

CITY OF OAKLAND
AGENDA REPORT

OFFICE OF THE CITY CLERK
JUN 27 2006

2006 JUN 15 PM 4:04

To: Office of the City Administrator
Attn: Deborah Edgerly
From: Department of Human Services
Date: June 27, 2006

Re: RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR AND ACCEPT FUNDS IN THE ESTIMATED AMOUNT OF \$1,070,210 FROM SENIOR SERVICE AMERICA, INC., FOR THE CITY OF OAKLAND SENIOR AIDES PROGRAM FOR THE FISCAL YEAR 2006 – 2007

SUMMARY

Staff requests that the City Council approve a resolution authorizing the City Administrator to apply for and accept a Senior AIDES grant for fiscal year 2006-2007 from Senior Service America, Inc. (SSAI), a non-profit organization administering the Department of Labor's Senior AIDES grant, in an estimated amount of \$1,070,210. The Senior AIDES Program provides subsidized part-time community service and training assignments as well as job search assistance to people over 55 with limited income. The program builds new skills and assists enrollees in finding employment in the private sector.

FISCAL IMPACT

Funding from Senior Service America, Inc. totaling \$1,070,210 is appropriated in the Department of Human Services FY 2005-07 Adopted Policy Budget in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2006-07 Project (G262910). A total of \$145,389, which is the 13% non-federal match required under the grant for administration costs associated with the Senior AIDES program, will be allocated from the General Purpose Fund (1010), Senior AIDES Organization (75651) and Senior Aides FY 2006-07 Project (G262910).

Historically, the City Council has waived Central Service Overhead (CSO) charges levied against senior program grants. The City of Oakland has in the past years waived the Central Services Overhead charge for this program and a waiver is necessary for the FY 2006-2007 due to the federal administrative cost caps and the level of funding required to adequately run the program. The waiver of Central Services Overhead charges would be \$261,616 and does impact the General Purpose Fund (GPF), in that it reduces "recovery" – which is essentially revenue – to GPF.

BACKGROUND

ASSETS Senior Employment Opportunities Program has operated this Senior Community Service Employment program for 36 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.

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KEY ISSUES AND IMPACTS

Over the past two years, the Oakland program has successfully provided work experience and employment training to 572 mature adults aged 55 to 85 years old. The Oakland program placed over 110 mature adults in clerical, retail, customer service, childcare, food service, managerial, home health, driver, and community service jobs. The average wage at placement was \$11.02 per hour; 95% were still employed at 90 days. The Senior AIDES Program serves as a recruitment resource for employers by providing trained and skilled workers to meet local workforce needs.

The Senior AIDES Program will continue to participate in the Council's Selected Performance Measurements. The effectiveness of the program will be measured by the percent of program participants transitioning into unsubsidized employment; percent of program participants rating the services good or better; and the number of eligible participants served in the community. In addition, the Senior AIDES Program provides performance data on a quarterly basis for the City's Job Training Performance Standards report.

The Job Training Performance Standards Reports for WIA funded programs can be found in Attachment A. As of March 31, 2006, for the WIA funded program, ASSETS had enrolled 94% of the contracted enrollment plan and had placed 43% of the contracted placement plan in employment. As of March 31, 2006, for the City of Oakland program, ASSETS had enrolled 157% of the contracted enrollment plan and placed 34% of the contracted placement plan. ASSETS anticipates reaching contract goals in both City and WIA funded programs by June 30, 2006. Historically, most of the unsubsidized placements are made during the fourth quarter.

The Senior AIDES Program benefits the older workers, the City, and the community. This program serves a unique population with special needs – disadvantaged low-income seniors, age 55 or older, who have barriers that include poor employment prospects because of limited education, out-dated work skills, a long-term detachment from the workforce, or limited English speaking ability. Being older and poor make it twice as hard for workers to find good jobs at decent wages. Age discrimination, changing technology, lack of training opportunities, and workforce reductions make the older worker more vulnerable than ever. The Senior AIDES Program is the only federal program in Oakland that specifically addresses the unique training needs of low-income older workers.

The Oakland Senior AIDES Program will continue to play a critical role in helping seniors adapt to change in the workplace. This will be accomplished by locating appropriate jobs that can contribute fully to economic productivity, and by providing training that will enhance the skills of older workers, thus enabling them to meet the challenges of the future.

PROGRAM DESCRIPTION

The Senior Community Service Employment Program (SCSEP), also known as the Senior AIDES Program, is a national employment and training program funded by the Older Americans Act through grants from the U.S. Department of Labor. The dual purposes of the Senior Community Service Employment Program are to provide useful part-time subsidized community service assignments for

persons 55 years or older with low incomes, while promoting transition to unsubsidized employment. The mission is to enable older adults to achieve gainful employment and personal development through community service and training. The program builds the skills and confidence that will lead to permanent employment. The program includes individual career counseling, job placement assistance, work experience, and support services.

Program participants are offered opportunities for skills enhancement, personal growth, and economic independence. In turn, they provide communities with assistance in vital services such as health, education, childcare, employment assistance, housing, and aging and adult services. In exchange for the service of enrollees, community agencies provide a supportive environment, supervision and the opportunity to learn new workplace technology. Participants receive 20 hours of paid work experience each week at \$6.75 per hour for the services they provide. Experience gained through these assignments helps to update skills, establish new skills, and provide recent work experience.

Training is a critical component of the program. On-the-job instruction is provided at each training site. Formal classroom training designed in relation to the labor market demands includes: computer operations, college level early childhood education credentialing, customer service, keyboarding, job search and retention skills, interviewing and body awareness, and Internet use.

To assure the maximum number of eligible individuals participate in the Senior AIDES Program, the Federal regulations require a minimum of 30 percent of authorized enrollees be placed annually into unsubsidized employment. However, the contractor, Senior Service America, Inc., has set the annual goal of 37 percent of participants placed into permanent part-time or full-time jobs. This goal has been met annually by the ASSETS Senior Employment Opportunities Program.

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 will help older adults become less dependent on government funding support systems by assisting them in locating appropriate jobs.

Environmental:

- No known impact.

Social Equity:

- The Senior AIDES Program will improve the health, self-esteem and well being of older adults.
- The Senior AIDES Program will empower low-income seniors to remain productive and independent workers in the community. Success of seniors will improve the quality of life for program participants.

DISABILITY AND SENIOR CITIZEN ACCESS

The Department of Human Services provides opportunities for equal access for people with disabilities and senior citizens to all programs, services and activities which result in the preservation of dignity and the right to independence and the ability to live self-directed lives.

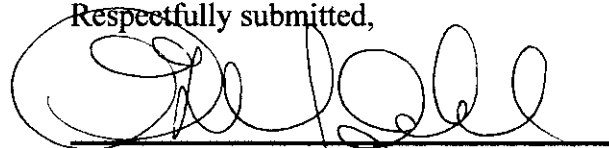
RECOMMENDATION AND RATIONALE

That the City Council approve a resolution authorizing the City Administrator to apply for and accept a grant for fiscal year 2006-2007 in an estimated amount of \$1,070,210 from Senior Service America, Inc. for the Oakland Senior AIDES program. The approval of this recommendation will ensure the continuation of employment and training opportunities for older low-income seniors in Oakland.

ACTION REQUESTED OF THE CITY COUNCIL

That the City Council approve a resolution authorizing the City Administrator to apply for and accept funds in the estimated amount of \$1,070,210 from Senior Service America, Inc. for the City of Oakland Senior AIDES Program for the Fiscal Year 2006-2007.

Respectfully submitted,



ANDREA YOUNGDAHL, DIRECTOR
Department of Human Services

Prepared by:
Brendalynn Goodall, Manager
Aging & Adult Services
Department of Human Services

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



Office of the City Administrator

TABLE 4: CUMULATIVE ENROLLMENT DATA THROUGH MARCH 31, 2006

Intensive and Support Services, Program Year 2005-06							
WIA Enrolled		Annual Plan	Enrolled YTD	% of Annual Plan Enrolled to date	Enrolled In Training	ITAs /OJTs/CT Issued	Training Amount encumbered this PY
PIC, Downtown & East Oakland	Adult	87	52	97%	19	29	\$57,410
	Adult: GSB Training*		32		32	32	\$31,045
	DW	138	71	51%	26	33	\$59,452
Affiliate Sites and Older Workers Contracts							
The English Center	Adult	30	30	100%	29	14	\$42,000
	DW	10	4	40%	3	4	\$18,000
Lao Family	Adult	24	25	104%	4	4	\$8,320
	DW	8	2	25%	0	0	\$0
Unity Council	Adult	40	29	73%	18	1	\$2,649
	DW	8	0	0%	0	0	\$0
City of Oakland DHS	Adult	35	33	94%	5	0	\$0
	DW	0	0	n/a	n/a	n/a	n/a
TOTALS		380	278	73%	104	85	\$218,876
Adults		216	201	93%	75	48	\$141,424
Dislocated Workers		164	77	47%	29	37	\$77,452

According to the PIC, training amounts are not included above for Affiliate clients enrolled in On-the-Job training and Vocational English through the English Center, and other training through local Community Colleges.

TABLE 5: CUMULATIVE PLACEMENT DATA THROUGH MARCH 31, 2006

Intensive and Support Services Clients Enrolled During Program Year 2005-06									
WIA Enrolled		Exits	Placement Goal to date	Placed YTD	Placement % of Goal	Avg. Wage at Placement	Jobs w/ Benefits	Exits w/o Placement	
PIC, Downtown & East Oakland	Adult	52	8	37	8	22%	\$14.00	2	0
	Adult: GSB Training	32	0	n/a	n/a	n/a	n/a	0	0
	DW	71	8	55	8	15%	\$13.91	4	0
The English Center	Adult	30	8	21	8	38%	\$10.38	2	0
	DW	4	0	3	0	0%	n/a	0	0
Lao Family	Adult	25	7	18	6	33%	\$10.57	3	1
	DW	2	0	2	0	0%	n/a	0	0
Unity Council	Adult	29	4	21	4	19%	\$11.13	2	0
	DW	0	0	0	0	0%	n/a	0	0
City of Oakland DHS	Adult	33	10	23	10	43%	\$12.20	2	0
	DW	0	n/a	n/a	n/a	n/a	n/a	n/a	n/a
TOTALS		278	45	180	44	24%	\$12.19	15	1
Adult		201	37	120	36	30%	\$12.10	11	1
Dislocated Worker		77	8	60	8	13%	\$13.91	4	0

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OAKLAND CITY COUNCIL

Approved as to Form and Legality

RESOLUTION No. _____ C.M.S.


City Attorney

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR AND ACCEPT FUNDS IN THE ESTIMATED AMOUNT OF \$1,070,210 FROM SENIOR SERVICES AMERICA, INC., FOR THE CITY OF OAKLAND SENIOR AIDES PROGRAM FOR FISCAL YEAR 2006-2007.

WHEREAS, the City Council, by resolution No. 67229 C.M.S. dated June 19, 1990, made application and received funds from the National Senior Citizens Education and Research Center, Inc. (now Senior Service America, Inc.), to expand the Senior Able Industrious Dedication Energetic Service (AIDES) Program which enables the City of Oakland to implement a key recommendation of the Comprehensive Plan for Seniors to make more employment opportunities available for low-income older residents of the City; and

WHEREAS, in Oakland 25% of elderly persons who are fifty years of age and older live below the poverty level; and

WHEREAS, local governments have played an important role in assisting older persons in maintaining their standard of living; and

WHEREAS, many older persons are in need of better access to public and privately-sponsored employment and training programs; and

WHEREAS, each year 37% of the enrollees who participate in the Senior AIDES Program are transitioned into unsubsidized employment, and

WHEREAS, the City desires to continue said Program and funds are available from Senior Service America, Inc. for the fiscal year commencing July 1, 2006, in the estimated amount of \$1,070,210 to fund 155 Senior Aide positions; and

WHEREAS, since the grant from Senior America, Inc., requires a non-federal match of 13%, the General Purpose Fund will provide \$145,309 for administrative costs associated with the Senior Aides program; and

WHEREAS, the Central Service Overhead (CSO) charges of \$ 261,616 will be waived for the Senior AIDES Program and the General Purpose Fund will offset the appropriations for said grants in FY 2006-2007; now, therefore be it

RESOLVED: That the City Administrator or her designee is hereby authorized and directed to apply for and accept our grant in the amount of \$1,070,210.00, for Senior Service America, Inc.; and be it

FURTHER RESOLVED: Should additional funds be received, the City Administrator or her designee is hereby authorized to appropriate it for the purposes described above without returning to Council. Said funds will be deposited in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2006-07 Project (G262910); and be it

FURTHER RESOLVED: A total of \$145,309, a match of 13% 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 2006-07 Project (G262910); and be it

FURTHER RESOLVED: That the Central Service Overhead costs are hereby waived; and be it

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

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and
PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California