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2003 JUL 10 PM 3: 22

**CITY OF OAKLAND
AGENDA REPORT**

TO: Office of the City Manager
ATTN: Deborah Edgerly
FROM: Public Works Agency
DATE: July 22, 2003

RE: A report and recommendation on a resolution authorizing an agreement with the Youth Employment Partnership, Inc. to implement the Team Oakland program in an amount not to exceed \$249,000.

SUMMARY

A resolution has been prepared which authorizes the City Manager to enter into an agreement with the Youth Employment Partnership, Inc. (YEP) for services needed to implement the Team Oakland program. The agreement with YEP will be for an amount not-to-exceed \$249,000 to cover salaries for youth participants, recruitment, application intake and assessment, job training, work experience counseling, payroll services and facility rental. The program is funded from the Comprehensive Cleanup Fund (1720).

The Team Oakland program is a youth employment and environmental service-learning program designed to clean and green the city while providing employment opportunities for youth. Team Oakland meets the Mayor and City Council's goals to create a safe, healthy and beautiful City to revitalize neighborhoods and provide a high quality employment and training opportunity for youth. YEP will partner with the University of California, Berkeley to enhance the educational component and overall impact of the program. YEP has been the primary contractor for the Team Oakland program since its inception in 1993.

FISCAL IMPACTS

The agreement with YEP will be for an amount not-to-exceed \$249,000. The total Team Oakland program costs are funded from residential and commercial garbage fees collected through the Comprehensive Clean-up Fund 1720, Organization 30474 (Illegal Dumping Unit), Cost Center NB35, Project P35510. The funding is available for this program.

BACKGROUND

In February 2002, the Oakland City Council passed a resolution authorizing the City Manager to allocate three hundred twenty thousand dollars (\$320,000) in FY2002-03 and two hundred forty-eight thousand one hundred forty-five dollars (\$248,145) in subsequent years to fund an outside contractor to support the litter cleanup and educational components of the Team Oakland program. The resolution authorized the transfer of the Team Oakland program from the Life Enrichment Agency to the Public Works Agency. The resolution also established a roving litter

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cleanup unit with funds that were previously allocated to the Team Oakland program. Subsequently, the Team Oakland program was scaled back to a summer only program. Team Oakland began as a pilot program in the summer of 1994 and expanded to a year-round program in October of that same year. In 2003, Team Oakland is entering into its ninth year.

This year the program will strategically dispatch 10 teams of youth to commercial districts throughout Oakland to participate in cleanup and beautification projects. In 2002, Team Oakland collected 95.75 tons of trash.

The Keep Oakland Beautiful (KOB) Unit in the Public Works Agency coordinates the Team Oakland program. The KOB Coordinator and Specialist oversee the Team Oakland program to ensure that youth focus on appropriate cleanup and beautification efforts. KOB will provide supervision, program and project direction and contract administration of the Team Oakland program. YEP staffs Team Oakland with 90 team members, 11 assistant team members and 11 team members.

KEY ISSUES AND IMPACTS

To encourage the interest of Oakland youth in protecting and preserving our environment, it is vital that we educate and involve them in the process of cleanup and beautification. Team Oakland provides a structured program where youth can learn about their environment and gain hands-on experience in keeping our City clean and beautiful. Many attitudes and behaviors are learned and established when we are young, therefore reaching out to youth can be an effective and necessary means of shifting attitudes and behaviors in our community. The purpose of the Team Oakland program is both to change the negative perception that some young people have about the environment in Oakland and to increase their knowledge base and participation in beautification and cleanup projects. Ultimately, youth will spend much of their time cleaning the streets of Oakland; however, in the process should learn about the value of community pride and ownership.

PROGRAM DESCRIPTION

Goals

Team Oakland is a youth employment and environmental education program for youth 15-25 years old. Team Oakland's goals are to: 1) clean, green and beautify the City; 2) provide youth employment opportunities; 3) impart employability and leadership skills to youth; and 4) raise the environmental awareness of youth.

Employment

YEP will recruit Team Oakland youth, conduct pre-employment trainings, assess skills and interest, and hire youth to participate in the program. Team Oakland will employ 112 youth (90 team members, 11 assistant team members, and 11 team leaders) during a cycle. Participants

in the Team Oakland Program earn \$6 to \$10 per hour. YEP is exempt from paying the living wage rate to Team Oakland participants because they are considered trainees.

Education and Training

Participants attend six work competencies per cycle. Specifically, employment topics include positive work attitudes and behavior, how to find and keep a job, employment applications, resume preparation, interviewing, career planning and decision making. In addition, participants attend one two hour training session per week on the following topics: safety, proper use of tools, cultural diversity in the workplace, conflict resolution, sexually transmitted diseases, and keeping a budget. Environmental subjects include ecosystems, resource conservation management, environmental justice, environmental careers, gardening, composting, recycling, and urban environmental stewardship. In addition, Team Oakland features challenging lessons on community needs analysis, goal setting, team building, project planning, and leadership dynamics.

Projects

During the summer, there is a morning shift and afternoon shift. Youth are assigned to teams and will work to clean commercial districts throughout Oakland, with the exception of those currently managed by a Business Improvement District (BID's are located in the following commercial districts: Montclair, Rockridge, Fruitvale and Chinatown). There are ten teams in total. Projects will primarily include litter pickup. The following high-litter areas will be cleaned:

1. **West Oakland Commercial Corridors** (Mandela Parkway to Market Street from 7th Street to West Grand Avenue)
2. **Northgate/San Pablo Commercial Corridors** (West Grand Avenue to 34th Street and San Pablo Avenue to Telegraph Avenue)
3. **North Oakland-Temescal Commercial Corridors/MacArthur Bart/Bushrod Park Community Garden**—(MLK to Telegraph Avenue from W. MacArthur to 40th Street and Telegraph Avenue from W. MacArthur to 61st Street)
4. **East Lake Commercial District** (International Boulevard to Foothill Boulevard from 14th Avenue to 23rd Avenue)

5. **San Antonio Commercial District** (23rd Avenue to Fruitvale Avenue and International Boulevard to Foothill Boulevard)
6. **Laurel Commercial District** (35th Avenue to High Street and MacArthur Boulevard to HWY 580)
7. **Central East Oakland** (Seminary to 73rd Avenue along International Boulevard)
8. **Central East Oakland** (Seminary to 73rd Avenue and Foothill to Bancroft and Seminary to International)
9. **East Oakland** (98th Avenue/Bancroft to San Leandro Street and International Boulevard from 98th to 106th Street) and Verdesse Carter Park Community Garden
10. **East Oakland** (MacArthur Blvd/82nd to 106th Avenue)

SUSTAINABLE OPPORTUNITIES

Economic: Potential economic benefits include cleaner commercial districts that will attract and retain more residents and businesses. In addition, the Team Oakland program will increase civic engagement and develop a citizenry that is more invested in the health of their city. With more residents and youth involved in cleaning their physical surroundings, the City would ultimately be able to devote more resources to other necessary services.

Environmental: By providing environment education, increasing awareness, hands-on participation and enabling actual litter pickup, the Team Oakland program would actively and positively contribute to a cleaner and healthier environment.

Social Equity: The neighborhoods most adversely affected by a dirty environment are often those in the City's lower income neighborhoods. This program will harness the enthusiasm of youth more so than scarce fiscal resources that are alone inadequate to keep the city clean. As a result of their involvement, more Oakland youth will develop an increased sense of pride in their neighborhoods as they become more involved in actively caring for their surroundings.

DISABILITY AND SENIOR CITIZEN ACCESS

There are no specific opportunities or challenges at this time.

RECOMMENDATION AND RATIONALE

Staff recommends the Public Works Committee and City Council approve the report and resolution.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends approval of the informational report and resolution authorizing an agreement with YEP to implement the Team Oakland program from June 15, 2003 to August 30, 2003.

Respectfully submitted,

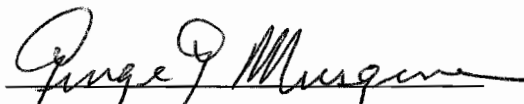


CLAUDETTE R. FORD
Director, Public Works Agency

Reviewed by:
Niccolo De Luca
Agency Administrator

Prepared by:
Felicia B. Verdin
Keep Oakland Beautiful Coordinator

APPROVED AND FORWARDED TO THE
PUBLIC WORKS COMMITTEE



OFFICE OF THE CITY MANAGER

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S. _____

[Handwritten Signature]
FILED
OAKLAND CITY CLERK

2003 JUL 10 PM 3:22

A RESOLUTION AUTHORIZING AN AGREEMENT WITH THE YOUTH EMPLOYMENT PARTNERSHIP, INC. TO IMPLEMENT THE TEAM OAKLAND PROGRAM

WHEREAS, Team Oakland is a citywide youth employment and environmental education program managed by the Public Works Agency; and

WHEREAS, the City of Oakland, Public Works Agency contracts with the Youth Employment Partnership to hire, recruit, train and facilitate the Team Oakland program; and

WHEREAS, teams of youth will work on a variety of environmental projects, including litter removal and beautification projects;

WHEREAS, the City lacks the equipment and qualified personnel to perform the necessary work;

WHEREAS, the City Council finds and determines that the performance of this contract is in the public interest because of economy;

WHEREAS, the City Council finds and determines that the performance of this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive services;

WHEREAS, the total Team Oakland program is funded from residential and commercial garbage fees collected through the Comprehensive Clean-up Fund 1720, Organization 30474 (Illegal Dumping Unit), Cost Center NB35, Project P35510; now, therefore be it;

RESOLVED: That the City Manager is hereby authorized to negotiate and enter into an Agreement, subject to the review and approval of the City Attorney, with the Youth Employment Partnership, Inc. to provide participant wages, employer share taxes, program recruitment, intake, assessment, job training, counselors, training facilities, and payroll administration in an amount not-to-exceed \$249,000, and be it;

FURTHER RESOLVED: That the City Manager is hereby authorized to approve any subsequent amendments to or extensions of said agreements, provided that such amendments or extensions shall be subject to the review and approval of the City Attorney and filed with the City Clerk's office.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

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**PUBLIC WORKS CMTE
JUL 22 2003**

ATTEST: _____
CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California