



**OAKLAND  
WORKFORCE DEVELOPMENT BOARD  
MEETING**

**Thursday, February 6, 2020**

8:30 a.m. – 11:00 a.m.

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



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**OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)**

**REGULAR MEETING NOTICE**

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

**Hearing Room 4**

Thursday, February 6, 2020

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.*

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**NEXT SCHEDULED REGULAR OWDB MEETING  
THURSDAY, MAY 7, 2020 – 8:30AM-11:00 AM**

*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.c. APPROVAL OF MINUTES

### Minutes of the Special Meeting of Thursday, September 19, 2019

Hearing Room 4

8:30 am – 11:00 am

Acting Chair Gutierrez called the meeting to order at 8:49 a.m.

**Roll Call:** John Brauer, Kori Chen, Jason Gumataotao, Zeydi Gutierrez, Polly Guy, Lee McMurtray, Doreen Moreno, Kalpana Oberoi, Gilbert Pete, Omar Sabeh, Brian Salem, and Lynn Vera. Raminder Somal arrive at 9:12 am

**Absent:** Matt Alexander, Derreck Johnson, Ruben Rodriguez

#### Approval of Minutes

Chair Gutierrez stated the minutes from the May 30, 2019 meeting were presented for approval.

*Board Member McMurtray moved, seconded by Board Member Salem to approve the minutes form the May 30, 2019 as presented.*

Board Chair Gutierrez noted former Chair Herb Garrett had accepted a position in San Diego and election of the new Chairman and Vice Chairman would take place at the November 7<sup>th</sup> meeting. She stated if anyone had questions, they could reach out to Lazandra. She introduced Rebecca Perry, Executive Assistant of Economic and Workforce Department would now be assisting the Board.

#### BUSINESS Action Items

##### **II a. Day Laborer Program Sole Source Request**

Board Chair Gutierrez read staff's recommendation into the record "Staff recommends that the OWDB authorize submittal of a resolution to the Oakland City Council to enter a sole source agreement with Causa Justa and its partners (Street Level Health and Central Legal de la Raza) to administer the Oakland Day Laborer Program for a two-year period of July 1, 2019 to June 30, 2021 with the option to renew funding for each year."

*Staff Member Walker* stated City Council had been awarded \$195,000 to the day laborer program. She stated Causa Justa had been the only recipient/applicant for the past eight years. She explained how time consuming the traditional RFP process was. She explained how staff was recommending sole service request, based on the history of the program and how there had been only the applicant recipient. She stated they would still have to submit quarterly reports.

Board Member Vera noted she had reviewed the documents prior to meeting and felt it would be a cost savings for the city by doing the sole provider request.

Discussion regarding how the sole provider request would save money versus going through the RFP process.

Board Member Moreno stated she would like to see the Board meet with Council Members (particularly the new ones) to discuss what the Board is about and what the members are tasked with.

Jae Maldonado, Unity Council, stated he had worked with one of the agencies that were a recipient of funding for day laborers and as of 2017 the company was not part of NDLO (National Day Laborer Organizing Network) and the City might want to. He said there was many Guatemalan refugees and had only increased over the years- he would like to see an increase of the budget.

***Board Member McMurtray moved, seconded by Board Member Vera to approve staff's recommendation to go forward with the Sole Source Request. Board polled: All ayes.***

## **II b. 2019/2020 Budget Revisions**

Board Chair Gutierrez read staff's recommendation into the record "Staff recommends that the OWDB approve the 1) OWDB fiscal year (FY) 2019-20 revised budget including recommending funding levels for contracted service providers as follows: a.) funding for Causa Justa and its partners in the amount of \$195,000 for FY 2019-21 contingent upon approval of the Oakland City Council; b.) an additional \$200,000 of general fund support to Cypress Mandela consistent with Oakland City Council action, and c.) an additional \$250,932 to pay for additional workforce services consistent with Oakland City Council action, outstanding training expenditures, and EBW cost share increase."

*Interim Executive Director Oakland Workforce Development Board Hinkle* noted the Board had made recommendations in June. He explained how this was the clean-up process of what was approved by Council. He advised staff was to target where money would be best utilized.

Board Member Vera questioned if the budget was a done deal.

*Interim Executive Director Oakland Workforce Development Board Hinkle* explained it was not, the Board needed to provide a recommendation and if the Board did not provide agree or provide one, staff would have to go to the Council and ask what they would like to do with the budget/money.

*Staff Member Dial* explained how page 28 showed revenue and expenditure updates. She reviewed the changes where Council appropriated additional money.

Discussion held regarding what services Oakland Private Industry Council and Cypress Mandela provided.

Board Member Brauer noted some board members had their own pathways to the Council. He would have like to see project measures and the results/outcomes.

Board Member Moreno agreed that she would like to see metrics/performance information. The Board was tasked with making decisions with tax dollars and the Board should have information to justify decisions being made. She questioned if language needed to be added for when people applied for the money.

*Staff Member Walker* stated \$175K was originally allocated and Council added \$20K to make it the \$195K like it had been for the last few years.

*Staff Member Dial* stated at the November meeting, staff would be presenting preliminary numbers from the prior years cycle. She stated they could also provide results of the union negotiations. She advised the Board should determine exactly what they would like to see and include those facts at each meeting. She agreed that everyone wants to make sure that the programs receiving money were providing the appropriate services and to as many people as possible.

*Interim Executive Director Oakland Workforce Development Board Hinkle* stated the programs had guidelines they had to meet to get the funding; however, the bigger question was how it was benefitting the City of Oakland. He was hoping to work with the Board to determine if Oakland's needs were being met.

Board Member Pete questioned when funding was going to be provided to organizations. He wanted to know the cost per person and how it was beneficial to the program and City. He mentioned the Mandela program, were they upgrading facilities or upgrading services provided for service to Oakland. He wanted the board to enhance the program and services.

Board Member Chen mentioned that he hoped the City was not just focusing on the quantity of their services, but were the programs fitting the needs of the residents. He indicated that he would like to see tailored resources to provide the biggest impact.

*Staff Member Dial* stated the city was working on doing that, she stated they were looking to make sure programs were available in the most critical areas.

Board Member Brauer wanted to make the demand/supply was being met for the city.

*Interim Executive Director Oakland Workforce Development Board Hinkle* indicated it would be good for some of the board members to meet with Council, so they understood why the board made the recommendations they did.

Jae Maldonado, Unity Council, mentioned how Council may not have considered the increase in need for services. He addressed how there was change in the needs based on the population type.

*Interim Executive Director Oakland Workforce Development Board Hinkle* stated service provider did not make the request. He stated if there were additional requests, staff would inquire as to what the money would be used for. He noted there had to be balances. He understood there was a need, but there were multiple areas that had additional needs, but that would be something the Board would have to address if several requests were made.

Board Member McMurtray stated it was an issue the all workforce boards were facing. He stated the City would need to ask who/what/why to make sure an educated decision was being made.

Board Member Vera noted it would be difficult to compare different programs as there are different services provided, but it would provide a better idea of what the programs did.

Board Member Sabeh asked if the programs were required to provide a presentation or flyer/program of what services they provide.

*Interim Executive Director Oakland Workforce Development Board Hinkle* stated staff had been working on providing something like that at the next board meeting.

*Staff Member Walker* stated the programs had a quarterly update as part of the contract and staff was trying to create something to bring that info to the board.

*Staff Member Gutierrez* stated they had included race and equity was to their questions for their projects.

Board Member Brauer inquired as to what the plan was for the \$125K in vocational training.

*Staff Member Lindsay* stated staff was not provide info as to what the money was to be used for as Council did not stipulate how the money was to be used.

*Interim Executive Director Oakland Workforce Development Board Hinkle* stated the \$125K would need to be split over 2 years.

Jae Maldonado, Unity Council, explained that immigrants were largely in the restaurant and construction trades, some being children as young as 16. He noted they worked with other programs as well. He advised how their program work with them to educate them on work laws, especially for youth. He stated Castlemont, Fremont and Skyline had made requests.

***Board Member Brauer moved, seconded by Board Member Chen to approve staff's recommendation for the revised 2019/2020 budget. Board polled: All ayes.***

## **II c. Funds Transfer Request**

Chair Gutierrez stated staff would like the board to approve a transfer of funds in the amount of \$435,000 from Dislocated Worker to Adult Program.

*Staff Member Lindsay* reviewed the funds transfers. She mentioned how there was a decrease in dislocated workers, but a significant increase in adult workers who had been out of work an extended amount of time which no longer made them a dislocated worker. She said 70% of training during FY18-19 were for adult works and the numbers were expected to increase FY 19-20. She stated page 49 provided the breakdown of why the request was being made.

Discussion held regarding the difference between dislocated workers (short term unemployed) versus adult workers (long term unemployed, need retraining).

*Staff Member Dial* stated they were requesting the change to be able to serve more people based on the needs of the City.

*Staff Member Walker* stated staff had met with the Lau Family, they had \$100K for adult training and had been requested to use \$50K to assist 5 people for a dental assistant program, noting that \$100K could only assist 20 to 30 people.

*Staff Member Dial* stated money was already in the funding program, the change would be just moving the fund where the money was located in. Change would allow for more individuals to receive assistance.

***Board Member Vera moved, seconded by Board Member McMurtray to approve the funds transfer request. Board polled: All ayes.***

## **BOARD UPDATES**

*Interim Executive Director Oakland Workforce Development Board Hinkle* stated page 51 listed staff's recent activities. He requested Staff Member Walker to provide an update regarding the Workforce Accelerator Grant. He provided the board with a copy of the San Francisco Business Times article that staff had helped create. He mentioned how it was created for businesses/developers as it addresses questions staff always received. He stated they had picked a writer who lived in Oakland and used to work for VIA (AAA). He advised that he was in process of creating a digital version and hoped to have that within a month. He also addressed cannabis fund money and what it could be used for.

*Staff Member Dial* spoke about AB1111, the bill addressed equity and race analysis. She mentioned how staff was looking to make sure the organizations were meeting the community's needs.

## **PUBLIC FORUM**

Kent Wegener, United Nations Association, East Bay Chapter representative, provided a brief explanation of what his association was about. He informed the Board that his association would be participating in the 53<sup>rd</sup> Annual Parade of Flags on Sunday, Oct. 6<sup>th</sup> with Mayor Libby Schaaf. he stated they were having a difficult time educating people on being good work citizens. He mentioned a movie premier for Love Sonia to be held September 27 in Emeryville, he noted the movie showed how sex trafficking was an international problem. If anyone wanted additional information regarding his association, it could be found at [unusaeastbay.org](http://unusaeastbay.org).

## **STAFF REPORTS**

*Staff Member Walker* described how the Board was awarded a Workforce Accelerator Grant, that with Contraction Trades Workforce, Initiative, were looking to establish Builders Trade Network. She noted staff was trying to help the City of Oakland identify projects coming up in Oakland and working with City in how to get local people employed with the local companies. She advised that the timeline for the grant was July of 2019 through October of 2020.

Discussion held regarding jobs in trades and how some colleges provided training.

*Staff Member Dial* stated the eighth round of the accelerator would address homelessness.

Board Member Somal mentioned that other local areas were using homeless to clean up projects and paying them.

Discussion held regarding Downtown Streets as the program that those areas were using and the benefits and pitfalls of the program.

*Staff Member Dial* advised the board that she had attended the Meeting of the Minds conference in Monterey. She stated there was a reorganization of multiple state level organizations including EDD, ETP, DAS, and the California Workforce Development Board.

Board Member Brauer stated he didn't think the state would do away with things, it was to better define responsibilities and align focus with current social issues.

*Staff Member Dial* stated there were nineteen nonprofit organizations that were interested in partnering with the City on AB111. She stated there was only \$11 million available statewide and the if the City worked with all nineteen nonprofits the request would be \$4 million. She also mentioned that the City used race and equity outcomes as a criteria for partnership.

Board Member Salem inquired about when a permanent Workforce Director would be hired.

*Interim Executive Director Oakland Workforce Development Board Hinkle* stated that they hoped to have an answer by next month. He mentioned how the Economic and Workforce Director had retired, and staff was waiting for direction from the City Administrator.

### **Adjournment**

There being no further business, the meeting was adjourned at 10:48 AM

### **Date and Time of Next Meeting**

The next meeting will be held on Thursday, November 7, 2019 at 8:30 am in Hearing Room 4.



## ITEM II.a. – PRESENTATION



**To: Oakland Workforce Development Board**  
**From: OWDB Staff**  
**Date: February 6, 2020**  
**Re: Census 2020 Overview**

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Richard J. Luna, Assistant to the City Administrator, will give a presentation regarding the 2020 Census. The 2020 Census will be conducted primarily online and made available in only 13 languages, which makes it a challenge in ensuring a complete count for Oakland. According to the State of California, 57% of Oakland’s population lives in hard-to-count Census tracts. Factors that lead to hard-to-count areas in Oakland include crowded units, renters, multiple families living at a residence and people living below the poverty level among others. The City of Oakland and County of Alameda have partnered in outreach efforts to ensure everyone is counted during the 2020 Census. Board Members are encouraged to make a pledge to take the Census, register as a Census Ambassador, and to discuss the importance of the Census with family and friends.

Attachment II.a.1. – Census Presentation

United States®  
**Census  
2020**



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# Census Overview

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- Every 10 years, U.S. Census Bureau counts every person living in the country.
- Determines the number of seats in the U.S. House of Representatives.
- Used for congressional, state and local redistricting.
- Population data is used to allocate billions in federal funding.
- Key data set for research and planning purposes.

# What's new with the 2020 Census?

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- First primarily digital Census.
- All addresses will receive a letter in March inviting them to complete the Census online.
- Shorter survey ([link](#)).
  - 9 questions for primary person.
  - 7 questions each for all other members of the household.
  - No citizenship question on the Census.

March 12, 2020

A Message from the Director, U.S. Census Bureau

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1st at: <b>XXXX.XXXX.gov</b>	Your Census ID is:
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The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 questionnaire, please call toll-free 1-844-330-2020.

The screenshot shows the '2020 Census' website interface. At the top, there is a navigation bar with '2020 Census' and 'FAQ INSTRUCTIONS'. Below this is a progress bar with four stages: 'Address Verification' (highlighted), 'Household Questions', 'Demographic Questions', and 'Final Questions'. The main content area contains the following text:

You will need the materials we mailed to you or left at your door.  
 All the information that you provide will remain confidential.

**Where can I find my 12-digit Census ID?**

- In the LETTER, click here.
- On the front of the QUESTIONNAIRE, click here.
- Below the barcode on the POSTCARD, click here.
- On the NOTICE OF VISIT, click here.

**Please Log In**

Please enter the 12-digit Census ID found in the materials we mailed to you or left at your door.

[Input field] - [Input field] - [Input field]

**Login**

If you do not have a Census ID, click here.

At the bottom, there is a language selection menu with options: ENGLISH, ESPAÑOL, 中文(简体), TIẾNG VIỆT, 한국어, РУССКИЙ, العربية, TAGALOG, POLSKIE, FRANÇAIS, KREYÒL AYISYEN, PORTUGUÊS, 日本語.

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# 2020 Census Challenges

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- Lack of digital access.
- Language accessibility.
  - Online and phone response options only available in 13 languages.
  - Form response only available in English and Spanish.
- Distrust in government.
- Oakland is one of the hardest-to-count cities in the country.

# Oakland Hard-to-Count Facts

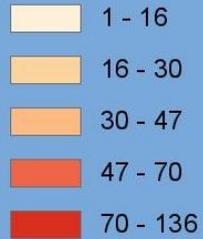
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- 57% of population lives in hard-to-count Census tracts.
- Oakland's leading hard-to-count characteristics include:
  - Crowded units
  - Renter-occupied units
  - Multiple families living at the same residence
  - People living below poverty level
  - Substantial unhoused population
  - Limited-English speaking households

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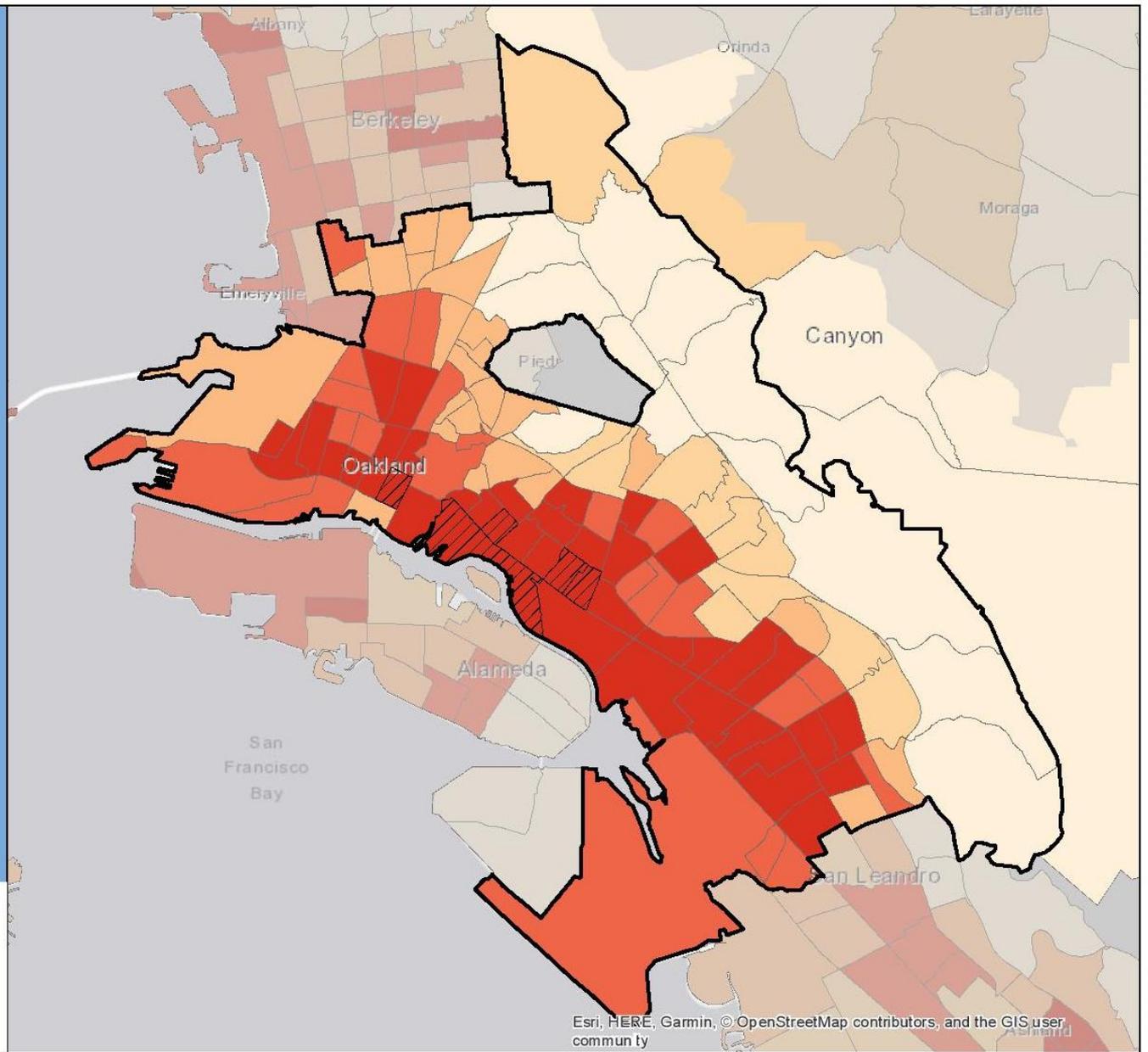
# Oakland City

## California Hard-to-Count Index by Census Tract



Tracts with highest indexes

CA-HTC Index is 0



Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community

# What is asked on the Census?

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- How many people live at the address?
- Is the home rented or owned?
- What is your telephone number?
- First and last name of all people living at home.
- Sex of each person.
- Age of each person.

# What is asked on the Census? (cont'd)

- Are you of Hispanic, Latino or Spanish origin?
- What is your race?
- How are you related to the primary person?

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.  
Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**  
Mark  all that apply:

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

**3. Is this house, apartment, or mobile home — Mark  ONE box.**

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

**4. What is your telephone number?**  
We will only contact you if needed for official Census Bureau business.

Telephone Number  
 -  -

**Person 1**

**5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.**

**What is Person 1's name? Print name below.**

First Name  MI

Last Name(s)

**6. What is Person 1's sex? Mark  ONE box.**

Male  Female

**7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.**

Age on April 1, 2020  years

Print numbers in boxes.  
Month  Day  Year of birth

**9. What is Person 1's race?**  
Mark  one or more boxes AND print origins.

White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo, Navajo Blackfeet Tribe, Mayan, Aztec, Native Village of Sitka, Inupiat Traditional Government, Nome Eskimo Community, etc.

Chinese  Vietnamese  Native Hawaiian

Filipino  Korean  Samoan

Asian Indian  Japanese  Chamorro

Other Asian — Print, for example, Pakistani, Cambodian, Hmong, etc.

Other Pacific Islander — Print, for example, Tongan, Fijian, Marshalese, etc.

→ NOTE: Please answer BOTH Question 8 about Hispanic

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# How do I respond?

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ONLINE



PHONE



FORM



- Paper form only available during non-response follow up period beginning in May 2020.

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# Language Accessibility

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- Online and phone responses available in 13 languages: English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.
- Paper Census surveys will only be available in English and Spanish.
- Print and video language guides will be available in 59 non-English languages.

# Is it safe to complete the Census?

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- Yes! Private information is confidential and protected under Title 13 of the U.S. Code.
- Census responses cannot be used against you by any government agency including law enforcement.
- Census responses cannot be used to determine your eligibility for benefits.

# Key Dates

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Dates	Activity
Now – March 2020	Awareness stage
Early March	Invitations mailed to all addresses
March 12 <sup>th</sup> – May 1 <sup>st</sup>	Self response period open
April 1 <sup>st</sup>	Census Day
May – July	Non-response follow up period
July 31 <sup>st</sup>	Final day to submit Census form

# How can you help?

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- Pledge to complete the Census.
- Signup as a County Census Ambassador.
  - [www.acgov.org/census2020](http://www.acgov.org/census2020)
- Encourage family, friends, co-workers and neighbors to complete the Census before April 1, 2020.
- Post and share Census information on social media using #OaklandCounts

#OaklandCounts

# Additional Resources

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- [www.californiacensus.org](http://www.californiacensus.org)
- [www.oaklandca.gov/census](http://www.oaklandca.gov/census)

text **COUNT** to **510-800-5868**

#OaklandCounts



### **ITEM III.a. – ACTION**

**To: Oakland Workforce Development Board**  
**From: OWDB Staff**  
**Date: February 6, 2020**  
**Re: Chair and Vice-Chair Office Nominations and Election**

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#### **RECOMMENDATION**

That the Oakland Workforce Development take the following action:

1. Conduct and accept Nominations for a Chair and Vice-Chair.
2. Conduct and accept the results of the Election for a Chair and Vice Chair.

#### **BACKGROUND:**

Per Article I. of OWDB Bylaws:

Officers of the Board shall be a Chair and a Vice Chair. The Chair and Vice Chair shall be elected from among members of the Board by a majority vote. In the event of a tie vote, a run-off of the two highest candidates shall determine who is elected. The Chair and the Vice Chair must be chosen from business representatives on the Board.

The term of office for Chair and Vice Chair shall be two years. If the office of the Chair becomes vacant during a term, the Board shall choose a new Chair for the remainder of the term, and the Vice Chair shall act as Chair pending election of the new Chair. If the office of the Vice Chair becomes vacant during a term, the Board shall choose a new Chair for the remainder of the term.

The Chair shall preside at all meetings of the Board, represent the Board whenever the occasion demands, appoint committees and task forces, and call special meetings at any time necessary upon appropriate advance notification to all members.

The Vice Chair shall assist the Chair as directed and shall assume all the obligations and authority of the Chair in the absence of the Chair.

**ATTACHMENTS: III.a.1. – Eligible Board Members List**

**Attachment III.a.1.**

**Oakland Workforce Development Board  
Business Board Members  
Eligible Chair & Vice Chair List**

<b>#</b>	<b>Name</b>	<b>Organization</b>	<b>Board Composition</b>
1	Raminder Somal	Wells Fargo	Business
2	Lee McMurtray	California Bank	Business
3	Derreck Johnson	Chicken & Waffles	Small Business
4	Polly Guy	Starbucks	Business
5	Doreen Moreno	UCSF Children's Hospital	Business
6	Lynn Vera	Mettler Toledo Rainin	Business
7	Zeydi Gutierrez	AB&I Foundry	Business
8	Kori Chen	Red Bay Cafe	Small Business



**ITEM III.b.- ACTION**



**To: Oakland Workforce Development Board**  
**From: OWDB Staff**  
**Date: February 6, 2020**  
**Re: Fiscal Year 2019-2020 Budget Amendments**

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**RECOMMENDATIONS:**

That the Oakland Workforce Development Board approve the following for FY 2019-2020:

1. The revised Workforce Innovation and Opportunity Act (WIOA) Formula Funds allocation totaling \$6,537;
2. Funding for Lao Family Community Development in the amount of \$74,500 for the Early Childhood Education Career Pathway Program; and
3. Funding for Lao Family Community Development, Oakland Private Industry Council and the Unity Council for \$46,744 each to provide workforce training services.

**BACKGROUND:**

The FY 2019-2020 preliminary budget was approved by the OWDB at a Special Meeting on May 30, 2019. The budget reflects the State’s estimated allocation of Workforce Innovation and Opportunity Act (WIOA) Formula funding of \$3,329,294 to the City of Oakland. Subsequently on June 24, 2019, the City of Oakland adopted its Biennial Budget for Fiscal Years 2019-2021. The City’s adopted budget provided additional general fund support for workforce development services. These funds are captured on Line Item 25, Workforce Development Services in the amount of \$214,732 (Attachment III.b.1.).

**Revenue Updates**

**Revised WIOA Formula Funds**

The OWDB received notice that our formula allocation had been revised and we received minor adjustments to our WIOA funding. The adjustments were positive adjustments totaling \$6,537. Details of the Formula Allocations are attached as Attachment III.b.2. The WIOA formula allocation adjustments are a typical administrative action that occurs as the formula details are clarified through the State of California Employment Development Department. Since the WIOA formula allocation was positive, there is a positive budget impact and the OWDB needs to authorize acceptance of the funding formula and modify the budget accordingly. The funding increase is minor and would be captured in the WIOA Program Revenue and no service contracts adjustments are proposed at this time. The additional revenue formula would be distributed into the following categories:

Adult	Dislocated Worker	Rapid Response	Youth	Total
\$2667	\$123	\$529	\$3218	\$6537

### **Expenditure Updates**

Staff recommends allocating the \$214,732 General Fund Workforce Development Services as follows:

<b>Service Provider</b>	<b>ECE Career Pathway</b>	<b>Workforce Training Services</b>	<b>Totals</b>
Lao Family Community Development	\$74,500	\$46,744	\$121,244
Oakland Private Industry Council		\$46,744	\$46,744
Unity Council		\$46,744	\$46,744
<b>Totals</b>		<b>\$140,232</b>	<b>\$214,732</b>

#### **Early Childhood Education (ECE) Career Pathway Program**

A contract amendment in the amount of \$74,500 to Lao Family Community Development.

The ECE is a partnership between the OWDB, Merritt College, City of Oakland Health and Human Services, and Lao Family Community Development. The objectives are to recruit and train 25-30 participants to become Head Start Associate Teachers and create a City of Oakland Early Childhood Education Apprenticeship. Participants completing the training have an opportunity to be hired by the City of Oakland. The funding to Lao Family Community Development will be used for administration, payment of Instructors, books and externships.

#### **Workforce Training Services**

Contract amendments in the amount of \$46,744 each to Lao Family Community Development, Oakland Private Industry Council and the Unity Council.

This funding will supplement the existing training services allocation to each of the adult services providers. Training services are for enrolled participants and may be used for priority industries and populations. Training Services are designed as one or more courses or classes, or a structured regimen, that upon successful completion lead to: (1) a certificate, associate; or (2) the skills or competencies needed for a specific job or jobs, an occupation or occupational group, or generally for many types of jobs or occupations, as recognized by employers and determined prior to training.

#### **ATTACHMENTS**

III.b.1 Adopted FY 2019-20 Oakland Workforce Development Board Budget

III.b.2 EDD Workforce Services Information Notice Revised PY 19-20 WIOA Formula Allocations

## ADOPTED FY 2019-20 Oakland Workforce Development Board Budget

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Workforce Innovation and Opportunity Act							Fund 1010	Fund 1030	Fund 5671	Fund 2159	Fund 7999				
2	Fund 2195															
3	Adult	Dislocated Worker	Rapid Response	Youth	Accelerator 7.0	WIOA Subtotal	General Fund	Measure HH	Billboard	P2E Planning	P2E Direct Services	P2E Support Services	Misc Donations	Other Revenue Subtotal	GRAND TOTAL	
4	<b>ESTIMATED REVENUES</b>															
5	Carryover Revenue	4,821		55,263	150,000	210,084	53,786			20,000				73,786	283,870	
6	FY 2019-2020 Revenue	1,087,435	902,218	208,445	1,087,625	3,285,723	1,426,654	400,000	490,087		256,354	366,612	150,000	3,089,707	6,375,430	
7	<b>TOTAL REVENUE</b>	<b>1,092,256</b>	<b>902,218</b>	<b>208,445</b>	<b>1,142,888</b>	<b>150,000</b>	<b>3,495,807</b>	<b>1,480,440</b>	<b>400,000</b>	<b>490,087</b>	<b>20,000</b>	<b>256,354</b>	<b>366,612</b>	<b>150,000</b>	<b>3,163,493</b>	<b>6,659,300</b>
8	<b>EXPENDITURES</b>															
9	<b>SERVICE PROVIDER CONTRACTS</b>															
10	<b>Youth Services</b>															
11	Civicrops (West Oakland)			154,243		154,243								0	154,243	
12	Lao Family (East Oakland)			276,648		276,648								0	276,648	
13	Unity Council (Fruitvale-Central Oakland)			262,541		262,541								0	262,541	
14	YEP (Fruitvale-Central Oakland)			184,174		184,174								0	184,174	
15	Youth Summer Employment Program					0		351,300					150,000	501,300	501,300	
16	<b>Adult Services</b>															
17	Building Opportunities for Self-Sufficiency (P2E)					0					98,910	101,090		200,000	200,000	
18	Construction Trades Workforce Initiative (WAF 7.0)				90,000	90,000								0	90,000	
19	Lao Family (East Oakland)	237,047	209,948			446,995								0	446,995	
20	Lao Family (P2E)					0					98,910	101,090		200,000	200,000	
21	Oakland PIC (West Oakland/Comprehensive)	188,047	166,948			354,995	235,268							235,268	590,263	
22	OPIC One-Stop Operator	31,797	28,198			59,995								0	59,995	
23	Unity Council (Fruitvale-Central Oakland)	139,048	123,948			262,996								0	262,996	
24	West Oakland Job Resource Center					0		355,237						355,237	355,237	
25	Workforce Development Services					0	214,732							214,732	214,732	
26	Day Laborers Program					0	195,000							195,000	195,000	
	Cypress Mandela					0	200,000							200,000	200,000	
	Vocational & Trades Training Expansion					0	125,000							125,000	125,000	
27	<b>Service Provider Subtotal</b>	<b>595,939</b>	<b>529,042</b>	<b>0</b>	<b>877,606</b>	<b>90,000</b>	<b>2,092,587</b>	<b>970,000</b>	<b>351,300</b>	<b>355,237</b>	<b>0</b>	<b>197,820</b>	<b>202,180</b>	<b>150,000</b>	<b>2,226,537</b>	<b>4,319,124</b>
28	<b>DIRECT CLIENT SUPPORT</b>															
29	Lao Training Services	90,469	85,526			175,995								0	175,995	
30	Lao Support Services	20,000	18,000			38,000								0	38,000	
31	Oakland PIC Training Services	70,771	42,819			113,590								0	113,590	
32	Oakland PIC Support Services	16,000	14,000			30,000								0	30,000	
33	Unity Training Services	53,262	55,084			108,346								0	108,346	
34	Unity Support Services	12,000	10,000			22,000								0	22,000	
35	<b>Direct Client Support Subtotal</b>	<b>262,502</b>	<b>225,429</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>487,931</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>487,931</b>	
36	<b>Professional Services</b>															
37	EASTBAY Works	5,000	5,000	5,000	5,000	20,000								0	20,000	
38	<b>Professional Services Subtotal</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>0</b>	<b>20,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>20,000</b>	
39	<b>CITY OPERATIONS</b>															
40	EWD Admin/Finance	53,244	45,182		52,944	151,370								0	151,370	
41	Internal Service Fees					0	137,293							137,293	137,293	
42	Program Staff	163,571	85,565	191,445	195,338	60,000	695,919	373,147	134,850	20,000	58,534			586,531	1,282,450	
43	O&M	12,000	12,000	12,000	12,000	48,000								0	48,000	
44	<b>City Operations Subtotal</b>	<b>228,815</b>	<b>142,747</b>	<b>203,445</b>	<b>260,282</b>	<b>60,000</b>	<b>895,289</b>	<b>510,440</b>	<b>0</b>	<b>134,850</b>	<b>20,000</b>	<b>58,534</b>	<b>0</b>	<b>0</b>	<b>723,824</b>	<b>1,619,113</b>
45	<b>TOTAL EXPENDITURES</b>	<b>1,092,256</b>	<b>902,218</b>	<b>208,445</b>	<b>1,142,888</b>	<b>150,000</b>	<b>3,495,807</b>	<b>1,480,440</b>	<b>351,300</b>	<b>490,087</b>	<b>20,000</b>	<b>256,354</b>	<b>202,180</b>	<b>150,000</b>	<b>2,950,361</b>	<b>6,446,168</b>
46	<b>Fund Balance</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>48,700</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>164,432</b>	<b>0</b>	<b>213,132</b>	<b>213,132</b>



# INFORMATION NOTICE

Date: December 3, 2019 Number: WSIN19-17

Expiration Date: 01/03/2022



## REVISED PY 19-20 WIOA FORMULA ALLOCATIONS

The Department of Labor issued Training and Employment Guidance Letter (TEGL) 16-18, Change 1, dated September 9, 2019, which revises Program Year (PY) 2019-20 *Workforce Innovation and Opportunity Act* (WIOA) second round formula funds (“advanced” funds).

### Formula Funds

The revised allotments to California and the amounts available for formula allocation for Local Areas are listed below. Attachment 1 reflects the revised total formula PY 19-20 allotment amounts sorted by Local Area and formula funding stream.

PY 19-20 Title I	Total Allotment	Formula Allocation
Youth Program	\$119,369,810	\$101,464,339
Adult Program	\$114,898,395	\$97,663,636
Dislocated Worker Program	\$147,659,670	\$88,595,802

### Rapid Response and Layoff Aversion Funds

Attachment 2 reflects the revised total PY 19-20 amounts Local Areas will receive for each of the funding streams.

If you have questions or require technical assistance relative to the programs, please contact your Regional Advisor. If you have questions or require assistance with financial reporting, please contact the Financial Management Unit at [WSBFinancialManagementUnit@edd.ca.gov](mailto:WSBFinancialManagementUnit@edd.ca.gov).

/s/JAIME L. GUTIERREZ, Chief  
Central Office Workforce Services Division

Attachments are available on the internet:

1. [Youth, Adult, and Dislocated Worker Activities Program Allocations – Program Year 2019-20 \(Revised\) \(XLSX\)](#)
2. [Rapid Response and Layoff Aversion Funding – Program Year 2019-20 \(Revised\) \(XLSX\)](#)

*The EDD is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.*



## ITEM III.c. - ACTION



**To: Oakland Workforce Development Board**  
**From: OWDB Staff**  
**Date: February 6, 2020**  
**Re: Race and Equity Analysis and Desired Outcome**

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### **RECOMMENDATION**

That the Oakland Workforce Development Board (OWDB) accept the Race and Equity Analysis and adopt the desired workforce outcome: All Oaklanders have economic security and equitable access to workforce development services.

### **BACKGROUND**

The Department of Race and Equity (DRE) was created by City Ordinance in 2015. The creation of the Department reflects the city's recognition and acknowledgment that troubling racial disparities exist and that it is time to provide focus and support for their elimination. The Department supports all City departments and decision makers to address systemic causes of inequities and remove barriers that restrict access to fair service from city government.

The vision of DRE is a city where our diversity is maintained, racial disparities have been eliminated and racial equity has been achieved.

The DRE in the City of Oakland will intentionally integrate, on a citywide basis, the principle of "fair and just" in all the City does to achieve equitable opportunities for all people and communities.

In Oakland's not so distant past, housing, policing, employment policies, and community disinvestment, like elsewhere in the U.S., were explicitly racist. The impacts of these past institutional policies and practices are apparent in the current conditions in marginalized communities and can be found imbedded in public policies that contribute, often inadvertently, to ongoing race-based disparities. Based on the 2018 Equity Indicators report, the data makes it clear that one's identity, certainly one's race, can still absolutely predict life outcomes for Oakland residents. All departments and levels of the City government have a role to play; examining the outcomes of their policies, practices and procedures on marginalized communities, and to identify actions to advance racial equity through how they structure and implement their lines of business. The Department of Race and Equity provides the messaging, analysis approach, tools and technical support for that activity.

With the support of the DRE departments across the City of Oakland developed Race and Equity Teams. The Economic and Workforce Development (EWD) team supports the mission of the City of Oakland efforts to transform practices in City government to promote inclusion and full participation by a broad representation of residents, and to end racial inequity in the community and in the workplace. The Team works to implement the race and equity mission within EWD by supporting capacity building, the development of the department's annual race and equity outcomes, identification of subjects for application of a racial equity framework and tools across the department's activities.

Each of the Divisions of the EWD were tasked with conducting a Racial Equity Impact Analysis. The OWDB worked with the DRE to create the Workforce Development Race and Equity Analysis to be applied toward emerging and revisions of existing policies, practices and procedures to advance equity.

### Workforce Development Race and Equity Analysis

#### Disparities:

The communities of East Oakland, Fruitvale and West Oakland, where a high number of Black and Latinx residents live, are unemployed at higher rates than the general population. Access to workforce services and improving the employment outcomes for residents in zip codes (94621, 94603, 94605, 94601, 94607) with the highest unemployment rates is imperative.

#### Desired Equitable Outcome:

All Oaklanders have economic security and equitable access to workforce development services.

#### Identified Action Steps:

- Ensure workforce funding is distributed to these neighborhoods
- Offer Capacity Building Workshops to organizations in these neighborhoods
- Determine assets in these neighborhoods
- Explore partnerships with organizations in these neighborhoods to increase access points
- Engage residents in these neighborhoods around needs and wants (focus groups)
- Address community concerns
- Streamline contracting processes

#### Completed Tasks:

- In September 2018, the Oakland Workforce Development Board (OWDB) issued a Request for Quotation (RFQ) for a Consultant to develop Request for Proposals (RFP) for Adult and Youth workforce services. The RFQ required Bidders to use the Oakland Equity Indicators Report to frame and guide their approach to the work. Additionally, the Bidder was required to have a track record working effectively on addressing race and equity issues with people from impacted communities.

- Also, in September 2018 the OWDB held a Retreat for its Board Members. The Retreat was a public meeting. Led by the Director of Race and Equity, Darlene Flynn, the Members identified the conditions of well-being they wanted to see in Oakland. Economic security, safe and healthy communities, opportunities for all, equitable conditions, dignity and growth were some of the responses. Members were also asked what these conditions would look like if achieved, what measure might we use to track progress toward the outcomes and finally how might they be involved going forward.
- The OWDB used the Equity Indicators Report to engage stakeholders in the development of modifications to its 2017-2020 Local Plan. Also, a stakeholder input session was held in December 2018 to help design the 2019-2022 Adult and Youth RFPs. Participants were asked to consider specific populations and neighborhood context to effectively design workforce program and services.
- The Consultant hired as a result of the RFQ developed the RFPs for Adult and Youth Workforce Innovation and Opportunity Act funds for the years 2019-2022. The RFPs were issued January 2019. Geographical areas identified in the OWDB Race and Equity Analysis as neighborhoods with high unemployment were priorities. Bidders were required to identify the neighborhood they would provide workforce services. The RFP highlighted Racial Equity as a City of Oakland goal and included links to the Indicators Report to highlight measures relevant to workforce development. It also served to point out the strategic priorities of the OWDB.

The estimated funding availability was based on the areas (East, West, Central/Fruitvale) and specific zip codes with the greatest need and highest unemployment. Furthermore, Bidders were asked to describe the outreach, marketing, and engagement plans within the neighborhood. The ability to serve the identified geographical area was taken into consideration in the funding recommendations. The recommendations were approved by the OWDB in May 2019 and City Council in June 2019. Contracts were developed with equity language and service providers are required to track equity outcomes.

#### Further Action Steps:

- Present equity outcome and analysis to the OWDB for adoption.
- Department of Race and Equity lead workshop(s) with service providers
- Refine tracking tool to report outcomes
- Meet with services providers on how to track and report equity outcomes

#### ATTACHMENTS:

- III.c.1.- EWD Race & Equity Charter
- III.c.2.- City of Oakland Racial Equity Impact Analysis

## Economic and Workforce Development Department Race and Equity Team Charter

Our Race and Equity Team supports the mission of the City of Oakland efforts to transform practices in City government in order to promote inclusion and full participation by a broad representation of residents, and to end racial inequity in the community and in the workplace. The Team works to implement the race and equity mission within EWDD by supporting capacity building, the development of the department's annual race and equity outcomes, identification of subjects for application of a racial equity framework and tools across the department's activities.

**I. Role of the Race and Equity Team** *(Note: preparation training and technical support will be provided by the Race and Equity Core Team and Department of Race and Equity)*

- Model commitment to developing race and equity competency by engaging in capacity building/training opportunities
- Communicate and facilitate activities and dialogue to build support and understanding of the racial equity framework and tools across the Department
- Work with Department leaders and staff to identify opportunities to improve equity outcomes by applying an equity framework and tools to department activities
- Provide support to workgroups and individuals in the Department on equity activities

**II. Responsibilities**

**Individual / Group**

**Responsibilities**

**Department Director**

1. *Work with Team to finalize its Race and Equity Team Charter.*
2. *Support identification of department activities and any associated budget and activities to be analyzed for racial equity impacts.*
3. *Track results to monitor progress for report out to department and City Leadership.*
4. *Support Team Leads and continuity in team leadership.*
5. *Attend quarterly Race & Equity Team meetings and provide intermittent email feedback.*
6. *Incorporate race and equity performance objectives into work plans, job descriptions and job*

**Individual / Group**

**Responsibilities**

*announcements, and hold managers accountable for implementation of Race and Equity processes.*

- 7. Ensure that all staff complete Race & Equity training by 2020 or within 1 year of starting position, prioritizing management and public-facing staff.*
- 8. Prioritize Race and Equity competency in hiring.*
- 9. Establish expectations that managers build race and equity work into Team members' annual scope of work and support their success, including providing specific work load adjustments to accommodate race and equity activity as needed.*
- 10. Achieve race and equity leadership competencies, use racial equity tools and set same expectation for other department leadership.*

**Managers/supervisors**  
(add box as needed for other key leadership roles, such as Executive Sponsor, if applicable)

- 1. Complete Race & Equity Training.*
- 2. Strategize to support workload adjustments for Team members to support performing duties as needed to support success.*
- 3. Model use of racial equity tools and encourage staff to participate in race and equity trainings.*
- 4. Achieve racial equity leadership competencies and set expectation that staff will achieve basic race and equity competencies.*

**Race and Equity Team Co-leads**

- 1. Convene and facilitate Team meetings.*
- 2. Track Team progress.*
- 3. Make reports to department director and management.*
- 4. Assess and support team members' leadership skill development.*
- 5. Participate in race and equity training to build skill and capacity.*
- 6. Hold staggered rotating terms.*

**All Race and Equity Team Members**

- 1. Support department staff in their development and implementation of racial equity, and in their skill in applying racial equity tools.*
- 2. Attend team/committee standing meetings, caucuses and trainings and take leadership on at least one Race and Equity Team action area.*

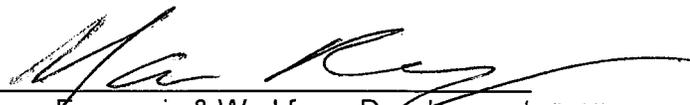
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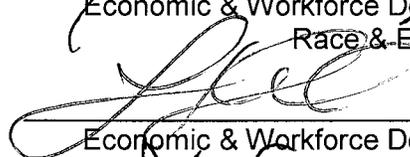
Responsibilities

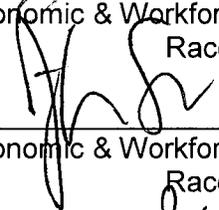
3. *Recruit and mentor new Team members, ensuring continued representation from each EWDD Division in rotating terms.*
4. *Achieve race and equity leadership competencies.*
5. *Assist with the identification of department activities and any associated budget and activities to be analyzed for racial equity impacts.*

Signed by:

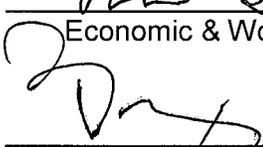
  
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Department Director  
9/26/19  
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Economic & Workforce Development  
Race & Equity Team

  
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Race & Equity Team



## City of Oakland Racial Equity Impact Analysis

### Introduction

The establishment of the Department of Race and Equity the City of Oakland kicked off an effort to explicitly imbed racial equity in its decisions and policies. Unlike the blatantly discriminatory policies of the past, most policies today are not designed to intentionally exclude or to create additional barriers for people of color. But unfortunately, many policies still have real consequences that adversely affect how people of color experience and are impacted by systems. These policies seemed to be “face neutral” or “race silent” but their repeated application lead to outcomes that, over time, cause disparities that are predictable by race.

For these conditions to change, City staff and policymakers must grow the capacity to assess and design explicitly for racial equity. **Racial Equity Impact Analysis** is a template to guide this process of change. By applying an equity focus and analysis to key deliberations, City government can work with community to create conditions where everyone has access to the opportunities necessary to meet their essential needs, advance their well-being and achieve their full potential.

This work is building on ongoing efforts. Communities of color have advocated for generations for the City of Oakland to meet its obligations regarding equity. Community studies and recommendations like the [“Roadmap Toward Equity: Housing Solutions for Oakland, California by Policy Link](#), and [Race, Inequality, and the Desegregation of the Bay Area, Urban Habitat, 2016](#), and others, document the case for a City of Oakland response to racial inequity.

The City of Oakland’s commitment to taking intentional steps to further racial equity is essential to building and maintaining meaningful relationships with underserved communities. We can work with community to create a city where everyone has access to the opportunities necessary to meet their essential needs, advance their well-being, and achieve their full potential.

### Race and Equity Working Assumptions

- Race matters - almost every indicator of well-being shows troubling disparities in outcomes by race
- Disparities are often created and maintained inadvertently through policies and practices that contain barriers to opportunity
- It’s possible - and only possible, to close equity gaps by using strategies determined through an intentional focus on race
- If opportunities in all key areas of well-being are equitable, then equitable results will follow
- Given the right message, analysis, and tools, people will work toward racial equity

*(Credit to the RACE MATTERS Toolkit and the Annie E. Casey Foundation for researching and crafting this assumptions language)*

## Racial Equity Focused Results

This approach has the built-in advantage of driving concrete, data driven, outcome oriented problem-solving actions. It educates about racial disparities, informs about root causes, engages impacted community and ultimately provides a set of specific recommendations to work with and a framework to evaluate impacts of decisions on equity.

The Department of Race and Equity has led the work to adapt a result based racial equity analysis approach to be applied to emerging and revisions of existing policies, practices and procedures to advance equity. While this does not serve as an immediate cure-all, embracing an explicit equity approach will help Oakland move toward the vision of equity and away from practices that are likely to perpetuate the status quo or worsen inequities to:

- Explicitly **address issues of social and economic injustice, and structural racism**
- Use data to identify groups impacted by racial disparities and racial equity outcomes
- Disrupt racial bias and assumptions embedded in policies, procedures and systems
- Build in decision-making prompts that evoke consideration of equity and inclusion of community
- Foster focused engagement of underserved stakeholders
- Systemically analyze potential impacts of City action or inaction on groups impacted by disparities
- Increase institution's capacity for, and commitment to results based accountability

## Who should use it?

A **Racial Equity Impact Analysis** can be used at all and multiple levels of the organization and policy process, and in fact, doing so, will increase effectiveness.

**City staff:** The routine use of a racial equity impact analysis by staff provides the opportunity to integrate racial equity across the breadth, (meaning all governmental functions), and depth, (meaning across hierarchy) of the City. It serves to elevate equity to the same status as project feasibility and budget supported by well-developed analysis.

**Elected officials/City Leadership:** Decision makers can use a racial equity focus to set priorities and bring greater consistency between values and practice. When leadership integrates racial equity into their work, it will be reflected in the priorities of the City budget, in direction provided to management, and in the questions asked of staff. Leadership can arrive at more equitable solutions by asking racial equity impact analysis questions from the worksheet when issues are being presented for consideration.

**Community advisory bodies:** Community advisory bodies can use a **Racial Equity Impact Analysis** to drive towards a more equitable membership composition and better work products. They could also use the worksheet questions to frame conversations with the City and encourage greater accountability.

## Racial Equity Analysis Worksheet

Department and Lead:

Title and Description of plan, policy initiative, program, budget issue:

**1. Set Equitable Results and Outcome(s)** – Be specific about what are the desired racial equity conditions your department wants to see for Oakland residents.

**2. Gather the right information/data about impacts** (most information will need to be informed by engaging community)

**What does the data tell us?**

***Identify known racial inequities that could be impacted by this effort***

- What are the root causes of these inequities?
- What racial/ethnic groups are most impacted by disparities?
- Will the proposal have impacts in the specific geographic areas (neighborhoods, areas or regions)? What are the racial demographics of those living in that area?
- What are the needs or opportunities to address these inequities?

***Define the most important racially equitable indicator(s) for your Department***

- What are the most important areas impacted by this effort?
- What Indicators would you use to measure the desired result?

**3. Identify and engage your stake holders** (*gather demographic data to identify racial/ethnic groups living, working and or socializing in the area impacted by the policy /proposal- see Inclusive Engagement Guide as a resource*)

- Who are the stake holders who may be affected by this policy? How can we best reach them and engage them?
- How can we maximize engagement and impact of underserved stakeholders?
- Who is missing and how can we engage them?
- How will we meaningfully consider the perspectives of underserved stakeholders during final decision making?

**4. Identify Equity Gaps**

- What is the history of the racial/ethnic group(s) in Oakland? How has past public policy impacted disparities in their current conditions? How might those disparities factor into their ability to benefit from this proposal?
- What adverse impacts or unintended consequences could result from this policy if enacted as envisioned/written?
- How would different racial /Ethnic groups in Oakland would be impacted if this policy if were enacted as envisioned/written?
- What additional barriers might prevent individuals in certain racial/ethnic groups from benefitting fully if this policy were implemented as written?

**5. Fill in Equity Gaps**

- What steps could be taken to prevent or minimize adverse impacts or unintended consequences?
- What steps could we take to address historical harm or other barriers that could prevent various racial/ethnic groups from accessing the policy fully?

- What partnerships will be necessary for this effort?
- Are there further ways to maximize racial equitable outcomes?

**6. Implementation**

- Based on this analysis, what are the recommendations for the most equitable policy option(s)?
- Does the policy and any equity-enhancing measures related to this policy have adequate funding? If not, how might this be addressed?
- Are mechanisms in place ensuring successful implementation and enforcement?
- Are there provisions to ensure ongoing collection of data disaggregated by race/ethnicity?
- If no, on any of the above questions, what are the barriers to the steps needed to move forward?

**7. Evaluation and Accountability**

- What are the measures determining underserved groups are better off?
- What is the mechanism we will utilize to measure for racial equitable outcomes? (*Note: all measurement data needs to be disaggregated by race and any other relevant demographic to track impact on equity*)

How much did we do?	How well did we do it?
# clients/people served	% common measures
# Activities (by type of activity)	% Activity- specific measures
<p style="text-align: center;"><b><u>Is anyone better off?</u></b></p> <p style="text-align: center;"># or % Skills/knowledge</p> <p style="text-align: center;"># or %Attitude/opinion</p> <p style="text-align: center;"># or % Behavior</p> <p style="text-align: center;"># or % Circumstance</p>	

- What is the mechanism for course correction if racial equity outcomes are not achieved?
- How will the community be informed of progress toward achieving racial equitable outcomes?



## ITEM IV.a.- DISCUSSION

**To: Oakland Workforce Development Board**  
**From: OWDB Staff**  
**Date: February 6, 2020**  
**Re: Summer Jobs: 2019 Updates & 2020 Planning**

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The City of Oakland Workforce Development Board (OWDB), in partnership with public, private, and nonprofit sectors, has had a longstanding commitment to provide summer youth employment and other work-based learning opportunities for Oakland youth for more than four decades. The cornerstone of this effort has revolved around allocating funding to subsidize paid jobs and work experience opportunities that are facilitated through contracted local nonprofit organizations. The level of direct investment in this program varies from year to year, which presents challenges for strategic planning and program implementation. Funding to support the program has historically come from a variety of public, private, and philanthropic sources.

For the 2019 summer youth employment program, OWDB partnered with the Oakland Fund for Children and Youth (OFCY) to jointly release the program Request for Proposal, align the program model and reporting requirements, and leverage financial resources. OWDB consulted with OFCY when determining funding allocation. As a result of this unprecedented cross departmental collaboration, OWDB contracted with two additional youth service organizations with strong program models designed to meet the needs of youth participants. In addition, OWDB applied a racial equity approach to identify priority populations to be served: Black, Latinx, Native American and Pacific Islander opportunity youth residing in East Oakland, Fruitvale and West Oakland with very little to no previous work experience.

OWDB and OFCY both funded three organizations and OWDB funded an additional three organizations not funded by OFCY. A total of six organizations were awarded funding to operate the summer youth employment program:

1. Lao Family Community Development, Inc.
2. The Unity Council
3. Youth Employment Partnership, Inc.
4. Youth Uprising
5. East Bay Asian Youth Center
6. Rising Sun Center for Opportunity

Upon receiving written narrative and budget requests, staff determined that each organization 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 summer youth employment program model. This model includes pre-employment and job retention training, and 100 hours of paid work experience at the City’s minimum wage rate of \$13.80/hr. or higher.

**SUMMER 2019 Funding Sources**

<b>Revenue Sources</b>	<b>Amount</b>
Measure HH Sugar-Sweetened Beverage Tax	\$350,000
JP Morgan Chase Grant	\$135,000
<b>Total</b>	<b>\$485,000</b>

The 2019 OWDB Summer Youth Employment Program was supported by two primary funding sources:

- **Measure HH:** As part of the City Council’s adopted FY 2017-2019 biennial budget, the OWDB was granted \$400,000 in one-time funding from Measure HH (sugar-sweetened beverage tax), of which \$350,000 was allocated to contracted youth service providers, to create summer employment and other work-based learning opportunities for Oakland youth ages 16 to 21. The goal of this investment is to help connect young people’s summer work experiences to support the primary mission and vision of these funds.
- **Other Funds:** The OWDB anticipates securing an estimated \$150,000 in private grant funds from JP Morgan Chase. Of the total grant, \$135,000 was allocated to contracted youth service providers, to create summer employment and other work-based learning opportunities for youth ages 16 to 21. The remaining portion of this grant went to the city’s nonprofit partner who is serving as the applicant agency.

**SUMMER 2019 Youth Service Provider Allocations**

<b>Agency</b>	<b>Lao Family Community Development</b>	<b>Youth Employment Partnership</b>	<b>Youth UpRising</b>	<b>East Bay Asian Youth Center</b>	<b>Rising Sun Center for Opportunity</b>	<b>The Unity Council</b>	<b>TOTAL</b>
OFCY Funding	\$100,000	\$150,000	\$100,000	\$0	\$0	\$0	\$350,000
OFCY Projected Youth	34	57	34	0	0	0	125
OWDB Funding	\$90,000	\$40,000	\$90,000	\$80,000	\$50,000	\$150,000	\$500,000
OWDB Projected Youth	31	15	29	49	10	45	179
<b>Total Funding</b>	<b>\$190,000</b>	<b>\$190,000</b>	<b>\$190,000</b>	<b>\$80,000</b>	<b>\$50,000</b>	<b>\$150,000</b>	<b>\$850,000</b>
<b>Total Projected Youth Served</b>	<b>65</b>	<b>72</b>	<b>63</b>	<b>49</b>	<b>10</b>	<b>45</b>	<b>304</b>
<b>ACTUAL: Youth Enrolled</b>	<b>65</b>	<b>78</b>	<b>62</b>	<b>48</b>	<b>12</b>	<b>44</b>	<b>309</b>

OWDB staff worked collaboratively and in consultation with OFCY staff to determine funding recommendations and allocations. This allowed OWDB to contract with and fund two new agencies, East Bay Asian Youth Center and Rising Sun Center for Opportunity, with strong program models designed to meet the needs of youth the program aims to serve.

**ADDITIONAL SUMMER 2019 INTERNSHIP & EMPLOYMENT PROGRAMS**

In addition to the OWDB summer youth employment program, several agencies and organizations operate summer youth employment and internship programs that serve Oakland youth. 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, Oakland Public Works, and Oakland Parks, Recreations, and Youth Development Department. The below table lists numbers on 2019 summer youth employment programs in Oakland.

Agency	Program	# of Participants
Alameda Health System	Oakland Health Careers Collaborative	154
Better Health East Bay Foundation	Youth Bridge Workforce Development Program	103
Center for Media Change, Inc.	Hack the Hood Bootcamp	43
Centro Legal de la Raza	Youth Law Academy	10
Civicorps	Academic and Professional Pathway	21
East Bay College Fund	Oakland Promise College and Career Access and Success Program	3
Marriott Foundation for People with Disabilities	Bridges from School to Work	5
Oakland Unified School District	Exploring College and Career Options	388
The Unity Council	Oakland Youth Engaged (OYE)	23
Youth Employment Partnership	Building Green Futures	20
Youth Radio	Digital Communications Pathways	29
OUSD Skyling HS	SAP internship	15
PG & E	OUSD PG & E Program	20
Intel	OUSD Intel Program	30
Oakland Unite	Youth Squad	16
Alameda County	Children & Family Services	68
Kaiser Permanente	KP Launch	55
Oakland Parks, Recreation and Youth Development	Summer Jobs	84
Oakland Police Activities League	Oakland PAL	50
Port of Oakland	Summer Jobs	28
City of Oakland Public Works Department	Team Oakland	110
<b>Total</b>		<b>1275</b>

\* Based upon data requests of existing programs

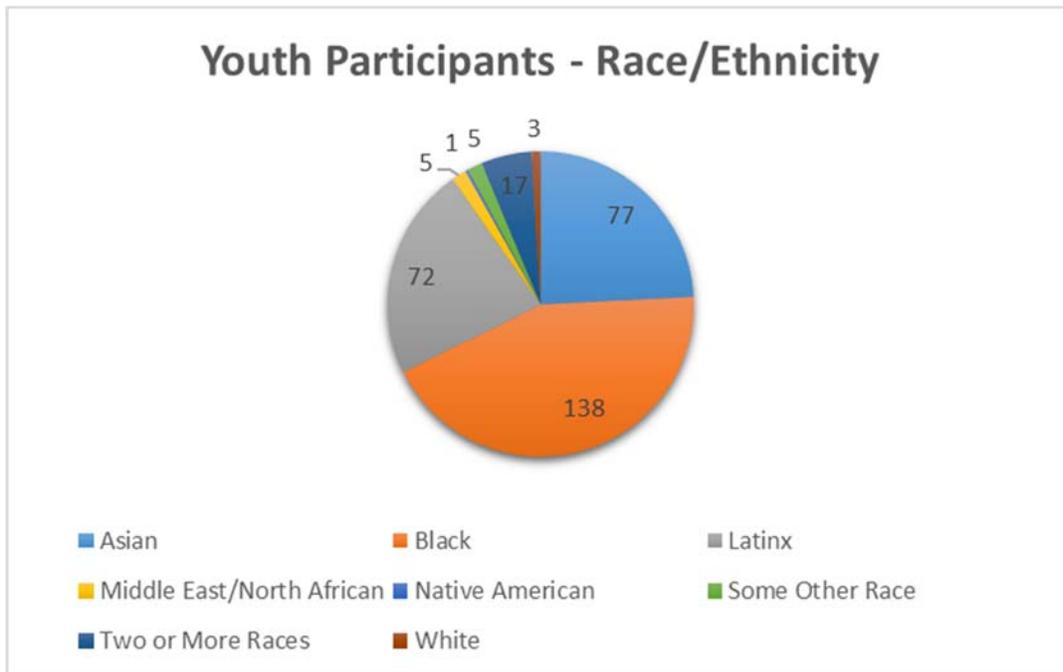
## **2019 IMPACT AND EVALUATION**

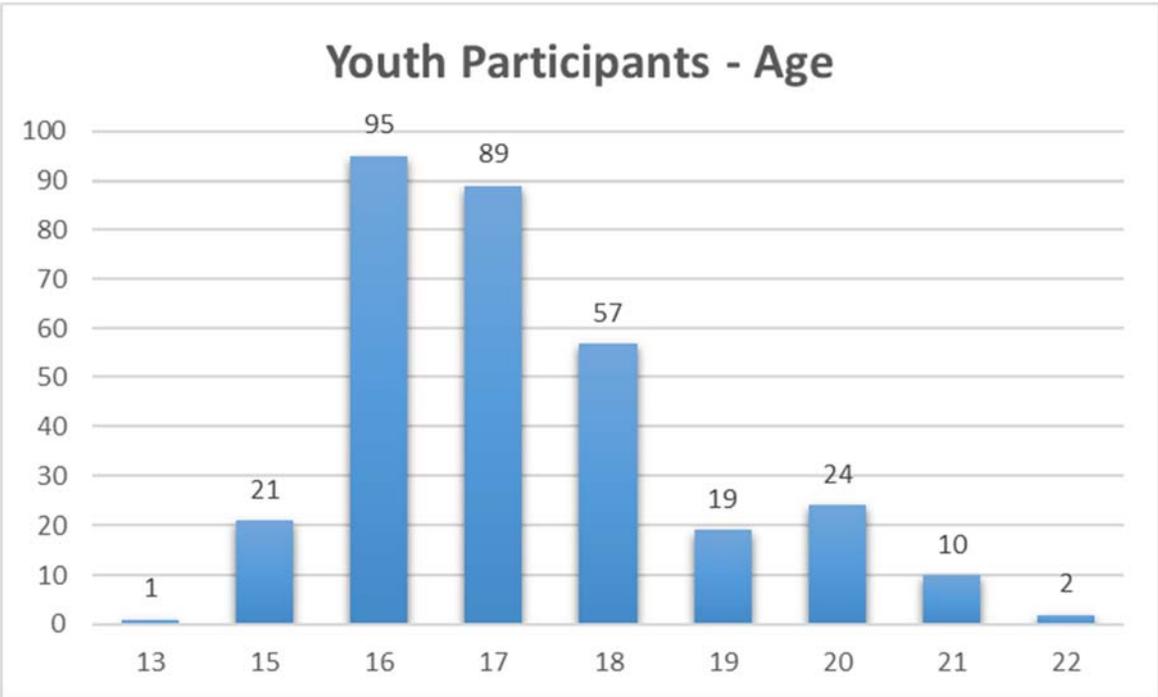
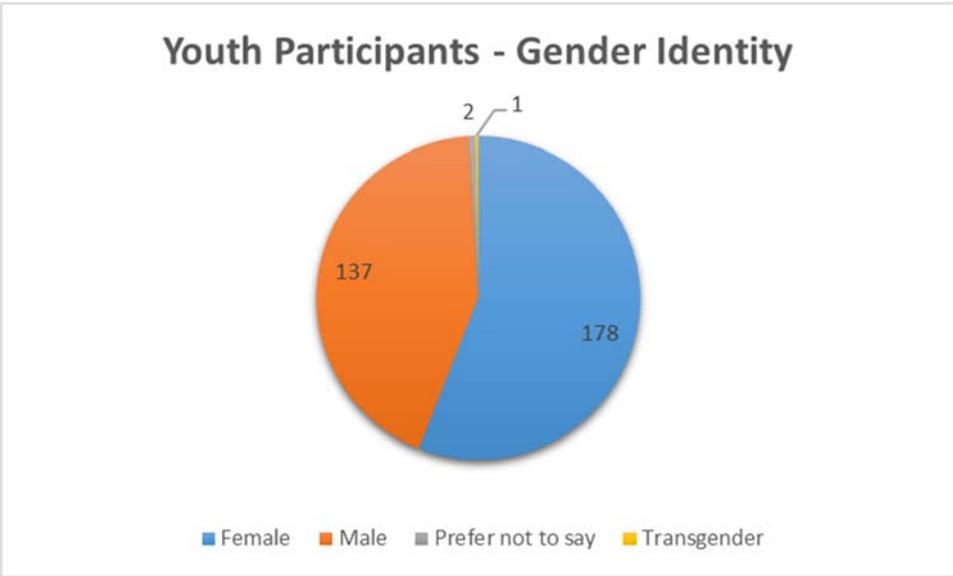
The below tables and charts show information on 2019 program participants. Additional efforts are necessary in the 2020 program to measure and demonstrate that opportunity youth, youth disconnected from school and work, are being engaged and prioritized in the program.

Zip Code	Youth Participants
94505	1
94565	1
94601*	67
94602	13
94603*	28
94605*	48
94606*	47
94607*	30
94608	8
94609	4
94610	10
94611	1
94612	4
94615	1
94619	17
94621*	38
<b>Total</b>	<b>318</b>

\*priority zip code

The majority of program participants, 81%, live in priority zip codes.





For the past several years OWDB has benefitted from a partnership with a research team from UC Berkeley’s School of Public Health, RTI International, and East Oakland Youth Development Center. This team has supported funded agencies with job readiness training curriculum and implementation as well as designing and supporting implementation of youth surveys to help better understand the impact of the program. In partnership with contracted nonprofit agencies, the research team administered baseline surveys in May and June 2019, before youth began their summer jobs, and follow-up surveys in August 2019, after most youth had completed their summer jobs. A total of 278 youth completed the baseline survey, and 147 youth completed the follow-up survey. Below is a snapshot of some of the key takeaways from the survey results.

- 56.9% of youth stated this was their first job experience

- The majority of participants stated that their job training: helped them succeed in their job (95%), communicate with confidence in the workplace (91%), solve problems in the workplace (94%), deal with constructive criticism from their employer (83%), ask for help when they need it (93%), ask for more responsibility at their job (86%), and learn how to stay calm under stress (90%)
- Most participants agreed that their job supervisor would help them find a job in the future, thought of their supervisor as a mentor, felt their supervisor would give them a good recommendation for a job in the future, and felt their supervisor would connect them to people outside their community
- 87% of youth felt their job placement was a match with the type of job they were interested in
- 75% of youth felt their summer job experience was helpful in preparing them for future employment opportunities
- In rating their overall experience with the summer youth employment program, 64% stated it was excellent, 33% of youth stated it was good, 3% of youth stated it was average, and no youth reported their experience as poor or terrible

In December, OWDB and OFCY staff, the team of researchers UC Berkeley's School of Public Health, and these six contracted nonprofit agencies convened to debrief the survey results and to share feedback and input for 2020 program implementation. Feedback included the following:

- Contracted nonprofit partners are interested in OWDB support with outreach and recruitment of quality worksite placements as well as support with supervisor and worksite orientation, training, and expectation setting
- Contracted nonprofit partners receive substantially more interest in the program than there are spots available for youth participants. Agencies are interested in support with compiling a digital resource guide for referring youth to additional services, programs, and opportunities.
- There is an interest in further aligning key metrics to measure program impact in areas of training, supervisor and worksite experience, financial access and education, job skills development, and more
- It is critical for contracted agencies to understand their funding amounts and thus their youth service numbers by early spring to allow for effective planning and implementation

## **2020 SUMMER PLANNING**

- Ongoing partnership with OFCY to collaborate on funding determinations, reporting requirements, and technical assistance for funded agencies
- Ongoing partnership UC Berkeley's School of Public Health research team for youth survey implementation
- Cities for Financial Empowerment funding proposal to implement financial education pilot program
- Development of best practices curriculum
- Health pathway program pilot

Core components of 2020 program planning efforts include: 1) Business Development and Engagement; 2) Program Services Design & Delivery; 3) Data Management Systems; and 4) Financial Asset Building/Creation.

To date, OWDB is aware of \$400,000 in Measure HH funding to support the 2020 program, with potential additional funding. Without additional funding, this amount represents less funding than in the 2019 program year and would result in fewer youth served.



## ITEM IV.b. – DISCUSSION

**To: Oakland Workforce Development Board**  
**From: OWDB Staff**  
**Date: February 6, 2020**  
**Re: 2018 Final State Performance Results Report**

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### **BACKGROUND**

Performance measures required by the Workforce Innovation and Opportunity Act (WIOA) are meant to align with current economic indicators, reflect local area service strategies and local achievements. At the same time building on the overall system goal of continuous improvement for our clients and customers, providing the greatest return on workforce investments, and enabling the regional planning implementation by providing an industry-relevant skills attainment framework for individuals with barriers to employment.

The final Workforce Innovation and Opportunity Act (WIOA) Annual Performance Report for program year (PY) 2018 has been published. This data set includes participant data for Title I programs.

The six (6) primary indicators of performance negotiated with the CWDB are:

- Employment Rate 2nd Quarter after Exit
- Employment Rate 4th Quarter after Exit
- Median Earnings
- Credential Attainment
- Measurable Skill Gains
- Effectiveness in Serving Employers

Due to the transition from the Workforce Investment Act to WIOA performance reporting, the data published in the PY 2017 WIOA Annual Performance Report provides the basis for determining the number of participants served in PY 2014, and performance outcomes for the Measurable Skill Gains indicator only (not applicable to Wagner-Peyser or JVSG). The other five WIOA primary indicators of performance will be included in the PY 2018 WIOA Annual Performance Report. **Additionally, for PY 2018, the data calculated by the Department of Labor is only available at a state level, and does not include a breakdown by Local Workforce Development Board.**

### **City of Oakland 2018 State Performance Results by Service Provider**

Staff will provide a brief update on process and outcome measures for our local contracted service providers at the upcoming OWDB meeting. More detailed reports will be provided at the initial meeting of the OWDB Workforce Systems Committee, which will be scheduled prior to the next full OWDB meeting.

WIOA – Annual Statewide Performance Report Table – PY 2018

FY 2018 Final Performance Report from EDD			
Performance indicators	Local / Actual		
	PY18	PY18	
<b>Adult</b>			
Employment 2nd Qtr post exit	64.0%	<b>67.3%</b>	Met
Employment 4th Qtr post exit	60.5%	<b>67.8%</b>	Met
Median Earnings	\$ 5,200	<b>\$ 7,733</b>	Met
Credential Attainment Rate	53.0%	<b>48.9%</b>	Not Met
Measurable Skills Gain	baseline	<b>baseline</b>	
<b>Dislocated Worker</b>			
Employment 2nd Qtr post exit	68.0%	<b>70.2%</b>	Met
Employment 4th Qtr post exit	63.5%	<b>76.0%</b>	Met
Median Earnings	\$ 7,450	<b>\$ 10,418</b>	Met
Credential Attainment Rate	57.0%	<b>54.9%</b>	Not Met
Measurable Skills Gain	baseline	<b>baseline</b>	
<b>Youth</b>			
In Ed, Trng, or Emplmt. 2nd Qtr	65.4%	<b>75.9%</b>	Met
In Ed, Trng, or Emplmt. 4th Qtr	62.0%	<b>75.0%</b>	Met
Median Earnings	baseline	<b>baseline</b>	N/A
Credential Attainment Rate	53.0%	<b>52.8%</b>	Not Met
Measurable Skills Gain	baseline	<b>baseline</b>	N/A

**Oakland Workforce Development Board  
2020 Meeting Calendar  
1 Frank Ogawa Plaza, Hearing Room 4 – 8:30am-11:00am**

<b>Thursday - February 6, 2020</b>	<b>Regular Meeting</b>
<b>Friday - March 20, 2020</b>	<b>Executive Committee Meeting</b>
<b>Thursday - May 7, 2020</b>	<b>Regular Meeting</b>
<b>Friday - June 19, 2020</b>	<b>Executive Committee Meeting</b>
<b>Thursday - August 6, 2020</b>	<b>Regular Meeting</b>
<b>Friday - September 18, 2020</b>	<b>Executive Committee Meeting</b>
<b>Thursday - November 5, 2020</b>	<b>Regular Meeting</b>
<b>Friday - December 18, 2020</b>	<b>Executive Committee Meeting</b>

**Dates and time subject to change**