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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: J. Nicholas Williams
Director

SUBJECT: Informational Report on Youth
Summer Jobs in the Parks &
Recreation Department

DATE: December 20, 2016

City Administrator Approval

CA: J. Nicholas Williams for SBL

Date:

12/29/16

RECOMMENDATION

Staff Recommends That The City Council Accept This Informational Report On Number, Position Assignments And Location Assignments Of Youth Hired During The Summer Of 2016; And An Informational Proposal To Significantly Increase The Number Of Youth Hired Into Recreation Positions 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 is in response to Councilmember Annie Campbell Washington's request for information related to youth hired by the Oakland Parks & Recreation (OPR) Department.

BACKGROUND / LEGISLATIVE HISTORY

The OPR summer hire process begins late January with the announcement of positions available. OPR typically hires between 250-300 positions for summer programs. The majority of the summer hire positions are traditionally funded from fees collected for the summer programming.

The application period is open for a four to six week period (mid-February to late-March). The Department of Human Resource and Management (DHRM) staff traditionally receives more than 1,000 applications for OPR's summer positions. Candidate applications are evaluated by DHRM staff for minimum qualifications over a two-week period. Candidate skills and written assessments are held throughout the month of April. Candidates are selected based on

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performance of skills and written assessments by recreation and cultural arts site directors and supervisors.

All candidates selected for summer employment are provided a conditional offer letter and scheduled (throughout the months of May and June) for fingerprinting with the Oakland Police Department; and, scheduled for drug and TB testing with Oakland's selected medical provider. Candidates who have cleared screening are invited to OPR administration office to complete all required city employment documentation.

Candidates are free to begin work once they have been cleared by the City's Payroll Office and provided employee numbers. OPR's Summer programming traditionally begins in late June and ends by the first week in September.

ANALYSIS AND POLICY ALTERNATIVES

Review of Summer 2016 Program

During the 2016 Summer Hire process, which began with job announcements in January, OPR hired 93 new candidates between the ages of 16 and 21 who worked more than a combined 17,000 hours. The hire start dates for summer candidates is from May to August.

Table 1 documents the number of youth (ages 16 to 21) hired in various part-time classifications. It should be noted that the Recreation Aide classification is traditionally used for candidates in high school (or with no high school equivalent certification).

Positions	Number
Lifeguard	16
Recreation Aide	64
Recreation Attendant I	4
Recreation Leader I	7
Recreation Specialist I	1
Student Trainee	1
Total:	93

Table 2 below documents the number of youth hired by position and the recreation location they were assigned to work.

Table 2. Positions, Location and Numbers

Position Assignment / Location	# of Positions
Lifeguard, PT	16
Dimond Aquatics	5
Defremery Aquatics	3
Temescal Aquatics	4
Fremont Aquatics	2
East Oakland Sports Center	2
Recreation Aide, PT	64
Special Programs	1
Bushrod Recreation Center	2
Defremery Recreation Center	1
Golden Gate Recreation Center	2
Lincoln Recreation Center	4
Montclair Recreation Center	4
Mosswood Recreation Center	4
Poplar Recreation Center	1
Rotary Nature Center	3
Tennis	2
Girls Sports	1
Adult Sports	3
Boating	3
Golf	1
Allendale Recreation Center	1
Dimond Recreation Center	2
Franklin Recreation Center	3
Manzanita Recreation Center	4
Redwood Heights Recreation Center	6
FM Smith Recreation Center	3
San Antonio Recreation Center	1
Carmen Flores Recreation Center	3
Studio One	4
Arroyo Recreation Center	1
Ira Jinkins Recreation Center	4
Recreation Attendant I, PT	4
Mosswood Recreation Center	1
Youth Sports	1
East Oakland Sports Center	2
Recreation Leader I, PT	7
Lincoln Recreation Center	1
Rotary Nature Center	3
East Oakland Sports Center	2
Redwood Heights Recreation Center	1
Recreation Specialist I, PT	1
East Oakland Sports Center	1
Student Trainee, PT	1
Golf	1
Grand Total	93

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Options and Recommendations for Increasing Program Effectiveness

Recognizing that a holistic approach is necessary to “grow” valuable employees, OPR proposes a multi-pronged approach to increasing the number of youth it hires. The creation of a Workforce Readiness Program is the basis to prepare our youth for successful employment. Equally important is a concerted outreach effort to recruit Oakland’s underserved youth to the program. The final step is relationship building with local employers in order to provide future employment opportunities for successful Workforce Readiness graduates. It is staff’s intent to work with the City Administration during the 2017-19 budget process so that these concepts can be considered as part of the next budget cycle.

Workforce Readiness Program - \$875,000

Funding would provide part-time employment and training for over 60 part-time youth who will then be assigned to various program locations throughout the City. Youth would work approximately 24 hours per week during the summer and 16-hours per week during the school year.

The Youth Workforce Readiness Program for Oakland residents between the ages of 16 - 21 would focus on building tangible workplace skills while exploring specific recreation program areas of interest. Work experiences are a critical component of preparing youth for transition to adulthood. Potential benefits for youth who participate in work experiences include: 1) gaining career readiness skills including the “soft skills” that employers look for in entry level workers; 2) increasing one’s knowledge of specific occupational skills and workplace settings; 3) establishing a work history and connections with employers that can aid in future job searches; and 4) developing an understanding of different occupations in order to make informed career choices. In addition, research studies suggest that work-based learning may increase school attendance, decrease dropout rates and reduce school suspensions. One study found students who participated in work-based learning were more likely to attend college or obtain employment compared to their peers.

Youth Development Specialist (one full-time equivalent) - \$125,000

Oakland Parks & Recreation’s Youth Development Specialist would lead the team that could create the Youth Workforce Readiness Program. The Youth Development Specialist coaches youth on program goals, performs job searches and assists in obtaining and securing internships and employment for Oakland youth ages 16 - 21. In addition, the Youth Development Specialist works to reduce employment barriers by building and maintaining strong relationships with employers and acts as a liaison between employers and youth participants. The position will seek to represent the population of underserved youth who live in poverty, are under-educated, have little to no meaningful work experience, and face a variety of obstacles in gaining meaningful employment.

FISCAL IMPACT

This item is for informational purposes only and does not have a direct fiscal impact or cost. However, to significantly increase the number of youth hired by OPR and to provide career related skills and counseling it is estimated that a budget allocation of \$1,000,000 to OPR's Fund 1010 - General Purpose Fund is required to support one full-time equivalent Youth Development Specialist position and 60 part-time staff to participate in the Workforce Readiness Program.

PUBLIC OUTREACH / INTEREST

This item did not require any additional public outreach other than the required posting on the City's website.

COORDINATION

OPR has coordinated with the following agencies while developing this report.

- Oakland Office of the City Attorney
- Oakland Controller's Bureau
- Oakland Office of the City Administrator

SUSTAINABLE OPPORTUNITIES

Economic: This proposal creates an economic impact in that it provides earning potential for youth throughout the city. Providing jobs and other learning opportunities, creates positive growth and development and keeps youth engaged and safe.

Environmental: There are no Environmental opportunities associated with the report.

Social Equity: The proposal increases the ability of OPR to provide equitable opportunities for youth development and youth employment, removing barriers for participation and allowing youth to earn while they learn.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Accept This Informational Report On Number, Position Assignments And Location Assignments Of Youth Hired During The Summer Of 2016; And An Informational Proposal To Significantly Increase The Number Of Youth Hired Into Recreation Positions 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.

For questions regarding this report, please contact Dana Riley, Assistant to the Director at (510) 238-6495.

Respectfully submitted,



J. Nicholas Williams
Director, Parks & Recreation Department

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