



CITY OF OAKLAND

AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Alexa Jeffress
Director, Economic &
Workforce Development

SUBJECT: Workforce Contracts For General
Funded Flatlands Appropriations

DATE: October 18, 2021

City Administrator Approval

Date: Nov 2, 2021

RECOMMENDATION

Staff Recommends That City Council Adopt A Resolution Authorizing The City Administrator To Enter Into Or Amend Contracts With Workforce Service Providers To Provide Comprehensive Career Services To Youth, The Unhoused And The Formerly Incarcerated Residing In The Flatlands Neighborhoods Below Interstate-580 (Fruitvale, Chinatown, East Oakland, West Oakland) For A Total Amount Not To Exceed \$500,000 As Follows:

- (1) Lao Family Community Development In The Additional Amount Of \$62,500;
- (2) The Unity Council In The Additional Amount Of \$62,500;
- (3) Youth Employment Partnership In The Additional Amount Of \$25,000;
- (4) Civicorps In The Additional Amount Of \$125,000;
- (5) East Bay Asian Youth Center In The Amount Of \$75,000;
- (6) Youth Uprising In The Amount Of \$75,000; And
- (7) West Oakland Job Resource Center In The Amount Of \$75,000.

EXECUTIVE SUMMARY

Adoption of the proposed resolution will authorize the City Administrator to execute contracts with seven (7) current workforce service providers for a total of \$500,000 for fiscal year (FY) 2021-2022.

At a special meeting on July 26, 2021, the City Council adopted Resolution No. 88784 C.M.S. which includes a General Fund allocation of \$1,510,000 to fund workforce services. This allocation includes City Council-directed grant agreements to workforce service provider agencies in the amount of \$1,010,000, as well as an additional \$500,000 in discretionary grants for programs that provide services to youth, the unhoused and the formerly incarcerated residing in the flatland neighborhoods below Interstate-580.

After analysis and recommendation by City staff, the Oakland Workforce Development Board (OWDB) accepted and allocated the \$500,000 as outlined in **Attachment A**. Recipients of these

City Council
November 16, 2021

funds serve the geographical locations identified by the City Council as well as the zip codes cited in the OWDB Race and Equity Analysis. The OWDB's approved allocations are included in the proposed resolution and recommended for City Council approval.

BACKGROUND / LEGISLATIVE HISTORY

The OWDB contracts with experienced local nonprofit organizations to provide workforce development services for recently displaced and long-term unemployed adults and low-income youth and young adults between the ages of 16-24. The OWDB budget is made up of multiple funding streams that support workforce development efforts, including Federal, State, City, and miscellaneous grants from private businesses and philanthropic support.

Contracted service providers were competitively procured through the FY 2019-22 Request for Proposals (RFP) processes for adult and youth services, and summer youth employment. A total of nine (9) service providers submitted proposals for the FY 2019-22 RFP for Adult and Youth Services in early 2019. All nine (9) proposals met the minimum submission requirements and were rated by an outside Review Panel. All nine (9) service providers were awarded contracts for adult and youth services. In addition, three (3) service providers were procured through the FY 2019-22 RFP for Summer Youth Employment, which was released in December 2018. A list of contracted service providers procured through both RFPs can be found in **Attachment A**.

The City's biennial budget also appropriates billboard revenue to support the West Oakland Job Resource Center (WOJRC) to fulfill the job creation, hiring targets and workforce development policies of the City of Oakland. This standalone entity was created to source local hires for the Oakland Army Base Redevelopment Project.

At a special meeting on July 26, 2021, the Oakland City Council adopted Resolution No. 88784 C.M.S. which, among other things, amended the City's FY 2021-23 biennial budget to include a General Fund allocation in FY 2021-22 of \$1,510,000 for workforce services. This allocation included Council-directed grants totaling \$1,010,000 to the following contracted workforce service providers shown in **Table 1**, below.

Table 1: FY 2021-2022 Council-Directed Workforce Grants

Organization	Amount
Lao Family Community Development	\$175,000.00
Oakland Private Industry Council	\$260,000.00
The Unity Council	\$175,000.00
Youth Employment Partnership	\$175,000.00
Civicorps	\$75,000.00
Rising Sun Center for Opportunity	\$75,000.00
Cypress Mandela	\$75,000.00
TOTAL	\$1,010,000.00

At the same meeting, the City Council provided budget authorization for job readiness through additional placement grants/contracts in the amount of \$500,000, with a "focus on flatlands neighborhoods below 580 - Fruitvale, Chinatown, East Oakland, West Oakland - and impacted communities including youth, homeless and formerly incarcerated."

City staff presented recommendations to the OWDB at its regular meeting on August 5, 2021, for acceptance and allocation of the \$1,510,000 for workforce services in FY 2021-22, including both the Council-directed grants outlined above and staff's recommendations for programming the additional \$500,000. Staff's analysis focused on granting funds to providers that serve the geographical locations identified by the City Council as well as areas with the highest unemployment that also have a large population of Black and Latinx residents in East Oakland, the Fruitvale area and West Oakland – areas which are also cited in the OWDB Race and Equity Analysis. After public comment and discussion, the OWDB voted to accept the \$1,510,000 in general funds and requested that Staff return to a future OWDB meeting to approve the allocations.

At a special OWDB meeting on September 17, 2021, the OWDB approved the total allocation, including the allocation of the \$500,000 to service providers outlined in **Attachment A**.

ANALYSIS AND POLICY ALTERNATIVES

As described above, the City Council amended the FY 2021-23 biennial budget to include a General Fund allocation to workforce development providers in the amount of \$1,510,000, including \$1,010,000 in specific grants to recipients identified by the City Council and an additional \$500,000 in discretionary grants for programs that provide services to youth, the unhoused and the formerly incarcerated and to residents living in the flatlands neighborhoods below Interstate-580.

Per the OWDB Race and Equity Analysis, the Workforce division identified critical disparities in employment access in Oakland, specifically in “[t]he communities of East Oakland, Fruitvale and West Oakland, where a high number of Black and Latinx residents live and are unemployed at higher rates than the general population.”¹ The Race and Equity Analysis included a stated goal of increasing “[a]ccess to workforce services and improving the employment outcomes for residents in zip codes (94621, 94603, 94605, 94601,94607) with the highest unemployment rates.” The analysis identified specific actions to advance this goal, including ensuring workforce funding is distributed to these neighborhoods, and exploring partnerships with organizations in these neighborhoods to increase access points.

As stated above, staff focused on distributing the discretionary funds among providers that both serve and are located in the neighborhoods and zip codes with the highest disparities, as identified in the Race and Equity Analysis. **Table 2**, below shows the discretionary recommended allocations approved by the OWDB:

¹ OAKLAND WORKFORCE DEVELOPMENT BOARD SPECIAL MEETING, June 24, 2020. Board Packet, Item III.a, p. 17-48, Oakland Workforce Development Board, Race and Equity Analysis. <https://cao-94612.s3.amazonaws.com/documents/Agenda-and-staff-report-for-Special-Meeting-of-the-Oakland-Workforce-Development-Board-June-24-2020.pdf>

Table 2: FY 2021-2022 Additional Discretionary Workforce Grants Approved by OWDB

Organization	Amount
Lao Family Community Development	\$62,500
The Unity Council	\$62,500
Youth Employment Partnership	\$25,000
Civicorps	\$125,000
East Bay Asian Youth Center	\$75,000.00
Youth Uprising	\$75,000.00
West Oakland Job Resource Center	\$75,000.00
TOTAL	\$500,000.00

More information regarding the selected discretionary grant service providers, including proposed service offerings, service area, total individuals to be served, cost per client and total discretionary grant amount, can be found in **Attachment B - Service Provider Scope Chart**.

The comprehensive career services provided through these workforce service providers contracts support and advance the Citywide Priority of **housing, economic and cultural security**. Staff recommends that City Council approve the allocation of the additional \$500,000, as approved by the OWDB, to allow the funds to be expended quickly to provide much-needed employment services to these impacted communities.

FISCAL IMPACT

The \$500,000 in discretionary grants for programs that provide services to youth, the unhoused and the formerly incarcerated and to residing in the flatlands neighborhoods below Interstate-580 have been made available in the General Purpose Fund (1010), Workforce Development Organization (85311), Workforce Development Services Project (1006028), Workforce Development Program (SC03). With the \$500,000 in discretionary grants and the \$1,010,000 in specific grants to recipients identified by the City Council, the total FY 2021-22 workforce development contracts amount to \$1,510,000.

PUBLIC OUTREACH / INTEREST

All OWDB meetings are publicly noticed and there is active public participation in both committees and full OWDB meetings. Prior to issuing Requests for Proposals (RFPs) for developing the workforce system, the OWDB staff met with community stakeholders to inform the policy principles and conceptual frameworks for service models. Contracted service providers were competitively procured through the FY 2019-22 RFP process.

COORDINATION

Contracts and contract amendments are supported by the Department of Workplace and Employment Standards (formerly Contracts and Compliance). This report and resolution were reviewed by the Office of the City Attorney and by the Budget Bureau.

SUSTAINABLE OPPORTUNITIES

Economic: Oakland's Workforce Development System provides qualified workers for Oakland businesses and prepares Oakland residents for gainful employment and career paths leading to family sustaining jobs.

Environmental: This report does not directly address environmental sustainability.

Race & Equity: Oakland's Workforce Development system prioritize services to targeted populations (African American and Latinx) and geographic areas of Oakland (East and West), that have the highest numbers of residents who face disproportionately high levels of unemployment.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That City Council Adopt a Resolution Authorizing The City Administrator To Enter Into Or Amend Contracts With Workforce Service Providers To Provide Comprehensive Career Services To Youth, The Unhoused, And The Formerly Incarcerated Residing In The Flatlands Neighborhoods Below Interstate-580 (Fruitvale, Chinatown, East Oakland, West Oakland) For A Total Amount Not To Exceed \$500,000 As Follows:

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- (6) Youth Uprising In The Amount Of \$75,000; And
- (7) West Oakland Job Resource Center In The Amount Of \$75,000.

For questions regarding this report, please contact Honorata Lindsay, Acting Executive Director, Oakland Workforce Development Board at (510) 238-3383.

Respectfully submitted,



ALEXA JEFFRESS
Director, Economic & Workforce Development

Prepared by:
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Oakland Workforce Development Board,
Economic & Workforce Development

Attachments (2):
A – General Fund Contract Recommendations
B – Service Provider Scope Chart