

CITY OF OAKLAND

AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2008 JUN 26 PM 8:20

To: Office of the City/Agency Administrator
Attn: Deborah Edgerly
From: Department of Human Services
Date: July 8, 2008

Re: A Resolution Authorizing The City Administrator To Accept And Allocate A Grant Award From Union Pacific Foundation In The Amount Of \$15,000 To Augment The Community Cleanup Corps (CCC) Pilot Program And To Amend The Current \$50,000 Agreement With Goodwill Industries, Inc. To Add \$15,000 For A Total Contract Amount Of \$65,000

SUMMARY

As authorized by resolution 81103 C.M.S. dated March 4, 2008, the City has entered into an agreement with Goodwill Industries, Inc. for provision of workforce development services pursuant to the new Community Cleanup Corps (CCC) pilot program. The initial budget for the pilot project is \$50,000 administered by the Department of Human Services.

The Union Pacific Foundation (UPF) has stepped forward with a grant award in the amount of \$15,000 to augment the employment program. A resolution has been prepared authorizing the City Administrator to accept and allocate the grant award and to amend the Goodwill Industries agreement to add the additional funds.

FISCAL IMPACT

Funding for the proposed amendment to the Goodwill Industries, Inc. employment program is available in Fund Projects: General Fund (1010), Department of Human Services Organization (78111), (Third Party Contracts Account (54912), and Hunger & Homeless Program Donations Project (P29630) - \$15,000.

BACKGROUND

As authorized by resolution 81103 C.M.S. dated March 4, 2008, the City has entered into an agreement with Goodwill Industries, Inc. for provision of workforce development services pursuant to the new Community Cleanup Corps (CCC) pilot program. The initial budget for the pilot program is \$50,000, with \$25,000 of Redevelopment Agency funds and \$25,000 of federal Emergency Shelter Grant (ESG) funds administered by the City of Oakland Department of Human Services (DHS). Under a contract with the City, Goodwill Industries has enrolled a crew of nine (9) formerly homeless individuals to conduct cleanup activities in blighted areas. Although work performed using Redevelopment funds is limited geographically to redevelopment areas, the matching federal funds have no such limitation; this will allow the pilot program to perform cleanup work in non-redevelopment areas as well.

Item: _____
Life Enrichment Committee
July 8, 2008

Staff has contacted a number of stakeholder agencies who partner with the City in blight abatement activities seeking additional funding for the CCC pilot program. Among those contacted were the Union Pacific Railroad, the Port of Oakland, Caltrans, East Bay Municipal Utilities District, BART and the East Bay Regional Parks District. The Union Pacific Railroad partners with the City in cleanup and maintenance activities in accordance with a Memorandum of Understanding between the Railroad and the City. The Union Pacific Foundation (UPF), the philanthropic arm of Union Pacific Corporation and Union Pacific Railroad, has awarded a grant in the amount of \$15,000 to the City of Oakland to augment the CCC program. Union Pacific believes that the quality of life in the communities in which its employees live and work is an integral part of its own success. Originally created as the Union Pacific Railroad Foundation in Omaha, Nebraska, the Foundation has distributed funds since 1959 to qualified organizations in communities served by Union Pacific. The Foundation is not endowed, but is funded each year from the operating profits of Union Pacific Corporation.

PROGRAM DESCRIPTION

As authorized by resolution 81103 C.M.S. dated March 4, 2008, Goodwill Industries is currently operating the Community Cleanup Corps (CCC) pilot program at 1600 San Pablo Ave., Oakland, CA 94621 to provide a 16-week education, training and paid work experience program for at least 9 homeless persons. The proposed addition of UPF funds will allow the addition of 3 additional participants, for a total of 12 clients. Program participants learn life skills, work readiness skills, and safety skills in a classroom setting, and perform field work activities, including light clean-up, weed and blight abatement, and limited vegetation management activities to reduce blight in designated areas of the City of Oakland. The program will alternate days of unpaid formal classroom instruction and paid on-the-job training and work activities.

A typical work week schedule is as follows:

Mon	Tues	Wed	Thurs	Fri
8 – 12: * Paid site work 12 – 1: Lunch 1 – 5: Paid site work	9:30 – 11: Job Prep. Work-Shop 12 – 1: Lunch 1 – 2:30: Computer Lab 3-5 Case Management	8 – 12: Paid site work 12 – 1: Lunch 1 – 5: Paid site work	9:30 – 11: Job Prep. Work-Shop 12 – 1: Lunch 1 – 2:30: Custodial Skills 3-4 Case Management 4-5 Academy Orientation	9:30 – 11:30 ** paid Mental Health Class 10 – 12:00: ** paid Substance Abuse Class 12 – 1: Lunch 1 – 5: Paid site work

The project includes partnerships with City agencies and departments, including the Department of Human Services, Public Works Agency, and Redevelopment Agency, and with other non-profit organizations including Operation Dignity, the Alameda County HOST (Homeless Outreach and Stabilization Team) and others. Partnerships will include non-profit housing providers, who will work with the program in housing placement for program participants. The areas targeted for blight abatement and beautification will be determined by the City of Oakland.

Item: _____
 Life Enrichment Committee
 July 8, 2008

The Contractor shall provide in-kind contributions from the federal SHP (Supportive Housing Program) to leverage allocations of the program.

CCC pilot program participants are paid \$8 per hour for the field training work. Grant funds are also used to pay for a crew supervisor and rental of a van to transport clients to worksites. The approximate cost per client, including health benefits, is \$4,700. All other costs of the pilot program, including intake, administration, materials (including work clothes and boots), classroom activities, case management services and staffing for the classroom training program, are leveraged from other sources, primarily the SHP grant. Total cost per client, including leveraged funds, is approximately \$8,000.

The program has the following objectives:

- Each client participates in a 16-week program comprised of both classroom educational and training activities and field work activities.
- At the outset of the program, clients participating in the CCC will be stabilized in shelter or other housing option.
- Through job search training, resume workshops and mock interviews, the clients participating in CCC will be placed in permanent jobs at the conclusion of the program. Permanent employment will be retained for at least 3 months.
- Through housing referrals and case management, clients participating in CCC will be placed in permanent housing at the conclusion of the program. Housing shall be maintained for at least 3 months.

Due to the relatively small client base in the pilot program, housing placement services will concentrate on filling existing vacancies in low income housing facilities. For a larger client base, the creation of an effective ladder of upward mobility for employing and housing very low income clients will need to address the limited availability of affordable workforce housing and/or rental subsidies.

SUSTAINABLE OPPORTUNITIES

Economic:

Physical improvements to the participating project areas will improve and protect the economic vitality of the community. Increasing the attractiveness of the project areas, the project will serve as one of many steps to catalyze investment. The employment program will advance the City's strategy to end homelessness, further encouraging investment and economic growth.

Environmental:

Improvement of the sites will remove debris that otherwise persists and contaminates the project areas. Improvements will also discourage future illegal encampment and dumping and prevent further degradation.

Item: _____
Life Enrichment Committee
July 8, 2008

Social Equity:

The employment program will advance the City's PATH strategy to end homelessness. By abating litter and illegal activity, this project will enable the community to enjoy clean, safe streets as do most of Oakland's communities.

DISABILITY AND SENIOR CITIZEN ACCESS

Authorizing the improvement of illegal encampment and dumping sites will have no permanent impact on disability and senior citizen access. However, temporary construction barricades may be required along public sidewalks and other areas to ensure public safety while improvement work is in progress.

RECOMMENDATIONS AND RATIONALE

Adopt a Resolution Authorizing the City Administrator to accept and allocate a grant award from Union Pacific Railroad Foundation in the amount of \$15,000 to augment the existing blight abatement employment program and to amend the current \$50,000 Agreement with Goodwill Industries, Inc. to add \$15,000 for a total contract amount of \$65,000.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council approve the resolution.

Respectfully submitted,



Andrea Youngdahl, Director
Department of Human Services

Reviewed by: Susan Shelton, Manager
Community Housing Services

Prepared by: Michael Church,
Program Analyst II

APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE:



Office of the City/Agency Administrator

Item: _____
Life Enrichment Committee
July 8, 2008

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2008 JUN 26 PM 8:21

Approved as to Form and Legality

Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ACCEPT AND ALLOCATE A GRANT AWARD FROM UNION PACIFIC FOUNDATION IN THE AMOUNT OF \$15,000 TO AUGMENT THE COMMUNITY CLEANUP CORPS (CCC) PILOT PROGRAM AND TO AMEND THE CURRENT \$50,000 AGREEMENT WITH GOODWILL INDUSTRIES, INC. TO ADD \$15,000 FOR A TOTAL CONTRACT AMOUNT OF \$65,000

WHEREAS, resolution 81103 C.M.S. dated March 4, 2008, authorized the City Administrator to enter into an agreement with Goodwill Industries, Inc. for provision of workforce development services pursuant to the new Community Cleanup Corps (CCC) pilot program; and

WHEREAS, the Union Pacific Foundation, the philanthropic arm of Union Pacific Corporation and Union Pacific Railroad, has awarded a grant in the amount of \$15,000 to the City of Oakland to augment the CCC program; and

WHEREAS, the Union Pacific grant funds can be applied to an amendment to the agreement with Goodwill Industries, Inc. to provide an additional scope of services to the CCC pilot program; and

WHEREAS, Funding for the proposed amendment to the Goodwill Industries, Inc. employment program is available in Fund Projects: General Fund (1010), Department of Human Services Organization (78111), (Third Party Contracts Account (54912), and Hunger & Homeless Program Donations Project (P29630) - \$15,000; now, therefore, be it

RESOLVED: That the City Council hereby authorizes the City to accept and appropriate a grant award from the Union Pacific Foundation in the amount of \$15,000 to augment the CCC pilot program; and be it

FURTHER RESOLVED: That the City Council authorizes the City Administrator to amend the agreement with Goodwill Industries, Inc., in an amount not to exceed \$15,000 to add an additional scope of services to the CCC pilot program; and be it

FURTHER RESOLVED: That the City Administrator or her designee is hereby authorized to approve any subsequent amendments to, or extensions of, said agreement except for those involving an increase in contract price; and be it

FURTHER RESOLVED: That the agreement and amendments or extensions are subject to the review and approval of the City Attorney and shall be placed on file in the Office of the City Clerk

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

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

NOES -

ABSENT -

ABSTENTION -

ATTEST:

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