



TO: Honorable Mayor & City Council

FROM: Alexa Jeffress, Director,
Economic & Workforce
Development Department

SUBJECT: California Volunteers Youth
Workforce Grant

DATE: January 20, 2022

City Administrator
Approval



Date: Jan 21, 2022

INFORMATION

The purpose of this memo is to provide the City Council a summary of the \$5.9 million CaliforniansForAll Youth Workforce grant. The City applied at the end of 2021 for this non-competitive funding to support youth workforce programming, with funds allocated to each of California's 13 largest cities depending on population. Once received by the City, these funds will be distributed through a competitive Request for Proposals (RFP) through the Oakland Workforce Development Board (OWDB). A full report and resolution to accept and appropriate the funds will come to the City Council in early Spring 2022.

Background

Through the FY 21-22 California State budget, the city of Oakland applied for \$5.9 million in youth workforce development funding. The CaliforniansForAll Youth Workforce Program is a Governor's initiative administered by California Volunteers in partnership with cities across California. The program has three primary goals: 1) Increase youth employment for youth and young adults aged 16-30, 2) Develop career pathways, and 3) Strengthen city/community capacity to address key areas of food insecurity, climate, and COVID-19 recovery.

Cities will recruit, train, and place youth at jobs in a new or existing workforce development program. Each city is responsible for selecting or creating these job positions and recruiting, hiring, and managing youth. Cities are encouraged to sub-grant to existing community-based organizations (CBOs) with the capacity to manage these programs in areas where feasible. Programs may run continuously or be structured as intermittent summer programs. All positions must be 50-100% full-time equivalents (FTE). Funds must be obligated by June 30, 2024.

Program Overview

The City plans to use these funds to create a year-round youth and young adult employment program to support climate resilience and improve neighborhood conditions as part of the COVID-19 recovery, with a focus on two areas: 1) Clean and Green and 2) Public Safety.

Youth engagement and workforce development in target sectors including green jobs, are key pillars of the City's Economic Recovery Plan. The City's recently released Equitable Climate Action Plan (ECAP) outlines the importance of climate resilience and identifies opportunity for green jobs in areas such as material waste consumption, recycling, carbon removal and environmental stewardship. In addition, recent surveys of small businesses overwhelmingly identify public safety and illegal dumping as key priorities for Oakland's economic recovery.

Program Focus 1: Climate – “Clean and Green”

Funds will be used to address issues related to climate change and to improve neighborhood conditions by making Oakland a “clean and green” city. Oakland is facing extreme challenges when it comes to responding to illegal dumping, which negatively impacts local businesses and residents and slows our economic recovery.

To respond to this ongoing challenge, program participants will help clean up the city and engage in a climate resiliency and environmental stewardship education campaign to help keep communities throughout Oakland and make Oakland a more resilient and sustainable City. These youth and young adults will become ambassadors to help improve conditions in their neighborhoods while raising consciousness about the footprint litter has on the community and the environment. Participants will also play an integral role in helping Oakland transition to a more self-sustaining city by improving recycling and conservation efforts. This program will be achieved through a partnership with Oakland's Department of Public Works and local Community Based Organizations (CBOs) with deep ties to the community who specialize in climate resilience work.

Program Focus 2: Public Safety

Funding will also be used to support public safety and violence prevention. Oakland is currently experiencing its worst year in over a decade with regards to violent crime, due in large part to the COVID-19 pandemic and its secondary effects.

The funding will provide opportunities for youth and young adults through the Career Pathways to Public Safety (Police Cadet) Program whose goal is to assist young people in completing college degrees while learning about law enforcement. The program prepares cadets for different types of law enforcement careers (sworn and professional), particularly within the Oakland Police Department. Participants will also engage with the Department of Violence Prevention.

The City will also work with key stakeholders, including Community-Based Organizations, the Oakland Unified School District, and Peralta Community College to identify areas of collaboration to blend education, work experience, and career pathways that lead to public service careers.

Target Population

The target population will be former foster youth, formerly incarcerated and disconnected youth. The City will utilize equity criteria to target programming to close disparities in accessing workforce services, in alignment with the City's 2018 Oakland Equity Indicators Report and 2020 Workforce Development Race and Equity Analysis.

Wrap-Around Services

Wrap around services offered to the youth and young adults will include targeted outreach, recruitment, and placement assistance, in addition to assistance with training, job readiness, ongoing trainings, case management and support to addressing barriers.

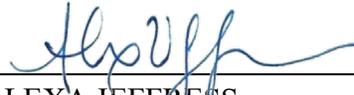
Wages

EWD anticipates creating a year-round program to employ several hundred participants at a rate of \$20/hour, working 20 hours a week, for an entire year. If possible, staff may also create a summer program where staff will employ dozens of young people at a rate of \$20/hour, working 20 hours a week, for 8 weeks. The Police Cadet program pays up to \$19/hour.

Timeline

Funding for this program will be braided into the OWDB's RFP, which will be released in early 2022. Selected CBO's who demonstrate capacity to administer the program goals and objectives and meet the California Volunteers program requirements will be approved by the OWDB and City Council in late Spring/Summer. The employment program is targeted to launch July 1, 2022.

Respectfully submitted,



ALEXA JEFFRESS

Director, Economic & Workforce Development
Department

