

CITY OF OAKLAND

AGENDA REPORT

2008 MAR 27 AM 10: 08

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Department of Human Services
DATE: April 8, 2008

RE: **Resolution Authorizing The City Administrator To Execute An Agreement Between The City Of Oakland And Goodwill Industries Of The Greater East Bay To Provide Reentry Employment In Coordination With Project Choice For A Total Amount Not To Exceed \$210,000 For The Period Of April 1, 2008 To June 30, 2009**

SUMMARY

The Department of Human Services (DHS) seeks City Council approval to enter into a grant agreement with Goodwill Industries of the Greater East Bay for an amount not to exceed \$210,000 (April 2008 through June 2009). This is one time funding through a California Department of Corrections and Rehabilitation (CDCR) grant to provide employment and job training opportunities for Project Choice participants.

FISCAL IMPACT

Approval of this resolution will authorize a grant agreement with Goodwill Industries of the Greater Bay Area for \$210,000 which shall be funded by a CDCR Intergovernmental Partnership Grant (IGP) secured in February 2007. The funds will be appropriated in the State of California Fund (2159), DHS Administration Organization (78111), and CDCR Project Choice Project (G318810).

On February 27, 2007, City Council accepted and authorized the appropriation of \$1,208,333 from an IGP grant from CDCR. These funds are to be matched by existing funding for Measure Y's Project Choice services.

Prior to the availability of Measure Y and IGP grant funds, CDCR had long partnered with the City of Oakland on Project Choice, the City's multi-year pilot program working with young, male, adult offenders (16-30yrs) returning to Oakland from juvenile and adult prison. Originally funded by a combination of Community Action Partnership, the Department of Justice Serious and Violent Offender Reentry Initiative, and City of Oakland General Fund monies, Project Choice is currently funded by Measure Y and the IGP grant. The IGP grant allows Project Choice to expand its reentry efforts to reach outside Measure Y's age and geographic limits to include participants over 30 years old and throughout Alameda County.

Item: _____
Public Safety Committee
April 8, 2008

BACKGROUND

Request for Proposal Process

The IGP grant included \$210,000 dedicated to enhancing Project Choice's reentry employment services. Selecting an agency to provide these services was a three step process. It began with the release of a Request for Preliminary Proposals on December 17, 2007, and included a mandatory bidder's conference on January 8, 2008. The bidder's conference was an opportunity for all interested community based organizations to be given an overview of funding requirements, service expectations, and proposal guidelines. From this process four complete applications from a variety of community based organizations were submitted by the deadline on January 22, 2008.

In the second step, a review panel composed of experts in the areas of workforce development and reentry, and a formerly incarcerated community member met on January 27, 2008. For each proposal, reviewers used a scoring rubric that rated; a) agency history and capacity; b) program design (and fit with Project Choice model); c) ability to work with young adult parolees; d) quality of partnerships with other service providers; f) leveraging; and, g) budgeting and cost-appropriateness.

The review panel selected two of the four preliminary proposals and those organizations were asked to submit full proposals. The chosen applicants were given a deadline of February 25, 2008 to submit full proposals.

In the third step, the review panel selected Goodwill Industries of the Greater East Bay as the reentry employment service provider based on their ability to service 80 Project Choice participants in the areas of life skills training, work experience, job search, employment, and job retention. Goodwill will work in collaboration with one of Project Choice's reentry service providers, Volunteers of America, Bay Area (VOA). VOA will provide Goodwill with Project Choice referrals.

About the Grantee

Goodwill Industries of the Greater East Bay is an independent nonprofit founded in 1919 and incorporated in 1936, providing workforce development services to people facing barriers to employment in Alameda, Contra Costa, and Solano Counties. Goodwill participants face a multitude of challenges, including physical and mental disabilities, homelessness, lack of work experience, a history of incarceration, multi-generational poverty and limited education.

Goodwill community programs are supported through their socially-responsible business model of donations and retail sales, service contracts, and support from the community. With more than 88 years of providing quality workforce development services, their network of more than 200 affiliated Goodwill agencies throughout North America and 22 other countries, and their history as a leader in providing work preparation and transitional employment services has given

Item: _____
Public Safety Committee
April 8, 2008

them the experience, fiscal maturity and organizational capacity needed to help meet many of the employment challenges faced by Oakland's formerly incarcerated population.

Goodwill currently has an operating budget of \$20M. Approximately 30% of its revenue is generated through Federal and County contracts, and charitable contributions. The remaining 70% is generated through its retail business operations. Each year Goodwill touches the lives of over 4,000 people. In the last five years, Goodwill has assisted over 6,500 individuals find employment; no small accomplishment in the slow economy of recent years. In 2007 Goodwill's average 180-day job retention rate was 79% and the one-year job retention rate was 76%.

In 2006 Goodwill Industries of the Greater East Bay established a One-Stop Homeless Employment Center in Oakland, California, in partnership with the City of Oakland and the Department of Housing & Urban Development (HUD). This project, which functions as an active partner in the County's 45-member Continuum of Care, works in collaboration with other local community based organizations to provide housing stabilization, supportive services and employment assistance to the County's hardest to serve. The experience gained from managing this contract has taught Goodwill valuable lessons in how to serve at risk population, how to work with their strengths and weaknesses, and how to move them toward employment.

This "one-stop" center is designed to meet each client's diverse needs under one roof by providing a comprehensive menu of service options ranging from addiction recovery and intensive peer mental/physical disability case management to vocational counseling and material assistance. Services include: outreach; intake; job preparation workshops; client-centered assessment; case management; job counseling; peer mental/physical disability counseling; peer addiction and recovery counseling; job club; resume and sample job application development; in-house computer skills training; in-house janitorial skills training; retail sales and retail operations training as part of the Goodwill Academy program; brokered classroom training in a diverse variety of disciplines based on client choice; literacy counseling and training; financial literacy; housing stabilization; assistance in locating permanent housing; referrals to mainstream and other social services programs; mentoring; proactive job development; job fairs, temporary job opportunities; job placement; pre and post placement material assistance; and retention services. Performance results for the last three years include the following:

<u>1st Year (10/05-9/06)</u>	<u>2nd Year (10/06-9/07)</u>	<u>3rd Year (10/07-Current)</u>
Enrollments: 1,100 *	Enrollments: 800*	Enrollments: 285
Placements: 93	Placements: 75	Placements: 48
Work Experience: 54	Work Experience: 36	Work Experience: 31
Permanent Housing: 47	Permanent Housing: 55	Permanent Housing: 39

** Note: Grant enrollment goal is 500. Additional employment outcomes can be found in Goodwill's Annual Progress Report submitted to the Department of Housing and Urban Development (HUD) fiscal year 2006-07 (see Appendix A pg. 15)*

While not a required outcome for this grant, an important element of Goodwill's service delivery model is the incorporation of transitional employment opportunities. For almost 20 years Goodwill has provided participants the opportunity to prepare for the "world of work" through a combination of meaningful work experience, life skills training, and classroom instruction. Participants learn work skills, socialization skills, communication and other soft skills in a real work setting. Homeless individuals served through the Oakland One-Stop Service Center have participated in the transitional employment opportunities provided by the Agency's Goodwill Academy.

PROGRAM DESCRIPTION

Under this agreement Goodwill Industries of the Greater East Bay will help 80 Project Choice participants resolve employment barriers, (i.e., driver's licenses, social security cards, and child support payments). Job preparation activities will also be provided and will include: resume preparation, interview practice, career development and job search workshops, and one-on-one training with a job developer. Transitional employment and job retention services will also be provided.

SUSTAINABLE OPPORTUNITIES

Economic: Providing legitimate employment opportunities for individuals who are formerly incarcerated can help reduce the economic incentive to commit crimes and also provide a gateway to more positive social networks and economic stability independent of an underground economy.

Environmental: No environmental impacts are expected at this time.

Social Equity: Employment is at the very core of reentry in that it provides a greater chance for individuals who were formerly incarcerated to achieve financial security and connect with the community in a more positive way. Reentry employment programs increase the likelihood that individuals who were formerly incarcerated will avoid re-offending.

DISABILITY AND SENIOR CITIZEN ACCESS

All activities sponsored by this grant will be fully accessible.

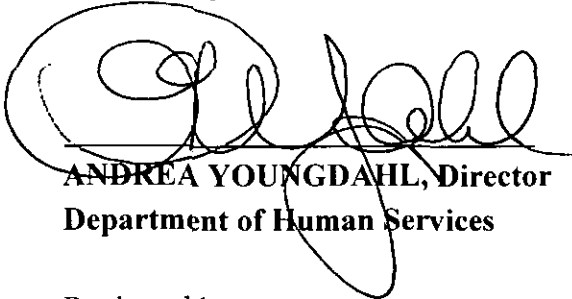
RECOMMENDATION(S) AND RATIONALE

Staff recommends that the City Council approve \$210,000 of the Intergovernmental Partnership Grant (\$1,208,333) from the California Department of Corrections and Rehabilitation to execute an agreement with Goodwill Industries of the Greater East Bay for an amount not to exceed \$210,000 for the period of April 1, 2008 to June 30, 2009 for the implementation of a reentry employment program. This program will be coordinated with Volunteers of America, Bay Area to provide employment services to Project Choice participants returning to Oakland and Alameda County from San Quentin State Prison.

ACTION REQUESTED OF THE CITY COUNCIL

That City Council approve a resolution authorizing the City Administrator to execute an agreement between the City of Oakland and Goodwill Industries of the Greater Bay Area to provide reentry employment in coordination with Project Choice for a total amount not to exceed \$210,000 for the period of April 1, 2008 to June 30, 2009.

Respectfully submitted,



ANDREA YOUNGDAHL, Director
Department of Human Services

Reviewed by:

Sara Bedford, Policy and Planning Manager

Prepared by:

Dan Simmons, MSW Intern-CSUEB

APPROVED AND FORWARDED TO THE
PUBLIC SAFETY COMMITTEE:



Office of the City Administrator

Item: _____
Public Safety Committee
April 8, 2008

OFFICE OF THE CITY CLERK
CITY OF OAKLAND

2008 MAR 27 AM 10:08

Approved as to Form and Legality

D. Bialowy
Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE AN AGREEMENT BETWEEN THE CITY OF OAKLAND AND GOODWILL INDUSTRIES OF THE GREATER EAST BAY TO PROVIDE REENTRY EMPLOYMENT IN COORDINATION WITH PROJECT CHOICE FOR A TOTAL AMOUNT NOT TO EXCEED \$210,000 FOR THE PERIOD OF APRIL 1, 2008 TO JUNE 30, 2009

WHEREAS, Oakland voters have committed, through the passage of Measure Y, to funding community based violence prevention programs; and

WHEREAS, employment is a critical component of a viable, effective violence prevention approach; and

WHEREAS, the City of Oakland has long partnered with the California Department of Corrections and Rehabilitation on Project Choice, the City's reentry program working with offenders returning to the community; and

WHEREAS, a California Department of Corrections and Rehabilitation grant (\$1,208,333) awarded to Oakland dedicates \$210,000 to expanding Project Choice's reentry employment program to serve parolees of all ages returning to Alameda County from San Quentin State Prison; and

WHEREAS, the funding for this contract is allocated at State of California Fund (2159), DHS Administration Organization (78111), and CDCR Project Choice Project (G318810); and

WHEREAS, through a competitive Request for Proposals process Goodwill Industries of the Greater Bay Area was the most qualified and competent entity to implement said program; be it

RESOLVED: That the City Administrator execute an agreement between the City of Oakland and Goodwill Industries of the Greater East Bay Area for an amount not to exceed \$210,000 for the period of April 1, 2008 through June 30, 21009 for the implementation of a reentry employment program; and be it

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

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 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