



City of Oceanside

300 North Coast Highway,
Oceanside, California 92054

Staff Report

File #: 25-789

Agenda Date: 8/6/2025

Agenda #: 14.

DATE: August 6, 2025

TO: Honorable Mayor and City Councilmembers

FROM: Housing and Neighborhood Services Department

TITLE: PROFESSIONAL SERVICE AGREEMENTS WITH MEASURE X YOUTH PROGRAM PROVIDERS

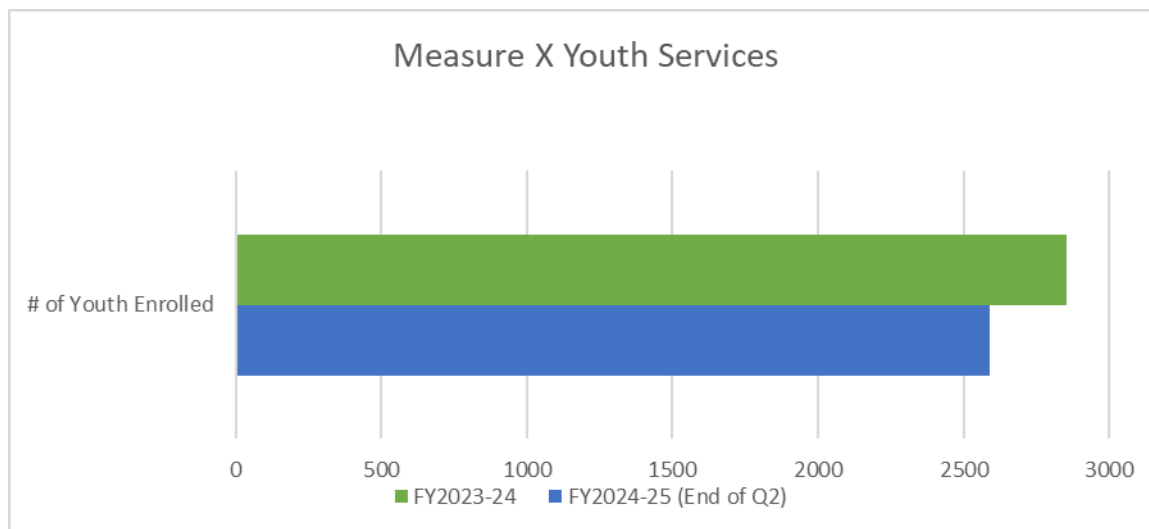
RECOMMENDATION

Staff recommends that the City Council approve the Fiscal Year (FY) 2025-26 Professional Services Agreements (PSAs) for Measure X Youth Services, in the total amount of \$967,995, and authorize the City Manager to execute the agreements.

BACKGROUND AND ANALYSIS

The Housing and Neighborhood Services Department is responsible for managing the promotion and support of gang prevention/intervention programs under Measure X - Youth Services. Funded programs serve identified gaps in youth services, as well as those enhancing program delivery to at-risk youth, with an emphasis to those living in the City's opportunity neighborhoods.

In FY 2023-24, during its first full year, Measure X-Youth Services provided funding for 16 youth-focused programs/projects in Oceanside that supported and served more than 2,854 young people. FY 2024-25 was an opportunity to expand existing programming and provide funding for 25 youth-focused program/projects, serving more than 2,500 Oceanside youth by the end of the second quarter alone.



On March 10, 2025, staff issued a Request for Proposals (RFP) for FY 2025-26 youth services programming (a copy of this RFP is included as Attachment 2). The RFP was promoted prior to and during its release and details posted on various social media platforms, the City's website, announced at community and service provider meetings, and e-mailed to those on the Department's contact lists. The City received 34 responses to the RFP from a variety of organizations with an array of program options for at-risk youth in Oceanside.

During the RFP process, staff held an in-person Bidder's Conference on March 17, 2025 to review the RFP and answer any questions. The presentation was held in the Council Chambers, recorded, and reposted on the BidNet site with the RFP. For additional support, staff conducted a Virtual Technical Assistance Workshop on April 3, 2025, to review the RFP once again and address any technical issues proposers might be experiencing. The workshop was shared via email and posted on BidNet. Both events were well attended.

To ensure a fair and transparent process, staff recruited a committee of eight persons to evaluate each proposal (Evaluation Committee) consisting of members from City Departments including: Police, Library Services, Parks and Recreation, and Housing and Neighborhood Services. The remaining committee members included representatives from the Oceanside Unified School District Board, the Oceanside Community Relations Commission, and a nonprofit organization with expertise in working with Youth and Substance Use Disorder (SUD). A copy of the evaluation form used is attached to this report (Attachment 3). Each proposal was evaluated based on the following criteria:

1. Agency History and Capacity (9 points)
2. Population and Geography (9 points)
3. Program Design (18 points)
4. Program Evaluation (10 points)
5. Staffing Experience and Qualifications (12 points)
6. Required Resources and Budget Request (12 points)

Additional Preference Points, above the 70 possible points, were awarded to proposals whose programs specifically addressed the following:

1. Program targets/works with youth in middle- and high-school (3 points)
2. Program is working in one of the City's five Opportunity Neighborhoods (3 points)
3. Program specifically targets gang prevention (3 points)
4. Program includes Opioid/Fentanyl Intervention and Treatment Services (3 points)
5. Program is currently conducting youth programming and has an established footprint in Oceanside (3 points)

Staff met with the Evaluation Committee to discuss the proposals in-depth and its evaluation of the proposals. Following this vetting process, the following 19 proposals were recommended for funding in FY2025-26. Details of each program and its Scope of Work are included in the attached PSAs.

Afterschool Programs:

- Vista Community Clinic Project REACH Libby Lake
- Vista Community Clinic Project REACH John Landes
- North County Lifeline La Casita
- Oceanside Theatre Company Afterschool Program

Health/Safety:

- TrueCare - Puzzling Minds

Housing:

- North County LGBTQ Resource Center-Unicorn Homes

Mentoring:

- Oceanside Police Department - Oceanside Youth Partnership
- Un Mar de Colores - Oceanside Stewards

Art/Culture

- Native Pathways
- Grupo Folklorico Tapatio de Oceanside
- Oceanside Theatre Company Youth Arts Camp

Prevention

- North County Lifeline Resource Centers Gang Prevention

School Engagement

- Interfaith Community Services Transitional Youth Academy
- Transformational Consulting - Project Transformation

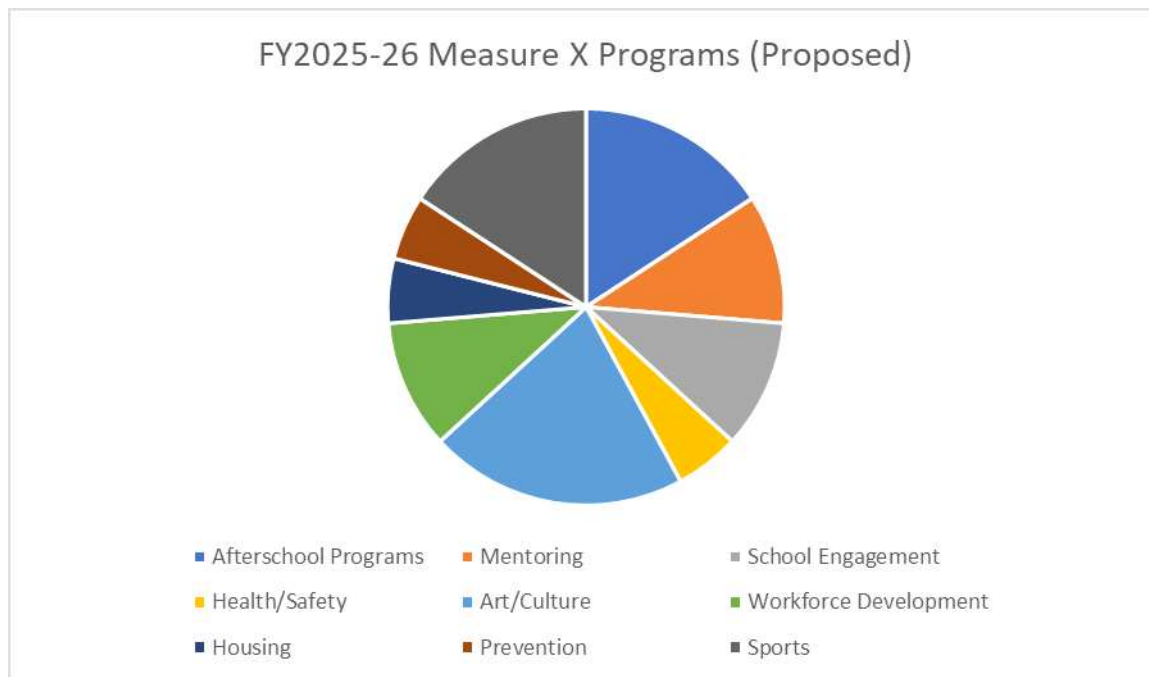
Workforce Development

- Boys & Girls Club of Northwest San Diego - Culinary Options and Opportunities for Kids (COOK)

- MiraCosta College/OUSD Dual Enrollment Paid Internship
- Botanical Community Development Initiatives

Sports

- Oceanside Parks and Recreation Department
- Oceanside's Finest Basketball Club



Measure X Youth Services have become more impactful with each year, offering more intensive services to City youth as well as bolstering smaller organizations who have been working with young people with limited budgets and/or staff. Many of the Measure X programs are proposing expansions, and therefore, capturing additional youth in other target neighborhoods.

To ensure accountability, staff evaluates every program quarterly for effectiveness and efficiency, often visiting programs and speaking to staff and the youth involved. Data is collected from monthly meetings and quarterly reports and all programs submit a complete program report annually. Measure X expenditures are reviewed to ensure responsible use of funds.

Data collected include:

• Program Type	• # of Youth	• # of Classes/Groups
• # Attending Lifeskills	• # of Parent Groups	• # of Home Visits
• # Attending Leadership	• # of Graduates	• Post Graduate Plans
• # of Service Learning	• School Attendance	• School Discipline
• Behavioral Health Ref.	• Workforce Develop.	• Age of Youth

• SUD Referrals	• Race/Ethnicity	• Socioeconomic
• Youth in Diversion	• # Youth Housed	• Behavioral Incidents
• Mediations/Conflicts	• Homework Help Hrs	• Volunteers
• Youth Tutoring	• Community Mtngs.	• Outreach Events
• # of Workshops	• Geography	• Prog. Spend-down

Staff have been working closely with RFP respondents, inclusive of City departments, to ensure successful programs that are well attended and beneficial to youth. Respondents have continued to adjust their programming, offering alternatives to traditional afterschool programming as well as partnering with existing after school programs to enhance services.

FISCAL IMPACT

The 19 proposals for Measure X FY 2025-26 Youth Services funding total \$967,995. The funding source for these PSAs is Measure X operating budget in account 150567103.5395 and has a current balance of \$1,000,000 with \$221,302 in carryover from FY2024-25; therefore, sufficient funds are available. All organizations will submit monthly invoices and quarterly progress reports to the Neighborhood Services Department and will submit Quarterly Non-Profit Financial Reports to the Finance Department.

Description	Amount (\$)	Subledger
Boys & Girls Club-COOK	\$50,000	150567103.5395
Grupo Folklorico Tapatio De Oceanside	60,000	150567103.5395
Interfaith Community Services TYA	50,000	150567103.5395
Lifeline - La Casita	40,000	150567103.5395
Lifeline - Resource Centers (Gang Prevention)	75,000	150567103.5395
MiraCosta College-Dual Enrollment Internship Program	30,000	150567103.5395
Native Pathways	30,000	150567103.5395
North County LGBTQ	70,000	150567103.5395
Oceanside Police Department - OYP	70,000	150567103.5395
Oceanside Theatre Company ASP	22,800	150567103.5395
Oceanside Theatre Company Camps	40,200	150567103.5395
Oceanside's Finest Basketball Club	40,000	150567103.5395
City of Oceanside Parks & Recreation	45,000	150567103.5395
Transformational Consulting	50,000	150567103.5395
TrueCare - Puzzling Minds	25,000	150567103.5395
Un Mar De Colores	25,000	150567103.5395
VCC REACH Libby Lake	45,000	150567103.5395

Botanical Community Development Initiatives	49,995	150567103.5395
VCC REACH John Landes	150,000	150567103.5395
Total	\$967,995	

COMMISSION OR COMMITTEE REPORT

The FY2025-26 Measure X Spending Plan, which included the allocation for Youth Services and Programming, was approved by the Measure X Citizens Oversight Committee at its regular meeting on May 8, 2025.

CITY ATTORNEY'S ANALYSIS

The referenced documents have been reviewed by the City Attorney and approved as to form.

Prepared by: Michele Gehr, Management Analyst

Reviewed by: Leilani Hines, Housing and Neighborhood Services Director

Submitted by: Jonathan Borrego, City Manager

ATTACHMENTS:

1. Staff Report
2. RFP 25-07 City of Oceanside Youth Services
3. Copy of Proposal Evaluation Form
4. PSA Boys & Girls Club of Northwest San Diego-Culinary Options and Opportunities for Kids (COOK)
5. PSA Grupo Folklorico Tapatio de Oceanside
6. PSA Interfaith Community Services-Transition Youth Academy
7. PSA North County Lifeline-La Casita
8. PSA North County Lifeline-Resource Centers Gang Prevention
9. PSA MiraCosta College-Dual Enrollment Paid Internship
10. PSA Native Pathways
11. PSA North County LGBTQ+ Resource Center-Unicorn Homes
12. PSA Oceanside Theatre Company-Afterschool Theatre Arts
13. PSA Oceanside Theatre Company-Oceanside Theatre Company Youth Arts Camp
14. PSA Oceanside's Finest Basketball Club

- 15. PSA Transformational Consulting-Project Transformation
- 16. PSA TrueCare-Puzzling Minds
- 17. PSA Un Mar de Colores-Oceanside Stewards
- 18. PSA Botanical Community Development Initiatives
- 18. PSA Vista Community Clinic-Project REACH Libby Lake
- 19. PSA Vista Community Clinic-Project REACH John Landes
- 20. Description Oceanside Police Department-Oceanside Youth Partnership
- 21. Description City of Oceanside Parks & Recreation Department