

CITY OF OAKLAND
AGENDA REPORT

OFFICE OF THE CITY CLERK
CITY OF OAKLAND

2005 JAN 27 PM 5:30

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: February 8, 2005

RE: **A REPORT AND RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, APPROPRIATE AND ACCEPT GRANT FUNDS AND CONTRIBUTIONS FROM PRIVATE FOUNDATIONS AND CORPORATIONS ON BEHALF OF THE OAKLAND WORKFORCE INVESTMENT BOARD IN SUPPORT OF THE MAYOR'S SUMMER JOBS PROGRAM**

SUMMARY

The City of Oakland and the Oakland Workforce Investment Board (WIB) provide operational support for the Mayor's Summer Jobs Program (MSJP). Additional funds are needed, however, to subsidize jobs for youth who are unable to compete in the open job market due to lack of skills and experience, as well as competition from adults. The Workforce Development Unit as staff to the Oakland WIB has assumed management of the Mayor's Summer Jobs Program and oversees fund development efforts for the program. Staff is requesting the City Council's authorization to apply for, appropriate and accept grant funds and contributions from private foundations and corporations on behalf of the Oakland WIB in support of the Mayor's Summer Jobs Program. All contributions will be used to support job creation for youth ages 14 to 21.

FISCAL IMPACT

This fund development effort has no negative impact on the City's general fund. Grants and contributions received will be passed through to non-profit agencies under contract with the City and the Oakland WIB to subsidize jobs for youth. Funds received will not be used for administrative or program operation costs (e.g. staff salaries). Funds raised will be solely used for youth wages. Neither the City nor the WIB will make any obligations in anticipation of funding. Funds will be disbursed as they are received for the purpose of creating subsidized jobs. These funds will be managed and tracked in organization 88549 and project P49500. Contributions typically range between \$500 and \$3500. In 2004, the program generated more than \$73,000 in private contributions. We anticipate that we will continue to generate a minimum of \$73,000 in private contributions in each year of FY2005-07.

BACKGROUND

The Mayor's Summer Jobs Program has provided employment and training services for youth ages 14 to 21 in Oakland since 1967. The goal of the MSJP is to provide work experience and career development training for up 1,000 Oakland youth, roughly half of whom obtain employment.

The Oakland WIB, as the policy body for employment and training services in Oakland, built the MSJP into its youth service delivery system. The merger of the MSJP with the Oakland WIB has

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enhanced the public and private resources available to support the program, and has made the program more accessible to low-income youth with limited employment experience.

KEY ISSUES AND IMPACTS

The MSJP is one of the few coordinated summer employment initiatives Oakland has for its youth. Federally funded summer employment programs were terminated with the implementation of the Workforce Investment Act, instantly eliminating more than 1,000 subsidized job opportunities for at risk-youth. The Oakland WIB's response was to incorporate MSJP within its program framework and to focus job and fund development efforts to facilitate both market driven and subsidized job opportunities for low-income youth ages 14 to 21. MSJP is also coordinating efforts with other youth employment initiatives such as Team Oakland, the Oakland Unified School District's Career Academies summer internship program and Oakland Parks and Recreation to leverage resources and maximize job opportunities for young people.

PROGRAM DESCRIPTION

The basic operating costs for MSJP are covered by the Oakland WIB, the Office of the Mayor and the program's major corporate sponsor for the last two years, SBC. Funds generated through private fundraising will go towards creating subsidized work experience for program participants unable to obtain employment in the open job market. Subsidized jobs typically range between 20 to 30 hours per week for six to eight weeks at a wage rate slightly above the minimum wage--\$7.50 to \$8.00 per hour. The jobs are developed at non-profit and government agencies where there is good supervision and the opportunity for the youth to obtain transferable job skills. The theme of the Oakland Mayor's Summer Jobs Program is "Success Starts with a Summer."

An MSJP Coordinator will be hired on a temporary basis and housed at the Oakland PIC. The salary for the MSJP Coordinator will not be paid through the program's contributions and grants. The annual contribution (\$40,000) from the Mayor's Office will be used to pay for the MSJP Coordinator's salary. The Coordinator will work closely with the Oakland WIB's four youth service providers, which are Lao Family Community Development, the George P. Scotlan Youth and Family Center, the Spanish Speaking Citizens Foundation and the Youth Employment Partnership. The service providers will intake and train up to 1,000 youth. The Coordinator, under the guidance of WIB staff and a Job Development Committee, will identify unsubsidized and subsidized job opportunities and work with staff from the service provider agencies to make the appropriate matches of youth and employers. The Coordinator and the service providers will then perform follow-up on a regular basis to ensure the matches are effective and to intervene when needed. The goal in 2005 is to place 500 youth in a combination of unsubsidized and subsidized jobs. The fund development goal is to raise more than \$100,000 to create subsidized jobs for youth. Staff will provide a report on the outcomes of the program's fund development efforts through the semi-annual Job Training and Performance System Report.

SUSTAINABLE OPPORTUNITIES

Economic: The Oakland community has a greater possibility of thriving economically and socially as a result of youth having the opportunity to participate in summer programs such as the MSJP.

Environmental: Some summer internships such as Team Oakland help to beautify Oakland neighborhoods and restore urban creeks.

Social Equity: MSJP now directs its resources and services for youth with multiple barriers to employment. It provides an invaluable opportunity for youth to gain work experience and self-confidence and to recognize the relevance of education in relation to the ability to earn a steady income as they grow up.

DISABILITY AND SENIOR CITIZEN ACCESS

This report and its recommendations have no direct impact on Disability and Senior Citizen Access.

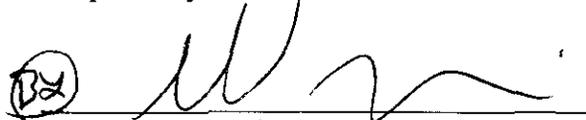
RECOMMENDATION AND RATIONALE

Staff recommends that the City Council adopt the resolution authorizing the City Administrator to apply for, appropriate and accept grant funds and contributions from private foundations and corporations in support of the Mayor's Summer Jobs Program. Private fund development is essential for bringing MSJP to a level comparable to the opportunities available to youth prior to 2000.

ACTION REQUESTED OF THE CITY COUNCIL

To adopt the resolution authorizing the City Administrator to apply for, appropriate and accept grant funds and contributions from private foundations and corporations in support of the Mayor's Summer Jobs Program.

Respectfully submitted,



Daniel Vanderprie, Director of Redevelopment,
Economic Development, and Housing
Community & Economic Development Agency

Prepared by: Al Auletta
Manager, Workforce Development Unit, CEDA

APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE


Office of the City Administrator

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APPROVED AS TO FORM AND LEGALITY:

David K. ...
DEPUTY CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT AND APPROPRIATE GRANT FUNDS AND CONTRIBUTIONS FROM PRIVATE FOUNDATIONS AND CORPORATIONS ON BEHALF OF THE OAKLAND WORKFORCE INVESTMENT BOARD TO FUND THE MAYOR'S SUMMER JOBS PROGRAM

WHEREAS, the Oakland Workforce Investment Board (WIB) has assumed a leadership role in sponsoring and overseeing the Oakland Mayor's Summer Jobs Program; and

WHEREAS, the City of Oakland serves as the Fiscal Agent for the Oakland WIB and is staffed by the City's Workforce Development Unit; and

WHEREAS, there is a pressing need to raise funds to create employment opportunities for youth during the summer due to a lack of market driven jobs; now, therefore, be it

RESOLVED: That the City Administrator is hereby authorized to submit funding requests to private foundations and corporations to support the Mayor's Summer Jobs Program; and be it further

RESOLVED: That the City Administrator is hereby authorized to accept and appropriate any and all grants and contributions received in support of the Mayor's Summer Jobs Program; and be it further

RESOLVED: That the City Administrator and her designee are hereby authorized to take whatever action is necessary with respect to said funds consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2005

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
City Clerk and Cle.
of the City of Oak