

CITY OF OAKLAND

2011 MAY 12 AM 9:30

AGENDA REPORT

TO: Office of the City Administrator
ATTN: P. Lamont Ewell, Interim City Administrator
FROM: Department of Human Services
Date: May 24, 2011

Re: Resolution Authorizing The City Administrator To Apply For, Accept, And Appropriate Grant Funds In An Estimated Amount Of \$1,294,896 From Senior Services America, Inc., For The City Of Oakland Senior Aides Program For Fiscal Year 2011-2012

SUMMARY

Staff requests that the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate a Senior AIDES grant for fiscal year 2011-2012 from Senior Service America, Inc. (SSAI), a non-profit organization administering the Department of Labor's Senior AIDES grant, in an estimated amount of \$1,294,896. 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

Funding from Senior Service America, Inc. totaling \$1,294,896 is appropriated in the Department of Human Services FY 2011-2012 Adopted Policy Budget in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2011-12 Project (G420110). A total of \$183,289 which is the 14% non-federal match required under the grant for administration costs associated with the Senior AIDES program, will be allocated from the General Purpose Fund (1010), Senior AIDES Organization (75651) and Senior Aides FY 2011-2012 Project (G420110).

Historically, the City Council has waived Central Service Overhead (CSO) charges levied against senior program grants. The City of Oakland has in the past years waived the Central Services Overhead charge for this program and a waiver is necessary for the FY 2011-2012 due to the federal administrative cost caps and the level of finding required to adequately run the program. The waiver of Central Services Overhead charges would be \$183,289 and does impact the General Purpose Fund (GPF), in that it reduces "recovery" – which is essentially revenue – to GPF.

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BACKGROUND

ASSETS Senior Employment Opportunities Program has operated this Senior Community Service Employment Program (SCSEP) for 42 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.

KEY ISSUES AND IMPACTS

Over the past two years, the Senior AIDES Program has successfully implemented programs designed to engage seniors in community service, provide work experience and employment and training to 753 mature adults aged 55 to 85 years old.

The Senior AIDES Program received an additional \$1,264,724 grant from Senior Community Service Employment Program (SCSEP) under the Consolidated Appropriations Act (CAA) for the grant period of January 1, 2010 – to June 30, 2011. The program was able to enroll 153 additional low income seniors. This resulted in our ability to provide staffing support to a larger number of Oakland's community based organizations in the areas of health and long term care, childcare and senior centers, adult education, libraries, and nutrition programs for seniors. Community service assignments also included City of Oakland's public administration offices, services to the disabled, housing, and legal assistance to seniors.

The Senior AIDES Program also received a second year contract to expand its Digital Inclusion Project. A project designed to teach low-income seniors how to use the internet to access community services such as their health providers and food programs. This program is particularly helpful to our frail and elderly home-bound community residents who may not be able to access much needed services due to their physical limitations. It also helps to address the detrimental effects of isolation often experienced by Oakland seniors. We partnered with the Corporation for National & Community Services through its Senior Companions and Foster Grandparent programs to ensure greater program outreach to over 576 seniors.

The Senior AIDES Program focused on providing older adults with work experience through community service assignments, and employment and training. The skills obtained will assist them in entering or re-entering the labor market. The program enrolled 393 older adults. Over 100 older workers were placed in clerical, retail, customer service, childcare, food service, managerial, home health, drivers, and community service jobs. The average wage at placement was \$13.64 per hour; 87% 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.

For Fiscal Year 2011 – 2012, the Senior Community Service Employment Program (SCSEP) was cut by 45% (from \$825 million to \$450 million.) This means that across the entire SCSEP network, roughly 50,000 fewer SCSEP participants will get subsidized jobs, and in turn, there will be 33 million fewer hours of community service, with a loss of over 8 million hours of work serving older adults.

Senior Service America Inc. (SSAI) is developing a set of policies to guide our network to deal with fewer slots and more people. This is possibly the hardest time the SCSEP network has faced. The SCSEP budget cuts will result in the removal of a safety net for low income seniors already experiencing severe financial hardship.

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 Senior AIDES Program is the only federal program in Oakland 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 changes in the workplace. This 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.

PROGRAM DESCRIPTION

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 purpose of the Senior Community Service Employment Program is to 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 skills 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 \$8.00 per hour for the services they provide. Experience gained through these assignments helps to update skills, establish new skills, and provide 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 current labor market demands includes: computer operations, keyboarding and Internet use; college level early childhood education credentialing; administrative assisting, customer service; job search, interviewing and job retention skills; and body awareness. To assure the maximum number of eligible individuals participate in the Senior AIDES Program, the Federal regulations require a minimum of 30 percent of authorized enrollees be placed annually into unsubsidized employment. However, the contractor, Senior Service America, Inc., has set the annual goal of 42 percent of participants placed into permanent part-time or full-time jobs. This goal has been met annually by the ASSETS Senior Employment Opportunities Program.

EVALUATION OF PAST PERFORMANCE

As of May 24, 2010 the Workforce Investment Act (Formula Grant for FY 2009 – 2010, the City of Oakland/DHS Senior Program met 100% of its enrollment goal; and the employment rate was 92.86%; with an average hourly wage of \$13.64. (*See Attachment A-1*). For the WIA ARRA Grant for FY 2009-2011, for the report period ending February 28, 2010 the enrollment rate was 100%. (*See Attachment A-2*). Note: This is a two-year contract and the enrollment and placement goals will be measured in PY ending June 30, 2011.

For Program Year 2009-2011, the SCSEP Senior AIDES Program is at 150% of the contracted enrollment goal of 150%. Its Community Service Hours goal is at 98% of the required 80%, which represents a total of 158,445 of community service hours. It has a success rate of 54% of the contracted placement plan goal of 37.4%. The Average Earnings is at \$11,111, which exceeds the required goal of \$6,225. (*See Attachment B-1*)

Note: The outcomes of the SCSEP Consolidated Appropriations Act (CAA) grant were joined with the SCSEP Regular grant. The enrollment and placement goals will be measured in PY ending June 30, 2011.

The Senior AIDES Program anticipates reaching contract goals in both SCSEP and WIA funded programs by June 30, 2011. Historically, most of the unsubsidized placements are made during the fourth quarter.

The ASSETS Senior Program relies on a variety of mechanisms to assess its service quality:

1. Formal client satisfaction surveys are sent to current and former participants on an annual basis. The survey will be mailed to clients on June 1, 2011 and the completed surveys

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are expected back by June 30, 2011. In FY 09-10, ASSETS surveyed 254 participants and 73% responded anonymously to the survey. Of the clients who responded, 87% rated their experience with staff and services provided by ASSETS as good or better. When asked if they would recommend ASSETS to other people that needed employment and training services, 90% of respondents said "Yes."

2. Senior Services America, Inc. conducts its own customer satisfaction survey of employers, host agencies and program participants. The Charter Oak Group, an independent organization conducts the surveys. All survey results are reported and tracked by the Department of Labor. Survey results are tallied and reported to SSAI at the end of the fourth fiscal quarter.
3. Informal feedback from clients in the form of phone calls, thank you cards and letters expressing satisfaction with the services is tracked.

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 provides the Oakland communities with productive, tax contributing workers. This contribution results in a return of investment of government dollars. The Senior AIDES Program will help older adults become less dependent on government funding support systems by assisting them in locating appropriate jobs.

Environmental: There is no known environmental impact.

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.

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 live self-directed lives.


RECOMMENDATION AND RATIONALE

That the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate grant funds for fiscal year 2011-2012 in an estimated amount of \$1,294,896, 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 grant funds in an estimated amount of \$1,294,896, from Senior Service America, Inc., for the City of Oakland Senior AIDES Program for the Fiscal Year 2011-2012.

Respectfully submitted,



ANDREA YOUNGDAHL
Director, Department of Human Services

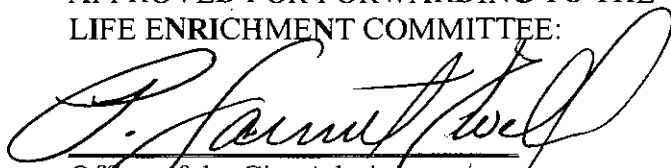
Reviewed by: Brendalynn Goodall, Manager
Aging & Adult Services

Prepared by: Enid M. Rosario, Supervisor
ASSETS Senior Employment
Opportunities Program

ATTACHMENTS:

- A-1 – Adult & Dislocated Worker Performance Report May 24, 2010
- A-2 – ARRA Monthly Activity Report through February 28, 2010
- B-1 – PY 2010 Project Performance Report

**APPROVED FOR FORWARDING TO THE
LIFE ENRICHMENT COMMITTEE:**



Office of the City Administrator

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Program Year 2009-10 - Adult and Dislocated Worker Performance

(Attachment A-1)

Participants in WIA Programs Active as of July 1, 2009, or enrolled since. Report Through May 24th 2010

A	B	C	D	E	F	G	H	I	J	K	L
Service Provider	Category	Carried Over From Previous Years	Enrolled this Program Year	Enrlmt Goal this Program Year	% of this PY Enrlmnt Goal	Overall Results					
						Total Active or Enrolled this PY	Total Exited this PY	Placed this PY	% of Plmnts to Exits	State Goals	Success Rate
PIC	Adult	144	98	108	90.74%	242	33	28	84.85%	73.00%	116.23%
	DWs	177	119	136	87.50%	296	42	38	90.48%	79.00%	114.53%
English Center	Adult	70	37	30	123.33%	107	15	13	86.67%	73.00%	118.72%
	DWs	5	5	10	50.00%	10	2	2	100.00%	79.00%	126.58%
Lao Family	Adult	19	26	27	96.30%	45	24	17	70.83%	73.00%	97.03%
	DWs	3	6	5	120.00%	9	5	5	100.00%	79.00%	126.58%
Unity Council	Adult	34	27	40	67.50%	61	16	13	81.25%	73.00%	111.30%
	DWs	9	10	8	125.00%	19	5	5	100.00%	79.00%	126.58%
ASSETS	Adult	31	33	33	100.00%	64	14	13	92.86%	73.00%	127.20%
	DWs	0	0	0	0.00%	0	0	0	0.00%	0.00%	0.00%
Totals		492	361	397	90.93%	853	156	134	85.90%	77.00%	111.56%
Adults		298	221	238	92.86%	519	102	84	82.35%	73.00%	112.81%
Dislocated Workers		194	140	159	88.05%	334	54	50	92.59%	79.00%	117.21%

How to read this table:

Active Individuals during the program year: Column C refers to clients enrolled in previous years who were not exited as of June 30, 2009 and reported prior to 7/21/09. Column D are those enrolled since July 1, 2009. Column E represents the goals established for the program year 2009-10. Column F is the percentage of actual enrollments in relation to the goals established.

Exits and Placements: Column H represents the total number of individuals exited during PY 2009-10; column I are those who were employed at the point of exit; column J is the percentage of employed in relation to exit; column K are the goals as established/negotiated with the state. Column L is the success rate of column J in relation to column K.

Average and Median wage at the point of exit/placement: Columns M and N represent the average and the median wages at the point of exit. Comparing the two columns provides a very good measure of where most of the wages are.

ASSETS Senior Employment Center - ARRA Monthly Activity Report 2009-2010

Reporting Period: July 1, 2009 to June 30, 2011 - Through February 28, 2010

Participants in ARRA Programs Active as of July 1, 2009, or enrolled since.

Category	Carried In From Previous Program Years			Current Program Year			Overall Results			Ratio of Placements to Exits	Enrollment Goal this PY	Percentage of PY Enrollment Goal
	Active as of July 1	Exited	Placed	Enrolled	Exited	Placed	Active or Enrolled	Exited	Placed			
Adult	31	14	13	33	0	0	64	33	33	100.00%	33	100.00%
DWs												
Totals	31	14	13	33	0	0	64	14	13	92.86%	33	100.00%

Adults

Enter employment Rate Goal 73.00%

Enter employment at exit 100.0%

Success Rate 137.0% Should be at 100% or above

Senior Service America, Inc.

PY2010 - Project Performance Report

Subgrantee: 233 - City of Oakland

Goals

	PY 2010 YTD Project Performance	PY 2010 Goals
1 - Service Level (SL)	150%	150%
2 - Community Service Hours (OS)	98%	80%
3 - Service to Most in Need (MIN)	2.4	2.35
4 - Entered Employment (EE)	54%	37.4%
5 - Employment Retention (ER)	57%	61%
6 - Average Earnings (AE)	\$11,111	\$6,225

Service Level Goal Summary	
Total Participants to be served by 6/30/2011	365
Served as of 4/4/2011	366
Number of Enrollments Needed	0

Unsubsidized Employment Goal Summary	
Number of Participants to Exit into Unsubsidized Employment by 6/30/2011	46
Unsubsidized Employment Exits as of 4/4/2011	33
Number of Unsubsidized Employment Exits Needed	13

Service To Minorities

	PY 2010 YTD Minorities Served	PY 2010 Goals
American Indian or Alaskan Native	7	4
Asian	60	56
Black or African American	207	34
Native Hawaiian or Other Pacific Islander	1	2
Hispanic, Latino, or Spanish origin	41	113

Key Statistics for Calculating Performance

• Authorized Positions	287	• Confirmed Employment Retention	16
• Modified Authorized Positions	262	• Pending Employment Retention	10
• Carryover	213	• Employment Retention Cohorts	28
• New Enrollees	153	• Earnings	\$155,557
• Current Participants (Current)	282	• Most in Need Characteristics	800
• Confirmed Entered Employments	26	• Community Service Hours	158,445
• Pending Entered Employments	12		
• Exit Cohorts	77		

Please note: all statistics printed above are for PY2010 (7/1/2010 - 4/4/2011)

M. Morozumi

FILED
OFFICE OF THE CITY CLERK
OAKLAND

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OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE GRANT FUNDS IN AN ESTIMATED AMOUNT OF \$1,294,896 FROM SENIOR SERVICES AMERICA, INC., FOR THE CITY OF OAKLAND SENIOR AIDES PROGRAM FOR FISCAL YEAR 2011-2012

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, 2011, in the estimated amount of \$1,294,896 to Fund 2114 Senior Aide positions; and

WHEREAS, since the grant from Senior America, Inc., requires a non-federal match of 14%, the General Purpose Fund will provide \$183,289 for administrative costs associated with the Senior Aides program; and

WHEREAS, the Central Service Overhead (CSO) charges of \$183,289 will be waived for the Senior AIDES Program and the General Purpose Fund will offset the appropriations for said grants in FY 2011-2012; now, therefore, be it

RESOLVED: That the City Administrator or his designee is hereby authorized and directed to apply for and accept a grant in the amount of \$1,294,896.00, from Senior Service America, Inc.; and be it

FURTHER RESOLVED: That should additional funds be received, the City Administrator or his designee is hereby authorized to appropriate it for the purposes described above without returning to Council. Said funds will be deposited in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2011-12 Project (G420110); and be it

FURTHER RESOLVED: That a total of \$183,289, a match of 14% for administrative costs associated with the Senior Aides program, will be allocated from the General Purpose Fund (1010), Senior AIDES Organization (75651) and Senior Aides FY 2011-12 Project (G420110); and be it

FURTHER RESOLVED: That the Central Service Overhead costs of \$183,289 are hereby waived; and be it

FURTHER RESOLVED: That the City Council hereby appoints the City Administrator or his designated representative as agent of the City to conduct all negotiations, execute and submit all documents, including but not limited to application, agreements, amendments, modifications, payment requests and related actions which may be necessary for the completion of the aforementioned grant in accordance with its basic purpose without returning to Council.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF, and PRESIDENT REID

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California