

**CITY OF OAKLAND**  
**AGENDA REPORT**

FILE  
OFFICE OF THE CITY CLERK  
OAKLAND

2005 MAY 11 PM 12: 32

**To:** Office of the City Administrator  
**Attn:** Deborah Edgerly  
**From:** Department of Human Services  
**Date:** May 24, 2005

**Re: RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE FUNDS IN THE ESTIMATED AMOUNT OF \$1,198,464 FROM SENIOR SERVICE AMERICA, INC., FOR THE CITY OF OAKLAND SENIOR AIDES PROGRAM FOR THE FISCAL YEAR 2005 – 2006**

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**SUMMARY**

Staff requests that the City Council approve a Resolution authorizing the City Administrator to apply for, accept and appropriate a Senior AIDES grant for fiscal year 2005-2006 from Senior Service America, Inc. (SSAI), a non-profit organization administering the Department of Labor's Senior AIDES grant, in an estimated amount of \$1,198,464. The Senior AIDES Program provides subsidized part-time community service and training assignments as well as job search assistance to people over 55 with limited income. The program builds new skills and assists enrollees in finding employment in the private sector.

**FISCAL IMPACT**

Approval of proposed resolution will authorize the application for, and acceptance and appropriation of Senior AIDES grant for program year 2005-2006 in the estimated amount of \$1,198,464. Funding will be appropriated to Department of Human Services Fund 2114, Senior AIDES Organization 75651 and Project G262810. The General Purpose Fund (GPF) will provide \$155,800 for administration costs associated with the Senior AIDES program, which is the 13% non-federal match required under the grant.

Historically, the City Council has waived Central Service Overhead (CSO) charges levied against senior program grants. The City of Oakland has in the past years waived the Central Services Overhead charge for this program and a waiver is necessary for the FY 2005-2006 due to the federal administrative cost caps and the level of funding required to adequately run the program. The waiver of Central Services Overhead charges would be \$251,563 and does impact the General Purpose Fund, in that it reduces "recovery" – which is essentially revenue – to GPF.

**BACKGROUND**

ASSETS Senior Employment Opportunities Program has operated this Senior Community Service Employment program for 35 years serving primarily Oakland residents. The program also serves a limited number of residents throughout Alameda County. The City of Oakland, Department of Human Services became a Senior AIDES Program Sponsor on July 1, 1990.

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## **KEY ISSUES AND IMPACTS**

In the past two years, the Oakland Program has successfully provided work experience and employment training to 572 mature adults aged 55 to 85 years old. The Oakland Project placed over 110 mature adults in clerical, retail, customer service, childcare, food service, managerial, home health, drivers, and community service jobs. The average wage at placement was \$11.02 per hour; 95% were still employed at 90 days. The Senior AIDES Program serves as a recruitment resource for employers by providing trained and skilled workers to meet local workforce needs.

The Senior AIDES Program will continue to participate in the Council's Selected Performance Measurements. The effectiveness of the program will be measured by the percent of program participants transitioning into unsubsidized employment; percent of program participants rating the services good or better; and the number of eligible participants served in the community. In addition, the Senior AIDES Program provides performance data on a quarterly basis for the City's Job Training Performance Standard report.

The Job Training Performance Standards Reports for both City and WIA funded programs can be found in Attachment A. As of March 31, 2005, for the WIA funded program, ASSETS had enrolled 100% of the contracted enrollment plan and had placed 46% of the contracted placement plan in employment. As of March 31, 2005, for the City of Oakland program, ASSETS had enrolled 94% of the contracted enrollment plan and placed 63% of the contracted placement plan. ASSETS anticipates reaching contract goals in both City and WIA funded programs by June 31, 2005. For more detailed responses, see Attachment A.

The Senior AIDES Program benefits the older workers, the City, and the community. This program serves a unique population with special needs – disadvantaged low-income seniors, age 55 or older, who have barriers that include poor employment prospects because of limited education, out-dated work skills, a long-term detachment from the workforce, or limited English speaking ability. Being older and poor makes it twice as hard for workers to find good jobs at decent wages. Age discrimination, changing technology, lack of training opportunities, and workforce reductions make the older worker more vulnerable than ever. The Senior AIDES Program is the only federal program in Oakland that specifically addresses the unique training needs of low-income older workers.

The Oakland Senior AIDES Program will continue to play a critical role in helping seniors adapt to change in the workplace. This will be accomplished by locating appropriate jobs that can contribute fully to economic productivity, and by providing training that will enhance the skills of older workers, thus enabling them to meet the challenges of the future.

## **PROGRAM DESCRIPTION**

The Senior Community Service Employment Program (SCSEP), also known as the Senior AIDES Program, is a national employment and training program funded by the Older Americans Act through grants from the U.S. Department of Labor. The dual purposes of the Senior Community Service Employment Program are to provide useful part-time subsidized community service assignments for persons 55 years or older with low incomes, while promoting transition to unsubsidized employment. The mission is to enable older adults to achieve gainful employment and personal development

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through community service and training. The program builds the skills and confidence that will lead to permanent employment. The program includes individual career counseling, job placement assistance, work experience, and support services.

Program participants are offered opportunities for skills enhancement, personal growth, and economic independence. In turn, they provide communities with assistance in vital services such as health, education, childcare, employment assistance, housing, and aging and adult services. In exchange for the service of enrollees, community agencies provide a supportive environment, supervision and the opportunity to learn new workplace technology. Participants receive 20 hours of paid work experience each week at \$6.75 per hour for the services they provide. Experience gained through these assignments helps to update skills, establish new skills, and provide recent work experience.

Training is a critical component of the program. On the job instruction is provided at each training site. Formal classroom training designed in relation to the labor market demands includes: computer operations, college level early childhood education credentialing, customer service, keyboarding, job search and retention skills, interviewing and body awareness, and Internet use.

To assure the maximum number of eligible individuals participate in the Senior AIDES Program, the Federal regulations require a minimum of 28 percent of authorized enrollees be placed annually into unsubsidized employment. However, the contractor, Senior Service America, Inc., has set the annual goal of 37 percent of participants placed into permanent part-time or full-time jobs. This goal has been met annually by the ASSETS Senior Employment Opportunities Program.

## **SUSTAINABLE OPPORTUNITIES**

### Economic:

- The Oakland Senior AIDES Program will offer low-income seniors employment and training opportunities, a chance for a new start and economic independence.
- The Senior AIDES Program will make an impact within the local community by providing trained and skilled workers to meet local workforce needs.
- The Senior AIDES Program will help older adults become less dependent on government funding support systems by assisting them in locating appropriate jobs.

### Environmental:

- No known impact.

### Social Equity:

- The Senior AIDES Program will improve the health, self-esteem and well being of older adults.
- The Senior AIDES Program will empower low-income seniors to remain productive and independent workers in the community. Success of seniors will improve the quality of life for program participants.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

The Department of Human Services provides opportunities for equal access for people with disabilities and senior citizens to all programs, services and activities which result in the preservation of dignity and the right to independence and the ability to live self-directed lives.

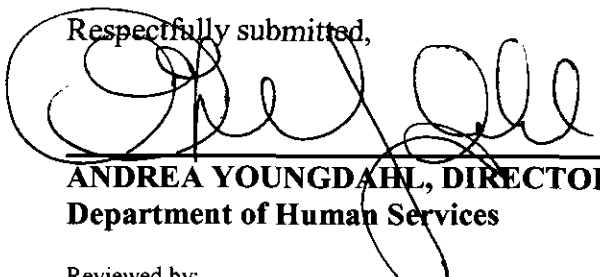
## **RECOMMENDATION AND RATIONALE**

That the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate a grant for fiscal year 2005-2006 in an estimated amount of \$1,198,464 from Senior Service America, Inc. for the Oakland Senior AIDES program. The approval of this recommendation will ensure the continuation of employment and training opportunities for older low-income seniors in Oakland.

## **ACTION REQUESTED OF THE CITY COUNCIL**

That the City Council approve a resolution authorizing the City Administrator to apply for, accept and appropriate funds in the estimated amount of \$1,198,464 from Senior Service America, Inc. for the City of Oakland Senior AIDES Program for the Fiscal Year 2005-2006.

Respectfully submitted,



**ANDREA YOUNGDAHL, DIRECTOR**  
**Department of Human Services**

Reviewed by:  
Brendalynn Goodall, Manager  
Aging & Adult Services  
Department of Human Services

Prepared by:  
Jane Robinson, Senior Services Supervisor  
ASSETS Senior Employment Opportunities Program  
Department of Human Services

**APPROVED FOR FORWARDING TO THE  
LIFE ENRICHMENT COMMITTEE**



**Cheryl P. Thompson**  
Office of the City Administrator

**WIA Adult and Dislocated Worker Services  
As of December 31, 2004**

Attachment A - 1

Agency and Program	Enrollees	Contract Period	Contract Amount	Expenditures as of 12/31/04	Annual Enrollment Plan	Actual Enrollment	Enrollment % of Plan	Exited w/out Placement	Annual Placement Plan	Placements to date	Placement % of Goal	Average Wage	Benefits	Retention - 3 Month	Retention - 6 Month	Retention - 9 Month
<b>PROGRAM YEAR 2004-05</b>																
Universal Client services through all One-Stop Centers	Core	7/03 - 6/04			7,500	3,961	53%									
PIC One Stop Downtown/East Oakland	Adult	7/03 - 6/05	\$ 2,323,978	\$ 1,111,917	90	69	77%	0	48	2	4%	\$ 15.83	1			
PIC One Stop Downtown/East Oakland	DW	7/03 - 6/05			115	64	56%	0	49	7	14%	\$ 13.97	2			
Eng. Center: WIA One Stop Affiliate	Adult/DW	7/03 - 6/05	\$ 75,000	\$ 46,887	20	20	100%	0	14	4	29%	\$ 7.81	3			
Lao Family Comm. Dev.: WIA One Stop Affiliate	Adult/DW	7/03 - 6/05	\$ 75,000	\$ 33,585	20	14	70%	0	10	7	70%	\$ 10.36	3			
Unity Council: WIA One Stop Affiliate	Adult/DW	7/03 - 6/05	\$ 75,000	\$ 24,615	20	21	105%	0	15	7	47%	\$ 9.79	3			
City of Oakland DHS	Adult/DW	7/03 - 6/05	\$ 150,000	\$ 71,706	35	12	34%	0	8	3	38%	\$ 12.64	0			
<b>PY 04-05 Adult/DW TOTALS:</b>			<b>\$ 2,698,978</b>	<b>\$ 1,288,710</b>	<b>300</b>	<b>200</b>	<b>67%</b>	<b>0</b>	<b>144</b>	<b>30</b>	<b>21%</b>	<b>\$ 11.32</b>	<b>12</b>			
<b>Adult subtotal:</b>					<b>170</b>	<b>122</b>	<b>72%</b>	<b>0</b>	<b>85</b>	<b>21</b>	<b>25%</b>	<b>\$ 10.84</b>	<b>10</b>			
<b>Dislocated Worker subtotal:</b>					<b>130</b>	<b>78</b>	<b>60%</b>	<b>0</b>	<b>59</b>	<b>9</b>	<b>15%</b>	<b>\$ 12.45</b>	<b>2</b>			

OFFICE OF THE CITY ATTORNEY  
Approved as to Form and Legality  
2005 MAY 11 PM 12:32  
City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

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**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR  
TO APPLY FOR, ACCEPT AND APPROPRIATE FUNDS IN  
THE ESTIMATED AMOUNT OF \$1,198,464 FROM SENIOR  
SERVICES AMERICA, INC., FOR THE CITY OF OAKLAND  
SENIOR AIDES PROGRAM FOR FISCAL YEAR 2005-2006**

**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 Dedication Energetic Service (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 25% of elderly persons who are fifty years of age and older live below 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 privately-sponsored employment and training programs; and

**WHEREAS,** each year 37% 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, 2005, in the estimated amount of \$1,198,464 to fund 179 Senior Aide positions; and

**WHEREAS,** since the grant from Senior Service America, Inc., requires a non-federal match of 13%, the General Purpose Fund will provide \$155,800 for administrative costs associated with the Senior Aides program,

**WHEREAS,** the City of Oakland has in the past waived the Central Services Overhead charge for this program and a waiver is necessary for the 2005-2006 fiscal year; now, therefore, be it

**RESOLVED:** That the City Council hereby appoints the City Administrator or her designee, as agent for the City, to conduct all negotiations and execute and submit all documents including, but not limited to, applications, agreements, amendments, modifications, payment requests and related actions which may be necessary for the completion of said grant; and be it

**FURTHER RESOLVED:** That the City Administrator or her designee is hereby authorized to apply for and accept a grant in the estimated amount of \$1,198,464 from Senior Service America, Inc; and be it

**FURTHER RESOLVED:** That since the grant from Senior Service America, Inc., requires a non-federal match of 13%, the General Purpose Fund will provide \$155,800 for administrative costs associated with the Senior Aides program,

**FURTHER RESOLVED:** That the Central Service Overhead charges will be offset by the General Fund; and be it

**FURTHER RESOLVED:** Should additional funds be received, the City Administrator or her designee is hereby authorized to appropriate the same for the purpose described above.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

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

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_  
LA TONDA SIMMONS  
Interim City Clerk and  
Clerk of the Council  
of the City of Oakland,  
California