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OAKLAND

2019 MAY -3 AM 9:32

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Mark Sawicki
Director, EWD

SUBJECT: Oakland Workforce Development
Board Summer Youth Employment
Program 2019 Funding
Recommendations

DATE: April 29, 2019

City Administrator Approval

Date:

5/2/19

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Apply For, Accept, And Appropriate Grants And Contributions And To Allocate Such Funds Upon Receipt To The City For The Summer Youth Employment Services Of The Oakland Workforce Development Board, And To Negotiate And Execute Grant Agreements Between The City Of Oakland And Various Nonprofit Organizations To Provide Summer Youth Employment Services And / Or Program Support, Without Returning To Council.

EXECUTIVE SUMMARY

The City Council is requested to approve six (6) program grants totaling \$500,000 for the City of Oakland Summer Youth Employment Program operating in summer 2019 for one year of the Oakland Workforce Development Board (OWDB) 2019-2022 grant cycle to the following nonprofit organizations: East Bay Asian Youth Center, Lao Family Community Development, Inc., Rising Sun Center for Opportunity, Spanish Speaking Unity Council of Alameda County, Youth UpRising, and Youth Employment Partnership. OWDB partnered with Oakland Fund for Children and Youth (OFCY) on the 2019-2022 Request for Proposals (RFP) through the Summer Program and Career Awareness and Employment Support – Summer Youth Employment funding strategies. Six (6) applicants submitted proposals for funding for the OWDB Summer Youth Employment Program, which has also been known as the Mayor's Summer Jobs Program (MSJP). The six proposals were reviewed by OFCY staff, an outside group of readers and reviewers, OFCY Planning and Oversight Ad-Hoc Review Subcommittee, as well as OWDB staff. Funding recommendations are made with consideration to location of services, service to priority populations, strategic alignment, past performance, and reasonableness and feasibility of budget and activities.

Tables 1 & 2 outline the recommended organizations funding amounts.

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Table 1: OWDB Funding Recommendations for Summer 2019

Agency Name	OWDB Recommended Funding Amount	OWDB Youth Served
Spanish Speaking Unity Council	\$150,000	45
Lao Family Community Development, Inc.	\$90,000	31
Youth UpRising	\$90,000	29
East Bay Asian Youth Center	\$80,000	49
Rising Sun Energy Center	\$50,000	10
Youth Employment Partnership, Inc.	\$40,000	15
TOTAL	\$500,000	179

OWDB and OFCY partnered to leverage and align funding of summer youth employment programs and services to increase the network of funded providers and streamline the process of program implementation for contracted agencies. In addition to OWDB funding recommendations (**Table 1**), OFCY through a separate action will be recommending the following organizations and funding for a combined summer youth employment program and services (**Table 2**).

Table 2: OFCY Funding Recommendations for Summer 2019

Agency Name	OFCY Recommended Funding Amount	OFCY Youth Served
Youth Employment Partnership, Inc.	\$150,000	57
Lao Family Community Development, Inc.	\$100,000	34
Youth UpRising	\$100,000	33
TOTAL	\$350,000	124

BACKGROUND / LEGISLATIVE HISTORY

The City of Oakland, along with partners from the public, private, and nonprofit sectors, has had a longstanding commitment to provide summer jobs and other work-based learning opportunities for Oakland youth for more than four decades. The cornerstone of this effort focuses on investing in the Oakland Summer Youth Employment Program, which provides funds to subsidize paid jobs and work experience opportunities that are sponsored through local nonprofit organizations. The level of direct investment in this program varies from year to year, while the funding to support it has historically come from a variety of public, private, and philanthropic sources.

As part of the continued commitment to Oakland youth, OWDB supports increasing access to high quality summer youth employment opportunities for Oakland youth ages 16-21 by funding community-based programs to recruit, engage, train, and match youth with employment

opportunities, as well as provide case management and ongoing support. Consistent with prior Summer Youth Employment Program administration, flexibility to expedite requesting funds, acceptance of funds, contract administration, and execution of contract agreements has been necessary given the varied sources of program funding along with the end of the City's fiscal budget cycle during summer.

ANALYSIS AND POLICY ALTERNATIVES

As part of the 2017 adopted Oakland Workforce Development Board Strategic Plan (2017-2020), key focus areas include working with public, private, and community-based organizations on key local initiatives to empower disconnected young people in the City of Oakland through employment opportunities. The Summer Youth Employment Program is a key cornerstone program offering youth employment opportunities bringing together multiple resources from public, private, and community-based organizations.

For the 2019 Summer Youth Employment Program effort, a total of six (6) organizations submitted applications to operate subsidized summer jobs. Each organizations' applications were compared and it was determined that all of them have well developed and described program models, have the capacity to be an employer of record for youth participants, are within an acceptable range of costs per participant and have employer connections to place youth in work experience opportunities and jobs as designed under the current configuration of the Summer Youth Employment Program. This model includes pre-employment and job retention training, paid work experience at the City's new minimum wage rate of \$13.80/hour or higher, and ongoing case management.

OWDB reviewed six (6) proposals requesting \$1,265,698 in this jointly-supported OFCY and OWDB summer youth employment RFP. Based on the unique structure of this pilot with OFCY, applicants submitted proposals that proposed services and funding levels at a higher level than if they were only applying for just OWDB funding support. The OWDB considered social, racial, and economic equity in the distribution of funds in accordance with the Economic Development Strategic Plan.

OWDB recommended funding to support six (6) programs, with funding totaling \$500,000 consistent with the funding shown in **Table 1**. In addition, the OFCY Planning and Oversight Committee recommended separate funding to support three (3) programs, with funding totaling \$350,000, consistent with **Table 2**. Combined this would leverage \$850,000 for the 2019 Summer Youth Employment Program.

OFCY RFP Collaboration

Over the past several months, OWDB staff have been actively working with their counterparts at OFCY for the purposes of procuring organizations to help support summer youth employment opportunities for Oakland youth. Because the 2018 summer was the last year that existing service providers were eligible to perform this service under the OWDB's previous RFP, the OWDB needed to re-procure these services. Knowing that the OFCY invests in several similar organizations and strategies, OWDB staff reached out to inquire about the potential of

embedding the 2019 summer jobs RFP inside the overall OFCY framework. Seeing the strategic alignment of these investments, OFCY staff graciously agreed to help support the alignment of this work, thereby enabling the OWDB to issue this RFP in a way that simplified the response process for local community-based organizations and helped them to more effectively leverage other City of Oakland funding sources to help invest in this endeavor.

OFCY and the OWDB are continuing to partner to coordinate and align the summer youth employment program model, leverage opportunities to engage, support, and provide technical assistance to contract youth service providers, as well as align reporting requirements. This approach will allow the City to widen its network of funded youth service providers with an emphasis on serving priority youth populations and priority service locations, and implement intentional models to provide programming that meets youth at various stages of work readiness. The OWDB is fostering additional partnerships to implement a summer conversation strategy, offering resources and support to connect to youth participants to permanent employment at the completion of their engagement in the summer program.

Program Timeline

December 7, 2018:	Summer Youth Employment Program Request for Proposal Issued
January 25, 2019:	Summer Youth Employment Program Proposals Due
February 2019:	Proposals reviewed and ranked by outside readers; OFCY and OWDB staff meetings to discuss funding recommendations
March 15, 2019:	OWDB Executive Committee voted to approve 2019 funding recommendations
April 2019:	Notice of Intent to Award to recommended agencies; program planning and implementation meetings with recommended agencies and program partners
May 2019:	Funded agencies begin youth recruitment and enrollment, as well as worksite outreach and recruitment
June 2019:	Youth complete job-readiness training and begin paid work experience
July 2019:	Youth are engaged in paid work experience
August 2019:	End of summer youth support strategy, connecting youth participants to hiring fair to support connection to permanent job opportunities

FISCAL IMPACT

This request of the City Council represents a budget that includes funding for six organizations for summer youth employment. The 2019 OWDB Summer Youth Employment Program is being supported by three funding sources:

- General Fund: As part of the adopted budget for Fiscal Year (FY) 2018-19, \$70,000 was budgeted for the Mayor's Summer Jobs Program.
- Measure HH: As part of the City's FY 2019-21 proposed policy budget, the OWDB anticipates \$400,000 annually from Measure HH (sugar-sweetened beverage tax), of which, \$350,000 will be allocated to contracted youth service providers to create summer employment and other work-based learning opportunities for Oakland youth

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ages 16-21. The goal of this investment is to help connect young people's summer work experiences to support the primary mission and vision of these funds. The remaining \$50,000 of Measure HH funding is allocated to staff to administer and monitor the program.

- Other Funds: The OWDB anticipates securing \$150,000 in private grant funds to support a summer employment program for Oakland youth ages 16-24. Most of these funds will go toward paying for the costs of subsidized jobs, with a portion going to the city's nonprofit partner who is serving as the applicant agency. There are also other fundraising efforts underway that could add to this total. Should additional private funds be secured or not materialize for programming, the provider funding amount will be adjusted accordingly.

Since the Summer Youth Employment Program bridges fiscal years, \$70,000 is currently available for activities until June 30, 2019. After adoption of the City's FY 2019-21 policy budget, the additional program funding will be available for July and August program activities and completion.

PUBLIC OUTREACH / INTEREST

Agencies being recommended for funding detailed robust outreach and engagement strategies for connecting youth to the program as well as recruiting businesses and organizations to serve as worksites. Agencies outlined recruitment and retention strategies, as well as have a demonstrated record of success in focusing on priority youth populations: OWDB prioritizes services for African American/Black, Latinx, Native American, and Pacific Islander youth (ages 16-21) residing in East Oakland, Fruitvale, and West Oakland, with an emphasis on serving opportunity youth (i.e. not employed or in school).

In addition to agency-led outreach and recruitment, the OWDB will host a digital youth application form for youth as well as an interest form for businesses. It is important to balance the level of outreach with the level of funding allocated to the program as well as organizational capacity. Last year, the OWDB received inquiries from 600 youth who were interested in participating in the program, however, only 330 spots were available.

COORDINATION

Workforce Development staff works closely with OFCY to develop program model and design. In addition, Workforce Development staff works closely with the Finance and Management Agency to ensure fiscal compliance with the expenditure of WIOA funds. Staff also works closely with the City Attorney's Office for counsel and advice on matters such as proper noticing, board process, and conflicts of interest. Workforce Development is a unit within the Department of Economic and Workforce Development.

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.

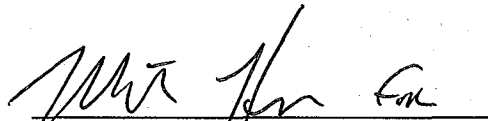
Social Equity: Participants who receive intensive services in Oakland's Workforce Development System have multiple barriers to employment, are unemployed or require support in gaining the pre-employment and vocational skills needed to become gainfully employed.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Apply For, Accept, And Appropriate Grants And Contributions And To Allocate Such Funds Upon Receipt To The City For The Summer Youth Employment Services Of The Oakland Workforce Development Board, And To Negotiate And Execute Grant Agreements Between The City Of Oakland And Various Nonprofit Organizations To Provide Summer Youth Employment Services And / Or Program Support, Without Returning To Council

For questions regarding this report, please contact Christina Gutierrez, Oakland Workforce Development Board, at (510) 238-6856.

Respectfully submitted,



MARK SAWICKI
Director, Economic & Workforce Development

Reviewed by:
Micah Hinkle, Deputy Director, EWD

Prepared by:
Christina Gutierrez, Program Analyst II
Workforce Development

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2019 MAY -3 AM 9:32

Approved as to Form and Legality

DRAFT

Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE GRANTS AND CONTRIBUTIONS AND TO ALLOCATE SUCH FUNDS UPON RECEIPT TO THE CITY FOR THE SUMMER YOUTH EMPLOYMENT SERVICES OF THE OAKLAND WORKFORCE DEVELOPMENT BOARD, AND TO NEGOTIATE AND EXECUTE GRANT AGREEMENTS BETWEEN THE CITY OF OAKLAND AND VARIOUS NONPROFIT ORGANIZATIONS TO PROVIDE SUMMER YOUTH EMPLOYMENT SERVICES AND / OR PROGRAM SUPPORT, WITHOUT RETURNING TO COUNCIL.

WHEREAS, the City of Oakland has operated summer youth employment services programs for over 40 years; and

WHEREAS, the City Council authorized the City Administrator in 2005 to submit funding requests and accept and appropriate contributions from private foundations and corporations received on behalf of the Oakland Workforce Investment Board in support of the Mayor's Summer Jobs Program (the "MSJP"); and

WHEREAS, in May 2013, the City Council adopted Resolution 84373 C.M.S. authorizing the City Administrator to distribute, without returning to City Council, in 2013, and all years going forward, grants and contributions received by the City for the MSJP with the approval of the Oakland Workforce Investment Board, to then-current youth service providers to provide summer employment services for youth and program support services for the MSJP, including the authority to negotiate and enter into contracts with such providers for such funding that include clearly articulated performance and reporting requirements; and

WHEREAS, the Oakland Workforce Investment Board was dissolved and replaced by the Oakland Workforce Development Board (the "OWDB"); established by Executive Order No. 2016-01, on March 31, 2016.

WHEREAS, the City funds and supports a variety of in-house and third-party contracted programs that provide summer employment services for Oakland youth; and

WHEREAS, due to the seasonal and short-term nature of MSJP, some administrative flexibility is needed to expedite summer youth employment services in a timely manner; and

WHEREAS, the OWDB adopted a Strategic Plan for Program Years 2017-2020 in July 2017 that included a focus on working with public, private, and community-based organizations and key local initiatives to empower disconnected young people in the City Of Oakland to access meaningful employment opportunities; and

WHEREAS, the OWDB collaborated with the Oakland Fund for Children and Youth (OFCY) on issuing a Requests for Proposals for the MSJP for the 2019-2022 time period was released in December 2018; and

WHEREAS, in January 2019, the OWDB received seven (7) proposals and responses from private non-profit and public entities to provide summer youth employment services for the OFCY grant cycle 2019-2022; and

WHEREAS, the proposals submitted to support the MSJP were prioritized due to the need for summer programming to begin operations in June 2019; and

WHEREAS, the OWDB has supported the goals, objectives and priorities in the 2017-2020 OWDB Strategic Plan; and

WHEREAS, the OWDB considered social, racial, and economic equity in the distribution of funds in accordance with the Strategic Plan; and

WHEREAS, the City Council allocated funding in the amount of \$70,000 in FY18-19 Budget for the Mayor's Summer Jobs Program and is located in General Fund (1010), City-Wide Activities Org (90591), DP900 Administrative Projects (1000021); and

WHEREAS, funds in the amount of \$350,000 will be available for grants and is located in Measure HH Fund (1030), Workforce Development Org (85311), Measure HH Project (1003817); and

WHEREAS, the OWDB recommends the following funding awards in the amounts specified below for FY 2019-2020, and as renewable with City Council approval for FY 2020-2021 and FY 2021-2022:

Agency Name	Recommended Funding Amount
East Bay Asian Youth Center	\$80,000
Lao Family Community Development, Inc.	\$40,000
Rising Sun Energy Center	\$50,000
Spanish Speaking Unity Council	\$100,000
Youth Employment Partnership, Inc.	\$40,000
Youth UpRising	\$40,000
TOTAL	\$350,000

And

WHEREAS, the OWDB currently anticipates receiving additional grant funding totaling \$150,000 and recommends these additional funds be awarded as specified below for FY 2019-2020

Agency Name	Recommended Funding Amount
Lao Family Community Development, Inc.	\$50,000
Spanish Speaking Unity Council	\$50,000
Youth UpRising	\$50,000
TOTAL	\$150,000

WHEREAS, any additional funding will be available for grants and is located in Miscellaneous Trusts (7999), Workforce Development Org (85311), Mayor Summer Youth Donations Project (1000500); now, therefore, be it

RESOLVED: That these agreements are not professional service contracts as defined by City ordinance, as they do not provide goods or services to the City but rather they are grants to public and nonprofit program providers that serve the public at large, therefore the competitive request for proposal/qualifications process is not required under Oakland Municipal Code section 2.04.015; and be it

RESOLVED: That the City Council authorizes the City Administrator to apply for, accept and appropriate grants and contributions for the Mayor's Summer Jobs Program; and be it

FURTHER RESOLVED: That the City Council authorizes the City Administrator to distribute, without returning to City Council, in Fiscal Year 2019-2020 and Fiscal Years 2020-2021 and 2021-2022, grants and contributions received by the City for the Mayor's Summer Jobs Program, with the approval of the Oakland Workforce Development Board, to then-current youth service providers to provide summer employment services for youth and program support services for the MSJP, including the authority to negotiate and enter into contracts with such providers for such funding that include clearly articulated performance and reporting requirements; and be it

FURTHER RESOLVED: That the authorization for the grants and contributions approved under this Resolution are contingent upon the award of the grants and contributions received on behalf of the City and the OWDB in support of summer youth employment services; and be it

FURTHER RESOLVED: That the City Administrator is authorized to provide each agency receiving City funding for summer youth employment services a cash advance of up to 25% of the total contract funding for program start-up and initial payroll costs; and be it

FURTHER RESOLVED: That the City Administrator is authorized to execute agreements with the aforementioned service providers in the amounts specified above, and is authorized to conduct all negotiations, execute and submit all documents, including, but not limited

to, applications, agreements, amendments, modifications, payment requests, and related actions which may be necessary in accordance with the basic purpose of this resolution without returning to City Council; and, be it

FURTHER RESOLVED: That said agreement(s) 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, _____

PASSED BY THE FOLLOWING VOTE:

**AYES - FORTUNADO BAS, GALLO, GIBSON-MCELHANEY, KALB, REID, THAO, TAYLOR,
AND COUNCIL PRESIDENT KAPLAN**

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California