

CITY OF OAKLAND

AGENDA REPORT

2010 NOV -4 PM 7:19

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Office of the Mayor
DATE: November 16, 2010.

RE: A Resolution (1) Appropriating \$285,000 From A Workforce Investment Act Grant For The Oakland Green Jobs Initiative To Train And Place Oakland Residents In Green Jobs For Fiscal Year 2010-2011, (2) Authorizing Contracts With Men Of Valor In The Amount Of \$35,000, CivicCorps In The Amount Of \$49,600, Growth Sector In The Amount Of \$40,000, Urban University In The Amount Of \$89,400, And Cypress Mandela Training Center In The Amount Of \$25,000 To Collaboratively Provide Employment Training And Job Placement Services, (3) Authorizing A Contract For Up To \$20,000 To Evaluate Program Performance Without Returning To Council, And (4) Allocating \$26,000 For City Administration

SUMMARY

On August 24th, 2010 Council approved Resolution No. 82962 C.M.S. authorizing the City Administrator to Accept the Fiscal Year 2008 Earmark of \$285,000 from the Department of Labor Employment and Training Agency for the Oakland Green Jobs Initiative. The initiative is a strong collaboration working together to train and place 20 young re-entry adults into green jobs. Staff is now returning to Council to request for an adoption of a resolution authorizing the City Administrator to appropriate the funds and enter into contracts with the following organizations for the implementation of the project and delivery of services. The organizations are partners listed on the original grant proposal.

The City of Oakland is the grant recipient and will provide management and oversight to the project through the Oakland Workforce Investment Board (WIB), and will use 9% of overall funds (\$26,000) for administration of the grant. Men of Valor, a program for formerly incarcerated individuals, will recruit clients and provide assessment, as well as leveraging additional supportive services to benefit clients (\$35,000). CiviCorps, a green jobs based training and education program, will provide contextualized English, Math and field work academy training to 25 clients (\$49,600). Growth Sector, a workforce intermediary, is providing overall project coordination, planning, and assistance with implementation (\$40,000). Urban University, a case management and counseling provider, will provide screening, case management, professional development to clients and partners, and client tracking services. The organization will also manage and distribute training stipends to participants and funds to help clients purchase materials and books for community college coursework through the project (\$89,400). Cypress Mandela, Oakland's leading green jobs training program, will provide pre-

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apprenticeship training for five participants through the project (\$25,000). To determine the effectiveness of the project, and our overall strategy of improving employment opportunities for re-entry individuals through green jobs training, support and job placement, we will contract with an outside vendor, yet to be determined, to conduct a thorough and professional evaluation of the project (\$20,000).

FISCAL IMPACT

Award totaling \$285,000 from the U.S. Department of Labor Employment and Training Administration to the City of Oakland. The grant award is made available under the authority of the Workforce Investment Act and will not have any impact on the City's General Purpose Fund. The award will provide \$26,000 in support for City staff in the Oakland WIB to administer the Earmark grant, representing 9% administration overhead of the award, and will not require any additional staffing requirements. The grant award amount will be allocated to the Community and Economic Development Agency (CEDA), in the Workforce Development organization (88549) and within the Workforce Investment Act Fund (2195).

BACKGROUND

In FY2008 the City of Oakland was approved for a federal congressional earmark grant through the office of Senator Barbara Boxer to support Oakland's Green Jobs Initiative. The City of Oakland through the Oakland WIB submitted a full proposal outlining the scope of the project in February 2010, and received an executed copy of our grant award and agreement in June 2010. On August 24th, 2010 Council approved Resolution No. 82962 C.M.S. authorizing the City Administrator to Accept the Fiscal Year 2008 Earmark of \$285,000 from the Department of Labor Employment and Training Agency for the Oakland Green Jobs Initiative. Project partners have convened and have begun providing services through the Green Jobs Initiative in early October. Once Council adopts a resolution authorizing the City Administrator to appropriate funds and enter into contracts with providers, Oakland WIB staff will quickly move to execute contracts and ensure the successful implementation of the project.

KEY ISSUES AND IMPACTS

The project is a pilot intended to demonstrate the effectiveness of an intensive workforce training and service delivery program in helping re-entry adults to gain employment in the growing green industry sector. Oakland has led in the promotion of the green economy as a pathway to help individuals, primarily people of color with significant barriers to employment, gain stable jobs paying self-sufficiency wages and offering opportunities for career advancement. Numerous studies have highlighted the vast barriers faced by people re-entering the community from prison in acquiring gainful employment at living wages, as well as the detrimental effects caused by long-term unemployment within this target population within multiple levels of our community. The Oakland Green Jobs Initiative is a collaborative project created to address these barriers, and provide through our pilot project a model for adoption by other municipalities.

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PROJECT DESCRIPTION

The Oakland Green Jobs Initiative--Re-entry Project will provide a pathway to green jobs for 20 formerly incarcerated individuals through a program intervention that specifically addresses the barriers faced by this population.

The project workplan and timeline is included below. Further information on the project description can be found in the August 24, 2010 report to council, attached as an addendum to this report.

Start-up Activities

September 2010 to October 2010

- Planning Period
- Develop recruitment and orientation strategy and format
- Identify appropriate of assessment tools
- Develop training and placement strategy
- Enroll participants into WIA system

Outreach/Recruitment

October – November 2010

- 1st Orientation at CiviCorps on October 11th to recruit 13 participants (1 week orientation)
- 2nd Orientation at the end of November to recruit 12 participants (1 week orientation)

Assessment/Enrollment

October – November 2010

- All participants completes NWEA computer based assessment (reading, math, language), one-on-one interview conducted by CiviCorps and Urban University

Case Management

October 2010 to December 2011

- Full-time Case Management will be provided in partnership by Urban University, CiviCorps and Men of Valor.

Training & Work Activities

October 2010 – June 2011

- 1st classroom training begins on October 18, 2010 for 13 participants for 3 months from Monday to Friday
- 1st field academy work begins after completion of 3 months of classroom training (32 hours per week at \$8.00 per hour + 10 cents per hr performance increase per hour each month)
- 2nd classroom training begins in December for 12 participants for 3 months from Monday to Friday
- 2nd Field Academy work begins for 1st cohort after completion of 3 months of classroom training (32 hours per week at \$8.00 per hour + 10 cents increase per hour each month)

Job Placement, Retention & Follow-up

March 2011 – December 2011

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- CiviCorps will transition graduates from the field academy work into full-time employment in creek restoration, fire reduction, landscaping and recycling.
- CiviCorps will provide follow-up retention for 3 months after completion of the field academy work

Continuing Education

June 2011 – December 2011

- After the field academy work, all participants can continue their education at Laney and Merritt Community College (fire, horticulture, landscaping, urban planning college pathway).or Cypress Mandela's construction program.

SUSTAINABLE OPPORTUNITIES

Economic: Twenty jobs will be created for Oakland residents.

Environmental: The project will target green employment in areas including green construction, creek restoration, fire reduction, landscaping, recycling, and environmental controls.

Social Equity: The project will serve parolees in Oakland including those now transitioning from the criminal justice system. Approximately 3,000 parolees transition to Oakland each year. Oakland's re-entry population has many challenges which will be addressed through the multiple services offered through the Oakland Green Jobs Initiative, including lack of basic skills, substance abuse issues, unemployment problems, low reading and math levels, and health disparities.

DISABILITY AND SENIOR CITIZEN ACCESS

Environmental projects conducted by CiviCorps have improved access for seniors and people with disabilities through creation and maintenance of trails, debris removal, landscaping, and clean-up of playgrounds and parks throughout Oakland.

RECOMMENDATION(S) AND RATIONALE

The Mayor's office is recommending that the Council adopt a resolution authorizing the City Administrator to appropriate \$285,000 in federal earmark funds and enter into contracts with the organizations listed in this report for the amounts specified for the implementation of the project and delivery of services. The project has received approval from the US Department of Labor Employment Training Administration, and identified providers have already begun outreach, recruitment, assessment, and enrollment of clients into services. Adoption of the resolution will allow the City to quickly enter into contracts and ensure the full implementation and continuation of services through the Oakland Green Jobs Initiative.

ACTION REQUESTED OF THE CITY COUNCIL

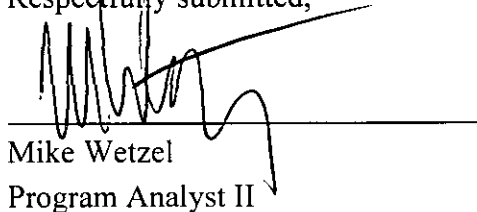
Staff recommends that Council authorize the City Administrator to appropriate the U.S.

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Department of Labor Employment and Training Administration congressional earmark grant of \$285,000 and enter into contracts with Men of Valor in the amount of \$35,000, CivicCorps in the amount of \$49,600, Growth Sector in the amount of \$40,000, Urban University in the amount of \$89,400, Cypress Mandela in the amount of \$25,000 to collaboratively provide employment training and job placement services, \$20,000 for an independent contractor yet to be determined to provide a thorough and professional evaluation of the program and performance, and \$26,000 for the City of Oakland via the Community Economic Development Agency (CEDA) and administered the Oakland Workforce Investment Board (WIB).

Respectfully submitted,




Mike Wetzel
Program Analyst II
CEDA – Oakland Workforce Investment Board

FORWARDED TO THE COMMUNITY AND
ECONOMIC DEVELOPMENT COMMITTEE:


Office of the City Administrator

FILED
OFFICE OF THE CITY CLERK
OAKLAND

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APPROVED FOR FORM AND LEGALITY

DEPUTY CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

A RESOLUTION (1) APPROPRIATING \$285,000 FROM A WORKFORCE INVESTMENT ACT GRANT FOR THE OAKLAND GREEN JOBS INITIATIVE TO TRAIN AND PLACE OAKLAND RESIDENTS IN GREEN JOBS FOR FISCAL YEAR 2010-2011, (2) AUTHORIZING CONTRACTS WITH MEN OF VALOR IN THE AMOUNT OF \$35,000, CIVICORPS IN THE AMOUNT OF \$49,600, GROWTH SECTOR IN THE AMOUNT OF \$40,000, URBAN UNIVERSITY IN THE AMOUNT OF \$89,400, AND CYPRESS MANDELA TRAINING CENTER IN THE AMOUNT OF \$25,000 TO COLLABORATIVELY PROVIDE EMPLOYMENT TRAINING AND JOB PLACEMENT SERVICES, (3) AUTHORIZING A CONTRACT FOR UP TO \$20,000 TO EVALUATE PROGRAM PERFORMANCE WITHOUT RETURNING TO COUNCIL, AND (4) ALLOCATING \$26,000 FOR CITY ADMINISTRATION

WHEREAS, \$285,000 of the Workforce Investment Act (WIA) funding was granted to the City by the US Department of Labor for the purpose of providing comprehensive green jobs training and placement for formerly incarcerated individuals; and

WHEREAS, the Mayor and the Oakland Workforce Investment Board have approved the budget and service providers for the Oakland Green Jobs Initiative for the fiscal year 2010-2011 to train and place formerly incarcerated Oakland residents in green jobs; now, therefore, be it

RESOLVED: That the City Council hereby appropriates the \$285,000 grant received from Workforce Investment Act funds to provide employment training and placement in green industries for formerly incarcerated individuals for fiscal year 2010 – 2011 WIA fund; and be it further

RESOLVED: That the City Council hereby authorizes the City Administrator or his designee to negotiate and enter into contracts with the following service providers in the following amounts to collaboratively provide employment training and job placement services:

Fund: 2195

Org: 88549

Organizations	Amount Awarded
Men of Valor	\$35,000
Civic Corps	\$49,600
Growth Sector	\$40,000

Evaluation	\$20,000
Administration for the City of Oakland	\$26,000
TOTAL	\$285,000

and, be it

FURTHER RESOLVED: That this authorization is contingent on the subcontracts between the Oakland Private Industry Council, Inc., and the service providers containing the following provisions:

Subcontractors must actively cooperate with all requests for information and shall provide the City of Oakland Office of Contract Compliance with access to such facilities and records as are necessary to establish compliance with the terms of this Agreement. Contract language will be strengthened to ensure timely provision of information requested by the WIB and its Committees and the City Council and its committees, and will specify in detail the information required, the form in which it is to be presented, and the dates by which it is due. As per the language currently in service provider subcontracts, the subcontracts may be terminated should the subcontractor fail to perform these terms at the time and manner provided or fail to comply with any requirement of the WIA.

and, be it

FURTHER RESOLVED: That the City Administrator or his designee is hereby authorized to take whatever action is necessary with respect to said funding and said contracts consistent with this Resolution and its basic purpose.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

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

NOES -

ABSENT-

ABSTENTION-

Attest:

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