

CITY OF OAKLAND

OFFICE OF THE CITY CLERK
CITY OF OAKLAND

AGENDA REPORT

2011 JUN 30 PM 12: 26

TO: Office of the City Administrator
ATTN: P. Lamont Ewell, Interim City Administrator
FROM: Community and Economic Development Agency
DATE: July 12, 2011

RE: A Report And Resolution Authorizing the City Administrator To Accept And Appropriate \$600,000 In Workforce Investment Act (WIA) Federal Grant From The U.S. Department Of Labor Employment Training Agency For The East Bay Green Jobs Project; And Enter Into Contracts With Cypress Mandela Training Center In The Amount Of \$120,000, Laney Community College In The Amount Of \$78,000, Solar Richmond In The Amount Of \$200,000, Rising Sun Energy Center In The Amount Of \$66,500, And RichmondBUILD In The Amount Of \$45,500 To Collaboratively Provide Employment Training And Job Placement Services For A Minimum Of 80 Low-Income Adults For The Term Beginning July 19, 2011 And Ending March 2013; To Procure A Contract Not To Exceed \$26,500 For Program Performance Evaluation Without Returning To Council; To And To Allocate \$64,200 For City Administration Of The Grant

SUMMARY

The City of Oakland has received a federal grant from the U.S. Department of Labor Employment Training Agency in the amount of \$600,000 as a pass through for the East Bay Green Corridor to support the East Bay Green Jobs project, a multi-agency collaboration between partners from the City of Richmond, City of Berkeley, and City of Oakland to provide comprehensive training and supportive services for a minimum of 80 low-income adults leading to employment in the green industry. Staff is requesting Council to adopt a resolution authorizing the City Administrator to appropriate the funds and enter into contracts with the following organizations to implement the projects and delivery of services. The organizations are partners listed on the original federal grant proposal solicited through the Office of the Mayor, and secured through the sponsorship of Senator Dianne Feinstein.

The City of Oakland is the grant recipient and will provide management and oversight of the project through the Oakland Workforce Investment Board (WIB). Cypress Mandela Training Center will provide pre-apprenticeship training for thirty (30) participants in the project (\$120,000). Laney Community College will provide instruction at its training facilities for solar workforce development for a minimum of ten (10) participants (\$78,000). Solar Richmond (\$200,000) and Rising Sun Energy Center (\$66,500) are partnering to enroll and train forty (40) participants ages 18-24 in a comprehensive soft and hard-skills Clean Energy Pathways training component; and RichmondBUILD will offer continued training for a minimum of twenty (20) participants for advanced technical skills development (\$45,500). To determine the effectiveness of the project, we

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will contract with an outside vendor, yet to be determined, to conduct a thorough and professional evaluation of the project (\$26,500). The Oakland WIB will retain \$64,200 for administrative and oversight responsibilities.

FISCAL IMPACT

Award totaling \$600,000 from the U.S. Department of Labor Employment and Training Administration to the City of Oakland for a period of April 1, 2011 through March 31, 2013. The grant award is made available under the authority of the Workforce Investment Act and will have no impact on the City's General Purpose Fund. The award will provide \$64,200 to the Oakland WIB to administer the grant.

BACKGROUND

In February 2010 the City of Oakland was approved for a federal congressional earmark grant through the office of Senator Dianne Feinstein to support the East Bay Green Jobs Corps. The City of Oakland through the Office of the Mayor submitted a full proposal outlining the scope of the project, selected service providers and contracted amounts in November 2010, and received an executed copy of our grant award and agreement in April 2011.

The purpose of this grant is to expand upon the prior successful work of the Oakland Green Jobs Corps and the East Bay Green Corridor, established in 2007 by UC Berkeley, Lawrence Berkeley National Laboratory, and the cities of Berkeley, Oakland, Richmond and Emeryville to build upon the region's existing strength as a center for emerging green technology, innovation and entrepreneurship.

The Oakland WIB will serve as the lead agency to provide contract administration, program oversight, and performance data reporting to the Department of Labor.

KEY ISSUES AND IMPACTS

The East Bay Green Jobs (EBGJ) project will create pathways for jobseekers to attain necessary skills and employment opportunities in green careers. Poverty and unemployment are significant problems in Oakland, Richmond and Berkeley, and there is an urgent need for a new source of living wage jobs for low-income residents with barriers to employment. The target population includes young adults who do not have a high school degree, long-term unemployed, formally incarcerated, and those with limited education and/or labor market skills. The EBGJ project aims to create a pipeline or pathway to employment in a category of jobs with significant potential to fill this need.

Green collar jobs represent a new category of workforce opportunities because they are high quality jobs, with low barriers to entry, in a sector that is poised for growth.

The EBGJ project targets low-income, out-of-school young adults from the cities of Oakland, Richmond and Berkeley who face multiple barriers to employment, including but not limited to:

- No diploma or GED;
- Limited basic English and mathematics skills;
- History of juvenile incarceration or contact with the law enforcement system; and
- Participation in categorical systems such as CalWORKS and the foster care system.

Through the EBGJ project, 80 individuals will be enrolled in a program providing:

- An integrated recruitment and assessment component;
- Pre-employment training coupled with support services;
- Employment training in the field of clean energy and solar photovoltaic installation;
- Referral to employment and placement in industry jobs; and
- Post-program follow up for participants for retention support and data tracking.

80% of individuals enrolled in the program will complete job readiness and green skills training (64 clients), and 78% of clients completing training (50 individuals) will be placed in green sector employment or will enroll in continued education for advanced green sector training.

PROJECT DESCRIPTION

The East Bay Green Jobs project will train a minimum of 80 low-income adults through three distinct training pathways – The Clean Energy Pathways Program operated by Solar Richmond and Rising Sun Energy Center; Cypress Mandela Training Center’s pre-apprenticeship green construction training program; and Laney Community College’s Solar Photovoltaic Design, Sales & Installation course. A minimum of 20 participants completing these training programs will continue on in training for green construction and solar installation through RichmondBUILD. Project partners were selected on the basis of the strength of their past performance, current capacity, and leadership in green job training and job placement in the region. The funding for the project was solicited through the East Bay Green Corridor, and partners represent the leading green training institutions in Oakland, Richmond and Berkeley. Components of the project will begin in September 2011, and conclude in March 2013.

All participants will progress through a variation of the stages listed below:

Stage 1: Outreach, Recruitment and Assessment will involve community outreach to recruit low-income young adults in Oakland, Richmond and Berkeley and will include a College Placement Assessment.

Stage 2: Pre-Construction and Basic Skills Training will provide a range of services, including introduction to the skilled trades; carpentry; GED preparation; basic literacy and math; job readiness including resume development, interviewing skills, financial planning; social services and support including driver’s license acquisition, court intervention and record expungement, drug and alcohol

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counseling, and support in acquiring other needed supportive services such as childcare, transportation and financial aid.

Stage 3: Education and Training (including field application of classroom training) will focus on the education and training specifically needed for green-collar jobs. Students will earn community college credit in courses on solar photovoltaic installation, home energy efficiency, and green carpentry and construction. Participants will be introduced to principles of ecology, environmental sustainability, and environmental justice. Social support and case management will continue throughout.

Stage 4: Internships and Paid Work Experience, including On-the-Job Training will place participants into paid training opportunities and apprenticeships. The program will provide case management and support services for both employers and trainees throughout this phase to maximize retention and success.

Stage 5: Job Placement and Retention Services will move participants into unsubsidized employment in green sector jobs, while ensuring continuing access to support services to boost job retention success.

The Clean Energy Pathways Program serves low-income, out-of-school youth ages 18 to 24 who face multiple barriers to employment. This program will operate for a total of 12 months which will be divided into two 4-month long cohorts of 20 individuals each. The 12 month time period also includes program planning, recruitment, interviewing and selection of participants and program breakdown. The Solar Marketing and Outreach section will be taught by Solar Richmond; The Home Energy Efficiency Assessment & Retrofit section will be taught by Rising Sun Energy Center; basic mathematics and English will be taught by Berkeley City College's Persist program for college credit; and the GED preparation will be taught by the Berkeley Adult School. A total of forty youth will be served. Successful outcomes will be based on the number of participants continuing on either to higher education, employment, or a pre-apprenticeship program.

Laney Community College's Solar Photovoltaic Design, Sales & Installation program is designed to prepare students for enriching careers. Students will learn to design solar PV systems, estimate the costs and savings for the client, formulate and deliver a sales pitch on the benefits of an investment in solar, and install PV systems. Students will be prepared to take the NAPCEP Entry-Level test upon completion. Laney College seeks to serve unemployed and dislocated workers who have the greatest ability to benefit from the program: students who can succeed academically in rigorous college courses, and graduates who can secure and retain employment in the solar sector, but will not be able to gain entry without industry-specific training. The course will offer 250 hours of training over 14 weeks while offering students support for enrollment, use of campus resources and academic support, and job development and placement services for the solar industry including professional development workshops, job coaching services, and connections of students to employers through their existing green industry employer network.

Cypress Mandela's 16-week Pre-Apprenticeship Training Program provides students with 640 hours of training in green construction and training courses that cover topics including Basic Electric; Applied Math for Electricians; Solar Photovoltaic Technology and Installation; Green Construction Principles and Methods; Biodiversity, Sustainability and Social Justice; and Energy Efficiency and Auditing. The curriculum is designed to train students for entry level 1 or 2 positions as solar installers, weatherization or energy auditing technicians.

RichmondBUILD Pre-apprenticeship Construction Skills and Green Jobs Training Academy was first developed to create employment and career opportunities and as a strategy for reducing violence in the community. RichmondBUILD was established in April 2007 and has quickly become a model of effective and broad public / private partnership that is focused on developing talent and skills in the high wage construction and renewable energy fields. The 14-week intensive program includes training in safety, first aid / CPR, power tools, framing, sheet rock, basic electrical, roofing, scaffolding, basic plumbing, basic welding, eco literacy, energy efficiency and solar installation training. To date, RichmondBUILD graduates have a 90 percent placement rate with an average wage of \$18.33 an hour.

In addition to the direct services to be provided, the funding from the US Department of Labor Employment Training Agency contains an allocation for an independent evaluation of the project. An independent third-party evaluator will be selected through a public and competitive procurement process to determine the effectiveness of the training programs and strategies supported by the East Bay Green Jobs project.

SUSTAINABLE OPPORTUNITIES

Economic: The program will enroll eighty (80) out-of-work, low-income adults into a training program, with 80% of individuals (64 people) successfully completing training and 78% of training graduates (50 people) gaining unsubsidized employment in green collar jobs or continuing on to further advanced green skills training. This direct investment in training our workforce for living wage occupations in a growing priority industry will directly and positively impact the earnings and financial stability of Oakland residents.

Environmental: The project will train individuals for careers in the green industry, specifically solar photovoltaic installation and home energy efficiency, leading to reduced carbon emissions.

Social Equity: The project will target low-income out-of-work adults in Oakland, Richmond and Berkeley, providing skills training and support to move into employment in the growing green industry in occupations that pay self-sufficiency wages.

DISABILITY AND SENIOR CITIZEN ACCESS

There will be no direct benefits or impacts to disability and senior citizen access. All participating service providers will attest to their ADA compliance through contracts entered with the City.

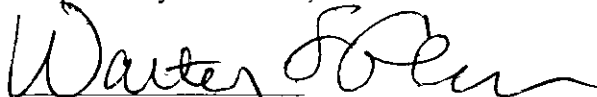
RECOMMENDATION(S) AND RATIONALE

Staff is recommending that Council adopt a resolution authorizing the City Administrator to accept and appropriate \$600,000 from the US Department of Labor Employment Training Agency received for the East Bay Green Corridor, and enter into contracts with the organizations listed for the amounts specified for the implementation of the project and delivery of services. The project has received approval from the US Department of Labor Employment Training Administration.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that Council authorize the City Administrator to accept and appropriate the U.S. Department of Labor Employment and Training Administration grant of \$600,000 and enter into contracts with Cypress Mandela Training Center In The Amount Of \$120,000; Laney Community College In The Amount Of \$78,000; Richmond In The Amount Of \$200,000; Rising Sun Energy Center In The Amount Of \$66,500; RichmondBUILD In The Amount Of \$45,500 to provide training for career pathways in green job industry; \$26,500 for an independent evaluation of the program and performance; and \$64,200 for the City of Oakland for administration of the grant through the Oakland Workforce Investment Board (WIB).

Respectfully submitted,

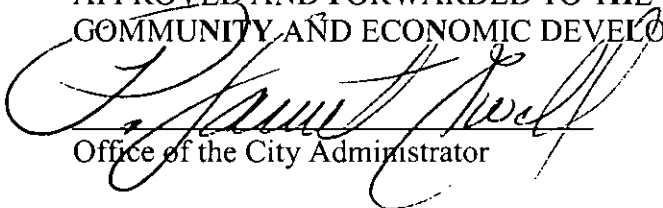


Walter S. Cohen, Director
Community and Economic Development Agency

Reviewed by: John R. Bailey,
Oakland WIB Executive Director

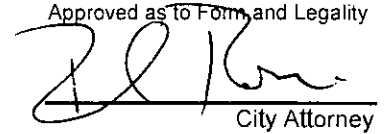
Prepared by: Michael Wetzell,
Program Analyst II

**APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE:**



Office of the City Administrator

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City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ACCEPT AND APPROPRIATE \$600,000 IN WORKFORCE INVESTMENT ACT (WIA) FEDERAL GRANT FROM THE U.S. DEPARTMENT OF LABOR EMPLOYMENT TRAINING AGENCY FOR THE EAST BAY GREEN JOBS PROJECT; AND ENTER INTO CONTRACTS WITH CYPRESS MANDELA TRAINING CENTER IN THE AMOUNT OF \$120,000, LANEY COMMUNITY COLLEGE IN THE AMOUNT OF \$78,000, SOLAR RICHMOND IN THE AMOUNT OF \$200,000, RISING SUN ENERGY CENTER IN THE AMOUNT OF \$66,500, AND RICHMONDBUILD IN THE AMOUNT OF \$45,500 TO COLLABORATIVELY PROVIDE EMPLOYMENT TRAINING AND JOB PLACEMENT SERVICES FOR A MINIMUM OF 80 LOW-INCOME ADULTS FOR THE TERM BEGINNING JULY 19, 2011 AND ENDING MARCH 2013; TO PROCURE A CONTRACT NOT TO EXCEED \$26,500 FOR PROGRAM PERFORMANCE EVALUATION WITHOUT RETURNING TO COUNCIL; AND TO ALLOCATE \$64,200 FOR CITY ADMINISTRATION OF THE GRANT.

WHEREAS, \$600,000 of Workforce Investment Act (WIA) funding was granted to the City of Oakland by the US Department of Labor Employment Training Agency for the purpose of providing comprehensive green jobs training and placement to low-income out-of-work adults; now, therefore, be it

RESOLVED: That the City Council hereby appropriates the \$600,000 grant received from Workforce Investment Act funds to provide employment training and placement in green industries for low-income adults for fiscal years 2011-2012 and 2012-2013 WIA funds; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator or his designee to negotiate and enter into contracts with the following service providers in the following amounts to collaboratively provide employment training and job placement services:

Fund: 2195 Org: 88549

- Cypress Mandela Training Center - \$120,000
- Laney Community College - \$78,000
- Solar Richmond - \$200,000

- Rising Sun Energy Center - \$66,500
- Richmond Build - \$45,500

and be it

FURTHER RESOLVED: That the City Council hereby appropriates \$64,200 from the grant for City administration; and appropriates an amount not to exceed \$26,500 to enter into a contract for the purpose of program performance evaluation without returning to the City Council; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator or his designee 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, _____, 20_____

PASSED BY THE FOLLOWING VOTE:

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

NOES -

ABSENT -

ABSTENTION -

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