

**REDEVELOPMENT AGENCY  
OF THE CITY OF OAKLAND**  
*AGENDA REPORT*

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2008 MAY 29 PM 7:47

**TO:** Office of the City/ Agency Administrator  
**ATTN:** Deborah A. Edgerly  
**FROM:** Community and Economic Development Agency  
**DATE:** June 10, 2008

**RE: An Agency Resolution Authorizing A One Year Agreement With The Youth Employment Partnership, Inc., To Provide Workforce Training For Graffiti Abatement Services In the Coliseum Project Area In An Amount Not to Exceed \$30,000**

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**SUMMARY**

A resolution has been prepared to authorize the Agency Administrator to enter into an agreement not to exceed \$30,000 with the Youth Employment Partnership, Inc. ("YEP") for services to implement workforce training activities in the Coliseum project area. YEP is a non-profit employment training organization that has provided paid comprehensive training and meaningful employment opportunities to thousands of at-risk youth over the past 30 years. The program offers trainees work experience on community revitalization projects, and classroom training in pre-employment issues, environmental topics and leadership.

Based on YEP's provision of unique job-training opportunities for at-risk youth, it is in the best interest of the Agency to waive the requirement for a competitive Request for Proposals ("RFP") or a Request for Qualifications ("RFQ") selection process pursuant to Sections 2.04.051 A and B of the Oakland Municipal Code.

**FISCAL IMPACT**

Authorization to enter into a one year agreement with YEP will allow the Agency to implement workforce training activities in the Coliseum project area. Under this contract \$30,000 will be paid directly to YEP for outreach, training, materials and supplies related to graffiti abatement services. Funds shall be allocated from the Coliseum Operations Fund (9450), Workforce Development Organization (88549), Coliseum Staff Project (S82600).

This contract is subject to the Living Wage Ordinance, Equal Benefits Ordinance and 20% minimum L/SLBE participation requirement. YEP is in compliance with the Equal Benefits Ordinance. Trainees are exempt from the Living Wage Ordinance and all other employees working more than 90 days will receive the living wage rate of \$10.07 per hour with benefits and \$11.58 per hour without benefits.

Item: \_\_\_\_\_  
CED Committee  
June 10, 2008

## **BACKGROUND**

Due to an overwhelming demand from local business groups and the residential community to address blight in their respective areas, the Agency has sponsored Operation Tough on Blight since 2006. This operation was recently conducted again in the Coliseum project area during the month of February 2008. Over the course of several weekends, teams of redevelopment staff and Code Enforcement Inspectors systematically targeted and methodically surveyed the entire Coliseum project area. As a result of the operation, over 600 citations were issued for a variety of code violations with ultimately an 85% compliance rate from the property owners.

During the course of the operation, it was also noted that a strong need existed for graffiti abatement services in the neighborhoods which led the Agency to support youth workforce development and training services to address at-risk youth. As a result, it was determined that a secondary and sustained operation of activities would be necessary to address this critical issue.

The Agency is prepared to address this issue of promoting youth workforce training while simultaneously dealing with the persistent problem of graffiti along commercial corridors. The problem of continuous "tagging" of buildings with graffiti on both public and private properties will be addressed. As part of YEP's scope of services, program counselors and project coordinators will work together with property owners and at-risk youth to serve as facilitators to reduce the amount of graffiti throughout business corridors.

## **KEY ISSUES AND IMPACTS**

Adoption of this resolution will allow the Agency to further address the community's concerns to provide workforce training to at-risk youth who reside in the City of Oakland and will allow the Agency to take steps to reduce physical blight in the Coliseum project area. This program shall also provide support and assistance to the City's Public Works Agency, Graffiti Abatement Division, which currently has the overwhelming task of removing graffiti from all public buildings throughout the City. Furthermore, the Graffiti Abatement Division has been consulted for their technical expertise and incorporated into the YEP training module to ensure City standards are met.

## **PROJECT DESCRIPTION**

The Agency will contract with Youth Employment Partnership, Inc. (YEP) to provide workforce training services for the proposed graffiti abatement program for a period not to exceed 12 months. The contract funds shall not exceed \$30,000. YEP will perform the following work:

- Hire and train a crew of four young adults to work up to 15 hours per week (5 days/week, 3 hours/day, 7:30am- 10:30am).

- Abate graffiti at various locations in the Coliseum project area for a period not to exceed 12 months.
- Track graffiti abatement, provide monthly reports, and a final report with photographs to the Agency and Public Works Graffiti Abatement Division.

YEP will recruit participants who are graduates of their construction training programs to participate in this abatement apprenticeship. All participants will be 18 years and older, and will benefit from this transitional job while they work on completing their GED and other requirements for obtaining jobs in the trades. YEP will be the responsible party for filing all relevant paperwork associated with hiring the workers.

YEP Counselor and Project Coordinator duties shall include, but are not limited to the following:

- Work closely with the Agency and PWA Graffiti Abatement Division.
- Supervise, ensure completion of assignments and provide general oversight to participants so that work is completed in a timely fashion.
- Provide appropriate disciplinary action for non-performance.
- Analyze participants' social service needs and make appropriate referrals.
- Maintain and generate documentation and files for each worker.
- Perform site visits during fieldwork.
- Work directly with Agency and PWA staff to deal with any issues that arise with program participants.
- Maintain all required insurance (liability, worker's compensation, etc.).
- Provide reports that track performance and achievements.

## **EVALUATION ON PRIOR CONTRACTS**

On November 1, 2006 the Agency adopted resolution number 2006-0079 (Attachment A) that supported a one year contract with YEP for workforce training and graffiti abatement services. During the life of the contract YEP was successful at training approximately 12 youth to abate graffiti along International Boulevard from 22<sup>nd</sup> St. to the San Leandro Border. The target area consisted of approximately 650 properties and YEP abated graffiti from approximately 150 buildings. Attached B is a report prepared by Michele Clark, Executive Director of YEP, that describes the performance, and the achievements of YEP youth, from their work on the Coliseum graffiti abatement project.

The results of the Community and Economic Development Agency's semi-annual report for Job Training Performance Standards indicate that YEP offers more youth opportunities to enhance employment prospects than any other single entity in the City of Oakland. In addition, the organization has exceeded 100% of its replacement goals for many consecutive years.

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## **SUSTAINABLE OPPORTUNITIES**

***Economic:*** Implementation of the program provides an opportunity to use local at-risk youth and offers pre-entry level employment to Oakland residents. The physical improvements to the Coliseum project area will help improve and protect the economic vitality of the community.

***Environmental:*** Environmental factors will be considered such as using paints with low volatile organic compounds (VOC) and using safe practices and abatement standards during the graffiti removal process.

***Social Equity:*** Implementation of this program will provide quality of life improvements for a social and economic disadvantaged community. Benefits will include providing workforce training to at-risk youth by providing essential job training skills that will enable them to find employment in various construction industry trades; and reduce the overall appearance of physical blight in the neighborhoods.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

The authorization of the workforce training program will have no permanent impact on disability and senior citizen access. However, temporary construction barricades may be required along public sidewalks and other areas to ensure public safety while abatement work is in progress.

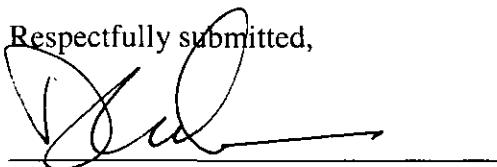
**RECOMMENDATION(S) AND RATIONALE**

Staff recommends that Council approve the attached resolution authorizing the Agency Administrator to enter into a one year agreement not to exceed \$30,000 with the Youth Employment Partnership, Inc. ("YEP") to provide workforce training for graffiti abatement services in the Coliseum project area.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council approve the resolution.

Respectfully submitted,



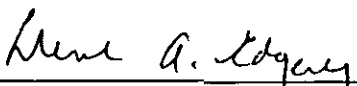
Dan Lindheim, Director  
Community and Economic Development Agency

Reviewed by:  
Gregory Hunter  
Deputy Director of Redevelopment and Economic  
Development

Larry Gallegos  
Manager, Coliseum Project Area  
Oakland Redevelopment Agency

Prepared by:  
Yonathan Santana  
Assistant to Deputy Director of  
Redevelopment and Economic Development

APPROVED AND FORWARDED TO  
THE COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE:

  
Office of the City/Agency Administrator

Item: \_\_\_\_\_  
CED Committee  
June 10, 2008

OFFICE OF LEGAL COUNSEL

2006 NOV -1 PM 4:01

APPROVED AS TO FORM AND LEGALITY:



Agency Counsel

**REDEVELOPMENT AGENCY  
OF THE CITY OF OAKLAND**

RESOLUTION NO. 2006-0079 C. M. S.

**RESOLUTION AUTHORIZING A ONE YEAR AGREEMENT WITH  
THE YOUTH EMPLOYMENT PARTNERSHIP, INC., TO PROVIDE  
WORKFORCE TRAINING FOR GRAFFITI ABATEMENT SERVICES  
IN THE COLISEUM PROJECT AREA IN AN AMOUNT NOT TO  
EXCEED \$40,000**

**WHEREAS**, Youth Employment Partnership, Inc. ("YEP Inc.") is a non-profit employment training organization that has provided paid comprehensive training and meaningful employment opportunities to thousands of at-risk youth over the past 30 years; and

**WHEREAS**, YEP Inc. offers trainees work experience on community revitalization projects, and classroom training in pre-employment issues, environmental topics and leadership; and

**WHEREAS**, the results from the Community and Economic Development Agency's semi-annual report for Job Training Performance Standards indicate that YEP Inc. offers more youth opportunities to enhance employment prospects than any other single entity in the City of Oakland; and

**WHEREAS**, the Agency wishes to enter into an agreement with YEP to provide workforce training for graffiti abatement services in the Coliseum Redevelopment Project Area; and

**WHEREAS**, based on the unique job-training opportunities at YEP Inc. for at-risk youth, it is in the best interest of the Agency to waive the requirement for a competitive Request for Proposals ("RFP") or a Request for Qualifications ("RFQ") selection process pursuant to Sections 2.04.051 A and B of the Oakland Municipal Code; and

**WHEREAS**, the Office of Contract Compliance has determined that youth workers of YEP Inc. are exempt from the Living Wage Ordinance under Oakland Municipal Code Section 2.28.090 because they are trainees; and

**WHEREAS**, YEP Inc. meets the Local Business Enterprise (LBE) requirements and complies with the Equal Benefits Ordinance (EBO); and

**WHEREAS**, the YEP Inc. contract shall be funded through the Redevelopment Agency's Coliseum Operations Fund (9450), Workforce Development Organization (88549), Coliseum Staff Project (S82600) in an amount not to exceed \$40,000; and

**WHEREAS**, the agreement will be for a one-year period; and

**WHEREAS**, Section 33420.2 of the Health and Safety Code authorizes a redevelopment agency to take any actions that the agency determines are necessary to remove graffiti from public or private property upon a finding that, because of the magnitude and severity of the graffiti within the project area, the action is necessary to effectuate the purposes of the redevelopment plan, and that the action will assist with the elimination of blight; now, therefore, be it

**RESOLVED**: That the Agency Administrator or his or her designee is hereby authorized to negotiate and enter into a one-year agreement with the Youth Employment Partnership, Inc. for implementation of the workforce training program for graffiti abatement services in the Coliseum Redevelopment Project Area in an amount not to exceed \$40,000; and be it

**FURTHER RESOLVED**: That these funds totaling \$40,000 will be allocated from Oakland Redevelopment Agency's Coliseum Operations Fund (9450), Workforce Development Organization (88549), Coliseum Staff Project (S82600); and be it

**FURTHER RESOLVED**: That the Agency finds that this workforce training program will benefit the Coliseum Project Area and serve a redevelopment purpose by providing job opportunities for at-risk youth, removing physical blight conditions in the Project Area, and enhancing the aesthetic and functional appeal of the Project Area for public use; and be it

**FURTHER RESOLVED**: That the Agency finds that, because of the magnitude and severity of the graffiti within the Coliseum Project Area, this program is necessary to effectuate the purposes of the Coliseum redevelopment plan, and further finds that this program will assist with the elimination of blight in the Project Area; and be it

**FURTHER RESOLVED**: That the Agency Administrator or his or her designee is hereby authorized to approve any subsequent amendments to, or extensions of, said agreements except for those involving an increase in contract price; and be it

**FURTHER RESOLVED:** That the agreement and amendments or extensions are subject to the review and approval of Agency Counsel and shall be placed on file in the Office of the Agency Secretary.

IN AGENCY, OAKLAND, CALIFORNIA, DEC 5 2006, 2006

**PASSED BY THE FOLLOWING VOTE:**

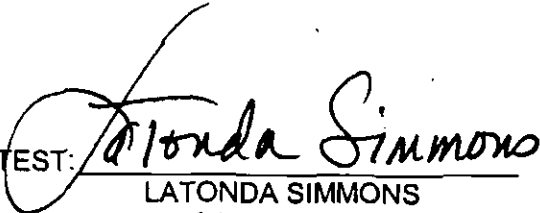
AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND  
CHAIRPERSON DE LA FUENTE - 8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST:

  
LATONDA SIMMONS  
Secretary of the Redevelopment  
Agency of the City of Oakland



## YEP Graffiti Abatement Partnership

The City of Oakland contracted with Y.E.P. to supervise graffiti abatement on a stretch of International Boulevard between 22<sup>nd</sup> avenue and 108<sup>th</sup> avenue. Y.E.P. has a staff of construction trainers and a pool of construction trainees and it would be their jobs to paint over and clean up graffiti on designated properties. The City compiled a list of the owners of property having graffiti within this area and those property owners were sent letters telling them to expect a team to arrive to paint over that graffiti. That list was also made available to us and was the basis of the scope of our work.

*The contract called for us to use the standard Cal Trans grey to cover over the tagging. We met with employees of the city, who work to paint over tagged properties, and they trained us on how to best do the job. Our meeting was on Int'l and Fruitvale where we looked at tagged properties, street furniture and newspaper vending machines. They explained materials to avoid painting and gave the trainees an overview of their jobs with the city. They also suggested materials we would want to have with us as we did our work and we made a list of those and purchased them: rubber gloves, rollers, disposable brushes, wet paint signage, vests etc..*

The trainers of Y.E.P. decided to drive the stretch of International Blvd to look at how the tagging was spread out over the course of the eighty six block long area. We saw that though there were areas with little tagging, for the most part it was evenly spaced. We decided to divide the work into three even length zones and to do our work in the mornings. On the first day we would do zone one – from 22<sup>nd</sup> to 55<sup>th</sup> avenue – all on foot. The next day we would drive to start our crew on 55<sup>th</sup> and go to 80<sup>th</sup> and the last day we would start on 80<sup>th</sup> and go to the end of the list on 108<sup>th</sup> avenue. Doing the work in the morning meant there was less competing foot traffic, especially in more commercial stretches. In addition, it meant that our trainees would be less likely to come in contact with locals protecting their turf or interested in confronting those from outside their neighborhood.

The list that the City provided us with had about 650 properties on it. Each contained owner name and street address. With copies of this information we took our full shift of *trainees out on the street with our equipment. The crew consisted of 8 to 12 trainees and several trainers depending on attendance for that particular morning. We split our crew into two groups, one on each side of the boulevard. We reminded the trainees to create rectangular blocks of grey paint over the tagging and use brushes to fill in highly textured surfaces such as the roll down doors of garages and some stores where roll down doors are a part of their security system. With a large number of trainees we were able finish one of the zones each day and keep track of which properties we did. We worked three days per week in order to walk each zone once per week. As we continued we cut down on the number of trainees we used and also on how frequently we did the work. There was some new graffiti in new locations, and in some cases graffiti was replaced by new tagging on the same property, but the upkeep process was less time consuming than the original work had been. It became more of a project of patrolling a mostly cleaned up territory.*

Records show that after two weeks we dropped the crew numbers from everyone (10 to 15 trainees) to 4 trainees – two per side of the boulevard. About three weeks later the process again dropped to 3 trainees per outing and the process taking three hours rather than four. At that point the job became more truck oriented, with less foot work, because of the gaps of distance between new graffiti.

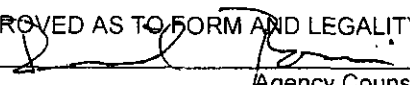
The City graffiti abatement crew asked us to call them to tell them about any graffiti we saw on the upper parts of buildings and all the graffiti we painted over was within the reach of a trainee not having to stand on a ladder. In all, we painted over graffiti on about one hundred and fifty buildings. Many of those had multiple locations of tagging and some of them were tagged and retagged. Other than a few instances we did not notice the same tag used more than once. We did not paint over graffiti on street furniture, light posts etc. with the exception of abandoned pay phone booths and two concrete benches in the Fruitvale area.

Our crews had only one conflict with a property owner while doing our work. In that instance the property owner explained to us in no uncertain terms that she took pride in maintaining her own home and did not need assistance from us or the City. In other cases whenever a store owner, property owner or tenant saw what we were doing they expressed their gratitude and did not question our credentials

OFFICE OF THE CITY CLERK  
OAKLAND

2008 MAY 29 PM 7:48

APPROVED AS TO FORM AND LEGALITY:

  
Agency Counsel

## REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

RESOLUTION No. \_\_\_\_\_ C. M.S.

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**RESOLUTION AUTHORIZING A ONE YEAR AGREEMENT  
WITH YOUTH EMPLOYMENT PARTNERSHIP, INC., TO  
PROVIDE WORKFORCE TRAINING FOR GRAFFITI  
ABATEMENT SERVICES IN THE COLISEUM PROJECT AREA  
IN AN AMOUNT NOT TO EXCEED \$30,000**

**WHEREAS**, Youth Employment Partnership, Inc. ("YEP Inc.") is a non profit employment training organization that has provided comprehensive training and meaningful employment opportunities to thousands of at-risk youth over the past 30 years; and

**WHEREAS**, YEP, Inc. offers trainees work experience on community revitalization projects, and classroom training in pre-employment issues, environmental topics and leadership; and

**WHEREAS**, the Agency wishes to enter into an agreement with YEP, Inc. to provide workforce training for graffiti abatement services in the Coliseum Redevelopment Project Area; and

**WHEREAS**, based on the unique job-training opportunities at YEP, Inc. for at-risk youth, it is in the best interest of the Agency to waive the requirement for a competitive Request for Proposals ("RFP") or a Request for Qualifications ("RFQ") selection process pursuant to Sections 2.04.051 A and B of the Oakland Municipal Code; and

**WHEREAS**, the Office of Contract Compliance has determined that youth workers of YEP, Inc. are exempt from the Living Wage Ordinance under Oakland Municipal Code Section 2.28.090 because they are trainees; and

**WHEREAS**, YEP, Inc. meets the Local Business Enterprise (LBE) requirements and complies with the Equal Benefits Ordinance (EBO); and

**WHEREAS**, YEP, Inc. contract shall be funded through the Redevelopment Agency's Coliseum Operations Fund (9450), Workforce Development Organization (88549), Coliseum Staff Project (S82600) in an amount not to exceed \$30,000; and

**WHEREAS**, the agreement will be for a one-year period; and

**WHEREAS**, Section 33420.2 of the Health and Safety Code authorizes a redevelopment agency to take any actions that the agency determines are necessary to remove graffiti from public or private property upon a finding that, because of the magnitude and severity of the graffiti within the project area, the action is necessary to effectuate the purposes of the redevelopment plan, and that the action will assist with the elimination of blight; now, therefore, be it

**RESOLVED**: That the Agency Administrator or his or her designee is hereby authorized to negotiate and enter into a one-year agreement with Youth Employment Partnership, Inc. for implementation of the workforce training program for graffiti abatement services in the Coliseum Redevelopment Project Area in an amount not to exceed \$30,000; and be it

**FURTHER RESOLVED**: That these funds totaling \$30,000 will be allocated from Oakland Redevelopment Agency's Coliseum Operations Fund (9450), Workforce Development Organization (88549), Coliseum Staff Project (S82600); and be it

**FURTHER RESOLVED**: That the Agency finds that this workforce training program will benefit the Coliseum Project Area and serve a redevelopment purpose by providing job opportunities for at-risk youth, removing physical blight conditions in the Project Area, and enhancing the aesthetic and functional appeal of the Project Area for public use; and be it

**FURTHER RESOLVED**: That the Agency finds that, because of the magnitude and severity of the graffiti within the Coliseum Project Area, this program is necessary to effectuate the purposes of the Coliseum redevelopment plan, and further finds that this program will assist with the elimination of blight in the Project Area; and be it

**FURTHER RESOLVED**: That the Agency Administrator or his or her designee is hereby authorized to approve any subsequent amendments to, or extensions of, said agreement except for those involving an increase in contract price, and to take any other action with respect to the agreement or the program consistent with this Resolution and its basic purposes; and be it

**FURTHER RESOLVED:** That the agreement and amendments or extensions are subject to the review and approval of Agency Counsel and shall be placed on file in the Office of the Agency Secretary.

IN AGENCY, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2008

**PASSED BY THE FOLLOWING VOTE:**

AYES-

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_  
LATONDA SIMMONS  
Secretary of the Redevelopment  
Agency of the City of Oakland