

## OFFICE OF THE CITY CLERA OAKLAND

## 2012 MAY 30 AM 10: 47

## AGENDA REPORT

TO: DEANNA J. SANTANA CITY ADMINISTRATOR FROM: Sara Bedford

**SUBJECT:** Senior AIDES Program FY 2012-2013

DATE: May 11, 2012

Date

City Administrator

PHAN II AND IN

5/22/

Approval Dev

COUNCIL DISTRICT: City-Wide

#### **RECOMMENDATION**

Staff recommends that the City Council adopt a resolution authorizing the City Administrator to apply for, accept, and appropriate grant funds in an estimated amount of \$1,076,058 from Senior Services America, Inc., for the Oakland Senior AIDES program for fiscal year 2012-2013

#### **EXECUTIVE SUMMARY**

Staff requests that the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate a Senior AIDES Program, (commonly known as ASSETS) grant for fiscal year 2012-2013 from Senior Service America, Inc., (SSAI), a non-profit organization administering the Department of Labor's Senior AIDES grant, in an estimated amount of \$1,076,058. The Senior AIDES Program provides subsidized part-time community service and training assignment along with job search assistance to people over 55 with limited income. The program builds new skills and assists participants in finding employment in the private and public sectors

#### **OUTCOME**

The Senior AIDES Program provides subsidized part-time community service and training assignments, and job search assistance to people over 55 with limited income. The program helps its participants to build new skills and assists them in finding employment in the private and public sectors. Approval of this recommendation will ensure the continuation of employment and training opportunities for 366 older low-income seniors in Oakland. And, the delivery of over 253,205 hours of community service to Oakland's community based organizations and public administration offices.

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#### BACKGROUND/LEGISLATIVE HISTORY

The Senior AIDES Program has operated this Senior Community Service Employment Program (SCSEP) for 43 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.

In the past year, the Oakland Senior AIDES Program successfully implemented programs designed to engage seniors in community service, providing work experience and employment and training to 366 mature adults aged 55 to 85 years old.

The enrollment of 366 participants resulted in our ability to provide staffing support to 102 of Oakland's community based organizations in the areas of health, long term care, childcare, adult education, libraries, services to the disabled, housing, nutrition programs and legal assistance to seniors. Community service assignments also included the City of Oakland's public administration offices: Office of Personnel Management, Office of Parks and Recreation, Office of Contracting and Purchasing, Community and Economic Development Agency (CEDA), Oakland Police Department, Oakland Public Libraries, Department of Human Services (DHS): Head Start, Multipurpose Senior Program (MSSP), Senior Companion, Paratransit (OPED), ASSETS Senior Employment Program, and four Oakland Senior Centers. Last year program participants provided over 253,205 hours of community services to Oakland's community based organizations and public agencies.

The Senior AIDES Program continued for a third year its Digital Inclusion Project. This project is designed to teach low-income seniors how to use the internet to access community services, such as their healthcare 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.

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 366 older adults. Program participants were placed in 102 community service assignments in the areas of clerical, retail, customer service, childcare, food service, managerial, home health, drivers and other human services assignments. After training, 46% were job placed. The average job placement wage was \$14.76 per hour, and 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.

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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. This year SCSEP will undergo a national competition as required by the Reauthorization of the Older Americans Act. DHS will continue to partner with Senior Service America, its national grantee, and will need to mobilize support for that application.

The dual purpose of SCSEP is to provide useful part-time subsidized community service assignments for low income individuals who are 55 years or older, while promoting a transition to unsubsidized employment. In this way older adults achieve gainful employment. Through their community service assignments and training older adults build skills, personal development, and confidence that will lead to permanent full time or part time employment. The program includes career counseling, job placement assistance, work experience, and support services.

In exchange for services from participants, community agencies provide a supportive learning 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.

In PY 2011-2012 as a direct result of a 45% reduction in funding experienced by the Senior AIDES Program, participants' hours were reduced to a 12 hour work week instead of the usual 20 hours. This presented a severe financial hardship to the participants and a strain on the resources of most of our community organizations and public entities.

#### **ANALYSIS**

Work skills and personal development are two critical components 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; classes in early childhood education; administrative skills; 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 to be placed amually into unsubsidized employment. However, the contractor, Senior Service America, Inc., has set the amual goal of 42 percent of participants placed into permanent part-time or full time jobs. The Oakland program has met this goal each year.

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#### PUBLIC OUTREACH/INTEREST

This report did not require any additional public outreach. Due to the high demand of our Senior AIDES Program, we maintain a waiting list of over 400 pre-screened applicants. All prescreened applicants are referred to our Career Resource Center for computer usage on job finding.

#### COORDINATION

This report was reviewed by the Budget Office and City Attorney's Office. The program is also a grantee of the City of Oakland Workforce Investment Board, and as such collaborates closely with that office.

#### **COST SUMMARY/IMPLICATIONS**

Funding from Senior Service America, Inc., (SSAI) in the approximate amount of \$1,076,058 is appropriated in the Department of Human Services FY 2012-2013 Adopted Policy Budget in Department of Labor Fund (2114), Senior AIDES Organization (75651) and Senior AIDES FY 2012-13 Project (G420210). A total of \$173,178, which is the 14% non-federal match required under the grant 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 2012-2013 Project (G420220). The Senior AIDES Program has received a three month contract extension from SSAI for the period of July 1, 2012 – September 30, 2012 in the amount of \$268,992.

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 2012-2013 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 \$217,997 and does impact the General Purpose Fund (GPF), in that it reduces "recovery" – which is essentially revenue – to GPF.

#### PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

As of March 3, 2011 the Workforce Investment Act (Formula Grant for FY 2010 – 2011), the City of Oakland/DHS Senior AIDES program met 100% of its enrollment goal; and the percentage of placements to exits rate was at 100%; with an average hourly wage of \$14.76. (See Attachment A-I) Note: This is a one-year contract and the enrollment and placement goals will be measured in PY ending June 30, 2012.

Item: \_\_\_\_\_ Life Enrichment Committee June 12, 2012 For Program Year 2010-2011, the SCSEP Senior AIDES Program was at 100% of the contracted enrollment goal. Its Community Service Hours was at 102% of the required 80% goal, which represents a total of 253,205 community service hours. It has a success rate of 46% of the contracted placement plan goal of 37.4%. The Average Earnings is at \$9,797, which exceeds the required goal of \$6,225 (See Attachment A-2, SSAI PY 2010 Project Performance Report).

The Senior AIDES Program anticipates reaching contract goals in both SCSEP and WIA funded programs by June 30, 2012. Historically, most of the unsubsidized placements are made during the fourth quarter.

In Program Year 2010-2011, Senior Service America, Inc. conducted an extensive, in-depth program review and audit of the Senior AIDES Program. The Program Compliance and Data Validation review were done in accordance with the policies and procedures established by SSAI Policy and Procedure Manual and the Department of Labor (DOL) assurances and regulations. The audit was concluded with "No Findings."

The Senior AIDES Program relies on a variety of mechanisms 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, 2012 and the completed surveys are expected back by June 30, 2012.
- 2. In FY 10-11, ASSETS surveyed 290 participants and 70% responded anonymously to the survey. Of the clients who responded, 79% 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, 90% of respondents said "Yes."
- 3. 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.
- 4. Informal feedback from clients in the form of phone calls, thank you cards and letters expressing satisfaction with the services is tracked.

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#### 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*: There is no known environmental impact.

**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 of program participants.

For questions regarding this report, please contact Enid M. Rosario, Senior Services Supervisor, at (510) 238-6477.

Respectfully submitted,

SARA BEDFORD Interim Director/Dept. of Human Services

Reviewed by: Tammy Siu

Aging & Adult Services Division Manager

Prepared by: Enid M. Rosario Senior AIDES Program Supervisor

#### ATTACHMENTS:

A-1 Adult Dislocated Worker Performance Report March 31, 2011

A-2 SSAI PY 2010 Project Performance Report

Item: \_\_\_\_ Life Enrichment Committee June 12, 2012

### 7/1/2010 - 3/31/2011 - ARRA Adult and Dislocated Worker Common Measures

## (ATTACHMENT A-1)

Α	В	С	D	Ε.	F	G	H_	1	J	ĸ	L	M	N	0
				Carried		Total			Overall Results					
Service Provider	Category	Enrolled Last Program Year	Exited Last Program Year	Over From Previous PY	Enrolled this Program Year	Enrolled For ARRA Grant (C+F)	Enrimt Goal For ARRA Grant	% of Enrtmnt Goal	Total Active or Enrolled this PY (E+F)	Total Exited this PY	Placed this PY	% of Pimnts to Exits	State Goals	Success Rate
PIC	Adult	108	7	101	185	293	108	271.30%	286	33	30	90.91%	68.00%	133.69%
PIC	DWs	40	3	37	156	196	136	144.12%	193	10	10	100.00%	74.00%	135.14%
English	Adult	14	0	14	27	41	36	113.89%	41	5	5	100.00%	68.00%	147.06%
Center	DWs	2	0	2	5	7	5	140.00%	7	1	1	100.00%	74.00%	135.14%
Lao	Adult	20	6	14	24	44	27	162.96%	38	9	9	100.00%	68.00%	147.06%
Family	DWs	8	4	4	5	13	-5_	260.00%	9	1	1	100.00%	74.00%	135.14%
Unity	Adult	13	3	10	30	43	40	107.50%	40	9	9	100.00%	68.00%	147.06%
Council	DWs	2	0	· 2	11	13	8	162.50%	13	2	2	100.00%	74.00%	135.14%
DHS	Adult	33	0	33	0	33	33_	100.00%	33	· 4	4	100.00%	68.00%	NA
DUO	DWs ·	0	0	0	N/A	NA NA	N/A	NA	NA	NA	NA	0.00%	74.00%	0.00%
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anasa sa sa sa sa sa sa	DWs	NA	NA_	NA_	NA_	NA NA	NA NA	NA	NA	NA	NA .	NA	74.00%	NA NA
	Totals	240	23	217	480	683	398	120.60%	660	74		95.95%	77.00%	124.61%
	Adults	18\$	16	172	266	454	244	109.02%	438	60	57	95.00%	73.00%	130.14%
Dislocate	d Workers	52	7	45	177_	229	154_	114.94%	222	14	14	100.00%	79.00%	126.58%

# Senior Service America, Inc.

# PY2010 - Project Performance Report

Subgrantee: 233 - City of Oakland

Goals

	PY 2010 YTD Project Performance	PY 2010 Goals
1 -Service Level (SL)	140%	150%
2 -Community Service Hours (CS)	102%	80%
3 -Service to Most in Need (MIN)	2.4	2.35
4 -Entered Employment (EE)	46%	37.4%
5 -Employment Retention (ER)	63%	61%
6 -Average Earnings (AE)	\$9,797	\$6,225

Service Level Goal Summary	
Served as of 6/30/2011	366

Unsubsidized Employment Goal Summ	ary
Unsubsidized Employment Exits as of 6/30/2011	43

### **Service To Minorities**

	PY 2010 YTD Minorities Served	PY 2010 Goals
American Indian or Alaskan Native	7	4
Asian	60	56
Black or African American	207	34
Native Hawaiian or Other Pacific islander	1	2
Hispanic, Latino, or Spanish origin	41	113

## Key Statistics for Calculating Performance

<ul> <li>Authorized Positions</li> <li>Modified Authorized Positions</li> <li>Carryover</li> <li>New Enrollees</li> <li>Current Participants (Current)</li> <li>Confirmed Entered Employments</li> <li>Exit Cohorts</li> </ul>	287 262 213 153 206 36 79	<ul> <li>Confirmed Employment Retention</li> <li>Employment Retention Cohorts</li> <li>Earnings</li> <li>Most In Need Characteristics</li> <li>Community Service Hours</li> <li>19</li> <li>30</li> <li>\$176,344</li> <li>800</li> <li>247,804</li> </ul>
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Please note: all statistics printed above are for PY2010 (7/1/2010 - 6/30/2011)

Last updated on 10/6/2011

FILEDW OFFICE OF THE CITY CLERK OAKLAND Approved as to Form and Legality

2012 MAY 30 AM 10: 47

City Attorney

## OAKLAND CITY COUNCIL

RESOLUTION	No.	C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT AND APPROPRIATE GRANT FUNDS IN THE ESTIMATED AMOUNT OF \$1,076,058 FROM SENIOR SERVICES AMERICA, INC., FOR THE CITY OF OAKLAND SENIOR AIDES PROGRAM FOR FISCAL YEAR 2012-2013

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 Dedicated 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 30% of elderly persons who are fifty years of age and older livebelow 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 46% 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, 2012, in the estimated amount of \$1,076,058 to Fund 2114 Senior Aide positions; and

WHEREAS, since the grant from Senior America, Inc., requires a non-federal match of 14%, the General Purpose Fund will provide \$173,178 for administrative costs associated with the Senior Aides program; and

WHEREAS, the Central Service Overhead (CSO) charges of \$15,357 will be waived for the Senior AIDES Program and the General Purpose Fund will offset the appropriations for said grants in FY 2012-2013; now, therefore, be it

**RESOLVED:** That the City Administrator or her designee is hereby authorized and directed to apply for and accept a grant in the amount of \$1,076,058 from Senior Service America, Inc.; and be it

**FURTHER RESOLVED:** That should additional funds be received, the City Administrator or her designee is hereby authorized to appropriate for the purposes described above without returning to Council and funds will be deposited in **D**epartment of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2012-13 Project (G420210); and be it

FURTHER RESOLVED: That a total of \$173,178, a match 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 2012-13 Project (G420220); and be it

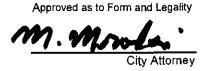
**FURTHER RESOLVED:** That the Central Service **O**verhead costs of \$15,357 are hereby waived; and be it

FURTHER RESOLVED: That the City Council hereby appoints the City Administrator or Her designated representative as agent of the City to conduct all negotiations, execute and sulpmit 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, OAKL	AND, CALIF	ORNIA, _			. <del></del>	<del></del>		
PASSED BY THE F	OLLO <b>W</b> IN <b>G</b>	VOTE:						
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of the City of Oakland, California

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## OAKLAND CITY COUNCIL

RESOLUTION NO.	C.M.S.
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RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT AND APPROPRIATE GRANT FUNDS IN THE ESTIMATED AMOUNT OF \$1,076,058 FROM SENIOR SERVICES AMERICA, INC., FOR THE CITY OF OAKLAND SENIOR AIDES PROGRAM FOR FISCAL YEAR 2012-2013

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WHEREAS, in Oakland 30% 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 46% 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, 2012, in the estimated amount of \$1,076,058 to Fund 2114 Senior Aide positions; and

WHEREAS, since the grant from Senior America, Inc., requires a non-federal match of 14%, the General Purpose Fund will provide \$173,178 for administrative costs associated with the Senior Aides program; and

WHEREAS, the Central Service Overhead (CSO) charges of \$15,357 will be waived for the Senior AIDES Program and the General Purpose Fund will offset the appropriations for said grants in FY 2012-2013; now, therefore, be it

**RESOLVED:** That the City Administrator or her designee is hereby authorized and directed to apply for and accept a grant in the amount of \$1,076,058 from Senior Service America, Inc.; and be it

**FURTHER RESOLVED:** That should additional funds be received, the City Administrator or her designee is hereby authorized to appropriate for the purposes described above without returning to Council and funds will be deposited in **D**epartment of Labor Fund (2114), Senior AIDES Organization (75651) and Senior Aides FY 2012-13 Project (G420210); and be it

**FURTHER RESOLVED:** That a total of \$173,178, a match 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 2012-13 Project (G420220); and be it

**FURTHER RESOLVED:** That the Central Service Overhead costs of \$15,357 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 COUNTE, OAK	AND, OALII	OKINA, _		· · · · · · · · · · · · · · · · · · ·		<del></del>		
PASSED BY THE F	OLLOWING	VOTE:						
AYES- BROOKS, PRESIDENT REID	BRUNNER,	DE LA	FUENTE,	KAPLAN,	KERNI <b>G</b> HAN,	NADEL,	SCHAAF,	and
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ABSENT-	•							
ABSTENTION-	. •			ATTES	LA City Cler	k and Cler	SIMMONS k of the Cour	

IN COUNCIL OAKLAND CALLEODNIA