

**City of Oakland**  
**Agenda Report**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2004 MAY 26 AM 10: 07

TO: Office of the City Manager  
ATTN: Deborah Edgerly  
FROM: Community and Economic Development Agency  
DATE: June 8, 2004

**RE: A REPORT AND RESOLUTION AUTHORIZING A CONTRACT FOR PROFESSIONAL SERVICES WITH ARC SERVICES TO SUPPORT THE WORK OF THE WORKFORCE INVESTMENT BOARD FROM JULY 1, 2004 THROUGH JUNE 30, 2005, IN AN AMOUNT NOT TO EXCEED \$60,000 AND THE APPROPRIATION OF EXCESS WORKFORCE INVESTMENT ACT BUSINESS SERVICES PROGRAM INCOME OVER BUDGETED REVENUES FOR THIS CONTRACT**

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**SUMMARY**

This report requests the City Council's approval of a resolution authorizing the City Manager to negotiate and execute a contract with ARC Services, and to appropriate program income generated through the implementation of the Oakland Workforce Investment Board's (WIB) Business Services Plan for this contract. ARC Services' contract was originally procured through a competitive process conducted in 2001. The services to be rendered by ARC Services include support for the implementation of the WIB's business services and support for the Mayor's Summer Jobs Program. The contract period is July 1, 2004 through June 30, 2005 for an amount not to exceed \$60,000.

**FISCAL IMPACT**

The Workforce Development Unit currently has \$215,000 in unappropriated Workforce Investment Act Fund, Business Services Program Income (fund 2195 and project: G245810). Staff anticipates receiving an additional \$375,000 in program income in FY 2004-2005. The newly appropriated \$61,800 will be deposited in an Operations and Maintenance account. The three-percent contract compliance fee of \$1,800 is in addition to the \$60,000 contract value and will be expended from the same project.

**BACKGROUND**

The principle of ARC Services is Alana Ross Coleman, whose operation is based in Oakland. ARC Services first started working on behalf of the Oakland WIB under contract with the Oakland Private Industry Council, Inc. through a competitive bidding process that was conducted in the winter of 2001. Since that time, ARC Services has been instrumental in developing the Oakland WIB's Business Services Plan, One Stop Career Center System Framework (upon which the request for

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proposals for Oakland's Workforce Development system is based), and the Mayor's Summer Jobs Program.

In the winter of 2004, the City and the Oakland PIC agreed to transfer administration of the WIB's professional services agreements from the PIC to the City. Staff does not recommend putting the services out to bid due to the high quality results and pro bono contributions provided by the vendor to date.

## **ISSUES AND IMPACT**

ARC Services have proven invaluable in advancing the aggressive agenda of the Oakland WIB. The firm's principle and associates bring a unique mix of expertise that supports the WIB's ability to effectively serve business customers, adult job seekers and youth. This expertise cannot be provided through a single staff position and certainly not at the relatively low cost of \$60,000, which is significantly less than the actual value of the services provided in terms of hours and results.

## **SCOPE OF WORK**

ARC Services will perform the following tasks and produce the following results for the City and the Oakland WIB:

### **Business Services**

- Promotions:** Development and implementation of an outreach plan, aimed at chambers of commerce and other business and professional organizations representing Oakland's ethnic and cultural communities and geographic neighborhoods to promote WIB business services and hiring incentives; coordination of WIB member presentations and speaker's bureau. Deliverables: 250 new firms as WIB business services customers with an emphasis on small (300 employees and fewer), ethnically diverse Oakland-based firms by June 2005; and five new private sector WIB members developed and added to the Board by June 2005.
- Neighborhood Services:** Development of a conceptual model for creating business services satellites at One Stop Career Centers and youth services providers sites to support local businesses in accessing Enterprise Zone tax credits and other hiring incentives, and to provide access to WIB business services at the neighborhood and small-business level. Deliverables: Conceptual model and plan approved by December 2004; demonstration center functional by June 2005.

### **Mayor's Summer Jobs Program**

- 2004 Program Closeout:** Development and implementation of donor and employer acknowledgement activities. Deliverables: Coordination of year-end appreciation ceremony for donors, employers and volunteers by October 2004; preparation of a program close-out report with recommendations for 2005 program.

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- **Marketing:** Development and implementation of a comprehensive marketing plan by January 2005. Deliverables: Coordination of employer focus group by February 2005; development of campaign theme by March 2005; production of promotional and collateral print materials by April 2005; coordination of print and electronic media coverage through June 2005; production of two special events by June 2005; and development and support for volunteer speaker's bureau through June 2005.
- **Fundraising:** Oversight of entire fund development function. Specific deliverables include the identification of up to 50 prospective corporate and foundation donors; production of proposals and related materials; follow-up of solicitations for support; coordination of volunteer and other in-kind support pledges; coordination of acknowledgement activities including year-end appreciation event. Goal: \$150,000.

### **SUSTAINABLE OPPORTUNITIES**

Economic: The work of ARC Services directly supports the effective implementation of the WIB's business services initiative, which is one of Oakland's strongest incentives for doing business in the City.

Environmental: The project has no direct environmental impact.

Social Equity: The work of ARC Services supports the agenda of the Oakland WIB, which is committed to improving the quality of life for Oakland residents through gainful employment.

### **DISABILITY AND SENIOR ACCESS**

There is no known impact on disability and senior access.

### **RECOMMENDATIONS AND RATIONALE**

Staff recommends that the City Council approve the resolution authorizing the City and to negotiate and execute a contract for professional services with ARC Services from July 1, 2004 through June 30, 2005, in an amount not to exceed \$60,000 and to appropriate excess Workforce Investment Act Business Services Program Income over budgeted revenues for this contract. The appropriation authority is needed since the balance of appropriated program income is restricted to salary and related personnel costs and will be carried forward to FY 2004-2005. ARC Services has provided substantial work product for the WIB in a variety of ways. Its diverse set of expertise will be a great benefit to the WIB as it continues to improve services for adult job seekers, youth and local businesses. The value of the service far exceeds the cost.

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**ACTION REQUESTED OF THE COUNCIL**

That the City Council approves the report and resolution authorizing the City Manger to negotiate and execute a contract for professional services with ARC Services from July 1, 2004 through June 30, 2005, in an amount not to exceed \$60,000 and to appropriate excess Workforce Investment Act Business Services Program Income over budgeted revenues for this contract.

Respectfully submitted,



DANIEL VANDERPRIEM  
Director of Redevelopment, Economic  
Development and Housing

Prepared by: Al Auletta  
Manager, Workforce Development Unit  
CEDA

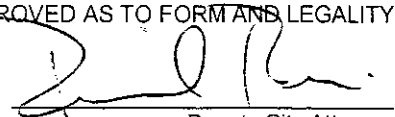
APPROVED AND FORWARDED TO THE  
COMMUNITY AND ECONOMIC DEVELOPMENT  
COMMITTEE

  
Office of the City Manager

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2004 MAY 26 AM 10:07

APPROVED AS TO FORM AND LEGALITY

  
Deputy City Attorney

## OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

INTRODUCED BY THE CITY MANAGER

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**A RESOLUTION AUTHORIZING A CONTRACT FOR PROFESSIONAL SERVICES WITH ARC SERVICES TO SUPPORT THE WORK OF THE OAKLAND WORKFORCE INVESTMENT BOARD FROM JULY 1, 2004, THROUGH JUNE 30, 2005, IN AN AMOUNT NOT TO EXCEED \$60,000 AND THE APPROPRIATION OF EXCESS WORKFORCE INVESTMENT ACT BUSINESS SERVICES PROGRAM INCOME OVER BUDGETED REVENUES FOR THIS CONTRACT**

**WHEREAS**, the Oakland Workforce Investment Board (WIB) is comprised of more than 40 local public, non-profit, labor, educational and private sector organizations, and is dedicated to meeting the needs of Oakland's unemployed and under-employed residents as well as those of local businesses; and

**WHEREAS**, the leadership of the Oakland WIB demands substantial work product to advance its aggressive agenda; and

**WHEREAS**, ARC Services has proven its value to the Oakland WIB by improving its One Stop Career Center System, Business Services and services for youth; and

**WHEREAS**, the fulfillment of the WIB's 2004-2005 agenda will require the expertise of ARC Services to further support the implementation of the WIB's Business Services strategy and Mayor's Summer Jobs Program; and

**WHEREAS**, the Council finds that the services provided pursuant to the agreement authorized hereunder are of a professional, scientific or technical nature and are temporary in nature; and

**WHEREAS**, the Council finds that this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive service; and

  
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**WHEREAS**, funds are secured for the services recommended as follows: Workforce Investment Act, Business Services Program Income (fund 2195 and project G245810); now, therefore be it

**RESOLVED:** That the City Manager is hereby authorized to negotiate and execute a contract for professional services with ARC Services to support the work of the Oakland Workforce Investment Board from July 1, 2004, through June 30, 2005, in an amount not to exceed \$60,000; and be it

**FURTHER RESOLVED:** That the City Manager is hereby authorized to appropriate \$61,800 in excess Workforce Investment Act Business Services Program Income over revenues to the Workforce Development Unit contract contingency account (fund 2195 and project G245810) for this contract; and be it

**FURTHER RESOLVED:** That the City Manager and her designee are hereby authorized to take whatever action is necessary with respect to the work of the Oakland Workforce Investment Board staff and the contract with ARC Services consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2004

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN, AND PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTAIN-

Attest: \_\_\_\_\_  
CEDA FLOYD  
City Clerk and Clerk of the Council  
of the City of Oakland, California

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COMMUNITY ECONOMIC  
DEVELOPMENT CMTE

JUN 8 2004