

**CITY OF OAKLAND
AGENDA REPORT**

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2004 APR 15 PM 1:23

TO: Office of the City Manager
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: April 27, 2004
RE: A REPORT AND RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT NOT TO EXCEED \$40,000 WITH THE OAKLAND PRIVATE INDUSTRY COUNCIL, INC. TO COORDINATE THE 2004 MAYOR'S SUMMER JOBS PROGRAM

SUMMARY

The Oakland Mayor's Summer Jobs Program is entering its 37th year. The City of Oakland has historically provided fiscal support for the program, and has \$40,000 appropriated in the FY 2003-2004 budget for that purpose. The attached Resolution requests the City Council's authorization to contract with the Oakland Private Industry Council, Inc. in an amount not to exceed \$40,000 to oversee the coordination of the 2004 Mayor's Summer Jobs Program (MSJP).

FISCAL IMPACT

The \$40,000 for the recommended contract with the Oakland Private Industry Council, Inc. is appropriated in the FY 2003-2004 budget and is located in Fund 1010, Org 90591, Account 54919, and Project P49500.

BACKGROUND

The Mayor's Summer Jobs Program has provided employment and training services for youth ages 14 to 21 in Oakland since 1967. The goals of the MSJP are to provide work experience, youth development, and personal enrichment to Oakland youth, and to enhance the social and economic wellbeing of Oakland residents.

The Oakland Workforce Investment Board (WIB), as the policy body for employment and training services in Oakland, built the MSJP into its youth services system. The Oakland WIB has provided oversight and direction to adult and youth employment and training services since 2000. The merger of the MSJP with the Oakland WIB has enhanced the public and private resources available to support the program.

KEY ISSUES AND IMPACTS

The MSJP is the only large-scale summer employment initiative Oakland has for its youth. The MSJP is providing a valuable service to our youth community while weaving youth employment and training services into a year-round service system. The program provides employment and training services for youth diverse in income, ethnicity, and gender. Youth participants are engaged in positive, life-changing activities that encourage self-development and career exploration. This year's MSJP is particularly important due to the elimination of summer school for OUSD students.

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As a result, MSJP is anticipating double the enrollment compared to last year.

As part of Oakland's workforce system, the program relies on a strong public/private partnership. The Oakland WIB's goal is to heighten the awareness of, and build partnerships within, the private sector and community-based and faith-based arenas. Since the Oakland WIB incorporated the MSJP into its system last year, the program's private sector support has grown.

PROGRAM DESCRIPTION

During the summer of 2003, the MSJP provided services for approximately 800 Oakland youth between the ages of 14-21. The MSJP enables youth to learn about, and participate in, job-readiness workshops, such as effective communication, resume development, interviewing techniques and career planning. Additionally, the MSJP recruits employers to provide jobs to youth and to participate in the MSJP workshops. The MSJP also sponsors a youth job fair in order for employers and youth to interact prior to summer placement in the participating companies. The Mayor's Summer Jobs Program staff maintains records of the job training and placement services of each youth participating in the summer program for tracking purposes. Last year the program recorded 344 verifiable placements. Given last year's experience and the continuing soft job market, the program is projecting 500 job placements for 2004.

The Oakland Private Industry Council, Inc. (PIC), as the MSJP coordinating agency, will administer the program's fiscal obligations. The PIC, in partnership with the Oakland WIB Youth Council and staff, will oversee the program's design and implementation. The Year 2004 Mayor's Summer Jobs Program employment and training activities will include the following:

- Job training and referral for up to 1,000 youths.
- Ongoing case-management and follow-up services.
- MSJP youth job fair April 28, 2004.
- Placement of 500 youths in subsidized and unsubsidized employment.
- Ongoing placement follow-up and support through August 2004.

SUSTAINABLE OPPORTUNITIES

Economic:	The Oakland community has a greater possibility of thriving economically and socially as a result of youth having the opportunity to participate in summer programs such as the MSJP.
Environmental:	There are no direct environmental opportunities associated with this report.
Social Equity:	The MSJP provides the opportunity for employment and training for Oakland youth during the summer months, which is a period of time that many of Oakland's youth are idle and vulnerable to participating in negative activities.

DISABILITY AND SENIOR CITIZEN ACCESS

This report and its recommendations have no direct impact on Disability and Senior Citizen Access.

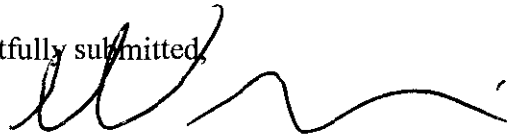
RECOMMENDATION AND RATIONALE

Staff recommends that the City Council approve this resolution authorizing the Community and Economic Development Agency to enter into a \$40,000 contract with the Oakland Private Industry Council, Inc. to coordinate the 2004 Mayor's Summer Jobs Program. With the elimination of federally funded summer jobs programs, MSJP is Oakland's only major program available to assist youth in gaining valuable work experience while they are out of school. As the Program Administrator for the Oakland Workforce Investment Board, the PIC is well positioned to coordinate the program, a role that it has played for MSJP for the last four years.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council approve this resolution authorizing the Community and Economic Development Agency to enter into a contract in the amount not to exceed \$40,000 with the Oakland Private Industry Council, Inc. to coordinate the 2004 Mayor's Summer Jobs Program.

Respectfully submitted,

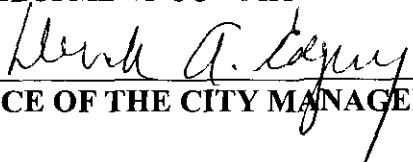


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APPROVED AND FORWARDED TO THE COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE


OFFICE OF THE CITY MANAGER

OFFICE OF THE CITY CLERK
2004 APR 15 PM 1:23

APPROVED AS TO FORM AND LEGALITY:

By: [Signature]
Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER _____

A RESOLUTION AUTHORIZING A CONTRACT NOT TO EXCEED \$40,000 WITH THE OAKLAND PRIVATE INDUSTRY COUNCIL, INC., TO COORDINATE THE 2004 MAYOR'S SUMMER JOBS PROGRAM

WHEREAS, the Mayor's Summer Jobs Program ("MSJP") has been in existence for 37 years and has provided summer employment opportunities for thousands of Oakland youth; and

WHEREAS, federal funding for summer employment has been abolished with the advent of the Workforce Investment Act; and

WHEREAS, extensive local public and private support is needed to provide summer employment opportunities for Oakland youth; and

WHEREAS, the Oakland Private Industry Council, Inc, has agreed to participate as the coordinating agency for the Mayor's Summer Jobs Program; and

WHEREAS, because the City has identified \$40,000 in support of the Year 2004 Mayor's Summer Jobs Program in the FY 2003-2005 budget, there are sufficient funds available for this contract; and

WHEREAS, funds for the contract are available from fund number 1010, organization 90591, account 54919 and project number P49500; 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 or her designee is hereby authorized to negotiate and execute a contract for professional services with the Oakland Private Industry Council, Inc., to serve as the coordinating agency for the 2004 MSJP in an amount not to exceed \$40,000; and be it further

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DEVELOPMENT CMTE**
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RESOLVED: That the City Manager or her designee is authorized to take whatever other action is necessary with respect to the MSJP or the contract with the Oakland Private Industry Council, Inc., consistent with this Resolution and its basic purpose.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2004

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

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

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**COMMUNITY & ECONOMIC
DEVELOPMENT CMTE**

APR 27 2004