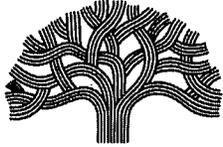


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2015 MAY 14 PM 5:02



CITY OF OAKLAND

AGENDA REPORT

TO: John A. Flores
Interim City Administrator

FROM: Sara Bedford

SUBJECT: Senior AIDES Program FY 2015-2016

DATE: May 11, 2015

City Administrator

Date

Approval

5/14/15

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council adopt:

A Resolution Authorizing The City Administrator To Apply For, Accept, and Appropriate Grant Funds In An Estimated Amount Of \$922,216 From Senior Services America, Inc., For The Oakland Senior AIDES Program From July 1, 2015 Through June 30, 2016

OUTCOME

Approval of proposed resolution will ensure the continuation of vital, life improving, employment, and training opportunities for approximately 130 "Most In Need" seniors in Oakland, while at the same time allowing for the delivery of approximately 65,000 hours of capacity-increasing service to community based organizations and public administration offices in Oakland and Alameda County.

EXECUTIVE SUMMARY

The Senior Service America, Inc., (SSAI) is a non-profit organization administering the Department of Labor's Senior AIDES grant. The Senior AIDES Program, marketed as ASSETS Senior Employment Opportunities Program is a Federally funded employment and training program that assists low income and disadvantaged older adults become or remain self-sufficient via the workforce and community engagement. The Senior AIDES program does this by employing a comprehensive skills-building approach that prepares older workers for entry or re-entry into the private or public sector labor market.

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The Senior AIDES program increases the health equity of Oakland's socio-economically disadvantaged older adults age 55 and above by assisting them to enter or re-enter the workforce. The program achieves this goal using a three-pronged approach for eliminating barriers to employment and ultimately placing its participants into local jobs. This approach consists of wage subsidized part-time community service assignments, new skills training, and personalized job search, and placement services. By providing wage subsidized community service assignments, the participant is able to focus on becoming job ready versus trying to survive day to day. Therefore these wage subsidies reduce barriers to employment created by poverty. Priority of service is provided to those considered as "Most In Need" which are: veterans and certain spouses of veterans; those age 75 and older; those that have a disability, severe disability or are frail; those that live in a rural areas; have low employment prospects; have failed to find employment using the local One-Stop job search system; are homeless or at risk of becoming homeless; are old enough for social security, but unable to qualify; those with limited English proficiency; and those with low literacy skills. Veterans, spouses of certain veterans, and those with multiple need factors are the highest priority for services. Over 85% of participants are minorities with 50% being African American, 18% Asian, and 13% Hispanic.

BACKGROUND/LEGISLATIVE HISTORY

The Senior AIDES program has a proven demonstrated effectiveness for the last 46 years serving primarily Oakland residents. The program also serves a limited number of residents throughout Alameda County. The City of Oakland, Human Services Department (HSD) became a Senior AIDES Program sponsor on July 1, 1990. Since then, the Oakland Senior AIDES Program has successfully engaged hundreds of mature at-risk adults age 55 and above in the workforce and in various job development training activities.

The Senior Community Service Employment Program (SCSEP) is the primary service delivered via the Senior AIDES program. SCSEP is a national work based training program for older workers. It is funded by grants from the U.S. Department of Labor. Authorized by the Older Americans Act, the program provides wage subsidized community service training assignments for low-income residents of Oakland and Alameda County residents age 55 or older that are unemployed and have poor employment prospects. SCSEP participants must be at least 55, unemployed, and have a family income of no more than 125% of the Federal poverty level to be eligible. Participants receive work-based training at nonprofits and government agencies. These work based training sites include day-care centers, senior centers, schools, hospitals, housing sites, and various other social service agencies throughout Oakland. Participants work an average of 16 hours a week and are paid the City of Oakland's minimum wage. This year on March 2, that rate increased from \$9.00 to \$12.25 per hour. They also receive sick leave benefits in compliance with SCSEP regulations, which means they accrue sick leave that doesn't roll over from fiscal year to year and cannot be cashed out when leaving the program.

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The program also includes individualized career counseling, general skills and computer training, job placement assistance, and support services such as transportation and career clothing. In addition to these benefits, SCSEP participants have access to services funded by the Workforce Investment Act (WIA), which include additional case management, funding for specific trade training, and access to computers and internet through the Senior AIDES' affiliated One-Stop Career Center located in the HSD.

SCSEP has an important dual purpose, which is to provide useful part-time subsidized community service assignments for at risk seniors and facilitate a transition to unsubsidized employment. Through their community service assignments, training and counseling, SCSEP participants build hard and soft skills, maintain a current resume, access a network needed for workforce opportunities, as well as develop confidence that leads to permanent full time or part time employment.

The SCSEP serves as a recruitment resource for employers by providing trained and skilled older adult workers to meet local workforce needs. SCSEP's annual goal prior to Fiscal Year (FY) 2013-2014 was to place 25% of its authorized positions into unsubsidized employment. This goal increased to 33% in FY 2013-2014 and 39% in FY 2014-2015 where it is expected to remain. Each year the program tracks the job retention of its participants who have achieved regular employment. After participating in SCSEP community service training assignments, the entered-employment rate for FY 2013-2014 was 25%. Those that enter employment for FY, 2014-2015 are projected to be 30%. The average job placement wage for both fiscal years is currently at \$12.39 per hour and 58% have retained their employment.

The enrollment of 126 SCSEP participants to date in FY 2014-2015 has resulted in Oakland's ability to provide staffing support to more than 48 Oakland and Alameda County community based organizations in the areas of health, long-term care, childcare, adult education, services to the disabled, housing, nutrition programs, and legal assistance to seniors. These community service assignments took place at the City of Oakland's public administration offices and community based service agencies including (but not limited to): Contracts and Compliance Division, Public Works Department, Citizens' Police Review Board, Oaklander's Assistance Center, HSD, Multipurpose Senior Program (MSSP), Senior Companion and Foster Grandparents Program, Paratransit (OPED), ASSETS Senior Employment Program, and City of Oakland Senior Centers. Community service assignments also took place at non-profits including East Bay Asian Local Development Corporation (EBALDC), St. Mary's Center, Bay Area Community Services (BACS), Center for Elder's Independence (CEI), and HICAP/Legal Assistance for Seniors (LAS).

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Since the beginning of FY 2014-2015, 126 SCSEP participants have provided over 59,700 hours of community services to community based organizations and public agencies. These organizations have come to rely heavily on the placement of SCSEP participants for maintaining cost efficiency in the delivery of their services. It should be noted that 68 participants have provided more than 32,827 hours of community service to the elderly population and 58 participants have provided 26,873 hours of service to the general community.

There is no proposed reduction of Federal SCSEP funding for FY 2015-2016 by Congress. The Federal Government has proposed \$434.4 million for SCSEP, which keeps the funding level. Also, this year's budget proposal keeps SCSEP at the Department of Labor (DOL). Over the last three consecutive years, the Administration proposed cuts in funding and the possibility of transferring SCSEP to Health and Human Services (HHS).

The ASSETS Senior AIDES program provides on-the-job training at nonprofit and government sites designed to increase opportunities for older adults to fully participate in the workforce and remove barriers for further job development. Formal classroom training designed in relation to current labor market demands include: computer operations, keyboarding and internet use, administrative skills, customer service, job search, interviewing, and job retention skills. It should also be noted that Federal regulations require a specific percent of Senior AIDE enrollees to be placed annually into unsubsidized employment. Helping the most in need seniors seeking employment not only fulfills the grant requirement, but also addresses socio-economic and racial equity issues in Oakland. Continued funding for the Senior AIDES program will reduce poverty and isolation as well as improve the health and well-being of older adults living in Oakland. The placement of senior AIDES in Oakland's community based organizations and public sector offices increases operational capacity.

ANALYSIS

The older adult population is growing at a rapid pace as baby boomers currently comprise the 55-68 year old demographic. Many older adults in this large population living in Oakland lack economic security to maintain sustainability without returning to work. In addition, the fast paced technologically savvy workforce creates challenges for low-income and at risk seniors who lack resources and seek employment. Due to this, the need for programs that assist Oakland's older adults to remain self-sufficient through gainful employment is at its highest point in history. Professional and personal developments that remove barriers to self-sufficiency for Oakland's disadvantaged older adults are two critical goals of the ASSETS Senior AIDES program.

PUBLIC OUTREACH/INTEREST

The ASSETS Senior AIDES program requires minimal public outreach. Due to the extremely high demand of the program and word of mouth throughout the community, a waiting list of pre-screened applicants is maintained. Each day seniors throughout Oakland and Alameda County drop in to the Senior AIDES/ASSETS reception area to submit applications for the program's waiting list. The current waiting list consists of over 350 applicants. All pre-screened applicants are referred to our Career Resource Center and local One-Stop Career Centers for job search assistance, community resources, support services, and other training opportunities. Similarly there is a high demand by community agencies seeking senior aides, which allows ASSETS to develop relationships with key community based referral organizations. Outreach through ASSETS' community partners, including, the SCSEP training sites such as St. Mary's Center, EBALDC, and Fruitvale Senior Center, has proven to be an inherent and effective means of referrals to the program.

COORDINATION

In preparation of this report and resolution, the Office of the City Attorney, Controller's Bureau, HSD fiscal services, and the Aging & Adult Services Manager have been consulted. The program is also a grantee of the City of Oakland Workforce Investment Board, and as such collaborates closely with that office.

COST SUMMARY/IMPLICATIONS

Approval of this resolution will allow funding from SSAI in the approximate amount of \$922,216 to be appropriated in the Human Services Department FY 2015-2016 Proposed Policy Budget in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior AIDES FY 2015-2016 Project (G485610). The resolution provides that a total of \$156,368, to meet the 16% non-Federal match required under the grant for administrative costs associated with the Senior AIDES program, will be allocated from the General Purpose Fund (1010), Senior AIDES Organization (75651) and Senior Aides FY 2015-2016 Project (G485620). HSD is requesting as it has in prior years, a contribution from General Purpose Fund in an amount equivalent to Central Services Overhead costs estimated at \$392,589. The high Central Service Overhead costs are due to the Oracle system calculating participant wages as employee wages. However, it should be noted that Senior Aides are employees for payroll purposes only and are not employees for the City of Oakland. The actual Central Service Overhead cost for City of Oakland staff working in the Senior AIDES Organization (75651) is \$19,268.

If additional funding becomes available from the grantor (SSAI), for the same purpose, within the existing grant term, staff is seeking authorization to accept and appropriate these funds to fund the Senior AIDES Program without returning to Council within the duration of the grant term (July 1, 2015 through June 30, 2016).

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PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

The ASSETS Senior AIDES program is a grantee of the City of Oakland Workforce Investment Board (OWIB), and as such collaborates closely with Workforce Development, local One-Stop Career Center, and the Oakland Private Industry Council. Last fiscal year, the ASSETS Senior AIDES OWIB-funded services exceeded its contracted service goal of 30 enrollments and 18 placed in jobs. The program enrolled 34 (113% of its goal of 30) clients and placed 22 (122% of its goal of 18) in local jobs. The average annual earnings of these job placements were \$22,476. This fiscal year, OWIB funded services have enrolled 30 new clients (88% of its goal of 34), and placed 19 into jobs (100% of its goal of 19). This is a one-year contract and the final enrollment and placement goals will be measured as of June 30 at which point the program expects even higher outcomes.

Last fiscal year the ASSETS Senior AIDES' SCSEP achieved 100% of its service goal of 160 clients, 96% of its Most in Need goal of 2.5 barriers to employment among all participants, and 65% of its unsubsidized placement goal. The average earnings for those that achieved unsubsidized employment after participation in the program in FY 2013-2014 were \$7,792 for 9 months. This fiscal year and as of April 15, the SCSEP program is at 95% of its service level goal of 132, 89% of its Most in Need goal, and 76% of its unsubsidized employment placement goal. The SCSEP Senior Aides total number of service hours provided to the community for FY 2013-2014 was 86,694 and for this fiscal year is currently at 59,700 as of April 15, 2015. The ASSETS Senior AIDES Program anticipates reaching 90-100 percent for all SCSEP contract performance goals by June 30, 2015. Historically, most of the unsubsidized placements are made during the fourth quarter.

In FY 2014-2015, SSAI conducted an extensive, in-depth program review and audit of the Senior AIDES Program. The Program Compliance and Data Validation review, Program File Review and Fiscal Review were done in accordance with the policies and procedures established by SSAI Policy and Procedure Manual and the Department of Labor (DOL) assurances and regulations. There were no substantial findings.

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The Senior AIDES Program relies on a variety of mechanisms to assess its service quality:

1. Formal client satisfaction surveys administered on an annual basis. The survey was conducted during the month of February 2015. Seventy two surveys were distributed and a total of 57 completed surveys were collected, for a 78% return rate.
2. When asked if they would recommend ASSETS to other people that needed employment and training services, 95% of respondents said "Yes."
3. Senior Services America, Inc. conducts its own customer satisfaction survey of employers, host agencies and program participants. The Charter Oak Group, an independent organization contracted with the DOL, conducts the surveys. All survey results are reported and tracked by the DOL. Survey results are tallied and reported to SSAI during the summer, but are not reported to ASSETS.

TABLE 1: Year-to-Date Performance

Senior Community Service Employment Program	FY # Goal	YTD #	YTD %
Service Level/People Served (SL)	132	126	95%
Community Service Hours (CS)	75,348	59,700	79%
Active Host Agencies	NA	48	NA

Service by Demographic			
American Indian or Alaskan Native	NA	2	1.5%
Asian	NA	23	18%
Black or African American	NA	63	48%
Native Hawaiian or Other pacific Islander	NA	0	0%
Hispanic, Latino, or Spanish origin	NA	16	12%
White	NA	25	19%
Two or More Races	NA	2	1.5%

Workforce Investment Act (WIA)			
Enrollments	34	30	88%
Unsubsidized Employment Placements	19	19	100%
Job Development Resource Persons Served (Duplicated)	300	1,316	228%

SUSTAINABLE OPPORTUNITIES

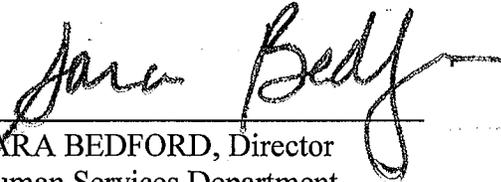
Economic: The Oakland Senior AIDES program will offer low-income at-risk older adults employment and skills training opportunities resulting in a new start in the workforce, and economic independence. The Senior AIDES program also has a substantial positive economic impact within local government and nonprofit agencies by providing trained and skilled subsidized older adult workers to meet their employment needs. In addition, it provides employers throughout Oakland and Alameda County with a recruiting mechanism for experienced, productive, tax contributing older adult workers.

Environmental: There is no known environmental impact.

Social Equity: The Senior AIDES program will improve the health, self-esteem and well-being of at risk older adults by fostering belonging to the workforce. It will empower low-income and at risk older adults to remain productive and independent workers in the community by providing a variety of general and specialized skills training including community service assignments at community based nonprofits and government agencies.

For questions regarding this report, please contact Scott Means, Aging and Adult Senior Services Manager, at (510) 238-6137.

Respectfully submitted,



SARA BEDFORD, Director
Human Services Department

AGING & ADULT SERVICES DIVISION

Reviewed by: Scott Means, Manager

Prepared by: Dan Ashbrook, Supervisor/Project Director
Senior AIDES Program

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2015 MAY 14 PM 5:02

Approved as to Form and Legality

OAKLAND CITY COUNCIL


City Attorney

RESOLUTION NO. _____ C.M.S.

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE GRANT FUNDS IN AN ESTIMATED AMOUNT OF \$922,216 FROM SENIOR SERVICES AMERICA, INC., FOR THE OAKLAND SENIOR AIDES PROGRAM FROM JULY 1, 2015 THROUGH JUNE 30, 2016

WHEREAS, the City Council, by Resolution No. 67229 C.M.S. dated June 19, 1990, made application and received funds from the National Senior Citizens Education and Research Center, Inc. (now Senior Service America, Inc.), to expand the Senior Able Industrious Dedicated Energetic Services (AIDES) Program which enables the City of Oakland to implement a key recommendation of the Comprehensive Plan for Seniors to make more employment opportunities available for low-income older residents of the City; and

WHEREAS, in Oakland about 30% of persons 65 years and over live with income less than 125% of the poverty level; and

WHEREAS, local governments have played an important role in assisting older persons in maintaining their standard of living; and

WHEREAS, many older persons are in need of better access to public and private sponsored employment and training programs; and

WHEREAS, each year an average of 30% of the enrollees who participate in the Senior AIDES Program are transitioned into unsubsidized employment; and

WHEREAS, the City desires to continue said Program and funds are available from Senior Service America, Inc. for the fiscal year commencing July 1, 2015, in the estimated amount of \$922,216 for the Senior AIDES Program; and

WHEREAS, since the grant from Senior Service America, Inc., requires a non-federal match of 16%, staff is seeking \$156,368 from the General Purpose Fund for administrative costs associated with the Senior AIDES program; and

WHEREAS, the City wishes to offset all central services overhead charges associated with this grant by a contribution from the General Purpose Fund in an estimated amount of \$392,589, as has been done in all of the past years; now, therefore, be it

RESOLVED: That the City Administrator or his designee is hereby authorized to apply for, accept, and appropriate a grant in the amount of \$922,216 from Senior Service America, Inc. for the Oakland Senior AIDES Program for Fiscal Year (FY) 2015-2016; and be it

FURTHER RESOLVED: That grant funds will be appropriated to Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior AIDES FY 2015-2016 Project (G485610); and be it

FURTHER RESOLVED: That the City Council hereby authorizes a total of \$156,368, a match requirement for administrative costs associated with the Senior AIDES program, as included in the Mayor's proposed FY 2015-2016 budget pending City Council adoption, from the General Purpose Fund (1010), Senior AIDES Organization (75651), and Senior AIDES FY 2015-2016 Project (G485620); and be it

FURTHER RESOLVED: That all Central Services Overhead charges associated with this grant in an estimated amount of \$392,589 will be offset through a contribution of the General Purpose Fund as included in the Proposed Budget, which is necessary due to administrative cost restrictions for the grant and to maximize Program benefits; and be it

FURTHER RESOLVED: That if additional funding becomes available from the grantor (Senior Services America, Inc.), for the same purpose, within the existing grant term, the City Administrator or his designee is authorized to accept and appropriate these funds to fund the Senior AIDES Program without returning to Council within the duration of the grant term (July 1, 2015 – June 30, 2016); and be it

FURTHER RESOLVED: That the City Council hereby appoints the City Administrator or his designees to conduct all negotiations, execute and submit all documents, including but not limited to application, agreements, amendments, modifications, payment requests and related actions which may be necessary for the acceptance of the aforementioned grant without returning to Council.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID and
PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California