

2010 MAY 27 PM 2:25

CITY OF OAKLAND
AGENDA REPORT

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Department of Human Services
Date: June 8, 2010

Re: Resolution Authorizing The City Administrator To Apply For And Accept Grant Funds In The Estimated Amount Of \$1,353,460 From Senior Services America, Inc., For The City Of Oakland Senior Aides Program For Fiscal Year 2010-2011

SUMMARY

Staff requests that the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate a Senior AIDES grant for fiscal year 2010-2011 from Senior Service America, Inc. (SSAI), a non-profit organization administering the Department of Labor's Senior AIDES grant, in an estimated amount of \$1,353,460. The Senior AIDES Program provides subsidized part-time community service and training assignments as well as job search assistance to people over 55 with limited income. The program builds new skills and assists enrollees in finding employment in the private sector.

FISCAL IMPACT

Funding from Senior Service America, Inc. totaling \$1,353,460 is appropriated in the Department of Human Services FY 2010-2011 Adopted Policy Budget in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2010-11 Project (G361010). A total of \$169,830 which is the 13% non-federal match required under the grant for administration costs associated with the Senior AIDES program, will be allocated from the General Purpose Fund (1010), Senior AIDES Organization (75651) and Senior Aides FY 2010-2011 Project (G361020).

The City of Oakland has in the past years waived the Central Services Overhead charge for this program and a waiver is necessary for the FY 2010-2011 due to the federal administrative cost caps and the level of funding required to adequately run the program. The waiver of Central Services Overhead charges would be \$225,390 and does impact the General Purpose Fund (GPF), in that it reduces "recovery" – which is essentially revenue – to GPF.

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BACKGROUND

ASSETS Senior Employment Opportunities Program has operated this Senior Community Service Employment Program (SCSEP) for 41 years serving primarily Oakland residents. The program also serves a limited number of residents throughout Alameda County. The City of Oakland, Department of Human Services became a Senior AIDES Program sponsor on July 1, 1990.

KEY ISSUES AND IMPACTS

Over the past two years, the Senior AIDES Program has successfully implemented programs designed to engage seniors in community service, provide work experience and employment and training to 600 mature adults aged 55 to 85 years old.

The Senior AIDES Program received an additional \$307,120 grant from Senior Community Service Employment Program (SCSEP) under the American Recovery and Reinvestment Act (ARRA) for the grant period of February 17, 2009 – to June 30, 2010. The program was able to enroll 98 low income seniors. This resulted in our ability to provide staffing support to a larger number of Oakland's community based organizations in the areas of health and long term care, childcare and senior centers, adult education, libraries, and nutrition programs for seniors. Community service assignments also included City of Oakland's public administration offices, services to the disabled, housing, and legal assistance to seniors.

The Senior AIDES Program implemented the Digital Inclusion Project. A project designed to teach low-income seniors how to use the internet to access community services such as their health providers and food programs. This program is particularly helpful to our frail and elderly home-bound community residents who may not be able to access much needed services due to their physical limitations. It also helps to address the detrimental effects of isolation often experienced by Oakland seniors. We partnered with the Corporation for National & Community Services through its Senior Companions and Foster Grandparent programs to ensure greater program outreach to over 600 seniors.

The Senior AIDES Program received a \$30,000 grant from Senior Community Service Employment Program (SCSEP) to implement a community gardening program – Operation Green Sage (OGS) -- in partnership with the Oakland Office of Parks & Recreation (OPR). The goals of OGS are three-fold: (1) to provide low income seniors with opportunities for meaningful community engagement; (2) to foster intergenerational relationships that can greatly benefit the young, the old and community as a whole; and (3) to increase awareness around healthy nutritional practices. To carry out the program our seniors worked alongside young children from four of OPR's Recreation Center After-School Programs in San Antonio in East Oakland, Arroyo in Central Oakland, Golden Gate in North Oakland, and DeFremery in West Oakland.

The Senior AIDES Program focused on providing older adults with work experience through community service assignments, and employment and training. The skills obtained will assist them in entering or re-entering the labor market. The program enrolled 451 older adults. Over

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110 older workers were placed in clerical, retail, customer service, childcare, food service, managerial, home health, drivers, and community service jobs. The average wage at placement was \$13.64 per hour; 87% were still employed at 90 days. The Senior AIDES Program serves as a recruitment resource for employers by providing trained and skilled workers to meet local workforce needs.

The Senior AIDES Program will continue to participate in the Council's Selected Performance Measurements. The effectiveness of the program will be measured by the percent of program participants transitioning into unsubsidized employment; percent of program participants rating the services good or better; and the number of eligible participants served in the community.

As of June 30, 2009 the Workforce Investment Act (Formula Grant for FY 2008 – 2009, the City of Oakland/DHS Senior Program met 103.03% of its enrollment goal. (See *Attachment A-1*) As of December 31, 2009 the enrollment rate was 48.48%; and the employment rate was 90.91%; with an average hourly wage of \$13.64. (See *Attachment A-2*). Note: As of May 3, 2010, the program has reached an enrollment goal of 100%. For the WIA ARRA Grant for FY 2009-2011, for the report period ending February 28, 2010 the enrollment rate was 60.61%. (See *Attachment A-3*). Note: This is a two-year contract and the enrollment and placement goals will be measured in PY ending June 30, 2011.

For Program Year 2008-2009, the SCSEP Senior AIDES Program exceeded its contracted enrollment goal of 150% by 164%. It exceeded its Community Service Hours goal of 74% by 78%. It had a success rate of 47% of the contracted placement plan in employment. (See *Attachment B-1*)

As of March 31, 2010, for Program Year 2009-2010 the SCSEP Senior AIDES Program has reached 105% of the contracted 150% enrollment goal. It has met 72% of the 80% Community Service Hours goal. It has a success rate of 42% out of the contracted 42% placement plan in employment. (See *Attachment B-2*).

The Senior AIDES Program anticipates reaching contract goals in both SCSEP and WIA funded programs by June 30, 2010. Historically, most of the unsubsidized placements are made during the fourth quarter.

The Senior AIDES Program benefits the older workers, the City, and the community. This program serves a unique population with special needs – disadvantaged low-income seniors, age 55 or older, who have barriers that include poor employment prospects because of limited education, out-dated work skills, a long-term detachment from the workforce, or limited English speaking ability. Being older and poor makes it twice as hard for workers to find good jobs at decent wages. Age discrimination, changing technology, lack of training opportunities, and workforce reductions make the older worker more vulnerable than ever. The Senior AIDES Program is the only federal program in Oakland that specifically addresses the unique training needs of low-income older workers.

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The Oakland Senior AIDES Program will continue to play a critical role in helping seniors adapt to changes in the workplace. This will be accomplished by locating appropriate jobs that can contribute fully to economic productivity, and by providing training that will enhance the skills of older workers, thus enabling them to meet the challenges of the future.

PROGRAM DESCRIPTION

The Senior Community Service Employment Program (SCSEP), also known as the Senior AIDES Program, is a national employment and training program funded by the Older Americans Act through grants from the U.S. Department of Labor. The dual purpose of the Senior Community Service

Employment Program is to provide useful part-time subsidized community service assignments for persons 55 years or older with low incomes, while promoting transition to unsubsidized employment.

The mission is to enable older adults to achieve gainful employment and personal development through community service and training. The program builds the skills and confidence that will lead to permanent employment. The program includes individual career counseling, job placement assistance, work experience, and support services.

Program participants are offered opportunities for skills enhancement, personal growth, and economic independence. In turn, they provide communities with assistance in vital services such as health, education, childcare, employment assistance, housing, and aging and adult services. In exchange for the service of enrollees, community agencies provide a supportive environment, supervision and the opportunity to learn new workplace technology. Participants receive 20 hours of paid work experience each week at \$8.00 per hour for the services they provide. Experience gained through these assignments helps to update skills, establish new skills, and provide recent work experience.

Training is a critical component of the program. On-the-job instruction is provided at each training site. Formal classroom training designed in relation to current labor market demands includes: computer operations, keyboarding and Internet use; college level early childhood education credentialing; administrative assisting, customer service; job search, interviewing and job retention skills; and body awareness. To assure the maximum number of eligible individuals participate in the Senior AIDES Program, the Federal regulations require a minimum of 30 percent of authorized enrollees be placed annually into unsubsidized employment. However, the contractor, Senior Service America, Inc., has set the annual goal of 42 percent of participants placed into permanent part-time or full-time jobs. This goal has been met annually by the ASSETS Senior Employment Opportunities Program.

EVALUATION AND PAST PERFORMANCE

The ASSETS Senior Program relies on a variety of mechanism to assess its service quality:

1. Formal client satisfaction surveys are sent to current and former participants on an annual basis. The survey will be mailed to clients on June 1, 2010 and the completed surveys are expected back by June 30, 2010. In FY 08-09, ASSETS surveyed 228 participants and 73% responded anonymously to the survey. Of the clients who responded, 90% rated their experience with staff and services provided by ASSETS as good or better. When asked if they would recommend ASSETS to other people that needed employment and training services, 93% of respondents said "Yes."
2. Senior Services America, Inc. conducts its own customer satisfaction survey of employers, host agencies and program participants. The Charter Oak Group, an independent organization conducts the surveys. All survey results are reported and tracked by the Department of Labor. Survey results are tallied and reported to SSAI at the end of the fourth fiscal quarter.
3. Informal feedback from clients in the form of phone calls, thank you cards and letters expressing satisfaction with the services is tracked.

SUSTAINABLE OPPORTUNITIES

Economic: The Oakland Senior AIDES Program will offer low-income seniors employment and training opportunities, a chance for a new start, and economic independence. The Senior AIDES Program will make an impact within the local community by providing trained and skilled workers to meet local workforce needs. The Senior AIDES Program provides the Oakland communities with productive, tax contributing workers. This contribution results in a return of investment of government dollars. The Senior AIDES Program will help older adults become less dependent on government funding support systems by assisting them in locating appropriate jobs.

Environmental: No environmental opportunities have been identified.

Social Equity: The Senior AIDES Program will improve the health, self-esteem and well being of older adults. The Senior AIDES Program will empower low-income seniors to remain productive and independent workers in the community. Success of seniors will improve the quality of life for program participants.

DISABILITY AND SENIOR CITIZEN ACCESS

The Department of Human Services provides opportunities for equal access for people with disabilities and senior citizens to all programs, services and activities which result in the preservation of dignity and the right to independence and the ability to live self-directed lives.

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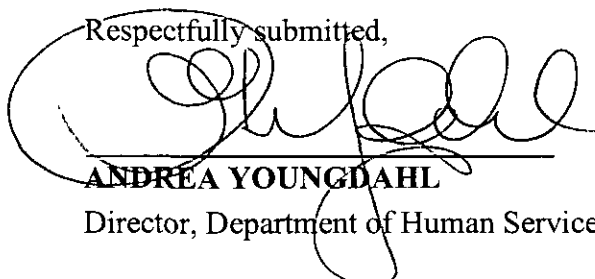
RECOMMENDATION AND RATIONALE

That the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate grant funds for fiscal year 2010-2011 in an estimated amount of \$1,353,460, from Senior Service America, Inc. for the Oakland Senior AIDES program. The approval of this recommendation will ensure the continuation of employment and training opportunities for older low-income seniors in Oakland.

ACTION REQUESTED OF THE CITY COUNCIL

That the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate grant funds in the estimated amount of \$1,353,460, from Senior Service America, Inc. for the City of Oakland Senior AIDES Program for the Fiscal Year 2010-2011.

Respectfully submitted,



ANDREA YOUNGDAHL

Director, Department of Human Services

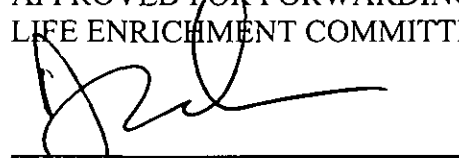
Reviewed by: Brendalynn Goodall, Manager
Aging & Adult Services

Prepared by: Enid M. Rosario, Supervisor
ASSETS Senior Employment
Opportunities Program

ATTACHMENTS:

- A-1 – Monthly Activity Report 2008-2009
- A-2 – Program Year 2009-10 Performances
- A-3 - Monthly Activity Report 2009-2010
- B-1 – 2008 Project Performance Report
- B-2 – 2009 Project Performance Report

**APPROVED FOR FORWARDING TO THE
LIFE ENRICHMENT COMMITTEE:**



Office of the City Administrator

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Program Year 2009-10 - Adult and Dislocated Worker Performance

Participants in WIA Programs Active as of July 1, 2009, or enrolled since. Report Through December 31, 2009

| A | B | C | D | E | F | G | H | I | J | K | L | M | N |
|---------------------------|----------|----------------------------------|----------------------------|-------------------------------|---------------------------|----------------------------------|----------------------|----------------|----------------------|---------------|----------------|-------------------|--------------------|
| Service Provider | Category | Carried Over From Previous Years | Enrolled this Program Year | Enrlmt Goal this Program Year | % of this PY Enrlmnt Goal | Overall Results | | | | | | Wage at Placement | |
| | | | | | | Total Active or Enrolled this PY | Total Exited this PY | Placed this PY | % of Plmmts to Exits | State Goals | Success Rate | Avg. Hourly Wage | Median Hourly Wage |
| PIC | Adult | 144 | 70 | 108 | 64.81% | 214 | 36 | 21 | 58.33% | 73.00% | 79.91% | \$12.70 | \$11.50 |
| | DWs | 177 | 108 | 136 | 79.41% | 285 | 46 | 40 | 86.96% | 79.00% | 110.07% | \$20.81 | \$17.50 |
| English Center | Adult | 70 | 35 | 30 | 116.67% | 105 | 18 | 13 | 72.22% | 73.00% | 98.93% | \$12.98 | \$11.94 |
| | DWs | 5 | 5 | 10 | 50.00% | 10 | 2 | 2 | 100.00% | 79.00% | 126.58% | \$18.50 | \$18.50 |
| Lao Family | Adult | 19 | 15 | 27 | 55.56% | 34 | 12 | 9 | 75.00% | 73.00% | 102.74% | \$10.11 | \$10.00 |
| | DWs | 3 | 6 | 5 | 120.00% | 9 | 4 | 4 | 100.00% | 79.00% | 126.58% | \$10.67 | \$9.50 |
| Unity Council | Adult | 34 | 11 | 40 | 27.50% | 45 | 12 | 10 | 83.33% | 73.00% | 114.16% | \$13.89 | \$13.73 |
| | DWs | 9 | 8 | 8 | 100.00% | 17 | 4 | 4 | 100.00% | 79.00% | 126.58% | \$11.17 | \$10.83 |
| ASSETS | Adult | 31 | 16 | 33 | 48.48% | 47 | 11 | 10 | 90.91% | 73.00% | 124.53% | \$13.64 | \$13.25 |
| | DWs | 0 | 0 | 0 | 0.00% | 0 | 0 | 0 | 0.00% | 0.00% | 0.00% | | |
| Totals | | 492 | 274 | 397 | 69.02% | 766 | 145 | 113 | 77.93% | 77.00% | 101.21% | \$15.56 | \$11.94 |
| Adults | | 298 | 147 | 238 | 61.76% | 445 | 89 | 63 | 70.79% | 73.00% | 96.97% | \$12.73 | |
| Dislocated Workers | | 194 | 127 | 159 | 79.87% | 321 | 56 | 50 | 89.29% | 79.00% | 113.02% | \$19.14 | |

How to read this table:

Active Individuals during the program year: Column C refers to clients enrolled in previous years who were not exited as of June 30, 2009 and reported prior to 7/21/09. Column D are those enrolled since July 1, 2009. Column E represents the goals established for the program year 2009-10. Column F is the percentage of actual enrollments in relation to the goals established.

Exits and Placements: Column H represents the total number of individuals exited during PY 2009-10; column I are those who were employed at the point of exit; column J is the percentage of employed in relation to exit; column K are the goals as established/negotiated with the state. Column L is the success rate of column J in relation to column K.

Average and Median wage at the point of exit/placement: Columns M and N represent the average and the median wages at the point of exit. Comparing the two columns provides a very good measure of where most of the wages are.

ASSETS Senior Employment Center - ARRA Monthly Activity Report 2009-2010

Reporting Period: July 1, 2009 to June 30, 2011 - Through February 28, 2010

Participants in ARRA Programs Active as of July 1, 2009, or enrolled since.

| Category | Carried In From Previous Program Years | | | Current Program Year | | | Overall Results | | | Ratio of Placements to Exits | Enrollment Goal this PY | Percentage of PY Enrollment Goal |
|---------------|--|--------|--------|----------------------|--------|--------|--------------------|--------|--------|------------------------------|-------------------------|----------------------------------|
| | Active as of July 1 | Exited | Placed | Enrolled | Exited | Placed | Active or Enrolled | Exited | Placed | | | |
| Adult | 0 | 0 | 0 | 20 | 0 | 0 | 20 | 0 | 0 | #DIV/0! | 33 | 60.61% |
| DWs | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| Totals | 0 | 0 | 0 | 20 | 0 | 0 | 20 | 0 | 0 | #DIV/0! | 33 | 60.61% |

Adults

Enter employment Rate Goal 73.00%
 Enter employment at exit #DIV/0!
 Success Rate #DIV/0! Should be at 100% or above

Senior Service America, Inc.

Project Performance Report

Subgrantee: 233 - City of Oakland

| | PY 2008 YTD Project Performance | PY 2008 Goals |
|-----------------------------------|---------------------------------|---------------|
| 1 - Service Level (SL) | 164% | 150% |
| 2 - Community Service Hours (CS) | 78% | 74% |
| 3 - Service to Most in Need (MIN) | 1.9 | 2.4 |
| 4 - Entered Employment (EE) | 47% | 55% |
| 5 - Employment Retention (ER) | 74% | 75% |
| 6 - Average Earnings (AE) | \$11,651 | \$6,529 |

| Service Level Goal Summary | |
|--|------|
| Total Participants to be served by 6/30/2009 | 203 |
| Served as of 6/30/2009 | 221 |
| Number of Enrollments Needed | + 18 |

| Unsubsidized Placement Goal Summary | |
|---|----|
| Confirmed Entered Employments by 6/30/2009 | 45 |
| Confirmed Entered Employments as of 6/30/2009 | 27 |
| Confirmed Entored Employments needed | 18 |

+ indicates the number by which your project is exceeding the goal

Key Statistics for Calculating OAKLAND CITY - PY2008 Performance

| | | | |
|----------------------------------|-----|---|-----------|
| • Authorized Positions | 167 | • Confirmed Employment Retention | 26 |
| • Modified Authorized Positions | 135 | • Pending Employment Retention | 70 |
| • Carryover | 144 | • Employment Retention Cohorts | 35 |
| • New Enrollees | 77 | • Earnings | \$256,320 |
| • Current Participants (Current) | 127 | • Most in Need Characteristics | 286 |
| • Confirmed Entered Employments | 27 | • Community Service Hours | 114,323 |
| • Pending Entered Employments | 70 | • Community Service Assignments Coming Soon | |
| • Exit Cohorts | 58 | • Needing Hours | |

Please note: all statistics printed above are for PY2008 (7/1/2008 - 6/30/2009)

Senior Service America, Inc.

Project Performance Report

Subgrantee: 233 - City of Oakland

| | <u>PY 2009 YTD Project Performance</u> | <u>PY 2009 Goals</u> |
|-----------------------------------|--|----------------------|
| 1 - Service Level (SL) | 105% | 150% |
| 2 - Community Service Hours (CS) | 72% | 80% |
| 3 - Service to Most in Need (MIN) | 2 | 2.35 |
| 4 - Entered Employment (EE) | 42% | 42% |
| 5 - Employment Retention (ER) | 70% | 68% |
| 6 - Average Earnings (AE) | \$14,224 | \$6,572 |

Service Level Goal Summary

| | |
|--|-----|
| Total Participants to be served by 6/30/2010 | 228 |
| Served as of 3/25/2010 | 160 |
| Number of Enrollments Needed | 68 |

Unsubsidized Employment Goal Summary

| | |
|--|----|
| Number of Participants to Exit into Unsubsidized Employment by 6/30/2010 | 51 |
| Unsubsidized Employment Exits as of 3/25/2010 | 19 |
| Number of Unsubsidized Employment Exits Needed | 32 |

Key Statistics for Calculating OAKLAND CITY - PY2009 Performance

| | | | |
|----------------------------------|-----|----------------------------------|-----------|
| • Authorized Positions | 167 | • Confirmed Employment Retention | 16 |
| • Modified Authorized Positions | 152 | • Pending Employment Retention | 6 |
| • Carryover | 148 | • Employment Retention Cohorts | 23 |
| • New Enrollees | 12 | • Earnings | \$184,913 |
| • Current Participants (Current) | 117 | • Most in Need Characteristics | 230 |
| • Confirmed Entered Employments | 18 | • Community Service Hours | 79,322 |
| • Pending Entered Employments | 5 | | |
| • Exit Cohorts | 43 | | |

Please note: all statistics printed above are for PY2009 (7/1/2009 - 3/25/2010)

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M. Mordant

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR AND ACCEPT GRANT FUNDS IN THE ESTIMATED AMOUNT OF \$1,353,460 FROM SENIOR SERVICES AMERICA, INC., FOR THE CITY OF OAKLAND SENIOR AIDES PROGRAM FOR FISCAL YEAR 2010-2011

WHEREAS, the City Council, by Resolution No. 67229 C.M.S. dated June 19, 1990, made application and received funds from the National Senior Citizens Education and Research Center, Inc. (now Senior Service America, Inc.), to expand the Senior Able Industrious Dedication Energetic Service (AIDES) Program which enables the City of Oakland to implement a key recommendation of the Comprehensive Plan for Seniors to make more employment opportunities available for low-income older residents of the City; and

WHEREAS, in Oakland 25% of elderly persons who are fifty years of age and older live below the poverty level; and

WHEREAS, local governments have played an important role in assisting older persons in maintaining their standard of living; and

WHEREAS, many older persons are in need of better access to public and privately-sponsored employment and training programs; and

WHEREAS, each year 37% of the enrollees who participate in the Senior AIDES Program are transitioned into unsubsidized employment; and

WHEREAS, the City desires to continue said Program and funds are available from Senior Service America, Inc. for the fiscal year commencing July 1, 2010, in the estimated amount of \$1,353,460 to Fund 2114 Senior Aide positions; and

WHEREAS, since the grant from Senior America, Inc., requires a non-federal match of 13%, the General Purpose Fund will provide \$262,667 for administrative costs associated with the Senior Aides program; and

WHEREAS, the Central Service Overhead (CSO) charges of \$262,667 will be waived for the Senior AIDES Program and the General Purpose Fund will offset the appropriations for said grants in FY 2010-2011; now, therefore, be it

RESOLVED: That the City Administrator or his designee is hereby authorized and directed to apply for and accept a grant in the amount of \$1,353,460.00, from Senior Service America, Inc.; and be it

FURTHER RESOLVED: That should additional funds be received, the City Administrator or his designee is hereby authorized to appropriate it for the purposes described above without returning to Council. Said funds will be deposited in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2010-11 Project (G361010); and be it

FURTHER RESOLVED: That a total of \$262,667, a match of 13% for administrative costs associated with the Senior Aides program, will be allocated from the General Purpose Fund (1010), Senior AIDES Organization (75651) and Senior Aides FY 2010-11 Project (G361010); and be it

FURTHER RESOLVED: That the Central Service Overhead costs of \$262,667 are hereby waived; and be it

FURTHER RESOLVED: That the City Council hereby appoints the City Administrator or his designated representative as agent of the City to conduct all negotiations, execute and submit all documents, including but not limited to application, agreements, amendments, modifications, payment requests and related actions which may be necessary for the completion of the aforementioned grant in accordance with its basic purpose without returning to Council.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

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