

CITY OF OAKLAND

AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2004 JUN 10 PM 5:45

To: Office of the City Administrator
Attn: Deborah Edgerly
From: Department of Human Services
Date: June 22, 2004

Re: RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE FUNDS IN THE ESTIMATED AMOUNT OF \$1,043,593 FROM SENIOR SERVICE AMERICA, INC., FOR THE CITY OF OAKLAND SENIOR AIDES PROGRAM FOR THE FISCAL YEAR 2004 - 2005

SUMMARY

Staff requests that the City Council approve a Resolution authorizing the City Administrator to apply for, accept and appropriate Senior Aides grant for fiscal year 2004-2005 from Senior Service America, Inc. (SSAI), a non-profit organization administering the Department of Labor's Senior AIDES grant program, in an estimated amount of \$1,043,593. 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

The grant fund amount of \$1,043,593 will be appropriated to Department of Human Services 75651, Department of Labor Fund 2114, and Project G225710. Because the grantor does not reimburse the City for central service overhead, the City Council authorized a FY 2004-05 General Fund overhead offset budget for these charges in the amount of \$333,750 and is currently budgeted under Org 75651, General Purpose Fund 1010, and Project G225730.

The City also supports this grant with matching funds, approximately \$126,738 for administrative costs associated with the program. These funds are budgeted for the adopted FY 2004-2005 budget. There is no additional impact on the City General Fund.

BACKGROUND

ASSETS Senior Employment Opportunities Program has operated this Senior Community Service Employment program for 34 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.

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 SCSEP are to

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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 through community service and training. The program builds the skill 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 updates skills, establishes new skills, and provides 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, general office procedures, Certified Nursing Assistance certification, 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 25 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 or exceeded annually by the ASSETS Senior Employment Opportunities Program.

KEY ISSUES AND IMPACTS

In the past two years, the Oakland Program has successfully provided work experience and trained 450 mature adults aged 55 to 100 years old. The Oakland Project placed over 150 mature adults in clerical, retail, customer service, childcare, food service, managerial, home health, drivers, and community service jobs. The average wage at placement was \$11.63 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 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.

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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 Oakland Senior AIDES Program is the only federal program 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 result 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.

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.

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.*

Environmental:

- No known impact.

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 life self-directed lives.

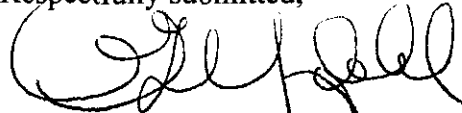
RECOMMENDATION AND RATIONALE

That the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate a grant for fiscal year 2004-2005 in an estimated amount of \$1,043,593 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 \$1,043, 593 from Senior Service America, Inc. for the City of Oakland Senior AIDES Program for the Fiscal Year 2004-2005.

Respectfully submitted,

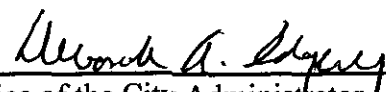


ANDREA YOUNGDAHL DIRECTOR
Department of Human Services

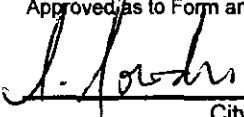
Reviewed by:
Brendalynn Goodall, Manager
Aging & Adult Services

Prepared by:
Jane Robinson, Supervisor
ASSETS

APPROVED FOR FORWARDING TO THE
LIFE ENRICHMENT COMMITTEE


Office of the City Administrator

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City Attorney

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE FUNDS IN THE ESTIMATED AMOUNT OF \$1,043,593 FROM SENIOR SERVICE AMERICA, INC., FOR THE CITY OF OAKLAND SENIOR AIDES PROGRAM FOR THE FISCAL YEAR 2004 – 2005

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, 2004 in the estimated amount of \$1,043,593 to fund 179 Senior Aide positions; and

WHEREAS, the grant does not pay for Central Services Overhead costs, and the City has historically provided an offset to cover the Central Services Overhead costs, and the FY 2004-2005 Adopted Policy budget includes an allocation of \$333,750 to cover the Central Services Overhead costs; 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

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FURTHER RESOLVED: That the City Administrator or her designee is hereby authorized to apply for and accept a grant in the estimated amount of \$1,043,593 from Senior Service America, Inc.; and be it

FURTHER RESOLVED: That the Central Service Overhead charges will be offset for this grant as they have been since the program's inception, and be it

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

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20____

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California

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