

File ID Number	16-2014
Introduction Date	9/28/16
Enactment Number	16-1548
Enactment Date	9/28/16
By	AW



**OAKLAND UNIFIED  
SCHOOL DISTRICT**  
Community Schools, Thriving Students

**OAKLAND UNIFIED SCHOOL DISTRICT**

**Office of the Board of Education**

September 28, 2016

To: Board of Education

From: Antwan Wilson, Superintendent

Subject: District Submitting Grant Proposal - Target Corporation - Health and Wellness - Community Partnerships Unit - Community Schools and Student Services Department

**ACTION REQUESTED:**

Approval by the Board of Education of District application to the Target Corporation, to institute Healthy Recess Champions Project at 10 elementary schools and implement two wellness events at each site using Playworks model, expertise and resources, for 2016-2017 School Year, and to accept same, if granted, in whole or in part, pursuant to the terms and conditions thereof, and to submit amendments thereto, for the grant years, if any.

**BACKGROUND:**

Grant proposal for OUSD schools for the 2016-2017 fiscal year were submitted for funding as indicated in the chart below. The Grant Face Sheet and grant application packets are attached.

File ID #	Backup Document Included	Type	Recipient	Grant's Purpose	Time Period	Funding Source	Grant Amount
16-2014	Yes	Grant	Oakland Unified School District Schools	To institute Healthy Recess Champions Project at 10 elementary schools and implement two wellness events at each site using Playworks model, expertise and resources.	July 1, 2016 and June 30, 2017	Target Corporation	\$75,000.00

**DISCUSSION:**

The district created a Grant Face sheet process to:

- Review proposed grant projects at OUSD sites and assess their contribution to sustained student achievement
- Identify OUSD resources required for program success

OUSD received a Grant Face Sheet and a completed grant application for the program listed in the chart by the school.

**FISCAL IMPACT:**

The total amount of grants will be provided to OUSD schools from the funders.

- Grants valued \$75,000.00

**RECOMMENDATION:**

Approval by the Board of Education of District application grant proposal for OUSD schools for fiscal year 2016-2017, to the Target Corporation, Healthy Recess Champions Project, and to accept same, if granted, in whole or in part, pursuant to the terms and conditions thereof, and to submit amendments thereto, for the grant years, if any.

**ATTACHMENTS:**

Grant Proposal, Target Corporation

Grant Award Notification, Target Corporation



## CONTRACT JUSTIFICATION FORM

**This Form Shall Be Submitted to the Board Office  
With *Every* Consent Agenda Contract.**

**Legislative File ID No.** 16-2014

**Department:** Oakland Unified School District, Health & Wellness Unit

**Vendor Name:** Target Corporation

**Contract Term:** Start Date: July 1, 2016 End Date: June 30, 2017

**Annual Cost:** \$ 75,000.00

**Approved by:** Michelle Oppen, Mara Larsen-Fleming

**Is Vendor a local Oakland business?** Yes ☒ No ☐

### Why was this Vendor selected?

OUSD Health & Wellness was selected to provide healthy recess and family wellness opportunities at 10 elementary schools.

### Summarize the services this Vendor will be providing.

1. Playworks trainings for 2-4 elementary school staff at 10 OUSD schools.
2. Additional training, technical assistance and stipend support for 10 Healthy Recess Wellness Champions
3. Training, technical assistance, stipend and supply support for 10 Parent family wellness event coordinators.

**Was this contract competitively bid?** Yes ☐ No ☒

If No, answer the following:

1) How did you determine the price is competitive?

We provided a scope of work and budget and it was approved.

2) Please check the competitive bid exception relied upon:

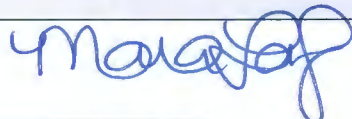

- ☐ **Educational Materials**
- ☐ **Special Services** contracts for financial, economic, accounting, legal or administrative services
- ☐ **CUPCCAA exception** (Uniform Public Construction Cost Accounting Act)
- ☐ **Professional Service Agreements** of less than \$86,000 (increases a small amount on January 1 of each year)
- ☐ **Construction related Professional Services** such as Architects, DSA Inspectors, Environmental Consultants and Construction Managers (require a "fair, competitive selection process)
- ☐ **Energy** conservation and alternative energy supply (e.g., solar, energy conservation, co-generation and alternate energy supply sources)
- ☐ **Emergency** contracts
- ☐ **Technology** contracts
  - ☐ electronic data-processing systems, supporting software and/or services (including copiers/printers) over the \$86,000 bid limit, must be competitively advertised, but any one of the three lowest responsible bidders may be selected
  - ☐ contracts for computers, software, telecommunications equipment, microwave equipment, and other related electronic equipment and apparatus, including E-Rate solicitations, may be procured through an RFP process instead of a competitive, lowest price bid process
  - ☐ Western States Contracting Alliance Contracts (WSCA)
  - ☐ California Multiple Award Schedule Contracts (CMAS) [contracts are often used for the purchase of information technology and software]
- ☐ **Piggyback" Contracts** with other governmental entities
- ☐ **Perishable Food**
- ☐ **Sole Source**
- ☐ **Change Order for Material and Supplies** if the cost agreed upon in writing does not exceed ten percent of the original contract price
- ☐ **Other, please provide specific exception**

## OUSD Grants Management Face Sheet

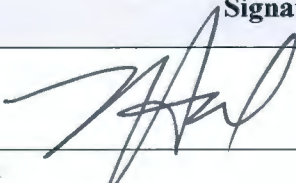
<b>Title of Grant:</b> Healthy Recess Champions	<b>Funding Cycle Dates:</b> July 1, 2016-June 30, 2017
<b>Grant's Fiscal Agent:</b> (contact's name, address, phone number, email address) Bernard Boudreaux Target Corporation 1000 Nicollet Mall Minneapolis, Minnesota 55403 612-761-1989 Bernard.boudreaux@target.com	<b>Grant Amount for Full Funding Cycle:</b>  \$75,000.00
<b>Funding Agency:</b> Target Corporation 1000 Nicollet Mall Minneapolis, Minnesota 55403	<b>Grant Focus:</b> Healthy Recess Wellness Champions at 10 elementary schools; Family Wellness Parent Coordinators at 10 elementary schools
<b>List all School(s) or Department(s) to be Served:</b> OUSD elementary schools with at least 50% of students qualifying for Free/Reduced Lunch. Schools include Burckhalter, Franklin, Esperanza, Korematsu, East Oakland Pride and select others.	

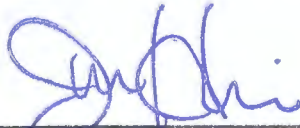
Information Needed	School or Department Response
How will this grant contribute to sustained student achievement or academic standards?	There is an established link between student academic performance and physical activity. Recess provides the opportunity to include structured play in a meaningful way, in addition to including opportunities for social emotional learning and improved school climate.  Our schools also benefit when parents are engaged and involved. This grant will also provide the opportunity for supported parent to lead wellness events at their schools.
How will this grant be evaluated for impact upon student achievement?  (Customized data design and technical support are provided at 1% of the grant award or at a negotiated fee for a community-based fiscal agent who is not including OUSD's indirect rate of 5.17% in the budget. The 1% or negotiated data fee will be charged according to an Agreement for Grant Administration Related Services payment schedule. This fee should be included in the grant's budget for evaluation.)	Like all Wellness Champion, Healthy Recess Wellness Champions will be evaluated through progress reports, activity logs and a wellness policy inventory. We will also use California Healthy Kids Survey and California Physical Fitness Test data. Students will be tracking physical activity for a month-long period of time as well.
Does the grant require any resources from the school(s) or district? If so, describe.	Partnership among CSSS Health & Wellness Unit, Physical Education Unit and school site participation.
Are services being supported by an OUSD funded grant or by a contractor paid through an OUSD contract or MOU?  (If yes, include the district's indirect rate of 5.46% for all OUSD site services in the grant's budget for administrative support, evaluation data, or indirect services.)	Yes
Will the proposed program take students out of the classroom for any portion of the school day? (OUSD reserves the right to limit service access to students during the school day to ensure academic attendance continuity.)	No
Who is the contact managing and assuring grant compliance? (Include contact's name, address, phone number, email address.)	Michelle Oppen, Coordinator, Wellness CSSS - Health & Wellness 1000 Broadway, Suite 150 Oakland, CA 94607 510-879-2612 Michelle.oppen@ousd.org

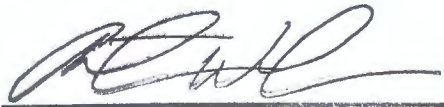
**Applicant Obtained Approval Signatures:**

Entity	Name/s	Signature/s	Date
Principal	Mara Larsen-Fleming		9/6/16
Department Head (e.g. for school day programs or for extended day and student support activities)	Andrea Bustamante		9/6/16

**Grant Office Obtained Approval Signatures:**

Entity	Name/s	Signature/s	Date
Fiscal Officer	Vernon Hal		
Superintendent	Antwan Wilson		

  
James Harris  
President, Board of Education

  
Antwan Wilson  
Secretary, Board of Education



**Michelle Oppen** <michelle.oppen@ousd.org>

# Oakland Unified School District request to Target

**1 message**

**Bernard.Boudreaux** <Bernard.Boudreaux@target.com>

Wed, Aug 24, 2016 at 7:08 PM

**To:** Michelle Oppen <michelle.oppen@ousd.org>

Cc: "brian@oaklandfund.org" <brian@oaklandfund.org>, "antwan.wilson@ousd.k12.ca.us" <antwan.wilson@ousd.k12.ca.us>, "Martha.Miller" <Martha.Miller@target.com>

**Greetings Michelle,**

I'm pleased to inform you that Target Stores has approved a \$75,000 grant in support of OUSD's July 14<sup>th</sup> request to institute Healthy Recess Champions at 10 elementary schools and implement 2 wellness events at each site using Playworks model, expertise and resources.

**You should receive the check within the next four weeks. If you do not receive the check by 9/25, please let me know.**

**You will also be contacted by our partners at True Impact in mid-late September to discuss metrics and measurement of the program.**

**Thank you for the incredible work that Oakland Unified does every day in providing for our communities, and we look forward to continuing to partner with OUSD.**

Bernard

**Bernard Boudreaux**  **Target** Director, Corporate Social Responsibility | 510.771.2588 CA office | 612.761.1989 MN office



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## **Healthy Recess for Oakland Kids and Families**

The OUSD Healthy Recess Program will train up to 40 school staff in an evidence-based curriculum proven to increase physical activity and reduce incidents of bullying. We will implement this program at 10 elementary schools with the lowest fitness scores and fewest resources—reaching approximately 2,000 children during the 2016-2017 school year. In addition, the program will support each of the 10 schools in implementing at least 2 Healthy Recess Family Events throughout the school year.

Each of the 10 elementary schools will identify one staff member to be trained as a Healthy Recess Wellness Champion (for more information on the OUSD award winning Wellness Champion program, click [here](#)). Recess Champions and 1 to 3 other staff members will attend a two-day intensive workshop, led by Playworks Northern California. This training will give Recess Champions tools to lead structured, inclusive, and healthy play activities on their campuses that have been proven to develop positive social behaviors in children. Curriculum topics include:

- Playground games that teach conflict resolution, cooperation, and other critical social and emotional skills.
- Group management strategies that set students up for successful group behavior.
- Developing and maintaining a recess plan to maintain a healthy recess environment and continuously improve recess and student behavior.

After the training, Playworks staff will provide onsite observation and 1:1 consultation. All Recess Champions will join the OUSD team of Wellness Champions, which work together on each school Site Wellness Council.

Each of the 10 schools will also identify a Parent Healthy Recess Wellness Coordinator to organize the family events. They will have access to a variety of resources offered by OUSD and its partners, such as Playworks Play Day materials, nutrition education materials and interactive displays, the OUSD bike blender and more. The schools will also receive sustainable wellness supplies (such as jump ropes) to use at the events and beyond.

Evaluation Activities include:

- Activity logs completed by the Healthy Recess Wellness Champions and Healthy Recess Parent Wellness Coordinators
- School-wide staff surveys around program implementation and impact
- Month-long physical activity tracking by representative students at the 10 schools
- Healthy behavior tally at the family recess wellness events





Michelle Oppen <michelle.oppen@ousd.org>

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## Youth Wellness Grant - Round 2 Resubmitted Successfully (Request ID 24583085)

1 message

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**Guest.Relations@target.com** <Guest.Relations@target.com>  
To: michelle.oppen@ousd.org

Thu, Jul 14, 2016 at 11:27 AM

Your grant proposal has been resubmitted successfully and is being reviewed. Thank you.

Project Title: Healthy Recess for Oakland Kids and Families  
Request ID: 24583085

CG/JMAIL/83148661

**SAM Search Results**  
**List of records matching your search for :**

**Search Term : Target\* Corporation\***  
**Record Status: Active**

<b>ENTITY</b>	<b>CURTISS-WRIGHT FLOW CONTROL CORPORATION</b>	<b>Status:Active</b>
DUNS: 002034056	+4:	CAGE Code: 95169 DoDAAC:
Expiration Date: Jan 6, 2017	Has Active Exclusion?: No	Delinquent Federal Debt?: No
Address: 1966 BROADHOLLOW RD STE E City: FARMINGDALE ZIP Code: 11735-1726	State/Province: NEW YORK Country: UNITED STATES	
<b>ENTITY</b>	<b>ROCKWOOD CORPORATION</b>	<b>Status:Active</b>
DUNS: 131369357	+4:	CAGE Code: 0LTE5 DoDAAC:
Expiration Date: Jun 16, 2017	Has Active Exclusion?: No	Delinquent Federal Debt?: No
Address: 410 CLERMONT TERR STE D City: UNION ZIP Code: 07083-8075	State/Province: NEW JERSEY Country: UNITED STATES	
<b>ENTITY</b>	<b>TARGET AREA DEVELOPMENT CORPORATION</b>	<b>Status:Active</b>
DUNS: 043390132	+4:	CAGE Code: 5GRS6 DoDAAC:
Expiration Date: May 4, 2017	Has Active Exclusion?: No	Delinquent Federal Debt?: No
Address: 1542 W 79TH ST City: CHICAGO ZIP Code: 60620-4135	State/Province: ILLINOIS Country: UNITED STATES	
<b>ENTITY</b>	<b>TARGETED CONVERGENCE CORPORATION</b>	<b>Status:Active</b>
DUNS: 824942473	+4:	CAGE Code: 7EKX3 DoDAAC:
Expiration Date: Apr 25, 2017	Has Active Exclusion?: No	Delinquent Federal Debt?: No
Address: 1420 Valwood Pkwy, Ste 100 City: Carrollton ZIP Code: 75006-6898	State/Province: TEXAS Country: UNITED STATES	

<b>ENTITY</b> TARGET CORPORATION		Status:Active
DUNS: 005453477	+4:	CAGE Code: 20284 DoDAAC:
Expiration Date: Nov 17, 2016 Has Active Exclusion?: No Delinquent Federal Debt?: No		
Address: 8400 LAKEVIEW PKWY STE 200 City: PLEASANT PRAIRIE State/Province: WISCONSIN ZIP Code: 53158-5805 Country: UNITED STATES		
<b>EXCLUSION</b> TARGET CORPORATION		Status:Active
DUNS: 006961700	CAGE Code:	
Classification: Firm  State/Province: MINNESOTA Country: UNITED STATES  Activation Date: Sep 25, 2006	Address: 1000 Nicollet Mall City: Minneapolis ZIP Code: 55403 Excluding Agency: ENVIRONMENTAL PROTECTION AGENCY Termination Date: --	