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CITY OF OAKLAND
AGENDA REPORT

2011 DEC -1 PM 1:02

TO: Office of the City Administrator
ATTN: Deanna J. Santana
FROM: Community and Economic Development Agency
DATE: December 13, 2011

RE: Informational Report on the 2011 Mayor's Summer Jobs Program

SUMMARY

This is an informational report on the 2011 Mayor's Summer Jobs Program (MSJP) as administered through Youth Employment Partnership, Inc. (YEP) and other WIA Youth Service Providers of the Oakland Workforce Investment Board. This report is not inclusive of all of the youth summer employment opportunities and programs offered throughout the city of Oakland by various public, private, and community based organizations. The Mayor's Summer Job Program provided 586 Oakland youth with pre-employment workshops, workforce development trainings, worksite visits, job performance evaluations, and a work experience of a maximum of 120 hours at approximately \$8 per hour. This employment training and work experience provided youth with an opportunity to use their summer break productively while gaining valuable career and life skills to enhance their school performance and career opportunities. This report will provide information regarding the MSJP program design, key issues and impacts, funding sources and eligibility restrictions, participant selection, and geographic and ethnic representation.

FISCAL IMPACT

This informational report would have no negative fiscal impact to the City. The funding streams that supported MSJP 2011 included:

- Government grants: the Oakland Workforce Investment Board, Alameda County Title IV-E Waiver, Measure Y, Oakland Fund for Children and Youth, Team Oakland.
- Foundations: Kaiser Permanente Community Benefit and the East Bay Community Foundation.
- Private donations from: Mayor Jean Quan, Joffa Dale, Turner Construction, CB Richard Ellis/Asset Services, James Cavitt, Kathleen Jackson, Mason Willrich, Wendy Willriek, Barbara Kautz, Baseline Environmental, Gateway Bank, AB&I, Cass Inc., William Leimbach, Peter & Bonnie Sherwood, Aaron Metals, Brian Flaherty, Chad Miller, Ronald Zaehary, and Christine Noma.

The total budget for MSJP this past summer was: \$ 1,278,000. The following chart is a breakdown of funding source:

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Funding Source	Amount	# Of Youth Hired
Oakland Workforce Investment Board	\$ 198,000.00	111
Foundation and Private Donations	\$ 75,000.00	55
*Alameda County Title IV-E Waiver	\$ 600,000.00	193
*Measure Y	\$ 90,000.00	71
*Public Works Agency - Team Oakland	\$ 250,000.00	111
*Oakland Fund for Children & Youth	\$ 65,000.00	45
TOTAL	\$ 1,278,000.00	586

*Grants awarded to Youth Employment Partnership, Inc. through competitive bid processes.

The private donations were primarily raised through the Mayor's Office and combined to total approximately \$75,000 of less restrictive funding which could be used to support youth participant ages 14-21. It costs approximately \$1,500 to fund one youth summer job.

During the past two years Oakland had received significant federal funding through the American Recovery and Reinvestment Act (ARRA) to train and place youth into summer employment. This past summer, due to the elimination of ARRA support, Oakland youth had access to less employment opportunities. The grant funding raised by YEP from multiple funding sources is restricted to target populations identified by each funder. There were more summer job opportunities for youth under the age of 18 due to the limited funding sources for the older youth.

BACKGROUND

The Mayor's Summer Jobs Program is a long standing City of Oakland program which provides summer job training and employment opportunities to youth ages 14-21 throughout Oakland. MSJP provides Oakland youth with a summer job which lasts up to eight weeks at public, private, and nonprofit job sites throughout Oakland. For the past five years, Youth Employment Partnership, Inc. has served as the administrator for the program, and along with other youth service agencies provided job skills training and placement in jobs with wages subsidized from a variety of funding streams. For many of the youth participating in the program, this will be their first job which will provide them with critical job readiness training, and an updated resume and job reference to begin their employment career.

PROGRAM DESCRIPTION

In total the MSJP placed 586 youth this summer. There were 3,100 job interest forms submitted to YEP and of that number, 1,831 youth (37%) were eligible to participate in one of the funded programs. Of the 1,831 who were eligible, 586 were placed in a summer job. The Mayor's Summer Jobs Program provided: pre-employment workshops typically in job readiness training and workplace success, conducted worksite visits and job performance evaluations. The youth summer jobs first began on July 5, 2011 and the majority of the placements ended on August 26,

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2011. The program began with a series of workshops, homework, and documentation collection and review for youth eligibility. Youth participants developed a resume, practiced interviewing and effective communication skills, and learned appropriate workplace dress and attitude. One workshop included a facilitated job placement process for youth to select their preference for a summer job.

The majority of the MSJP participants were engaged in training workshops which included three job readiness pre-employment trainings and six weekly workshops during the course of the summer program. These workshops included: money management and budgeting, professional communication, developing a resume, career planning and education, keeping your job, and finishing up strong. There was an end of the summer MSJP celebration for the participating youth, hosted by Mayor Jean Quan on August 26, 2011 in City Hall in which the Mayor commended the youth on the successful completion of their summer work experience and presented on career success strategies.

The youth work experience varied with summer jobs lasting a maximum of 120 hours at approximately \$8 per hour. Most MSJP participants had weekly worksite visits, timesheet submissions, two client job performance evaluations (mid-term and final), and youth exit interviews. The majority of summer job sites were at small businesses and at City of Oakland worksites including recreation centers, the City Clerk's Office, the Police Department, the Fire Department, the Public Works Agency, the Community and Economic Development Agency, and other City departments. Representative employers included the Boys and Girls Clubs, United Roots, Oakland Ice Center, East Oakland Sports Center, Big Printing T-Shirt Company, Karen's Flowers, and Café Madrid, among others.

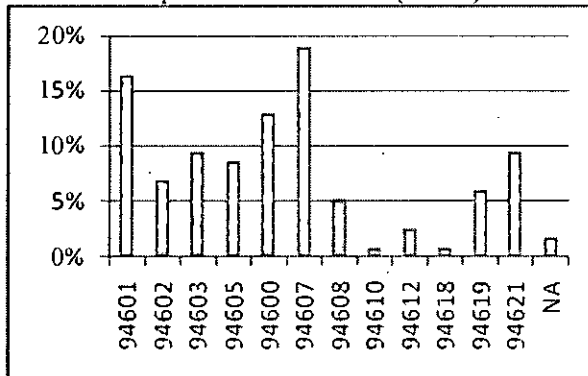
The following five funding streams supported the 2011 MSJP program. Participant data on geographic distribution and ethnic representation was provided by Youth Employment Partnership, Inc.

1. Oakland Workforce Investment Board

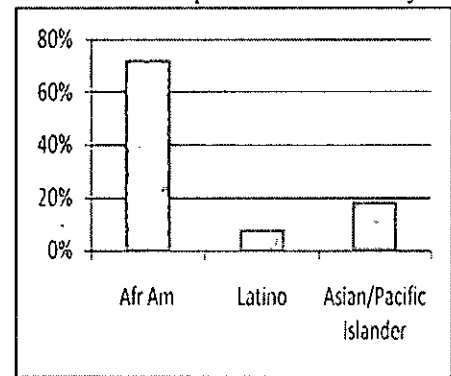
The Oakland WIB funded 132 MSJP job slots for youth ages 16-21 and 111 youth received summer job placements through the WIA youth service providers. WIA summer job slots were distributed among the existing WIA providers with considerations to promote equitable distribution of employment opportunities across the different regions of the City; as well as considerations of youth having to travel across boundaries and safety concerns. This is the only MSJP funding stream that the WIB has authority over to identify target populations, priorities and policy. The primary eligibility requirements for WIA youth enrollment were that youth needed to be between the ages of 14-21, an Oakland resident, have limited income, have registered for selective service depending on their age, and have a right to work in the U.S. The summer jobs supported through Workforce Investment Act funding were allocated to five contracted youth service providers who received the following amounts to augment their year round contracted program allocations.

Current WIA Youth Service Provider Contracts	Year Round Youth to Serve	Additional MSJP Funding Allocated	Summer Jobs Awarded/Provided
East Bay Spanish Speaking Citizens' Foundation (Fruitvale)	33	\$27,000	18/11
Lao Family Community Development, Inc. (Fruitvale/San Antonio)	44	\$30,000	20/20
Pivotal Point Youth Services, Inc. (West Oakland)	36	\$60,000	40/35
Youth Employment Partnership, Inc. – In School Youth (Citywide)	37	\$27,000	18/18
Youth Employment Partnership, Inc. – Out of School Youth (Citywide)	38	\$27,000	18/18
Youth Uprising (East Oakland)	18	\$27,000	18/9
Totals	206	\$198,000	132/111

OWIB Zip Code Distribution (n=111)



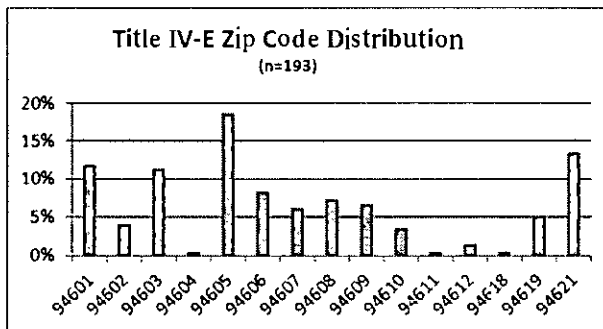
OWIB Participant Race/Ethnicity



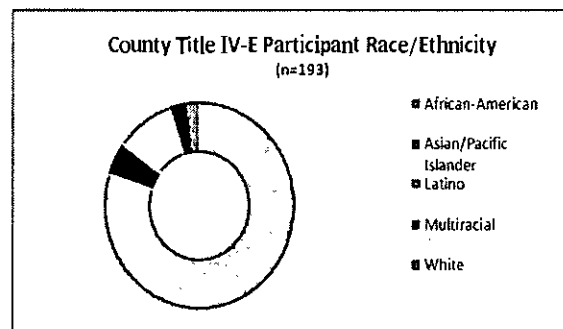
2. Alameda County Title IV-E Waiver

Alameda County Social Services Agency in partnership with the Probation Department funded 193 Title IV-E Waiver summer jobs. Participants ages 15-18 were recruited from a list provided by the County of Oakland probation and foster care youth.

Title IV-E Zip Code Distribution (n=193)

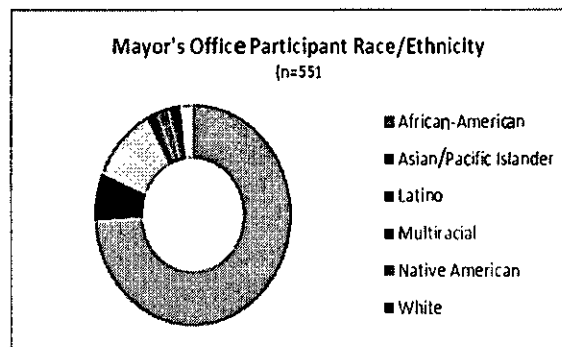
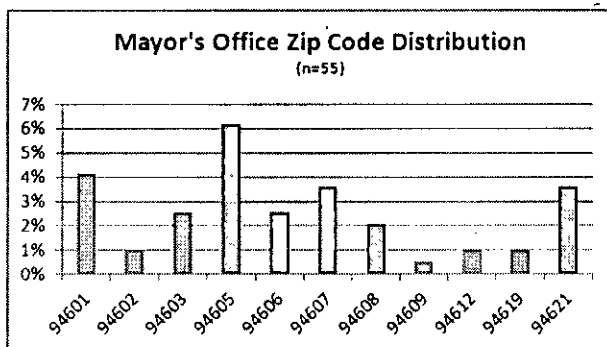


County Title IV-E Participant Race/Ethnicity (n=193)



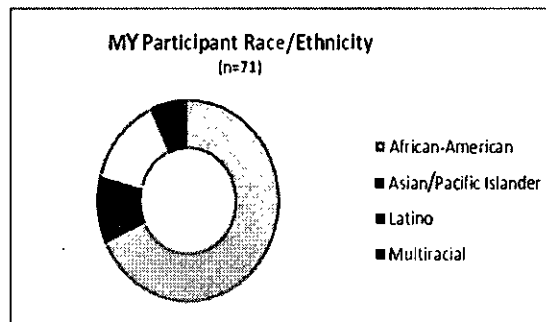
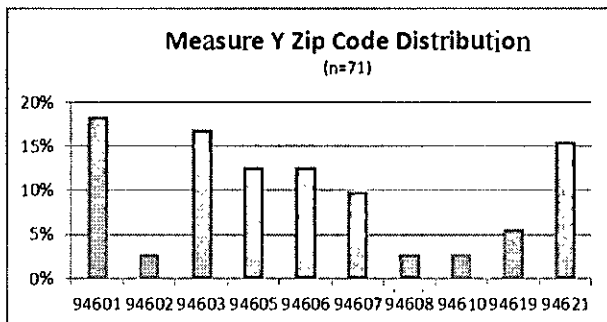
3. Mayor's Office

The Mayor's Office funded 55 Oakland youth ages 15-18 at summer jobs in a variety of city departments and Oakland small businesses. Participants completed a summer job application, pre-employment training workshops, and gained summer work experience:



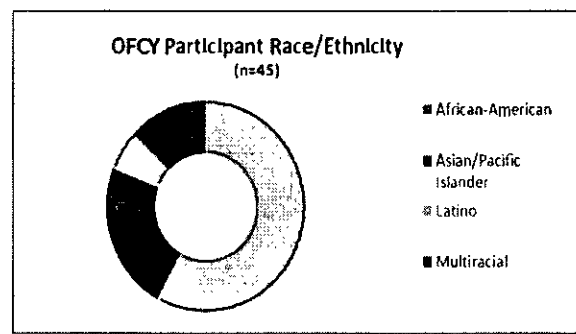
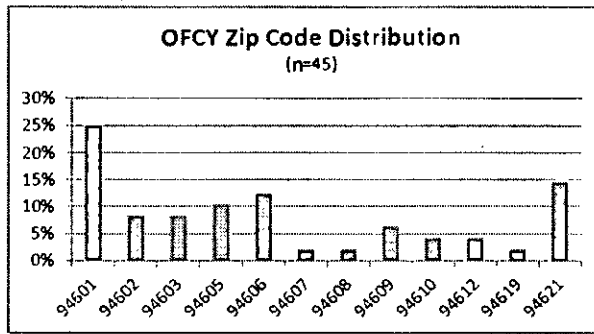
4. Measure Y

The City of Oakland Measure Y program funded 71 summer jobs for Oakland youth ages 14-17. Participants were referred by Juvenile Justice Center strategy grantees or were referred by Street Outreach workers. Youth were all educationally engaged, with CAHSEE preparatory classes offered throughout the summer. There were three strategies funded by Measure Y for the summer and YEP implemented one strategy.



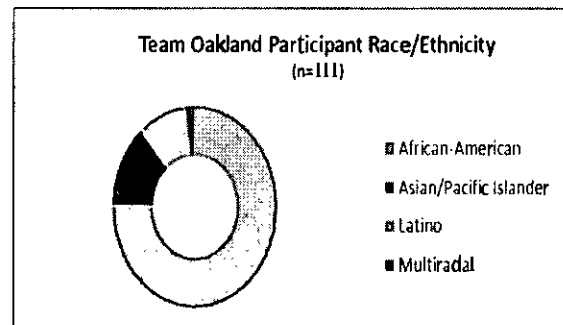
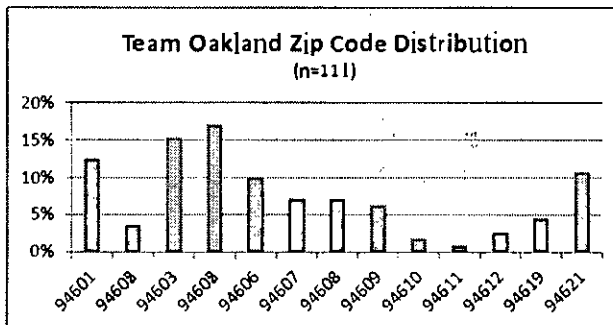
5. The Oakland Fund for Children and Youth

The Career Try-Out program funded through the Oakland Fund for Children and Youth provided 45 summer jobs. This program provided youth ages 14-15 that had never had a job with their first job experience in their chosen field of interest. Participants were selected on a first come, first served basis.



6. Team Oakland

The Public Works Agency funded 111 Team Oakland summer jobs for youth ages 15-18 to try out a career in the environmental services. Participants received environmental education, on-the-job training in litter and graffiti abatement, field trips to colleges and parks, and helped maintain City parks. There were 10 youth who served as Team Leaders and gained their first supervisory experience. There were a specified number of job slots available per council district as determined by the Public Works Agency.



SUSTAINABLE OPPORTUNITIES

Economic: The Oakland WIB job training programs promote economic self-sufficiency and increase employability through education, training, support services, and job placements. The workforce development system also promotes business development through placement services, customized training subsidies, and services for employers. There were 586 youth employed in various organizations and businesses throughout the City. Increasing job opportunities particularly for youth idle during summer months, assists in promoting community safety and economic activity.

Environmental: Many of the youth internships used environmental improvement as a means to promote employment. Community benefit work projects, particularly through Team Oakland,

may include recycling, litter and blight reduction, landscape and neighborhood beautification, fire fuel reduction and materials re-use through building deconstruction.

Social Equity: These summer jobs provided Oakland youth with an opportunity to utilize their free time in the summer productively; while building a solid foundation for their future. To provide economically and historically disadvantaged youth with a means to build their skills, professional networks, independence and self-confidence. These programs promote social equity by improving youth earning power, both immediately through job placements and for the long-term through education and training.

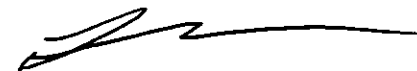
DISABILITY AND SENIOR CITIZEN ACCESS

The FY 2011-2012 Oakland WIB budget contains funding for the City of Oakland's ADA Compliance Officers to conduct a thorough assessment of the Oakland Workforce Investment System, including its contracted provider's facilities and services. This biennial process is required by the State EDD for recertification of the Oakland Workforce Investment Board. Additionally, the WIB budget contains funding for the ASSETS program, which provides older workers with employment training and job placements. This service is administered through the City of Oakland, Department of Human Services.

ACTION REQUESTED OF THE CITY COUNCIL

This is an informational report, no action requested.

Respectfully submitted,



Fred Blackwell, Assistant City Administrator
Community and Economic Development Agency

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Prepared by:
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Workforce Development

APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE:


Office of the City Administrator

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