



City of Oceanside

300 North Coast Highway,
Oceanside, California 92054

Staff Report

File #: 26-1361

Agenda Date: 6/17/2026

Agenda #: 28.

DATE: June 17, 2026

TO: Honorable Mayor and City Councilmembers

FROM: Housing and Neighborhood Services Department

TITLE: PROFESSIONAL SERVICES AGREEMENTS WITH MEASURE X-YOUTH PROGRAM PROVIDERS

RECOMMENDATION

Staff recommends that the City Council approve the FY2026-27 Measure X-Youth Program Professional Services Agreements (PSAs) for a total of \$714,470; appropriate \$140,470 from assigned Measure X fund balance; and authorize the City Manager to execute the agreements upon receipt of all supporting documents.

BACKGROUND AND ANALYSIS

The City of Oceanside is committed to supporting programs that target youth and families who need support and intensive prevention and intervention services to divert at-risk populations away from juvenile delinquency and gang involvement. Youth diversion and intervention programs help reduce youth crime and youth violence in the community by engaging at-risk youth in alternative programs that provide an outlet for positive expression, social and emotional skills, self-discipline, sports development, and cultural identity. It's estimated that sound prevention, intervention, and diversion programs can save taxpayers seven to ten dollars for every dollar invested. This is primarily due to reductions in the amount spent on law enforcement activity, including incarceration. These programs can prevent the onset of adult criminal careers and reduce the likelihood of youth perpetrating serious and violent offenses. It's also estimated that youth involved in high-quality after-school programs are 37% more likely to improve academically and socially.

Measure X - Youth Services continues to focus funding on addressing the needs of at-risk youth and families living in Opportunity Neighborhoods. Programming will support culturally responsive approaches to service delivery and actively promote youth well-being, foster positive choices, and discourage gang involvement while creating opportunities for youth to be more involved within their communities. The City of Oceanside recognizes the need for programs and funding aimed at youth who are facing multiple barriers that increase risk and contribute to negative outcomes. All funding approaches will support the specific needs of Oceanside youth, such as:

- Transition-age youth who lack support from family
- Chronically absent youth
- Youth at-risk of association with gangs or drug involvement
- Youth living in identified Opportunity Neighborhoods (e.g., Libby Lake/Mesa Margarita, Eastside, Crown Heights, Tri-City/John Landes, and Back Gate).
- Youth who are living in poverty

Programs funded by Measure X are rooted in Positive Youth Development (PYD) models that address the needs of youth vulnerable to violence by focusing on known risk factors and the behavioral development of juveniles for prevention and early intervention.

Successful PYD Programs strive to include and promote the following components while working with at-risk youth:

- Safety: Both physical and emotional security.
- Belonging: A sense of community.
- Structure: Clear rules and boundaries.
- Self-worth: Feeling that they matter.
- Skill-building: Opportunities to learn.
- Independence: Opportunities to make decisions

MEASURE X-YOUTH SERVICES			
	FY2023-24	FY2024-25	FY2025-26
# OF FUNDED PROGRAMS	18	24	21
# OF YOUTH PARTICIPANTS	2854	3483	3961
# OF COMMUNITY SERVICE PROJECTS	44	67	In progress
# OF PARENT GROUPS	36	42	In progress
# OF LIFESKILLS GROUPS	200/854 YOUTH ATTENDING	183/723 YOUTH ATTENDING	In progress
# OF ACADEMIC ASSISTANCE HOURS	300/100+ YOUTH ATTENDING	739/200+ YOUTH ATTENDING	In progress
# OF HOME VISITS	382	216	In progress
# OF HIGH SCHOOL GRADUATES	161	95	In progress

Measure X programs have consistently resulted in reduced school suspensions among enrolled youth. Oceanside youth involved in Measure X programming also consistently show increased school attendance by an average of 10% and increased academic performance by an average of one

letter grade in their classes. An estimated 67% of those youth report improvements in communication and response to distress.

FY2026-27 REQUEST FOR PROPOSALS

On February 20, 2026, staff posted a Request for Proposals (RFP) to the BidNet Direct site. The RFP was seeking proposals from individuals and organizations with programming designed to address service gaps in identified Opportunity Neighborhoods and committed to working with at-risk and vulnerable youth using PYD models.

A special emphasis this year was on Youth Workforce Development, as current Measure X youth service providers consistently report that youth continue to exhibit signs of depression/anxiety and hopelessness when contemplating their future. Students who struggle academically often do not see a path to college, and those who express interest in a trade don't know where to gain the required skills. Providers also describe a large percentage of the youth they work with as having difficulty with time management, social skills, and often appearing underprepared for the workforce. As a way to positively engage youth and address their needs, there was an increased emphasis on promoting workforce development programming into the FY2026-27 RFP.

Successful applicants were required to show that they have a proven track record working with at-risk youth for a minimum of three years, with the capacity to deliver long-term, comprehensive programming. In addition, Measure X funding must be used primarily for direct service, and program staff must work directly with youth, creating positive relationships and serving as mentors. Applicants had to illustrate how they would recruit and engage youth and their families, and provide the setting/location to be used for program implementation.

All Measure X grantees are required to participate in the monthly Oceanside Community Safety Partnership (OCSP) meetings as well as any independent evaluation processes contracted by the City. In order to create an accurate narrative about Oceanside youth, meaningful data will be collected and disseminated to Oceanside residents, City leadership, and State or Federal departments, when appropriate. All grantees will be required to submit quarterly program reports, quarterly financial reports, annual program reports, and annual financial reports. Grantees must track the scope of work activities, demographics, budget, program activities, enrollment, attendance, and invoices for reimbursement.

A Pre-proposal Bidder's Conference was held in City Council Chambers on March 10, 2026, and a Virtual Technical Assistance Workshop was held on March 19, 2026. All Measure X applicants were required to submit a comprehensive program design, a budget with a narrative, and a mechanism for

program evaluation. Proposals were due on May 1, 2026, and staff met with the Proposal Review Committee on May 6, 2026, to explain the review process. Proposals were scored using a 50-point scale. Discretionary points were awarded to programs that performed exceptionally well in the previous year or filled a specific need in the community.

A team of independent reviewers was recruited from the Oceanside Police Department, Oceanside Fire Department, Oceanside Unified School Board, Parks and Recreation, Oceanside Library, and Oceanside residents with experience working with youth. Reviewers awarded points for: Agency History and Capacity; Population and Geography; Program Design; Program Evaluation; Staffing Experience and Qualifications; and Budget Request. All proposals were ranked, and the top-ranking proposals were selected for funding.

Twenty-one proposals were submitted through the BidNet Direct portal. Fourteen proposals are being recommended for funding and are listed below:

1. Vista Community Clinic-Project REACH Afterschool Program John Landes Community Center
2. Vista Community Clinic-Project REACH Afterschool Program Libby Lake Community Center
3. Boys & Girls Club of Northwest San Diego-Culinary Options & Opportunities for Kids (COOK) TAY Workforce Development Program
4. Oceanside Theatre Company-Theatre to Thrive Afterschool Program
5. Project Next-Focused Futures El Camino High School
6. TrueCare-Puzzling Minds Middle-School Youth Program
7. Un Mar de Colores-Oceanside Stewards Afterschool Mentorship Program
8. Grupo Folklorico de Tapatio of Oceanside-Joe Balderrama Recreation Center & John Landes Community Center
9. Plants, People, Community DBA Botanical Community Development Initiatives-Reaching Roots Mentorship, Leadership, and Workforce Pathway
10. North County Lifeline DBA Lifeline Community Services-La Casita Afterschool Program (K-5)
11. Native Pathways-Indigenous Arts and Cultural Practices Afterschool Program
12. North County LGBTQ Resource Center-Project Youth & Unicorn Homes
13. Poseiden Foundation-What's Your Superpower? Event
14. North County Lifeline DBA Lifeline Community Services-La Escuelita Afterschool Program (6-12)

Program Nos. 11 through 14, listed above, were selected after the initial round of evaluations were completed upon the identification of salary savings within Measure X which freed up additional funding capacity. These four programs would be funded at approximately 50% of their requested funding amount.

All programs above were chosen for their experience, their expertise, and their ability to deliver high-quality services to youth. They were able to demonstrate a clear, realistic plan for recruiting, engaging, and retaining participants, as well as an understanding and connection to the youth and the assessed needs of the neighborhoods they serve. A listing of all proposals received is included in

Attachment 3.

In addition to the \$714,470 granted to community organizations working with youth in FY2026-27, there is \$290,000 in Measure X funding allocated to City-run after-school programs. The Oceanside Public Library will receive \$100,000 toward workforce development programs and paid internships for Oceanside youth; In Oceanside parks where currently, there are no organized youth activities, the Parks & Recreation Department will receive \$120,000 to develop quality after-school programs; and the Oceanside Police Department will receive \$70,000 to continue the Oceanside Youth Partnership (OYP) program for at-risk youth. Over the course of FY2026-27, the City of Oceanside will provide \$1,004,470 in funding for programs targeting at-risk youth.

FISCAL IMPACT

The FY 2026-27 Measure X operating budget in account 150567103.5395 contains \$574,000. The total cost for FY2026-27 programming is \$714,470, To make up the difference, \$140,470 will be appropriated and transferred to 150567103.5395 from Salary Savings, account 103.320.0223.. Additionally, 25% of Management Analyst's salary will be billed to Opioid Settlement Funding account 836182622272.5105 Measure X funding in the amount of \$290,000 for City-run youth programs was approved through the FY 2026-27 City budget process. The funding source for the PSAs is Measure X - Youth Services. All organizations will submit monthly invoices and quarterly progress reports to the Neighborhood Services Department and will submit quarterly Non-Profit Organization Financial reports to the Finance Department.

Description	Amount (\$)	Account	Available Balance
Vista Community Clinic-Project REACH Landes	150,000	Youth Programming/ Gang Diversion 150567103.5395.0047	
Vista Community Clinic-Project REACH Libby Lake	55,000	150567103.5395.101696	
Boys & Girls Club of Northwest San Diego- COOK	50,000	150567103.5395.101936	
Oceanside Theatre Company- Theatre To Thrive	40,000	150567103.5395.0045	
TrueCare-Puzzling Minds	30,000	150567103.5395.101926	
Project Next-Focused Futures ECHS	50,000	150567103.5395.	
Un Mar de Colores- Oceanside Stewards	30,000	150567103.5395.101914	
Grupo Folklorico de Tapatio of Oceanside	79,000	150567103.5395.101921	
BCDI-Reaching Roots	50,000	150567103.5395.101928	
North County Lifeline-La Casita	40,000	150567103.5395.101693	

North County Lifeline-La Escuelita	50,000	150567103.5395.101694	
North County LGBTQ Resource Center	35,085	150567103.5395.101692	
Poseiden Foundation	25,385	150567103.5395.101931	
Native Pathways	30,000	150567103.5395.101930	
Total	\$714,470		

COMMISSION OR COMMITTEE REPORT

Does not apply

CITY ATTORNEY'S ANALYSIS

The referenced documents must be reviewed by the City Attorney and approved as to form prior to commencement of work.

Prepared by: Michele Gehr, Management Analyst

Reviewed by: Leilani Hines, Director, Housing and Neighborhood Services

Submitted by: Jonathan Borrego, City Manager

Attachments:

1. Staff Report
2. Final FY2026 Measure X RFP
3. FY2026-27 Measure X Proposals and Funding Requests
4. Copy of Proposal Evaluation Form
5. Botanical Community Development Initiative
6. Boys & Girls Club of Northwest San Diego
7. Grupo Folklorico de Tapatío of Oceanside
8. Lifeline - La Casita
9. Lifeline - La Escuelita
10. Native Pathways
11. North County LGBTQ Resource Center
12. Oceanside Theatre Company Theatre-To-Thrive
13. Poseiden Foundation
14. Project Next
15. TrueCare Puzzling Minds
16. Un Mar de Colores
17. VCC - Libby Lake
18. VCC - John Landes