Centers Proposal RFP 25-07 Measure X);
 - CONSULTANT will provide staffing and services at the following locations and times:
 - Libby Lake Community Center, 4700 North River Road, Suite A, Oceanside, CA-Five (5) hours, one (1) day per week;
 - Chavez Resource Center, 605 San Diego Street, Oceanside, CA-Five (5) hours, two days per week;
 - Crown Heights Community Center 1210 Division Street, Oceanside, CA-Five (5) days per week from 9:00 AM through 5:00 PM;
 - Landes Community Center 2855 Cedar Road, Oceanside, CA-Five (5) hours, one (1) day per week;
 - CONSULTANT will work with Resource Center Staff, neighborhood organizations/partners, and Oceanside Police Department to create community outreach events and to disseminate program promotional materials in both English and Spanish;
 - CONSULTANT will provide screening and referral services to assess youth for academic challenges, mental health concerns, housing stability, food insecurity, and other critical needs;

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- CONSULTANT will provide student/parent workshops on such topics as: Healthy Communication; Conflict Resolution; Navigating School Systems; Internet Safety; and Youth Development;
 - CONSULTANT will distribute basic needs to participating youth and their families that may include school supplies, hygiene kits, and food boxes;
 - CONSULTANT will hold regular parent/caregiver/community workshops to raise awareness of the dangers and consequences of gang involvement;
 - CONSULTANT will submit monthly invoices for authorized grant expenses to the Grant Coordinator with supporting documentation for any expenses claimed by the 15th of the following month;
 - CONSULTANT will submit a quarterly report to the Grant Coordinator with information about the participants including: number of youth attending; demographics (age, race/ethnicity, income levels, etc.); projects/activities/field trips; progress toward goals and outcomes measures; surveys/testimonials; partner referrals, and any successes or barriers to program implementation, due no later than the 15th of following month;
 - CONSULTANT will submit a Quarterly Non-Profit Org Financial Reporting Form to City's Finance staff by the 15th of the following month;
 - CONSULTANT and its participants agree to participate in all Youth Services evaluation requirements and activities;
 - CONSULTANT will attend monthly OCSP meetings;
 - CONSULTANT is required to carry a Sexual Misconduct policy under their general liability insurance.
2. **INDEPENDENT CONTRACTOR.** CONSULTANT'S relationship to the CITY shall be that of an independent contractor. CONSULTANT shall have no authority, express or implied, to act on behalf of the CITY as an agent, or to bind the CITY to any obligation whatsoever, unless specifically authorized in writing by the CITY. CONSULTANT shall be solely responsible for the performance of its employees, agents, and subcontractors under this Agreement, including the training of each employee regarding the rights and responsibilities of an employer and employee for any potential discrimination or harassment claim under state or federal law. CONSULTANT shall report to the CITY any and all employees, agents, and consultants performing work in connection with this project, and all shall be subject to the approval of the CITY.
3. **WORKERS' COMPENSATION.** Pursuant to Labor Code section 1861, the CONSULTANT hereby certifies that the CONSULTANT is aware of the provisions

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of Section 3700 of the Labor Code which require every employer to be insured against liability for Workers' Compensation or to undertake self-insurance in accordance with the provisions of that Code, and the CONSULTANT will comply with such provisions, and provide certification of such compliance as a part of this Agreement.

4. LIABILITY INSURANCE.

4.1. CONSULTANT shall, throughout the duration of this Agreement maintain comprehensive general liability and property damage insurance, or commercial general liability insurance, covering all operations of CONSULTANT, its agents and employees, performed in connection with this Agreement including but not limited to premises and automobile.

4.2 CONSULTANT shall maintain liability insurance in the following minimum limits:

Comprehensive General Liability Insurance
(bodily injury and property damage)

Combined Single Limit Per Occurrence	\$ 2,000,000
General Aggregate	\$ 4,000,000*

Commercial General Liability Insurance
(bodily injury and property damage)

General limit per occurrence	\$ 2,000,000
General limit project specific aggregate	\$ 4,000,000

<u>Automobile Liability Insurance</u>	\$ 2,000,000
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*General aggregate per year, or part thereof, with respect to losses or other acts or omissions of CONSULTANT under this Agreement.

CONSULTANT is required to carry Sexual Misconduct coverage on their general liability insurance when working with youth under the age of eighteen (18)

4.3 If coverage is provided through a Commercial General Liability Insurance policy, a minimum of 50% of each of the aggregate limits shall remain available at all times. If over 50% of any aggregate limit has been paid or reserved, the CITY may require additional coverage to be purchased by the CONSULTANT to restore the required limits. The CONSULTANT shall also notify the CITY promptly of all losses or claims over \$25,000 resulting from work performed under this contract, or any loss

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or claim against the CONSULTANT resulting from any of the CONSULTANT'S work.

- 4.4** All insurance companies affording coverage to the CONSULTANT for the purposes of this Section shall add the City of Oceanside as "additional insured" under the designated insurance policy for all work performed under this agreement. Insurance coverage provided to the City as additional insured shall be primary insurance and other insurance maintained by the City of Oceanside, its officers, agents, and employees shall be excess only and not contributing with insurance provided pursuant to this Section.
- 4.5** All insurance companies affording coverage to the CONSULTANT pursuant to this agreement shall be insurance organizations admitted by the Insurance Commissioner of the State of California to transact business of insurance in the state or be rated as A-X or higher by A.M. Best.
- 4.6** CONSULTANT shall provide thirty (30) days written notice to the CITY should any policy required by this Agreement be cancelled before the expiration date. For the purposes of this notice requirement, any material change in the policy prior to the expiration shall be considered a cancellation.
- 4.7** CONSULTANT shall provide evidence of compliance with the insurance requirements listed above by providing, at minimum, a Certificate of Insurance and applicable endorsements, in a form satisfactory to the City Attorney, concurrently with the submittal of this Agreement.
- 4.8** CONSULTANT shall provide a substitute Certificate of Insurance no later than thirty (30) days prior to the policy expiration date. Failure by the CONSULTANT to provide such a substitution and extend the policy expiration date shall be considered a default by CONSULTANT and may subject the CONSULTANT to a suspension or termination of work under the Agreement.
- 4.9** Maintenance of insurance by the CONSULTANT as specified in this Agreement shall in no way be interpreted as relieving the CONSULTANT of any responsibility whatsoever and the CONSULTANT may carry, at its own expense, such additional insurance as it deems necessary.

CONSULTANT shall provide evidence of compliance with these insurance requirements by providing a Certificate of Insurance.

- 5. CONSULTANT'S INDEMNIFICATION OF CITY.** To the greatest extent allowed by law, CONSULTANT shall indemnify and hold harmless the CITY and

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its officers, agents and employees against all claims for damages to persons or property arising out of CONSULTANT's work, including the negligent acts, errors or omissions or wrongful acts or conduct of the CONSULTANT, or its employees, agents, subcontractors, or others in connection with the execution of the work covered by this Agreement, except for those claims arising from the willful misconduct, sole negligence or active negligence of the CITY, its officers, agents, or employees. CONSULTANT'S indemnification shall include any and all costs, expenses, attorneys' fees, expert fees and liability assessed against or incurred by the CITY, its officers, agents, or employees in defending against such claims or lawsuits, whether the same proceed to judgment or not. Further, CONSULTANT at its own expense shall, upon written request by the CITY, defend any such suit or action brought against the CITY, its officers, agents, or employees resulting or arising from the conduct, tortious acts or omissions of the CONSULTANT.

CONSULTANT'S indemnification of CITY shall not be limited by any prior or subsequent declaration by the CONSULTANT.

6. **COMPENSATION.** CONSULTANT'S compensation for all work performed in accordance with this Agreement, shall not exceed the total contract price of Seventy-Five-Thousand Dollars (\$75,000) (as described in the budget attached hereto and incorporated herein as Lifeline Resource Centers Budget RFP 25-07 Measure X). CONSULTANT agrees to submit all invoices for payment no later than the fifteenth (15th) of the following month. CONSULTANT will submit a quarterly Non-Profit Org Financial Reporting Form to City's Finance staff by the 15th of the following month. Failure to comply with reporting requirements may result in delay of payment until reporting requirements are met.

No work shall be performed by CONSULTANT in excess of the total contract price without prior written approval of the CITY. CONSULTANT shall obtain approval by the CITY prior to performing any work that results in incidental expenses to CITY.

7. **TIMING REQUIREMENTS.** Time is of the essence in the performance of work under this Agreement and the timing requirements shall be strictly adhered to unless otherwise modified in writing. All work shall be completed in every detail to the satisfaction of the CITY by June 30, 2026. All final reports shall be submitted no later than thirty (30) days after end of term or July 30, 2026.
8. **ENTIRE AGREEMENT.** This Agreement comprises the entire integrated understanding between CITY and CONSULTANT concerning the work to be performed for this project and supersedes all prior negotiations, representations, or agreements.

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9. **INTERPRETATION OF THE AGREEMENT.** The interpretation, validity and enforcement of the Agreement shall be governed by and construed under the laws of the State of California. The Agreement does not limit any other rights or remedies available to CITY.

The CONSULTANT shall be responsible for complying with all local, state, and federal laws whether or not said laws are expressly stated or referred to herein.

Should any provision herein be found or deemed to be invalid, the Agreement shall be construed as not containing such provision, and all other provisions, which are otherwise lawful, shall remain in full force and effect, and to this end the provisions of this Agreement are severable.

10. **AGREEMENT MODIFICATION.** This Agreement may not be modified orally or in any manner other than by an agreement in writing signed by the parties hereto.
11. **TERMINATION OF AGREEMENT.** Either party may terminate this Agreement by providing thirty (30) days' written notice to the other party. If any portion of the work is terminated or abandoned by the CITY, then the CITY shall pay CONSULTANT for any work completed up to and including the date of termination or abandonment of this Agreement. The CITY shall be required to compensate CONSULTANT only for work performed in accordance with the Agreement up to and including the date of termination.

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12. **SIGNATURES.** The individuals executing this Agreement represent and warrant that they have the right, power, legal capacity and authority to enter into and to execute this Agreement on behalf of the respective legal entities of the CONSULTANT and the CITY.

IN WITNESS WHEREOF, the parties hereto for themselves, their heirs, executors, administrators, successors, and assigns do hereby agree to the full performance of the covenants herein contained and have caused this Professional Services Agreement to be executed by setting hereunto their signatures on the dates set forth below.

NORTH COUNTY LIFELINE, INC.

CITY OF OCEANSIDE

By: _____
Alejandra Alvarez, CFO

By: _____
Jonathan Borrego/City Manager

By: _____
Name/Title

APPROVED AS TO FORM:

Employer ID No.

City Attorney

NOTARY ACKNOWLEDGMENTS OF CONSULTANT MUST BE ATTACHED.

Lifeline Community Services
Proposal for RFP 25-07 City of Oceanside Youth Services
FY2025-2026 Oceanside Opportunity Neighborhood Resource Center Support

Cover Letter/ Executive Summary

North County Lifeline DBA Lifeline Community Services (Lifeline) has been providing youth centered services focused on improving the lives of youth since its inception. Our work in Oceanside is deeply influenced by this history and we are dedicated to supporting and engaging at-risk youth. We'd like to take this opportunity to thank the City of Oceanside for their past support of Lifeline's work to support Oceanside's youth at Oceanside Resource Centers through Measure X funding and we look forward to continuing this collaboration.

Oceanside's opportunity neighborhoods of Mesa Margarita/Libby Lake, Eastside, Crown Heights, and John Landes/Tri-City have been afflicted with high poverty, high crime, and gang, drug, and criminal activity. Families lack access to basic needs and healthcare resources. Limited economic prospects and multi-generational gang membership contribute to the continued presence of gangs in these communities. As a result, neighborhood youth continue to be at high risk for school dropout, gang membership, victimization, juvenile justice system involvement, and continuing the cycle of poverty.

To combat these issues, Lifeline is proposing to continue its work at Libby Lake Community Center, Chavez Community Resource Center, Crown Heights Community Resource Center, and Landes Community Center. Provided services will include screening, referral and case management services as well as community workshops and education. Lifeline's service proposed in this submission align with two of the strategies outlined in RFP 25-07—Strategy 1: Social and Emotional Skills Programming for Youth and Their Parents and Strategy 7: Violence/Gang Prevention.

The population the program will serve is typically low to extremely-low income, Hispanic, subject to high-crime environments, and are at-risk of being recruited for gang involvement, criminal involvement, and drug use. Often the families we serve are living paycheck to paycheck; facing unstable housing situations or have multiple families living in one unit; parents and caregivers work seven days a week and still cannot afford all of their basic needs; and youth are often unsupervised due to parent/caregiver work schedules.

Through this proposal, Lifeline is requesting \$100,000 in funding to continue supporting this vital programming. Our supportive services directly align with the goals of RFP 25-07 City of Oceanside Youth Services and its noted priority populations. Thank you for your time and consideration.

Applicant Information

Organization: North County Lifeline, Inc. dba, Lifeline Community Services (Lifeline)

Contact Name: Alberta Saavedra

Contact Title: Director of Youth Development

Contact Email: Asaavedra@nclifeline.org

Contact Phone: 760-842-6204

Agency History: North County Lifeline DBA Lifeline Community Services (Lifeline) was born and is rooted in the idea that everyone should have the supports, education, treatment, and care needed to thrive. This was true in 1973 when we were founded by local community volunteers passionate about making a difference in the lives of youth. This remains true today as we continue to serve the most vulnerable children, adults, and families in San Diego with trauma-informed, community-based programming.

Lifeline was ideated in the 1960s when a citizen's committee in North San Diego County formed to explore ways of meeting the growing need for social service programs to address drug abuse among local youth—recognizing that drug abuse is frequently a sign of more complex problems such as limited access to healthcare and economic opportunities.

Lifeline has since grown to provide programs and services in five focus areas—Youth Development, Behavioral Health, Housing & Self-Sufficiency for Transitional Age Youth (TAY), Child Abuse Prevention, and Anti-Human Trafficking—and now provides services countywide. The areas of focus are informed by feedback from our clients and the community, practical experience, and field research. Focus areas are added or changed over time to remain responsive to service gaps and emerging needs. Lifeline's services embed economic empowerment tools throughout its programs to help clients achieve their goals of going to college, living on their own, and achieving economic mobility.

Mission Statement: Lifeline's mission is to build self-reliance among youth, adults, and families through high quality, community-based services.

Vision Statement: We envision self-reliant individuals as those living purposeful lives free of criminal involvement, effectively managing mental health and substance abuse issues, connected to their community in meaningful ways, stably housed and employed, and supported by a network of resources that enables their economic empowerment.

Current Programs: Lifeline provides programs in five focus areas—Youth Development, Behavioral Health, Housing & Self-Sufficiency for Transitional Age Youth (TAY), Child Abuse Prevention, and Anti-Human Trafficking.

Accomplishments: In fiscal year 2023-2024, Lifeline's Club Crown Heights (CCH) served 68 clients with intensive services (ongoing case management, therapy, or other program services); 103 clients with targeted outreach (services intended to inform and potentially engage in program services such as street outreach, outreach groups/workshops, etc.), and 308 clients with community education (one-time awareness trainings/presentations/community forums on a specific topic).

Proposal

Problem/Need

Oceanside's opportunity neighborhoods of Mesa Margarita/Libby Lake, Eastside, Crown Heights, and John Landes/Tri-City have been historically afflicted with high poverty, high crime, and gang, drug, and criminal activity. Families are facing a lack of access to basic needs and healthcare resources. Limited economic prospects and multi-generational gang membership contribute to the continued presence of gangs in these communities. As a result, neighborhood youth continue to be at high risk for school dropout, gang membership, victimization, juvenile justice system involvement, and continuing the cycle of poverty. These neighborhoods have large minority populations, primarily Hispanic, which increases the area's need for culturally competent services.

These effects are evidenced by Oceanside's education achievements. In 2024, only 39.65% of students in the Oceanside Unified School District met or exceeded the state standards in English on the state's California Assessment of Student Performance and Progress (CAASPP), and only 29.29% met or exceeded math standards. Math and English skills are central to work and life in the United States. Success in these subjects has been linked to better life chances, greater achievement, and higher self-confidence. Separated by race/ethnicity, only 31.62% Hispanic students met or exceeded the state standards in English and only 24.24% met or exceeded the state standards in math (<https://caaspp.edsource.org/sbac/oceanside-unified-37735690000000>).

Lifeline's program focuses on early intervention with children to improve school achievement, leading to better overall life outcomes. According to a study from the Economic Policy Institute, performance gaps by social class take root in the earliest developmental years of a child's life, and it is much harder to narrow the gap as more years go by (<https://www.epi.org/publication/education-inequalities-at-the-school-starting-gate/>). To address low educational achievement and lack of social mobility, Lifeline invests early in college readiness for students. By investing in after school programming, we improve educational outcomes and increase opportunity for economic mobility for our students and their communities. With adequate investment, education not only provides more pathways out of poverty, but also opens new doors of opportunity.

Strategy Alignment

In fiscal year 2024-2025, North County Lifeline DBA Lifeline Community Services (Lifeline) began expanding its community resource navigation supports to Libby Lake Community Center, Chavez Community Resource Center, Crown Heights Community Resource Center, and Landes Community Center. Previously, Lifeline only provided supports at Crown Heights Community Resource Center.

Under this proposal Lifeline respectfully requests \$100,000 in Measure X funds to continue supporting Lifeline's community resource navigation supports with a focus on screening, referral and case management services as well as community workshops and education. Lifeline's service proposed in this submission align with two of the strategies outlined in RFP 25-07—Strategy 1: Social and Emotional Skills Programming for Youth and Their Parents and Strategy 7: Violence/Gang Prevention.

Strategy 1: Lifeline will provide screening and referral services, student/parent workshops, and basic needs distribution. The outcomes and impact of this programming are: improved access to culturally sensitive, trauma-informed mental health services, more parent/caregiver engagement, and increased ability to meet basic needs. Services will be provided to Oceanside youth ages K-12 and their parents/caregivers with special emphasis on middle- and/or high-school age youth living within the opportunity neighborhoods of Libby Lake, Crown Heights, Eastside, and John Landes.

Strategy 7: Lifeline will provide parent/caregiver workshops and education through a trauma-informed lens and will offer additional support through enrollment into relevant Lifeline programs. The outcomes and impact of this programming are: decreased youth violence/crime, decreased gang involvement and recruitment, increased community connectedness, increased connection to community resources, and increased mental health referrals. These services will focus on Oceanside youth ages 12-18, parents/caregivers, community residents of within the opportunity neighborhoods of Libby Lake, Crown Heights, Eastside, and John Landes.

Population and Geography

Population Served

From July 1, 2025 through June 30, 2026, Lifeline anticipates serving 80 individuals and families across the resource centers with screening, referral and basic needs and 100 individuals through workshops/education. The population the program will serve is typically low to extremely-low income, Hispanic, subject to high-crime environments, and are at-risk of being coerced or recruited towards gang involvement, criminal involvement, and drug use. Often the families we serve are in unstable housing situations or have multiple families living in one unit; parents and caregivers work seven days a week and still cannot afford all of their basic needs; and youth are often unsupervised due to parent/caregiver work schedules. These combined circumstances lead to vulnerable environments that benefit from prevention and intervention strategies.

Areas Served

Activities under this proposal will serve the communities and residents surrounding the:

- Libby Lake Community Center (Mesa Margarita/Libby Lake Opportunity Neighborhood)
- Chavez Community Resource Center (Eastside Opportunity Neighborhood)
- Crown Heights Community Resource Center (Crown Heights Opportunity Neighborhood)
- John Landes Community Center (John Landes/Tri-City Opportunity Neighborhood)

Identifying Participating Youth

Lifeline will work with the staff at the various resource centers to collaborate on outreach and work with organizations connected with the neighborhoods. Lifeline also actively participates in outreach events presented by the City of Oceanside to raise awareness about available services. Lifeline also shares print materials such as brochures and promotional materials with the Resource Centers. To ensure that our messaging to the community is effective, Lifeline ensure that all materials use verbiage that is accepted within the community and all materials are provided in English and Spanish.

Lifeline has always focused on helping disadvantaged, difficult-to-serve populations to ensure their access to needed assistance. Over 70% of Lifeline's clientele represent communities of color. Lifeline is

dedicated to capturing community voices and promoting economic growth opportunities for local residents. Since our agency's inception over 50 years ago, Lifeline has worked to acknowledge, address, and reduce the impact of various forms of oppressions and institutional racism on the individuals we serve and the community. Lifeline commits to continued growth in this area by looking both internally and externally to identify ways to challenge and address systemic barriers that create trauma for our clients, staff, volunteers, partners, and community members. We will accomplish this through institutionalizing the practices of organizational reflection, analysis of data and experiences, and mobilizing change in ourselves and our circles of influence toward greater equity. We commit to continuous reflection and improvement, and to model this commitment respectfully and with integrity through our own collective and individual actions. In 2022, Lifeline's leadership re-established our commitment "To support all in reaching their fullest potential, Lifeline Community Services commits to championing policies and practices that promote equity across race, gender, age, physical ability, religion, identity, and sexual orientation in order to empower a just, inclusive, and equitable society."

Scope of Work

Lifeline will use the requested Measure X funding to continue establishing its presence at the various Community Resource Centers and provide community resource navigation supports with a focus on screening, referral and case management services as well as community workshops and education. As the demand in the community has grown, Lifeline has expanded our programs to bring services closer to the people that need them and meet their needs. Measure X funding will play a crucial role in supporting the continuation/expansion of services at Libby Lake Community Center, Chavez Community Resource Center, Crown Heights Community Resource Center, and Landes Community Center with funding for a Case Manager. These services will also be supported through match from Lifeline which is derived through a diversified fundraising strategy.

Lifeline's support in Oceanside's opportunity neighborhoods will provide:

- Screening and referral services—routine, informal and formal screenings for eligibility into Lifeline's programs and/or make appropriate community referrals and assess youth for academic challenges, mental health concerns, housing stability, food insecurity, and other critical needs.
- Student/parent workshops—covering relevant topics such as healthy communication, conflict resolution, navigating school systems, internet safety, and youth development. These will be offered in English and Spanish and led by staff or trusted community experts. Services will rotate amongst the resource centers and based on community need.
- Basic needs distribution—school supplies, hygiene kits, food boxes, and other essentials directly to youth and families in need (based availability of resources).
- Parent/caregiver/community workshops—held regularly and will rotate locations based on community need, ensuring accessibility for all families. Workshops will raise awareness about the dangers and consequences of gang involvement, encourage positive decision-making, offer alternatives to gang involvement, and promote resources for youth and families. Workshops will give an overview to help participants understand gangs and violence, the causes, characteristics, and risks with gang involvement while discussing how gangs affect individuals, families, and communities. These events will also work to build positive relationships with the community.

All services and programming will be rooted in a culturally competent, trauma-informed approach, by building safety, trust, and stability for participants. Lifeline anticipates making the majority of referrals to:

- Community Assessment Team (CAT)—prevention and early intervention services to youth and their families as an alternative to more formal action with the juvenile justice and education systems.
- Strive for Success (S4S)—gang prevention and early intervention services to youth ages 10-17 who are at risk for gang involvement or who are already beginning to associate with gangs.
- Girls SEEK (Success, Encouragement, Empowerment & Knowledge)—supports girls aged 17 and younger who are at risk of or already involved in the juvenile justice system.
- Families SHINE (Strengthen, Hope, Inspire, Nurture, and Engage)—family therapy services to Probation-involved youth ages 12-18 and their families with a goal of reducing recidivism and reducing the number of youth in custody.
- TrueLife Recovery (TLR)—client-centered, trauma-informed, evidence-based and culturally competent substance use disorder (SUD) program for adolescents in the North Coastal region. TLR delivers these services through tiered and targeted evidence-based clinical treatment models, individualized to the needs of each client.
- Community Connections Counseling (“Connections,” or “CCC”) is a certified outpatient Full Service Partnership (FSP) program that provides a full range of Title 9 outpatient and treatment services for children, adolescents, and young adults up to age 21 with serious emotional disturbance (SED), who are full-scope Medi-Cal beneficiaries, low income or uninsured.
- Communities in Action (CinA)—works with very low-income individuals and families who live paycheck to paycheck and struggle to keep themselves afloat financially. The goal of the CinA program is to help these very vulnerable families to increase their household income and achieve self-sufficiency.
- CalAIM—equitable, coordinated, and client-centered community supports to improve health care outcomes for Medi-Cal recipients. Community Supports are designed to address social determinants of health (factors in people's lives that influence their health). Lifeline’s CS contracts are focused on housing services.

Lifeline will also utilize the Community Resource Guide to provide referrals to other needed services and to our partner TrueCare who can assist clients with enrollment into benefit programs such as MediCal and CalFresh. Staff will work to ensure that clients are connecting with the necessary referrals that best fit their needs.

During FY 2025-26 (July 1, 2025 – June 30, 2026), Measure X funding will enable Lifeline to provide staffing, operating support and supplies, and WRAP funds. Please see provided budget and budget narrative for specific breakdown.

Schedule

- Libby Lake Community Center—one day a week, approximately five hours
- Chavez Community Resource Center—two days a week, approximately five hours each day
- Crown Heights Community Resource Center—five days a week, typically 9:00 a.m. – 5:00 p.m.
- Landes Community Center—one day a week, approximately five hours

Services will operate year-round (accommodating for some closures) for an approximate total of 3,000 hours. The average time a participant will be involved in services will vary greatly based on their needs and the intensity and type of services provided. Hours of services will vary and be based on availability of the Resource Centers.

Location

Lifeline will use existing resource centers operated by the City of Oceanside. These centers provide a meeting place for neighborhood resident associations and support groups; a site for after school programs; youth and adult educational and health programs; computer access and training; and a focal point from which revitalization of neighborhoods can be accomplished.

- Libby Lake Community Center—4700 North River Road, Suite A, Oceanside, CA 92057
- Chavez Community Resource Center—605 San Diego St., Oceanside, CA 92054
- Crown Heights Community Resource Center—1210 Division St., Oceanside, CA 92054
- Landes Community Center—2855 Cedar Rd., Oceanside, CA 92056

Plan for Collaboration

Lifeline has a number of important partners that it will continue to engage such as the Community Resource Centers themselves, the City of Oceanside, the REACH program at the Vista Community Clinic, Jacobs and Cushman San Diego Food Bank, Feeding San Diego, Navidad en El Barrio, TrueCare, Oceanside Unified School District, and the Oceanside Police Department Juvenile Diversion Department. Lifeline understands that we cannot do this work alone, partnering with agencies who have strong roots in the community have and will continue to be instrumental to our success.

Addressing Issues Related to Oceanside Youth and Overcoming Barriers

Lifeline's proposed services will address Oceanside's youth's challenges related to access to culturally sensitive, trauma-informed mental health services, limited parent/caregiver engagement, ability to meet basic needs, youth violence/crime, gang involvement and recruitment, and access to community resources. Many youth become involved in juvenile delinquent behaviors and make other poor choices due to challenges in their neighborhoods, family situations, and /or financial circumstances, providing support to overcome these challenges will help them build fulfilling futures. Other youth are at risk of being coerced into criminal activity by those seeking to exploit their vulnerability. In the latter situation, we work with our anti-human trafficking team to make sure youth receive services intended for victims of human trafficking. Lifeline has extensive experience serving youth and generations of families in Oceanside. This work extends outside of Club Crown Heights and into many other program offered by Lifeline. Many of our staff have grown up in Oceanside and understand the community's needs.

Like many nonprofits, the largest challenge we face is adequate funding to provide the necessary staffing and support to meet participants' needs. To ensure adequate funding, Lifeline engages in a diversified funding strategy (further detailed in the Sustainability section) and regularly reviews program budgets and income streams. A more recent barrier we have seen is that the current political and social climate is discouraging families from reaching out for services, which also makes outreach more difficult. Additionally, the intensive work schedules of families who balance multiple jobs make it challenging to connect with them. While the Resource Centers embedded in the community are a huge asset they often close sharply at 5:00 p.m., when a lot of working families are just getting off work. Lifeline will

work to overcome this by coordinating closely with families, offering appointments outside of regular work hours, and offering virtual appointments.

Evaluation

From July 1, 2025 through June 30, 2026, Lifeline anticipates serving 80 individuals and families across the resource centers with screening, referral and basic needs and 100 individuals through workshops/education.

Success of Lifeline's Resource Center Support Services will be evaluated as follows:

- **Screening, Referral and Basic Needs**
 - Measured by the number of informal and formal eligibility screenings and number of referrals provided.
 - Measured by the number and type of basic needs distributed.
 - Impact: Improved access to culturally sensitive, trauma-informed mental health and other support services.
 - Impact: Improved ability to meet basic needs.
- **Student/Parent Workshops**
 - 75% of participating parents and youth report increased knowledge in the topic areas. Measured by pre/post surveys.
 - Impact: Stronger relationships between schools, families, and community providers. Increased parent/caregiver engagement and understanding of topics presented.
- **Parent/Caregiver/Community Workshops**
 - 70% of participants will report increased knowledge of gang awareness. Measured by pre/post surveys.
 - Impact: Parents and caregivers will be better equipped to understand the risks associated with gang involvement and provide appropriate guidance, reducing youth exposure to gangs and violence.

Experience

Organizational Experience

Lifeline Community Services is a non-profit community-based organization whose purpose is to nurture resilient youth and adults, cultivate strong families, and partner to solve community problems. It is our mission to "build self-reliance among youth, adults, and families through high-quality, community-based services," which aligns with the goals of the County of San Diego's Live Well initiative. Lifeline opened in 1970 as a drop-in center for youth with drug use issues. Recognizing that drug abuse was a symptom of more complex problems, the steering committee decided that Lifeline would work with individuals, families, and the community to address the underlying concerns of which drug abuse was a symptom.

Over the last 55 years, Lifeline has expanded to provide in five focus areas: Youth Development, Behavioral Health Services, Child Abuse Prevention, Anti-Human Trafficking, and Housing & Self-Sufficiency. Consistent with the observations of the original steering committee, research and practical experience confirm that problems in these areas often underlie and exacerbate the presenting problems that bring clients to our doors. By resolving these core issues, developing healthy coping skills, and

creating an effective support network, Lifeline's clients feel more confident and prepared to manage life's challenges.

Lifeline views each youth and family as unique and addresses their needs as holistically as possible through the programs in which they participate. A strength-based, client-centered approach that leverages other community resources has been a cornerstone of our service delivery for over two decades, with a focus on helping families identify and draw on their intrinsic strengths to overcome crises. Lifeline gives youth, adults, and families the tools they need to solve their own problems and become self-reliant.

Lifeline's Youth Development programs work with children and their families on a continuum of services, from prevention to intensive intervention. Our programs help at-risk youth stay on track and retain justice-involved youth in school, out of gangs, away from drugs and alcohol, and out of the juvenile justice system. Lifeline provides counseling, case management and behavioral health services, as well as youth support groups that focus on healthy and safe lifestyles. Helping at-risk youth stay out of trouble and out of custody are top priorities, as well as addressing the family dynamics that lie beneath the youth's misbehavior. Lifeline quickly developed expertise in this area and during the 1980's, began to gain recognition for our work with at-risk and high-risk youth.

Over the past 25 years, Lifeline has continued to develop our professional resume in working with at-risk and high-risk youth struggling with a wide variety of issues including drug/alcohol use, behavior problems at home and at school, truancy and other illegal behavior, family dysfunction, mental health diagnoses (including co-occurring disorders), trauma and abuse, and gang affiliation or involvement. Lifeline is also a strong proponent of, and was among the first community-based organizations to implement, San Diego's "Comprehensive Strategy for Youth, Family, and Community." Based on a model developed by the Office of Juvenile Justice and Delinquency Prevention (OJJDP), the Comprehensive Strategy promotes positive youth development and juvenile delinquency prevention through shared responsibility, collaboration, and coordinated action by building effective partnerships and working agreements with multiple levels of government, schools, local law enforcement, community organizations and groups, parents, and youth.

Lifeline's experience as an afterschool provider began nearly 30 years ago in 1997 with the implementation of the Critical Hours After School Programs, funded by the County of San Diego. From 1997 to the program's end in 2009, Lifeline operated sites at Washington and Lincoln Middle Schools in Vista (which eventually transitioned to State ASES funding), Valley and Calavera Hills Middle Schools in Carlsbad, and at the San Luis Rey and Crown Heights Resource Centers in Oceanside. Activities included skill building, community service work, academic assistance, and sports and recreation activities. Following the County's decision to dissolve the Critical Hours program, Lifeline sought and secured continued funding from multiple sources, including the City of Oceanside, to keep these valuable programs in operation. All of Lifeline's four sites were able to sustain their operations for a year or more following the end of Critical Hours in July 2009. Shortly thereafter, Lifeline made the difficult decision to reduce our afterschool programs from four sites to just one—Crown Heights. Club Crown Heights has operated continuously since its implementation in 2005.

Lifeline is committed to building a diverse team that reflects the community it serves at all levels of the organization, from support staff to board members. These intentional efforts have successfully resulted in a current racial and ethnic composition of Lifeline's Board of Directors, C-suite, and line staff that

reflect that of Lifeline's clientele, with even higher representation of Black, Hispanic, and Pacific Islanders. 23% of Board Leadership, 100% of C-suite, and 53% of line staff are Latino; 47% of the Board, and 26% of line staff are White; and 18% of the Board is Black and 12% is Pacific Islander. In FY 23-24, Lifeline's clientele was 61% Hispanic, 20.1% White, 8.3% Black, 4.6% mixed races/other, 2.7% undisclosed, 2.3% Asian, 0.6% Native American, and 0.4% Pacific Islander. Please see Attachment A for our current board roster.

Staffing

Lifeline requires employees, interns, and volunteers, to obtain certain clearances after receiving an offer of employment; internship, or volunteer placement, and before beginning work. Every offer is contingent upon passing all required background checks and testing, which may include a urine screening for drugs (unless prohibited by law), State and Federal criminal background checks, tuberculosis testing, Department of Motor Vehicles (DMV) license report, DMV Pull Notice participation, past employment references, Government Sanctions Lists (GSL) Excluded Parties List, Office of Inspector General (OIG) Excluded Parties List and Debarment checks, and others. Livescan fingerprinting is submitted through the Department of Justice and the FBI through the use of Subsequent Arrest Notification program. This process is conducted in compliance with all applicable federal, state, and local laws, including the Fair Credit Reporting Act (FCRA) and California's Investigative Consumer Reporting Agencies Act (ICRAA). Tuberculosis screening is also required.

All staff are required to participate in the following trainings:

- False Claims Act
- HIPAA (external)
- HIPAA (internal)
- Records Request
- Grievance Process
- Active Shooter—Surviving an Attack
- Zoom
- Program/Department Onboarding Checklist including Trauma-Informed video and Cultural Competency videos
- Chief Executive Officer Staff and Volunteer Agency Orientation
- Cultural Competency (additional from above)
- Suicide Prevention
- Human Trafficking 101
- CPR/First Aid/AED
- Sexual Harassment Prevention
- Safety Trainings
- LGBTQIA+ Competency Training
- Community Resiliency Model® (CRM)
- Social Justice
- De-Escalation Training (recording)

Key Staff

Alberta Saavedra, LMFT, Director of Youth Development: Ms. Saavedra leads Lifeline's continuum of youth development services, from prevention to intervention, as well as family violence intervention programs and has been with the agency for 26 years. Ms. Saavedra holds a master's degree in counseling psychology, is a Licensed Marriage and Family Therapist, and is licensed as a Certified Addiction Specialist. Ms. Saavedra provides leadership for several collaborative groups working to end domestic violence and prevent gang violence, and she is passionate about diverting youth away from the juvenile justice system.

Graciela Gutierrez, Youth Development Program Manager: Ms. Gutierrez has been employed with Lifeline Community Services since 2008 and prior to this she was an intern in the Counseling Department. She has held different positions throughout her time with Lifeline and in addition to overseeing program services; she also has experience facilitating various groups such as the 52-week Domestic Violence Intervention Program, parenting groups, and youth groups. She holds an M.A. in Sociological Practice and continues to increase her learning by attending trainings on a regular basis. She is trained in numerous evidence-based and promising practices including Motivational Interviewing, Positive Action, and Seeking Safety. She has also completed the Cognitive Behavioral Interventions for Substance Abuse training and the Cognitive Behavioral Interventions – Substance Use Training of Trainers (CBI-SU ToT).

Martha Ramirez, Youth Development Program Manager: Ms. Ramirez is a Licensed Marriage and Family Therapist and Licensed Clinical Professional Counselor with a passion for supporting at-risk youth and families. As Program Manager for the Youth Development Department, she provides clinical supervision and is a key resource for all staff navigating mental health, safety, and clinical concerns. Trained in the Functional Family Therapy model, Ms. Ramirez brings a strengths-based approach to her work. She is dedicated to creating hope in challenging situations and empowering youth and families to thrive through compassionate, effective support.

Please see Attachment B for resumes of key staff and Attachment C for job descriptions.

Partners

As previously noted in the Plan for Collaboration, Lifeline has a number of partners who are critical to the proposed services. These partners and the City of Oceanside in particular will continue to be vital thought partners and collaborators.

Sustainability

Lifeline has a strong history of strategic fundraising to help the organization meet the needs of its programs and the communities it serves. Lifeline engages in an intentional fundraising strategy that seeks diversified funding to ensure long-term financial stability. Fundraising efforts include grants (government, foundation, and corporate), individual donations (special events, traditional and digital fundraising campaigns, bequests, and endowments), corporate partnerships, and a major annual fundraising event.

Additionally, the partnerships that Lifeline has formed over the years, such as its funding partnership with the City of Oceanside, contribute an important role in the viability and sustainability of the

program. As previously mentioned, Club Crown Heights was implemented in 2005 through County Critical Hours funding and has operated continuously year-round for the past 19 years, with the exception of brief mandated closures due to the COVID-19 pandemic. Following the State's termination of Critical Hours funding in 2009, Lifeline sought and received other sources of funding to continue these critical services in response to high community need and demand. The program now has a diverse funding base and is an integral part of our fundraising priorities.

Budget

Please see uploaded budget Lifeline Resource Centers Budget RFP 25-07 Measure X.



City of Oceanside-Youth Services
RFP 25-07. CITY OF OCEANSIDE YOUTH SERVICES
PROPOSAL BUDGET TEMPLATE

Name of Individual or Organization

Grant Period

Lifeline Community Services

From: 7/1/2025 To: 6/30/2026

Name of Program

Funding Source (Measure X or Opioid Settlement Funding)

Resource Centers/Gang Prevention

Measure X

Expense Categories	City of Oceanside	25% Match (if applicable)	Total \$
Example: Program Manager	\$ 50,000.00	\$ 12,500.00	\$ 62,500.00

A. Personnel

YD Case Manager	\$ 46,516.00	\$ 15,113.00	\$ 61,629.00
YD Program Manager	\$ 5,089.00	\$ -	\$ 5,089.00
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -

B. Fringe Benefits

Fringe	\$ 13,555.00	\$ 4,125.00	\$ 17,680.00
	\$ -	\$ -	\$ -

C. Materials and Supplies

Program Supplies	\$ 1,000.00	\$ -	\$ 1,000.00
Professional Services	\$ 6,750.00	\$ -	\$ 6,750.00
WRAP Funds	\$ 2,090.00	\$ -	\$ 2,090.00
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -

D. Transportation

	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -

E. Mileage

	\$ -	\$ -	\$ -
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F. Insurance

			\$ -
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G. Indirect

	\$ -	\$ -	\$ -
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H. Totals

\$ 75,000.00	\$ 19,238.00	\$ 94,238.00
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