

**CITY OF OAKLAND**  
**AGENDA REPORT**

OFFICE OF THE CITY CLERK  
2007 MAY 22 PM 3:42

**To:** Office of the City Administrator  
**Attn:** Deborah Edgerly  
**From:** Department of Human Services  
**Date:** May 22, 2007

**Re: Resolution Authorizing the City Administrator To Apply For And Accept Grant Funds In The Estimated Amount Of \$1,062,768 From Senior Service America, Inc., For The City Of Oakland Senior Aides Program For The Fiscal Year 2007-2008**

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**SUMMARY**

Staff requests that the City Council approve a resolution authorizing the City Administrator to apply for and accept a Senior AIDES grant for fiscal year 2007-2008 from Senior Service America, Inc. (SSAI), a non-profit organization administering the Department of Labor's Senior AIDES grant, in an estimated amount of \$1,062,768. The Senior AIDES Program provides subsidized part-time community service and training assignments as well as job search assistance to people over 55 with limited income. The program builds new skills and assists enrollees in finding employment in the private sector.

**FISCAL IMPACT**

Funding from Senior Service America, Inc. totaling \$1,062,768 is included in the FY 2007-08 Proposed Policy Budget, and will be appropriated in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2007-08 Project (G308610) upon Council's adoption of the FY 2007-09 Policy Budget. A total of \$194,402, which is the 18% non-federal match required under the grant for administration costs associated with the Senior AIDES program, will be allocated from the General Purpose Fund (1010), Senior AIDES Organization (75651) and Senior Aides FY 2007-08 Project (G308610).

The City of Oakland has in the past years waived the Central Services Overhead charge for this program and a waiver is necessary for the FY 2007-2008 due to the federal administrative cost caps and the level of funding required to adequately run the program. The waiver of Central Services Overhead charges would be \$246,955 and does impact the General Purpose Fund (GPF), in that it reduces "recovery" – which is essentially revenue – to GPF.

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## **BACKGROUND**

ASSETS Senior Employment Opportunities Program has operated this Senior Community Service Employment program for 37 years serving primarily Oakland residents. The program also serves a limited number of residents throughout Alameda County. The City of Oakland, Department of Human Services became a Senior AIDES Program Sponsor on July 1, 1990.

## **KEY ISSUES AND IMPACTS**

Over the past two years, the Oakland Project has successfully provided work experience and employment training to 572 mature adults aged 55 to 85 years old. The Senior AIDES Program serves as a recruitment resource for employers by providing trained and skilled workers to meet local workforce needs. The Oakland Project placed over 110 mature adults in clerical, retail, customer service, childcare, food service, managerial, home health, driver, and community service jobs. The average wage at placement was \$11.95 per hour; 87% were still employed at 90 days.

The Senior AIDES Program will continue to participate in the Council's Selected Performance Measurements. The effectiveness of the program will be measured by the percent of program participants transitioning into unsubsidized employment, percent of program participants rating the services good or better; and the number of eligible participants served in the community. In addition, the Senior AIDES Program provides performance data on a quarterly basis for the City's Job Training Performance Standards report.

The Job Training Performance Standards Reports for WIA funded programs can be found in Attachment A-1 and Attachment A-2. As of March 31, 2007, for the WIA funded program ASSETS enrolled 100% of the contracted enrollment plan and had placed 77.78% of the contracted placement plan in employment. For Program Year 2005-2006, ASSETS enrolled 100% of the contracted enrollment plan and had placed 104% of the contracted placement plan in employment. As of March 31, 2007, for the City of Oakland program, ASSETS had enrolled 178% of the contracted enrollment plan and reached 91% of the contracted placement plan. ASSETS anticipates reaching contract goals in both City and WIA funded programs by June 30, 2007. Historically, most of the unsubsidized placements are made during the fourth quarter.

The Senior AIDES Program benefits the older workers, the City, and the community. This program serves a unique population with special needs – disadvantaged low-income seniors, age 55 or older, who have barriers that include poor employment prospects because of limited education, out-dated work skills, a long-term detachment from the workforce, or limited English speaking ability. Being older and poor makes it twice as hard for workers to find good jobs at decent wages. Age discrimination, changing technology, lack of training opportunities, and workforce reductions make the older worker more vulnerable than ever. The Senior AIDES Program is the only federal program in Oakland that specifically addresses the unique training needs of low-income older workers.

The Oakland Senior AIDES Program will continue to play a critical role in helping seniors adapt to change in the workplace. This will be accomplished by locating appropriate jobs that can contribute fully to economic productivity, and by providing training that will enhance the skills of older workers, thus enabling them to meet the challenges of the future.

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## **PROGRAM DESCRIPTION**

The Senior Community Service Employment Program (SCSEP), also known as the Senior AIDES Program, is a national employment and training program funded by the Older Americans Act through grants from the U.S. Department of Labor. The dual purpose of the Senior Community Service Employment Program is to provide useful part-time subsidized community service assignments for persons 55 years or older with low incomes, while promoting transition to unsubsidized employment.

The mission is to enable older adults to achieve gainful employment and personal development through community service and training. The program builds the skills and confidence that will lead to permanent employment. The program includes individual career counseling, job placement assistance, work experience, and support services.

Program participants are offered opportunities for skills enhancement, personal growth, and economic independence. In turn, they provide communities with assistance in vital services such as health, education, childcare, employment assistance, housing, and aging and adult services. In exchange for the service of enrollees, community agencies provide a supportive environment, supervision and the opportunity to learn new workplace technology. Participants receive 20 hours of paid work experience each week at \$7.50 per hour for the services they provide. Experience gained through these assignments helps to update skills, establish new skills, and provide recent work experience.

Training is a critical component of the program. On-the-job instruction is provided at each training site. Formal classroom training designed in relation to current labor market demands includes: computer operations, keyboarding and Internet use; college level early childhood education credentialing; customer service; job search, interviewing and job retention skills; and body awareness. To assure the maximum number of eligible individuals participate in the Senior AIDES Program, the Federal regulations require a minimum of 30 percent of authorized enrollees be placed annually into unsubsidized employment. However, the contractor, Senior Service America, Inc., has set the annual goal of 37 percent of participants placed into permanent part-time or full-time jobs. This goal has been met annually by the ASSETS Senior Employment Opportunities Program.

ASSETS relies on a variety of mechanisms to assess its service quality:

1. *Formal client satisfaction surveys are sent to current and former participants on an annual basis. The survey will be mailed to clients on June 1, 2007 and the completed surveys are expected back by June 30, 2007. In FY 05-06, ASSETS surveyed 233 participants and 69% responded anonymously to the survey. Of the clients who responded, 90% rated their experience with staff and services provided by ASSETS as good or better. When asked if they would recommend ASSETS to other people that needed employment and training services, 92% of respondents said "Yes."*
2. Senior Services America, Inc. conducts its own customer satisfaction survey of employers, host agencies and program participants. The Charter Oak Group, an independent organization conducts the surveys. All survey results are reported and tracked by the Department of Labor. Survey results are tallied and reported to SSAI at the end of the fourth fiscal quarter.

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3. Informal feedback from clients in the form of phone calls, thank you cards and letters expressing satisfaction with the services is tracked.

### **SUSTAINABLE OPPORTUNITIES**

#### Economic:

- The Oakland Senior AIDES Program will offer low-income seniors employment and training opportunities, a chance for a new start, and economic independence.
- The Senior AIDES Program will make an impact within the local community by providing trained and skilled workers to meet local workforce needs.
- The Senior AIDES Program provides the Oakland communities with productive, tax contributing workers. This contribution results in a return of investment of government dollars.
- The Senior AIDES Program will help older adults become less dependent on government funding support systems by assisting them in locating appropriate jobs.

#### Environmental:

- No known impact.

#### Social Equity:

- The Senior AIDES Program will improve the health, self-esteem and well being of older adults.
- The Senior AIDES Program will empower low-income seniors to remain productive and independent workers in the community. Success of seniors will improve the quality of life for program participants.

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

The Department of Human Services provides opportunities for equal access for people with disabilities and senior citizens to all programs, services and activities which result in the preservation of dignity and the right to independence and the ability to live self-directed lives.

### **RECOMMENDATION AND RATIONALE**

That the City Council approve a resolution authorizing the City Administrator to apply for and accept a grant for fiscal year 2007-2008 in an estimated amount of \$1,062,768 from Senior Service America, Inc. for the Oakland Senior AIDES program. The approval of this recommendation will ensure the continuation of employment and training opportunities for older low-income seniors in Oakland.

**ACTION REQUESTED OF THE CITY COUNCIL**

That the City Council approve a resolution authorizing the City Administrator to apply for and accept funds in the estimated amount of \$1,062,768 from Senior Service America, Inc. for the City of Oakland Senior AIDES Program for the Fiscal Year 2007-2008.

Respectfully submitted,



**ANDREA YOUNGDAHL**  
Director, Department of Human Services

Reviewed by:  
Brendalynn Goodall, Manager  
Aging & Adult Services

Prepared by:  
Enid M. Rosario, Supervisor  
ASSETS Senior Employment Opportunities Program

**Attachments:**

- A-1 ASSETS Senior Employment Center-Monthly Activity Report  
Report Period: July 1, 2006 to March 31, 2007
- A-2 WIA Adult and Dislocated Worker Services 05-06

**APPROVED FOR FORWARDING TO THE  
LIFE ENRICHMENT COMMITTEE**

  
**OFFICE OF THE CITY ADMINISTRATOR**

# ASSETS Senior Employment Center - Monthly Activity Report

ATTACHMENT A-1

Reporting Period: July 1, 2006 to March 31, 2007

Participants in WIA Programs Active as of July 1, 2006, or enrolled since.

Category	Carried In From Previous Program Years			Current Program Year			Overall Results			Ratio of Placements to Exits	Enrollment Goal this PY	Percentage of PY Enrollment Goal
	Active as of July 1	Exited	Placed	Enrolled	Exited	Placed	Active or Enrolled	Exited	Placed			
Adult	21	16	10	33	11	11	54	27	21	77.78%	33	100.00%
DWs												
Totals	21	16	10	33	11	11	54	27	21	77.78%	33	100.00%

## Adults

Enter employment Rate Goal      71.00%  
 Enter employment at exit          77.78%  
 Success Rate                          6.78% Exceeding

WIA Adult and Dislocated Worker Services

Agency and Program	Priority	Contract Period	Contract Amount	Expenditures as of 12/31/05	Annual Enrollment Plan	Actual Enrollment	Enrollment % of Plan	Placed/Total Placement	Annual Placement Plan	Placements to Date	Placements % of Goal	Average Wage	Benefits	Retention - 3 Month	Retention - 6 Month	Retention - 9 Month
<b>PROGRAM YEAR 2005-06</b>																
Universal Client services through all One-Stop Centers	Core	7/05 - 6/06			8,000	7,115	89%									
PIC One Stop Downtown/East Oakland	Adult	7/05 - 6/07	\$ 1,900,000	\$ 1,838,113	87	91	105%	4	42	29	69%	\$ 13.20	10	71%	54%	40%
PIC One Stop Downtown/East Oakland	DW	7/05 - 6/07			138	142	103%	1	110	46	42%	\$ 16.80	24	63%	47%	33%
Eng. Center: WIA One Stop Affiliate	Adult/DW	7/05 - 6/07	\$ 100,000	\$ 100,000	40	46	115%	1	33	25	76%	\$ 10.23	6	70%	37%	38%
Lao Family Comm. Dev.: WIA One Stop Affiliate	Adult/DW	7/05 - 6/07	\$ 200,000	\$ 200,000	32	40	125%	3	29	21	72%	\$ 9.41	15	70%	33%	40%
Unity Council: WIA One Stop Affiliate	Adult/DW	7/05 - 6/07	\$ 300,000	\$ 300,000	48	50	104%	0	36	18	50%	\$ 11.96	7	55%	44%	50%
Regional Technical Training Center: WIA Satellite	Adult/DW	7/05 - 6/06	\$ 25,000	\$ 25,000	n/a											
Allen Temple: WIA Satellite	Adult/DW	7/05 - 6/06	\$ 25,000	\$ 11,564	n/a											
City of Oakland DHS	Adult/DW	7/05 - 6/07	\$ 150,000	\$ 150,000	35	35	100%	4	25	26	104%	\$ 11.50	5	78%	26%	9%
<b>PY 05-06 Adult/DW TOTALS:</b>			\$ 2,700,000	\$ 2,624,677	380	404	106%	13	275	165	60%	\$ 12.87	67	69%	40%	34%
<b>Adult subtotal:</b>					216	251	116%	11	156	112	72%	\$ 11.42	41	70%	40%	34%
<b>Dislocated Worker subtotal:</b>					164	153	93%	2	119	53	45%	\$ 15.92	26	65%	40%	33%

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City Attorney

## OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

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**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR AND ACCEPT GRANT FUNDS IN THE ESTIMATED AMOUNT OF \$1,062,768 FROM SENIOR SERVICES AMERICA, INC., FOR THE CITY OF OAKLAND SENIOR AIDES PROGRAM FOR FISCAL YEAR 2007-2008**

**WHEREAS**, the City Council, by Resolution No. 67229 C.M.S. dated June 19, 1990, made application and received funds from the National Senior Citizens Education and Research Center, Inc. (now Senior Service America, Inc.), to expand the Senior Able Industrious Dedication Energetic Service (AIDES) Program which enables the City of Oakland to implement a key recommendation of the Comprehensive Plan for Seniors to make more employment opportunities available for low-income older residents of the City; and

**WHEREAS**, in Oakland 25% of elderly persons who are fifty years of age and older live below the poverty level; and

**WHEREAS**, local governments have played an important role in assisting older persons in maintaining their standard of living; and

**WHEREAS**, many older persons are in need of better access to public and privately-sponsored employment and training programs; and

**WHEREAS**, each year 37% of the enrollees who participate in the Senior AIDES Program are transitioned into unsubsidized employment; and

**WHEREAS**, the City desires to continue said Program and funds are available from Senior Service America, Inc. for the fiscal year commencing July 1, 2007, in the estimated amount of \$1,062,768 to Fund (155) Senior Aide positions; and

**WHEREAS**, since the grant from Senior America, Inc., requires a non-federal match of 18%, the General Purpose Fund will provide \$194,402 for administrative costs associated with the Senior Aides program; and

**WHEREAS**, the Central Service Overhead (CSO) charges of \$246,955 will be waived for the Senior AIDES Program and the General Purpose Fund will offset the appropriations for said grants in FY 2007-2008; now, therefore be it



**RESOLVED:** That the City Administrator or her designee is hereby authorized and directed to apply for and accept a grant in the amount of \$1,062,768.00, from Senior Service America, Inc.; and be it

**FURTHER RESOLVED:** That should additional funds be received, the City Administrator or her designee is hereby authorized to appropriate it for the purposes described above without returning to Council. Said funds will be deposited in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2007-08 Project (G308610); and be it

**FURTHER RESOLVED:** That a total of \$194,402, a match of 18% for administrative costs associated with the Senior Aides program, will be allocated from the General Purpose Fund (1010), Senior AIDES Organization (75651) and Senior Aides FY 2007-08 Project (G308610); and be it

**FURTHER RESOLVED:** That the Central Service Overhead costs are hereby waived; and be it

**FURTHER RESOLVED:** That the City Council hereby appoints the City Administrator or her designated representative as agent of the City to conduct all negotiations, execute and submit all documents, including but not limited to application, agreements, amendments, modifications, payment requests and related actions which may be necessary for the completion of the aforementioned grant in accordance with its basic purpose without returning to Council.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council  
of the City of Oakland, California