

CITY OF OCEANSIDE
PROFESSIONAL SERVICES AGREEMENT

PROJECT: MEASURE X FY2025-26 LIFELINE COMMUNITY SERVICES LA CASITA

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 operate structured afterschool programming during the Oceanside Unified School District (OUSD) school year, Monday through Friday, at the Brooks Street Annex "La Casita" for a minimum of forty (40) Oceanside youth in grades K-5 from July 1, 2025 through June 30, 2026 (as described in the proposal attached hereto and incorporated herein as Lifeline La Casita Proposal RFP 25-07 Measure X);
 - CONSULTANT agrees to provide summer/school break programming for enrolled youth, Monday through Friday, from 12:00-4:00 PM;
 - CONSULTANT will provide tutoring and homework assistance a minimum of three (3) days a week;
 - CONSULTANT will provide a minimum of one (1) STEM or nature-based project per month;
 - CONSULTANT agrees to provide evidence of comprehensive criminal background checks for all employees and volunteers if requested by the CITY;
 - 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 Non-Profit Org Financial Reporting Form to City's Finance staff 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

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trips; surveys/testimonials; partner referrals, and any successes or barriers to program implementation, due no later than the 15th of 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 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)

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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 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.

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- 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 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 Forty-Thousand Dollars (\$40,000) (as described in the budget attached hereto and incorporated herein as Lifeline La Casita Budget RFP 25-07 Measure X).

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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 these requirements may result in delay of payment until the 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.
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.

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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.
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: _____
Lisette Islas/CEO

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 La Casita

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 would like to take this opportunity to thank the City of Oceanside for their past support of La Casita through Measure X funding and we look forward to continuing this collaboration.

The Crown Heights neighborhood faces distinctive challenges for its youth due to the area's high rates of poverty, crime, gang presence, and drug use. Children under age 18 comprise about 30% of the community, placing more than 2,200 kids at risk for school dropout, gang membership, victimization, juvenile justice system involvement, and continuing the cycle of poverty. The children of Crown Heights and their families tend to be minority populations with unique cultural heritage and histories, underscoring the importance of cultural appropriate and trauma-informed services.

To help combat these negative influences, Lifeline established Club Crown Heights in 2005, a college preparation program for kids. La Casita is a comprehensive year-round afterschool and school break program that helps children in grades K-5 develop positive character and build skills for a successful future.

La Casita aligns with RFP 25-07's Strategy 2: Comprehensive, Year-Round Afterschool Programs. La Casita provides academic support, structured afterschool programming, social/emotional skills improvement programming, hands-on projects, and health/fitness/sports programming.

Through this proposal, Lifeline is requesting \$100,000 in funding to continue supporting this vital programming. La Casita directly aligns 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, 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.), 308 clients with community education (one-time awareness trainings/presentations/community forums on a specific topic), 49 youth through La Casita afterschool programming, and 54 youth through La Escuelita afterschool programming.

Proposal

Problem/Need

Crown Heights is the most densely populated neighborhood in the City of Oceanside, with approximately 7,400 residents living in the 8-block area. Compared to the City of Oceanside as a whole and the County of San Diego, the Crown Heights neighborhood has a higher poverty rate; poorer educational achievement; and more single parent households—resulting in many youth without parental supervision after school due to work schedules. Neighborhood youth are pressured to join gangs on a daily basis and sometimes coerced into illicit activity. Children under age 18 comprise about 30% of the community, placing more than 2,200 kids at risk for school dropout, gang membership, victimization, juvenile justice system involvement, and continuing the cycle of poverty. These factors put youth in the Crown Heights neighborhood at high risk for gang involvement and other destructive behaviors and create a need for safe, enriching environments for the community's youth. The neighborhood has a large minority population, primarily Hispanic, which increases the area's need for culturally competent services.

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. 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>). 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.

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 opportunities 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

Since 2005, Lifeline has supported Crown Height's youth through Club Crown Heights (CCH) by offering a safe, enriching environment for youth as an alternative to gang involvement and crime while developing positive character and building skills for a successful future. Activities for kids in grades K-5 are held at the Brooks Street Annex known as "La Casita" and programming for middle and high school youth takes place at the Crown Heights Resource Center known as "La Escuelita." Activities include homework assistance, civic leadership projects, outdoor sports, field trips, and creative programming. Creative programming is designed to further the youth's well-being, community engagement, and leadership development. Under this proposal North County Lifeline DBA Lifeline Community Services (Lifeline) respectfully requests \$100,000 in Measure X funds to enhance the services offered at La Casita.

CCH's La Casita aligns with Strategy 2: Comprehensive, Year-Round Afterschool Programs outlined in RFP 25-07. La Casita provides academic support, structured afterschool programming, social/emotional skills improvement programming, hands-on projects, engagement in STEM, and health/fitness/sports programming. The outcomes and impact of this programming are: a positive attitude towards learning, children and youth are safe during afterschool hours, decrease in youth violence/crime and drug exposure, increased leadership and other social skills, improved activity levels, expanded access to literacy, arts, technology, and other enriching activities, and the development of problem-solving skills, creativity, responsibility, and critical thinking.

Population and Geography

Population & Area Served

From July 1, 2025 through June 30, 2026, Lifeline anticipates serving 40 youth at the La Casita program site (grades K-5).

Lifeline anticipates client demographics to reflect current enrollment which is:

- 100% Hispanic
- 2.4% American Indian
- 48.8% White
- 48.8% Other or Multi-Racial
- 93% Extremely Low-Income (0-30% AMI)
- 7% Very Low-Income (31-50% AMI)

CCH's La Casita is open to all youth who live in the Crown Heights neighborhood. Lifeline has had a stable and influential presence in Crown Heights for nearly two decades and has built the trust of families, city officials, police, and community groups. All of these entities work together to pool their resources and expertise for the betterment of Crown Heights. Efforts are guided by the Neighborhood Revitalization Strategy Area (NRSA) Plan developed by non-profit partner Community HousingWorks for the City of Oceanside in 2009. Numerous agencies, including Lifeline, contributed to the NRSA, which was developed for Crown Heights and the adjacent Eastside neighborhood.

Identifying Participating Youth

CCH has operated in Crown Heights for 19 years and the program is well known to the community. Youth are enrolled at the program site by their parents and enrollments are accepted year-round. Because CCH is deeply embedded in the community the majority of referrals and enrollments come via word-of-mouth. CCH engages in community support activities such as food distributions and community building events like the Fall Festival. In addition, Lifeline's partnership with the City of Oceanside and previous colocation with their housing resources was a significant source of referrals. Lifeline will also distribute printed materials when needed. 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."

As noted, 100% of La Casita participants are Hispanic. All program staff are bilingual in English and Spanish to ensure strong communication with participants and their parents/caregivers, as many have limited English proficiency.

Scope of Work

Lifeline is requesting Measure X funds to enhance services and provide support for CCH participants at the La Casita program site (grades K-5). Measure X funding will play an important role in the delivery of services at La Casita. Funding requested in this proposal will be a part of Lifeline's diversified fundraising strategy to support La Casita. This diversified funding approach includes government grants and contracts, private philanthropy, fundraising events such as our annual Viva La Vida Gala, as well as private and corporate grants.

La Casita will provide:

- Academic support—Lifeline has a contract with a tutoring agency who will provide tailored tutoring services to meet the needs of our youth. Youth will also received tutoring from staff and volunteers.
- Structured afterschool programming—La Casita will continue its tailored approach to serving our La Casita families. La Casita's structure includes a calendar of events, accommodates for all school breaks, arts and crafts, safe supervision, healthy snacks/food, and fieldtrips and outings.
- Social/emotional skills improvement programming—this includes lessons/ activities/mini-presentations regarding healthy boundaries, anti-bullying, and respecting others through various modalities such as Positive Action.
 - Positive Action curriculum is an evidence-based Social-Emotional Learning (SEL) program designed to help youth develop essential life skills and improve their overall well-being. It emphasizes the importance of positive actions leading to positive feelings about oneself, and it's based on the idea that positive actions can enhance self-esteem and improve learning.
- Hands-on projects—projects include learning how to tend the La Casita garden, learning responsibility and cleaning up after themselves, special DIY such as home-made slime, learning games, engaging in outdoor and nature based and building projects, and engaging in different STEM topics weekly utilizing our onsite "STEM Table" which is specially designed to

demonstrates STEM related subjects such as the water cycle, animal kingdom, rock formations, etc. weekly with different topics.

- Health/fitness/sports programming—resources/presentations around hygiene and healthy food choices, outside presentations by community health service agencies, and Rolling from the Heart (a skateboarding outreach and education program).

During FY 2025-26 (July 1, 2025 – June 30, 2026), Measure X funding will enable Lifeline to provide staffing (including the addition of a Program Aide to the staff roster), operating support and supplies, and WRAP funds. WRAP funds are crucial to supporting our clients with tutoring, enriching and educational field trips, service-learning projects, and basic needs. Tutoring will be provided onsite to La Casita participants who are struggling in reading and/or math to bring their skills up to grade level or higher. Funding from the City of Oceanside is a critical piece to funding La Casita and helps ensure we can provide life changing afterschool care for Oceanside's youth. Please see provided budget and budget narrative for specific breakdown.

Schedule

During the school year, CCH La Casita operates Monday-Friday after school. During the summer, the program operates Monday-Friday midday. CCH La Casita is an ongoing program and has no start and end date. For the purposes of this proposal, start and end dates will be July 1, 2025 through June 30, 2026.

- School Year Hours Operated: Monday/Tuesday/Thursday/Friday from 2:30 p.m. - 5:30 p.m. and Wednesday from 1:00 p.m. to 5:00 p.m. for a total of approximately 704 hours.
- Summer/School Break Hours Operated: 12:00 p.m. - 4:00 p.m. for a total of approximately 160 hours; this can vary based on special field trips or activities during breaks.
- Total Hours Operated: approximately 864 hours.

La Casita anticipates serving 40 students from July 1, 2025 through June 30, 2026. The average attendance of each child varies greatly based on family/caregiver needs. Each day about 60% of the total children enrolled are in attendance.

Location

The program site is located at 402 Brooks Street in Oceanside, CA. Activities are held at the Brooks Street Annex. The building is owned by the City of Oceanside and centrally located and accessible to children via walking there after school. The building has a playground and garden that create a welcoming space and inside there are dedicated reading and homework rooms in addition to the shared space.

Plan for Collaboration

La Casita has a number of collaborations with other programs that serve youth and their families and will continue to engage current and new partners, such as:

- Rolling from the Heart: a skateboarding outreach and education program that focuses on character building and positive mentoring. Currently they come every Wednesday. Partnership has been active for over five years and is provided as in-kind support to our program.

- **Tickets for Kids:** a national organization that donates tickets for free access for low-income and at-risk kids to attend the arts, cultural, educational, and athletic venues. CCH has received tickets in the past and will be looking to steward this relationship.
- **Volunteer Programming:** Lifeline's Volunteer Department coordinates STEM events for the youth presented by local biotech companies, other corporations, and local volunteer groups.
- **Vista Foodbank:** Every Tuesday CCH has a standing appointment with them to receive food for the program and for distribution to families.
- **Feeding San Diego:** Every Wednesday CCH receives donations of Costco bread that it uses to make healthy snacks for the kids and distribute to community members.

Addressing Issues Related to Oceanside Youth and Overcoming Barriers

La Casita addresses issues relating to Oceanside youth, specifically those in grade K-5, such as lack of afterschool care, increased rates of juvenile crime, lower educational achievement, basic needs assistance, and lack of engaging programming. Lifeline will address these issues through academic support, structured afterschool programming, social/emotional skills improvement programming, hands-on projects, and health/ La Casita provides academic support, structured afterschool programming, social/emotional skills improvement programming, hands-on projects, and health/fitness/sports programming. Through La Casita program activities, youth begin to discover their strengths and talents; broaden their cultural awareness and experiences; gain practical life, social and leadership skills; and are encouraged to feel self-worth. They develop greater respect for themselves, make better decisions, and find it easier to resist peer pressure and other negative influences so prevalent in their neighborhood. La Casita sets our program participants up for future success in their educational goals.

Like many nonprofits and childcare facilities, the largest challenge we face is adequate funding to provide the necessary staffing and support for our afterschool programming. To ensure adequate funding, Lifeline is engaging in a diversified funding strategy (further detailed in the Sustainability section) and regularly reviews program budgets and income streams. Parking at La Casita can sometime be a challenge for parents/caregivers picking up their children but they are able to make accommodations.

Evaluation

From July 1, 2025 through June 30, 2026, Lifeline anticipates serving 40 youth at the La Casita program site (grades K-5). Participant data collected will include number of youth enrolled, demographic information, number of youth participating in tutoring services, number of youth participating in service learning projects and fieldtrips, service-learning project data, youth's self-report of community connectedness, basic needs and other resources distributed to La Casita participants, and participant and parent feedback.

Anticipated La Casita program outcomes for 2025-2026 are:

- 80% of participants will complete homework during afterschool hours at least 3 days/week.
 - Measured by weekly homework completion logs and tutor check-ins.
 - Impact: Positive Attitudes Toward Learning—participants will develop stronger academic confidence and a greater interest in learning.

- 75% of participants will show improvement in peer interactions and behavior while at program.
 - Measured by staff observations.
 - Impact: Participants will develop social skills, resilience, confidence, and creative expression through diverse activities.
- 90% of participants will participate in at least one STEM or nature-based project per month.
 - Measured by project/participation logs.
 - Impact: Participants will develop problem-solving skills, creativity, responsibility, and critical thinking.

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).

Morelia Merida, Youth Development Program Coordinator: Ms. Merida has been employed with Lifeline Community Services since 2014. Morelia is a former participant of the Club Crown Heights after-school

program and is a testament to the impact the program has on youth. She began her career with Lifeline as a Counselor in Training and has been promoted due to her dedication, hard work and experience. Her educational background includes two Associate degrees (Liberal Arts and Sociology) and continues to participate in training such as CPR, Suicide Prevention, and anti-bias training.

Christina Aguilar, Youth Development Program Aide: Ms. Aguilar has been employed with Lifeline Community Services since 2007. She holds an A.A. in Liberal Arts and brings over 20 years of experience working with children and students of diverse backgrounds and learning styles. She is a paraprofessional for the Oceanside Unified School District and uses her knowledge and experience of the educational system to best support youth in the after-school program. She is also Recreational Leader with the City of Oceanside's Crown Heights program and is knowledgeable of the community and the needs experienced by youth and their families.

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

The City of Oceanside and other organizations contribute to the program's success through funding, space donation, programming, and referrals. Our partnership and close working relationship with the City of Oceanside is critical to supporting Oceanside's youth and we are grateful for the support and opportunity to continue working so closely together. Other collaborations for La Casita have been previously outlined under the *Plan for Collaboration* section.

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 CCH 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 La Casita 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)

La Casita

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

Case Manager	\$ 30,322.00	\$ -	\$ 30,322.00
Program Aid	\$ 9,678.00	\$ -	\$ 9,678.00
Program Supervisor	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -

B. Fringe Benefits

Fringe	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -

C. Materials and Supplies

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

D. Transportation

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

E. Mileage

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

			\$ -
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G. Indirect

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

\$ 40,000.00	\$ -	\$ 40,000.00
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