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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Mark Sawicki
Director, EWD

SUBJECT: Informational Report On Youth Hired
During The Summer Of 2016

DATE: December 21, 2016

City Administrator Approval

M. [Signature] for SBL

Date: 12/29/16

RECOMMENDATION

Staff Recommends That The Community & Economic Development (CED) Committee Of The Oakland City Council Accept This Informational Report On Number, Position Assignments And Location Assignments Of Youth Hired During The Summer Of 2016 In All Departments Of The City Of Oakland Other Than Parks And Recreation; And A Proposal To Significantly Increase The Number Of Youth Hired Into Positions In All City Departments In The Summer Of 2017 And For Year-Round Positions; And Options And Opportunities For Funding, Including Proposals For Consideration In The FY 2017-19 Budget.

EXECUTIVE SUMMARY

This informational report focuses primarily on the 2016 Classrooms2Careers Program as administered through the Department of Economic and Workforce Development and contracted youth service providers of the Oakland Workforce Development Board (OWDB). In addition, this report includes a compilation of California Career Pathways Trust (CCPT) Work Based Learning (WBL) activities and citywide youth summer internships administered by public, private and non-profit agencies. Further, this report provides information regarding the Classrooms2Careers program design, key issues and impacts, funding sources and eligibility restrictions, participant selection and demographic profiles of youth.

BACKGROUND / LEGISLATIVE HISTORY

For the past forty-nine (49) years, the City of Oakland has worked in a unique partnership with Oakland businesses, non-profit agencies, and youth workforce development agencies to provide summer employment and personal development opportunities for Oakland youth. For many young people, a summer job is their first experience where they are exposed to challenges, opportunities, and lessons required for success in the world of work; the key to success oftentimes starts with a summer job experience.

The Classrooms2Careers program is part of the Mayor's Cradle2Career program with Classrooms2Career focusing on high school and a year-round network of employment, training, and educational enhancement through WBL activities. Classrooms2Careers connects Oakland youth to an array of year-round events, support services and work-based learning experiences

Item: _____
Life Enrichment Comte
January 10, 2017

that includes internships and the traditional summer job. Classrooms2Career's training and WBL experiences provide youth between the ages of 16-24 with opportunities to use their summer break productively while gaining valuable career and life skills that enhance their school performance and career goals. The OWDB works in partnership with a variety of non-profit community based organizations, as well as the Alameda County Social Services Agency, to help support the Classroom2Careers effort.

Classrooms2Careers is made possible through the assistance of numerous businesses and providers, including, but not limited to the following organizations: AC Transit, BART, Alameda County Public Health, Boys and Girls Club of Oakland, Police Activity League, Oakland Mayor's Office, numerous City of Oakland departments, including Oakland Parks and Recreation, Oakland Housing Authority (OHA), Oakland Unified School District College and Career Readiness Office (Exploring College and Career Options Oakland (ECCO)). Our service providers include Lao Family Development, The Unity Council, JumaVentures, East Side Arts Alliance Youth Employment Partnership (YEP), Youth Radio, and Youth UpRising (YU). All of the service providers have a long history of working with Oakland youth, particularly at-risk youth. The agencies recruited, trained, provided oversight as the employer of record and assisted their youth constituents with the needed support throughout the summer of 2016.

During the 2016 summer, each youth in the Classrooms2Careers program was matched with a work experience counselor who provided case management throughout the period of their placement. Through weekly visits to the job sites, case managers were able to gather timely feedback from the youth and supervisors at the worksite. The majority of the youth participants were engaged in weekly job-readiness workshops over the duration of the program. These workshops included money management, professional communication, job retention, resume development as well as career planning.

Prior to placing a youth with an agency, each partnering organization completed an employer request form. All Classrooms2Careers participants also completed an applicant form. The program began with a series of workshops and documentation collection and review for youth eligibility (e.g. Oakland Housing Authority eligibility). Our youth provider partners gave participants workshops that allowed them to practice interviewing and effective communication skills, and other workshops covering a number of work place topics including appropriate workplace dress and attitude. One workshop included a facilitated job placement process for youth to select their preference for a summer job based on their skill level, interest and job availability. Supervisors also completed worksite evaluations of the youth at the beginning and end of the program. Likewise, youth completed a worksite evaluation of their supervisors.

In previous years, the program's enrollment was on a first come first served basis. However, beginning last year, enrollment for the Classrooms2Careers program operated a more inclusive rolling enrollment protocol in order to service as many youth as possible and in accordance with program and funding eligibility (i.e. OHA status, foster youth, juvenile justice, age, and out-of-school). The program's interns began their summer job experience in the first week of July. Youth in the Oakland Housing Authority Program were allowed to work up to 100 hours over a six-week period at \$12.55 per hour, while receiving ongoing training and support from their primary community-based youth service provider. As mentioned above, many youth interns were placed within various City of Oakland Departments such as Department of Parks & Recreation, Contract and Compliance, Project Delivery Division, Public Works Agency, Finance

and Management Agency, Department of Planning and Building, Office of Information Technology, Treasury Bureau, and Department of Human Services, and Economic Workforce Development. Some of the jobs included cadet experiences in both the Police and Fire Departments. The remaining youth were placed in community organizations, other public agencies and private companies.

The Classrooms2Career Program endeavors to combine a tapestry of different funding sources, partnerships and service providers. Classrooms2Careers is able to serve youth and young adults because of this diverse funding and agencies implementing programs with a variety of eligibility requirements. Our funding partners and supporting agencies include the Department of Human Services- Oakland Unite and Oakland Fund for Children and Youth, Public Works Agency, Office of Parks and Recreation, Oakland Workforce Development Board, Alameda County Social Services Agency, Oakland Unified School District, Port of Oakland, Oakland Housing Authority and other private funding through businesses, foundations and private residents.

The private donations given to the program have been primarily raised through Mayor Schaaf's Office. In 2016, major corporate sponsors included Oakland Housing Authority (OHA), Bank of America, JP Morgan Chase, AC Transit, The Clorox Company and Kaiser Permanente. The majority of the contributions were dedicated to for the wages of the youth in the program. In addition the aforementioned private sector funding, the Oakland City Council invested an additional \$200,000 to help support the cost of additional paid positions as well as cover higher costs incurred due to the raise in minimum wage.

ANALYSIS AND POLICY ALTERNATIVES

This report is inclusive of all the youth summer work experience activities throughout the City of Oakland funded by diverse sources and administered by various public, private and community based organizations that we could identify. The "Summer Youth Employment Activities" of 2016 resulted in job opportunities for 1,137 youth in Oakland, more than 99% of whom were Oakland residents.

Although most of the funding offering employment opportunities to Oakland youth came from sources other than the City of Oakland, this report attempts to offer a comprehensive view of the different aspects and the youth involved in the summer and year round youth employment programs.

Funding Sources:

The following funding sources helped to support the 2016 citywide youth year-round and summer work experience activities.

1. A total of 350 summer jobs were supported with funding from the Alameda County Title IV-E Waiver, California Career Pathways Trust (CCPT), Alameda County Social Services Agency, and the Alameda County Probation Department. The "Highway to Work (H2W)" Summer and Afterschool Youth Employment Program (SASYEP) is administered by the Oakland Private Industry Council (PIC) in partnership with youth service agencies located throughout Alameda County. H2W serves youth and young adults ages 14-19 in North County and Central/East Oakland that are engaged with the

juvenile justice and social service systems (i.e. probation, foster care, Cal Works, Cal Learn). H2W supports participants as they pursue their education and gain meaningful work experience. PIC has four partner agencies that support the program participants - Berkeley Youth Alternatives, PUEBLO, Spanish Speaking Citizens Foundation, and PIC-Breaking Through Barriers Department.

The Unity Council, Youth Employment Partnership, and Youth UpRising also served youth through this funding stream.

2. Oakland Fund for Children and Youth (OFCY)

OFCY funded programs provided direct service to children and youth, ages 14 -20, throughout the city of Oakland. The OFCY strategic plan guided the funding priorities and provided job opportunities for 344 youth. Strategies included Youth Career and Workforce Development, Community-based Out of School Time Programs and Transition to Adulthood. The OFCY programs that provided summer work activities were Youth Employment Partnership (Career Try-Out), Juma Ventures, The Unity Council, Youth Radio Center for Media Change (Hack the Hood Boot Camp), Better Health East Bay Foundation (Youth Bridge Career and Workforce Development Program), and Oakland Unified School District (Exploring College & Career Options in Oakland- ECCO!).

3. Oakland Housing Authority

Oakland Housing Authority (OHA) provided funding for summer employment opportunities to 299 youth, ages 16 to 24 living in public and Section 8 housing. OHA youth were served through the WIOA network of contracted youth service providers and were paid \$12.55 an hour. Many of the youth interns worked in various City Departments.

4. Oakland Unite

The City of Oakland, Department of Human Services Measure Z funded 90 summer jobs for Oakland youth ages 14-21 to work in local businesses, non-profits, and community. All Oakland Unite's programs target our highest risk community members and neighborhoods. The violence prevention programs administered through the City are designed to work together with community policing to provide a continuum of support for high-risk youth and young adults. Summer programs supported by Measure Z funds are Youth Radio, Youth Employment Partnership, and Youth UpRising.

5. Oakland Parks and Recreation (OPR)

OPR hired 107 youth as Recreational Aides during the summer. All OPR summer candidates went through the regular hiring process of the City. The funding is part of OPR's baseline budget and self-sustaining funds. The teens were placed at Oakland's Recreation Centers throughout the City.

6. Port of Oakland

The Port of Oakland committed to providing job opportunities to West Oakland youth. They developed 23 summer internship opportunities for high school youth working within the Port Administrative, Marina and Airport Divisions. For referrals, the Port worked exclusively with Youth Employment Partnership.

Item: _____

Life Enrichment Comte
January 10, 2017

7. Private Employers

The private sector employers supported summer job opportunities for youth; numerous businesses hired and paid their interns directly. Employers also had the option to contribute the cost of the internship to the youth service provider, which then managed the payroll and served as the employer of record.

2016 YOUTH SUMMER JOB PLACEMENTS

| AGENCY NAME | YOUTH SERVED |
|---------------------------|---------------------|
| AC Transit | 7 |
| BART | 4 |
| Brothers On The Rise | 30 |
| Center for Media Change | 38 |
| City Slicker Farms | 8 |
| County IV-E | 133 |
| Civicorp | 37 |
| Dept of Human Services | 4 |
| Ella Baker Center | 5 |
| Girls Inc | 49 |
| Hack The Hood | 34 |
| Library | 11 |
| KDOL | 18 |
| MTC | 7 |
| Oakland Fire Department | 10 |
| Oakland Police Department | 2 |
| Oakland Unite | 25 |
| Oakland Zoo | 3 |
| OHA/WIOA | 299 |
| OUSD ECCO/Workability | 188 |
| OTX | 13 |
| PAL | 40 |
| Parks & Rec | 107 |
| PG&E | 2 |
| Port of Oakland | 23 |
| Rising Sun | 11 |
| Safe Passages | 20 |
| Town Kitchen | 9 |
| TOTAL | 1137 |

Classrooms2Careers Summer Youth Events. The summer of 2016 was a great success for Classrooms2Careers.

| C2C SUMMER EVENTS | |
|----------------------------|-------------------|
| Oakland Youth Career EXPO | February 26, 2016 |
| Kick Off Breakfast | June 15, 2016 |
| City Hall Interview Day | June 30, 2016 |
| Classrooms2Career Kick-Off | July 5, 2016 |

Classrooms2Careers OHA Grant Overview

The Economic and Workforce Development Department received the following data from our summer Classroom2Careers youth providers pursuant to the requirement OHA that such demographic information is obtained. The following is the detail for summer participation within the Oakland Housing Authority grant participants.

| ETHNICITY | YOUTH |
|------------------|--------------|
| African American | 190 |
| Asian | 38 |
| Hispanic | 2 |
| Middle Eastern | 1 |
| Undisclosed | 68 |
| TOTAL | 299 |

The youth participants worked in a variety of industries this summer both within the City of Oakland and through our partners throughout the city. The City government industry had the highest population of students closely followed by Parks and Recreation and Administration for the summer of 2016.

| INDUSTRY | PLACEMENT # |
|----------------------|--------------------|
| Administration | 57 |
| Art Collaborative | 3 |
| Childcare | 20 |
| City Government | 133 |
| Construction | 6 |
| Customer Service | 9 |
| Food Service | 19 |
| Healthcare | 2 |
| Maintenance | 33 |
| Not For Profit | 9 |
| Parks and Recreation | 107 |
| Performing Arts | 2 |
| Recreation/Clubs | 49 |
| Retail | 21 |
| Transportation | 2 |
| Youth Development | 12 |

FISCAL IMPACT

The fiscal impact of 2016 activities has been addressed in prior budgets and reports and is provided for informational purposes only. To maintain the same service levels in 2017 will cost more due in part to the increase in the minimum wage from \$12.55 per hour to \$12.86 on January 1, 2017.

PUBLIC OUTREACH / INTEREST

Classrooms2Careers has now incorporated a number of exciting work-based learning opportunities that includes such experiences as a Youth Career Expo, which is our primary door to outreach to the business community in the East Bay; an inaugural event was held back in March 2016. The 2017 Expo (scheduled for March 2017) will be presented by a partnership between the City of Oakland, the Oakland Metropolitan Chamber of Commerce, and the Oakland Unified School District.

In addition to summer jobs and internships that are secured through the Expo, other Classrooms2Careers events and opportunities will include CCPT Work Based Learning experiences for youth such as job shadowing, classroom guest speaker presentations by business professionals from a variety of industries as well as internships and company site visits for students. Our goal in 2017 is to engage a total of 2035 students in the first year of this new program model. In addition, Classrooms2Careers has expanded public outreach via social media with robust and a growing presence on Twitter, Facebook and LinkedIn.

COORDINATION

The Department of Economic and Workforce Development coordinates with numerous City of Oakland departments in ensuring that youth in the City of Oakland have internships and Work-Based Learning opportunities. Specifically, the Department of Economic and Workforce Development coordinates with City of Oakland Departments such as Department of Parks & Recreation, which utilized the labor of 107 youth workers, Contract and Compliance, Project Delivery Division, Public Works Agency, Finance and Management Agency, Department of Planning and Building, Office of Information Technology, Treasury Bureau, and Department of Human Services, and Economic and Workforce Development also utilized the services of an intern this year, which proved to be extraordinarily useful. City departments have the benefit of working with young persons who increase production by providing skills and knowledge to help meet departmental goals. Moreover, youth participants learn how the City of Oakland operates and oftentimes are inspired to join the City of Oakland workforce upon completion of school.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

The 2016 Classrooms2Careers Program is part of a larger vision to provide a wide range of positive experiences for Oakland youth during the summer months and in 2017 the program will expand its year round program. Classrooms2Careers is a citywide collaborative of the Mayor's Office, various City Departments, Oakland Housing Authority, Oakland Workforce Development Board, Port of Oakland, Oakland Unified School District, youth workforce development agencies, community-based organizations, and the private employers. Classrooms2Careers brings these community partners together to provide Oakland youth the opportunity to

Item: _____
Life Enrichment Comte
January 10, 2017

experience the work world, earn income, build employment skills, and receive on-the-job training that can help them become self-supporting adults.

For the fourth year, the City Of Oakland received generous support from the Oakland Housing Authority (OHA) to provide employment opportunities to 299 youth, ages 16 to 24, living in public housing and Section 8 programs. OHA screened, verified, and referred their youth to one of the OWDB's service providers so that they could participate in a paid summer work experience activity.

SUSTAINABLE OPPORTUNITIES

Economic: Classrooms2Careers creates a variety of WBL opportunities including summer employment, internships and work-based learning events for more than 1500 youth and generates more than \$1,000,000, which mostly goes back into the local economy. The importance of this program is clear as the experience of work for these young people prepares youth for the world of work and benefits our business community by creating a pipeline of local talent for the future.

Environmental: The work performed by youth placed with Team Oakland, Parks and Recreation and the Police Activity League helped beautify the City of Oakland and improved its environment.

Social Equity: Classrooms2Careers and the funding sources and program partnerships that support it are primarily focused on serving underserved low-income youth, many of whom are in juvenile justice and foster care systems. Classrooms2Careers is designed to enable youth between the ages of 16-24 with opportunities to improve their employment skills with a variety of opportunities and experiences that can move the participants towards becoming gainfully employed community engaged young adults.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the Community & Economic Development (CED) Committee of the Oakland City Council accept this informational report. Staff anticipates returning to the Committee in the near future to request funding for Classrooms2Career to support a significant increase in the number of youth hired in 2017.

Sabrina B. Landreth, City Administrator

Subject: Informational Report On Youth Hired During The Summer Of 2016

Date: December 20, 2016

Page 9

For questions regarding this report, please contact Stephen Baiter, OWDB Executive Director, at 510-238-6440.

Respectfully submitted,



Mark Sawicki
Director, EWD

Reviewed by: Stephen Baiter
Executive Director
Oakland Workforce Development Board

Prepared by: Angela Muse
Program Analyst II
Economic & Workforce Development Dept.

Item: _____
City Council (or Committee)
Meeting Date