

# CITY OF OAKLAND

## AGENDA REPORT

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OFFICE OF THE CITY CLERK  
OAKLAND

2008 FEB 28 PM 6:08

TO: Office of the City Administrator  
ATTN: Deborah A. Edgerly  
FROM: Office of the City Administrator, Equal Access Office  
DATE: March 11, 2008

RE: **Follow-Up Report on the Status of the Implementation of the Equal Access Ordinance and Recommendations for Improving Language Access to City of Oakland Services**

### SUMMARY

This follow-up report responds to the Finance and Management Committee's request for a comprehensive departmental hiring plan for Parks and Recreation, and suggestions for the Fire Department and Police Services. The Committee also asked staff to update the data for Parks and Recreation concerning their Public Contact Positions (PCPs).

### FISCAL IMPACT

This report is for informational purposes only, therefore fiscal impacts are not included.

### KEY ISSUES AND IMPACTS

#### *Summary of the Citywide Recruitment and Testing Process for Bilingual Public Contact Positions*

The Office of Personnel Resource Management (OPRM), Recruitment & Classification Section is the central source of the City's recruitment activities. This office posts job announcements on the City's website and mails job announcements and examination information to a broad list of Community Based Organizations (CBOs). Advertisements are also placed in several community newspapers and websites. When there is a demand for a specific language capability, classified ads are placed in specific newspapers or websites that target individuals with the needed language capabilities.

The process for identifying and testing for Public Contact Positions (PCPs) that require bilingual skills is a multiple-step process. It is designed to identify, test, and hire bilingual employees, and is summarized below:

- Identify the position as public contact
- Identify the position/vacancy as requiring bilingual skills
- Identify the specific language required for the position
- Conduct a recruitment process to fill the vacancy

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- Selectively certify names of those candidates who have identified themselves as fluent in the requisite language
- Make a conditional job offer to qualified candidates
- Test the language proficiency of the candidate
- Make a final job offer when the candidate passes the language proficiency test
- Return to the eligibility list for another candidate when a candidate fails the language proficiency test

**1. Submit a Comprehensive Departmental Hiring Plan for Parks and Recreation.**

The Office of Parks and Recreation (OPR), in close partnership with OPRM developed appropriate recruitment strategies to fill recreation-related positions that may require bilingual skills. These strategies include:

- Distribution of all job announcements for OPR positions to a broad list of CBOs
- On-site recruitment for open OPR part-time positions at colleges within the Peralta College District and surrounding areas including Laney, Holy Names, Merritt, College of Alameda, Berkeley City, CSU East Bay, UC Berkeley, and Saint Mary's College.
- On-site weekend job fairs sponsored by OPRM and OPR for part-time positions
- Posting of job announcements at recreation centers to inform program participants of open positions within OPR
- Translation of job announcements and flyers into the identified selective certification languages (Spanish, Chinese and Vietnamese)
- Development of a self-identified language certification form
- Promotion of OPR jobs at external job fairs
- Advertising open OPR positions with non-profit youth organizations and participation in youth job fairs

*Hiring Process and Action Plan*

OPR encourages bilingual applicants to apply for vacancies as they occur. In the last 18 months, 7 of 14 full time positions in OPR were filled by bilingual staff.

*Outreach Efforts*

Seasonal recruitments are conducted in February, March and September. OPR and OPRM continue to work together to recruit at local colleges and universities, taking full advantage of job and recruitment fairs. OPR has and will continue to conduct outreach to the University of California at Berkeley and California State University East Bay. OPR also visits the Peralta Colleges and local high school job fairs to inform students and staff of opportunities. OPR and

OPRM will host two all-day recruitment and hiring events this spring. It is important to note that applicants for summer part-time positions are screened and can be hired on-the-spot.

OPR continues to work with OPRM to conduct employment outreach to Oakland Community Based Organizations including East Oakland Youth Development Center (EOYDC), Unity Council, Youth Employment Partnership (YEP), Alameda County Youth Development Inc, East Bay Asian Youth Center (EBAYC), Oakland Private Industry Council (PIC), and Youth UpRising.

Brochures and flyers regarding City positions are distributed to churches, synagogues and all denominational houses of worship in Oakland. Announcements are made during the services or posted on their information board.

OPRM also advertises OPR positions in the Oakland Post, El Mundo, Asian Weekly, and on Craig's List. In addition, OPR has developed a brochure describing its part-time positions and benefits. The brochure has been translated into Spanish and Chinese.

OPR promotes "growing our own" through the Counselor-in-Training (CIT) model, a standard in the recreation industry. After participating in the program, CITs are well-qualified to apply for vacancies as Recreation Aides or Recreation Leaders. The process gives Center Directors the opportunity to train youth who live in the communities they serve.

#### *Fulltime Staff*

Recruitment for fulltime vacancies is conducted using strategies recommended by and coordinated with OPRM. If it is determined that a language capability is needed at a particular location, the position is posted with the selective certification criteria. The names of candidates with the requisite language skills are forwarded to OPR for consideration.

OPR also advertises to industry professional organizations such as the California Parks and Recreation Society (CPRS), the National Recreation and Park Association (NRPA) and the Directors Professional list-serv.

#### *Selection*

As part of the City's standardized practice, all interested candidates must submit employment applications. OPRM, in consultation with OPR, screens the applications for minimum qualifications. Those applicants who meet the minimum qualifications are invited to interview after completing the City's drug screening. OPR management staff works with the Center's Active Advisory Board, community organizations, local colleges and universities, and partners in its final interview process to ensure that the community has a voice in the selection process.

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Interviews are then coordinated with OPRM. Interview panels may consist of representatives from OPRM, OPR, and external individuals who may be advisory board members or other City staff. Panels normally consist of four individuals.

All applicants receive a status letter from OPRM. Those applicants who pass the interview process are instructed to contact the Office of Parks and Recreation to complete the employment process.

#### *Fingerprinting Process*

The California Education Code requires recreation program employers to fingerprint individuals having direct contact with any minor when working in programs on the recreation organization's behalf. Any candidate who refuses to be fingerprinted or who misses a fingerprinting appointment is disqualified. Once applicants clear the fingerprint screening, they are required to attend a comprehensive orientation, after which OPR makes site assignments.

#### *OPR Challenges*

OPR plans to address the challenges of rapidly changing demographics by filling vacancies at recreation centers with staff competent in the languages found in the local community. OPR will also move existing staff with necessary language skills into the areas where they are needed if staff are interested in transferring. Recently OPR hired a bilingual Spanish-speaking program director and bilingual Chinese-speaking part-time staff person at the San Antonio Recreation Center in Central Oakland because demographic information revealed a need for staff with these specific language skills.

It is also important to acknowledge that each year, 25% of the part-time staff OPR attempts to hire either fail the Department of Justice background check or the City's drug screening.

## **2. Update Data for Parks and Recreation Concerning Their Public Contact Positions (PCP).**

Updated and corrected data has been provided to clarify the data previously submitted in the January 22, 2008 report. In the new data, a column TOTAL FTE has been added to show that 1 FTE does not necessarily mean that only one person encumbers a position. For example, at the Montclair Recreation Center, there are 18 individuals encumbering 8.21 FTE slots.

The data update also corrects the number of bilingual staff in OPR. The previous data showed no Chinese speaking staff at the recreation center located in Chinatown. The corrected data shows there are 13 Chinese speaking staff at the Center. A summary table is found in ***Attachment A.***

**3. Submit suggestions for the Fire Department and Police Services.**

OPRM endeavors to utilize professional, contemporary and proven recruitment tools and strategies to ensure that the needs of all Oakland citizens are met. Specifically, with regard to the public safety entry level classifications, Firefighter Trainee and Police Officer Trainee, OPRM advertises in media such as El Mundo, Asian Weekly, Bay Vision East (Cable Ch. 26), and the Oakland Post to target limited English speaking and minority populations.

Job announcements are placed on the City's website, in Oakland schools, and at youth and senior centers. OPRM continues to invite community based organizations (CBO) such as churches, and service-based non-profits to identify Oakland residents who might be good candidates. OPRM also conducts information sessions and collaborates with local community colleges to provide classes that will prepare interested citizens for employment opportunities in the Fire and Police Departments.

During the selection process, the City ensures that the interview panels are comprised of citizens and staff who represent the diversity of the city. When reviewing the qualifications of those candidates who advance through the background investigation process, the City makes conditional job offers to those who indicate a bilingual capability.

OPRM, the Fire Department and the Police Department continue to work closely to develop improved Fire and Police Cadet programs to target eligible Oakland residents.

In addition, the Police Department is seeking an Augmented Police Recruitment Program in order to achieve a fully staffed department and to deliver augmented policing services through Measure Y. Planned efforts include a number of activities to provide more productive recruitments, advertising and marketing campaigns, improved selection processes, additional mentoring and pre-academy internships, and other aids and incentives. OPD recently initiated in-person recruitment visits to colleges, military bases, economically depressed cities, and other specific target demographics.

**PROGRAM DESCRIPTION**

The Equal Access to Services Ordinance, Oakland Municipal Code, Chapter 2.30, was adopted by Oakland's City Council on May 8, 2001. Its purpose was to remove language barriers that Limited English Proficiency residents may have in accessing City services. The Ordinance establishes the City Administrator's authority to advise the Council on issues related to the City's language access provisions.

### **SUSTAINABLE OPPORTUNITIES**

**Economic:** More City residents can enjoy the benefits of City services.

**Environmental:** No environmental opportunities have been identified.

**Social Equity:** More limited English proficiency residents will have better access to City services.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

There are no ADA or senior citizen access issues contained in this report.

### **RECOMMENDATION(S) AND RATIONALE**

Council is encouraged to continue to provide leadership and constructive input to help ensure continued program success.

### **ACTION REQUESTED OF THE CITY COUNCIL**

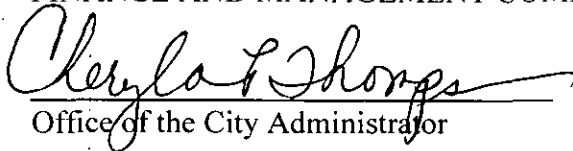
Staff recommends the Council accept this report and its recommendations.

Respectfully submitted,



Monique K. Tsang  
Manager, Equal Access Office

APPROVED AND FORWARDED TO THE  
FINANCE AND MANAGEMENT COMMITTEE:

  
Office of the City Administrator

#### **Attachments:**

- A. OPR Summary Table
- B. PowerPoint Presentation

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Office of Parks Recreation Program Sites  
Staffing and Language Access 1/22/08

# Attachment A

ORG NAME	ADDRESS	TOTAL FTE	PCPs (Individuals)	SP PCP	SP %	GIS SPANISH	CH PCPs	CH %	GIS CHINESE	
<b>RECREATION CENTERS</b>										
Allendale Recreation Center	3711 Suter Street	2.24	4	1	25.00%	15%-26%	0	0.00%	11%-17%	
Arroyo Recreation Center	7701 Krause Avenue	3.96	7	0	0.00%	27%-39%	0	0.00%	0%-4%	
Brookdale Recreation Center	2535 High Street	2.08	3	1	33.33%	40%-65%	0	0.00%	5%-10%	
Bushrod Recreation Center	560 59th Street	3.37	4	0	0.00%	7%-14%	0	0.00%	0%-4%	
Carmen Flores Rec Center	1637 Fruitvale Avenue	1.99	5	5	100.00%	40%-65%	0	0.00%	0%-4%	
DeFremery Recreation Center	1651 Adeline Street	4.54	5	0	0.00%	0%-6%	0	0.00%	0%-4%	
Dimond Recreation Center	3860 Hanly Road	8.51	8	4	50.00%	0%-6%	1	12.50%	5%-10%	
FM Smith Recreation Center	1969 Park Blvd	2.8	3	1	33.33%	7%-14%	0	0.00%	11%-17%	
Franklin Recreation Center	101 E. 15th Street	2.32	9	1	11.11%	15% - 26%	7	77.78%	18%-36%	
Golden Gate Recreation Center	1075 62nd Street	3.33	7	0	0.00%	7%-14%	0	0.00%	0%-4%	
Ira Jinkins Recreation Center	9175 Edes Avenue	6.05	12	0	0.00%	27%-39%	0	0.00%	0%-4%	
Lincoln Square Rec Center	250 10th Street	6.3	20	0	0.00%	0%-6%	13	65.00%	37%-83%	
Manzanita Recreation Center	2701 22nd Avenue	3.62	10	5	50.00%	15%-26%	0	0.00%	18%-36%	
Montclair Recreation Center	6300 Moraga Avenue	8.21	18	0	0.00%	0%-6%	1	5.56%	0%-4%	
Mosswood Recreation Center	3612 Webster Street	4.18	6	0	0.00%	7%-14%	0	0.00%	5%-10%	
Poplar/Willie Keyes Rec Center	3131 Union Street	2.17	4	0	0.00%	0%-6%	0	0.00%	0%-4%	
Radical Roving Recreation	800 Willow Street	4.03	15	0	0.00%	15%-26%	0	0.00%	0%-4%	
Rainbow Recreation Center	5800 International Blvd	3.45	7	0	0.00%	40%-65%	0	0.00%	0%-4%	
Redwood Heights Rec Center	3801 Aliso Avenue	14	25	2	8.00%	7%-14%	1	4.00%	11%-17%	
San Antonio Recreation Center	1701 E. 19th Street	1.73	3	2	66.67%	27%-39%	1	33.33%	18%-36%	
Sheffield Village Recreation Center	247 Marlow Drive	2.8	4	0	0.00%	0%-6%	0	0.00%	0%-4%	
Tassafaranga Recreation Center	978 85th Avenue	3.09	4	0	0.00%	40%-65%	0	0.00%	0%-4%	
<b>SPECIALTY FACILITIES</b>										
Boating/Lake Merritt Boating Center	568 Bellevue Avenue	7.2	13	1	7.69%	13.84%	0	0.00%	8.42%	
Discovery Centers	2521 High Street	4.09	7	2	28.57%	40%-65%	0	0.00%	5%-10%	
Feather River Camp	Plumas County	1	1	0	0.00%	0%-6%	0	0.00%	0%-4%	
Malonga Casquelourd Center	1428 Alice Street	2.66	3	0	0.00%	7%-14%	0	0.00%	11%-17%	
Rotary Nature Center	600 Bellevue Avenue	8.65	12	5	41.67%	7%-14%	3	25.00%	5%-10%	

# Attachment A

ORG NAME	ADDRESS	TOTAL FTE	PCPs (Individuals)	SP PCP	SP %	GIS SPANISH	CH PCPs	CH %	GIS CHINESE
Studio One Arts Center	365 45th Street	9.27	41	7	17.07%	7%-14%	2	4.88%	5%-10%
Tennis/Davie Tennis Stadium	198 Oak Road	2.03	6	0	0.00%	0%-4%	0	0.00%	5%-10%
Zoo	9777 Golf Links Rd	1	0	0	0.00%	15%-26%	0	0.00%	0%-4%
<b>POOLS/AQUATICS FACILITIES</b>									
Castlemont Pool	8601 MacArthur Boulevard	3.18	0	0	0.00%	15%-26%	0	0.00%	0%-4%
Defremery Aquatics	1269 18th Street	2.48	10	1	10.00%	0%-6%	1	10.00%	0%-4%
Dimond/Lions Aquatics	3860 Hanly Road	5.18	25	1	4.00%	0%-6%	2	8.00%	5%-10%
Fremont Aquatics	4550 Foothill Boulevard	3.02	24	4	16.67%	40%-65%	1	4.17%	0%-4%
Live Oak Aquatics	1055 MacArthur Boulevard	2.79	16	0	0.00%	0%-6%	4	25.00%	27%-39%
McClymonds Pool	2607 Myrtle Street	3.11	11	0	0.00%	15%-26%	0	0.00%	0%-4%
Temescal Aquatics	371 45th Street	5.12	24	0	0.00%	7%-14%	3	12.50%	5%-10%
<b>CITYWIDE PROGRAMS</b>									
Aquatics Supervision	568 Bellevue Avenue	5.28	7	0	0.00%	7%-14%	0	0.00%	0%-4%
Area One Special Sports Programs	250 Frank Ogawa Plz Ste 3330	1.14	2	0	0.00%	0%-6%	0	0.00%	5%-10%
At Risk Youth Programs	250 Frank Ogawa Plz Ste 3330	3.94	18	1	5.56%	0%-6%	0	0.00%	5%-10%
Ball Fields Maintenance	250 Frank Ogawa Plz Ste 3330	8.1	14	3	21.43%	0%-6%	0	0.00%	5%-10%
Citywide Special Programs(Sprts Off)	250 Frank Ogawa Plz Ste 3330	6.07	72	7	9.72%	0%-6%	2	2.78%	5%-10%
Citywide Sports	250 Frank Ogawa Plz Ste 3330	18.79	152	0	0.00%	0%-6%	0	0.00%	5%-10%
Community Gardens	666 Bellevue Avenue	1.38	1	0	0.00%	7%-14%	0	0.00%	0%-4%
Girls Sports	250 Frank Ogawa Plz Ste 3330	2.77	24	0	0.00%	0%-6%	0	0.00%	5%-10%
Special Programs	250 Frank Ogawa Plz Ste 3330	4.85	8	0	0.00%	0%-6%	0	0.00%	5%-10%
Youth & Adult Sports	250 Frank Ogawa Plz Ste 3330	6.93	23	1	4.35%	0%-6%	0	0.00%	5%-10%
<b>ADMINISTRATION</b>									
Directors Unit	250 Frank Ogawa Plz Ste 3330	10.37	3	0	0.00%	0%-6%	0	0.00%	5%-10%
OPR Administrative Services	250 Frank Ogawa Plz Ste 3330	5	3	1	33.33%	0%-6%	0	0.00%	5%-10%
Budget and Fiscal	250 Frank Ogawa Plz Ste 3330	1	0	0	0.00%	0%-6%	0	0.00%	5%-10%
Accounting Unit	250 Frank Ogawa Plz Ste 3330	4	0	0	0.00%	0%-6%	1	25.00%	5%-10%
OPR Personnel Unit	250 Frank Ogawa Plz Ste 3330	2.15	0	0	0.00%	0%-6%	0	0.00%	5%-10%
Central Reservations	250 Frank Ogawa Plz Ste 3330	8.29	12	1	8.33%	0%-6%	0	0.00%	5%-10%
Area 1 Recreation Supervision	250 Frank Ogawa Plz Ste 3330	1	0	0	0.00%	0%-6%	0	0.00%	5%-10%
Area 3 Administration	250 Frank Ogawa Plz Ste 3330	1	1	0	0.00%	0%-6%	0	0.00%	5%-10%
		<b>247.61</b>	<b>716</b>	<b>57</b>	<b>8%</b>		<b>43</b>	<b>17%</b>	



# Attachment B

## City of Oakland Equal Access Ordinance

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## Citywide Recruitment and Testing Process for Bilingual PCPs

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- Posts job announcements on website
- Mails job announcements to CBO
- Place advertisements in community newspapers and on websites
- Identify when language capability is required

## Citywide Recruitment and Testing Process for Bilingual PCPs

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- Identify vacant PCPs and language skill requirements
- Conduct recruitment process
- Self-identified language certification
- Conditional job offers
- Language proficiency tests
- Final job offer

## Hiring challenges

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- Rapidly changing demographics
- Background checks
- Drug screening
- 25% screened out

## Hiring Plan for Office of Parks and Recreation

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- Coordinate with OPRM
- Distribute job info to CBO
- On-site recruitment and hires
- Recreation Center postings
- Internal and external job fairs
- Translation of job announcements

## Update PCP Data from OPR

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- Data revised
- More accurate
- See Attachment A

# Attachment B

## Public Safety Recruitment

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- City conducts centralized hiring
- Coordinated efforts
- Improve metrics
- Monitor for results



## Recommendations

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- Monitor outcomes
- Provide routine input
- Accept report



Thank you. Questions?

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