



OAKLAND WORKFORCE DEVELOPMENT BOARD

SPECIAL MEETING EXECUTIVE COMMITTEE

Friday, October 12, 2018

8:30 a.m. – 11:00 a.m.

**Hearing Room 4
Oakland City Hall
One Frank H. Ogawa Plaza**



Do you need an ASL, Cantonese, Mandarin or Spanish interpreter or other assistance to participate? Please email LDial@oaklandnet.com or call (510) 238-3474 or (510) 238-3254 for TDD/TTY five days in advance.

¿Necesita un intérprete en español, cantonés o mandarín, u otra ayuda para participar? Por favor envíe un correo electrónico LDial@oaklandnet.com o llame al (510) 238-3474 o al (510) 238-3254 Para TDD/TTY por lo menos cinco días antes de la reunión. Gracias.

你需要手語, 西班牙語, 粵語或國語翻譯服務嗎? 請在會議前五個工作天電郵

LDial@oaklandnet.com 或致電 (510) 238-3474 或 (510) 238-3254 TDD/TTY。

OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)

SPECIAL MEETING NOTICE

EXECUTIVE COMMITTEE

City Hall, 1 Frank H. Ogawa Plaza, Oakland, CA

Hearing Room 4

Friday, October 12, 2018

8:30 a.m. – 11:00 a.m.

AGENDA

Members of the public wishing to address the Board on issues shall complete a Speakers Card. Members of the public who wish to address the Board on published issues should do so at the time the agenda item is being discussed. Issues that the public wishes to address that are not published on the agenda will be heard during the Public Forum section.

I. PROCEDURAL ITEMS

- a. Call to Order and Roll Call
- b. Chair Remarks
- c. Adoption of the Agenda
- d. Approval of Minutes (Action)

II. ACTION ITEMS

- a. Accept Additional Funds for Staff Development & Training, & the West Oakland Job Resource Center

III. DISCUSSION ITEMS

- a. Summer Jobs: 2018 Updates & 2019 Planning
- b. FY 2017-2018 Program Performance Report
- c. Business Services Updates

IV. PUBLIC FORUM

(For items that members of the public wish to address that are NOT on the agenda)

V. STAFF REPORTS

VI. ANNOUNCEMENTS

VII. CLOSING REMARKS & ADJOURN

These WIOA Title I financially assisted programs or activities are “Equal Opportunity Employers/Programs”. Auxiliary aids and services are available upon request to individuals with disabilities.

ITEM I.d. – APPROVAL OF MINUTES

Thursday April 27, 2018

8:30 a.m. – 11:00 a.m.

Minutes

Members in Attendance: John Brauer, Kori Chen, Polly Guy, Derreck Johnson, Doreen Moreno, Gilbert Pete

Absent Members: Herb Garrett, Darien Louie

The City of Oakland Workforce Development Board convened the Executive Committee Meeting, April 28, 2018 at Oakland City Hall located at One Frank H. Ogawa Plaza, Oakland, CA 94612 in Hearing Room 4.

1. The Board meeting was called to order by Kori Chen on behalf of the Board Chair, Herb Garrett at 8:54am.
2. Board staff called roll. A Board quorum was met.
3. The Board Chair called for the adoption of the agenda: Item I.c. Adoption of the August 3, 2017 Agenda.
4. The Board Chair addressed the first action item: Item III.a. Approving the 2018 Earn and Learn East Bay Summer Jobs Program Awards.
5. There was one speaker card on the item addressing the need for more funding for the Summer Job Program.

Board Discussion:

How can we have a significantly bigger impact? How can we engage some of our priority Industry Sectors to create more training opportunities and increase the funds we have to subsidize the service providers? An Ad Hoc Committee was suggested. It would be good to know to the number of youth within the city of Oakland. It was thought to be a good idea to rebrand the youth summer program so that businesses understand that this is a responsibility rather than a subsidized program. We have subsidized employment for such a long time that we've gotten comfortable with it.

A motion was made by John Brauer to:

1. Approve “up-to” funding allocations to
 - a) Lao Family Community Development;
 - b) Youth Employment Partnership;
 - c) Unity Council; and
 - d) Youth Uprising;
2. Authorize staff to finalize service contracts with each of these organizations and;
3. Authorize staff to allocate any additional funds raised for the 2018 Earn & Learn East Bay Summer Program to these organizations without returning to the OWDB for approval
4. Authorize staff to allocate up to 10 percent of the budget of any additional summer youth funds raised for Earn and Learn to these organizations without returning to the Workforce Development Board for approval

The motion was seconded by Doreen Moreno.

Ayes: 6

Nays: 0

Abstentions: 0

The motion carried.

6. The Board Chair addressed the first discussion item: Fiscal Year 2018/2019 Workforce Development Board Budget Development. Stephen Baiter presented the background.

Board Discussion:

These are planning estimates for local areas. The Board is still heavily dependent on Federal dollars and that comes a lot of challenges.

What can we do to help pursue other funding grants?

A measure has been proposed by Council Member Brooks around the allocation of funds to pay for certain kinds of services in the city, including apprenticeship training and Job centers. It's very unclear right now how that's going to evolve. There is a fair amount of support for the concept of investing local resources into workforce development.

How can cannabis tax dollars' support workforce development? There is a lot happening on the business development side with entrepreneurs trying to start their own businesses as well as providing other kinds of incentives. San Francisco has set up an Office of Cannabis. They recently did a Job fair.

We need more targeted outreach to populations for hiring such as Veterans.

Alameda County Probation has a hiring initiative and are releasing RFPs. Oakland should look for opportunities to collaborative. We invited representatives from Probation and the Sheriff's Department to our next Board meeting to talk about what they're doing and how the board might be more active. How can we leverage AB 109 and Prop 47 funding that comes through the Alameda County Board of Supervisors? How do we position ourselves so that fund come directly to the Workforce Board to better serve the clients in Oakland?

A large percentage of returning citizens are coming back to Oakland. The State has released a Prison to Employment Initiative which basically invests 37 million over a two-year period to get Local Boards connected with systems that work to connect the formerly incarcerated to employment opportunities. An interest was expressed in exploring how State funds are allocated to the local area to support this population.

7. The Board Chair addressed the second discussion item: FY 2018/2019 OWDB Strategic Priorities. Stephen Baiter presented the background.

Board Discussion:

There are 2 key activities in Fiscal Year 2018/2019, updating the strategic plan and completing a RFP process for adult job seekers, youth services and One-Stop Operator. The State is requesting a mid-point revision of both our Local and Regional Plan. We anticipate Guidance from the State in the next month.

We have bifurcated the RFP process between youth and adult services. The Youth Services RFP is tentatively scheduled to go out in the Fall and the Adult sometime in January.

8. The Board Chair addressed the Public Forum.

9. The Board Chair addressed the Staff Reports.

10. The Board Chair addressed Announcements.

The Board Chair called to adjourn the meeting. Motion was made by Darien Louie and seconded by John Brauer.

Ayes: 6

Nays: 0

Abstentions: 0

The meeting was adjourned at 10:26am.



ITEM II.a.- ACTION

To: Oakland Workforce Development Board
From: OWDB Staff
Date: October 12, 2018
Re: Accept an Additional \$93,165.82 in New Revenue

RECOMMENDATION:

That the Oakland Workforce Development Board (OWDB) 1) Accept an additional \$60,000 from the East Bay Regional Planning Unit (RPU) for professional development and training; 2) Accept \$33,165.82 from Prologis Mesquite LLC as part of the Community Maintenance Fee outlined in the Oakland Army Base Lease Disposition and Development Agreements (LDDA) to support activities at the West Oakland Job Resource Center (WOJRC); and 3) That all funds received as part of the Community Area Maintenance fee are appropriated to the WOJRC for all years going forward.

BACKGROUND

East Bay Regional Planning Unit Fund - \$60,000

The Workforce Innovation and Opportunity Act (WIOA) requires states to identify economic regions and for local areas to coordinate planning and service delivery on a regional basis. The State designated the East Bay Regional Planning Unit (RPU) as four local workforce areas consisting of: Contra Costa County, the City of Richmond, Alameda County and the City of Oakland. The Workforce Development Board of Contra Costa County (WDBCCC) serves as the lead for the East Bay RPU. As such, the WDBCCC has received the entire allocation of State funding dedicated to the East Bay RPU. A portion of the total allocation is passed through to each local area within the East Bay RPU.

On February 1, 2018, the OWDB accepted \$30,000 in regional professional development and training funds. An additional \$60,000 has been passed through to support staff to participate in professional development, conferences and/or trainings established by the East Bay RPU.

The agreement between the WDBCCC and the City of Oakland is attached to this memo as Attachment A.

Community Area Maintenance Fee - \$33,165.82

The work of the WOJRC is framed by the Oakland Army Base (OAB) Project Labor Agreement (PLA) and the Community Jobs Policies, both of which are embedded in the OAB Lease Disposition and Development Agreements (LDDA). These Community Jobs Policies established the region's highest local and disadvantaged hiring goals as well as national precedent-setting job quality

standards. The WOJRC was conceived during the multi-year community benefits development process and involved dozens of community stakeholders, organized labor, employers and City staff, resulting in the OAB Community Jobs Policies. Attached to this memo, as Attachment B, is the Community Benefits Matrix of Terms incorporated into the LDDA that establishes an annual Community Area Maintenance fee to support the WOJRC.

ATTACHMENTS

East Bay Regional Planning Unit (RPU) agreement with City of Oakland
Community Benefits Matrix of Terms

07/17/18

ATTACHMENT A

1. **Contract Identification.**

Department: Employment and Human Services

Subject: Interagency Agreement between Contra Costa County Employment and Human Services and Agency named below to provide Oakland Workforce Development Staff training and professional development.

2. **Parties.** The County of Contra Costa, California (County), for its Department named above, and for the following named Agency mutually agree and promise as follows:

Agency: City of Oakland
Capacity: Public Agency
Address: 250 Frank H. Ogawa Plaza, 5th Floor, Oakland, CA 94612

3. **Term.** The effective date of this Agreement is July 1, 2018 and it terminates on June 30, 2019 unless sooner terminated as provided herein.

4. **Payment Limit.** County's total payments to Agency under this Agreement shall not exceed \$90,000.00.

5. **County's Obligations.** County shall pay Agency for its provision of the services as set forth in the attached Payment Provisions which are incorporated herein by reference, subject to all the terms and conditions contained or incorporated herein.

6. **Agency's Obligations.** Agency shall provide those services and carry out that work described in the Service Plan attached hereto which is incorporated herein by reference, subject to all the terms and conditions contained or incorporated herein.

7. **General and Special Conditions.** This Agreement is subject to the General Conditions and Special Conditions (if any) attached hereto, which are incorporated herein by reference.

8. **Project.** This Agreement implements in whole or in part the following described Project, the application and approval documents of which are incorporated herein by reference: N/A

9. **Legal Authority.** This Agreement is entered into under and subject to the following legal authorities: California Government Code section 26227.

10. **Signatures.** These signatures attest the parties' agreement hereto:

COUNTY OF CONTRA COSTA, CALIFORNIA

BOARD OF SUPERVISORS	ATTEST: Clerk of the Board of Supervisors
By _____ Chairman/Designee	By _____ Deputy

AGENCY

By _____ (Signature of authorized Agency representative)	By _____ (Signature of authorized Agency representative)
---	---

Attachment B

Community Benefits Matrix, with Operations and Construction

Jobs Policies and certified MMRP

[See attached]

COMMUNITY BENEFITS MATRIX OF TERMS

	Community Benefit Category	Summary	Obligation/ Agreement
1.	West Oakland Community Fund (WOCF)	Developer to pay fair share contribution to WOCF (\$16,000 per net developable acre). Payments in phases due as a condition precedent to entering into each phase of ground lease.	Developer/ LDDA
2.	Jobs	The City shall use commercially reasonable efforts to negotiate a Cooperation Agreement regarding jobs on the Oakland Army Base with labor organizations and community groups.	City/ LDDA
3.	Jobs	The City and its Manager (as defined in the Property Management Agreement) shall make commercially reasonable efforts to assist in establishment of a West Oakland Jobs Center (Jobs Center) in West Oakland, including providing assistance in identifying suitable locations and funding sources. In the event that the Jobs Center is not established prior to commencement of construction of Public Improvements, then the functions of the Jobs Center shall be transferred to the City's established Local Employment Program, until such time as the Jobs Center is established.	City/ LDDA Manager/ Property Management Agreement
4.	Jobs	The City and its Manager shall include the Construction Jobs Policy for Public Improvements, attached as <u>Exhibit A</u> , as a material term of all contracts under which construction of Public Improvements may occur and shall itself comply with such Policy (except as provided under item 11 below). Developer and Billboard Tenant shall include the Construction Jobs Policy for Vertical Construction, attached as <u>Exhibit B</u> , as a material term of all contracts under which Vertical Construction (as that term is defined in the Policy) may occur, and shall itself comply with terms of such Policy. Inclusion of said Policies in all relevant contracts, and compliance with applicable terms of such Policies by Developer/Manager/Billboard Tenant, as applicable, will fully satisfy the	City (re Public Improvements Construction Jobs Policy)/ LDDA Manager/ Project Management Agreement Developer (re Vertical

		<p>Developer's/Manager's/Billboard Tenant's obligation with regard to such policy.</p> <p>The Construction Jobs Policy for Public Improvements diverges from and expressly supersedes the employment portions of City Ordinance No. 12389, as amended by Council Ordinance 13101 (12/20/11), and the program Guidelines in the Local and Small Local Business Enterprise Program guidance dated February 1, 2012 with regard to Local Employment Program, Local Construction Employment Referral Program, and Apprenticeship Program ("City's Employment Program"). The City's Employment Program does not apply to the Private Improvements, which are governed by the Construction Jobs Policy for Vertical Construction.</p>	<p>Construction Jobs Policy)/ Ground Lease</p> <p>Tenant/Billboard Agreement</p>
5.	Jobs	<p>Developer/ Manager shall ensure that any contract under which an On-Site Job, as defined in the attached Policies, may be performed include the Operations Jobs Policy applicable to the relevant portion of the Project site as a material term of the contract in question, and shall itself comply with the Policy. The Parties acknowledge that the uses anticipated to be managed by the Developer's affiliates on the different phase areas will differ; therefore, there is one Operations Jobs Policy that shall apply to the East and Central Gateway Areas, attached as <u>Exhibit C</u>, and one that applies to the West Gateway Area, attached as, attached as <u>Exhibit D</u>.</p> <p>Inclusion of such Policy in all relevant leases and contracts, and compliance with such Policy by Developer and Manager, as applicable, will fully meet the Developer/Manager obligation.</p>	<p>Developer/ LDDA; Ground Lease</p> <p>Manager/ Project Management Agreement</p>
6.	Jobs	<p>Developer/Manager/Billboard Tenant shall require compliance with the City Living Wage Ordinance for On-Site Jobs (Council Ordinance No. 12050, 4/7/98) in accordance with terms of the applicable Operations Jobs Policy.</p>	<p>Developer/ Ground Lease</p> <p>Manager/Project Management Agreement</p> <p>Tenant/Billboard Agreement</p>

7.	Jobs	Developer/Manager/Billboard Tenant shall comply, and require its subtenants to comply, with the City Equal Benefits Policy (Council Ordinance No. 12394, 12/18/01), except where such application would be inconsistent with the terms or conditions of a grant or a contract with an agency of the United States or the State of California.	Developer/ Ground Lease Manager/Project Management Agreement Tenant/Billboard Agreement
8.	Jobs	The City, its Manager and the subcontractors and sub consultants shall comply with the Prompt Payment Ordinance with respect to the construction of Public Improvements (Council Ordinance No. 12857 (01/15/08).	City / LDDA Manager/ Project Management Agreement
9.	Jobs	Developer to pay, at time of each building permit application, Jobs/Housing Impact Fee (approximately \$4.50/sf) into fund to support West Oakland Jobs Center. [THROUGH DA/PUD PROCESS, CITY STAFF TO PROPOSE ALTERNATIVE FEE/REDIRECTION OF FEE TO SUPPORT THE JOBS CENTER]	Developer/ Ground Lease
10.	Jobs	Developer to establish a Community Area Maintenance fee equal to \$0.005/month per leasable square foot of building space and pay annual fee into fund to support the Jobs Center. The annual fee shall increase consistent with the Ground Lease CPI structure.	Developer/ Ground Lease
11.	Contracting	The City and its Manager shall ensure that contract awards for construction of Public Improvements proceed according to the contracting requirements in the City Local and Small Local Business Enterprise Program, Council Ordinance 12389 (12/18/01), as amended by Council Ordinance 13101 (12/20/11), (L/SLBE participation requirements), except where such application would be inconsistent with the terms or conditions of a grant or a contract with an agency of the United States or the State of California. The City through its Office of Contracting Compliance shall oversee compliance of the Public Improvements contracting with the L/SLBE participation requirements.	City / LDDA Manager/ Project Management Agreement

		<p>If the City's receipt of federal funds for any portion of the Public Improvements requires compliance with the U.S. Department of Transportation's Disadvantaged Business Enterprise Program, then for such portions of Public Improvements, the City and its Manager shall comply with that program, and in such case, the Disadvantaged Business Enterprise Program shall replace the L/SLBE participation requirements.</p> <p>In the event that the City obtains federal or state funds to support construction of the Public Improvements, the City and its Manager shall ensure, through terms of application for such funds, and through the scope and process of contract awards, that portions of Public Improvements supported by such funds are segregated from the remainder of Public Improvements so as to maximize application of the L/SLBE participation requirements and any other City policies that may conflict with requirements of federal funding sources.</p>	
12.	Contracting	<p>The City shall make commercially reasonable efforts to enter into a Project Labor Agreement (PLA) with the Unions for the Public Improvements that facilitates compliance with the Construction Jobs Policy for Public Improvements; this satisfies City Prevailing Wage Policy, Agency Resolution No. 87-4 (1/20/87) and State Prevailing Wage requirement, CA Labor Code 1720 et seq. The PLA shall also contain provisions providing opportunities for certified Local Business Enterprises, Small Local Business Enterprises, and Very Small Local Business Enterprises to participate in construction of Public Improvements. Such provisions may include a specified portion of Public Improvements construction work that may be performed outside the terms of the PLA; such portion shall be subject to the State Prevailing Wage requirement and other applicable laws. The current PLA between Developer and the Unions does not apply to the City for the City's Public Improvements. If the City is not able to enter into a PLA as provided herein, the Construction Jobs Policy for Public Improvements shall apply and the parties shall meet and confer.</p>	<p>City / LDDA</p> <p>Manager/ Property Management Agreement</p>
13.	Contracting	<p>In order to protect the City's proprietary interest in prompt completion of construction, Developer and Billboard Tenant shall use commercially reasonable efforts, prior to commencement of construction, enter into a PLA with the Alameda County Building Trades Council, which agreement requires such labor organizations to refrain from work stoppages on project construction, and shall be consistent with and facilitate compliance</p>	<p>Developer/ LDDA and Ground Lease</p> <p>Tenant/Billboard</p>

		with the Vertical Construction Jobs Policy.	Agreement
14.	Environmental	<p>City and Developer, in conjunction with both the Public Improvements and the Private Improvements, shall comply with CEQA Standard Conditions of Approval and Mitigation Monitoring and Reporting Program, attached as <u>Exhibit E</u>. Such measures include those set forth in the City Council Areas of Agreement, including measures to address noise limits, dust control, hazardous materials removal, storm water plan, use of permeable pavers where feasible, use deconstruction rather than demolition where possible, and preparation and implementation of a demolition debris recycling plan, prepare a GHG Reduction Plan and maximize the use of green energy (solar, wind, other) where possible, further water conservation through use of rain barrels and gray water technology where possible, ensure that truck related construction routes are directed away from residents, provide public or private transit connection for construction workers (connecting to BART and at least two West Oakland locations), and provide public notification of project status (updated at least monthly and posted online and at the West Oakland Public Library).</p> <p>Responsibility for implementation of these measures will be allocated as between the City and the Developer through the DA/PUD process that will follow the LDDA. More feasible and/or cost effective measures may be considered by the Parties so long as those measures meet CEQA requirements and do not themselves cause any potentially significant effect on the environment, as determined by the City through the DA/PUD process.</p>	<p>City / LDDA</p> <p>Manager/ Property Management Agreement</p> <p>Developer/ Ground Lease</p> <p>Tenant/Billboard Agreement</p>
15.	Environmental	Developer shall make a good faith effort to show conformance with the applicable sections of the current draft of the City's Energy Climate Action Plan as presented to the City Council March 1, 2011. The same measures may be used to satisfy the applicable requirements of the Climate Action Plan, required per this item 15, and the Greenhouse Gas Reduction Plan, required per item 14, above.	Developer/ Ground Lease
16.	Environmental	The City and Developer shall cooperate in an air quality monitoring program during construction of the Public Improvements and Private Improvements to install and maintain air monitoring equipment in locations determined in consultation with the Port, Bay Area Air Quality Management District (BAAQMD), Alameda County Public Health Department (ACPHD).	<p>City / LDDA</p> <p>Manager/ Project Management Agreement</p>

	<p>The City and its Manager shall provide monitoring reports from that equipment to the BAAQMD, the City, the Port on a quarterly basis during construction. The “fence-line” monitoring and quarterly reporting shall be funded by the City through the construction of the Public Improvements.</p> <p>Developer shall fund the ongoing “fence-line” monitoring and quarterly reporting during the Vertical Construction through the term of the Ground Lease. Air Quality monitoring and annual reporting for operations during the term of the Ground Lease will be required for the rail and maritime operations associated with the West Gateway Phase. The City and Developer will mutually agree upon the monitoring and reporting standards for, and the duration of, such operations monitoring.</p>	<p>Developer/ Ground Lease</p>
--	--	------------------------------------



ITEM III.a. DISCUSSION

To: Oakland Workforce Development Board
From: OWDB Staff
Date: October 12, 2018
Re: Summer Jobs: 2018 Updates & 2019 Planning

The City of Oakland, in partnership with the public, private, and nonprofit sectors, has had a longstanding commitment to provide summer employment and other work-based learning opportunities for Oakland youth for more than four decades. The cornerstone of this effort has revolved around investing in what has historically been known as the Mayor's Summer Jobs Program (MSJP), which provides funding to subsidize paid jobs and work experience opportunities that are sponsored through local nonprofit organizations. The level of direct investment in this program varies from year to year, while the funding to support it has historically come from a variety of public, private, and philanthropic sources.

For the 2018 summer youth employment program, a total of four (4) organizations from the Oakland Workforce Development Board's (OWDB) eligible service provider list were awarded funding to operate the subsidized summer jobs program:

1. Lao Family Community Development, Inc.
2. The Unity Council
3. Youth Employment Partnership, Inc.
4. Youth Uprising

Upon receiving written narrative and budget requests, staff determined that each had the capacity to be an employer of record for youth participants, were within an acceptable range of costs per participant and have employer connections to match youth with work experience opportunities and jobs as designed under the current configuration of the summer youth employment program. This model includes a total of twenty (20) hours of pre-employment and job retention training, and 100 hours of paid work experience at the City's new minimum wage rate of \$13.23/hr.

Beginning in January 2018, OWDB staff and the four funded youth service providers convened monthly to plan and prepare for summer 2018 program implementation. In addition, OWDB staff actively worked with a variety of partners and stakeholders to focus on employer recruitment, enhancing program design, and research and evaluation. The longer-term goal of this work is to help create a comprehensive and coordinated network that connects all summer and year-round youth employment opportunities and programs in Oakland.

SUMMER 2018 REVENUES

Subsidized (Paid) Employment – Revenue Sources	Amount
Oakland Housing Authority	\$450,000
Measure HH Sugar-Sweetened Beverage Tax	\$400,000
Chase Grant	\$90,000
Kaiser Permanente	\$50,000
Port of Oakland	\$9,000
Total	\$999,000

SUMMER 2018 ALLOCATIONS

Subsidized (Paid) Employment – Allocations by Agency	Amount
Lao Family Community Development	\$356,685
The Unity Council	\$171,310
Youth Employment Partnership	\$160,000
Youth Uprising	\$244,750
Total	\$932,745

SUMMER 2018 SERVICE LEVELS

Subsidized (Paid) Employment – Service Levels	Goal	Actual Enrolled	Actual Trained	Actual Placed
Lao Family Community Development	129	129	122	107
The Unity Council	74	59	29	31
Youth Employment Partnership	40	43	24	43
Youth Uprising	89	74	68	51
Total	332	305	243	232

SUMMER 2018 INTERNSHIPS

The OWDB has taken an active role in connecting and aggregating the myriad activities, programs, and services happening across the City of Oakland that help young people with their educational and career success. This includes large institutional partners such as the Port of Oakland, the Oakland Unified School District (OUSD) Exploring College, Career, and Community Options (ECCCO) program, and Peralta Community College District as well as the network of youth workforce development agencies and Community Based Organizations (CBOs) receiving support from other city-sponsored efforts like Oakland Unite and Oakland Fund for Children and Youth (OFCY). The table on the next page are preliminary numbers on 2018 summer youth employment programs in Oakland.

Organization	Program	Funding Source	Summer Jobs*
Oakland Unified School District (OUSD)	Exploring College and Career Options	Oakland Fund for Children and Youth	388
OUSD Skyline High School	SAP Internship	SAP	15
Pacific Gas & Electric	OUSD PG&E Program	PG&E	20
Intel	OUSD Intel Program	Intel	30
Oakland Unite	Youth Squad	Oakland ReCAST	16
Kaiser Permanente	KP Launch	Kaiser	55
Oakland Parks, Recreation and Youth Development	Summer Jobs	City of Oakland	84
Oakland Police Activities League (PAL)	Oakland PAL	Oakland PAL	50
Port of Oakland	Summer Jobs	Port of Oakland	28
Preliminary Total			686

* Based upon data requests of existing programs

2018 SUMMER HIGHLIGHTS

- Digital youth application
- Partnership with Youth Beat to produce summer youth employment video project
- Partnership with East Oakland Youth Development Center to support job readiness training
- Partnership with UC Berkeley School of Public Health to conduct evaluation and assessment
- Partnership with OUSD for employer outreach and recruitment

2019 SUMMER PLANNING

- Partnership with Oakland Fund for Children and Youth (OFCY) to jointly release summer youth employment Request for Proposal
- Review and analyze youth and employer survey data, in partnership with UC Berkeley School of Public Health
- Cities for Financial Empowerment funding opportunity to launch financial education pilot program
- Development of best practices curriculum
- Form ad-hoc summer youth employment committee
- Develop mechanism and systems for private sector, unsubsidized jobs

Core components of 2019 program planning efforts include: 1) Business Development and Engagement; 2) Program Services Design & Delivery; 3) Data Management Systems; and 4) Financial Asset Building/Creation.

The fiscal impact of the City of Oakland's 2018 summer jobs program is still being determined. As a point of comparison, the portion of the program under the direct purview of the OWDB was directly supported by \$1,274,000, a figure that does not account for the time and effort invested by OWDB staff, worksite supervisors, and others who support the program, as well as any potential new tools that might be deployed as part of the overall redesign effort.



ITEM III.b. DISCUSSION

To: Oakland Workforce Development Board
From: OWDB Staff
Date: October 12, 2018
Re: FY 2018-2019 Preliminary Performance Results

BACKGROUND:

Workforce Innovation and Opportunity Act (WIOA) performance measures are designed to measure the effectiveness and continuous improvement of the Oakland Workforce Development Board (OWDB) service providers tasked with implementing services in the local workforce service delivery system. OWDB contractors are required to collect and report data through CalJOBS pertaining to these measures. OWDB staff monitor, audit, and evaluate program activities throughout the funding period. The OWDB may set additional performance benchmarks and/or implement additional measures in response to regulations or local need, including anticipated measures about employer services relating to market penetration, customer satisfaction/repeat business, and employee retention. In addition, the demographics of the participants being served by contracted service providers are closely monitored to ensure that priority populations are being served.

Performance Indicators

The WIOA strives to ensure that federal investments in employment and training programs are evidence-based, data-driven, and accountable to participants and tax-payers. One way WIOA strives to accomplish this is by requiring programs to report on common performance indicators. Under the WIOA, all programs will report on the following indicators of performance:

- **Employment Rate – 2nd Quarter After Exit**
The percentage of participants who are in unsubsidized employment (and/or education for Youth participants) during the second quarter after program exit.
- **Employment Rate – 4th Quarter After Exit**
The percentage of participants who are in unsubsidized employment (and/or education for Youth participants) during the fourth quarter after program exit.

- **Median Earnings – 2nd Quarter After Exit**
The median earnings of program participants who are in unsubsidized employment during the second quarter after program exit.
- **Credential Attainment**
The number of participants enrolled in an education or training program (excluding On-the-Job Training [OJT] or customized training) who attain a recognized postsecondary credential or a secondary school diploma, or its recognized equivalent during participation, or within one year of program exit. Youth Participants who obtain a credential, must also either be employed, or enrolled in a postsecondary program leading to a recognized postsecondary credential within one year of exit.
- **Measurable Skill Gains**
Measurable Skills Gains (MSGs) track a participant’s *interim* progress; therefore, it is intended to capture important pathway progressions based upon “real time.” It is NOT an exit-based performance indicator. MSGs are documented during the program year that a participant is enrolled in education or training and applies to each year the participant is enrolled in an education or training program.

State Negotiated Performance Levels

WIOA State Negotiate Performance Levels for the City of Oakland in FY 2017-2018 were set as follows:

PY 2017-18 State Negotiated Goals	Adult	Dislocated Workers	Youth
Employment Rate 2nd Quarter After Exit	70%	72%	66%
Employment Rate 4th Quarter After Exit	66%	70%	68%
Median Earnings 2nd Quarter After Exit	\$5,200	\$7,700	baseline
Credential Attainment within 4 Quarters After Exit	56%	70%	58%

The table below shows the City of Oakland Workforce Development Board preliminary performance results for FY 2017-2018. Final performance data for FY 2017-2018 are still pending and will be available later this fall.

	PY 2017			
	<i>Final Nego Levels</i>	<i>Preliminary Results</i>	<i>% Nego Goal Achieved</i>	<i>Goal Met (Y/N)</i>
Adult				
Employment 2nd Q post exit (7/1/16 - 6/30/17)	70.0%	64.18%	91.7%	N
Employment 4th Q post exit (7/1/16 - 12/31/16)	66.0%	61.86%	93.7%	N
Median Earnings (7/1/16 - 6/30/17)	\$5,200	\$6,764	130.1%	Y
Credential Attainment Rate (7/1/16 - 12/31/16)	56.0%	38.71%	69.1%	N
Measurable Skill Gain (7/1/17 - 6/30/18)	<i>baseline</i>	10.24%	<i>baseline</i>	<i>baseline</i>
Dislocated Worker				
Employment 2nd Q post exit (7/1/16 - 6/30/17)	72.0%	76.87%	106.8%	Y
Employment 4th Q post exit (7/1/16 - 12/31/16)	70.0%	74.36%	106.2%	Y
Median Earnings (7/1/16 - 6/30/17)	\$7,700	\$9,310	120.9%	Y
Credential Attainment Rate (7/1/16 - 12/31/16)	70.0%	66.67%	95.2%	N
Measurable Skill Gain (7/1/17 - 6/30/18)	<i>baseline</i>	13.25%	<i>baseline</i>	<i>baseline</i>
Youth				
In Ed, Training or Employment 2nd Q post exit (7/1/16 - 6/30/17)	66.0%	68.75%	104.2%	Y
In Ed, Training or Employment 4th Q post exit (7/1/16 - 12/31/16)	68.0%	72.06%	106.0%	Y
Median Earnings (7/1/16 - 6/30/17)	<i>baseline</i>	\$3,176	<i>baseline</i>	<i>baseline</i>
Credential Attainment Rate (7/1/16 - 12/31/16)	58.0%	90.24%	155.6%	Y
Measurable Skill Gain (7/1/17 - 6/30/18)	<i>baseline</i>	49.06%	<i>baseline</i>	<i>baseline</i>

FY 2018-19 and FY 2019-20 Local Level Performance Negotiations

On October 1, 2018, the City of Oakland negotiated and reached an agreement with the state on local levels of performance for PY 18 and PY 19. The objective of the negotiation process was to define local performance targets that are aligned with current economic indicators, and that reflect Local Area service strategies and local achievements. The process also builds on the overall system goal of continuous improvement, providing the greatest return on workforce investments, and enabling the regional planning implementation of the WIOA by providing industry-relevant skills attainment framework for individuals with barriers to employment.

The agreed upon goals will be published in in the performance negotiation final directive. WIOA State Negotiate Performance Levels for the City of Oakland for FY 2018-2019 and FY 2019-2020 were set as follows:

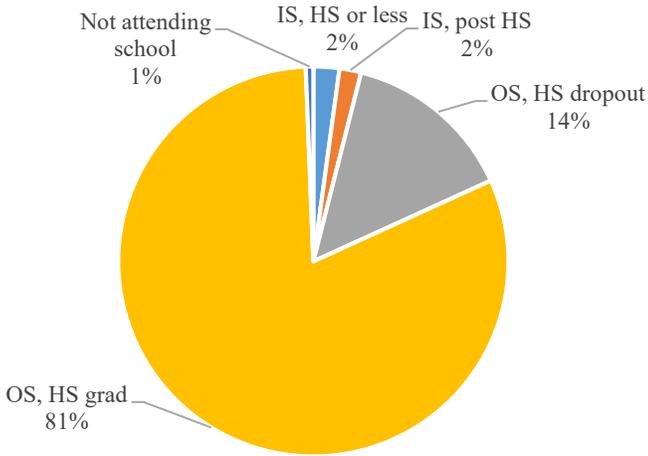
	State Performance Levels		Final Negotiated Levels	
	PY18	PY19	PY18	PY19
Adult				
Employment 2nd Q post exit	64.0%	66.0%	63.0%	65.0%
Employment 4th Q post exit	60.5%	62.5%	61.0%	63.0%
Median Earnings	\$5,200	\$5,600	\$5,300	\$5,700
Credential Attainment Rate	53.0%	54.0%	53.0%	54.0%
Dislocated Worker				
Employment 2nd Q post exit	68.0%	69.5%	76.9%	72.5%
Employment 4th Q post exit	63.5%	65.0%	70.0%	70.5%
Median Earnings	\$7,450	\$7,600	\$7,800	\$8,000
Credential Attainment Rate	57.0%	58.0%	66.0%	67.0%
Youth				
In Ed, Trng or Employment 2nd Q post exit	65.4%	66.9%	66.0%	67.0%
In Ed, Trng or Employment 4th Q post exit	62.0%	64.0%	66.5%	68.0%
Credential Attainment Rate	53.0%	54.0%	61.0%	63.0%

WIOA PARTICIPATION CHARACTERISTICS

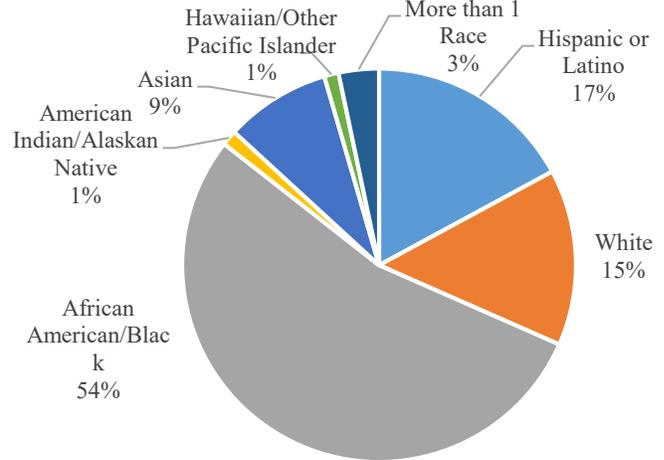
Fiscal Year 2017-18

The charts below represents participation characteristics of WIOA enrolled individuals into Adult, Dislocated Worker and Youth programs for Fiscal Year 2017-18.

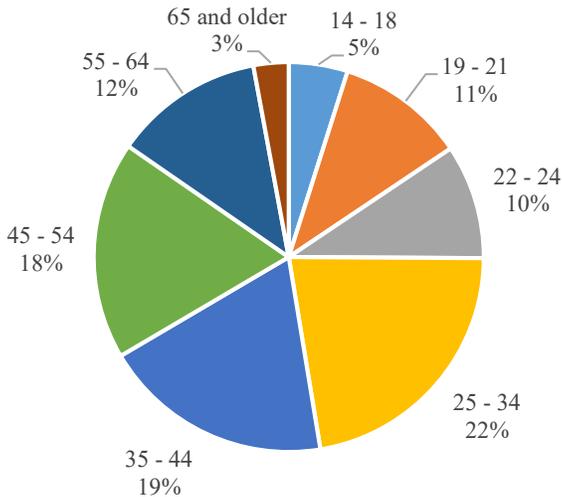
by School Status



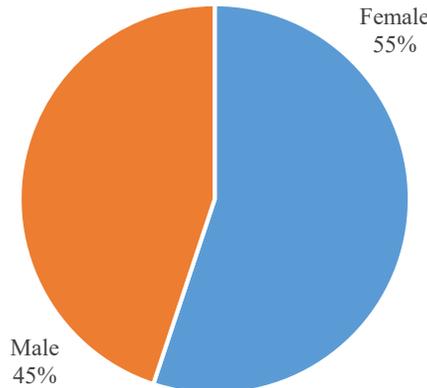
by Race



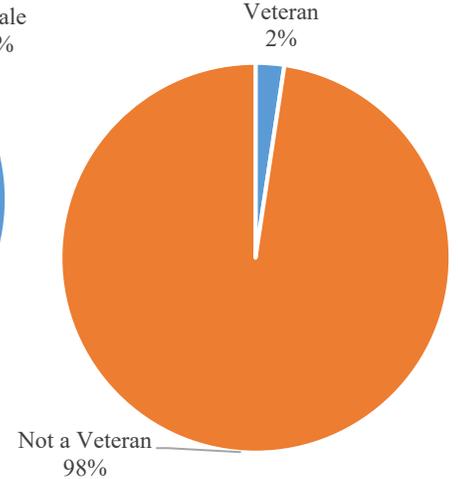
by Age



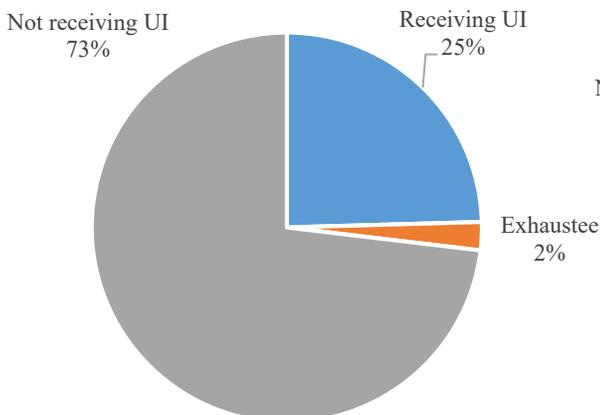
by Gender



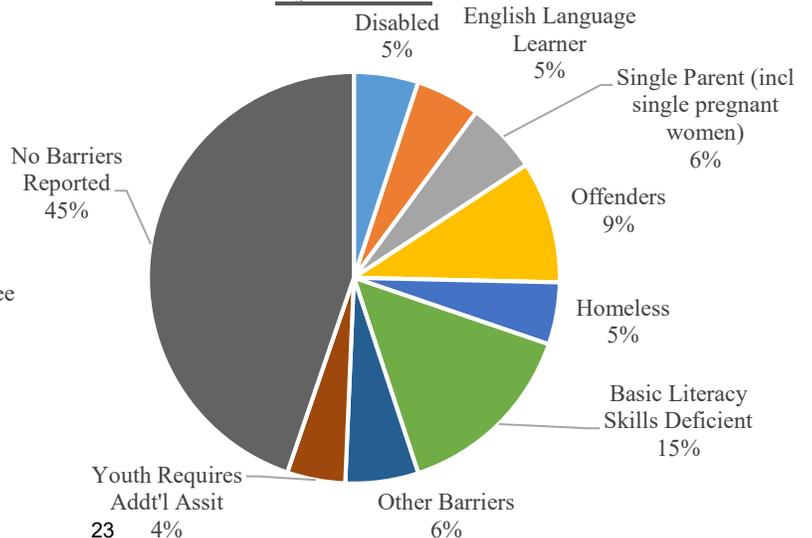
by Veteran Status



by Unemployment Insurance Status



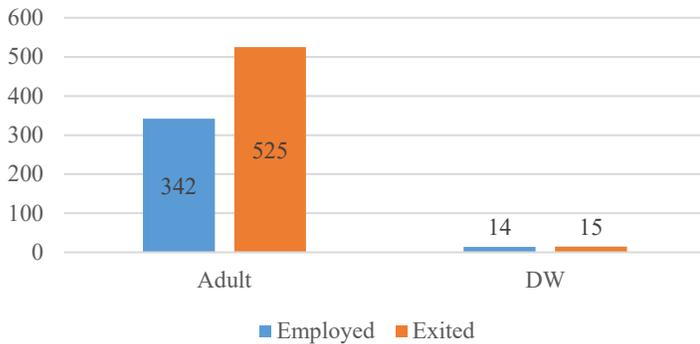
by Barriers



ADULT SERVICE PROVIDER PELIMINARY PERFORMANCE RESULTS

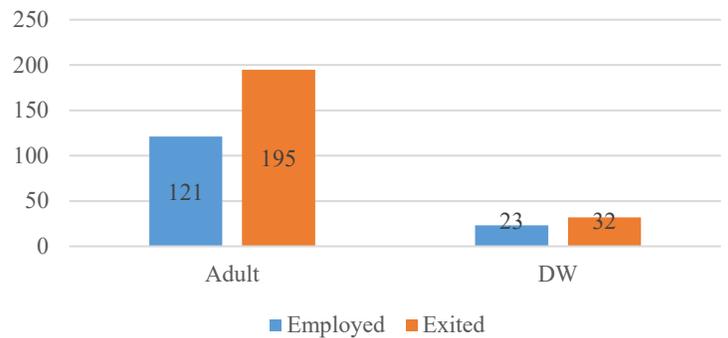
Oakland Private Industry Council

Employment 2nd quarter after exit
(7/1/16 - 06/30/17)



Adult: % Achieved: 65% | % of State Goal Achieved: 93%
DW: % Achieved: 93% | % of State Goal Achieved: 141%

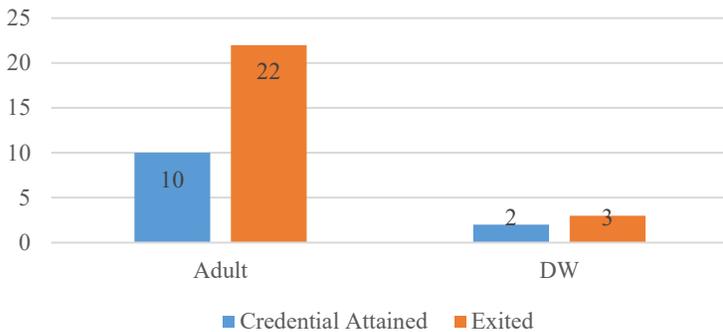
Employment 4th quarter after exit
(7/1/16 - 12/31/16)



Adult: % Achieved: 62% | % of State Goal Achieved: 94%
DW: % Achieved: 72% | % of State Goal Achieved: 103%

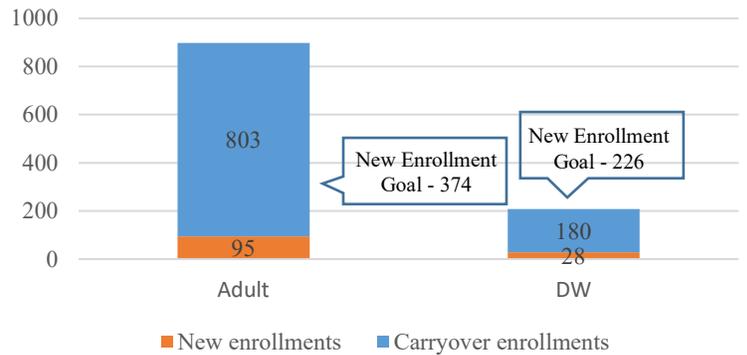
Adult Median Earnings: \$15.50/hr. | DW Median Earnings: \$19.00/hr.

Credential Attainment
(7/1/16 - 12/31/16)



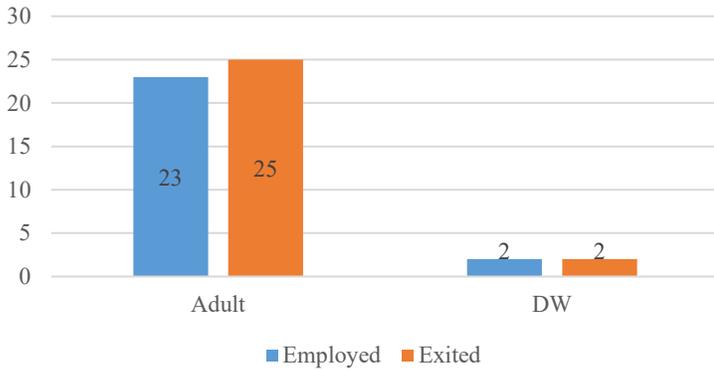
Adult: % Achieved: 45% | % of State Goal Achieved: 81%
DW: % Achieved: 67% | % of State Goal Achieved: 95%

New Enrollments
FY 2018-19



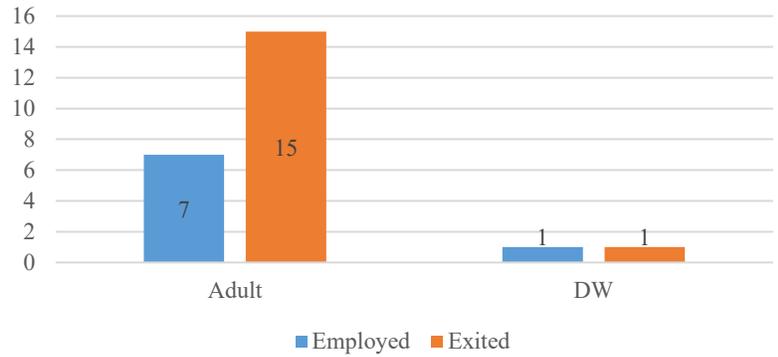
The Unity Council

Employment 2nd quarter after exit
(7/1/16 - 06/30/17)



Adult: % Achieved: 92% | % of State Goal Achieved: 131%
 DW: % Achieved: 100% | % of State Goal Achieved: 139%

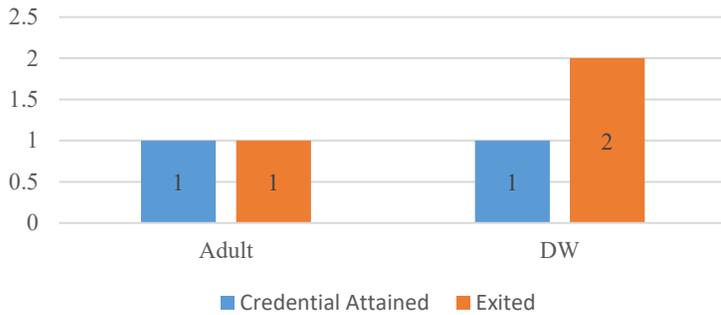
Employment 4th quarter after exit
(7/1/16 - 12/31/16)



Adult: % Achieved: 47% | % of State Goal Achieved: 71%
 DW: % Achieved: 100% | % of State Goal Achieved: 143%

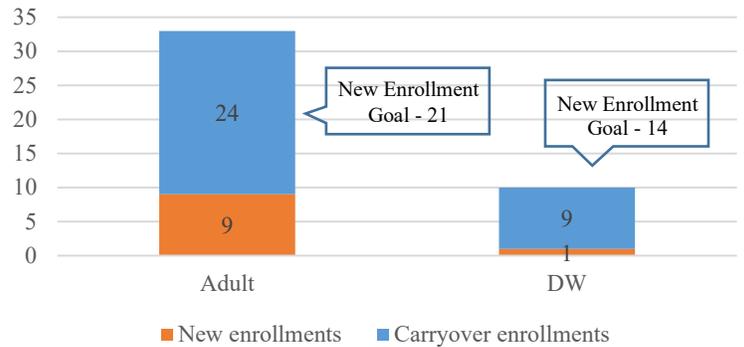
Adult Median Earnings: \$15.75/hr. | DW Median Earnings: \$18.00/hr.

Credential Attainment
(7/1/16 - 12/31/16)



Adult: % Achieved: 100% | % of State Goal Achieved: 179%
 DW: % Achieved: 50% | % of State Goal Achieved: 71%

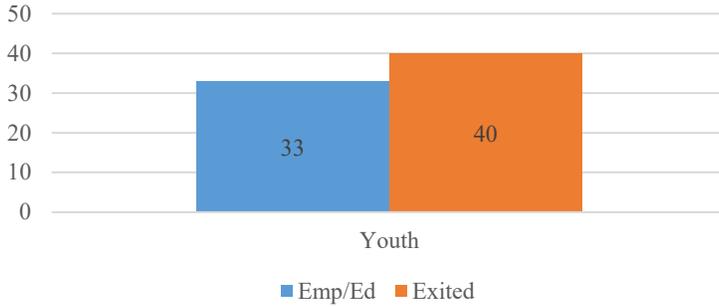
New Enrollments
FY 2018-19



YOUTH SERVICE PROVIDER PELIMINARY PERFORMANCE RESULTS

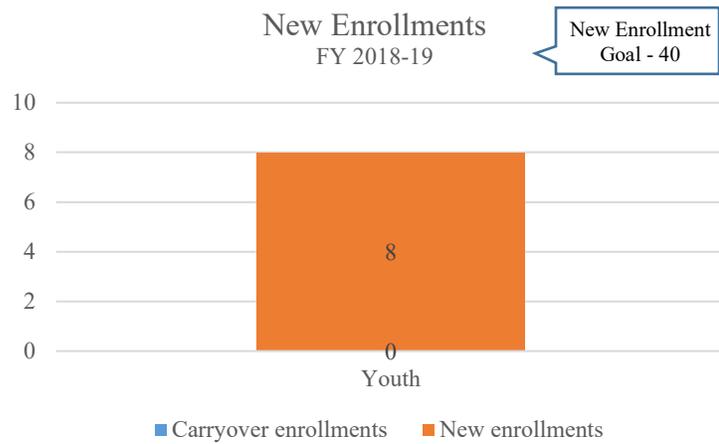
Civicorps

Employment/Education 2nd quarter after exit
(7/1/16-6/30/17)



% Achieved: 83% | % of State Goal Achieved: 125%

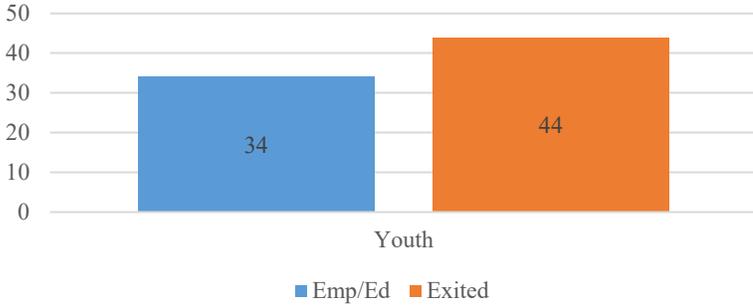
New Enrollments
FY 2018-19



Note: Civicorps does not have participants counted in Employment/Education 4th quarter after exit or in Credential Attainment

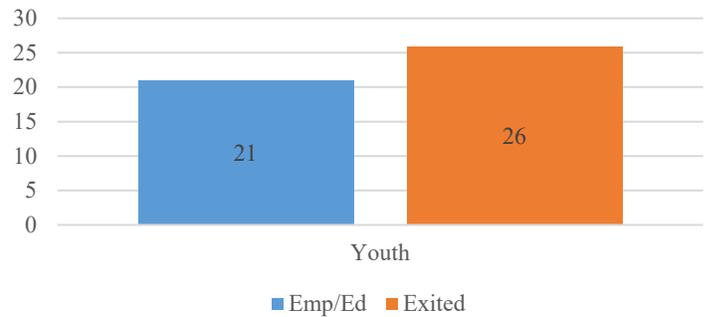
Lao Family Community Development

Employment/Education 2nd quarter after exit
(7/1/16-6/30/17)



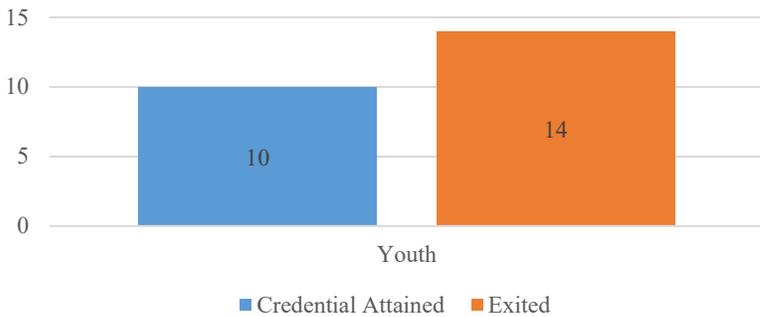
% Achieved: 77% | % of State Goal Achieved: 117%

Employment/Education 4th quarter after exit
(7/1/16 - 12/31/16)



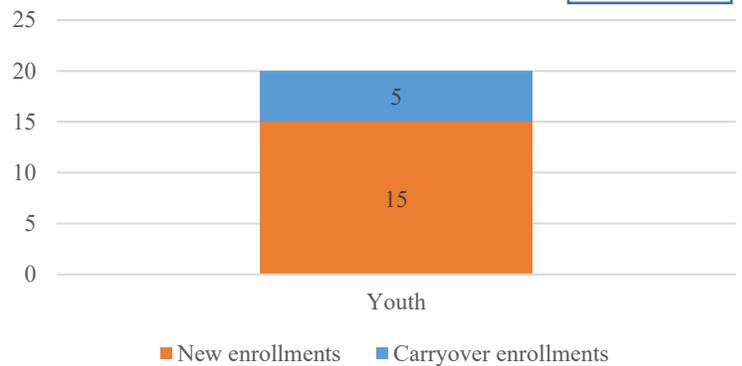
% Achieved: 81% | % of State Goal Achieved: 119%

Credential Attainment
(7/1/16 - 12/31/16)



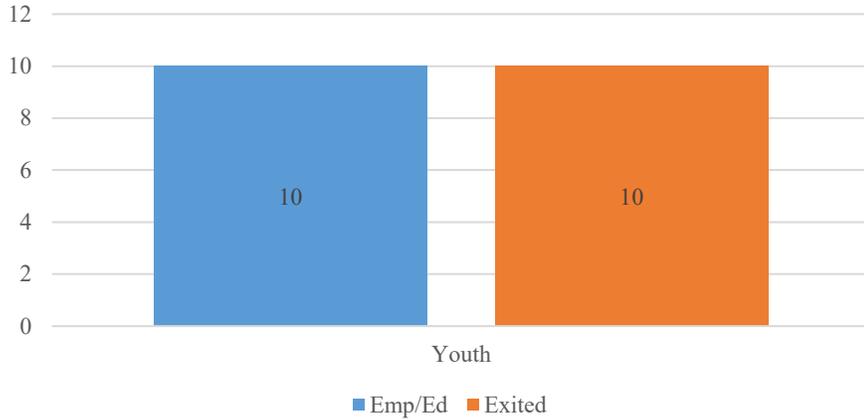
% Achieved: 71% | % of State Goal Achieved: 123%

New Enrollments
FY 2018-19



The Unity Council

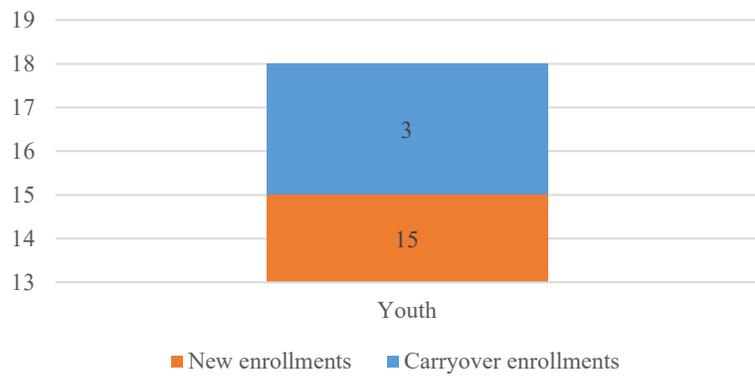
Employment/Education 2nd quarter after exit
(7/1/16-6/30/17)



% Achieved: 100% | % of State Goal Achieved: 152%

New Enrollments
FY 2018-19

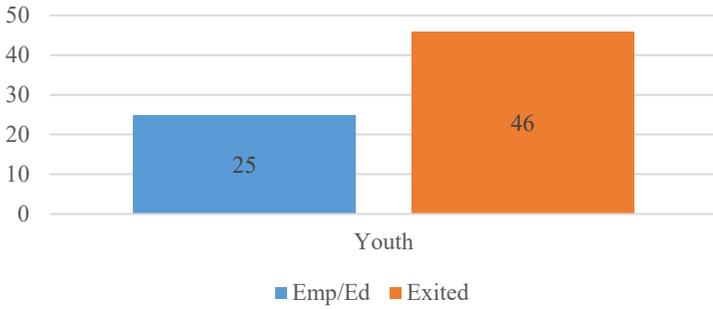
New Enrollment
Goal - 32



Note: Unity Council does not have participants counted in Employment/Education 4th quarter after exit or in Credential Attainment

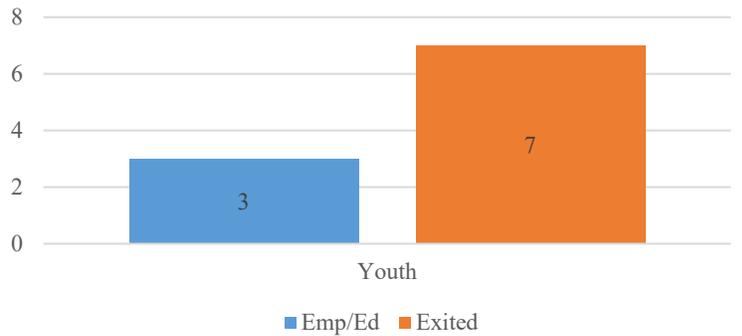
Youth Employment Partnership

Employment/Education 2nd quarter after exit
(7/1/16-6/30/17)



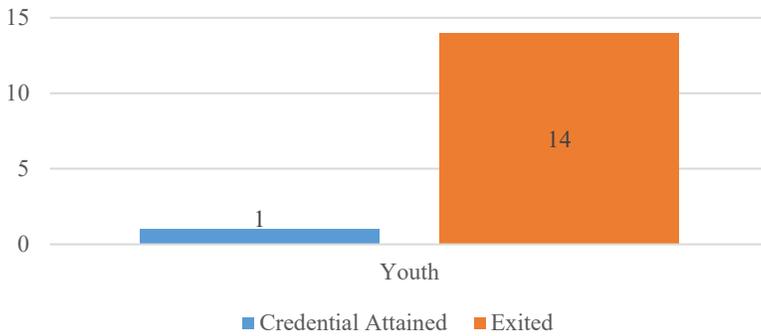
% Achieved: 54% | % of State Goal Achieved: 82%

Employment/Education 4th quarter after exit
(7/1/16 - 12/31/16)



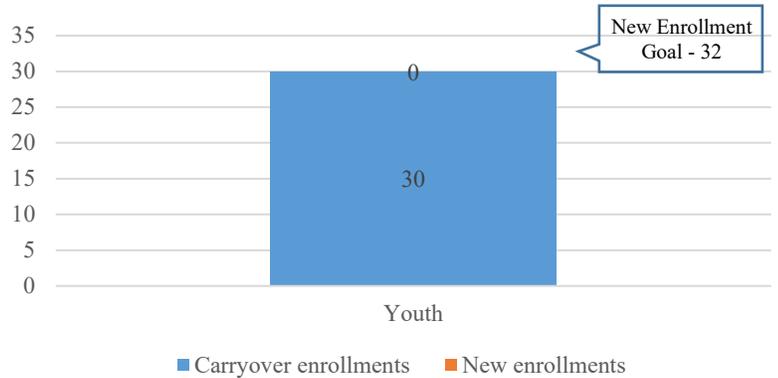
% Achieved: 43% | % of State Goal Achieved: 63%

Credential Attainment
(7/1/16 - 12/31/16)



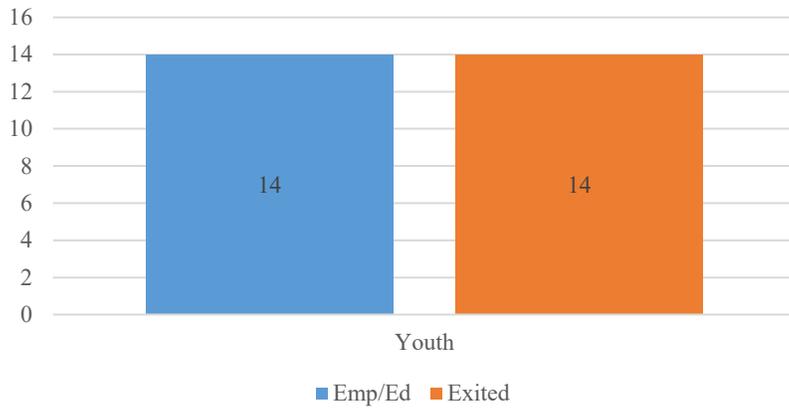
% Achieved: 7% | % of State Goal Achieved: 54%

New Enrollments
FY 2018-19



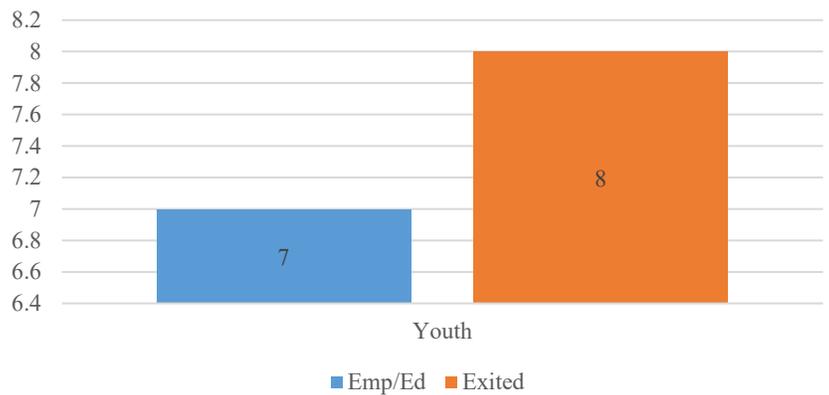
Youth Radio

Employment/Education 2nd quarter after exit
(7/1/16-6/30/17)



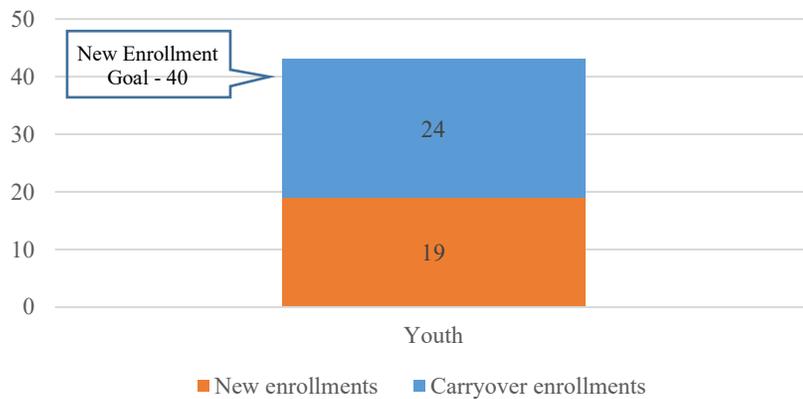
% Achieved: 100% | % of State Goal Achieved: 152%

Employment/Education 4th quarter after exit
(7/1/16 - 12/31/16)



% Achieved: 88% | % of State Goal Achieved: 129%

New Enrollments
FY 2018-19



Note: Youth Radio does not have participants counted in Credential Attainment



ITEM II.c.- DISCUSSION

To: Oakland Workforce Development Board
From: Tamara Walker, Program Analyst II
Date: October 12, 2018
Re: Business Services Updates

BACKGROUND

The Workforce Innovation and Opportunity Act (WIOA) created a comprehensive workforce development system that places an emphasis on implementing innovative programs and strategies designed to meet the needs of all employers, improve linkage between the American Job Centers and all employers, provide business services and strategies that better engage employers in the workforce investment activities, and make the workforce development system more relevant to the needs of the local and regional businesses.

Businesses should have access to a one-stop experience in which high quality and professional services are provided across partner programs in a seamless manner. Effective business services must be developed in a manner that supports engagement of employers of all sizes in the context of both regional and local economies avoiding multiple uncoordinated contacts.

WIOA requires the establishment of three (3) primary indicators of performance for effectiveness in serving employers.

- Retention with the same employer - addresses the programs' efforts to provide employers with skilled workers;
- Repeat Business Customers - addresses the programs' efforts to provide quality engagement and services to employers and sectors and establish productive relationships with employers and sectors over extended periods of time; and
- Employer Penetration Rate - addresses the programs' efforts to provide quality engagement and services to all employers and sectors within a State and local economy.

Since this indicator is a new approach for measuring performance under WIOA's core programs and the low unemployment rate in the region and the City of Oakland, we are implementing new comprehensive strategies, along with our core business services, to pilot to meet our local performance outcomes.

1. **Oakland Workforce Collaborative** - Workforce providers and educational institutions that work together to strengthen and cultivate workforce services and connect job seekers to needed resources and employment opportunities.
2. **Team Oakland Business Walks** - Collaboration of organizations and education focused on leveraging resources and expertise to outreach and provide direct services to assist Oakland businesses grow. Team Oakland Business conducts monthly "business walks," meeting one-on-one with businesses throughout the City and delivering collateral material which identifies services available by each partner.
3. **Workforce Development Lunch, Listen and Learn** – Monthly lunchtime workshops that inform businesses how to access low and no cost local business services to attract and retain talent. Partners include Oakland Chamber of Commerce, Peralta Community College District, and the Oakland Unified School District.

These strategies are designed to holistically address critical workforce needs of the business community that provide:

- Employers with skilled workers;
- Quality engagement and establishment of productive relationships with employers and sectors over extended periods of time; and
- Quality engagement and services to all employers and sectors within a state and local economy.

Business Services Core Programs

Employer Information and Support Services

These staff-assisted services are designed to educate about and engage businesses in the local job market/economy and the range of services available through the local America's Job Centers of California (AJCC) delivery system. Services may be provided in a variety of ways including orientation sessions, workshops, or other business consultations (e.g., initial site visits). These services may include, but are not limited to, providing information on:

- State and Federal tax credits (WOTC);
- Workforce investment incentives;
- Customized workforce information on State, regional and local labor market conditions, industries, occupations, and the characteristics of the workforce, skills businesses need;
- Local employment dynamics information such as workforce availability, worker supply and demand, business turnover rates, job creation and job identification of high growth and high demand industries; and
- Proactive linkage and referral of establishments to community resources that support their workforce needs.

Workforce Recruitment Assistance

These staff-assisted services are designed to assist employers to meet their human capital and skilled workforce needs. Services may be provided in person or remotely through electronic technologies, like CalJOBS. These services may include, but are not limited to:

- Supporting employers' search for qualified candidates;
- Securing information on job requirements and providing employers with AJCC staff support for candidate screening and pre-employment interviews at the AJCC (or affiliate site) or on site at the place of business;
- Taking job order information and promoting the employment opportunities (e.g., advertising the opening to the workforce);
- Conducting special recruitment efforts including for candidates with special skills;
- Organizing, conducting, and/or participating in job fairs; and
- Providing employers with meeting/work space at the AJCC (or an affiliate site) for screening or interviewing;

Engage in Strategic Planning/ Economic Development

Businesses engage in either workforce investment or business growth and economic development strategic planning. Activities may include, but are not limited to:

- Participating in community based strategic planning;
- Sponsoring employer forums;

- Securing information on industry trends;
- Providing information for corporate economic development planning; and
- Partnering in collaborative efforts to identify workforce challenges and developing strategies to address those challenges.

Accessing Untapped Labor Pools

Businesses participate in pipeline activities in partnership with the public workforce system. Activities may include, but are not limited to:

- Outreach to youth, veterans, individuals with disabilities, older workers, ex-offenders, and other targeted demographic groups;
- Industry awareness campaigns;
- Joint partnerships with high schools, community colleges, or other education programs to improve skill levels; and
- Programs to address limited English proficiency and vocational training

Training Services

Businesses receive publicly funded training assistance, including customized training, On-the-Job training, and incumbent worker training.

Incumbent Worker Training

Businesses receive publicly funded incumbent worker training assistance.

Rapid Response/Business Downsizing Assistance

Businesses receive on-site visits or contact to either (a) Discuss the range of rapid response services and other assistance available to workers and employers affected by layoff, plant closures, or natural disasters, or (b) Plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.

Planning Layoff Response

Businesses receive on-site visits or contact to plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.