



CITY OF OAKLAND

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OAKLAND

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# AGENDA REPORT

TO: DEANNA J SANTANA  
CITY ADMINISTRATOR

FROM: Fred Blackwell

SUBJECT: Mayor's Summer Jobs Program  
Informational Report

DATE: January 14, 2014

City Administrator  
Approval

Date

1/21/14

COUNCIL DISTRICT: City-Wide

## RECOMMENDATION

Staff recommends that the Oakland City Council accept

An Informational Report On Oakland's Citywide 2013 Youth Summer Work Experience Activities, Known As The Mayor's Summer Jobs Program.

## EXECUTIVE SUMMARY

This is an informational report on the 2013 Mayor's Summer Jobs Program (MSJP), as administered through the Department of Economic and Workforce Development and Workforce Investment Act (WIA) Youth Service Providers of the Oakland Workforce Investment Board. In addition, this report is a compilation of citywide youth summer work experience activities in Oakland, funded from sources other than the City of Oakland's Workforce Investment Board and administered by public, private, and non-profit agencies. This report provides information regarding the MSJP program design, key issues and impacts, funding sources and eligibility restriction, participant selection, and demographic profiles of youth participants.

## OUTCOME

The MSJP is an initiative that provides summer job training and employment opportunities to youth ages 14 to 21 in the City of Oakland. The 2013 Mayor's Summer Jobs Program is part of a larger vision to provide a wide range of positive experiences for Oakland youth during the summer months. This program is a citywide collaborative of the Mayor's Office, various City Departments, Oakland Housing Authority, Oakland Workforce Investment Board (WIB), Port of Oakland, Oakland Unified School District, youth workforce development agencies, community-based organizations, and the private employers. The MSJP brings these community partners

Item \_\_\_\_\_  
CED Committee  
February 11, 2014

together to provide Oakland youth the opportunity to experience the work world, earn income, build employment skills, and receive on-the-job training that can help them become self-supporting adults

This year, the City received a generous contribution from the Oakland Housing Authority (OHA) to provide employment opportunities to 300 youth, ages 16 to 21, living in public housing and Section 8 programs. OHA screened, verified, and referred their youth to one of the six Workforce Investment Act (WIA)-funded Service Providers

In addition, the Port of Oakland committed to six placements for West Oakland youth. The George P. Scotlan Youth and Family Center made referrals, and the Port hired and placed interns at the Airport, Harbor Facilities, Engineering, Human Services and Social Responsibility Division. The Port developed an extensive in-house training and mentorship program, which included Port tours, job search workshops, and soft skills training and resume preparation.

Through the various citywide community partnerships during the summer of 2013, 1,594 youth were placed in paid internships. The MSJP was very successful in reaching its major goals of increasing Oakland youth job skills and building a foundation for their future job success.

### **BACKGROUND/LEGISLATIVE HISTORY**

For the past 46 years, the City of Oakland has worked in a unique partnership with Oakland businesses, non-profit agencies, and youth workforce development agencies to provide summer employment and personal development opportunities for Oakland youth. For many young people, a summer job is their first experience where they are exposed to challenges, opportunities, and lessons required for success in the world of work. For many youth, the key to success starts with a summer job.

The MSJP is part of a year-round network of employment, training, educational enhancement, and violence prevention activities run by the City, the WIB, non-profit community organizations, and the Alameda County Social Services Agency. This employment training and work experience provides youth with an opportunity to use their summer break productively while gaining valuable career and life skills to enhance their school performance and career opportunities. MSJP connects young people to an array of year-round services, support and work experience.

MSJP 2013 included the following organizations: Alta Bates Summit Foundation (Youth Bridge Career and Workforce Development Program), Center for Media Change (Hack the Hood Summer Boot camp), East Bay Spanish Speaking Citizens Foundation, George P. Scotlan Youth and Family Center, Lao Family Development, Oakland Mayor's Office, Oakland Parks and Recreation, Oakland Private Industry Council (PIC), Oakland Unified School District College

and Career Readiness Office (Exploring College and Career Options Oakland – ECCO<sup>1</sup>), The Unity Council, Youth Employment Partnership (YEP), Youth Radio, and Youth UpRising (YU) All of the service providers have a long history of successfully working with Oakland youth, particularly at-risk youth, and solid connections to one another and the network of youth-serving organizations in Oakland. The agencies recruited and trained, and provided the youth with needed support throughout the summer.

Enrollment for the MSJP is on a first-come, first-served basis, and according to program and funding eligibility (i.e. foster youth, juvenile justice, age, and out-of-school). The intern begins their summer job in the first week of July and may work up to 120 hours over a six-week period at wages of \$8.00 - \$10.00 an hour, while receiving ongoing training and support from their primary community-based youth service provider. Youth interns were placed within various City of Oakland Departments such as the Mayor and City Administrator's Office, Department of Parks & Recreation, Public Works Agency, Finance and Management Agency, Department of Planning and Building, Office of Information Technology, City Clerk's Office, and Department of Human Services. Some of the jobs included cadet experiences in both the Police and Fire Departments. The remaining youth were placed in community organizations, other public agencies and private companies. These partnering organizations and businesses included the Port of Oakland, YEI Engineers, Inc., HFS Consultants, Boxer & Gerson Attorney at Law, Alta Bates Summit Medical Center, KPFA Radio, Girls, Inc., St. Vincent Day Home, Youth Radio, Chabot Space & Science Center, Native American Health Center, Khadafy Foundation, OUSD Tech School, United Roots, and La Clinica, to name a few. Youth were given roles and responsibilities within these organizations encompassing that of administrative assistants, caregivers, cashiers, recreation aides, neighborhood beautification, food service, customer relations, and media arts.

Prior to placing a youth with an agency, each partnering organization completed an employer request form. All youth involved in the MSJP also completed an applicant form. The program began with a series of workshops, homework, and documentation collection and review for youth eligibility. Youth participants practiced interviewing and effective communication skills, and learned appropriate workplace dress and attitude. One workshop included a facilitated job placement process for youth to select their preference for a summer job based on their skill level, interest and job availability.

Each youth in the MSJP was matched with a work experience counselor who provided case management throughout the summer. Through weekly visits to the job sites, case managers were able to gather timely feedback from the youth and supervisors. Supervisors also completed worksite evaluations of the youth at the beginning and end of the program. Likewise, youth completed a worksite evaluation of their supervisors.

The majority of the MSJP youth were engaged in weekly job-readiness workshops over the duration of the program. These workshops included money management, professional communication, job retention, resume development and career planning.

The Mayor's Summer Jobs Program is a tapestry of different funding sources and service providers. MSJP serves so many youth and young adults because of the diverse funding and agencies implementing programs with a variety of eligibility requirements. Funding partners included the Department of Human Services- Oakland Unite and Oakland Fund for Children and Youth, Public Works Agency, Office of Parks and Recreation, Oakland Workforce Investment Board, Alameda County Social Services Agency, Oakland Unified School District, Port of Oakland, Oakland Private Industry Council, Oakland Housing Authority, and private funding through businesses and foundations.

The private donations given to the program have been primarily raised through Mayor Quan's Office. This year, major corporate sponsors included Bank of America, Wells Fargo Bank, Ramsell, The Clorox Company, Recology, and Kaiser Permanente. The majority of the contributions were dedicated to the subsidized job wage pool, which pays for the wages of the youth in the program.

## ANALYSIS

This report is inclusive of all the youth summer work experience activities throughout the City of Oakland funded by diverse sources and administered by various public, private and community based organizations that we could identify. The "Summer Youth Employment Activities" of 2013 resulted in job opportunities for 1,594 youth in Oakland, more than 90% of whom were Oakland residents.

Although most of the funding to offer employment opportunities to Oakland youth came from sources other than the City of Oakland, this report attempts to offer a comprehensive view of the different aspects and the youth involved in the summer youth employment programs.

The following funding streams supported the 2013 citywide youth summer work experience activities:

1. Alameda County Title IV-E Waiver  
Alameda County Social Services Agency in partnership with the Probation Department provided 174 summer job opportunities. The "Highway to Work (H2W)" Summer and Afterschool Youth Employment Program (SASYEP) is administered by the Oakland Private Council (PIC) in partnership with youth service agencies located throughout Alameda County. H2W serves youth and young adults ages 14-19 in North County and Central/East Oakland that are engaged with the juvenile justice and social service systems.

(i.e. probation, foster care, Cal Works, Cal Learn) H2W supports participants as they pursue their education and gain meaningful work experience. PIC has four partner agencies that support the program participants - Berkeley Youth Alternatives, PUEBLO, Spanish Speaking Citizens Foundation, and PIC- Breaking Through Barriers Department. The Unity Council, Youth Employment Partnership, and Youth UpRising also served youth through this funding stream.

2. Oakland Mayor's Office

The Mayor's Office placed Oakland youth ages 14-21, at a variety of jobs in the community and Mayor's Office. This unrestricted funding supported 67 low-income youth. The Mayor's Office targeted those neighborhoods with high unemployment and high student dropout rates.

3. Oakland Fund for Children and Youth (OFCY)

OFCY funded programs provided direct service to children and youth, ages 14 -20, throughout the city of Oakland. The OFCY strategic plan guided the funding priorities and provided job opportunities for 213 youth. Strategies included Youth Career and Workforce Development, Community-based Out of School Time Programs and Transition to Adulthood. The OFCY programs that provided summer work activities were Youth Employment Partnership (Career Try-Out), Center for Media Change (Hack the Hood Boot Camp), Alta Bates Summit Foundation (Youth Bridge Career and Workforce Development Program), and Oakland Unified School District (Exploring College & Career Options in Oakland- ECCO!)

4. Oakland Housing Authority

Oakland Housing Authority (OHA) provided funding for summer employment opportunities to 291 youth, ages 16 to 21, living in public and Section 8 housing. OHA youth were served through the WIA network of contracted youth service providers and were paid \$10.00 an hour. Many of the interns worked in various City Departments.

5. Oakland Unite

The City of Oakland, Department of Human Services Measure Y funded 105 summer jobs for Oakland youth ages 14-21 to work in local businesses, non-profits, and community. All Oakland Unite's programs target our highest risk community members and neighborhoods. The violence prevention programs administered through the City are designed to work together with community policing to provide a continuum of support for high-risk youth and young adults. Summer programs supported by Measure Y funds are Youth Radio, Youth Employment Partnership, and Youth UpRising.

6. Oakland Parks and Recreation (OPR)

OPR hired 121 youth as Recreational Aides during the summer. All OPR summer candidates went through the regular hiring process of the City. The funding is part of

OPR's baseline budget and self-sustaining funds The teens were placed at Oakland's Recreation Centers throughout the City

7 Port of Oakland

The Port of Oakland committed to providing job opportunities to West Oakland youth They developed six summer internship opportunities for high school youth working within the Port Administrative, Marina and Airport Divisions For referrals, the Port worked exclusively with George P Scotlan Youth and Family Center

8 Private Employers

The private sector employers supported summer job opportunities for youth Thirty-six identified businesses hired and paid their interns directly Employers also had the option to contribute the cost of the internship to the youth service provider, which then managed the payroll and served as the employer of record

9 Team Oakland

The Public Works Agency collaborated with YEP and funded 110 Team Oakland summer jobs for youth, ages 15-18, to perform crew-based environment work projects usually located in East Oakland Participants received environmental education, on-the-job training in litter and graffiti abatement, field trips to colleges and parts, and helped maintained City parks

10 Workforce Investment Act (WIA)

The Oakland Workforce Investment Board (WIB) funded 115 summer job placements for youth ages 16-21 WIA summer job slots were distributed among five existing WIA youth service providers with considerations to promote equitable distribution of employment opportunities across the different regions of the City The primary eligibility requirements for WIA youth enrollments are age, Oakland resident, have limited income, registered for selective service depending on their age, and have a right to work in the United States

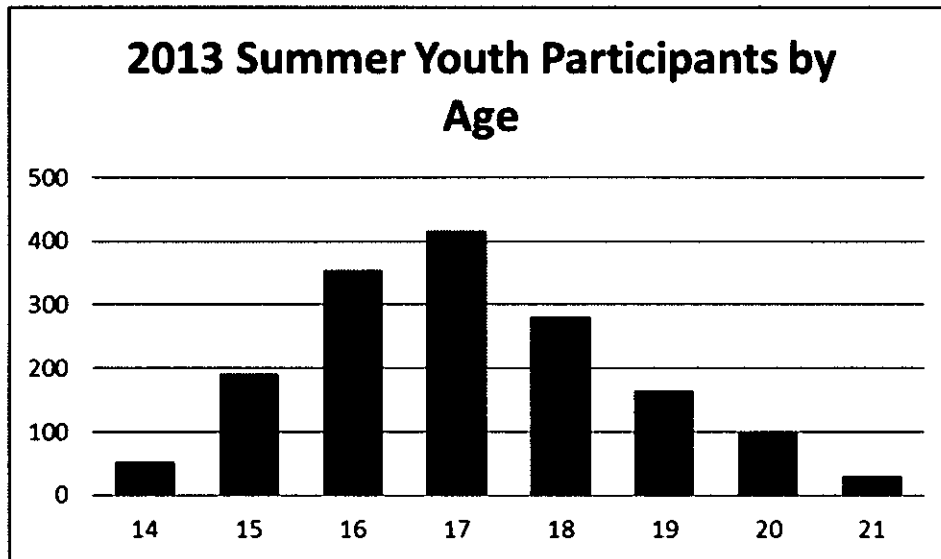
Table 1, below, breaks down MSJP 2013 clients by Agency which served them

Table 1, Clients by Service Agency

AGENCY NAME	YOUTH SERVED	FUNDED BY
Alta Bates Summit Foundation	54	Oakland Fund for Children and Youth (OFCY)
Center for Media Change	15	Oakland Fund for Children and Youth
East Bay Spanish Speaking Citizens Foundation	26	Oakland Housing Authority and Workforce Investment Act (WIA)
George P. Scotlan Youth and Family Center	81	Oakland Housing Authority and Port of Oakland
Lao Family Community Development	54	Oakland Housing Authority and Workforce Investment Act
Oakland Mayor's Office	67	Private Corporate Donations
Oakland Parks & Recreation	121	General Purpose Fund and OPR Self-Sustaining Fund
Oakland Private Industry Council (OPIC)	94	Alameda County Social Services Agency, Title IV-E Waiver
Oakland Unified School District – Exploring College & Career Options (ECCO')	161	Oakland Fund for Children and Youth, Oakland Unified School District, and Private-Sector Employers
The Unity Council	41	Oakland Housing Authority and Alameda County Social Services Agency, Title IV-E Waiver
Youth Employment Partnership (YEP)	507	Oakland Housing Authority, Workforce Investment Act, Oakland Fund for Children and Youth, Public Works Team Oakland, Alameda County Social Services Agency, IV-E Waiver, Oakland Unite
Youth Radio	6	Oakland Unite
Youth UpRising (YU)	367	Oakland Housing Authority, Workforce Investment Act, Oakland Unite, Alameda County Social Services, Title IV-E Waiver, Oakland Housing Authority, Summer Employment Education Program, and YU Private Funding
<b>TOTAL</b>	<b>1,594</b>	

**MSJP Participant Characteristics**

**Citywide Youth Summer Work Experience Activities  
Graph 1**



Graph 1 above illustrates the youth participants by age that participated in citywide youth summer work experience activities

- 15% of participants are 14-15 years old and most likely had their first job this summer
- 49% of youth are 16-17 years old
- 36% of participants are young adults and likely out-of-school



Citywide Youth Summer Work Experience Activities

Chart – 1

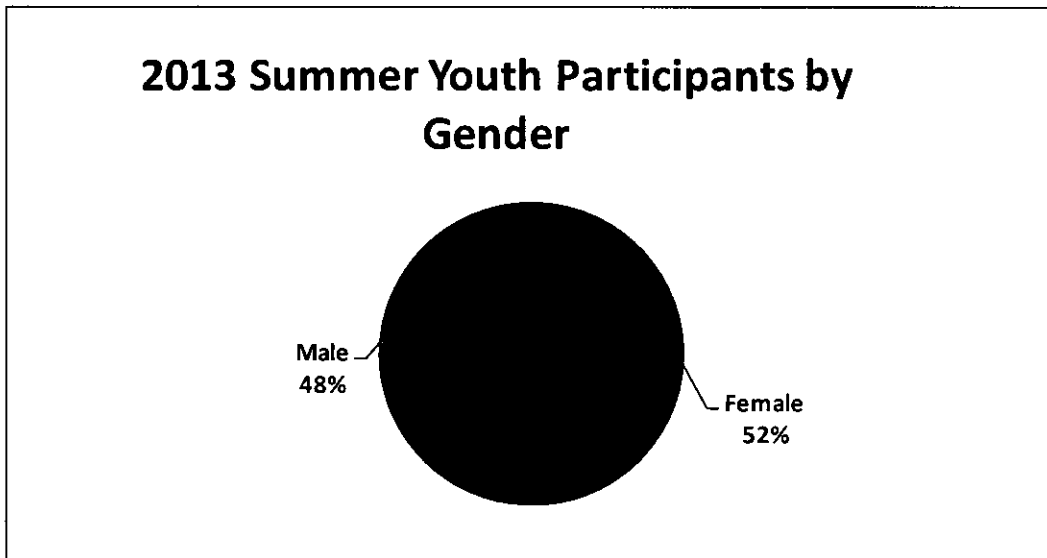
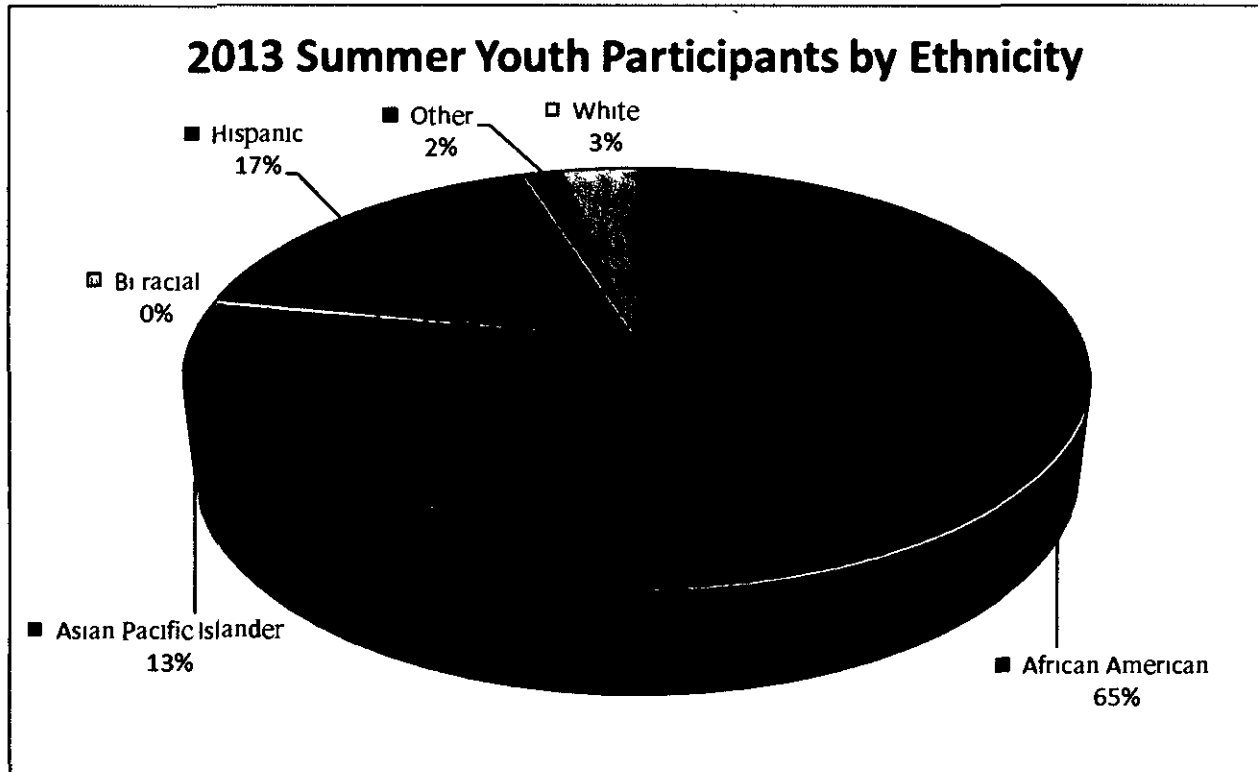


Chart 1 illustrates the gender of the youth enrolled in summer work experience activities, which were represented in nearly equal proportions

Citywide Youth Summer Work Experience Activities  
Chart - 2



The chart above shows the race/ethnicity of the youth engaged in the citywide youth summer work experience activities

**MSJP Citywide Participation**

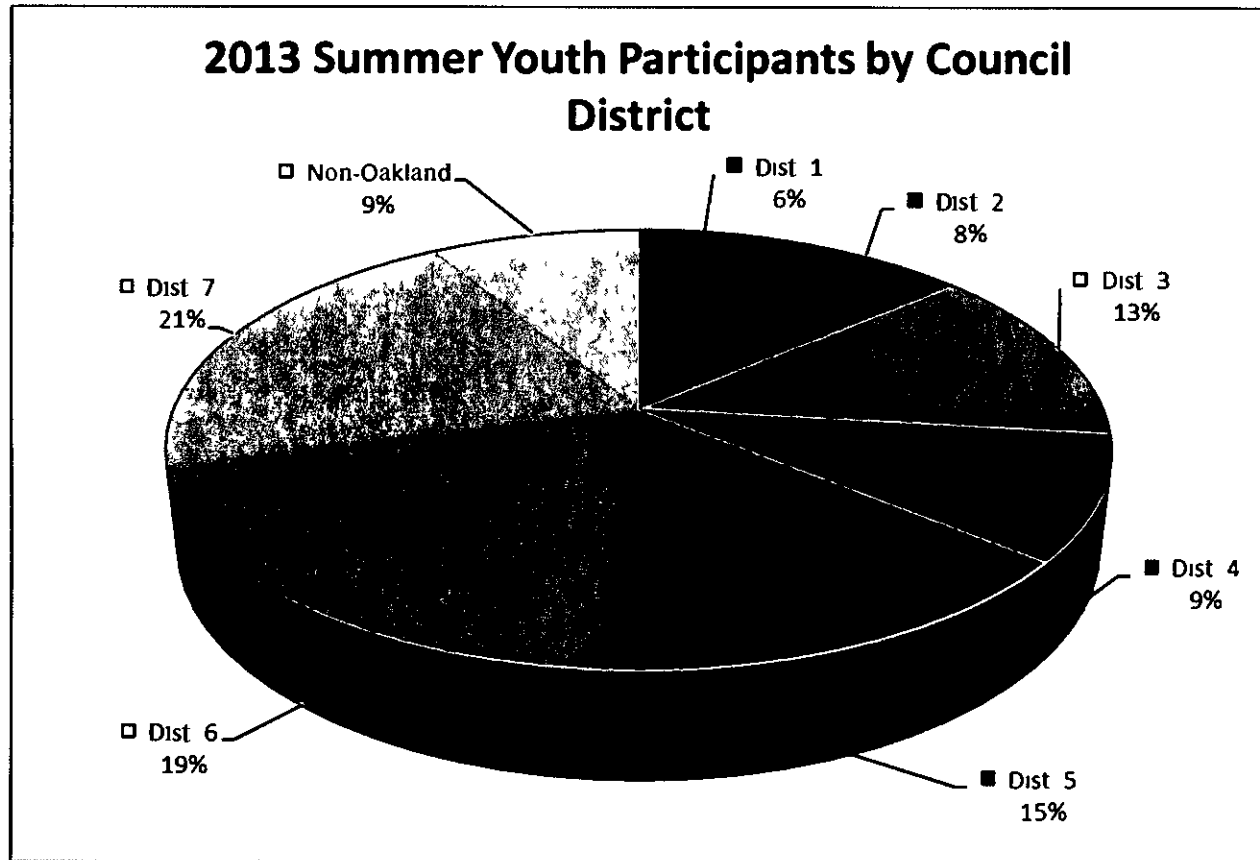
MSJP outreaches to all areas of Oakland to recruit youth ages 14 – 21 to ensure that opportunities for summer jobs are available citywid

Zip Codes	County 4-E	Private Funding	OFCY	OHA	Measure Y	OUSD/ECCO	Parks & Rec.	Port of Oakland	Private Employer	Team Oakland	WIB	Totals:
94601	56	1	29	33	16	12		1	6	23	22	199
94602	14	2	15	18	2	8			1	4	2	66
94603	39	13	23	20	16	33		2	3	12	17	178
94604			1							1		2
94605	54	7	22	46	8	38			3	25	20	223
94606	20	2	24	34	7	11			2	13	6	119
94607	20	12	11	36	15	9			4	8	6	121
94608	21	4	4	18	5	4		1	1	9	10	77
94609	8	2	3	6	6	1		1	1	4	3	35
94610	6		3	3	1	2			1		1	17
94611	1		4	5	2	1			3	1	1	18
94612	5		5	7	5	3		1	1	3	1	31
94618						1						1
94619	17	3	22	13	6	7			4	2	4	78
94621	38	15	27	34	15	29			5	12	17	192
94601							9					9
94602							13					13
94603							11					11
94604							1					1
94605							8					8
94606							8					8
94607							4					4
94609							5					5
94610							9					9
94611							10					10
94612							3					3
94613							1					1
94618							6					6
94619							9					9
94621							3					3
Other	75	2	10	18	1	2	21		1	2	5	137
<b>Totals:</b>	<b>374</b>	<b>63</b>	<b>203</b>	<b>291</b>	<b>105</b>	<b>161</b>	<b>121</b>	<b>6</b>	<b>36</b>	<b>119</b>	<b>115</b>	<b>1594</b>

**Table 3: Youth Participants by Zip Code and Agency**

Zip Codes	Alfa Bates	Media Change	Lao Family	Mayor's Office	Oakland PIC	OUSD/ECCO	Parks & Rec	Scotlan Center	Citizens Fdn.	Unity Council	YEP	Youth Radio	Youth Uprising	Totals
94601	8	2	13	1	10	24		4	9	9	92	2	25	199
94602	6			2	2	14		3	1	3	28		7	66
94603	7	2	1	14	8	16		5	2	5	47		71	178
94604											2			2
94605	7	2	10	7	3	18		14	3	9	62	1	87	223
94606	6		18	2	2	15		3	2	1	52	1	17	119
94607	1	2	2	13	5	10		23		2	45		18	121
94608	1	3	2	5	4	2		11	1	1	31		16	77
94609			1	3	3	3		4			18	1	2	35
94610	2				2	3				1	4		5	17
94611	1					6		1	1	1	6		2	18
94512	2		2		1	3		3		1	14		5	31
94618						1								1
94619	4	1	1	3	1	15		2	4	5	30	1	11	78
94621	4	1	4	15	3	25		5	3	3	59		70	192
94601							9							9
94602							13							13
94603							11							11
94604							1							1
94605							8							8
94606							8							8
94607							4							4
94609							5							5
94610							9							9
94611							10							10
94612							3							3
94613							1							1
94618							6							6
94619							9							9
94621							3							3
Other	5	2		2	50	6	21	3			17		31	137
<b>Totals</b>	<b>54</b>	<b>15</b>	<b>54</b>	<b>67</b>	<b>94</b>	<b>161</b>	<b>121</b>	<b>81</b>	<b>26</b>	<b>41</b>	<b>507</b>	<b>6</b>	<b>367</b>	<b>1594</b>

Chart 3 -Citywide Youth Summer Youth Work Experience Activities



The chart above shows the distribution of youth engaged in the citywide youth summer work experience activities by Oakland City Council District

- Council District 1 - Dan Kalb
- Council District 2 - Pat Kemighan
- Council District 3 - Lynette Gibson-McElhaney
- Council District 4 - Libby Schaaf
- Council District 5 - Noel Gallo
- Council District 6 - Desley Brooks
- Council District 7 - Larry Reid

**Table 4: Youth Participation by Job Industry**

Job Industry	Count
Administrative	31
Aircraft Training	52
Automotive	6
Carpentry	10
Child Education/Child Care	41
Clerical	60
Community	60
Computer/Tech/Internet	37
Construction	8
Customer Service/Retail	43
Education	41
Elderly Care/Senior Housing	7
Entertainment	9
event planning	3
Janitorial	167
Financial	1
Food Service	17
Recreational	284
Government	18
Healthcare	71
Insurance Company	1
Law/Social Justice	10
Leadership	12
Maintenance	4
Media Arts/Radio	33
Non Profit/HR	109
Painting	22
Public Service	21
Public Transportation	4
Resident Service Intern	3
Science	12
Skills Training Intern	2
Urban Gardening	2
Video Production	1
Not Identified	392

Table Number 4 represents the job industries that provided learning opportunities for the summer interns. By bringing together private employers, public agencies, and community organizations in a citywide concerted effort, MSJP is a comprehensive program supporting youth. During summer 2013, interns worked approximately 138,507 hours in the community and earned an average hourly rate of \$9.38.

## FISCAL/POLICY ALIGNMENT

### Recommendations for MSJP 2014 and Beyond

There is universal agreement that summer employment for youth and young adults has many benefits for the participants and the neighborhoods in which they reside. Yet each year the Mayor's Summer Jobs Program comes to an end, goes into a lull, then gradually reemerges with a scramble to raise funds, hire a coordinator, and weave a tapestry of funding sources and programs together as seamlessly as possible with limited centralization.

While the Oakland Workforce Investment Board (WIB) and the City Council approved \$200,000 in the Oakland WIB budget for FY 13-14, there is a lack of consensus as to how those funds should be put to use. Staff has recommended that funding be allocated to increase private sector participation, generate additional resources, coordinate program activities, and improve the overall quality of MSJP. Other stakeholders advocate strongly for funding to go to youth service providers to create jobs for youth.

The use of Workforce Investment Act (WIA) funding comes with restrictions. While WIA generally supports summer employment as part of year-round service delivery models, it cannot be used for fundraising per se, and general support for programs like MSJP. That said, Oakland historically has used WIA funds since 2003, the Oakland WIB has supported MSJP with allocations of \$150,000 to \$200,000 annually, primarily to coordinate program activities through WIA funded youth service providers and with City agencies hiring summer youth. For 2014, staff recommends that the WIA allocation of \$200,000 be used, to the extent allowable under the Act, to coordinate summer employment activities overall, with an emphasis and focus on WIA funded youth service providers and mandated partners, such as the Oakland Unified School District.

## SUSTAINABLE OPPORTUNITIES

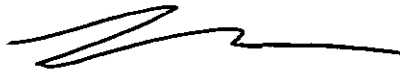
**Economic** MSJP creates employment opportunities for more than 1,500 youth and generates more than \$1,000,000, which mostly goes into the local economy. More importantly, the experience of working prepares young people for gainful employment in the future, which also benefits employers seeking new talent.

**Environmental** The work of youth placed with Team Oakland under this program helped beautify the City of Oakland and bettered its environment

**Social Equity** MSJP and the funding sources and programs that support it are primarily focused on serving low-income youth, many of which are in the juvenile justice or foster care systems. Programs such as MSJP are designed to enable these youth to improve their employability skills and move towards becoming gainfully employed young adults

For questions regarding this report, please contact John Bailey, WIB Executive Director, at 510-238-6440

Respectfully submitted,



Fred Blackwell, Assistant City Administrator

Reviewed by John R. Bailey  
WIB Executive Director

Prepared by Brendalynn Goodall  
MSJP Program Manager  
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