

CITY OF OAKLAND

AGENDA REPORT

2010 DEC -2 PM 7:41

To: Office of the City Administrator
Attn: Dan Lindheim
From: Office of the Mayor/ Oakland Workforce Investment Board
Date: December 14, 2010

Re: A Report and Two Resolutions: (1) To Enter Into Contracts For Youth Training and Employment Services Under the Workforce Investment Act (WIA) With: Children's Hospital Oakland In The Amount Of \$68,294; Lao Family Community Development, Inc. In The Amount Of \$142,641; Pivotal Point Youth Services In The Amount Of \$116,882; Youth Employment Partnership (In School And Out of School Youth), In The Amount Of \$214,632; Youth Uprising In The Amount Of \$64,297; Scotlan Family and Youth Center, In The Amount Of \$102,212; and the East Bay Spanish Speaking Citizen's Foundation, In The Amount Of \$65,088; and (2) Enter Into One-Stop Affiliate Contracts For Adult And Dislocated Training And Employment Services Under WIA With: Lao Family Community Development Inc., In The Amount Of \$205,000; The English Center In The Amount Of \$230,000; And the Unity Council In The Amount Of \$315,000.

SUMMARY

The City of Oakland's total allotment of WIA Title 1 funds for the purpose of providing comprehensive employment service to Oakland youth, adults, and dislocated workers for the 2010-2011 fiscal year is \$6,050,607. The City Council adopted a resolution approving the Oakland WIB Budget on October 5, 2010, contingent on staff returning to Council for approval of one-stop affiliate contracts and youth services contracts.

Workforce Investment Act ("WIA") Title I funding granted to workforce investment areas such as the City of Oakland must be contracted out for the purpose of providing comprehensive education, training, employment and support services for unemployed adults and youth. City staff conducted two separate competitive procurement processes soliciting Requests For Proposals.

BACKGROUND

Oakland's network of Comprehensive and Affiliate One-Stop Career Centers are the primary entities for delivering WIA services to adults, dislocated workers, and youth seeking assistance, guidance, support and training towards the end of gaining employment. All One-Stop Sites in Oakland are required to provide WIA core, intensive, and training services to universal and WIA-registered jobseekers. The City of Oakland, in partnership with the Oakland Workforce Investment Board ("WIB") and the various service providers seek to provide the business community with a well-trained and job-ready workforce.

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City staff will directly work with Economic Development staff within CEDA for a well coordinated effort tying economic development with workforce development activities. Economic Development staff is the primary interface with the business community for the City of Oakland, developing and maintaining connections to new businesses, growing businesses and priority industries, and providing assistance to businesses in contraction. Workforce development can directly leverage the existing efforts of CEDA's Economic Development staff in identification of key industries and their supporting businesses; their work with growing and emerging businesses in green technology, healthcare/life sciences and other priority industries; and their services providing businesses with technical assistance, enterprise zone tax credits, and other financial incentives. Economic Development is the first responder interfacing with employers and is able to gain real-time local labor market information on employer needs for new workers and incumbent training for their current workforce. Also, the Economic Development staff is best suited to help employers with layoff aversion assistance and business closure to better utilize Rapid Response funding in the community. This level of connection and relation with the business community will provide the WIB with timely labor market information to help shape programming and policy to reflect the real-time needs of Oakland.

FISCAL IMPACT

Collectively, the funding allocations recommended here represent roughly twenty five percent (25%) of the total FY 2010-2011 WIA Title I Formula grant to the City (\$6,050,607). The One Stop Affiliate contracts amount to \$750,000; while the youth services contracts are approximately \$774,046 in the aggregate for a total of \$1,524,046.

Six agencies submitted proposals requesting funding in response to the City of Oakland RFP #103 to serve as an Oakland Affiliate One-Stop Career Centers and provide job training and placement services and assistance for unemployed Oakland residents. The RFP stated \$750,000 would be available to support two to four Affiliate sites.

Three of the submissions were from agencies that currently serve as Oakland Affiliate One-Stop Centers, while three were from other highly qualified workforce development organizations in the Bay Area seeking to develop a new Affiliate site for services.

The RFP review panel found four of the proposals to be sound overall and indicative of a high probability for successfully achieving the required scope of services, while two of the submissions and proposed services were found to be deficient. Of the four proposals ranked as successful, three were from current One-Stop Affiliate service providers while one was from an agency proposing to launch a new site.

Staff is recommending contracts with the three existing service providers due to their agencies' capacity (including fiscal, cultural, and linguistic), past performance, service design and supporting budget, and the location of facilities that ensure geographic reach across Oakland.

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While the fourth proposal was promising in that the agency displayed an understanding of WIA programming and demonstrated national experience working successfully with certain priority populations, their lack of experience in Oakland working with all populations of jobseekers, as well as the duplicative nature of the proposed location of services (within the same facility as the existing Oakland Comprehensive One-Stop Career Center) leads staff to not recommend a fourth agency for funding as an Affiliate site.

Based on the rankings of the review panel, proposed scope of services, the financial strength and health of the agency, past performance, reasonableness of budget related to proposed levels of service, strong links to target populations, quality of facilities and services, proposed staffing levels, and capacity to serve both universal and WIA-registered Oakland jobseekers, **staff recommends the following contract amounts and service levels for One-Stop Affiliates for the eighteen month period beginning January 1, 2011 and ending on June 30, 2012:**

FY2010-2011 - RECOMMENDATION					
	Funding Recommendation	Adult	DW	Total Clients	Cost Per Client
Lao Family	\$ 205,000.00	37	7	44	\$ 4,659.09
English Center	\$ 230,000.00	34	12	46	\$ 5,000.00
Unity Council	\$ 315,000.00	42	11	53	\$ 5,943.40
Total:	\$ 750,000.00	113	30	143	\$ 5,244.76

Each of the forgoing contracts and award amounts were approved by the Oakland Workforce Investment Board on December 1, 2010.

Funding recommended for One-Stop Affiliates service providers to achieve PY2010-2011 service performance is an 13.3% increase from PY2009-2010 WIA Formula funding amounts. Due to the past performance and experience of existing providers and new efficiencies developed within the Oakland workforce system for 2011 we expect service providers to be able to enroll a total of 143 WIA registered clients with the recommended funding, an increase of 16.1% in client enrollment from the prior year.

Eleven agencies submitted proposals requesting funding in response to the City of Oakland RFP #102 to serve as an Oakland Youth Service Contractors provide in-school and out-of-school job training and placement services and assistance for Oakland youth. The RFP stated approximately \$774,000 would be available to support these youth programs.

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Three of the submissions were from agencies that currently serve as Oakland Affiliate One-Stop Centers, while three were from other highly qualified workforce development organizations in the Bay Area seeking to develop a new Affiliate site for services.

The RFP review panel found eight of the eleven proposals to be sound overall and indicative of a high probability for successfully achieving the required scope of services.

Staff is recommending contracts with the following eight youth service providers:

Based on the rankings of the review panel, proposed scope of services, the financial strength and health of the agency, past performance, reasonableness of budget related to proposed levels of service, strong links to target populations, quality of facilities and services, proposed staffing levels, and capacity to serve both universal and WIA-registered Oakland jobseekers, **staff recommends the following contract amounts and service levels for Youth Service Providers for FY 2010-2011 ending June 30, 2011:**

FY 2010-2011 - RECOMMENDATION #1					
	Funding Recommendation	In-School	Out-of-School	Total Clients	
Children's Hospital Oakland	\$68,294	8	8	16	
East Bay Spanish Speaking Citizens	\$65,088	15	18	33	
Lao Family Community Development	\$142,641	24	20	44	
Pivotal Point Youth Services	\$116,882	20	16	36	
Scotlan Center / Alameda County Youth Development	\$102,212	10	23	33	
Youth Employment Partnership (Out of School)	\$131,510	38			
Youth Employment Partnership (In School)	\$83,122		37	37	
Youth Uprising	\$64,297	5	6	11	
	Total:	\$ 750,000	119	129	248

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Each of the forgoing contracts and award amounts were approved by the Oakland Workforce Investment Board on December 1, 2010.

KEY ISSUES AND IMPACTS

The Oakland WIB 2010-2011 budget creates an administrative department within the Community and Economic Development Agency (CEDA) to provide fiscal and program oversight; compliance with local, state, and federal regulations; and staffing to support the WIB in developing policy that integrates workforce with the City's economic development priorities and services. City staff will administrate contracts with service providers to ensure Oakland meets or exceeds all required state performance measures, and will be the sole entity to contract with and report to the State Employment Development Department. This new structure will remove the inherent duplication of administrative and oversight functions in the current system, provide new clarity of roles for program and fiscal performance, and create a more responsive, transparent, and effective workforce development system.

The change will minimally impact current programming levels. In the proposed FY 10-11 budget, access to training and to supportive services will increase to meet the demands of unprecedented unemployment rate, and create space for new ideas and programs to be piloted in Oakland's workforce development system.

PROGRAM AND POLICY DESCRIPTION

In this budget year (FY 2010-2011), other resources are being devoted to innovations in policy and program with new staffing structures for increased oversight and accountability. By awarding funds to an organization familiar to workforce stakeholders and partners, the WIB ensures continuity for a seamless transition. Though much effort will be spent to further improve upon Oakland's ability to serve employers and jobseekers, this incremental step will help to bolster confidence in the system and build capacity of existing and emerging organizations doing this vital work.

EVALUATION OF PAST PERFORMANCE

Appendix A contains a full report of Oakland clients served by WIA formula and ARRA stimulus funds during FY2009-2010 (July 1 2009 to June 30 2010), as provided by the PIC to the WIB at the August 18, 2010 WIB Quality Assurance committee meeting.

SUSTAINABLE OPPORTUNITIES

Economic: Job training efforts funded by the Oakland WIB are intended to improve client employability through education, training, and support services, toward attaining the Board's goal of economic self-sufficiency for all clients. The workforce development system also

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promotes business development through placement services, customized training subsidies, and technical services for employers.

Environmental: Several Youth Employment Partnership, Inc. programs use environmental improvement as a means to promote employment. Projects include recycling, neighborhood beautification, fire fuel reduction and materials re-use through building deconstruction.

Social Equity: These programs promote social equity by improving client earning power, both immediately through job placements and for the long-term through education and training.

DISABILITY AND SENIOR CITIZEN ACCESS

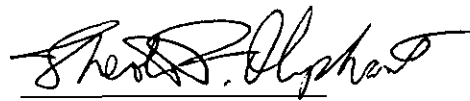
The FY2010-2011 budget contains funding for the City of Oakland's ADA and EEOC Compliance Officers to conduct a thorough audit and assessment of our system and partners' facilities and services to ensure fair access. This process, while a biennial process required by the State EDD for recertification of the Oakland WIB, has not been conducted in Oakland in the past. With funding for this process Oakland can ensure compliance for disability and senior citizen access in its one-stop centers and other affiliated service providers.

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ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the Oakland City Council accept the report and approve the resolutions for the City Administrator to negotiate and enter into contracts with the job training providers as set forth above in the aggregate amount of \$1,524,046 to provide employment and training services.

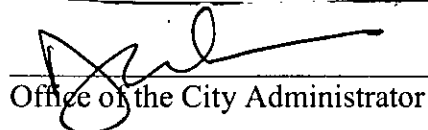
Respectfully submitted, .



Theo Oliphant
Executive Director, Public Private Partnerships
Office of the Mayor

Prepared by: Bouapha Toommaly,
Special Assistant to the Mayor /
Oakland Workforce Investment Board.

FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE



Office of the City Administrator

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Community Economic Development Committee
December 14, 2010

Appendix A

FY 2009-2010 Performance Report
As Prepared by Oakland Private Industry Council
And
Submitted to the Quality Assurance Committee
of the Oakland Workforce Investment Board
(see attached)

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Community Economic Development Committee
September 28, 2010



PY 2009-2010 Performance Report

Prepared for:

Oakland Workforce Investment Board

Prepared by:

Anne Chan, Rapid Response Manager, Oakland PIC
John Tang, Program/Performance Oversight Director, Oakland PIC
Rebecca Wee, MIS Manager, Oakland PIC

Aug., 18, 2010

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Executive Summary

We are pleased to report that the Oakland WIB program has exceeded in all State mandated performance measures for the program year ending on June 30, 2010!

This Performance Report on Workforce Development programs in Oakland covers client-related activities from July 1, 2009 through June 30, 2010. WIA-funded programs measure results at the time of exit. The “exit” of a client triggers most performance measure calculations. Because the solution to joblessness is a “job”, the primary performance measure is the “entry in employment rate”. For youth, there are additional performance measures: 1) “Entry into Post Secondary Education,” 2) “Obtained Degree/Diploma,” and 3) numeracy or literacy gains. The program is given credit for a youth obtaining a degree or diploma if the degree or diploma is obtained within three quarters (approximately 9 months) after the client exit the program. The program is also given credit for numeracy or literacy gains, which is currently defined as 1 educational or functional level gain in reading, writing, or arithmetic for youth who have exited a WIA program within 1 year after enrollment or for enrolled youth at the one year anniversary of their enrollment into the program.

As a service delivery area, Oakland WIA service providers have a composite measurement that exceeds the targeted employment placement rates for both the adult and youth programs. The CA state targeted placement rate for the formula adult program is for 73% or more of exited clients have entered into employment. The actual entered into employment rate for formula adult is **84.30%**! (Figure 1) The CA state targeted placement rate for the displaced worker adult program is for 79% or more of exited clients have entered into employment. The actual entered into employment rate for displaced workers is **86.76%**! (Figure 1) The state imposed entered employment or entered post-secondary education rate for out-of-school youth is 67% or greater. The actual entered employment or entered post-secondary education rate for out-of-school youth is **70.49%**! (Figure 4) The mandated entered employment or post-secondary education rate for in-school youth is also 67% or greater. The actual entered employment or entered post-secondary education rate for in-school youth is **73.50%**. (Figure 3)

The formula adult and displaced worker program has exceeded its enrollment targets at 101.68% and 101.89% of goals, respectively. However, there are three months left in the program year and we have a “continuous” enrollment process. We estimate that both programs will be able to meet its enrollment targets by the end of the year. The youth programs use a “cycle-based” enrollment process. Both the in-school and out-of-school youth programs have exceeded their enrollment targets. The out-of-school youth program has enrolled to 114.41% of goals, while the in-school youth program has enrolled to 105.71% of goals.

Chart 1: Planned vs. Actual Placement Rates

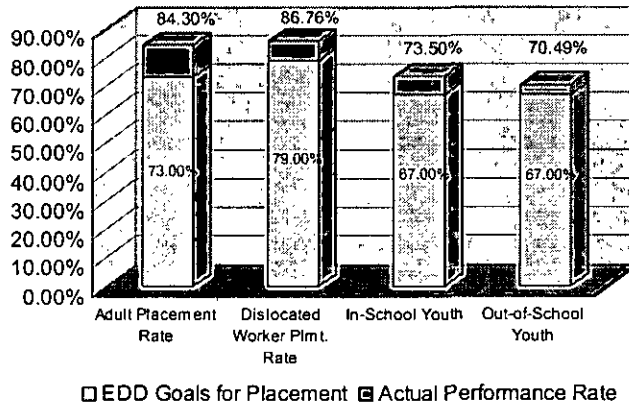
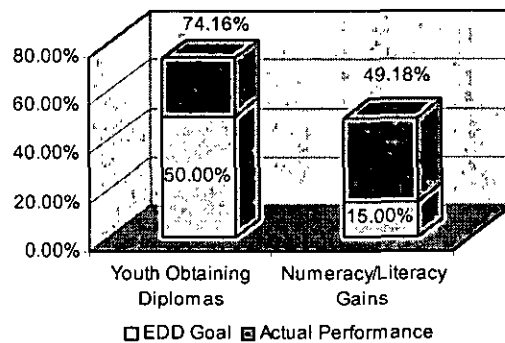


Chart 2: Planned vs. Actual Educational Goals



FISCAL IMPACT

This is an informational report only and is not intended to suggest any form of fiscal impact. However, due to the direct success of the program in exceeding all EDD mandated performance measures, the Oakland WIB was awarded performance incentive awards for PY 2007/2008 and for PY 2008/2009. In PY 2009/2010 Oakland WIB funded programs have once again exceeded all mandated performance measures. Hopefully, this will translate into a future performance incentive award!

KEY ISSUES AND IMPACTS

Items of particular interest in this report include:

Year-to-Date Performance Results for Program Year 2009-10:

As stated in the SUMMARY section of this report, Oakland is exceeding in **all** performance measures for the WIA formula-funded programs. The only goals not yet reached are the ARRA Adult and ARRA Dislocated Worker enrollment goals. There remains three months for our service providers to achieve those goals. Our projection is that all goals will be met by the end of the program year.

For the basic skills deficient out-of-school youth, 30 youth are document to have achieved Numeracy/Literacy gains. As a result 49% of those exiting from the out-of-school youth program had achieved a numeracy or literacy gain, exceeding the state mandated goal of 15%. A goal for PY 2010/11 will be to continue improving upon the achievement of literacy/numercy gains for client across all out-of-school youth provider.

Our results on the state-imposed “Entered Employment Rate” performance measures indicate that, in PY 09-10, Oakland will meet or exceed the final results on these measures should existing trend continue. The time frame for calculating the entered employment rate is based on those individuals exited between July 1, 2009 and June, 30, 2010. Table 1, 2, 3 & 4 show the details of these calculations.

According to participants exited with employment, Oakland exceeds the mandated “entered employment rate” in each of the following categories:

- Adults are at **85.19%** of goals negotiated for the program year. This **exceeds** the state mandated placement-rate goal of 73%.
- Dislocated Workers at **84.30%** of goals negotiated for the program year. This **exceeds** the state mandated placement-rate goal of 79%.
- In-School Youth are at **73.50%** which **exceeds** the target goal 67% for “entered employment or education”.
- Out-of-School Youth are at **70.49%**, which also **exceeds** the target goal 67% for “entered employment or education”.

Despite the ongoing recession, adult employment placement results for the current program year represent a slight improvement over the placement rate 2008-09 program year! It’s estimated that the Entered Employment Rate for Adults and Dislocated Workers, along with the “Average Earnings” and “Retention” rates will be met or exceeded by the time the final calculations are performed by the State at the end of the program year.

American Recovery and Reinvestment Act Program

The American Recovery and Reinvestment Act (ARRA) program funded the successful 2009 Summer Youth Employment program in Oakland, where over 1,000 youth were placed into gainful employment. In the current year (2010), the Oakland Private Industry Council’s budget for the summer youth program is only 20% of its 2009 budget.

The ARRA adult and displaced workers program is currently undergoing its recruitment drive. The Integrated Career Center will be pivotal in the recruitment process. Full enrollment for the Adult and Displaced Worker ARRA programs will consists of 242 or more enrollees (combined between the two programs). The target date for full enrollment is September 30, 2010. It is anticipated that we will meet our enrollment target on-time.

Table 3: ARRA Program	Enrolled	Exited	Plmt. Rate
Adult Program	179	13	92.86%
Displaced Worker Program	49	9	90.00%
Summer Youth	242*	n/a	n/a

* The 246 represents the **estimated** number of summer youth clients served with ARRA funding in 2010.

Rapid Response Activities:

Services under WIA's Rapid Response funding stream are tailored to meet the needs of specific companies and workers facing potential layoffs. Services delivered by the Oakland One-Stop system can include orientations to the use of the One Stop Career Centers, job fairs, job clubs, skills assessments, and workshops. In addition, staff from the local Employment Development Department (EDD) office, an active partner of the Oakland Workforce Investment Board (WIB), participates in each Rapid Response visit, conveying information to workers about unemployment benefits and job search resources available through EDD.

For program year 2009-10, the Rapid Response team served the following employers:

RAPID RESPONSE REPORT 2009-2010

Year 2009	NAME	WARN	LAYOFFS	IND	ACTIVITY
7/9	Ala Co. Med Cntr	No	4	HR	Rapid Response Orientation
7/14	Superior Ct	No	72	Court Clerks	Rapid Response Orientation
7/27	Co. of Ala	No	160	Adm Assist, Mgrs	Rapid Response Orientation
7/29	Co. of Ala	No		Adm Assist, Mgrs	Rapid Response Orientation
8/4	Port of Oakland	No	60	Mgrs, HR, Eng.	Rapid Response Orientation
8/28	APL Limited	Yes	124	Admin, Ship Clks	Rapid Response Orientation
10/27	AC Transit	No	14	Admin.Cust. Serv.	Rapid Response Orientation
11/2	Key Curriculum Press	No	20	Warehouse Wkrs.	Provide info to HR for Layoff
11/13	Key Curriculum Press	No	20	Warehouse Wkrs.	Provide info to HR for Layoff
11/16	U.S. Airways	No	12	Ticketing Clerks	Rapid Response Orientation
12/9	NUMMI	Yes	4700	Assemblers	Provide info to HR for Layoff
12/12	NUMMI	Yes	--	Assemblers	Provide info to HR for Layoff
12/20	NUMMI	Yes	-	Assemblers	Provide info to HR for Layoff
Total			<u>5186</u>		
Year 2010					
Jan. 5	Port. Of Oak. Truckers	No	1350	Truckers	Provide info for Layoff
Jan. 12	Port of Oak. Truckers	No	--	Truckers	Provide info for Layoff
Jan. 14	Port of Oak. Truckers	No	--	Truckers	Provide info for Layoff
Jan. 21	Port of Oak. Truckers	No	--	Truckers	Provide info for Layoff
Jan. 22	Barnes & Noble	No	20	Clerks, Cashiers	Provide info for Layoff
Feb. 24	NUMMI	No	--	Assemblers	Rapid Response Orientation
Mar. 3	AC Transit	No	12	Clerical	Rapid Response Orientation
Mar.18	Host International	No	19	Clerks, Cashiers	Rapid Response Orientation
Apr. 19	Oakland Adult Career Ed.	No	100	Hourly Teachers	Rapid Response Orientation
13-May	Children's Hospital	No	20	Administrative	Provide info for Layoff
18-May	Port of Oak. Truckers	No	300	Truckers	Rapid Response Orientation
26-May	AC Transit	No	125	Admin. & Drivers	Rapid Response Orientation
8-Jun	AC Transit	No	36	Mgrs., Clerical	Rapid Response Orientation
23-Jun	AC Transit	No	--	Mgrs. & Clerical	Rapid Response Orientation
24-Jun	OUSD & Oak.Adult	No	425	Tchrs. & Classified	Rapid Response Orientation
30-Jun	Peralta College District	No	10	Administrative	Rapid Response Orientation
YTD Total			<u>2417</u>		
Total	Fiscal Year 2009-2010=		8725		

* WARN = Worker Adjustment and Retraining Notifications, often required by federal law.

Because of the size of some companies, it can take more than one meeting with management and labor to provide rapid response orientation to all affected employees. A total of four

meetings took place at “Port of Oakland Trucking”. Multiple orientations visits were also made to the NUMMI plant. The Alameda County PIC took the lead in coordinating these visits.

The Formula Youth Program

Youth program results (Table 7), which are based on exits during the third quarter of 2009-10, reflect a significant improvement in youth programs from previous quarters. Sixty-five percent (65%) of out-of-school youth and 83% of in-school youth have exited into employment or post-secondary education and 91% of exiting in-school youth have attained diploma or degree! Unfortunately, only 22% of out-of-school youth have exited with a diploma or degree. In terms of enrollments, youth providers had a slow start due to the over-lap with the 2009 summer youth employment program. Through the third quarter all service providers are at full enrollment with the exception of Scotlan Youth Center (SYC). SYC does have additional enrollments going into the system at the beginning of the 4th quarter, which will bring up to full enrollment for the year.

Opposite comments can be drawn from looking at the data for adult programs. There was a fast start in enrollments (combined 55.97% of goals for the first quarter), but a limited number of placements through the second quarter (64.29% of those exited were exited with employment). These results were not surprising given the economic news at the national and local levels. However, service providers have appeared to made-up ground in the third quarter (82% of formula adult clients and 94% of dislocated worker clients have existed with job placements) and we and now on track to reach our annual performance targets!

SERVICES TO JOB SEEKERS UNDER SERVICE INTEGRATION

The integrated and comprehensive One-Stop Career Center at 1212 Broadway opened on May 3rd, 2010 and integrates the staffs from the Oakland PIC, the EDD, EASTBAY Works. The integration plan ratified on March 25, 2009 is continuing to phase in its individual elements.

There are several types of services to job seekers depending on the intensity of staff assistance (i.e., the nature of the service). Thus far, the majority of individuals served receive limited staff assistance as they mostly use the available self-help services offered through the One Stop system.

These services include the use of equipment for job search activities, job search workshops, customized workshops, typing certification, “Steps to Success”, basic computer classes, basic skills assessment, and vocational skills assessment. These and other services are offered in conjunction with a number of partners, including the Oakland EDD, the Department of Rehabilitation, the City of Oakland’s ASSETS Senior Employment Program, the Berkeley Adult Schools, the Peralta Community College District, the Alameda County Social Services Agency, Oakland Unified School District Adult Education, and Job Corps. The Downtown One Stop has recently come to an agreement to add the National Guard as a partner organization.

Assistance in accessing services is also provided in many languages, any of the Oakland WIB One-Stop Centers, or at the Affiliate One-Stop sites. The main center 1212 Broadway in Oakland also offer a series of specialized equipment to provide services to people with disabilities.

A more significant level of staff-assisted services, the aptly named “intensive services,” are offered to individuals who, after an assessment of needs and skills, are determined to need additional assistance beyond self-help services to achieve their employment goals. These clients are into the WIA Adult or Dislocated Workers services. Among the Intensive Services available are one-on-one case management, prevocational training, job development, job retention, and follow-up services. Enrolled clients may also qualify for additional supportive services such as childcare and transportation subsidies.

Chart 3 provides a summary of the number of new individuals registered or enrolled during the current program year and the total number of visits to the One Stop system. These data are based on bar-coded card scans which occur for every visit at any of the One Stops. There were no visits to the Downtown PIC site due to the renovation work taking place at the site as part of the employment program integration between the Oakland PIC Career Center and the Employment Development Department.

Analyzing the One-Stop Data

Chart 3: 7/1/2008 - 6/30/2010 Oakland WIB One-Stop Daily Counts by Months

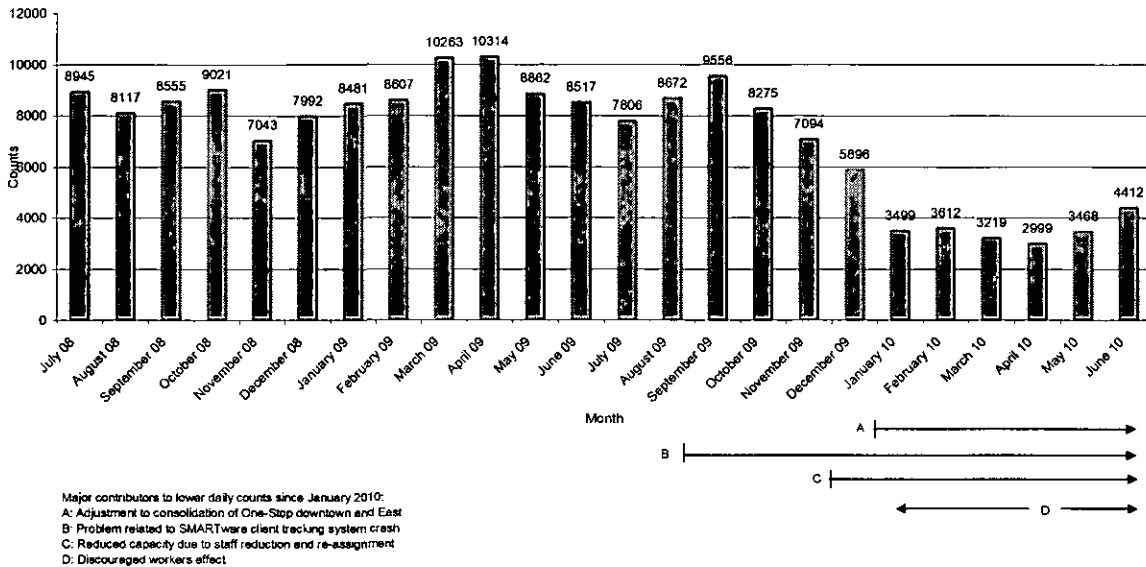


Chart 4:

New Members Count

07/2008 - 06/2009

	PIC One- Stop Career Center	English Center	Lao Family	Unity Council		All Sites Combined
July 08	513	14	93	63	July 08	683
August 08	754	31	86	31	August 08	902
September 08	627	4	107	67	September 08	805
October 08	560	24	69	56	October 08	709
November 08	420	10	69	54	November 08	553
December 08	486	27	85	32	December 08	630
January 09	275	6	94	95	January 09	470
February 09	744	19	138	49	February 09	950
March 09	596	28	137	47	March 09	808
April 09	904	25	127	35	April 09	1091
May 09	646	23	37	40	May 09	746
June 09	535	28	133	43	June 09	739
July 09	450	1	0	10	July 09	461
August 09	429	22	94	30	August 09	575
September 09	481	9	94	27	September 09	611
October 09	308	59	99	70	October 09	536
November 09	244	10	63	33	November 09	350
December 09	305	1	73	18	December 09	397
January 10	140	7	64	32	January 10	243
February 10	307	23	64	25	February 10	419
March 10	604	6	80	23	March 10	713
April 10	394	12	91	21	April 10	518
May 10	150	3	34	16	May 10	203
June 10	195	69	113	14	June 10	391
					July 10	628
TOTAL	4007	222	869	319		5417

Chart 5:

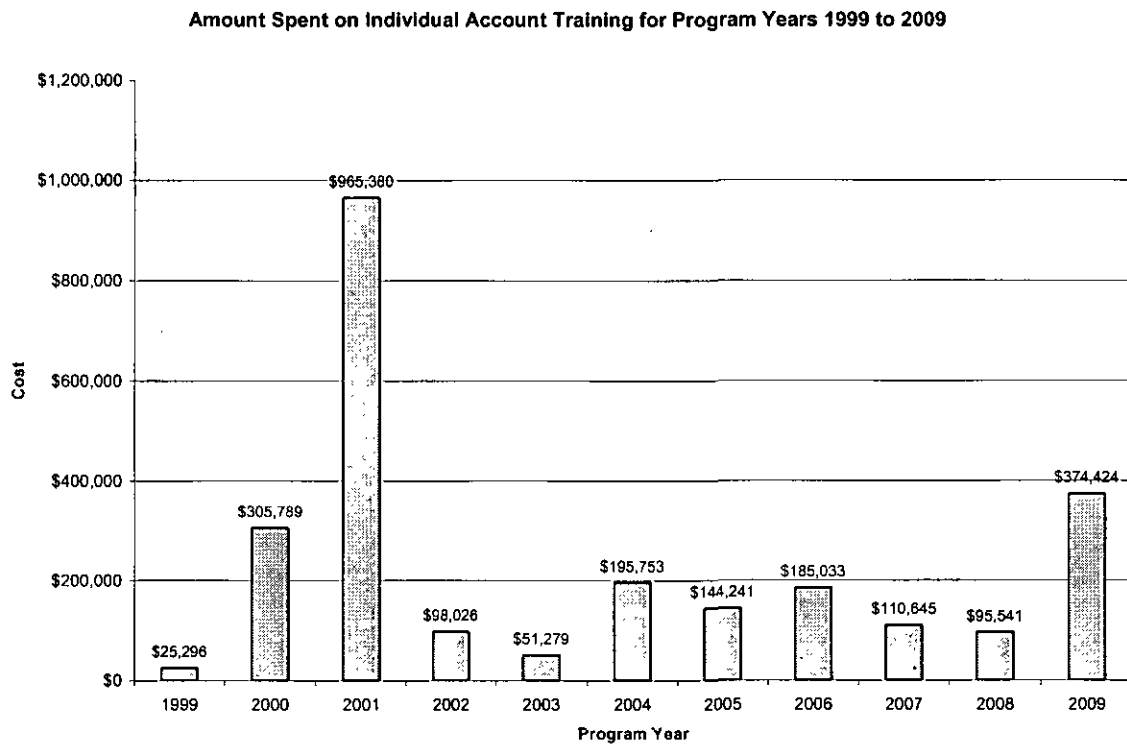


Chart 6:

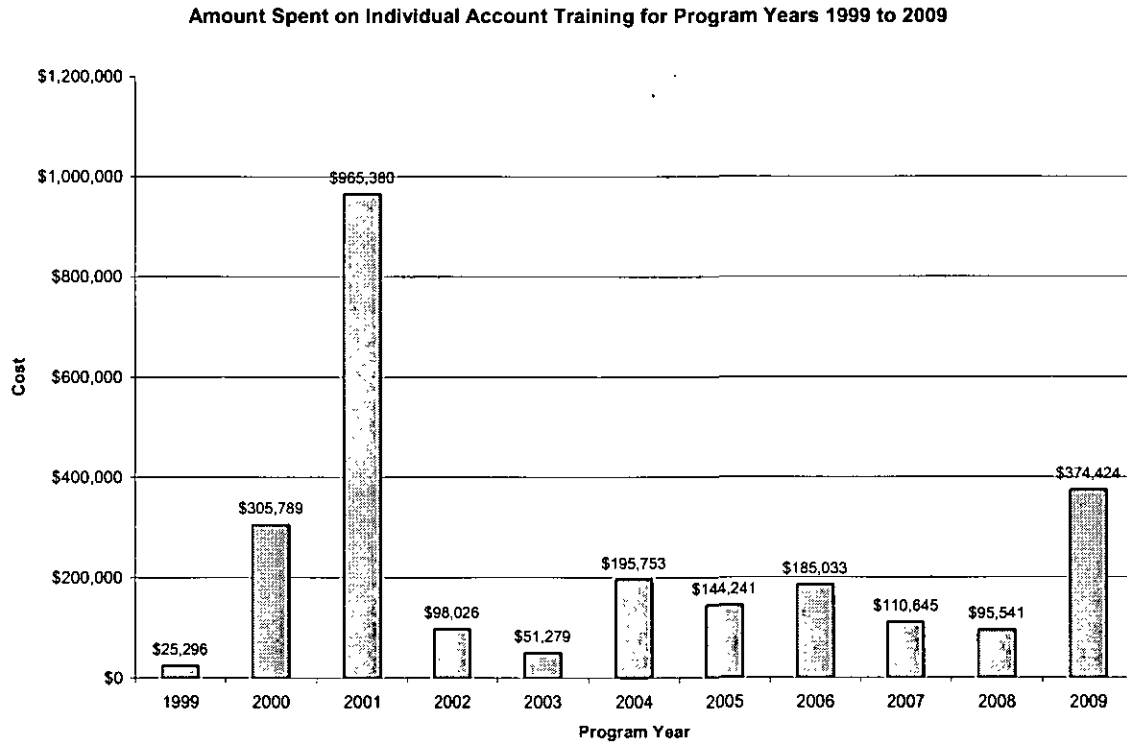


Chart 7:

Number of Clients in On-the-Job Training for Program Years 1999 to 2009

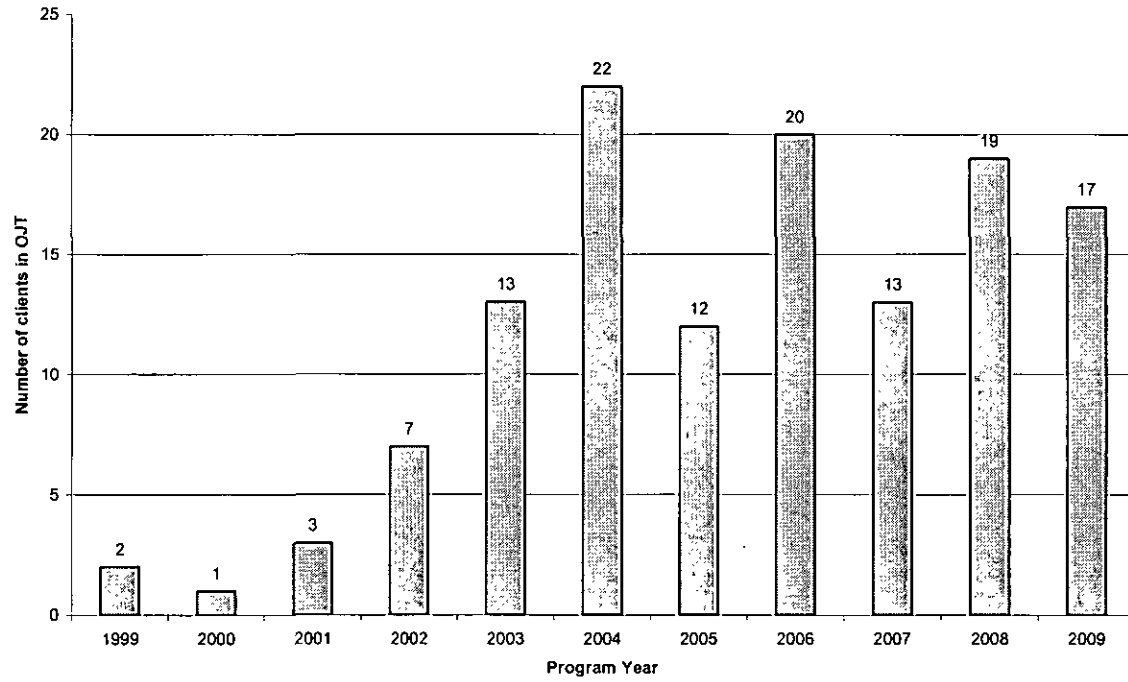


Figure 1:

Program Year 2009-10 - Adult and Dislocated Worker Performance

Participants in WIA Programs Active as of July 1, 2009, or enrolled since. Report Through June 30th 2010

A	B	C	D	E	F	Overall Results					
Service Provider	Category	Carried Over From Previous Years	Enrolled this Program Year	Enrlmt Goal this Program Year	% of this PY Enrlmnt Goal	Total Active or Enrolled this PY	Total Exited this PY	Placed this PY	% of Plmnts to Exits	State Goals	Success Rate
PIC	Adult	125	108	108	100.00%	233	36	30	83.33%	73.00%	114.16%
	DWs	156	141	136	103.68%	297	53	44	83.02%	79.00%	105.09%
English Center	Adult	70	37	30	123.33%	107	18	16	88.89%	73.00%	121.77%
	DWs	5	5	10	50.00%	10	4	4	100.00%	79.00%	126.58%
Lao Family	Adult	19	28	27	103.70%	47	31	24	77.42%	73.00%	106.05%
	DWs	3	6	5	120.00%	9	6	6	100.00%	79.00%	126.58%
Unity Council	Adult	34	37	40	92.50%	71	21	18	85.71%	73.00%	117.42%
	DWs	9	12	8	150.00%	21	5	5	100.00%	79.00%	126.58%
ASSETS	Adult	31	33	33	100.00%	64	15	14	93.33%	73.00%	127.85%
	DWs	0	0	0	0.00%	0	0	0	0.00%	0.00%	0.00%
Totals		452	407	397	102.52%	859	189	161	85.19%	77.00%	110.63%
Adults		279	243	238	102.10%	522	121	102	84.30%	73.00%	115.48%
Dislocated Workers		173	164	159	103.14%	337	68	59	86.76%	79.00%	109.83%

How to read this table:

Active Individuals during the program year: Column C refers to clients enrolled in previous years who were not exited as of June 30, 2009 and reported prior to 7/21/09. Column D are those enrolled since July 1, 2009. Column E represents the goals established for the program year 2009-10. Column F is the percentage of actual enrollments in relation to the goals established.

Exits and Placements: Column H represents the total number of individuals exited during PY 2009-10; column I are those who were employed at the point of exit; column J is the percentage of employed in relation to exit; column K are the goals as established/negotiated with the state. Column L is the success rate of column J in relation to column K.

Performance Definitions

Entered Employment: Of those who are not employed at the date of participation: Number of participants who are employed in the first quarter after the exit quarter -divided by- number of participants who exit during the quarter (**Note:** for the purposes of these calculations "employed" means participant shows earnings in the Unemployment Insurance Base wage record database.)

Figure: 2

Program Year 2009-10 - ARRA Adult and Dislocated Worker Performance

Participants in WIA Programs Active as of July 1, 2009, or enrolled since. Report Through June 30th 2010

A	B	C	D	E	F	Overall Results					
Service Provider	Category	Carried Over From Previous Years	Enrolled this Program Year	Enrlmt Goal this Program Year	% of this PY Enrlmnt Goal	Total Active or Enrolled this PY	Total Exited this PY	Placed this PY	% of Plmmts to Exits	State Goals	Success Rate
PIC	Adult	0	104	108	96.30%	104	1	0	0.00%	73.00%	0.00%
	DWs	0	31	136	22.79%	31	0	0	N/A	79.00%	N/A
English Center	Adult	0	9	30	30.00%	9	0	0	N/A	73.00%	N/A
	DWs	0	2	10	20.00%	2	0	0	N/A	79.00%	N/A
Lao Family	Adult	0	20	27	74.07%	20	6	6	100.00%	73.00%	136.99%
	DWs	0	8	5	160.00%	8	4	4	N/A	79.00%	N/A
Unity Council	Adult	0	13	40	32.50%	13	2	2	N/A	73.00%	N/A
	DWs	0	8	8	100.00%	8	0	0	N/A	79.00%	N/A
ASSETS	Adult	0	33	33	100.00%	33	1	1	100.00%	73.00%	136.99%
	DWs	0	0	0	0.00%	0	0	0	0.00%	0.00%	0.00%
Totals		0	228	397	57.43%	228	14	13	92.86%	77.00%	120.59%
Adults		0	179	238	75.21%	179	10	9	90.00%	73.00%	123.29%
Dislocated Workers		0	49	159	30.82%	49	4	4	N/A	79.00%	N/A

How to read this table:

Active Individuals during the program year: Column C refers to clients enrolled in previous years that were not exited as of June 30, 2009 and reported prior to 7/21/09. Column D are those enrolled since July 1, 2009. Column E represents the goals established.

Exits and Placements: Column H represents the total number of individuals exited during PY 2009-10; column I are those who were employed at the point of exit; column J is the percentage of employed in relation to exit; column K are the goals as established.

Performance Definitions

Entered Employment: Of those who are not employed at the date of participation: Number of participants who are employed in the first quarter after the exit quarter -divided by- number of participants who exit during the quarter.

Figure 3:

**Program Year 2009-10 - Youth Programs Performance- Common Measures Through June 30th 2010
Out-Of-School Participants in Youth WIA Programs Active as of July 1, 2009, or enrolled since.**

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Service Provider	Carried Over From Previous Years	Enrolled this Program Year	Enrlmt Goal this Program Year	% of This PY Enrlmnt Goal	Total Active or Enrolled this PY	Total Exited this PY	Emplmt or PostSec this PY	% of Plmnts/PostSec to Exits	Emp or PostSec State Goals	Diploma or Degree	% Degree /Diploma this PY	Degree or Dipl. State Goal	Lit/Num
Lao Family	10	12	10	120.00%	22	7	5	71.43%	67.00%	0	0.00%	50.00%	4
Pivotal Point	26	18	18	100.00%	44	17	8	47.06%	67.00%	1	5.88%	50.00%	1
Scotlan Center	53	42	40	105.00%	95	17	14	82.35%	67.00%	4	23.53%	50.00%	14
YEP	115	63	50	126.00%	178	20	16	80.00%	67.00%	10	50.00%	50.00%	11
Totals	204	135	118	114.41%	339	61	43	70.49%	67.00%	15	24.59%	50.00%	30

Performance Definitions:

Placement in Employment or Education: Of those who are not in post-secondary education or employment (including the military) at the date of participation: Number of youth participants who are in employment (including the military) or enrolled in post-secondary education and/or advanced training/occupational skills training in the first quarter after the exit quarter -divided by- Number of youth participants who exit during the quarter.

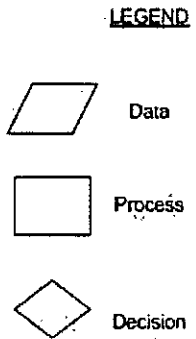
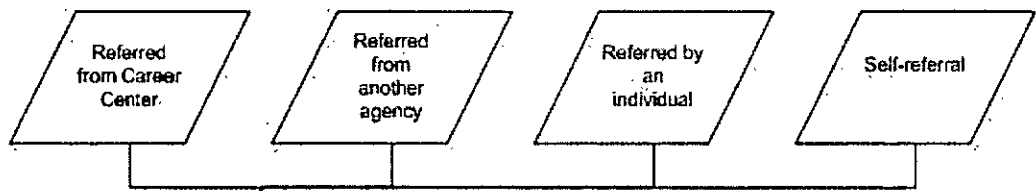
Attainment of a Degree or Certificate: Of those enrolled in education (at the date of participation or at any point during the program): Number of youth participants who attain a diploma, GED, or certificate by the end of the third quarter after the exit quarter -divided by- Number of youth participants who exit during the quarter.

Literacy and Numeracy Gains: Of those out-of-school youth who are basic skills deficient: Number of youth participants who increase one or more educational functioning levels -divided by- Number of youth participants who have completed a year in the program (i.e., one year from the date of first youth program service) plus the number of youth participants who exit before completing a year in the youth program.

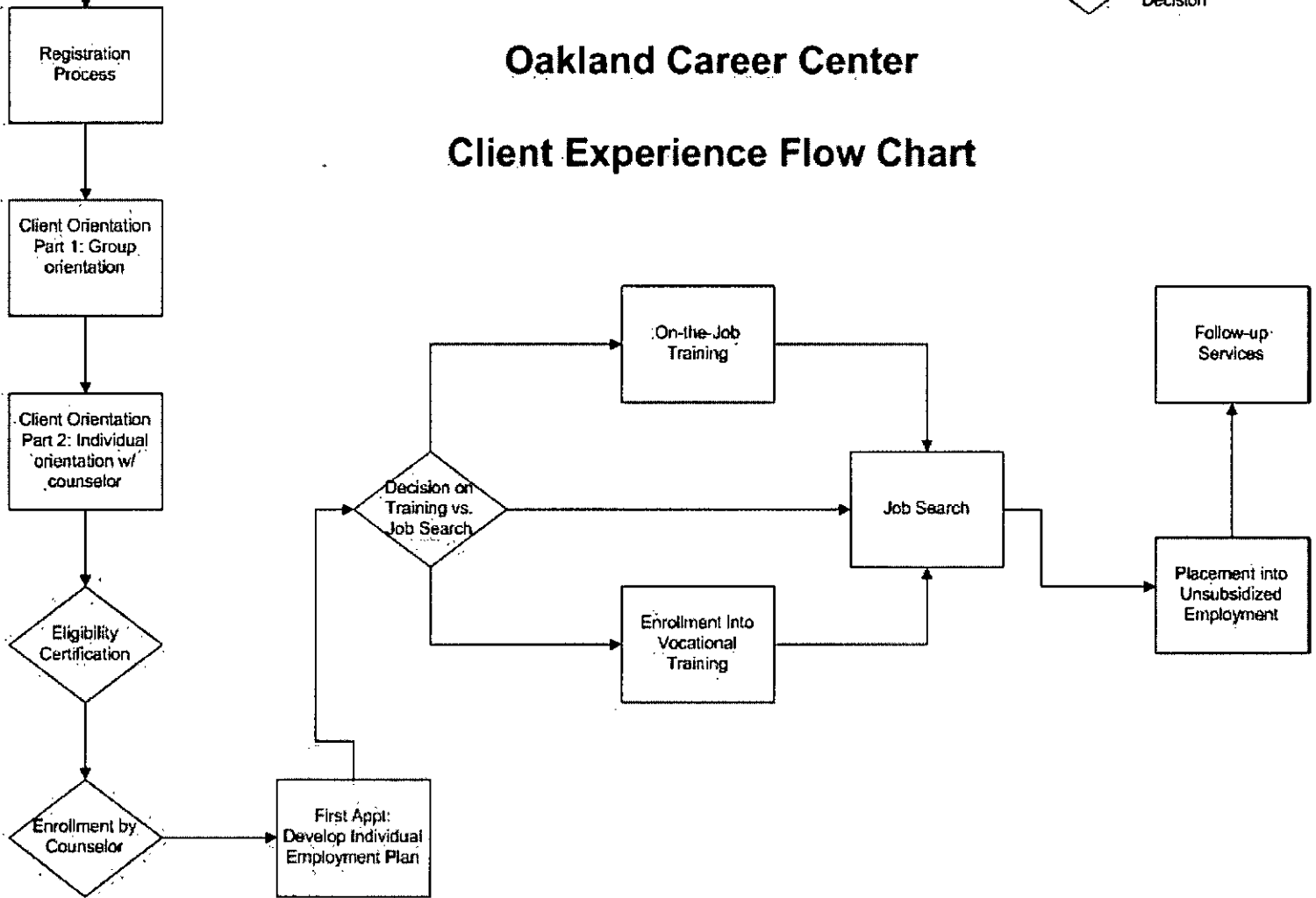
Figure 4:

In-School Participants in Youth WIA Programs Active as of July 1, 2009, or enrolled since.

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Service Provider	Carried Over From Previous Years	Enrolled this Program Year	Enrlmt Goal this Program Year	% of this PY Enrlmnt Goal	Overall Results								
					Total Active or Enrolled this PY	Total Exited this PY	Emplmt or PostSec this PY	% of Plmnts/PostSec to Exits	Emp or PostSec State Goals	Diploma or Degree	% Degree /Diploma this PY	Degree or Dipl. State Goal	Lit/Num
AICo Health C	41	16	13	123.08%	57	10	5	50.00%	67.00%	12	120.00%	50.00%	N/A
Lao Family	33	40	35	114.29%	73	42	27	64.29%	67.00%	47	111.90%	50.00%	N/A
Scotlan Center	16	17	17	100.00%	33	16	14	87.50%	67.00%	12	75.00%	50.00%	N/A
YEP	202	75	75	100.00%	277	49	40	81.63%	67.00%	46	93.88%	50.00%	N/A
Totals	292	148	140	105.71%	440	117	86	73.50%	67.00%	117	100.00%	50.00%	0



Oakland Career Center Client Experience Flow Chart



The Oakland Career Center Client Experience

The Oakland WIA One-Stop program includes five career centers at various locations within the city of Oakland. The main career center is on 1212 Broadway in downtown. Clients are referred to the Oakland On-Stop career center in one of four methods: 1) referred from an outside career center, 2) referred by employment services agency, 3) referred by an individual, and 4) self-referred.

The Registration Process

Once at the career center, the client registration process begins. Clients can access the career center services either as 1) members or 2) non-members. To become a member, an individual must fill-out an application and must provide the career center with copies of their right-to-work documents. Individuals who do not wish to provide the career center with copies of their right-to-work document are nevertheless allowed to access career center resources as a “non-member”. No one is turned away from the career center.

Client Orientation

Members may use the career center services in a self-directed manner or they may request enrollment in a WIA-funded program for “intensive” services. The purpose of “intensive” services is to provide training, support, and job placement to individuals who are not otherwise ready to enter the job market.

Clients who wish to enroll in a WIA-funded program are invited to go through two levels of orientation. The first orientation is a group orientation where the WIA program and its eligibility requirements are explained to the prospective participant. After the first orientation meeting, clients are scheduled to meet one-on-one with a case manager. This constitutes the second orientation the client attends. In this orientation, the client is given an “assessment” to see if the client’s needs fit the WIA program and its priorities

Eligibility Determination and Enrollment

Eligibility determination is handled by the Oakland PIC Eligibility Coordinator. The application and right-to-work documents collected during the registration process are analyzed by the Eligibility Coordinator and a determination is made for which programs that potential client is eligible. The actual enrollment into a WIA program is made the Case Manager working with the prospective client.

Directed Job Search or Vocational Training

Once enrolled, the case manager works with the client to develop an Individual Employment Plan (IEP). The IEP defines the services that will be given to the client to assist the client in finding permanent employment. The two most popular services provided are “Directed Job Search” and “Vocational Training”. Directed Job Search includes client participation in a job club, along with supportive services to assist clients in their preparation for job interviews and employment. Vocational training is provided to clients when it is identified that a type of short-term vocational training is available that would enhance the client’s ability to obtain employment. All vocational

training programs must come from the Employment Training Providers List (ETPL). The ETPL is a state run database of the approved training providers for the WIA program.

Placement and Follow-up

Once a client is placed into permanent and unsubsidized employment, a case manager is required to follow-up with the client at two intervals: 1) at 30-days after placement and 2) at 90-days after placement. The information about the client's employer, the client's position at that company, his/her wage, and all follow-up information are entered and tracked by the state of California's Job Training Automation database.

Please contact the Oakland Private Industry Council Performance and Program Monitoring Department with any questions or comments.

Respectfully submitted,

Anne Chan, John Tang, and Rebecca Wee

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2010 DEC -2 PM 7:41

APPROVED AS TO FORM AND LEGALITY:


DEPUTY CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING CONTRACTS FOR YOUTH TRAINING AND EMPLOYMENT SERVICES UNDER THE WORKFORCE INVESTMENT ACT (WIA) WITH: CHILDREN'S HOSPITAL OAKLAND IN THE AMOUNT OF \$68,294; LAO FAMILY COMMUNITY DEVELOPMENT, INC. IN THE AMOUNT OF \$142,641; PIVOTAL POINT YOUTH SERVICES IN THE AMOUNT OF \$116,882; YOUTH EMPLOYMENT PARTNERSHIP IN THE AMOUNT OF \$214,632; YOUTH UPRISING IN THE AMOUNT OF \$64,297; SCOTLAN FAMILY AND YOUTH CENTER IN THE AMOUNT OF \$102,212; EAST BAY SPANISH SPEAKING CITIZEN'S FOUNDATION IN THE AMOUNT OF \$65,088

WHEREAS, the Workforce Investment Act ("WIA") Title I funding granted to workforce investment areas such as the City of Oakland must be contracted out for the purpose of providing comprehensive education, training, employment and support services for unemployed adults and youth; and

WHEREAS, the City of Oakland's total allotment of WIA Title 1 funds for the purpose of providing comprehensive employment service to Oakland youth, adults, and dislocated workers for the 2010-2011 fiscal year is \$6,050,607; and

WHEREAS, the Mayor and the Oakland Workforce Investment Board have approved a workforce development budget for fiscal year 2010-2011 to provide comprehensive youth, adult and dislocated worker employment services; and

WHEREAS, on October 5, 2010, Resolution No. 83008 C.M.S., the Council approved the WIA FY 2010-11 budget, contingent on staff returning to Council for approval of contracts for one-stop affiliates and youth service providers; now, therefore, be it

RESOLVED: That the City Council hereby authorizes the City Administrator to negotiate and enter into contracts with the youth services providers in the amounts set forth below for FY 2010-11:

	Funding Recommendation	In-School	Out-of-School	Total Clients
Children's Hospital Oakland	\$68,294	8	8	16
East Bay Spanish Speaking Citizens	\$65,088	15	18	33
Lao Family Community Development	\$142,641	24	20	44
Pivotal Point Youth Services	\$116,882	20	16	36
Scotlan Center / Alameda County Youth Development	\$102,212	10	23	33
Youth Employment Partnership (Out of School)	\$131,510	38		
Youth Employment Partnership (In School)	\$83,122		37	37
Youth Uprising	\$64,297	5	6	11
<i>Total:</i>	\$ 750,000	119	129	248

and be it further

RESOLVED: That each contract for workforce development activities funded with FY 2010-2011 WIA Title I funds shall have written performance benchmarks consistent with WIA regulations, and that the City shall expressly terminate the contract of a service provider that materially fails to meet 50 – 75% of contract performance benchmarks and reallocate such funds to other providers that meet their benchmarks; and be it further

RESOLVED: That the City Administrator or his designee is hereby authorized to take whatever action is necessary with respect to said funding and said contracts consistent with this Resolution and its basic purpose.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2010

PASSED BY THE FOLLOWING VOTE:

AYES - KERNIGHAN, NADEL, QUAN, DE LA FUENTE, BROOKS, REID, KAPLAN, AND
PRESIDENT BRUNNER

NOES –

ABSENT-

ABSTENTION-

ATTEST:

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

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2010 DEC -2 PM 7:41

APPROVED AS TO FORM AND LEGALITY:


DEPUTY CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING CONTRACTS UNDER THE WORKFORCE INVESTMENT ACT (WIA) FOR ADULT AND DISLOCATED WORKER TRAINING AND EMPLOYMENT SERVICES WITH THE FOLLOWING ONE-STOP AFFILIATES: THE UNITY COUNCIL IN THE AMOUNT OF \$315,000; THE ENGLISH CENTER IN THE AMOUNT OF \$230,000; AND LAO FAMILY COMMUNITY DEVELOPMENT, INC., IN THE AMOUNT OF \$205,000

WHEREAS, the Workforce Investment Act (“WIA”) Title I funding granted to workforce investment areas such as the City of Oakland must be contracted out for the purpose of providing comprehensive education, training, employment and support services for unemployed adults and youth; and

WHEREAS, the City of Oakland’s total allotment of WIA Title 1 funds for the purpose of providing comprehensive employment service to Oakland youth, adults, and dislocated workers for the 2010–2011 fiscal year is \$6,050,607; and

WHEREAS, the Mayor and the Oakland Workforce Investment Board have approved a workforce development budget for fiscal year 2010-2011 to provide comprehensive youth, adult and dislocated worker employment services; and

WHEREAS, on October 5, 2010, Resolution No. 83008 C.M.S., the Council approved the WIA FY 2010-11 budget, contingent on staff returning to Council for approval of contracts for one-stop affiliates and youth service providers; now, therefore, be it

RESOLVED: That the City Council hereby authorizes the City Administrator to negotiate and enter into contracts with the one-stop affiliate services providers in the amounts set forth below for the eighteen month period beginning January 1, 2011, and ending on June 30, 2012:

One-Stop Affiliates:

	Funding Recommendation	Adult	DW	Total Clients	Cost Per Client
Lao Family	\$ 205,000.00	37	7	44	\$ 4,659.09
English Center	\$ 230,000.00	34	12	46	\$ 5,000.00
Unity Council	\$ 315,000.00	42	11	53	\$ 5,943.40
Total:	\$ 750,000.00	113	30	143	\$ 5,244.76

and be it further

RESOLVED: That each contract for workforce development activities funded with FY 2010-2011 WIA Title I funds shall have written performance benchmarks consistent with WIA regulations, and that the City shall expressly terminate the contract of a service provider that materially fails to meet 50 – 75% of contract performance benchmarks and reallocate such funds to other providers that meet their benchmarks; and be it further

RESOLVED: That the City Administrator or his designee is hereby authorized to take whatever action is necessary with respect to said funding and said contracts consistent with this Resolution and its basic purpose.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2010

PASSED BY THE FOLLOWING VOTE:

AYES - KERNIGHAN, NADEL, QUAN, DE LA FUENTE, BROOKS, REID, KAPLAN, AND PRESIDENT BRUNNER

NOES –

ABSENT-

ABSTENTION-

ATTEST:

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