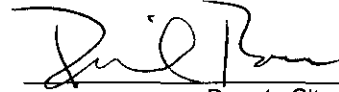


FILED
OFFICE OF THE CITY CLERK
OAKLAND

2004 MAY 26 AM 10:06

APPROVED AS TO FORM AND LEGALITY



Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. 78617 = C.M.S.

INTRODUCED BY THE CITY MANAGER

A RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE A CONTRACT FOR PROFESSIONAL SERVICES WITH VOLUNTEERS OF AMERICA BAY AREA, INC., TO OPERATE THE OAKLAND DAY LABOR PROGRAM, FROM JULY 1, 2004 THROUGH JUNE 30, 2005, IN AN AMOUNT NOT TO EXCEED \$194,000

WHEREAS, the Oakland Day Labor Program administered by the Volunteers of America Bay Area, Inc., provides employment and social services to the Oakland casual laborer population and their families; and

WHEREAS, the City entered into a series of professional services contracts and amendments with the Volunteers of America Bay Area, Inc., to operate the Oakland Day Labor Program, from July 19, 1999 through June 30, 2004; and

WHEREAS, the City wishes to continue operation of this program, in accordance with stated public safety goals; and

WHEREAS, the City has identified \$200,000 of the General Fund allocation (Fund: 1010) for the Day Labor Program (Project: A139610), for the continued operation of the Oakland Day Labor Program in its budget for Fiscal Year 2004-05, less the City's contract compliance fee of \$6,000, leaving an estimated \$194,000 available for this contract; and

WHEREAS, the City finds that this contract is of a professional nature; and

WHEREAS, the City finds that this contract will not result in a loss of employment or salary by any person having a permanent status in the competitive service; now therefore be it

RESOLVED: That the City Manager is hereby authorized to negotiate and execute a contract for professional services with Volunteers of America Bay Area, Inc., to operate the Oakland Day Labor Program, from July 1, 2004 through June 30, 2005, in an amount not to exceed \$194,000; and be it

FURTHER RESOLVED: That the City Manager and his or her designee are hereby authorized to take whatever action is necessary with respect to the Oakland Day Labor Program and the contract with Volunteers of America Bay Area, Inc., consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA, 2004

JUN 15 2004


PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN, AND PRESIDENT DE LA FUENTE 8

NOES- 0

ABSENT- 0

ABSTAIN- 0

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

Schedule A
SCOPE OF SERVICE

A. Program Description

Contractor shall continue and expand a Day Labor Hiring Hall Program specifically designed to provide employment matching and just working conditions for the Day Laborers community of the City of Oakland.

B. Goal (s)

To provide job matching for day laborers and social services that will enhance the lives of the workers and their families.

C. Objectives

- To identify and provide short term (“temporary”) employment opportunities for 170 or more of the Day Laborers per month who participate in the Hiring Hall program.
- To identify and provide long-term (“extended”) employment opportunities for 110 or more of the Day Laborers per month who participate in the Hiring Hall program.
- To recruit employers to participate through the auspices of the Hiring Hall program, rather than picking up laborers at common street corner gathering points, per the City of Oakland’s policy objectives.

D. Services to Be Provided

1. Manage the day-to-day operations of the Volunteers of America Bay Area Day Labor Program. This will include job development, referral, placement, and

intake of both employers and workers, and the coordination of all related intakes to build a successful program.

2. Maintain current data of employers and laborers served, for the purpose of reporting the numbers of job placements and referrals. Provide monthly program performance data to city staff, for use in program monitoring and in reporting to City Council. Reports will include the number of new and ongoing employers participating through the Hiring Hall program, the number of Day Laborers placed into short and long-term work, the number of “worker days” represented by monthly placement numbers, the types of jobs Day Laborers are placed into, the demographics of Hiring Hall participants, and summaries of marketing and outreach efforts with employers and Day Laborers.
3. Establish an Outreach Strategy that focuses on the ethnicity, gender, and work culture of the Oakland casual labor population, with special emphasis on the Fruitvale District.
4. Establish a lottery selection hiring process, to match casual laborers and employers, where *employment opportunities and compensation are equitable*.
5. Maintain an effective working relationship with casual laborers, local police department, local churches, community organizations, labor unions, government agencies, local resident groups, and local businesses, in order to promote civic harmony and community participation in an effective Day Labor Program. Staff will participate in local community meetings as it pertains to day laborers and will meet with the day laborers to determine their specific needs and concerns.

6. Promote a collaborative effort between all stakeholders, Oakland residents, businesses, community organizations, local authorities, and others to work together to resolve Day Labor issues. The Day Labor Center has developed relationships with the Unity Council, the City Teen Shelter, which provides emergency housing for the Day Laborers who are homeless, the Tax Clinic, which provide tax services to the laborers, and the Department of Social Services, to assist workers when applying for social services. Staff will work with St. Vincent De Paul to develop a food program for the workers. Laney College and the Santa Clara Office of Education will provide skills training classes for the workers, to assist laborers in obtaining stable employment. Kuvvara Law Firm will provide legal services to the workers who are having difficulty obtaining legal documentation, and the University of California Medical Center will provide health screening to any laborer.
7. Develop and execute a Marketing and Outreach campaign, including promotional literature and the use of media resources, to ensure that employers and casual laborers will use the Day Laborer program. Specifically, the program will seek to persuade the majority of employers of Day Laborers to regularly participate through the Hiring Hall.
8. Provide resources and referrals for other services needed by the Day Laborer community, including job skill development, food and housing referral, medical services, legal services, immigration resources, transportation, and other social services as needed.

9. Develop and implement a plan to utilize volunteer staffing assistance from local sources, such as churches, community-based organizations, and universities.
10. Advocate for workers and civil rights of Oakland Day Laborers.
11. Maintain a high standard of customer service, characterized by positive efforts, energy, and professionalism while serving the diverse clientele of casual laborers, employers and all other stakeholders.
12. Provide an environment of social interaction, cooperation, and solidarity among Day Laborers and serve through the program that will manifest itself in other positive community activities.
13. Assist Day Laborers with clothing and refreshments.

E. Clients to Be Served

The Contractor shall average at least 1,500 clients visits per month from July 1, 2004 to June 30, 2005.

II. IMPLEMENTATION SCHEDULE

1 Dates of Commencement and Completion

The Program shall operate from July 1, 2004 through June 30, 2005.

2. Days and Hours of Operations

The Program shall operate Monday through Friday, 7:00 a.m. to 12:00 p.m. and Saturday 7 a.m. to 12 p.m. Closed Sunday and Holidays.