

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

2009 OCT 29 PM 3:48

**TO:** Office of the City Administrator  
**ATTN:** Dan Lindheim  
**FROM:** Office of the Mayor/WIB  
**DATE:** November 10, 2009

**TITLE: A Resolution Amending Resolution 82135 C.M.S. To Accept An Additional \$633,666 In Fiscal Year 2008-2009 American Recovery And Reinvestment (ARRA) Workforce Investment Act Title 1 Adult And Dislocated Workers Employment Funds, And Allocating Such Funds To The Oakland Private Industry Council, Inc., As The Oakland Workforce Investment System Administrator To The Following Adult Service Providers: The English Center In The Amount Of \$211,222; Lao Family Community Development, Inc. In The Amount Of \$211,222; And The Unity Council, Inc., In The Amount Of \$211,222**

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**SUMMARY**

The English Center, Unity Council and Lao Family Community Development Center are One Stop affiliates of the Oakland workforce system. These organizations seek to expand employment and training services to empower diverse populations. In support of their efforts, the last of the ARRA Adult/Dislocated Worker funds will be allocated to these organizations. Each organization has been asked to submit a proposal to the One Stop as a result of funding. In the months of July and August meetings were held to understand the structure and functioning of each organization. As a result of staff review, it was determined that the English Center, Unity Council and the Lao Family Community Development Center met or exceeded program performance goals. They also demonstrated that they had the capacity and were capable of serving more people effectively. In conclusion staff recommended that allocating these funds would be a good investment toward improving Oakland's workforce system and helping the underemployed and unemployed become job ready.

**FISCAL IMPACT**

This is no direct fiscal impact on the City. The ARRA funds are available until June 30, 2010 and need to be dispersed in a timely manner to the recommended organizations. The total recommended amount of ARRA funds to be spent is \$633,666. Funds will be appropriated in WIA fund (2195), Workforce Development Org (88549).

**BACKGROUND**

These One Stop affiliates have a history of serving hard to serve populations to further equip them with job skills training and employment opportunities. Each affiliate serves low income, multicultural and multi-lingual populations. The history and description of each organization follows:

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- The Lao Family organization was founded in 1980. They are a multicultural and multi-lingual non profit agency serving 10,000 clients annually. Their mission is dedicated to assisting Southeast Asian, refugee, diverse immigrant, limited English, CalWorks and other low-income U.S. born community members to achieve long-term financial and social self-sufficiency.
- In 1964, the Unity Council was established as a non profit organization serving low income, limited English proficient clients. The Unity Council Workforce Development Program and One Stop Career Center provides multilingual case management, community college classes, workshops and job readiness training to over 1,900 clients every year. In 2004, the Unity Council established the Health Care Sector Initiative (HCSI), an innovative partnership with local healthcare employers and the Peralta Community Colleges.
- The English Center is a non-profit educational organization with a 30 year history. The mission of the English Center is to realize the participation of international women and men in the social, political and economic opportunities through English language education, technology and career readiness training. The English Center fosters cross-cultural communication and career advancement, enabling non-native speakers of English to achieve their fullest potential. The English Center successfully trains more than 200 limited English proficient (LEP) women and men annually in its on-going programs.

## **KEY ISSUES AND IMPACTS**

Each organization is faced with similar challenges such as limited English skills. In spite of this deficit, the organizations have been able to meet or exceed program goals.

- The English Center maintains a placement rate of graduates at 80% or above, in careers and in higher education. It operates a One-Stop Career and Business Services Center to serve the multi-lingual Oakland workforce and partners with other organizations and institutions of higher education to fulfill its mission locally and internationally.
- In 2004, the Unity Council established the Health Care Sector Initiative (HCSI), an innovative partnership with local healthcare employers and the Peralta Community Colleges. The program training, jointly developed by employers and the community colleges, trains limited English proficient (LEP), bilingual/bicultural and/or low-income clients for jobs in allied healthcare positions in community clinics and hospitals. To date, the program has trained 159 individuals and placed 70% of trainees in permanent unsubsidized positions in the healthcare industry.

- The Lao Family employment services provided through Eastbay Works Affiliate One Stop Career and Business Center are effective, intensive, and results in positive job outcomes for clients. In the past year, they have seen approximately 200% growth in the number of daily users of the employment center. Based on most recent data, Lao Family served over 10,000 in 2008. They expect to see growth in 2009, approximately 15,000 will be served.

## **PROGRAM DESCRIPTION**

### **The English Center**

The English Center is designed to provide language and professional development in Oakland. The English Center has served 80 older youth, young adults, adults and dislocated workers. This additional funding will allow them to serve 40 more clients. The English Center prepares non-native English speakers to enter or re-enter the healthcare professions, the green sector, office administration and to continue their college classroom experience.

The grant funds will allow the English Center the ability to utilize the Communication for Career Advancement tool to prepare clients for Vocational English as a Second Language (VESL) & Academic Readiness Programs. The clients will be trained in the following areas:

- VESL for Healthcare professions
- VESL for Office Administration
- VESL for the Green Sector
- English for Academic Readiness

The English Center services include outreach, financial aid counseling, skill assessments, career counseling, remedial tutoring, case management, education counseling, job development, career placement, retention services and instructional delivery on four levels of language proficiency.

### **The Unity Council**

The Unity Council manages integrated programs in a three-prong approach of economic, social and neighborhood development to create a healthier, safer, and more prosperous community for families, residents and local businesses. The Unity Council has proven to be consistent in serving low income residents and is a One Stop local affiliate.

The Unity Council is seeking \$211,222 from the American Recovery and Reinvestment Act to support continued training and job placement within allied health careers. Through this funding two groups of training will be conducted during the year. The Unity Council projects graduating 50 trainees and placing 38 participants in unsubsidized employment positions with employer partners. In January 2010, 20 trainees will participate in the medical assistance program and receive on-the-job training. Ultimately, the Unity Council seeks to provide training and employment opportunities to an additional 70 clients.

The Unity Council proposes to allocate these funds in the following ways: operating expenses; support the Medical Assistant Career Coach and Tutor for Merritt College, provide support to the Executive Vice President, who is responsible for overseeing the healthcare sector initiative, the Program Manager/Employment Services, who is responsible for supervising the Employment Support Specialists and the data tracking, the Career Development Specialist, responsible for conducting targeted outreach to ensure that the staffing needs of the employers are being met and assisting with the assessment, orientation and placement process of the trainees, the One Stop Reception & AmeriCorps Members, who will work within the workforce development department, and with Employment Support Specialists to assist, mentor and guide individuals seeking job placements.

**Lao Family Community Development, Inc.**

The Lao Family employs an integrated service model that strives to address the needs of the entire family unit and cover a variety of core services. The five key strategic initiatives to fulfill their mission include: 1) asset development, financial education and income support; 2) employment and workforce service; 3) youth leadership, education, and career development; 4) family strengthening and support; and 5) affordable housing and neighborhood economic development. The objective is to help families achieve self-sufficiency in one generation whenever possible.

The Lao Family Community Development Agency proposal supports joint ideas and a coordinated efforts strategy model between the Oakland WIB, Mayor's Office, City of Oakland, EDD, Oakland Private Industry Council (OPIC), and Affiliate One-Stop System (including Lao Family, Unity Council, and the English Center) to better serve Oakland's WIA Formula Adult and Dislocated Workers. Additional funds will expand service their delivery model to 100 additional clients as described in more detail below.

- 1. Customer Service Skills Training (30)
- 2. Food Service Management Training (25)
- 3. Logistics-Ware house-Commercial Driving and Forklift Equipment Training (15)
- 4. Teacher Aid-Class Assistant Training (20)
- 5. Accounting-Tax Preparation Technician Training (10)

Total: 100 clients

**EVALUATION OF PAST PERFORMANCE**

The past performances of these organizations were reviewed in a report presented to Committee on January 16<sup>th</sup> (Legistar 09-0061). Staff completed site visits and held meetings to supplement the information provided in the report. Based on the visits, meetings and data from posted reports, the English Center, Unity Council and the Lao Family Development Center met or exceeded program performance goals. Staff concluded that these organizations met the

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challenges of the client's limited English skills and multi-barrier job skills and moved individuals into sustainable job training and employment opportunities.

### **SUSTAINABLE OPPORTUNITIES**

**Economic:** Training Oakland residents for jobs increase economic stability in the City.

**Social Equity:** These training opportunities prepare low income clients to seek better employment opportunities.

**Environmental:** No environmental opportunities have been identified.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

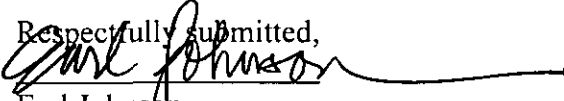
All organizations currently have facilities that support seniors and the disabled access to their programs.

### **RECOMMENDATION(S) AND RATIONALE**

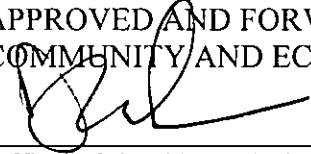
Staff recommends, after consultation and approval from the Executive Committee of the Workforce Investment Board, and the Full WIB that the English Center, the Unity Council and the Lao Family Community Development each receive an equal share of the \$633,666 (totaling \$211,222 each) from ARRA funds to support their Adult programs.

### **ACTION REQUESTED OF THE CITY COUNCIL**

Adopt the resolution approving FY 2008-2009 American Recovery and Reinvestment Act (ARRA) Workforce Investment Subcontracts to the English Center in the amount of \$211,222, Lao Family Community Development, Inc. in the amount of \$211,222 and the Unity Council in the amount of \$211,222 to provide Adult employment services.

Respectfully submitted,  
  
Earl Johnson  
Executive Director  
Office of the Mayor

APPROVED AND FORWARDED TO THE  
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

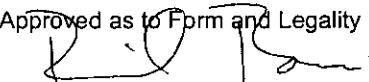
  
\_\_\_\_\_  
Office of the City Administrator

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CED Committee  
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FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

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Approved as to Form and Legality

  
Deputy City Attorney

## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

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**A RESOLUTION AMENDING RESOLUTION NO. 82058 C.M.S. TO ACCEPT AND APPROPRIATE AN ADDITIONAL \$633,666 IN FISCAL YEAR 2008-2009 AMERICAN RECOVERY AND REINVESTMENT ACT (ARRA) WORKFORCE INVESTMENT ACT TITLE 1 ADULT AND DISLOCATED WORKERS EMPLOYMENT FUNDS, AND ALLOCATING SAID FUNDS TO THE OAKLAND PRIVATE INDUSTRY COUNCIL, INC., AS THE OAKLAND WORKFORCE INVESTMENT SYSTEM ADMINISTRATOR TO DESIGNATED ADULT SERVICE PROVIDERS**

**WHEREAS**, the Workforce Investment Act (“WIA”) Title 1 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 adults and youth; and

**WHEREAS**, Resolution No. 82058 accepted and allocated WIA Title 1 funds in the amount of \$3,026,323 under the American Recovery and Reinvestment Act of 2009 (“ARRA”) for the purpose of providing comprehensive employment service to Oakland adults, and dislocated workers for the 2008-2009 fiscal year; and

**WHEREAS**, the Mayor and Oakland Workforce Investment Board have approved the ARRA WIA – Title 1 budget for fiscal year 2008-2009 to provide comprehensive youth, adult and dislocated worker employment services; and

**WHEREAS**, consistent with this budget, Council wishes to accept and allocate an additional \$633,666 in FY 2008-2009 WIA ARRA funds; now, therefore, be it

**RESOLVED:** That Resolution No. 82058 C.M.S. is hereby amended to authorize the City Administrator to accept and appropriate an additional \$633,666.00 in ARRA Workforce Investment Act Title 1 adult and dislocated worker 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 adult and dislocated worker service providers in the following amounts, and hereby appropriates WIA ARRA funds as outlined in the following table:

WIA Fund: 2195

Workforce Development Org: 88549

Program/Services	Contract Amount	Clients to Serve
The English Center (Adult and Dislocated Worker) *Affiliates One-Stop Sites and Satellites	\$211,222	40
The Unity Council (Adult and Dislocated Worker) *Affiliates One-Stop Sites and Satellites	\$211,222	70
Lao Family Community Development, Inc. (Adult and Dislocated Worker) *Affiliate One-Stop Sites and Satellites	\$211,222	100
Total:	\$633,666	210

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:

- 1) 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 the Contract Compliance with access to such facilities and records as are necessary to establish compliance with the terms of this Agreement;
- 2) 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;
- 3) 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 requirements 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 - BROOKS, DE LA FUENTE KAPLAN, KERNIGHAN, NADEL, QUAN, REID, AND  
PRESIDENT BRUNNER

NOES –

ABSENT –

ABSTENTION –

ATTEST:

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