

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2009 MAY 28 PM 8:12

To: Office of the City Administrator
Attn: Dan Lindheim
From: Office of the Mayor
Date: June 2, 2009

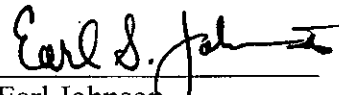
Re: A Resolution Accepting and Appropriating \$1,586,109 in Fiscal Year 2008-2009 American Recovery and Reinvestment Act (ARRA) Workforce Investment Act Title 1 Youth Employment Funds, and Allocating Said Funds to the Oakland Private Industry Council, Inc. as the Oakland Workforce Investment System Administrator to Designated Youth Service Providers

Please find additional information to help clarify the resolution to accept and appropriate \$1,586,109 in fiscal year 2008-2009 American Recovery and Reinvestment Act (ARRA) Workforce Investment Act Title 1 youth employment funds. Please note that the attachments are for informational purposes only.

Staff will return to Council for appropriation after the Oakland Workforce Investment Board (WIB) takes action on the remainder of the ARRA FY 2009-2009 budget.

- 1) A report from the WIB's System Administrator regarding the recommendations
- 2) Summary of Proposals
- 3) List of Applicants and their partners
- 4) Award recommendations

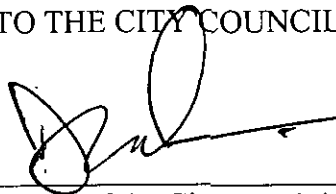
Respectfully submitted,



Earl Johnson
Office of the Mayor

Attachments: Youth Summer Employment Program
Youth Employment Program Proposers & Partners

APPROVED AND FORWARDED
TO THE CITY COUNCIL:



Office of the City Administrator

Item: _____
ORA / City Council
June 2, 2009

SUMMER YOUTH EMPLOYMENT PROGRAM
(Oakland Youth@Work)
PROCUREMENT GUIDELINES

The City of Oakland is slated to receive approximately \$6,000,000 as part of the American Recovery and Reinvestment Act of 2009. An estimated \$2,789,000 of those funds is to be used for youth programs with an emphasis on creating summer employment opportunities.

This unique one-time injection of funds into the local economy presents a great opportunity to serve a large number of Oakland youth, particularly low-income, high school dropouts, foster and emancipated youth, and other youth who may have few opportunities to learn how to enter the world of work. The benefits of a summer employment program for youth are many. The experience may increase academic success, help prevent dropping out of school and reduce youth violence. The Oakland Workforce Investment Board (WIB) could drive this effort by adopting the following recommendations and guidelines.

RECOMMENDATIONS:

That the City of Oakland Workforce Investment Board approve the following recommendations for the American Recovery and Reinvestment Act of 2009/Oakland Youth@Work strategy for the stimulus funding cycle from 2009 to 2011:

1. Direct staff (Oakland WIB and Oakland PIC as System Administrator and agent of the WIB) to initiate a competitive procurement process via Request for Proposal.
2. Approve the proposed Stimulus funds utilization breakdown presented in Attachment 1
3. Approve "Completion of Work Readiness" as the only Performance Measure for the summer program based on the definitions provided in Attachment 2
4. Approve the use of stipends as the method of payment to youth workers
5. Call a special WIB meeting or convene the Executive Committee to take final action on funding recommendations and/or other actions needed to implement contracts
6. Approve the Procurement Process with the recommended guidelines outlined below.

BACKGROUND

The procurement process currently being developed is based on the guidelines of the Workforce Investment Act of 1998 (WIA) and the American Recovery and Reinvestment Act of 2009 (ARRA), signed by President Barack Obama on February 17, 2009. The U.S. Department of Labor (DOL), via the State of California Labor and Workforce Development Agency's Employment Development Department (EDD), will provide "**one-time**" funds for Youth Employment Programs. These funds (approximately \$2,789,000 for Oakland) "are considered part of Program Year 2008[-2009] funds and, therefore, must be expended by the end of PY 2010 (June 30, 2011)."¹ These recommendations, and the procurement process that will follow, are based on the latest Training and Employment Guidance letter (number 14-08) released by the Employment and Training Administration, US Department of Labor on March 18, 2009.

SUMMER YOUTH EMPLOYMENT PROGRAM STRATEGY – The strategic planning of the Oakland Youth@Work summer program will incorporate the following principles:

¹ Training and Employment Guidance Letter No. 13-08 of March 6, 2009, page 2

- Provide stipends for approximately 1,000 Oakland youth² ages 14 to 24 for short-term work experience³ in jobs identified as part of Oakland's growth industries (education, health, green technology, and some aspects of hospitality, trade/logistics, digital arts) whenever possible
- Incorporate academic learning in conjunction with work experience as part of an overall emphasis on employment in sectors with high growth potential
- Whenever possible, include an employer-issued certificate of completion of work experience as an introduction into the industry or sector where the youth participated
- Help youth participants to develop cultural competence in the workplace by exposing them to individuals from other cultural backgrounds
- Promote potential career paths
- Help youth to enhance their academic skills leading to the attainment of the California High School Exit Examination (CAHSEE) or GED for those without it
- Promote work readiness skills and the attainment and retention of employment for youth who are low income, in the juvenile justice system, children of incarcerated parents, foster and emancipated youth, disabled youth, pregnant teens, dropouts, and other youth at risk of labor market failure.

This summer strategy will utilize Recovery Act funds and will contribute to Oakland's ability to increase the service capacity for youth programs. The procurement process will allow for service providers and/or collaborative partners to apply for areas in which they have some degree of expertise and success.

A. ELIGIBLE ORGANIZATIONS:

Qualified applicant organizations will have a minimum of two (2) years of documented successful experience in providing a range of youth development services for eligible individuals aged 14 through 24, that are the same or similar to those being requested.

Eligible organizations may fall within any of the following categories:

- Established Community-Based Organizations (CBOs)
- Public Agencies
- Private For-Profit Businesses
- Private Non-Profit Organizations
- Local Education Agencies
- One-Stop Operators
- Faith-based organizations
- Minority and Women-Owned Businesses are encouraged to apply.

The eligibility requirements for qualified applicants apply to the "Fiscal Agent", defined as the organization submitting the proposal. The Fiscal Agent will be responsible for ensuring compliance with all terms and conditions of the contract administration and fiscal management of the contract, and will be held accountable for program results, i.e., performance standards, other benchmarks stated in the contract, and federal/state compliance.

² The requirement that a minimum of 30% of total funds be expended on out-of-school youth applies to ARRA – Training and Employment Guidance Letter 14-08, page 26

³ See attachment 2, Definition of Key Terms

Collaboratives are encouraged under this summer service strategy. Lead Agencies submitting proposals that incorporate a collaborative relationship with other entities in the provision of youth services must clearly identify the collaborating organization(s), the services they will provide, their demonstrated success in providing those services, and the non-WIA funding source to support those services. It is not required that collaborative partners have previous experience in operating WIA-funded youth programs, however they must have previous successful experience in providing the service(s) identified in the Collaborative's formal agreement and proposed subcontract. Documents establishing any financial, or non-financial agreement will need to be submitted to the Oakland PIC within the response to the RFP.

B. COST PER PARTICIPANT

1. **Cost per participant for work experience stipends:** The recommended guidelines for cost per participant for summer employment experience are to average 160 hours x \$8/hour, or \$1,280 per summer participant. The maximum number of work experience hours allowed per participant will be limited to 200.
2. **Cost per participant for services provided during the summer:** Based on the proposed fund utilization breakdown in attachment 1, service providers submitting proposals will need to justify their proposed cost per participant in the narrative and budget for the provision of services to youth (eligibility, work readiness workshops, placement in employment, worksite development and supervision).

C. DURATION OF SERVICES

Staff recommends that the RFP guidelines allow for a five (5) month contract from May 1, to September 30, 2009.

D. PROCUREMENT PROCESS:

1. Services will be procured through a competitive Request for Proposal process
2. Bidders must have demonstrated experience in the program design for which they are applying
3. Bidders **will be required to attend** a "Bidders Conference"
4. Staff will recruit a proposal Review Panel of at least **three individuals** who are experts in youth service delivery and do not represent a conflict of interest with any applicants
5. Before being scored, all proposals must meet minimum qualifications, which include, but are not limited to: submission by the published deadline, appropriate formatting, and submission of audit report and performance references. Proposals will be scored for the minimum qualifications on a "Pass/Fail" basis. Only those proposals meeting the minimum qualifications will be forwarded for further evaluation and scoring by the Review Panel
6. Recommendations for the funding amount for the selected providers will be based on additional factors such as geographic considerations and total funds available. Funding will be contingent on state and federal policies
7. Recommendations for selecting providers will be based solely on the aggregate scores by the Review Panel
8. The Oakland WIB Youth Council will make funding recommendations and allocations to the full WIB or the Executive Committee on **Thursday, May 21, 2009** for approval of providers

9. Contracts will be cost reimbursement and directly negotiated with the identified fiscal agency for approved proposals

E. REQUEST FOR PROPOSAL FOR YOUTH SUMMER PROGRAM TIMELINE:

Staff expects to issue the RFP on Thursday, April 9, 2009 and set a deadline of Tuesday, April 28, 2009 for submission of proposals. The following calendar is recommended:

PROCUREMENT PLANNING AND TIMELINE CALENDAR (dates subject to change)

- Wednesday, April 8, 2009 Announcement of release of RFP in local media
- Thursday, April 9, 2009 Release of Request For Proposal
- Tuesday, April 14, 2009 1:00 p.m. Mandatory Bidder's Conference
- Tuesday, April 28, 2009 Proposals Due Back no later than 5:00 pm
- Wednesday, April 29, 2009 Pre-screening of proposals
- April 30 to May 8, 2009 Review/Scoring & Rating of Proposals
- Wednesday, May 13, 2009 Youth Council reviews and makes funding recommendations
- Thursday, May 21, 2009 WIB, at a special meeting, or the Executive Committee reviews and approves Youth Council recommendations
- May 22, 2009 Contract Negotiations and Execution begins
- May 27 and 28 2009 Technical Assistance Workshops (time will be announced later)

For more information, contact Pedro Toledo at 510-768-4418 or ptoledo@oaklandpic.org

Attachment 1 – Proposed Stimulus Fund Utilization Breakdown

The need to comply with the principles of ARRA (see footnote 5 below) combined with public input regarding the likelihood of not having enough time for outreach and eligibility determination, as well as job development, created the need for more flexibility in the proposed use of funds. Therefore, the recommendation to use “up to” the proposed amounts. Once proposals are received and providers selected, the remaining amount (if any) will be included in a more comprehensive youth service strategy to be developed at a later time.

\$2,789,000	Approximate amount of Stimulus funds for youth programs with emphasis on summer employment during 2009	
Up To \$1,840,000	Approx. 66% of funds dedicated to 2009 Summer Youth Program	
	Up to \$1,288,000	Approximately 70% of 2009 Summer Youth Program funds to be used towards stipends (would serve approximately 1,000 youth for an average work experience of 160 hrs/wk at minimum wage. Some flexibility provided based upon age-appropriate work experience)
	Up to \$552,000	Approximately 30% of 2009 Summer Youth Program funds towards contracting youth service providers to manage youth during the summer activities
\$420,000	Approximately 15% of Stimulus funds set aside for 2010 Year Round or Summer Youth Programs to expand quality work experience in high growth sectors for youth participants, <u>pending further policy direction from the WIB</u>	
\$529,000	Approximately 19% of Stimulus funds for other expenses such as support services for youth participants, Worker’s Compensation, Medicare, FICA, program planning, reporting, system tracking, eligibility determination, payroll, and administration	

Note: This fund utilization breakdown is based on the emphasis placed on summer employment for youth during 2009 in various guidelines published by the Department of Labor: “It is the Congress’ intent, as well as that of the Administration, that the majority of these funds will be utilized within the first year of availability.”⁴ “ETA [Employment and Training Administration] strongly encourages states and local areas to use a significant portion of these funds to operate expanded summer youth employment opportunities during the summer of 2009, and to provide as many youth as possible with summer employment opportunities and other work experience outside of the summer months, while still ensuring that these summer employment opportunities and work experiences are of high quality.”⁵

⁴ Training and Employment Guidance Letter No. 13-08, March 6, 2009, page 2

⁵ Training and Employment Notice No. 30-08 of March 4, 2009, page 5

Attachment 2 - Definition of Key Terms

Summer Employment. For purposes of the Recovery Act funds, the period of “summer” will be from May 1 through September 30. “Summer employment” may include any set of allowable WIA Youth services that occur during the above referenced summer months as long as it includes a work experience component.⁶

Work Experience – or work experiences is defined as:

- (a) Work experiences are planned, structured learning experiences that take place in a workplace for a limited period of time. They may be subsidized or unsubsidized.
- (b) Work experience workplaces may be in the private, for-profit sector; the non-profit sector; or the public sector.
- (c) Work experiences are designed to enable youth to gain exposure to the working world and its requirements. The purpose is to provide the youth participant with the opportunities for career exploration and skill development and may include:
 - a. Instruction in employability skills or generic workplace skills
 - b. Exposure to various aspects of an industry
 - c. Progressively more complex tasks
 - d. Internships and job shadowing
 - e. The integration of basic academic skills into work activities
 - f. Supported work, work adjustment, and other transition activities
 - g. Entrepreneurship
 - h. Service learning
 - i. Paid and unpaid community service, and
 - j. Other elements designed to achieve the goals of work experiences⁷

Work Readiness Skills Goal - A measurable increase in work readiness skills including world-of-work awareness, labor market knowledge, occupational information, values clarification and personal understanding, career planning and decision making, and job search techniques (resumes, interviews, applications, and follow-up letters). They also encompass survival/daily living skills such as using the phone, telling time, shopping, renting an apartment, opening a bank account, and using public transportation. They also include positive work habits, attitudes, and behaviors such as punctuality, regular attendance, presenting a neat appearance, getting along and working well with others, exhibiting good conduct, following instructions and completing tasks, accepting constructive criticism from supervisors and co-workers, showing initiative and reliability, and assuming the responsibilities involved in maintaining a job. This category also entails developing motivation and adaptability, obtaining effective coping and problem-solving skills, and acquiring an improved self image. (Please note: this term applies to the current WIA statutory youth measures only, it does not apply to the common measures).⁸

“The key part of the definition is the need for local areas to determine whether a measurable increase in work readiness skills has occurred. States and/or local areas should establish a methodology for determining work readiness skills upon beginning and completing the summer experience in order to determine whether a measurable increase has occurred.”⁹

⁶ Training and Employment Guidance Letter 14-08, March 18, 2009, page 23

⁷ 20 CFR, Workforce Investment Act; Final Rules, Section 664-460

⁸ Training and Employment Guidance Letter 17-05, March 3, 2006, Attachment B – Definition of Key Terms

⁹ Training and Employment Guidance Letter 14-08, March 18, 2009, page 27

Attachment 1-B - List of 2009 Youth Employment Program Proposers and Partners

2009 Summer RFP - Proposers' Names and Partners	
1	Alameda County Youth Development, Inc. Scotlan
	The Mentoring Center
	Watkins Memorial Institutional Church of God in Christ
	Pivotal Point Youth Services, Inc.
	Alameda County Healthcare Foundation
2	American Indian Child Resource Center
	Emiliano Zapata Street Academy
3	Bay Area Consortium for Quality Health Care, Inc.
4	BEST (Business Emergency Safety Training)
5	Center For Youth Development Through Law
6	Civicorps Schools
7	Cycles of Change
	PUEBLO
8	East Oakland Boxing Association
9	East Side Arts Alliance
10	Ecocity Builders/Black Dot Artists
	Village Bottoms CDC/Black Dot Artists, Inc.
11	Friends of Creation Spirituality
12	Healthy Communities, Inc.
13	Lao Family Community Development, Inc.
14	Leadership Excellence
15	Manpower
16	McCullum Youth Court
17	Oakland Green Civic Program (Peralta Foundation)
	Institute for Community Leadership
	Martin Luther King Jr Freedom Center
	The David R Brower, Ronald V. Dellums Institute for Sustainable Policy
18	Oakland Leaders in Action for Youth (OLA! 4 Youth)
	Prescott-Joseph Center
	UC Berkeley
	OUSD
19	OUSD School-To-Career
20	Spanish Speaking Citizens' Foundation
	The English Center
	YMCA of the East Bay Urban Services
21	Workforce Collaborative
	OUSD Adult Education
	College of Alameda
22	Youth Employment Partnership, Inc.
	The Crucible
	East Bay Asian Youth Center
	The Mentoring Center
	The Workforce Collaborative
23	Youth Movement Records
24	Youth Radio
25	Youth Uprising

2009 MAY 28 PM 8:12

DRAFT

DEPUTY CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

A RESOLUTION ACCEPTING AND APPROPRIATING \$1,586,109 IN FISCAL YEAR 2008-2009 AMERICAN RECOVERY AND REINVESTMENT ACT (ARRA) WORKFORCE INVESTMENT ACT TITLE 1 YOUTH EMPLOYMENT FUNDS, AND ALLOCATING SAID FUNDS TO THE OAKLAND PRIVATE INDUSTRY COUNCIL, INC. AS THE OAKLAND WORKFORCE INVESTMENT SYSTEM ADMINISTRATOR TO DESIGNATED YOUTH SERVICE PROVIDERS

WHEREAS, \$2,739,596 of the Workforce Investment Act (WIA) Title I funding granted to workforce investment areas such as the City of Oakland must be contracted out for the purpose of providing comprehensive education, training, employment and support services for unemployed youth; and

WHEREAS, the City of Oakland's total allotment of WIA Title 1 funds under the American Recovery and Reinvestment Act of 2009 ("ARRA") for the purpose of providing comprehensive employment services to Oakland youth for the 2008 - 2009 fiscal year is \$2,739,596; and

WHEREAS, the Mayor and the Oakland Workforce Investment Board have approved the budget and service providers for a portion of the youth employment services funded through ARRA for fiscal year 2008-2009 to provide comprehensive youth employment services ; now, therefore be it

RESOLVED: That the City Council hereby authorizes the City Administrator to accept and appropriate \$1,586,109 in ARRA Workforce Investment Act Title I youth employment funding for fiscal year 2008 - 2009; and be it further

RESOLVED: That the City Council hereby authorizes the City Administrator or his designee through the Oakland Private Industry Council, Inc., serving as the Oakland Workforce Investment Systems Administrator to fund the following youth service providers in the following amounts, and hereby appropriates WIA funds as outlined in the following table:

FY 2008 – 2009

Fund: 2195

Org: 90591

	Youth Served	Amount Awarded	Youth Wages	Support Services	Total Award
Alameda County Youth Development, Inc. Scotlan.	198	\$148,500	\$253,440	\$51,930	\$453,870
Youth Radio	30	\$22,500	\$38,400	\$0	\$60,900
Spanish Speaking Citizens' Foundation	95	\$71,250	\$121,600	\$7,826	\$200,676
American Indian Child Resource Center	25	\$18,750	\$32,000	\$2,250	\$53,000
Cycles of Change	31	\$23,250	\$39,680	\$0	\$62,930
Leadership Excellence	42	\$31,500	\$53,760	\$0	\$85,260
Oakland Green Civic Program (Peralta Foundation)	131	\$98,250	\$167,680	\$11,678	\$277,608
Civicorps Schools	35	\$26,250	\$44,800	\$1,000	\$72,050
Lao Family Community Development	150	\$112,500	\$192,000	\$15,315	\$319,815
TOTAL	737	\$552,750	\$943,360	\$89,999	\$1,586,109

; and be it further

RESOLVED: That this authorization is contingent on the subcontracts between the Oakland Private Industry Council, Inc., and the service providers containing the following provisions:

Subcontractors must actively cooperate with all requests for information and shall provide the Oakland Private Industry Council, Inc. and the City of Oakland Office of Contract Compliance with access to such facilities and records as are necessary to establish compliance with the terms of this Agreement. Contract language will be strengthened to ensure timely provision of information requested by the WIB and its Committees and the City Council and its committees, and will specify in detail the information required, the form in which it is to be presented, and the dates by which it is due. As per the language currently in service provider subcontracts, the subcontracts may be terminated should the subcontractor fail to perform these terms at the time and manner provided or fail to comply with any requirement of the WIA.

; and be it further

RESOLVED: That the City Administrator or his designee is hereby authorized to take whatever action is necessary with respect to said funding and said contracts consistent with this Resolution and its basic purpose.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - KERNIGHAN, NADEL, QUAN, DE LA FUENTE, BROOKS, REID,
KAPLAN, AND PRESIDENT BRUNNER

NOES -

ABSENT-

ABSTENTION-

Attest:

LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California