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OAKLAND

2013 MAY 16 PM 2:17 **AGENDA REPORT**

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Sara Bedford

SUBJECT: Senior AIDES Program FY 2013-2014

DATE: May 7, 2013

City Administrator
Approval

Date

5/16/13

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council adopt a resolution authorizing the City Administrator to apply for, accept, and appropriate grant funds in an estimated amount of \$981,426 from Senior Services America, Inc., for the Oakland Senior AIDES program for fiscal year 2013-2014.

EXECUTIVE SUMMARY

Staff requests that the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate a Senior AIDES Program (commonly known as ASSETS) grant for fiscal year 2013-2014 from Senior Service America, Inc., (SSAI), a non-profit organization administering the Department of Labor's Senior AIDES grant, in an estimated amount of \$981,426. The Senior AIDES Program is a federally funded employment and training program that specifically addresses the unique needs of low-income older adults. The program employs a comprehensive training approach to prepare older workers for entry or re-entry into the labor market. The program has a proven demonstrated effectiveness in the delivery of service for the last 43 years serving primarily Oakland residents. The program builds new skills and assists participants in finding employment in the private and public sectors.

OUTCOME

The Senior AIDES Program provides subsidized part-time community service and training assignments and job search assistance to people over 55 with limited income. The program helps its participants build new skills and assists them in finding employment in the private and public sectors. Approval of this recommendation will ensure the continuation of employment and training opportunities for over 150 older low-income seniors in Oakland, and allow for the delivery of over 100,000 hours of community service to Oakland's community based organizations and public administration offices.

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BACKGROUND/LEGISLATIVE HISTORY

The Senior AIDES Program has operated this Senior Community Service Employment Program (SCSEP) for 43 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.

In the past year, the Oakland Senior AIDES Program successfully implemented programs designed to engage seniors in community service, providing work experience and employment and training to mature adults aged 55 and above.

The enrollment of 168 participants in fiscal year 2012-2013 resulted in our ability to provide staffing support to 65 Oakland community based organizations in the areas of health, long term care, childcare, adult education, libraries, services to the disabled, housing, nutrition programs and legal assistance to seniors. Community service assignments also included the City of Oakland's public administration offices: Office of Parks and Recreation, Office of Contracting and Purchasing, Community and Economic Development Agency (CEDA), Public Works Agency, Oakland Citizens' Police Review Board, Oaklander's Assistance Center, Department of Human Services (DHS), Multipurpose Senior Program (MSSP), Senior Companion, Paratransit (OPED), ASSETS Senior Employment Program, and City of Oakland Senior Centers. ***Last year program participants provided over 128,071 hours of community services to Oakland's community based organizations and public agencies.***

The Senior AIDES Program continued to work with community partners in its Digital Inclusion Project. This project is designed to teach low-income seniors how to use the internet to access community services such as their healthcare 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.

The Senior AIDES Program focuses 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. After training, the entered-employment rate averages at 40%. The average job placement wage was \$13 per hour, and 88.5% were still employed at 90 days after exit. The Senior AIDES Program serves as a recruitment resource for employers by providing trained and skilled workers to meet local workforce needs.

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. Authorized by the Older Americans Act, the program provides subsidized, service-based training for low-income persons 55 or older who are unemployed and have poor employment prospects. Participants have access to both SCSEP services and other employment assistance through One-Stop Career Centers. SCSEP provides

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both community services and work-based training. Participants work an average of 20 hours a week, and are paid the minimum wage. They are placed in a wide variety of community service activities at non-profit and public facilities, including day-care centers, senior centers, schools and hospitals. It is intended that community service training serves as a bridge to unsubsidized employment opportunities; SCSEP's goal is to place at least 30% of its authorized positions into unsubsidized employment annually. Program participants must be at least 55, unemployed, and have a family income of no more than 125% of the federal poverty level.

The dual purpose of SCSEP is to provide useful part-time subsidized community service assignments for low income individuals who are 55 years or older, while promoting a transition to unsubsidized employment. In this way older adults achieve gainful employment. Through their community service assignments and training older adults build skills, personal development, and confidence that will lead to permanent full time or part time employment. The program includes career counseling, job placement assistance, work experience, and support services.

ANALYSIS

Work skills and personal development are two critical components 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; classes in early childhood education; administrative skills; 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 to be placed annually into unsubsidized employment. The Oakland program has met this goal each year.

PUBLIC OUTREACH/INTEREST

This report did not require any additional public outreach. Due to the high demand of our Senior AIDES Program, we maintain a waiting list of pre-screened applicants. The current waiting list consists of over 900 applicants. All pre-screened applicants are referred to our Career Resource Center and local One-Stop Career Centers for job search assistance, community resources, support services and other training opportunities. Similarly there is a high demand by community agencies seeking senior aides.

COORDINATION

In preparation of this report and resolution, the City Attorney's Office, Budget Office, DHS fiscal services, DHS Interim Director, and the Aging & Adult Services Manager have been consulted. The program is also a grantee of the City of Oakland Workforce Investment Board, and as such collaborates closely with that office.

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COST SUMMARY/IMPLICATIONS

Funding from Senior Service America, Inc., (SSAI) in the approximate amount of \$981,426 is appropriated in the Department of Human Services FY 2013-2014 Adopted Policy Budget in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior AIDES FY 2013-2014 Project (G462610). A total of \$130,530, which is the 13% non-federal match required under the grant 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 2013-2014 Project (G462620).

FISCAL IMPACT

The Senior Aides program is targeted for reduced funding in FY 13-14 at the federal level from the Department of Labor. The City of Oakland's Senior Aides program has been scheduled to be sequestered by a 5% reduction in funds estimated at \$49,071. This reduction will impact all of our senior aides in our program who are assigned to various community-based and governmental training sites for their employment training. A reduction in community services hours per week will apply to our senior aides due to this federal reduction. At this time, the allowable community services hours has declined from the previous federal reduction, currently each senior aide is allow to complete 12-13 hours per week. This additional federal reduction will present a hardship for seniors who rely on the income, and for placement agencies that rely on the senior aides to complete their community services hours. This reduction may also lead to our inability to enroll additional senior aides into the program due to the limited allowable community services hours. It should be noted that flat grant funding and rising costs have already led to a reduction in staff support for the program within baseline for FY 2013-15. The current resolution is for the full amount until the City receives explicit direction from the federal agency.

A full waiver of all Central Services Overhead charges is required as in the past years, in an estimated amount \$23,256. A waiver is necessary due to limited funding and administrative cost restrictions for grant funding. The waiver does impact the General Purpose Fund in that it reduces potential "recovery" amounts.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

As of April 15, 2013, the Workforce Investment Act (Formula Grant for FY 2012 – 2013), the City of Oakland/DHS Senior AIDES program met 107% of its enrollment goal, and 120% of its employment goal. Note: This is a one-year contract and the final enrollment and final placement goals will be measured in FY ending June 30, 2013. The program is a grantee of the City of Oakland Workforce Investment Board, and as such collaborates closely with Workforce Development, local One-Stop Career Center, and the Oakland Private Industry Council.

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As of the end of the third quarter for fiscal year 2012-2013, the SCSEP Senior AIDES Program was at 100% of enrollment goal, and at 147% of the contracted service level goal. Its total number of community service hours provided to the community meets its goal of 82% with just a year-to-date figure for the first three quarters. A total of 73,191 hours of community services was provided for the betterment of the community. The average earnings are \$8,209, which exceeds the required goal of \$7,220.

(See Attachment A, ASSETS PY 2012 Project Performance Report).

The Senior AIDES Program anticipates reaching contract goals in both SCSEP and WIA funded programs by June 30, 2012. Historically, most of the unsubsidized placements are made during the fourth quarter.

In Fiscal Year 2012-2013, Senior Service America, Inc. conducted an extensive, in-depth program review and audit of the Senior AIDES Program. The Program Compliance and Data Validation review, Program File Review and Fiscal Review were done in accordance with the policies and procedures established by SSAI Policy and Procedure Manual and the Department of Labor (DOL) assurances and regulations. The audits were concluded with "No Findings", a perfect score.

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

1. Formal client satisfaction surveys are administered on an annual basis. The survey was conducted during the month of March 2013. 135 surveys were distributed and a total of 112 completed surveys were collected. 83% return rate was reached.
2. ASSETS surveyed 135 participants and 83% responded anonymously to the survey. Here is a highlight of respondents' characteristics as shown on survey result: 69% of the clients have participated in ASSETS for "2 plus to 4 years"; 63% are "55 years through 64 years old"; 62% are "female"; 43% are "African-American"; followed by 22% "Asian/ Pacific Islander".
3. Among the respondents, 99% of them rated our service as "Satisfactory and Above", and the breakdown is as follows: 53% ranked "Excellent"; 29% ranked "Good"; 17% ranked "Satisfactory".
4. When asked if they would recommend ASSETS to other people that needed employment and training services, 95% of respondents said "Yes."

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5. Senior Services America, Inc. conducts its own customer satisfaction survey of employers, host agencies and program participants. The Charter Oak Group, an independent organization contracted with the Department of Labor, conducts the surveys. All survey results are reported and tracked by the Department of Labor. Survey results are tallied and reported to SSAI during the summer.

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 of program participants.

For questions regarding this report, please contact Tammy Siu, Aging and Adult Senior Services Manager, at (510) 238-6137.

Respectfully submitted,


SARA BEDFORD
Interim Director/Dept. of Human Services

Reviewed by: Tammy Siu
Aging & Adult Services Division Manager

Prepared by: May Tam
Senior AIDES Program Acting Supervisor

ATTACHMENT

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ASSETS Senior AIDES Program**PY - Project Performance Report**

Project # 233 - City of Oakland, California

Performance as of the 3rd Quarter, 03/31/2013:

	<u>YTD %</u>	<u>Goal</u>
1-Service Level (SL)	147%	159%
2- Community Service Hours (CS)	82%	82%
3-Service to Most in Need (MIN)	2.53	2.20
4-Entered Employment (EE)	39%	32%
5-Employment Retention (ER)	89%	63%
6 Average Earnings (AE)	8,209	7,220

Service to Minorities

	<u>YTD</u>	<u>%of Total</u>
American Indian or Alaskan native	3	2%
Asian	37	23%
Black or African American	75	47%
Native Hawaiian or Other Pacific Islander	0	0%
Hispanic, Latino, or Spanish origin	17	11%

Workforce Investment Act PY 2012-13 Performance Report - DHS - April 26, 2013

Enrollment Goal	Enrollment to-date	% of goal	Employment Goal	Employment to-date	% of goal
30	32	107%	10	14	140%
Resource Room Service Goal	Clients Served to-date	% of goal	Total Exit	Employment Exit to-date	Job/Exit%
300	1307	436%	19	14	74%

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OAKLAND

OAKLAND CITY COUNCIL

Amador
City Attorney

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RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE GRANT FUNDS IN AN ESTIMATED AMOUNT OF \$981,426 FROM SENIOR SERVICES AMERICA, INC., FOR THE OAKLAND SENIOR AIDES PROGRAM FOR FISCAL YEAR 2013-2014

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 Dedicated Energetic Services (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 about 30% of persons 65 years and over live with income less than 125 percent of 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 private sponsored employment and training programs; and

WHEREAS, each year an average of 40% 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, 2013, in the estimated amount of \$981,426 to Fund 2114 Senior AIDES; and

WHEREAS, since the grant from Senior Service America, Inc., requires a non-federal match of 13%, the General Purpose Fund will provide \$130,530 for administrative costs associated with the Senior AIDES program; and

WHEREAS, a full waiver of all Central Services Overhead charges in an estimated amount of \$23,256 is required as in the past years due to limited funding and administrative cost restrictions for grant funding; now, therefore, be it

RESOLVED: That the City Administrator or her designee is hereby authorized and directed to apply for and accept a grant in the amount of \$981,426 from Senior Service America, Inc.; and be it

FURTHER RESOLVED: That should additional grant funds be received, the City Administrator or her designee is hereby authorized to appropriate grant funds for the purposes described above without returning to Council and funds will be deposited in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior AIDES FY 2013-2014 Project (G462610); and be it

FURTHER RESOLVED: That a total of \$130,530, a match 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 2013-2014 Project (G462620); and be it

FURTHER RESOLVED: That all Central Services Overhead charges in an estimated amount of \$23,256 are waived, which is necessary due to limited funding and administrative cost restrictions for grant funding; and be it

FURTHER RESOLVED: That the City Council hereby appoints the City Administrator or her designees 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, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and
PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California