

CITY OF OAKLAND

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2017 MAY 12 AM 9:30

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Mark Sawicki
Director, EWD

SUBJECT: Informational Report On Youth Hired
During The Summer Of 2016

DATE: May 1, 2017

City Administrator Approval

Date:

5/11/17

RECOMMENDATION

Staff Recommends That The Life Enrichment Committee Of The Oakland City Council Accept This Informational Report On Number, Position Assignments And Location Assignments Of Youth Hired During The Summer Of 2016 In All Departments Of The City Of Oakland Other Than Parks And Recreation; And A Proposal To Significantly Increase The Number Of Youth Hired Into Positions In All City Departments In The Summer Of 2017 And For Year-Round Positions; And Options And Opportunities For Funding, Including Proposals For Consideration In The FY 2017-19 Budget.

EXECUTIVE SUMMARY

This informational report provides an update on summer and year-round employment programs for youth and young adults that are administered, coordinated, and funded through the City of Oakland's Department of Economic and Workforce Development and contracted youth service providers of the Oakland Workforce Development Board (OWDB). Specifically, the report offers updates around the OWDB's work to support program development, implementation, and fundraising efforts that are a part of the City of Oakland's direct investment into subsidized jobs and internships for the 2017 summer.

Additionally, this report provides information regarding an array of related citywide youth summer jobs, internships and other work-based learning (WBL) activities that are administered and/or performed by various other public, private, and non-profit agencies heading into the summer of 2017. This information is provided as a means of helping strengthen the connection of these two domains (subsidized summer jobs and the larger set of WBL activities in Oakland) and aligning them around a broader network that is coordinating these activities at a regional level under the "Earn & Learn East Bay" branded framework.

BACKGROUND / LEGISLATIVE HISTORY

For many young people, a summer job is their first experience where they are exposed to challenges, opportunities, and lessons required for success in the world of work; the key to success oftentimes starts with a summer job experience. In recognition of this, the City of Oakland has made a longstanding commitment to invest in and support partnerships with

Item: _____
Life Enrichment Committee
May 23, 2017

Oakland businesses, non-profits, and public agencies, and youth workforce development organizations to provide subsidized summer employment and other personal and professional development opportunities for Oakland youth.

The OWDB and its predecessor organizations have historically served an important role in helping to subsidize the wages of young people in the City Of Oakland while working in summer jobs. This work goes back more than four decades, when the Comprehensive Employment Training Act (CETA) of 1973 provided substantial resources to pay the wages for youth working in summer jobs, a priority that was continued under the Job Training Partnership Act (JTPA) of 1982. When successor legislation to the JTPA was enacted in the form of the Workforce Investment Act (WIA) of 1998, summer youth employment ceased to be a standalone activity, substantially changing the approach (and level of investment) to providing paid (subsidized) summer work experience. During the period of the American Recovery and Reinvestment Act (ARRA), standalone subsidized summer jobs were briefly reintroduced as an allowable activity under WIA, but this was sunset at the conclusion of ARRA in June 2011.

Most recently, the Workforce Innovation and Opportunity Act (WIOA) of 2014 has placed additional emphasis on paid and unpaid work experience, which it defines to include summer and year-round employment, pre-apprenticeship, internship and job shadowing, and on-the-job training opportunities. Additionally, the WIOA requires that each local area spend a minimum of 20 percent of its local area funds on work experience (which are inclusive of staffing costs) and encourages partnering with locally-funded programs supported by the U.S. Department of Health & Human Services (specifically the Temporary Assistance to Needy Families, or TANF program), the U.S. Department of Housing & Urban Development (specifically Community Services Block Grant, or CSBG programs and Community Development Block Grant, or CDBG programs). In communities such as Oakland, there are even more opportunities for local workforce boards to partner with related programs operating at the local level.

In 2013, the Oakland City Council passed City Council Resolution No. 84373 C.M.S., authorizing the OWDB to approve the disbursement of funds for the summer jobs program to contracted youth service providers without the need for staff to return to the City Council for approval. Working in conjunction with the Mayor's office, OWDB staff have been developing an employment-focused summer and year-round program model (more about which appears later in this report), this legislation remains in effect regarding disbursement of program funds associated with the traditional subsidized summer jobs model.

ANALYSIS AND POLICY ALTERNATIVES

The OWDB was requested to provide this report as a means of formally updating the Oakland City Council about its efforts to help support program development, implementation, and fundraising to help support subsidized jobs and internships for the 2017 summer. What follows is an overview of how the OWDB will be working with various community-based organizations to coordinate and support the provision of subsidized jobs and internships for Oakland youth. The report will also briefly touch upon how this work fits into a broader landscape of related activities, initiatives, and programs that do similar work to help young people find quality employment, internships, and other work-based learning experiences.

Recent Background & Context: Beginning in 2015, in accordance with the principles under WIOA, Mayor Libby Schaaf directed OWDB staff to develop an expanded and more comprehensive employment-focused summer and year-round program model that links, aligns, and leverages the many different types of WBL activities being done across the City Of Oakland. Initially called Classrooms2Careers, this work was further bolstered through the receipt of grant funds from the Peralta Community College District to support a set of work activities connected to the regional East Bay Career Pathways Trust (<http://eastbaycareerpathways.org/>) project. Investment from this latter grant has helped the OWDB to undertake an expanded role with business engagement, with an explicit goal of helping to develop more WBL opportunities for high-school students in OUSD schools. The OWDB was able to move this forward

By having a new and expanded role in the development and support of WBL activities beyond more traditional models, the OWDB is now tasked with two interrelated but discrete efforts:

- Continue to coordinate, fund, and support a program model providing paid, subsidized summer employment (jobs and internships) to Oakland youth during the 2017 summer (and beyond)
- Work more expansively with partners from business, economic development, education, labor, and community-based organizations to set up a framework that effectively aggregates all of the WBL activities (particularly paid jobs and internships) across the City Of Oakland.

As alluded to in the "Background/Legislative History" section of this report, the OWDB has performed the first task listed above for decades, but it has only begun scratching the surface on the second one for approximately the last year. While this second task is considerably more time-intensive and complex than the first one, it is arguably also much more valuable and important in terms of trying to build, expand, and sustain this work so that we might realize better long-term impacts for Oakland youth at a larger scale than has been realized before. (Refer to the "Public Outreach/Interest" and "Coordination" sections of this report for additional details about work being performed in support of the second task.)

Summer 2017 Subsidized Jobs

In accordance with City Of Oakland Ordinance 84373 C.M.S., in early April the OWDB circulated a solicitation to its contracted service providers to perform the required functions to serve as the employer of record for young people in the City Of Oakland who are working in subsidized summer (and year-round) jobs. Five (5) organizations responded to this request, including Bay Area Community Resources, Lao Family Community Development, The Youth Employment Project, Unity Council, and Youth Uprising.

The funding that supports this work typically comes from the following sources:

- 1) Public funds that are used to subsidize wages for youth. Examples include funding from the Oakland Housing Authority, the City Of Oakland General Fund, and Workforce Innovation & Opportunity Act (WIOA) funds. In addition to being finite, these funding sources typically have restrictions and/or eligibility criteria around whom these resources can be used to serve, as well as the kinds of activities they can support.

- 2) Private funds that are used to subsidize wages for youth. Examples include business/corporate grants/sponsorships, grants from foundations and other philanthropic sources, and individual donations. These funds are usually far less restrictive in terms of whom they can be used to serve, and for what purpose, than public funds.

Funds described in item #1 above are administered by the City Of Oakland and OWDB and are disbursed to contracted youth service providers, who in turn serve as the employer of record for young people and work to coordinate their placement at quality worksites across the city. Additionally, any funds raised by the City Of Oakland and OWDB under category #2 follow a similar process. Taken together, these two categories of funding make up the base funding amounts for OWDB contracted service providers to provide subsidized summer and year-round jobs for Oakland youth. It is important to note that funding for the aforementioned contracts is contingent upon revenues received from the Oakland Housing Authority (OHA), potential Oakland General Fund allocations, WIOA funds, and other miscellaneous funding sources.

Below are some additional details about the different pools of funds (items #1 and #2 above) to support summer and year-round jobs that are directly under the purview of the OWDB:

Oakland Housing Authority Funding

The Oakland Housing Authority (OHA) provides a considerable level of funding to support a program model that includes a total of 20 hours of employment and job retention training, and 100 hours of paid work experience at the City's new minimum wage rate of \$12.86 per hour. The OHA grant pays service providers a flat fee of \$500 per participant for Program and Administrative support and up to \$1,286 for youth wages (based upon a 100-hour work experience), and their contract to provide these revenues stipulates that any costs above and beyond the \$1,726 per participant must be supported by other funding sources.

Other Funding (Public & Private)

In addition to OHA funding described above, the City Of Oakland sometimes invests additional public funds to subsidize paid summer jobs and internships. Public funds usually come from two sources: City of Oakland General Funds, and WIOA funds, and the amount of money available each year varies based upon how much funding is made available in the City and OWDB budgets to directly invest in this work.

In addition to the public funds listed above, the Mayor of Oakland works with other community leaders to raise additional funds from private sector sources. These funds are typically added to the contracted amounts with youth service providers who are working directly with youth to place them in subsidized jobs.

FISCAL IMPACT

The fiscal impact of any and all subsidized summer 2017 activities will be proportionate to the level of investment that the City Of Oakland might consider making above and beyond the amounts delineated in the table below.

Subsidized (Paid) Employment – Estimated Revenue Sources*	Estimated Amount
Oakland Housing Authority	\$450,000
Oakland Workforce Development Board (Workforce Innovation & Opportunity Act)	\$100,000
Mayor's Summer Jobs Fund (previously secured)	\$25,000
Kaiser Permanente	\$35,000
Port of Oakland	\$9,000
Miscellaneous Secured Contributions	\$6,000
Total	\$625,000

* Estimates of financial commitments to date that will support subsidized jobs for summer 2017:

Based upon an analysis of the responses submitted to the OWDB by five (5) existing community-based organization (CBO) service providers, the average cost of a 100-hour subsidized summer job is approximately \$2,500 per person. This cost has increased slightly from previous years due in part to the increase in the minimum wage from \$12.55 per hour to \$12.86 on January 1, 2017. Based on the average cost per job and the total estimated pledged revenues to date, approximately 240 young people in the City of Oakland could be placed in a subsidized job during the summer of 2017 through these funds. The OWDB and the Mayor's office will host a fundraising breakfast on May 8, 2017, that will hopefully bring in more revenue to support additional subsidized summer jobs.

Additional investment from the City of Oakland would increase the number of subsidized summer jobs at the rate of \$2,500 per participant.

PUBLIC OUTREACH / INTEREST

The OWDB is beginning to take a much more active role in trying to better connect and aggregate the myriad activities, programs, and services happening across the City of Oakland that help young people with their educational and career success. This includes large institutional partners such as the Port of Oakland, the Oakland Unified School District (OUSD) Exploring College, Career, and Community Options (ECCO) program, and Peralta Community College District as well as the network of youth workforce development agencies and CBOs receiving support from other city-sponsored efforts like Oakland Unite and Oakland Fund for Children and Youth (OFCY). There are also several other programs led by private sector partners, the most notable of which is the highly lauded KP Launch run by Oakland-based Kaiser Permanente. Because of the somewhat fragmented nature of these efforts, it is only possible to make rough estimates as to their size and scope, although taken together they arguably represent the largest investment in Oakland youth both on a seasonal (summer) and year-round basis – the best current estimates put this number between 1,500-2,000 summer and year-round jobs.

As means of helping to better align this work, the OWDB is working with some other key partners to adopt Earn and Learn East Bay, or ELEB (www.earnlearneastbay.org), as the new umbrella strategy and regional unified branding that links together jobs and other WBL activities across the City of Oakland and beyond. This affiliation will enable the City of Oakland to leverage critical infrastructure to further enhance work happening on the ground by providing a range of communications, infrastructure (tracking & monitoring tools, etc.), and other systems that will help to amplify and strengthen this work. Additionally, because the ELEB brand is

already being recognized by a number of employers in the region, the City of Oakland has the opportunity to more quickly enlist the support of private businesses to expand this work, which is a key to its sustainability and growth.

ELEB also includes public-sector partners from Alameda County, including the Alameda County Office of Education (ACOE), the Alameda County Social Services Agency (SSA), the Alameda County Workforce Development Board (ACWDB), and other schools and districts in the county. Finally, there is a large network of other (public and private) efforts to employ Oakland youth, from organizations like Bay Area Rapid Transit (BART) to private efforts such as the KP Launch program run by Kaiser Permanente. By better connecting these different organizations and their respective resources and investments around an aligned regional strategy, ELEB will help to enhance coordination and ideally help increase private-sector investment into jobs, internships, and other WBL activities for Oakland youth.

One of the more tangible ways in which these partnerships are being demonstrated was through the recent collaboration between the City of Oakland, the OWDB, and the Oakland Metropolitan Chamber of Commerce to support the 2017 Youth Careers Expo held on April 13, 2017 at the Oakland Marriott (see <http://oaklandyouthcareersexpo.org/> for more information). This event was attended by nearly 600 young people attending OUSD schools and featured more than thirty (30) employers with more than 500 job opportunities; six (6) of these employers made between fifteen and twenty (15-20) job offers at the event. In addition to the jobs secured directly through the Expo, the direct connections made at this event will open up additional WBL experiences for youth such as job shadowing, classroom guest speaker presentations by business professionals, and other related activities.

COORDINATION

The OWDB is helping to ensure coordination of efforts around subsidized jobs and the broader Earn & Learn East Bay efforts in the following ways:

- 1) Working with the Mayor's office to help augment investment (particularly from the private sector) to increase the number of subsidized summer jobs available to Oakland youth. Additionally, OWDB staff is working with the Mayor's office to help strengthen ties between different initiatives, partnerships, and programs related to youth employment, career development, and workforce development.
- 2) Placing young people in subsidized jobs in City of Oakland departments: In prior summers, a number of young people have been placed into subsidized jobs in various city departments. Contract and Compliance, Project Delivery Division, Public Works Agency, Finance and Management Agency, Department of Planning and Building, Office of Information Technology, Treasury Bureau, Department of Human Services, and Economic & Workforce Development. Some of the jobs included cadet experiences in both the Police and Fire Departments. OWDB staff has already presented to Department Heads about serving as host worksites for the 2017 summer and is in the process of finalizing interest and demand.

- 3) Working with the City of Oakland Parks & Recreation Department to ensure that OWDB service providers help to expand the pool of applicants for seasonal jobs associated with the operations of that department. As the Parks & Recreation Department hires roughly 100 young people directly to do this work each year, the City of Oakland is making a direct investment in them as their employer, offering them the opportunity to learn new skills and get a window into working for the City of Oakland.
- 4) The OWDB is actively exploring other opportunities to coordinate internally and utilize connection points with external partners in order to better coordinate and amplify the great work that is happening to help support the healthy development of young people in the City of Oakland.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

Collecting data on youth in subsidized jobs that are funded under the purview of the OWDB is relatively simple. The CBOs that are contracted to do this work already track a number of key elements and dimensions of this work, including demographic and geographic information about the young people who are placed into subsidized summer jobs. Service providers also track and report information about the worksites and types of jobs/experiences that young people are exposed to through the subsidized jobs program. Above and beyond that, the OWDB has a similar – if not even greater – capacity to track and report on year-round activities and outcomes for youth who are enrolled into WIOA-funded programs and services.

By working with other local and regional partners under the ELEB network, the OWDB hopes that the Mayor of Oakland, the Oakland City Council, and other key leaders and stakeholders can more effectively track and measure process and outcome measures associated with this work, including the scope and scale of business involvement and investment in this work, which is a critical component of sustaining it into the future.

SUSTAINABLE OPPORTUNITIES

Economic: Summer jobs and internships are among the most valuable form of work-based learning experiences that a young person can have. Paid summer jobs can put millions of dollars in the pockets of young people, much of which gets recirculated back into the local economy.

Environmental: In past summers, some young people have performed work with Team Oakland, Parks and Recreation and the Police Activity League to help beautify the City of Oakland and preserve/improve its environment. There are additional ancillary benefits that accompany this work from the perspective of civic engagement.

Social Equity: The funding sources and program partnerships that support subsidized summer jobs are primarily focused on serving a diverse range of low-income youth in specific Oakland neighborhoods and communities, many of whom are also involved with other systems (juvenile justice, foster care, etc.) or otherwise are working to overcome other challenges. These investments offer youth between the ages of 16-24 access to opportunities to improve their

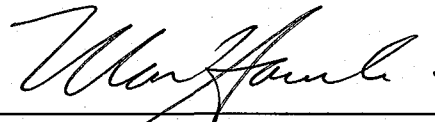
employment skills through a variety of experiences that can help them become gainfully employed community engaged young adults.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the Life Enrichment Committee of the Oakland City Council accept this informational report on number, position assignments and location assignments of youth hired during the summer of 2016 in all departments of the City Of Oakland other than Parks and Recreation; and a proposal to significantly increase the number of youth hired into positions in all City departments in the summer of 2017 and for year-round positions; and options and opportunities for funding, including proposals for consideration in the FY 2017-19 budget.

For questions regarding this report, please contact Stephen Baiter, OWDB Executive Director, at 510-238-6440.

Respectfully submitted,



MARK SAWICKI
Director, Economic & Workforce
Development

Prepared by:
Stephen Baiter, Project Manager III
OWDB Executive Director
Oakland Workforce Development Board

Attachments (1)

- A: Informational Report on Youth Hired in 2016 – Report to Life Enrichment Committee on January 10, 2017



FILED
OFFICE OF THE CITY CLERK
OAKLAND

2016 JAN -4 PM 12:40

REVISED
JAN 04 2017

Attachment
A

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Mark Sawicki
Director, EWD

SUBJECT: Informational Report On Youth Hired
During The Summer Of 2016

DATE: December 21, 2016

City Administrator Approval

Date:

1/4/17

RECOMMENDATION

Staff Recommends That The Life Enrichment Committee Of The Oakland City Council Accept This Informational Report On Number, Position Assignments And Location Assignments Of Youth Hired During The Summer Of 2016 In All Departments Of The City Of Oakland Other Than Parks And Recreation; And A Proposal To Significantly Increase The Number Of Youth Hired Into Positions In All City Departments In The Summer Of 2017 And For Year-Round Positions; And Options And Opportunities For Funding, Including Proposals For Consideration In The FY 2017-19 Budget.

EXECUTIVE SUMMARY

This informational report focuses primarily on the 2016 Classrooms2Careers Program as administered through the Department of Economic and Workforce Development and contracted youth service providers of the Oakland Workforce Development Board (OWDB). In addition, this report includes a compilation of California Career Pathways Trust (CCPT) Work Based Learning (WBL) activities and citywide youth summer internships administered by public, private and non-profit agencies. Further, this report provides information regarding the Classrooms2Careers program design, key issues and impacts, funding sources and eligibility restrictions, participant selection and demographic profiles of youth.

BACKGROUND / LEGISLATIVE HISTORY

For the past forty-nine (49) years, the City of Oakland has worked in a unique partnership with Oakland businesses, non-profit agencies, and youth workforce development agencies to provide summer employment and personal development opportunities for Oakland youth. For many young people, a summer job is their first experience where they are exposed to challenges, opportunities, and lessons required for success in the world of work; the key to success oftentimes starts with a summer job experience.

The Classrooms2Careers program is part of the Mayor's Cradle2Career program with Classrooms2Career focusing on high school and a year-round network of employment, training, and educational enhancement through WBL activities. Classrooms2Careers connects Oakland youth to an array of year-round events, support services and work-based learning experiences that includes internships and the traditional summer job. Classrooms2Career's training and

Item: _____
Life Enrichment Comte
January 10, 2017

WBL experiences provide youth between the ages of 16-24 with opportunities to use their summer break productively while gaining valuable career and life skills that enhance their school performance and career goals. The OWDB works in partnership with a variety of non-profit community based organizations, as well as the Alameda County Social Services Agency, to help support the Classroom2Careers effort.

Classrooms2Careers is made possible through the assistance of numerous businesses and providers, including, but not limited to the following organizations: AC Transit, BART, Alameda County Public Health, Boys and Girls Club of Oakland, Police Activity League, Oakland Mayor's Office, numerous City of Oakland departments, including Oakland Parks and Recreation, Oakland Housing Authority (OHA), Oakland Unified School District College and Career Readiness Office (Exploring College and Career Options Oakland (ECCO)). Our service providers include Lao Family Development, The Unity Council, JumaVentures, East Side Arts Alliance Youth Employment Partnership (YEP), Youth Radio, and Youth UpRising (YU). All of the service providers have a long history of working with Oakland youth, particularly at-risk youth. The agencies recruited, trained, provided oversight as the employer of record and assisted their youth constituents with the needed support throughout the summer of 2016.

During the 2016 summer, each youth in the Classrooms2Careers program was matched with a work experience counselor who provided case management throughout the period of their placement. Through weekly visits to the job sites, case managers were able to gather timely feedback from the youth and supervisors at the worksite. The majority of the youth participants were engaged in weekly job-readiness workshops over the duration of the program. These workshops included money management, professional communication, job retention, resume development as well as career planning.

Prior to placing a youth with an agency, each partnering organization completed an employer request form. All Classrooms2Careers participants also completed an applicant form. The program began with a series of workshops and documentation collection and review for youth eligibility (e.g. Oakland Housing Authority eligibility). Our youth provider partners gave participants workshops that allowed them to practice interviewing and effective communication skills, and other workshops covering a number of work place topics including appropriate workplace dress and attitude. One workshop included a facilitated job placement process for youth to select their preference for a summer job based on their skill level, interest and job availability. Supervisors also completed worksite evaluations of the youth at the beginning and end of the program. Likewise, youth completed a worksite evaluation of their supervisors.

In previous years, the program's enrollment was on a first come first served basis. However, beginning last year, enrollment for the Classrooms2Careers program operated a more inclusive rolling enrollment protocol in order to service as many youth as possible and in accordance with program and funding eligibility (i.e. OHA status, foster youth, juvenile justice, age, and out-of-school). The program's interns began their summer job experience in the first week of July. Youth in the Oakland Housing Authority Program were allowed to work up to 100 hours over a six-week period at \$12.55 per hour, while receiving ongoing training and support from their primary community-based youth service provider. As mentioned above, many youth interns were placed within various City of Oakland Departments such as Department of Parks & Recreation, Contract and Compliance, Project Delivery Division, Public Works Agency, Finance and Management Agency, Department of Planning and Building, Office of Information

Item: _____
Life Enrichment Comte
January 10, 2017

Technology, Treasury Bureau, and Department of Human Services, and Economic Workforce Development. Some of the jobs included cadet experiences in both the Police and Fire Departments. The remaining youth were placed in community organizations, other public agencies and private companies.

The Classrooms2Career Program endeavors to combine a tapestry of different funding sources, partnerships and service providers. Classrooms2Careers is able to serve youth and young adults because of this diverse funding and agencies implementing programs with a variety of eligibility requirements. Our funding partners and supporting agencies include the Department of Human Services- Oakland Unite and Oakland Fund for Children and Youth, Public Works Agency, Office of Parks and Recreation, Oakland Workforce Development Board, Alameda County Social Services Agency, Oakland Unified School District, Port of Oakland, Oakland Housing Authority and other private funding through businesses, foundations and private residents.

The private donations given to the program have been primarily raised through Mayor Schaaf's Office. In 2016, major corporate sponsors included Oakland Housing Authority (OHA), Bank of America, JP Morgan Chase, AC Transit, The Clorox Company and Kaiser Permanente. The majority of the contributions were dedicated to for the wages of the youth in the program. In addition the aforementioned private sector funding, the Oakland City Council invested an additional \$200,000 to help support the cost of additional paid positions as well as cover higher costs incurred due to the raise in minimum wage.

ANALYSIS AND POLICY ALTERNATIVES

This report is inclusive of all the youth summer work experience activities throughout the City of Oakland funded by diverse sources and administered by various public, private and community based organizations that we could identify. The "Summer Youth Employment Activities" of 2016 resulted in job opportunities for 1,137 youth in Oakland, more than 99% of whom were Oakland residents.

Although most of the funding offering employment opportunities to Oakland youth came from sources other than the City of Oakland, this report attempts to offer a comprehensive view of the different aspects and the youth involved in the summer and year round youth employment programs.

Funding Sources:

The following funding sources helped to support the 2016 citywide youth year-round and summer work experience activities.

1. A total of 350 summer jobs were supported with funding from the Alameda County Title IV-E Waiver, California Career Pathways Trust (CCPT), Alameda County Social Services Agency, and the Alameda County Probation Department. The "Highway to Work (H2W)" Summer and Afterschool Youth Employment Program (SASYEP) is administered by the Oakland Private Industry Council (PIC) in partnership with youth service agencies located throughout Alameda County. H2W serves youth and young adults ages 14-19 in North County and Central/East Oakland that are engaged with the juvenile justice and social service systems (i.e. probation, foster care, Cal Works, Cal

Learn). H2W supports participants as they pursue their education and gain meaningful work experience. PIC has four partner agencies that support the program participants - Berkeley Youth Alternatives, PUEBLO, Spanish Speaking Citizens Foundation, and PIC-Breaking Through Barriers Department.

The Unity Council, Youth Employment Partnership, and Youth UpRising also served youth through this funding stream.

2. Oakland Fund for Children and Youth (OFCY)
OFCY funded programs provided direct service to children and youth, ages 14 -20, throughout the city of Oakland. The OFCY strategic plan guided the funding priorities and provided job opportunities for 344 youth. Strategies included Youth Career and Workforce Development, Community-based Out of School Time Programs and Transition to Adulthood. The OFCY programs that provided summer work activities were Youth Employment Partnership (Career Try-Out), Juma Ventures, The Unity Council, Youth Radio Center for Media Change (Hack the Hood Boot Camp), Better Health East Bay Foundation (Youth Bridge Career and Workforce Development Program), and Oakland Unified School District (Exploring College & Career Options in Oakland- ECCO!).
3. Oakland Housing Authority
Oakland Housing Authority (OHA) provided funding for summer employment opportunities to 299 youth, ages 16 to 24 living in public and Section 8 housing. OHA youth were served through the WIOA network of contracted youth service providers and were paid \$12.55 an hour. Many of the youth interns worked in various City Departments.
4. Oakland Unite
The City of Oakland, Department of Human Services Measure Z funded 90 summer jobs for Oakland youth ages 14-21 to work in local businesses, non-profits, and community. All Oakland Unite's programs target our highest risk community members and neighborhoods. The violence prevention programs administered through the City are designed to work together with community policing to provide a continuum of support for high-risk youth and young adults. Summer programs supported by Measure Z funds are Youth Radio, Youth Employment Partnership, and Youth UpRising.
5. Oakland Parks and Recreation (OPR)
OPR hired 107 youth as Recreational Aides during the summer. All OPR summer candidates went through the regular hiring process of the City. The funding is part of OPR's baseline budget and self-sustaining funds. The teens were placed at Oakland's Recreation Centers throughout the City.
6. Port of Oakland
The Port of Oakland committed to providing job opportunities to West Oakland youth. They developed 23 summer internship opportunities for high school youth working within the Port Administrative, Marina and Airport Divisions. For referrals, the Port worked exclusively with Youth Employment Partnership.
7. Private Employers

The private sector employers supported summer job opportunities for youth; numerous businesses hired and paid their interns directly. Employers also had the option to contribute the cost of the internship to the youth service provider, which then managed the payroll and served as the employer of record.

2016 YOUTH SUMMER JOB PLACEMENTS

AGENCY NAME	YOUTH SERVED
AC Transit	7
BART	4
Brothers On The Rise	30
Center for Media Change	38
City Slicker Farms	8
County IV-E	133
Civicorp	37
Dept of Human Services	4
Ella Baker Center	5
Girls Inc	49
Hack The Hood	34
Library	11
KDOL	18
MTC	7
Oakland Fire Department	10
Oakland Police Department	2
Oakland Unite	25
Oakland Zoo	3
OHA/WIOA	299
OUSD ECCO/Workability	188
OTX	13
PAL	40
Parks & Rec	107
PG&E	2
Port of Oakland	23
Rising Sun	11
Safe Passages	20
Town Kitchen	9
TOTAL	1137

Classrooms2Careers Summer Youth Events. The summer of 2016 was a great success for Classrooms2Careers.

C2C SUMMER EVENTS	
Oakland Youth Career EXPO	February 26, 2016
Kick Off Breakfast	June 15, 2016
City Hall Interview Day	June 30, 2016
Classrooms2Career Kick-Off	July 5, 2016

Classrooms2Careers OHA Grant Overview

The Economic and Workforce Development Department received the following data from our summer Classroom2Careers youth providers pursuant to the requirement OHA that such demographic information is obtained. The following is the detail for summer participation within the Oakland Housing Authority grant participants.

ETHNICITY	YOUTH
African American	190
Asian	38
Hispanic	2
Middle Eastern	1
Undisclosed	68
TOTAL	299

The youth participants worked in a variety of industries this summer both within the City of Oakland and through our partners throughout the city. The City government industry had the highest population of students closely followed by Parks and Recreation and Administration for the summer of 2016.

INDUSTRY	PLACEMENT #
Administration	57
Art Collaborative	3
Childcare	20
City Government	133
Construction	6
Customer Service	9
Food Service	19
Healthcare	2
Maintenance	33
Not For Profit	9
Parks and Recreation	107
Performing Arts	2
Recreation/Clubs	49
Retail	21
Transportation	2
Youth Development	12

FISCAL IMPACT

The fiscal impact of 2016 activities has been addressed in prior budgets and reports and is provided for informational purposes only. To maintain the same service levels in 2017 will cost more due in part to the increase in the minimum wage from \$12.55 per hour to \$12.86 on January 1, 2017.

PUBLIC OUTREACH / INTEREST

Classrooms2Careers has now incorporated a number of exciting work-based learning opportunities that includes such experiences as a Youth Career Expo, which is our primary door to outreach to the business community in the East Bay; an inaugural event was held back in March 2016. The 2017 Expo (scheduled for March 2017) will be presented by a partnership between the City of Oakland, the Oakland Metropolitan Chamber of Commerce, and the Oakland Unified School District.

In addition to summer jobs and internships that are secured through the Expo, other Classrooms2Careers events and opportunities will include CCPT Work Based Learning experiences for youth such as job shadowing, classroom guest speaker presentations by business professionals from a variety of industries as well as internships and company site visits for students. Our goal in 2017 is to engage a total of 2035 students in the first year of this new program model. In addition, Classrooms2Careers has expanded public outreach via social media with robust and a growing presence on Twitter, Facebook and LinkedIn.

COORDINATION

The Department of Economic and Workforce Development coordinates with numerous City of Oakland departments in ensuring that youth in the City of Oakland have internships and Work-Based Learning opportunities. Specifically, the Department of Economic and Workforce Development coordinates with City of Oakland Departments such as Department of Parks & Recreation, which utilized the labor of 107 youth workers, Contract and Compliance, Project Delivery Division, Public Works Agency, Finance and Management Agency, Department of Planning and Building, Office of Information Technology, Treasury Bureau, and Department of Human Services, and Economic and Workforce Development also utilized the services of an intern this year, which proved to be extraordinarily useful. City departments have the benefit of working with young persons who increase production by providing skills and knowledge to help meet departmental goals. Moreover, youth participants learn how the City of Oakland operates and oftentimes are inspired to join the City of Oakland workforce upon completion of school.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

The 2016 Classrooms2Careers Program is part of a larger vision to provide a wide range of positive experiences for Oakland youth during the summer months and in 2017 the program will expand its year round program. Classrooms2Careers is a citywide collaborative of the Mayor's Office, various City Departments, Oakland Housing Authority, Oakland Workforce Development Board, Port of Oakland, Oakland Unified School District, youth workforce development agencies, community-based organizations, and the private employers. Classrooms2Careers brings these community partners together to provide Oakland youth the opportunity to

Item: _____
Life Enrichment Comte
January 10, 2017

experience the work world, earn income, build employment skills, and receive on-the-job training that can help them become self-supporting adults.

For the fourth year, the City Of Oakland received generous support from the Oakland Housing Authority (OHA) to provide employment opportunities to 299 youth, ages 16 to 24, living in public housing and Section 8 programs. OHA screened, verified, and referred their youth to one of the OWDB's service providers so that they could participate in a paid summer work experience activity.

SUSTAINABLE OPPORTUNITIES

Economic: Classrooms2Careers creates a variety of WBL opportunities including summer employment, internships and work-based learning events for more than 1500 youth and generates more than \$1,000,000, which mostly goes back into the local economy. The importance of this program is clear as the experience of work for these young people prepares youth for the world of work and benefits our business community by creating a pipeline of local talent for the future.

Environmental: The work performed by youth placed with Team Oakland, Parks and Recreation and the Police Activity League helped beautify the City of Oakland and improved its environment.

Social Equity: Classrooms2Careers and the funding sources and program partnerships that support it are primarily focused on serving underserved low-income youth, many of whom are in juvenile justice and foster care systems. Classrooms2Careers is designed to enable youth between the ages of 16-24 with opportunities to improve their employment skills with a variety of opportunities and experiences that can move the participants towards becoming gainfully employed community engaged young adults.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the Life Enrichment Committee of the Oakland City Council accept this informational report. Staff anticipates returning to the Committee in the near future to request funding for Classrooms2Career to support a significant increase in the number of youth hired in 2017.

Item: _____
Life Enrichment Comte
January 10, 2017

For questions regarding this report, please contact Stephen Baiter, OWDB Executive Director, at 510-238-6440.

Respectfully submitted,



Mark Sawicki
Director, EWD

Reviewed by: Stephen Baiter
Executive Director
Oakland Workforce Development Board

Prepared by: Angela Muse
Program Analyst II
Economic & Workforce Development Dept.