

CITY OF OAKLAND

AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

To: Office of the City Administrator
Attn: Dan Lindheim
From: Office of the Mayor
Date: July 22, 2008

2008 JUL 10 PM 6:06

Re: A Resolution Authorizing The City Administrator To Negotiate And Enter Into A Professional Services Agreement With Laney College To Operate The Oakland Green Jobs Corps Training Program In An Amount Not To Exceed Two Hundred Fifty Thousand Dollars (\$250,000.00) For The Period Beginning August 1, 2008, Through January 31, 2010 And Appropriating The Funds From the City Facilities Energy Conservation Projects Fund And Williams And Reliant Energy Settlement Project To The City Facilities Energy Conservation Projects Fund, Workforce Development Organization And Green Jobs Corps Project

SUMMARY

Council is requested to adopt the proposed resolution which authorizes the City Administrator to negotiate and enter into a Professional Services Agreement with Laney College to operate the Oakland Green Jobs Corps training program, in an amount not to exceed \$250,000.00, for the period of August 1, 2008 through January 31, 2010. Laney College will sub-contract with the Cypress Mandela Training Center and Growth Sector, Inc. to implement the training program.

Because the proposed contract amount is within the City Administrator's Annual Recess authority level [Chapter 2.04, Section 2.04.020, subsection I, of the Oakland Municipal Code (OMC)] and meets the criteria established in the aforementioned OMC section and the City Council's Rules of Procedure, Rule 21 (Resolution No. 79006 C.M.S.), staff recommends that the Public Works Committee authorize the City Administrator to adopt the resolution during Council's Annual Recess -- order to expedite execution of the contract.

FISCAL IMPACT

Funds for the Oakland Green Jobs Corps training program contract with Laney College, in the amount of \$250,000.00, are available in the City Facilities Energy Conservation Projects Fund (4450), Williams and Reliant Energy Settlement Project (C256510). These funds will be appropriated to the City Facilities Energy Conservation Projects Fund (4450), Workforce Development Org. (88549), Green Jobs Corps Project (C256533). The Professional Services Agreement is for the period of August 1, 2008, through January 31, 2010. Staff from CEDA's Economic Development Division will manage the contract.

Item: _____
Public Works Committee
July 22, 2008

Oakland Green Jobs Corps training program. The Oakland Green Jobs Corps will provide job training to prepare young adults in Oakland for green-collar careers. The program will have a special focus on providing a "green pathways out of poverty" by recruiting and training people with barriers to employment to become gainfully employed.

The City of Oakland issued a Request For Proposals (RFP) on February 29, 2008 for the Oakland Green Jobs Corps with a proposal due date of April 3, 2008 at 2:00 o'clock in the afternoon. A Pre-Proposal Conference took place on March 10, 2008, at 1:30 p.m., City Hall, Hearing Room1.

Three (3) Proposals were received in response to the RFP for the Oakland Green Jobs Corps training program: 1) CivicCorps (formerly the East Bay Conservation Corps), 2) Regional Technical Training Center, and 3) Laney College (Peralta Community College District) / Cypress Mandela Training Center.

The proposals were reviewed by a panel, whose roster included: John Brauer, Executive Director, The Workforce Collaborative; Bridget Hall, Electrician, UC Berkeley, IBEW; Raquel Rivera-Pinderhughes, Ph. D., Professor of Urban Studies, San Francisco State University; Marisa Arrona, Office of Councilmember Nancy Nadel; VaShone Huff, Deputy Director Intergovernmental Affairs, Office of Mayor Ronald V. Dellums.

KEY ISSUES AND IMPACTS

One of the root causes of crime and violence is poverty and an associated lack of quality employment opportunities. Oakland Green Jobs Corps is designed to provide local residents with barriers to employment an opportunity to be trained for high-quality, good paying, entry-level employment opportunities.

Due to the emergence of green industries as a response to climate changes and energy dependence, there are increasing opportunities for Oakland and the region to attract green businesses - as well as fill the demand for a well-trained, skilled workforce that can work in this industry. This project will prepare a workforce to restore the environment and lessen the effects of global warming by making Oakland more energy efficient, more environmentally sustainable and a cleaner, healthier city in which to live and work.

PROGRAM DESCRIPTION

The Oakland Green Jobs Corps will address two critical issues with one comprehensive approach. The global warming crisis requires that everyone work toward improving energy efficiency and generating energy through renewable, alternative sources. The program will engage young adults who otherwise may not have an opportunity to acquire the skills needed to earn a real living wage through the emerging Green Energy sector.

The intent of the Green Jobs Corps is to prepare young adults to install energy efficiency features and renewable energy systems, as well as to do other work related to increasing energy efficiency in Oakland. Helping to create a qualified, trained workforce in Oakland can support the growth and success of local green businesses and contractors.

In a recently released report from Professor Raquel Rivera-Pinderhughes of San Francisco State University, research shows that green businesses in the Bay Area provide high-quality jobs with good pay, good benefits, and good working conditions and that these firms have many dignified manual labor jobs that are ideally suited for entry-level job-seekers. However, there is very little infrastructure for job training to support these businesses as they grow. Like cities across the nation, Oakland faces a shortage of programs providing "green-collar" workforce development. This shortage will worsen as the green economy grows. Oakland and the Bay Area already have excellent job training programs, but they are not currently linked to green employers. These programs need the right incentives and infrastructure in order to retool for green-collar job training. The Oakland Green Jobs Corps will create partnerships between job training programs and green employers. It will also provide key links to educational institutions, labor unions, and community-based organizations.

Laney College • Cypress Mandela Training Center, Inc. • Growth Sector, Inc.

Training

The Green Job Corps program partnership is led by three tax-exempt agencies: Laney College, Cypress Mandela Training Center, Inc., and Growth Sector, Inc. (Growth Sector, Inc. is a non-profit agency specializing in workforce development partnership projects bridging business and industry, community agencies, and community colleges). The partners will provide environmental education to at least 40 low income community participants in Green Construction Techniques, Solar Installation Technology, Energy Efficiency in Buildings, as well as other broad subject matters covering Introduction to Principles of Ecology, Environmental Sustainability, and Environmental Justice. The technical courses will be lab-intensive and will prepare the participants for a range of green collar job opportunities.

The partners will provide pre-employment training in an introduction to the tools and techniques of the skilled trades, GED preparation, Life Skills, basic academic skills, financial management, and digital literacy. After completion of pre-employment training and environmental education components, the 40 participants will be placed in green sector on-the-job-training (OJT) placements and internships, as well as in apprenticeships in green construction projects. The partners will work with the Oakland Employer Council, whose members have agreed to support this project. The project partners have also identified a number of other employers who, if they are not currently members of the Council, will be encouraged to join.

The partners will initially focus the OJT component of the project on solar installation companies. A number of companies have already signed letters of commitment, including Solar

City based in Foster City, Weather Tight USA based in Sausalito, Sun Light & Power based in Berkeley, Borrego Solar Systems based in Berkeley, and Grid Alternatives based in Oakland.

Trainees will also be placed in green construction projects through fully employer-paid apprenticeships in the building trades. Cypress Mandela Training Center (Cypress-Mandela), with more than 15 years of experience with apprenticeship placements in the building trades, is already working to line-up apprenticeship opportunities on green building projects. One key partner of Cypress-Mandela, Swinerton, Inc., currently estimates that more \$500 million in green construction projects are in the offing. In addition, Cypress-Mandela is also working with Kaiser Permanente in Oakland to secure green apprenticeship opportunities. Kaiser is committed to working specifically with Cypress-Mandela on a 5-year commitment. Cypress-Mandela will also be working with Signature Properties and has a commitment for some upcoming local projects. SunCal Properties, developers of the former Oak Knoll Naval Hospital property, and Cypress-Mandela plan to identify green apprenticeship opportunities for that project as well.

Relevant apprenticeship opportunities include the International Brotherhood of Electrical Workers (IBEW), and the Carpenters, Roofers, Glaziers, and Insulators guilds. The Green Job Corps training program has been endorsed by the Building and Construction Trades Council of Alameda County, AFL-CIO. In addition, Pacific Gas & Electric (PG&E) has indicated a strong interest in financially supporting internship opportunities in energy efficiency-related employment, particularly with PG&E subcontractors.

Budget

With the exception of a 20% expense for project administration, the project budget targets all other funds to the direct costs of educational preparation and placement of participants in green sector jobs. These costs include curriculum development, cost of instruction, books, tools and supplies, and instructional equipment. The Mayor's Office is actively seeking additional leveraged funds, and PG&E has indicated strong interest in providing supplemental financial support. Staff has budgeted directly for 20 OJT / Internships and projects to place an additional 20 persons in fully employer-paid green construction apprenticeships. If PG&E funding becomes available, as expected, the range of opportunities for the 40 OJT / apprenticeships will be expanded appropriately.

The project will provide case management and other support services on an in-kind basis, though leveraged funds from other sources will be welcomed – in order to help support these efforts. In addition, to help the participants support themselves during the educational components of the program, the project will seek to connect participants with financial aid opportunities for which they may be eligible.

Program Design

The program design incorporates three distinct phases. Phase I, led primarily by Cypress-Mandela, will be the pre-education and training phase, in which the participants -- most of whom are expected to demonstrate multiple barriers to successful green collar employment --

will receive a range of services customized to their needs through case management activity. Services will include GED preparation with an emphasis on acquisition of basic academic skills; drug testing and suppression of drug use; financial literacy training; digital literacy training; pre-employment skills development; career counseling; court intervention and record expungement as needed; driver's license acquisition; hands-on training in the skills, tools, and techniques of the skilled trades; and identification of support acquiring other needed services such as childcare and financial aid.

Phase II, led jointly by Laney College and Cypress-Mandela, will focus on the education and training specifically needed for green collar employment. As described above, education and training will emphasize solar installation skills and techniques, energy efficiency in buildings, green construction techniques, and an introduction to expanded awareness of the principles of ecology, environmental sustainability, and environmental justice.

In the final phase, led jointly by Cypress Mandela and Growth Sector, Inc., participants will be placed in paid green collar activities, including on-the-job training opportunities, internships, and apprenticeships. Case management and support services will be provided throughout Phase III of the program, to help ensure that all 40 participants transition successfully into long term green sector employment.

Laney College, Cypress-Mandela and Growth Sector, Inc. are sensitive to the concern that trainees may require financial support during the education and training phase of the program. Because the vehicle for the training will be community college courses, Laney College will seek to qualify the trainees for federal financial aid. Laney College also provides subsidized childcare and other services.

Outcomes

The desired outcome for all 40 participants is full time employment in green tech jobs. Typical average wage in this industry is \$15 per hour. Apprenticeship wages for starting apprentices range from \$12 per hour to \$16 per hour, depending upon the trade involved. Cypress-Mandela has a long history of close relationships with the Alameda County Building Trades Council, the building trades unions, and developers, general contractors, and subcontractors. Other job placements may be provided by PG&E subcontractors as well as by members of the Oakland Employer Council.

SUSTAINABLE OPPORTUNITIES

Economic: This program supports the growth of green businesses in Oakland, with a focus on those businesses that provide high-quality, stable jobs. The program will promote Oakland's position as a leading city in green economic development.

Environmental: Supplying a trained workforce will make Oakland more energy efficient, more environmentally sustainable, and cleaner, healthier City in which to live.

Social Equity: The program will enable young adults in Oakland to compete for green-collar careers, and thus provide pathways out of poverty for people with barriers to employment.

DISABILITY AND SENIOR CITIZEN ACCESS

This report does not provide specific benefits or programs for disabled or seniors.

RECOMMENDATION(S) AND RATIONALE

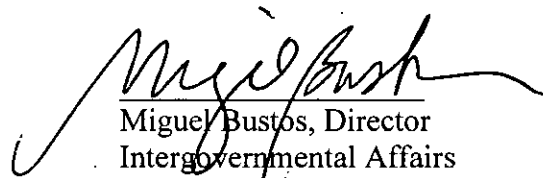
The Mayor's Office requests City Council approve the resolution authorizing the City Administrator to negotiate and enter into a Professional Services Agreement with Laney College to operate the Oakland Green Jobs Corps training program in an amount not to exceed \$250,000, for the period August 1, 2008 through January 31, 2010.

Staff recommends that the Public Works Committee, in accordance with Section 2.04.020, subsection I, of the Oakland Municipal Code, governing the Administrator's authority during City Council Annual Recess and the City Council's Rules of Procedure, Rule 21 (Resolution No. 79006 C.M.S.), authorize the City Administrator to adopt the approved resolution during Council's Annual Recess in order to expedite execution of the contract.

ACTION REQUESTED

Authorize the City Administrator to negotiate and enter into a Professional Services Agreement with Laney College to operate the Oakland Green Jobs Corps training program in an amount not to exceed \$250,000, for the period August 1, 2008 through January 31, 2010, during the Council's Annual Recess, in accordance with the regulations noted above.

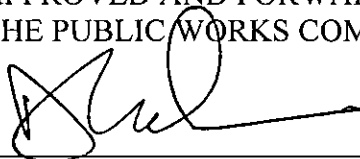
Respectfully submitted,



Miguel Bustos, Director
Intergovernmental Affairs
Office of the Mayor

Prepared by: VaShone Huff,
Deputy Director of Intergovernmental Affairs
Office of the Mayor


APPROVED AND FORWARDED TO
THE PUBLIC WORKS COMMITTEE:



Office of the City Administrator

Item: _____
Public Works Committee
July 22, 2008

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2008 JUL 10 PM 6:07

Approved as to Form and Legality

City Attorney

OAKLAND CITY COUNCIL
RESOLUTION NO. _____ C.M.S.
Introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH LANEY COLLEGE TO OPERATE THE OAKLAND GREEN JOBS CORPS TRAINING PROGRAM IN AN AMOUNT NOT TO EXCEED TWO HUNDRED FIFTY THOUSAND DOLLARS (\$250,000.00) FOR THE PERIOD BEGINNING AUGUST 1, 2008, THROUGH JANUARY 31, 2010 AND APPROPRIATING THE FUNDS FROM THE CITY FACILITIES ENERGY CONSERVATION PROJECTS FUND AND WILLIAMS AND RELIANT ENERGY SETTLEMENT PROJECT TO THE CITY FACILITIES ENERGY CONSERVATION PROJECTS FUND, WORKFORCE DEVELOPMENT ORGANIZATION AND GREEN JOBS CORPS PROJECT

WHEREAS, the Attorney General of the State of California, on behalf of the City of Oakland and other entities, negotiated a settlement of legal claims against Williams Energy Corporation and Reliant Energy Corporation; and

WHEREAS, pursuant to the terms of the settlement with Williams and Reliant Energy Corporations, the funds awarded are restricted to funding activities that promote alternative energy production or improved energy efficiency in the City of Oakland; and

WHEREAS, the City Council, the Mayor and other Oakland leaders have also pursued training and education opportunities that provide pathways out of poverty for local young adults with barriers to employment; and

WHEREAS, on June 19, 2007 the Oakland City Council adopted Resolution No. 80659 C.M.S., which allocated two hundred fifty thousand dollars (\$250,000) from the Williams-Reliant Energy Corporations' settlement fund to pilot an Oakland Green Jobs Corps Training Program, to provide job training to prepare young adults for green-collar jobs; and

WHEREAS, said funds in the amount of \$250,000 currently reside in City Facilities Energy Conservation Projects Fund (4450), Williams and Reliant Energy Settlement Project (C256510) and will be transferred to the City Facilities Energy Conservation Projects Fund (4450), Workforce Development Org. (88549), Green Jobs Corps Project (C256533); and

WHEREAS, on February 29, 2008 the City of Oakland released a Request for Proposals seeking competitive applications that included partnerships among a job-training organization and employers and contractors that specialize in energy efficiency and renewable energy projects; and

WHEREAS, a Pre-Bid Conference was conducted on March 10, 2008 for interested applicants, and a total of three (3) proposals were received by the April 3, 2008 deadline; and

WHEREAS, the Oakland Green Jobs Corps Review Panel selected Laney College (part of the Peralta Community College District), sub-contracting with the Cypress Mandela Training Center and Growth Sector, Inc., as best qualified to operate the Oakland Green Jobs Corps training program; and

WHEREAS, the above-described contract is of a professional, scientific or technical and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore be it

RESOLVED: That the City Administrator, or designated representative, is hereby authorized to negotiate and enter into a professional services agreement with Laney College in an amount not to exceed two hundred fifty thousand dollars (\$250,000.00), for the period of August 1, 2008 through January 31, 2010, to operate an Oakland Green Jobs Corps Training Program; and be it

FURTHER RESOLVED: That funding in the amount of two hundred fifty thousand dollars (\$250,000.00) will be appropriated from the City Facilities Energy Conservation Projects Fund (4450), Williams and Reliant Energy Settlement Project (C256510) to the City Facilities Energy Conservation Projects Fund (4450), Workforce Development Org. (88549), Green Jobs Corps Project (C256533); and be it

FURTHER RESOLVED: That the City Administrator, or designated representative, is hereby authorized to execute any amendments, changes, or modifications of said contract consistent with this resolution and its basic purpose; and be it

FURTHER RESOLVED: That the contract shall be reviewed and approved as to form and legality by the City Attorney and a copy shall be placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

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