

2014 MAY 15 PM 5:29



CITY OF OAKLAND

AGENDA REPORT

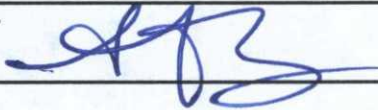
TO: FRED BLACKWELL
CITY ADMINISTRATOR

FROM: Sara Bedford

SUBJECT: Senior AIDES Program FY 2014-2015

DATE: May 13, 2014

City Administrator
Approval



Date 5.15.14

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council adopt a resolution authorizing the City Administrator to apply for and accept grant funds in an estimated amount of \$ 901,997 from Senior Services America, Inc., for the Oakland Senior Aides Program from July 1, 2014 through June 30, 2015.

EXECUTIVE SUMMARY

Staff requests that the City Council approve a resolution authorizing the City Administrator to apply for and accept a Senior AIDES Program grant for fiscal year 2014-2015 from Senior Service America, Inc., (SSAI), in an estimated amount of \$ 901,997. SSAI is a non-profit organization administering the Department of Labor's Senior AIDES grant. The Senior AIDES Program (commonly known as ASSETS) is a federally funded employment and training program that specifically addresses the unique needs of low-income older adults. The program employs a comprehensive training approach to prepare older workers for entry or re-entry into the labor market. The program has a proven demonstrated effectiveness in the delivery of service for the last 45 years serving primarily Oakland residents. The program builds new skills and assists participants in finding employment in the private and public sectors.

OUTCOME

The Senior AIDES Program provides subsidized part-time community service assignments, skills training and job search assistance to people over 55 with limited income and severe barriers to employment. Priority of service is provided to those with the greatest number of barriers, which include: veterans and certain spouses of veterans; those age 65 and older; those that have a disability, severe disability or are frail; those that live in a rural areas; have low employment prospects; have failed to find employment using the local One-Stop job search

Item: _____
Life Enrichment Committee
May 27, 2014

system; are homeless or at risk of becoming homeless; and those with limited English proficiency or low literacy skills. The program helps at-risk participants to remain active as employed citizens that serve the greater good of the community, build new skills for job retention and assists them in finding employment in the private and public sectors. Approval of this recommendation will ensure the continuation of employment and training opportunities for over 160 older low-income and at-risk seniors in Oakland, and allow for the delivery of over 80,000 hours of community service to Oakland's community based organizations and public administration offices.

BACKGROUND/LEGISLATIVE HISTORY

The City of Oakland, Human Services Department became a Senior AIDES Program sponsor on July 1, 1990. Since then, the Oakland Senior AIDES Program has successfully engaged hundreds of mature at-risk adults age 55 and above in the workforce and in various job development training activities. The Senior Community Service Employment Program (SCSEP) has served primarily Oakland residents for over 44 years. The program also serves a limited number of residents throughout Alameda County.

SCSEP, which is 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. Authorized by the Older Americans Act, the program provides subsidized, community service-based training assignments for low-income residents of Oakland and Alameda County age 55 or older that are unemployed and have poor employment prospects. SCSEP participants must be at least 55, unemployed, and have a family income of no more than 125% of the federal poverty level to be eligible. Participants receive work-based training at nonprofits and government agencies. Locally, these work based training sites include day-care centers, senior centers, schools, hospitals, housing sites, and various other social service agencies. Participants work an average of 16 hours a week, and are paid the minimum wage, currently at \$8.00 per hour. In addition, SCSEP participants have access to services funded by the Workforce Investment Act (WIA) and other employment assistance through One-Stop Career Centers.

SCSEP has a dual purpose, which is to provide useful part-time subsidized community service assignments for low income individuals who are 55 years or older, while promoting a transition to unsubsidized employment. In this way older adults achieve gainful employment. Through their community service assignments and training older adults build skills, personal development, and confidence that will lead to permanent full time or part time employment. The program includes career counseling, job placement assistance, work experience, and support services.

Item: _____
Life Enrichment Committee
May 27, 2014

The training and skills obtained by participants enrolled in SCSEP will assist them in entering or re-entering the labor market. It is intended that SCSEP community service training assignments serve as a bridge to unsubsidized employment opportunities. SCSEP's goal is to place at least 30% of its authorized positions into unsubsidized employment annually. Each year the program tracks the job retention of its participants who have achieved regular employment. After participating in SCSEP community service training assignments, the entered-employment rate averages at 30%. The average job placement wage is \$13 per hour, and 88.5% remain employed at 90 days after exit. In addition, the Senior AIDES Program serves as a recruitment resource for employers by providing trained and skilled older adult workers to meet local workforce needs.

The enrollment of 138 SCSEP participants to date in fiscal year 2013-2014 has resulted in our ability to provide staffing support to more than 68 Oakland and Alameda County community based organizations in the areas of health, long term care, childcare, adult education, libraries, services to the disabled, housing, nutrition programs and legal assistance to seniors. The Community service assignments took place at agencies including the City of Oakland's public administration offices: Oakland Parks & Recreation Department, Contracts and Compliance Division, Housing & Community Development Department, Oakland Public Works Department, Citizens' Police Review Board, Oaklander's Assistance Center, Human Services Department (HSD), Multipurpose Senior Program (MSSP), Senior Companion, Paratransit (OPED), ASSETS Senior Employment Program, and City of Oakland Senior Centers to name a few.

Since the beginning of fiscal year 2013-2014, SCSEP participants have provided over 61,009 hours of community services to Oakland's community based organizations and public agencies. These organizations have come to rely heavily on the placement of SCSEP participants for maintaining cost efficiency in the delivery of their services. It should be noted that 84 participants have provided more than 34,523 hours of community service to the elderly

In the Federal budget for FY 14-15 there is a proposed reduction of funding for community-based and governmental training. However, the federal budget has not gone through the legislative process and we do not anticipate that funding levels will be reduced in the final budget for FY 14-15.

ANALYSIS

Work skills and personal development are two critical components of the program. On-the-job instruction is provided at each nonprofit and government training site. Formal classroom training designed in relation to current labor market demands includes: computer operations, keyboarding and internet use, classes in early childhood education, administrative skills, customer service, job search, interviewing, and job retention skills, and body awareness. 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 to be placed annually into unsubsidized employment.

Item: _____
Life Enrichment Committee
May 27, 2014

PUBLIC OUTREACH/INTEREST

The ASSETS Senior AIDES program does not require much additional public outreach. Due to the extremely high demand of the program, a waiting list of pre-screened applicants is maintained. Each day seniors throughout Oakland and Alameda County drop in to the Senior AIDES/ASSETS reception area to submit applications for the program's waiting list. The current waiting list consists of over 350 applicants. All pre-screened applicants are referred to our Career Resource Center and local One-Stop Career Centers for job search assistance, community resources, support services and other training opportunities. Similarly there is a high demand by community agencies seeking senior aides.

COORDINATION

In preparation of this report and resolution, the City Attorney's Office, Budget Office, HSD fiscal services, HSD Director, and the Aging & Adult Services Manager have been consulted. The program is also a grantee of the City of Oakland Workforce Investment Board, and as such collaborates closely with that office.

COST SUMMARY/IMPLICATIONS

Funding from SSAI in the approximate amount of \$901,997 is appropriated in the Human Services Department FY 2014-2015 Adopted Policy Budget in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior AIDES FY 2014-2015 Project (G462710). A total of \$148,133, to meet the 16% non-federal match required under the grant 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 2014-2015 Project (G462720). HSD is requesting as it has in prior years, a contribution from General Purpose Fund in an amount equivalent to Central Services Overhead costs estimated at \$293,868.

If additional funding becomes available from the grantor (SSAI), for the same purpose, within the existing grant term, staff is seeking authorization to accept and appropriate these funds to fund the Senior AIDES Program without returning to Council within the duration of the grant term (July 1, 2014 through June 30, 2015).

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

The ASSETS Senior AIDES program is a grantee of the City of Oakland Workforce Investment Board, and as such collaborates closely with Workforce Development, local One-Stop Career Center, and the Oakland Private Industry Council. As of April 21, 2014, the Workforce Investment Act (Formula Grant for FY 2013 – 2014), the City of Oakland/HSD Senior AIDES program met 73% of its enrollment goal, and 94% of its employment goal. This is a one-year contract and the final enrollment and final placement goals will be measured in the fiscal year ending June 30, 2014 at which point the program expects to meet 100% of all goals.

Item: _____
Life Enrichment Committee
May 27, 2014

As of April 21, 2014 for fiscal year 2013-2014, the SCSEP Senior AIDES Program was at 86% of its service level goal, 39% of its unsubsidized employment placement goal and 100% of its priority of service goal. The average earnings for nine months for those that achieved unsubsidized employment after participation in the program are \$6,699, which is just below the goal of \$7,200. The priority of service goal is based on serving seniors that are considered to be among Oakland's Most In Need (MIN) as determined by the Department of Labor. The SCSEP Senior Aides total number of service hours provided to the community for FY13-14 is at 61,009 hours of its 81,900 hours goal as of April 2014.

The Senior AIDES Program anticipates reaching its contract goals in the WIA funded program by June 30, 2014. It anticipates reaching a majority of its SCSEP contract goals by June 30, 2014. Historically, most of the unsubsidized placements are made during the fourth quarter. Changes in Department of Labor regulations resulted in many clients timing out of the program rather than being able to remain as Senior AIDES or exiting with employment. This turnover required Senior AIDES staff to process a larger than normal group of new trainees into the system in FY 13-14. Major steps to increase the programs' quantitative and qualitative performance have already been implemented to handle the increase in new clients, including increases in SCSEP participants working for the Senior AIDES program and improved processes for reducing the waiting list and the time applicants must wait to receive consultation from an intake specialist.

In Fiscal Year 2013-2014, Senior Service America, Inc. conducted an extensive, in-depth program review and audit of the Senior AIDES Program. The Program Compliance and Data Validation review, Program File Review and Fiscal Review were done in accordance with the policies and procedures established by SSAI Policy and Procedure Manual and the Department of Labor (DOL) assurances and regulations. There were no substantial findings.

The Senior AIDES Program relies on a variety of mechanisms to assess its service quality:

1. Formal client satisfaction surveys are administered on an annual basis. The survey was conducted during the month of March 2014. Eighty-five surveys were distributed and a total of 62 completed surveys were collected, for a 73% return rate.
2. When asked if they would recommend ASSETS to other people that needed employment and training services, 95% of respondents said "Yes".
3. Senior Services America, Inc. conducts its own customer satisfaction survey of employers, host agencies and program participants. The Charter Oak Group, an independent organization contracted with the Department of Labor, conducts the surveys. All survey results are reported and tracked by the Department of Labor. Survey results are tallied and reported to SSAI during the summer.

Item: _____
Life Enrichment Committee
May 27, 2014

TABLE 1 – Year to Date Performance

Senior Community Service Employment Program	FY # Goal	YTD #	YTD %
Service Level/People Served (SL)	160	138	86%
Community Service Hours (CS)	81,900	61,009	74.50%
Active Host Agencies	NA	68	NA

Service by Demographic			
American Indian or Alaskan Native	NA	2	1%
Asian	NA	32	20%
Black or African American	NA	55	34%
Native Hawaiian or Other pacific Islander	NA	0	0
Hispanic, Latino, or Spanish origin	NA	19	12%
White	NA	32	20%
Two or More Races	NA	3	2%

Workforce Investment Act (WIA)			
Enrollments	30	22	73%
Unsubsidized Employment Placements	18	18	100%
Job Development Resource Persons Served (Duplicated)	300	1267	422%

SUSTAINABLE OPPORTUNITIES

Economic: The Oakland Senior AIDES Program will offer low-income at-risk older adults employment and skills training opportunities resulting in a new start in the workforce, and economic independence. The Senior AIDES Program also has a substantial positive economic impact within local government and nonprofit agencies by providing trained and skilled subsidized older adult workers to meet their employment needs. In addition, it provides employers throughout Oakland and Alameda County with a recruiting mechanism for experienced, productive, tax contributing older adult workers.

Environmental: There is no known environmental impact.

Social Equity: The Senior AIDES Program will improve the health, self-esteem and well being of at risk older adults by fostering belonging to the workforce. It will empower low-income and at risk older adults to remain productive and independent workers in the community by providing a variety of general and specialized skills training including community service assignments at community based nonprofits and government agencies.

Item: _____
 Life Enrichment Committee
 May 27, 2014

For questions regarding this report, please contact Scott Means, Aging and Adult Senior Services Manager, at (510) 238-6137.

Respectfully submitted,



SARA BEDFORD, Director
Human Services Department

AGING & ADULT SERVICES DIVISION

Reviewed by: Scott Means, Manager

Prepared by: Dan Ashbrook, Supervisor/Project Director
Senior AIDES Program

Item: _____
Life Enrichment Committee
May 27, 2014

anacawlaw
City Attorney

FILED
OFFICE OF THE CITY CLERK
OAKLAND

OAKLAND CITY COUNCIL

2014 MAY 15 PM 5: 29

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR AND ACCEPT GRANT FUNDS IN AN ESTIMATED AMOUNT OF \$901,977 FROM SENIOR SERVICES AMERICA, INC., FOR THE OAKLAND SENIOR AIDES PROGRAM FROM JULY 1, 2014 THROUGH JUNE 30, 2015

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 Dedicated Energetic Services (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 about 30% of persons 65 years and over live with income less than 125 percent of 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 private sponsored employment and training programs; and

WHEREAS, each year an average of 30% 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, 2014, in the estimated amount of \$ 901,997 for the Senior AIDES Program; and

WHEREAS, since the grant from Senior Service America, Inc., requires a non-federal match of 16%, the General Purpose Fund will provide \$148,133 for administrative costs associated with the Senior AIDES program; and

WHEREAS, the City wishes to offset all central services overhead charges in an estimated amount of \$293,868 associated with this grant, as has been done in all of the past years; now, therefore, be it

RESOLVED: That the City Administrator or his designee is hereby authorized to apply for and accept a grant in the amount of \$901,997 from Senior Service America, Inc. for the Oakland Senior AIDES Program for Fiscal Year 2014-2015; and be it

FURTHER RESOLVED: That grant funds have been appropriated to Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior AIDES FY 2014-2015 Project (G462710); and be it

FURTHER RESOLVED: That a total of \$148,133, a match for administrative costs associated with the Senior AIDES program, has been approved in the Adopted Budget from the General Purpose Fund (1010), Senior AIDES Organization (75651), and Senior AIDES FY 2014-2015 Project (G462720); and be it

FURTHER RESOLVED: That all Central Services Overhead charges associated with this grant in an estimated amount of \$293,868 will be offset through contribution of the General Purpose Fund as approved in the Adopted Budget which is necessary due to administrative cost restrictions for the grant and to maximize Program benefits; and be it

FURTHER RESOLVED: That if additional funding becomes available from the grantor (Senior Services America, Inc.), for the same purpose, within the existing grant term, the City Administrator or his designee is authorized to accept and appropriate these funds to fund the Senior AIDES Program without returning to Council within the duration of the grant term (July 1, 2014 – June 30, 2015); and be it

FURTHER RESOLVED: That the City Council hereby appoints the City Administrator or his designees 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 acceptance of the aforementioned grant without returning to Council.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and
PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California