

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

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2008 MAY 15 PM 1:42

**To:** Office of the City Administrator  
**Attn:** Deborah Edgerly  
**From:** Department of Human Services  
**Date:** May 27, 2008

**Re: Resolution Authorizing The City Administrator To Apply For, Accept and Appropriate Funds In The Estimated Amount Of \$1,193,398 From Senior Services America, Inc., For The City Of Oakland Senior Aides Program For Fiscal Year 2008-2009**

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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 2008-2009 from Senior Service America, Inc. (SSAI), a non-profit organization administering the Department of Labor's Senior AIDES grant, in an estimated amount of \$1,193,398. 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**

The FY 2007-09 Adopted Policy Budget includes \$1,062,768 in appropriation from Senior Service America, Inc. The additional \$130,630 will be appropriated in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2008-09 Project (G308710). A total of \$155,977, which is the 13% 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 2008-09 Project (G308720)

Historically, the City Council has waived Central Service Overhead (CSO) charges levied against senior program grants. 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 2008-2009 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 \$347,681 and does impact the General Purpose Fund (GPF).

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## **BACKGROUND**

ASSETS Senior Employment Opportunities Program has operated this Senior Community Service Employment program for 39 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 program has successfully provided work experience and employment training to 461 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 \$13.08 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, 2008, for the WIA funded program ASSETS enrolled 93.94% of the contracted enrollment plan and had placed 50% of the contracted placement plan in employment. For Program Year 2006-2007, ASSETS enrolled 100% of the contracted enrollment plan and had placed 82.5% of the contracted placement plan in employment, exceeding the State goal of 72%. As of March 31, 2008, for the Senior Service America (SSAI) City of Oakland program, ASSETS had enrolled 158% of the contracted enrollment plan of 164% and reached 29% of the contracted placement plan of 44%. ASSETS anticipates reaching contract goals in both City and WIA funded programs by June 30, 2008. 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.

## **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 \$8.00 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 44 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, 2008 and the completed surveys

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are expected back by June 30, 2008. In FY 06-07, 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.
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.

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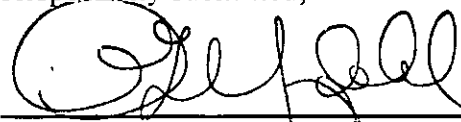
**RECOMMENDATION AND RATIONALE**

That the City Council approve a resolution authorizing the City Administrator to apply for and accept a grant for fiscal year 2008-2009 in an estimated amount of \$1,193,398 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, accept and appropriate funds in the estimated amount of \$1,193,398 from Senior Service America, Inc. for the City of Oakland Senior AIDES Program for the Fiscal Year 2008-2009.

Respectfully submitted,



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

Reviewed by:  
Brendalynn Goodall, Manager  
Aging & Adult Services

Prepared by:  
Enid M. Rosario, Supervisor  
ASSETS-Aging & Adult Services

**Attachments:**

- A-1 ASSETS Senior Employment Center-Monthly Activity Report  
Report Period: July 1, 2007 to March 31, 2008
- A-2 WIA Adult and Dislocated Worker Services 06-07

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

  
**OFFICE OF THE CITY ADMINISTRATOR**

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## Attachment A-1

### Participants in WIA Programs Active as of July 1, 2007, or enrolled since. Report Through March 31, 2008

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Service Provider	Category	Carried Over From Previous Years	Enrolled this Program Year	Enrlmt Goal this Program Year	% of Enrlmnt Goal	Overall Results						Wage at Placement	
						Total Active or Enrolled this PY	Total Exited this PY	Placed this PY	% of Plmnts to Exits	State Goals	Success Rate	Avg. Hourly Wage	Median Hourly Wage
PIC	Adult	117	71	108	65.74%	188	69	50	72.46%	72.00%	100.64%	\$15.57	\$13.00
	DWs	169	102	136	75.00%	271	85	61	71.76%	78.60%	91.30%	\$16.89	\$14.00
English Center	Adult	33	28	30	93.33%	61	16	14	87.50%	72.00%	121.53%	\$14.11	\$13.00
	DWs	4	4	10	40.00%	8	4	3	75.00%	78.60%	95.42%	\$12.16	\$10.00
Lao Family	Adult	36	25	27	92.59%	61	28	22	78.57%	72.00%	109.13%	\$10.36	\$9.75
	DWs	5	3	5	60.00%	8	6	5	83.33%	78.60%	106.02%	\$9.42	\$9.50
Unity Council	Adult	32	43	40	107.50%	75	26	23	88.46%	72.00%	122.86%	\$12.39	\$11.89
	DWs	4	5	8	62.50%	9	2	2	100.00%	78.60%	127.23%	\$11.81	\$11.81
ASSETS	Adult	15	31	33	93.94%	46	8	4	50.00%	72.00%	69.44%	\$15.33	\$14.41
	DWs	0	0	0	0.00%	0	0	0	0.00%	0.00%	0.00%		
<b>Totals</b>		<b>415</b>	<b>312</b>	<b>397</b>	<b>78.59%</b>	<b>727</b>	<b>244</b>	<b>184</b>	<b>75.41%</b>	<b>76.00%</b>	<b>99.22%</b>	<b>\$14.61</b>	<b>\$11.89</b>
<b>Adults</b>		<b>233</b>	<b>198</b>	<b>238</b>	<b>83.19%</b>	<b>431</b>	<b>147</b>	<b>113</b>	<b>76.87%</b>	<b>72.00%</b>	<b>106.76%</b>	<b>\$13.72</b>	
<b>Dislocated Workers</b>		<b>182</b>	<b>114</b>	<b>159</b>	<b>71.70%</b>	<b>296</b>	<b>97</b>	<b>71</b>	<b>73.20%</b>	<b>78.60%</b>	<b>93.12%</b>	<b>\$16.02</b>	

#### How to read this table:

**Active Individuals during the program year:** Column C refers to clients enrolled in previous years who were not exited as of July 1, 2006. Column D are those enrolled since July 1, 2006. Column E represent the goals established for the program year 2006-07. Column F is the percentage of actual enrollments in relation to the goals established.

**Exits and Placements:** Column H represents the total number of individuals exited during PY 2006-07; column I are those who were employed at the point of exit; column J is the percentage of employed in relation to exit; column K are the goals as established/negotiated with the state. Column L is the success rate of column J in relation to column K.

**Average and Median wage at the point of exit/placement:** Columns M and N represent the average and the median wages at the point of exit. Comparing the two columns provides a very good measure of where most of the wages are.

## ATTACHMENT A-2

### Program Year 2006-07 - Adult and Dislocated Worker Performance - Final Report

Participants in WIA Programs Active as of July 1, 2006, or enrolled during PY 06-07.

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Service Provider	Category	Carried Over From Previous Years	Enrolled this Program Year	Enrlmt Goal this Program Year	% of Enrlmnt Goal	Overall Results						Wage at Placement	
						Total Active or Enrolled this PY	Total Exited this PY	Placed this PY	% of Plmmts to Exits	State Goals	Success Rate	Avg. Hourly Wage	Median Hourly Wage
PIC	Adult	101	118	108	109.26%	219	101	81	80.20%	72.00%	111.39%	\$11.38	\$12.36
	DWs	160	118	136	86.76%	278	113	93	82.30%	78.60%	104.71%	\$15.86	\$14.00
English Center	Adult	34	37	30	123.33%	71	38	27	71.05%	72.00%	98.68%	\$11.11	\$10.00
	DWs	2	4	10	40.00%	6	2	1	50.00%	78.60%	63.61%	\$10.00	\$10.00
Lao Family	Adult	18	47	27	174.07%	65	30	26	86.67%	72.00%	120.37%	\$10.11	\$9.75
	DWs	3	5	5	100.00%	8	3	3	100.00%	78.60%	127.23%	\$10.17	\$10.00
Unity Council	Adult	48	38	40	95.00%	86	54	44	81.48%	72.00%	113.17%	\$12.81	\$12.00
	DWs	3	10	8	125.00%	13	9	9	100.00%	78.60%	127.23%	\$14.69	\$13.00
ASSETS	Adult	21	33	33	100.00%	54	39	32	82.05%	72.00%	113.96%	\$12.91	\$11.55
	DWs	0	0	0	0.00%	0	0	0	0.00%	0.00%	0.00%		
<b>Totals</b>		<b>390</b>	<b>410</b>	<b>397</b>	<b>103.27%</b>	<b>800</b>	<b>389</b>	<b>316</b>	<b>81.23%</b>	<b>76.00%</b>	<b>106.89%</b>	<b>\$13.00</b>	<b>\$11.55</b>
<b>Adults</b>		<b>222</b>	<b>273</b>	<b>238</b>	<b>114.71%</b>	<b>495</b>	<b>262</b>	<b>210</b>	<b>80.15%</b>	<b>72.00%</b>	<b>111.32%</b>	<b>\$11.72</b>	
<b>Dislocated Workers</b>		<b>168</b>	<b>137</b>	<b>159</b>	<b>86.16%</b>	<b>305</b>	<b>127</b>	<b>106</b>	<b>83.46%</b>	<b>78.60%</b>	<b>106.19%</b>	<b>\$15.54</b>	

OFFICE OF THE CITY CLERK  
OAKLAND  
2008 MAY 15 PM 1:43

Approved as to Form and Legality

D. Bialosky  
City Attorney

## OAKLAND CITY COUNCIL

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

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**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT AND APPROPRIATE FUNDS IN THE ESTIMATED AMOUNT OF \$1,193,398 FROM SENIOR SERVICES AMERICA, INC., FOR THE CITY OF OAKLAND SENIOR AIDES PROGRAM FOR FISCAL YEAR 2008-2009**

**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, 2008, in the estimated amount of \$1,193,398 to fund 155 Senior Aide positions; and

**WHEREAS**, the FY 2007-09 Adopted Policy Budget includes \$1,062,768 in appropriation from Senior Service America, Inc. The additional \$130,630 will be appropriated in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2008-09 Project (G308710).

**WHEREAS**, since the grant from Senior America, Inc., requires a non-federal match of 13%, the General Purpose Fund will provide \$155,977 for administrative costs associated with the Senior Aides program; and



**WHEREAS,** the Central Service Overhead (CSO) charges of \$347,681 will be waived for the Senior AIDES Program for said grants in FY 2008-2009; now, therefore be it

**RESOLVED:** That the City Administrator or her designee is hereby authorized and directed to apply for, accept and appropriate a grant in the amount of \$1,193,398.00 for 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 them 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 2008-09 Project (G308710); and be it

**FURTHER RESOLVED:** That a total of \$155,977, a match of 13% 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 2008-09 Project (G308720); 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