

CITY OF OAKLAND 2011 APR 13 PM 6:23
AGENDA REPORT

TO: Office of the City Administrator
ATTN: P. Lamont Ewell, Interim City Administrator
FROM: Department of Human Services
DATE: April 26, 2011

RE: A Resolution Authorizing The City Administrator To Execute Grant Agreements Between The City Of Oakland And The Following Agencies With Corresponding Amounts: 1) Youth Employment Partnership Inc. (\$95,260); 2) Youth Radio (\$40,000), And 3) Youth Uprising (\$42,340): To Provide Summer Youth Employment Services To High Risk Youth In Accordance With The Measure Y Violence Prevention And Public Safety Act, For A Total Amount Not To Exceed \$177,600 For The Period Of May 5, 2011 To December 30, 2011

SUMMARY

This report provides City Council with recommendations for funding three agencies that were selected through a competitive request for proposal process (RFP) for the Measure Y Summer Youth Employment strategy for Fiscal Year 2011-2012, with services beginning in May 2011.

The Department of Human Services (DHS) recently conducted a RFP for the 2011 Measure Y Summer Youth Employment Strategy. Youth Employment Partnership Inc., Youth Radio, and Youth Uprising are being recommended for funding based on the outcome of the RFP review process. These agencies will provide services to 80 eligible youth participants starting May 5, 2011 through September 30, 2011. Funding for the three agencies will total \$177,600.

FISCAL IMPACT

The recommended funding of Youth Employment Partnership Inc., Youth Uprising, and Youth Radio is authorized by the voter initiative Measure Y, the Violence Prevention and Public Safety Act. The \$177,600 will be allocated from Measure Y Fund (2251), DHS Administration Organization (78111), Measure Y Program (PS37), and FY 11-12 Measure Y DHS/Summer Job Project (G421162). Agencies are typically issued advance payments of 20% to cover startup costs. As the 2011-2012 Budget is not yet approved, the advance payments for the grant agreements, issued in May 2011, will be funded through the Measure Y Reserve Project (G261273). Once the 2011-12 budget is approved, this funding will be moved from the Summer Employment Project (G421162) back to the Reserve. There is no impact on the General Fund.

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BACKGROUND

On November 2, 2004, residents of Oakland voted to pass Measure Y, the Violence Prevention and Public Safety Act of 2004. By doing so, voters demonstrated their commitment to the safety and the well being of all City residents, especially youth. Voters approved a parcel tax and a surcharge on parking in commercial lots in order to: 1) increase fire and paramedic services, 2) fund community police officers, and 3) fund violence prevention programs.

The Department of Human Services administers the Measure Y Violence Prevention Programs for youth and young adults in accordance with the requirements of the legislation which is as follows:

- a) Youth outreach counselors: hire and train personnel who will reach out, counsel and mentor at-risk adolescents and young adults by providing services and presenting employment opportunities
- b) After and in-school programs for youth and children: expand existing City programs and City supported programs that provide recreational, academic tutoring and mentoring opportunities for at-risk adolescents and children during school hours; expand truancy enforcement programs to keep kids in school
- c) Domestic violence and child abuse counselors: make available counselors who will team with police and the criminal justice system to assist victims of domestic violence or child prostitution and to find services that help avoid repeat abuse situations; expand early childhood intervention programs for children exposed to violence in the home at an early age
- d) Offender/parolee employment training: provide parolee pre-release employment skills training and provide employers with wage incentives to hire and train young offenders or parolees

The Summer Youth Employment strategy falls under the youth outreach area of the legislation as high risk youth are provided with summer employment. The majority of the Measure Y Violence Prevention Programming funds are issued through a three-year grant (FY 2009--2012). Currently, most programs are in the second year of the three-year cycle with fiscal Year 2011-12 being the last year of this three year cycle. For the first two years of the current funding cycle, the Summer Youth Employment funding was directly allocated to Youth Employment Partnership, as the lead agency for the Mayor's Summer Jobs Program to ensure prompt implementation. This year, based on City Council direction, DHS was requested to issue an RFP for the distribution of Summer Employment funding.

KEY ISSUES AND IMPACTS

SUMMER YOUTH EMPLOYMENT STRATEGY

The Summer Youth Employment Program is a component of the Youth Comprehensive Services Strategy of Measure Y. Subsidized Summer Employment directly supports the mission of Measure Y for the specific purpose of providing job placements for approximately 80 Measure Y eligible high risk youth, targeting court involved youth and juvenile probationers. Investing in employment opportunities for these youth keeps them engaged and builds strong basic work habits. Youth served will be participants who are already being engaged through other Measure Y strategies. The target population for this program is primarily court involved youth and young adults, ages 12-18 leaving the Juvenile Justice Center and reentering into Oakland, referred from the Measure Y Juvenile Justice Wraparound Strategy. This program will also serve high-risk youth ages 12-18, referred from the Measure Y Street Outreach and City-County Neighborhood Initiative (CCNI) Strategies.

For Measure Y targeted youth, education is the most important goal, yet financial constraints are real and pressing for many youth. Summer employment helps youth acquire skills and contributes financially as well. Investing in employment opportunities for high-risk and court involved youth keeps them engaged and builds strong basic work habits. A critical barrier for these youth is the reluctance of employers to hire people with criminal records and therefore the near impossibility of establishing work experience¹ without this type of intervention. However, the high risk youth served by this program also frequently have pressing academic deficits that need to be addressed. Through this RFP, Measure Y staff was able to allow more flexibility in program structure than traditional job funding streams and applicants were encouraged to provide a mix of both work and academic supports involving payments/stipends.

REQUEST FOR PROPOSAL PROCESS

Funding recommendations for the 2011-2012 Summer Youth Employment strategy are the results of a competitive Request for Proposal (RFP) process. DHS solicited proposals from nonprofit community-based and public agencies for Measure Y funding under the Summer Youth Employment strategy. The RFP process was designed to ensure that the Strategy is implemented by organizations that have the highest level of capacity and have a history of managing high quality programs in Oakland. Referring agencies were eligible to bid or partner with bidding entities for the RFP. The RFP was released on January 20, 2011, and closed on February 28, 2011. Eight proposals were submitted.

Outside panelists with expertise and a good working knowledge of youth employment, violence prevention, and the target population, were selected to review proposals. Each Review Panelist was required to sign a conflict of interest form for each proposal reviewed. A rating scale that

¹ Andrew Sum, Ishwar Khatiwada, Joseph McLaughlin, and Sheila Palma, The Collapse of the National Teen Market and the Case for an Immediate Summer and Youth Round Youth Jobs Creation Program, Center for Labor Market Studies, Northeastern University, Boston, March 2008.

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closely follows the RFP guidelines and assigns a maximum possible score to each section of the RFP was used, to allow for clear scores to be given to each proposal. For agencies that are current Measure Y contractors, their current performance was taken under consideration during the review process.

The review panel and staff referenced the following principles affirmed by City Council and the Mayors Office regarding Measure Y when developing recommendations:

- Measure Y funding is distinct in that it focuses on the highest risk individuals and thus is typically investing in secondary and tertiary interventions (where violence has or is likely to occur) versus primary prevention.
- Due to its focus on high risk individuals and their higher level of need, Measure Y supports intensive interventions with high levels of contact rather than other worthy programs that may touch a large number of people less frequently.
- Measure Y resources are limited and neighborhoods where violence is most prevalent should continue to have priority, including high stressor police beats and the beats identified by the Mayor. Mayor Quan has emphasized her commitment to youth reentry programs as part of her public safety platform.

The review panel process resulted in three top scoring agencies being recommended for funding:

2011-2012 Measure Y Summer Youth Employment Funding Recommendation

Recommended Agencies	Funding Amounts	Youth Served
Youth Employment Partnership Inc.	\$95,260	45
Youth Uprising	\$42,340	20
Youth Radio	\$40,000	15
TOTAL	\$177,600	80

A brief summary of each agency's program is provided below.

Youth Employment Partnership Inc.

This will be Youth Employment Partnership Inc.'s (YEP) fifth year serving as a service provider for the Summer Youth Employment strategy. This year, YEP will be subcontracting with East Bay Asian Youth Center (EBAYC) to offer job training, mental health services, job support, and partnerships with youth development organizations. YEP will serve 45 youth. Each client will receive 120 hours of work experience and five 3-hour weekly workshops. Case Managers will identify youth who are rising juniors or seniors who have not passed the Math or English part of the California High School Exit Examination (CAHSEE). YEP has the capacity to provide 3 hours of tutoring each week for to up to 25 youth, using their staff basic skills tutors.

In the job matching process, youth will have diverse options. YEP offers positions in specialty food service, retail, hospitality, and the beauty industry as well as positions at nonprofits and public agencies. EBAYC will complete a landscaping project at Roosevelt Middle School for youth interested in community building, in green careers, or who are excited about working

outdoors. EBAYC's Streetside Productions will work with youth interested in media arts to conceptualize, plan film, edit and disseminate a video project. YEP and EBAYC's partnership have staff that are linguistic and culturally competent to serve its diverse membership. Agencies are able to serve Latino, African American and various Asian populations. This partnership will accept city-wide referrals with emphasis in East and Central Oakland.

Youth Radio

Youth Radio has served as a Measure Y Afterschool Employment Provider for 5 years. Youth Radio's Summer Media Camp is a rigorous 20 hour/week 8-week summer program that will provide at least 15 Oakland youth workforce skill training and academic/career/health support services. Participants will receive training in technology and media production and gain hands-on experience as paid interns at Youth Radio where they will learn how to create media assets (e.g. blogs, commentaries, videos) at the end of the 8-week program. Participants will also receive mental/physical health support and one-on-one academic and career counseling that will provide them greater exposure to college and practice to pass the CAHSEE exam upon their return to school in the fall.

Youth participants will also receive an education based assessment to measure their different needs and levels based on their present status as a recently enrolled, enrolled or returning student. Upon these preliminary assessments, Youth Radio will be able to better focus its school readiness preparation and academic advising according to participants' level for the remaining six weeks. In the following six weeks, Youth Radio will organize participants in three cohorts and assign them to one of the organization's department as a paid intern. To ensure that services are delivered in a culturally and linguistically appropriate manner, Youth Radio screens all potential staff for cultural competency. Several staff who delivers training, academic support services, case management and mental health support at Youth Radio are bi- or multi-lingual. Youth Radio receives many referrals from north and west parts of Oakland.

Youth Uprising

Youth Uprising has served as a sub-contractor for the Mayor's Summer Jobs Program and the Measure Y Summer Youth Employment for the last 5 years. This is the first year that Youth Uprising has applied for a lead role and contract with the City of Oakland providing Youth Employment Services. As a current Measure Y JJC/OUSD Wraparound service provider, Youth Uprising receives referrals for case management through the JJC Wraparound Strategy. Youth Uprisings' JJC Wraparound Team will work with other JJC Wraparound Providers, CCNI, and Measure Y Street Outreach Teams to implement an easy comprehensive referral process.

Participants entering into Youth Uprising's Summer Youth program will receive an orientation, intake assessment, and support in compiling and completing necessary documentation prior to enrollment. Each enrolled participant will receive at least 20 hours of pre-employment and soft skills training, and will receive at least 69 hours of work experience and job readiness training. Participants will receive 54 hours of summer school or Cyber High. Through Youth Uprisings' partnership with adjacent Castlemont Business and Information Technology School (CBITS), participants can access Cyber High and complete a class in five to six weeks spending

approximately nine hours each week (five units, one unit test each week, plus the final exam in order to receive credit). Each student must gain credit for at least one class over the course of the summer. Peer tutors will be available for one-on-one and small group academic support for both summer school and Cyber High students. Students who meet their weekly attendance and performance goals will receive a stipend. Youth Uprising has a multicultural staff representing both English and Spanish Speaking Counselors that work their program participants. Youth Uprising accepts referrals from all over Oakland with an emphasis in East and Central Oakland.

EVALUATION OF PAST PERFORMANCE

Youth Employment Partnership, Youth Radio, and Youth Uprising are long standing Measure Y grantees with a history of successful implementation and positive outcomes. Monitoring of these agencies has occurred through site visits, along with quarterly review of deliverables data, according to the Measure Y Policies and Procedures, Manual. See www.measurey.org for evaluation reports.

SUSTAINABLE OPPORTUNITIES

Economic: Providing programs for Oakland families affected by violence will increase their economic stability by linking them to organizations that can provide support services to increase school success of young people and decrease the violence.

Environmental: No environmental opportunities have been identified.

Social Equity: Measure Y programs assist the youth and in Oakland to achieve a greater degree of social equity. Creating programs that decrease the trauma associated with violence increases the likelihood that youth will not be debilitated in the long-term due to experiencing violence.

DISABILITY AND SENIOR CITIZENS ACCESS

All programs funded by Measure Y are accessible to persons with disabilities.

RECOMMENDATION(S) AND RATIONALE

Staff recommends that City Council approve a resolution authorizing the City Administrator to execute grant agreements between the City of Oakland and the following agencies with the corresponding amounts: Youth Employment Partnership Inc. (\$95,260), Youth Radio (\$40,000), and Youth Uprising (\$42,340) for FY 2011 to provide Summer Youth Employment services in accordance with the Measure Y Violence Prevention and Public Safety Act, for a total amount not to exceed \$177,600 for the period of May 5, 2011 to December 30, 2011.

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ACTION REQUESTED OF THE CITY COUNCIL

That City Council approve a resolution authorizing the City Administrator to execute grant agreements between the City of Oakland and the following agencies with the corresponding amounts: Youth Employment Partnership Inc. (\$95,260), Youth Radio (\$40,000), and Youth Uprising (\$42,340) for FY 2011 to provide Summer Youth Employment services in accordance with the Measure Y Violence Prevention and Public Safety Act, for a total amount not to exceed \$177,600 for the period of May 5, 2011 to December 30, 2011.

Respectfully submitted,

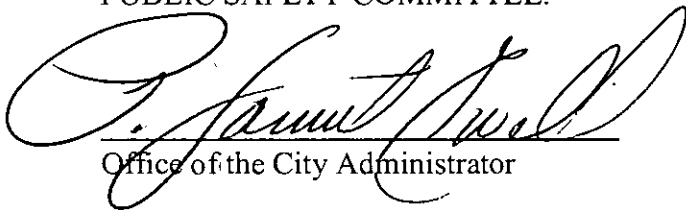


ANDREA YOUNGDAHL
Director, Department of Human Services

Reviewed by:
Sara Bedford, Manager
Policy and Planning

Prepared by:
Mark Henderson
Program Analyst II

APPROVED AND FORWARDED TO THE
PUBLIC SAFETY COMMITTEE:



Office of the City Administrator

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Approved as to Form and Legality

OAKLAND CITY COUNCIL

DRAFT

City Attorney

RESOLUTION NO. _____ C.M.S.

Introduced by Councilmember _____

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE GRANT AGREEMENTS BETWEEN THE CITY OF OAKLAND AND THE FOLLOWING AGENCIES WITH CORRESPONDING AMOUNTS: 1) YOUTH EMPLOYMENT PARTNERSHIP INC. (\$95,260); 2) YOUTH RADIO (\$40,000), AND 3) YOUTH UPRISING (\$42,340): TO PROVIDE SUMMER YOUTH EMPLOYMENT SERVICES TO HIGH RISK YOUTH IN ACCORDANCE WITH THE MEASURE Y VIOLENCE PREVENTION AND PUBLIC SAFETY ACT, FOR A TOTAL AMOUNT NOT TO EXCEED \$177,600 FOR THE PERIOD OF MAY 5, 2011 TO DECEMBER 30, 2011

WHEREAS, the City of Oakland voters passed Measure Y, the Violence Prevention and Public Safety Act of 2004, in November 2004, approving a series of taxes to support violence prevention objectives, programs and services to reduce violence among children, youth and young adults in Oakland; and

WHEREAS, the City of Oakland in Alameda County, California confronts some of the nation's most critical juvenile crime and recidivism challenges; and

WHEREAS, the employment is a critical component of a viable, effect violence prevention approach; and

WHEREAS, the City of Oakland, Department of Human Services conducted a request for proposal for Summer Youth Employment for FY 2011-12 to serve 80 youth for \$177,600 in accordance with the Measure Y Violence Prevention and Public Safety Act; and

WHEREAS, the following agencies were recommended for funding with the corresponding amounts to serve as Summer Youth Employment Service Providers: Youth Employment Partnership Inc. (\$95,260), Youth Radio (\$40,000), and Youth Uprising (\$42,340) for FY 2011 to provide Summer Youth Employment services in accordance with the Measure Y Violence Prevention and Public Safety Act, for a total amount not to exceed \$177,600 for the period of May 5, 2011 to December 30, 2011; and

WHEREAS, the Youth Employment Partnership Inc., Youth Radio and Youth Uprising currently have Measure Y grant agreements for FY 2010-11 and are in good standing with The City of Oakland; and

WHEREAS, the City of Oakland, Department of Human Services will contract with the recommended agencies to provide Summer Youth Employment services for FY 2011-12 for a total amount not to exceed \$177,600 for one year; now, therefore, be it

RESOLVED: That the City Administrator is hereby authorized to accept and appropriate the aforesaid grant in the amount of \$750,000 and appropriate it to the City of Oakland, Department of Human Services to implement a comprehensive System of Community Reentry Support for Juvenile Offenders; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to accept and appropriate the aforesaid grant in the amount of \$177,600 into Measure Y Fund (2251), DHS Administration Organization (78111), Measure Y Program (PS37), FY 11-12 Measure Y DHS/Summer Job Project (G421162), Agencies are typically issued advance payments of 20% to cover startup costs, As the 2011-2012 Budget is not yet approved, the advance payments for the grant agreements, issued in May 2011, will be funded through the Measure Y Reserve Funds Project (G261273). Once the 2011-12 budget is approved, this funding will be moved from the Summer Employment Project (G421162) back to the Reserve; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to execute grant agreements between The City of Oakland and the following agencies with corresponding amounts: Youth Employment Partnership Inc. (\$95,260), Youth Radio (\$40,000), and Youth Uprising (\$42,340) for FY 2011 to provide Summer Youth Employment services in accordance with the Measure Y Violence Prevention and Public Safety Act, for a total amount not to exceed \$177,600 for the period of May 5, 2011 to December 30, 2011; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to conduct all negotiations, execute and submit all documents, including but not limited to applications, agreements, amendments, modifications, payment requests and related actions which may be necessary in accordance with its basic purpose; and be it

FURTHER RESOLVED: That said agreement shall be approved as to form and legality by the Office of the City Attorney and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2011

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF and PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California