

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2008 MAY 29 PM 5:43

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Public Works Agency
DATE: June 10, 2008

RE: A Report and Resolution Authorizing the City Administrator to Enter a One Year Agreement with a One Year Option for Renewal with Youth Employment Partnership, Inc. (YEP) to Implement the Team Oakland Program in an Amount Not to Exceed \$249,000 Each Year

SUMMARY

A report and resolution has been prepared which authorizes the City Administrator to enter into an agreement with the Youth Employment Partnership, Inc. (YEP) for services needed to implement the Team Oakland Youth Training Program. The agreement with YEP will be for an amount not to exceed Two Hundred and Forty-Nine Thousand Dollars (\$249,000) for one year to cover salaries for youth participants, recruitment, application intake and assessment, job training, work experience counseling, payroll services and facility rental.

FISCAL IMPACTS

Approval of this report and resolution will authorize the City Administrator to enter into an agreement with YEP in an amount not to exceed Two Hundred and Forty-Nine Thousand Dollars (\$249,000). The total program costs are funded from residential and commercial garbage fees collected through the Comprehensive Clean-up Fund (1720). Funds are budgeted and available in the Public Works Agency's Illegal Dumping Organization (30674), Keep Oakland Clean & Beautiful Program (NB35), and Youth We Mean Clean Program (P35510).

BACKGROUND

The Team Oakland program was implemented in 1995 to provide 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 priorities to develop a sustainable city. The purpose of the Team Oakland program is both to enhance understanding and appreciation of the environment and to increase the knowledge base and participation in beautification and cleanup projects by young people. The youth will spend much of their time cleaning and beautifying the community; however, in the process they will learn about the value of community pride and ownership.

Item: _____
Public Works Committee
June 10, 2008

On January 31, 2008, staff conducted an availability analysis with the Department of Contract and Purchasing (DCP), Division of Social Equity, to identify certified local business organizations or closely related professionals for notification for proposals. On February 17, 2008, Requests For Proposals were mailed out to 40 business organizations, the Business Builders Trade, and other qualified organizations to solicit proposals. On March 14, 2008, public notification appeared in the ANG newspapers. Three business organizations attended the March 20, 2008, pre-proposal meeting.

On April 10, 2008 two organizations, YEP and the Spanish Speaking Citizens' Foundation, submitted proposals. On April 23, 2008, interviews were conducted. The goal of the interviews was to rank the applicants based on relevant experience, qualifications, organization and approach. The interview team assessed work experience with youth, leadership and employment development, and job skill and support services to youth and young adults in Oakland. YEP was ranked first as a result of the proposal review and interview process.

The DCP conducted a compliance evaluation (Attachment) of both proposals for the 20% minimum participation requirement for the Local and Small Local Business Enterprise (L/SLBE) and a preliminary review for compliance with the Equal Benefits Ordinance (EBO). YEP is a Local Not For Profit Business Enterprise (and therefore meets the 10% LNFBE requirement), but has not met the 10% Small Local Not For Profit Business Enterprise requirement. The Spanish Speaking Citizen's Foundation submitted a qualifying proposal.

YEP has stated that it would be a hardship for them to comply with the L/SLBE policy on this contract due to the percentage of the contract that is devoted to youth wages. YEP has contracted with the City for an amount above \$50,000 in the past, but the issue of L/SLBE compliance has not been raised for this particular organization. Historically, the DCP has not been asked to conduct compliance evaluations for the L/SLBE policy proposals received in response to RFPs issued by the Department of Human Services, due to the nature of the work and the fact that only non-profit organizations would be responders. In this particular case, the Team Oakland RFP stated the L/SLBE policy and the proposals received were submitted to DCP for compliance analysis, just like any other responses to RFPs. Due to critical project start-up time, relevant experience and expertise, and strength of proposal, staff recommends that the City award the contract to YEP for 2008.

YEP is a non-profit agency with 35 years of experience in providing job training, education and employment opportunities for Oakland youth. Over the course of their history, YEP has served more than 20,000 youth in areas of paid work experience, job readiness training, career exploration and leadership development, and have a proven track record of improving academic performance and school attendance. Since 1995, YEP has been operating the Team Oakland program through City funding, and through this program have employed and trained approximately 1,300 Oakland youth in litter abatement and beautification projects.

The Team Oakland program was evaluated as part of the Community and Economic Development Agency's 2007 semi-annual report for Job Training Performance Standards. YEP employed 104 young people as part of the Team Oakland 2006 summer program, exceeding the contracted expectation of 100 such placements. The report also states that "YEP has surpassed placement expectations for the Team Oakland program for the past five consecutive summers."

In the last contract, YEP also had the following performance measures:

- Conduct participant evaluations at mid-point and at the completion of the program to measure the quality, design and service delivery.
YEP successfully met this measurement and received invaluable feedback from youth on how to improve overall program.
- Administer a test, projects, practical examination, or a participatory evaluation for each competency area to help measure the efficacy of the workshops and trainings.
YEP accomplished workshops through their partnerships with the University of California, Berkeley and trainings with Systems Masters Commercial Janitorial Service.
- Maintain program retention rate at a minimum of 80% with an exit survey to be given to each member exiting early to determine the cause for the early withdrawal.
YEP was able to maintain 80% program retention and conducted exit interviews with each team member. Major reasons given for early program exit were: school started earlier (August); college students returning to school; and family vacations.
- Provide a final report to the Public Works Agency no later than October 31, 2006 and no later than October 31, 2007
YEP provided year end reports for both years.
- Report to the City on the amount of litter collected, areas weeded, planting projects and any other deliverables that have been completed.
YEP's year-end report states that they collected 124.5 tons of debris. In addition, Team Oakland participated in Keep Oakland Beautiful's Annual Litter Index and also joined in the Creek-to-Bay Day activities by placing "No Dumping" decals on storm drains along International Boulevard. Members were also energetic in two SDS Action Days along 23rd Avenue and also in East Oakland where they abated litter.

The proposed contract will include the same performance measures as 2006-07, as well as the DCP Consultant Performance Evaluation Form that would be completed at the end of each year.

YEP will strategically dispatch ten teams consisting of ten youth to clean and beautify commercial districts and areas throughout Oakland. Teams will be divided by morning and afternoon shifts. Youth hired will be paid at the rate of \$8.00 per hour for Team Members; \$8.50 per hour for Assistant Team Leaders and \$12.00 per hour for Team Leaders. YEP will employ a total of 133 youth and thirteen young adults for a total of 146 Team Oakland 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 Keep Oakland Beautiful (KOB) Unit in the Public Works Agency coordinates the Team Oakland program. The KOB Coordinator and Specialist will oversee the Team Oakland program to ensure that youth focus on appropriate cleanup and beautification efforts. KOB will provide technical assistance to the Team Oakland program.

PROGRAM DESCRIPTION

Goals

Team Oakland is a youth employment and environmental education program for Oakland youth and young adults 15–25 years old. Program goals are: 1) clean, green and beautify the City; 2) provide youth employment opportunities; 3) impart employability and leadership skills; and 4) raise environmental awareness and stewardship.

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 146 youth and young adults (120 Team Members, 13 Assistant Team Leaders, and 13 Team Leaders). Participants in the Team Oakland Program earn \$8.00 to \$12.00 per hour. YEP is exempt from paying the living wage rate (Living Wage Ordinance Section 2.28090) to Team Oakland participants because they are considered youth in job training.

Education and Training

Participants attend six work competency trainings over the course of employment. Specifically, employment topics include positive work attitudes and behavior, how to find and keep a job, employment applications, résumé preparation, interviewing, career planning, and decision making. In addition, participants attend one two-hour training session per week on the following subject matters: safety, proper use of tools, cultural diversity in the workplace, conflict resolution, sexually transmitted diseases, and keeping a budget. Environmental themes include ecosystems, resource conservation management, environmental justice and or 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 and afternoon shift. Youth will be assigned to teams and projects will primarily include litter cleanup from storm drains, tree wells, and sidewalks in high litter commercial corridors. Prior to program implementation, a list of proposed corridors will be forwarded to Council for input. Teams may also participate in enhancing the physical and social environments by providing support to stewardship groups to improve the quality of parks, natural areas and underutilized open space. They will learn about watersheds, local creek habitat and vegetation, and provide assistance in litter abatement and native plant management. They will also participate in special beautification projects.

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 environmental education, increasing awareness, hands-on participation to clean and beautify Oakland, the Team Oakland program would actively and positively contribute to a cleaner and healthier environment.

Social Equity: The neighborhoods most adversely affected by an unclean environment are often those in the City's lower income neighborhoods. This program will harness the enthusiasm and raise awareness of youth. 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.

Social Equity: The neighborhoods most adversely affected by an unclean environment are often those in the City's lower income neighborhoods. This program will harness the enthusiasm and raise awareness of youth. 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.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends approval of the resolution authorizing the City Administrator to enter into a one year agreement with YEP to implement the Team Oakland program with a one year option for renewal.

Respectfully submitted,



Raul Godinez II, P.E.
Director, Public Works Agency

Reviewed by:
Brooke A. Levin, Assistant Director

Prepared by:
David Ferguson, Operations Manager
Keep Oakland Clean & Beautiful Division

APPROVED AND FORWARDED TO
THE PUBLIC WORKS COMMITTEE:


Office of the City Administrator

Memo



Department of Contracting and Purchasing Social Equity Division

To: Cookie Robles-Wong, Keep Oakland Beautiful Division
 From: Sophany Hang, Acting Contract Compliance Officer
 Through: Deborah Barnes, Director, DC&P
 Shelley Darenzburg, Sr. Contract Compliance Officer *S. Darenzburg*
 CC: Gwen McCormick, Contract Administration Supervisor
 Date: April 22, 2008
 Re: P35510-Request for Proposal for Team Oakland

The Department of Contracting and Purchasing (DCP), Division of Social Equity, reviewed two (2) proposals in response to the above referenced project. Below is the outcome of the compliance evaluation for the minimum 20% Local and Small Local Business Enterprise (L/SLBE) participation requirement, and a preliminary review for compliance with the Equal Benefits Ordinance (EBO).

Below are the results of our findings:

| Responsive | | Proposed Participation | | | | Earned Credits and Discounts | | | Banked Credits Eligibility | EBO Compliant? Y/N |
|--------------------------------------|---------------------|------------------------|-----|------|----------|------------------------------|----------------|---------------------|----------------------------|--------------------|
| Company Name | Original Bid Amount | Total LBE/SLBE | LBE | SLBE | Trucking | Total Credited participation | Earned Credits | Adjusted Bid Amount | | |
| Spanish Speaking Citizens Foundation | NA | 20% | 0% | 20% | NA | 20% | 2 points | NA | 0 points | Y |

Comments: As noted, the above firm met the minimum 20% L/SLBE requirement. The firm is EBO compliant.

| Non-Responsive | | Proposed Participation | | | | Earned Credits and Discounts | | | Banked Credits Eligibility | EBO Compliant? Y/N |
|------------------------------------|---------------------|------------------------|-----|------|----------|------------------------------|----------------|---------------------|----------------------------|--------------------|
| Company Name | Original Bid Amount | Total LBE/SLBE | LBE | SLBE | Trucking | Total Credited participation | Earned Credits | Adjusted Bid Amount | | |
| Youth Employment Partnership, Inc. | NA | 95% | 95% | 0% | NA | 0% | 0 points | NA | 0 points | Y |

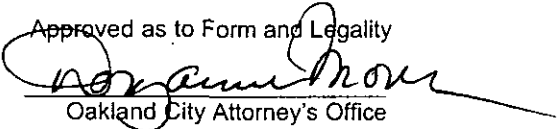
Comments: Youth Employment Partnership, Inc. failed to meet the minimum 20% L/SLBE participation and our L/SLBE database and other proposal shows that there are local firms that can participate in this contract. Therefore, the firm is deemed non-responsive at this point in the process. As this is a negotiated agreement, the firm could revise its team and meet L/SLBE participation requirement.

Should you have any questions you may contact Sophany Hang at (510) 238-3723.

2008 APR 22 11:03

2008 APR 22 11:03

2008 MAY 29 PM 5:43


Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER A ONE YEAR AGREEMENT WITH A ONE YEAR OPTION FOR RENEWAL WITH THE NONPROFIT YOUTH EMPLOYMENT PARTNERSHIP, INC. (YEP) TO IMPLEMENT THE TEAM OAKLAND PROGRAM IN AN AMOUNT NOT TO EXCEED \$249,000.00 EACH YEAR

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

WHEREAS, YEP hires teams of youth to work on a variety of environmental projects, including urban gardening and landscaping, creek restoration, litter and graffiti abatement and removal, murals and other environmental art projects and has implemented the Team Oakland program in the past; and

WHEREAS, by solicitation of proposals, Youth Employment Partnership, Inc. (YEP) was selected to recruit, hire and train youths and facilitate the Team Oakland program; and

WHEREAS, the Office of Contract Compliance has determined that youth employees of YEP that will be assigned to work on this agreement are exempt from the Living Wage Ordinance under Oakland Municipal Code Section 2.28.090.B because they are trainees; and

WHEREAS, the City Council finds and determines that this contract is professional, scientific or technical and temporary in nature, and 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; and

WHEREAS, the total Team Oakland program is funded from residential and commercial garbage fees collected through the Comprehensive Clean-up Fund 1720. The funds are adopted and appropriated for this purpose in Organization 30674 (Illegal Dumping Unit), Program NB35, (Keep Oakland Clean and Beautiful) Project P35510 (Youth We Mean Clean Program); now, therefore, be it

RESOLVED: That the City Administrator is authorized to enter into an Agreement, subject to the review and approval of the City Attorney, with the Youth Employment Partnership, Inc. to hire, recruit and train persons needed to facilitate the Team Oakland program for a one-year period with an option to renew for one additional year, in an amount not to exceed two hundred forty nine thousand dollars (\$249,000.00) each year; and, be it

FURTHER RESOLVED: That the City Administrator is authorized to exercise the option to renew the agreement for one additional year without return to Council, provided that such option shall be subject to a signed contract amendment, review and approval of the City Attorney and filed with the City Clerk's Office.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2008

PASSED BY THE FOLLOWING VOTE:

AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG,
AND PRESIDENT DE LA FUENTE

NOES -
ABSENT -
ABSTENTION -

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California