



FILED
OFFICE OF THE CITY CLERK
OAKLAND

2013 APR 11 AM 8:53

AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Sara Bedford

SUBJECT: Oakland Unite Reentry Employment
Funding Opportunity

DATE: March 27, 2013

City Administrator
Approval

Deanna Santana

Date:

4/2/13

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council adopt a resolution authorizing the City Administrator to negotiate and execute a grant agreement with the Center for Economic Opportunity (CEO) to provide violence prevention services in accordance with the Measure Y Violence Prevention & Public Safety Act (VPPSA), in the amount of one hundred and fifty thousand dollars (\$150,000) for the period May 1, 2013 to June 30, 2014 with a one-year option to renew for a total amount not to exceed \$300,000.

OUTCOME

The target population for this grant is young adult Oakland residents ages 18-35 who are on probation or parole. Data indicates that interventions with this demographic are most likely to have a measureable impact on reducing community crime and improve quality of life. Key outcomes include employment with advancement opportunities, long term retention, and increased employer satisfaction.

The Measure Y reentry employment strategy has had a positive impact on participating young adults. Research Development Associates (RDA) 2011-12 evaluation found that almost all reentry employment adult probationers included in the sample were able to comply with the terms of their probation. The average 3 -year recidivism rate for reentry employment adult probations was 5.5%. However, a pre/post analysis found that while clients reported improvements on job readiness indicators, securing long term jobs remained a challenge for many.

The CEO partnership with Inner City Advisors (ICA) will help create long term jobs for people with high barriers to employment. ICA provides small business owners with expert consulting, education & investment to help grow their businesses. The Oakland Unite partnership will

Item: _____
Public Safety Committee
April 23, 2013

provide these businesses reentry candidates for existing job openings. The CEO/ICA partnership will increase the pool of local hiring of formerly incarcerated people.

CEO has extensive experience working with City, State, and Federal governments to implement successful anti-poverty initiatives. CEO's reentry program model helps people coming home from prison enter the workforce. The model helps achieve these goals by providing life skill education, short-term paid transitional employment, full-time job placement and post-placement services.

CEO is currently partnering with the City on the Golden State Works project. The Golden State Works project is an innovative partnership between CEO, the City of Oakland, California Department of Corrections and Rehabilitation and REDF (formerly the Roberts Enterprise Development Fund).

CEO's partner ICA, through its hands-on engagement model, provides small business owners with expert consulting, education & investment to help grow its businesses. Oakland Unite reentry employment participants will benefit from CEO employment developers ability to match employment opportunity with ICA's portfolio of companies and their needs.

BACKGROUND/LEGISLATIVE HISTORY

The Measure Y Request for Proposal (RFP) released in February 2012 included funding in the reentry employment strategy for employer/community-based partnerships, which required a community based agency to partner with a private sector employer(s) willing to hire the reentry population. As the RFP did not yield any proposals in this area, Council approved Resolution No. 84162 C.M.S. in June 2012 that \$100,000 per fiscal year (\$200,000) be re-issued in an RFP to fund innovative programs that include private sector employers who have available jobs and have formally agreed to hire Measure Y clients through this program, with community-based agencies providing supportive services. In December 2012 City Council approved, from fiscal year 2012-2013 through fiscal year 2014-2015, an additional \$50,000 per year (\$100,000) from the Measure Y Reserve. This allowed the Department of Human Services to develop and release a CBO/Employer Partnership RFP for a total of \$300,000.

DHS staff worked with a national expert, Larry Robbin on workforce development, including reentry employment and job retention, to ensure that the RFP addressed and incorporated a business perspective. The consultant helped develop the RFP to encourage more emphasis on employer engagement and employment opportunities that are pathways to self-sufficiency.

The RFP was released on December 20, 2012, and distributed via email and local newspapers. Staff conducted outreach through funding, community-based and business partners to ensure that the RFP was distributed widely.

DHS held a bidders conference on January 7, 2013; twenty-one (21) community-based agencies attended and were given more specific direction on the RFP and the process. Nine (9) of these organizations submitted a Letter of Intent. The RFP and attachments were posted on the Oakland

Unite website along with a Q & A section for prospective applicants. All questions were posted on the website within forty-eight business hours. Staff developed a scoring rubric that was weighted in favor of employment partnerships and wage subsidies.

Nine (9) proposals were submitted. DHS worked with an independent review panel consisting of outsider experts selected for their expertise in reentry employment, a community member, and a public partner. The review panel met on February 25th, and ranked the nine submitted proposals. They also prepared questions for the top three ranked applicants to answer. Through this competitive process, CEO, in partnership with Inner City Advisors (ICA), was selected and recommended to City Council for funding.

With a short planning period (May-June 2013), services will begin on July 1, 2013.

Building upon the successes of earlier reentry employment efforts this strategy will:

- Enable more reentry young adults to be served
- Create opportunities for upward mobility that lead to self-sufficiency
- Enhance the relationship between reentry employment service providers and the local small business community.

ANALYSIS

In addition to providing reentry young adults with well-connected job placements and retention support, the aim of the grant is to encourage community based reentry employment providers to think more in terms of partnership with employers rather than placement. Data suggests that a broad-based and sustained employer engagement strategy in the form of pre-screened and trained employees, wage subsidies, incentives, and retention support lead to better reentry employment outcomes. It is very important to invest in strategies that not only lead to jobs for the formerly incarcerated but that lead to stable jobs that can help one get out of the cycle of the criminal justice system.

COORDINATION

The CBO/Business partnership is an extremely collaborative partnership with the CEO and ICA as primary partners. Other key partners include ICA's portfolio of small business clients CORE Foods, Ed Support Services, Advanced Home Energy, Revolution Food, Back to the Roots, Gelateria Naia, Juniper Ridge, and Luminalt. The City Attorney's Office, Budget Office, DHS fiscal services, DHS Interim Director, and Interim Measure Y Program Manager has been consulted in the preparation of this report and resolution.

DHS convenes all Measure Y reentry providers and key partners bi-monthly to review program updates from each partner, discuss implementation challenges and successes, and review results.

COST SUMMARY/IMPLICATIONS

The recommended grant agreement shall be funded by restricted funds collected for violence prevention programs as authorized by the voter initiative Measure Y, enacted as the Violence Prevention and Public Safety Act (VPPSA) of 2004. The Budget Office projects flat Measure Y revenue for Fiscal Year 2012-2013, in an estimated \$20,267,142. Of this amount, \$5,475,000 is allocated for violence prevention programs. There will be no impact on the General Fund. If revenue projections change, either positively or negatively within 10% of the listed grant amount, staff recommends the grant be adjusted by the same percentage amount (positively or negatively).

The funds for the grant agreement will be allocated from the Measure Y Fund (2251), DHS Policy & Planning Services Organization (78311), and DHS Measure Y Project (G421255). The agreement will be for a fourteen-month period, with an option to renew for one additional 12-month periods.

Staff recommends, as in previous years, any unexpended balances due to grantee not meeting deliverables be placed into the Measure Y Reserve Fund - Measure Y Fund (2251), DHS Policy & Planning Services Organization (78311), and DHS Measure Y Reserve Fund Project (G261273).

There is no negative impact to the General Fund. DHS will utilize current Measure Y staff to manage resources; no new staff will be required to manage these new resources.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

Organizations are required to enter program data, including specific client information and recorded service levels, in an electronic database. Grantees are required to submit quarterly progress reports via the database that include the number of clients that have reached the intended benchmarks. Payment will be contingent upon grantees reaching their benchmarks.

Through Measure Y, several evaluations of the Reentry Employment strategy has been conducted, including both process and outcome evaluations. Measure Y evaluations can be found on the Measure Y website, www.measurev.org.

The Measure Y independent strategy level evaluation, conducted by RDA for FY 2010-11, found among their most important findings:

- Almost all reentry employment adult probationers included in the sample were able to comply with the terms of their probation
- Average 3 -year recidivism rate for reentry employment adult probations was 5.5%.
- Clients reported improvements on job readiness indicators, however securing long term jobs remained a challenge for many.

Item: _____
Public Safety Committee
April 23, 2013

SUSTAINABLE OPPORTUNITIES

Economic: Providing stable employment, strong retention support and a business engagement model to high risk young adults will potentially decrease the recidivism rates for this population and, therefore, enable formerly incarcerated young people successful transition and become contributing members of our community.

Environmental: There are no environmental opportunities at this time.

Social Equity: Providing opportunities for at-risk young adults in Oakland in achieving a greater degree of social equity by improving employment opportunities and providing support services.

For questions regarding this report, please contact Priya Jagannathan, Interim Manager of Measure Y Programs, at 510-238-2360.

Respectfully submitted,



SARA BEDFORD, Interim Director
Department of Human Services

Reviewed by: Priya Jagannathan
Interim Manager, Measure Y Programs

Prepared by: Dan Simmons, *Program Analyst II*

2013 APR 11 AM 8:53


City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A GRANT AGREEMENT WITH THE CENTER FOR ECONOMIC OPPORTUNITY (CEO) TO PROVIDE VIOLENCE PREVENTION SERVICES IN ACCORDANCE WITH THE MEASURE Y VIOLENCE PREVENTION & PUBLIC SAFETY ACT (VPPSA), IN THE AMOUNT OF ONE HUNDRED AND FIFTY THOUSAND DOLLARS (\$150,000) FOR THE PERIOD MAY 1, 2013 TO JUNE 30, 2014 WITH A ONE-YEAR OPTION TO RENEW FOR A TOTAL AMOUNT NOT TO EXCEED \$300,000

WHEREAS, City of Oakland voters passed Measure Y, the Violence Prevention and Public Safety Act of 2004, in November 2004, approving a series of taxes to support violence prevention objectives, programs and services to reduce violence among children, youth and young adults in Oakland; and

WHEREAS, the Measure Y resources are available and specific Measure Y violence prevention program strategies were approved by City Council in May 2012; and

WHEREAS, among these allocations, the City approved releasing a Request for Proposals (RFP) to fund a reentry employment program that includes partnerships with private sector employers who have available jobs and have formally agreed to hire Measure Y reentry clients; and

WHEREAS, the funding for this grant agreement is available in Public Safety Act/2004 Measure Y Fund (2251), DHS Policy & Planning Services Organization (78311), DHS Measure Y Project (G421255); and

WHEREAS, the Request for Proposals from non-profit and public entities to provide services from the period of May 1, 2013 through June 30, 2014 with a one year option to renew with City Council approval, was released on December 20, 2012; and

WHEREAS, after a competitive RFP process, the staff recommends the Center for Employment Opportunity (CEO) as the community-based reentry employment provider; and

WHEREAS, CEO will develop and implement a reentry employment model that encourages employers to hire individuals they would not normally hire; now, therefore, be it

RESOLVED: That the City Administrator is hereby authorized to execute and enter into a grant agreement with CEO in the amount of \$150,000 for the time period of May 1, 2013 through June 30, 2014, with a one-year option to renew pending City Council approval, for a total amount not to exceed \$300,000, for the purpose of funding services to reentry individuals; and be it

FURTHER RESOLVED: Measure Y funds will be allocated from Public Safety Act/2004 Measure Y Fund (2251), DHS Policy & Planning Services Organization (78311), DHS Measure Y Project (G421255); and be it

FURTHER RESOLVED: That, as in previous years, any unexpended balances due to grantee not meeting deliverables be placed into the Measure Y Reserve Fund - Measure Y Fund (2251), DHS Policy & Planning Services Organization (78311), and DHS Measure Y Reserve Fund Project (G261273); and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to conduct all negotiations, execute and submit all documents, including but not limited to applications, agreements, amendments, modifications, payment requests and related actions which may be necessary to carry out the basic purpose of this resolution; and be it

FURTHER RESOLVED: That said agreements shall be approved as to form and legality by the Office of the City Attorney and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, GALLO, GIBSON McELHANEY, KALB, KAPLAN, SCHAAF, REID and PRESIDENT KERNIGHAN

NOES-

ABSENT-

ABSTENTION-

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