

DISTRIBUTION DATE: 4/02/2021



## *MEMORANDUM*

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Edward D. Reiskin  
City Administrator

**SUBJECT:** Overview of CARES Act Expenditures  
And Launch of CARES Act Website

**DATE:** April 2, 2021

City Administrator  
Approval

A handwritten signature in black ink, appearing to be "E. Reiskin".

Date  
April 2, 2021

### **INFORMATION**

This Information Memorandum contains a summary and evaluation of the City's expenditure of 2020 Federal CARES Act Funds to address the negative impacts of COVID-19.

In addition to this report, staff launched a new CARES Act Funds webpage with information about all the CARES Act-funded programs and initiatives, including detailed demographic data, photos and testimonials. Please visit the new website here:

<http://oaklandca.gov/CaresAct>

### **CARES ACT OVERVIEW**

The Federal CARES Act was approved by Congress and signed into law on March 27, 2020. The Act included approximately \$150 billion in stimulus aid to states and local governments with a population of 500,000 or more. The City of Oakland fell short of this population threshold and, as such, did not receive a direct allocation of stimulus aid from the federal government.

However, the State of California allocated \$225 million of its CARES Act funding allocation to California cities with population of 300,000 or more. The City of Oakland received \$36,994,706 from the State's CARES Act allocation.

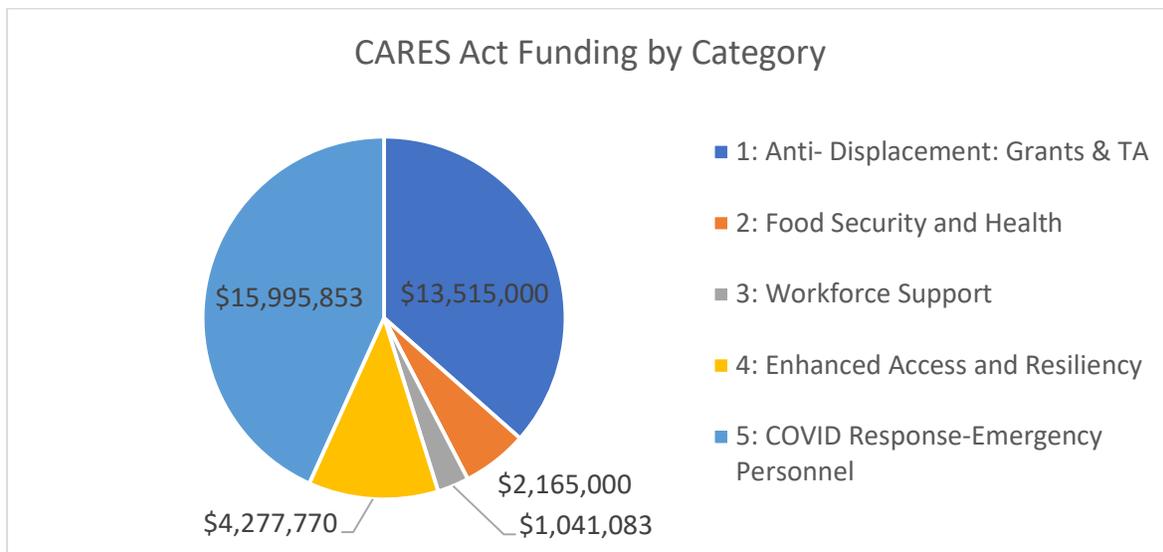
The CARES Act provided that the funds can be used for COVID-19 related expenses incurred between March 1, 2020 and December 30, 2020. The CARES Act generally limited expenditures

to those that are directly related to the COVID-19 health emergency, including second-order effects such as economic impacts arising from business interruptions caused by COVID-19. The law required CARES Act Funds to be expended by December 30, 2020.

### CITY COUNCIL ACTIONS

On June 23, 2020, the City Council directed the \$36,994,706 in CARES Act funding to 17 service areas as part of the FY 2020-21 Midcycle Budget Amendments (see **Attachment A** for a summary of the 17 services areas and final funding allocations). On July 28, 2020, the City Council adopted Resolution 88229 C.M.S. to formally accept the CARES Act funds and authorize their distribution. This resolution also authorized the City Administrator to reallocate CARES Act funds to any item of appropriation for eligible projects and activities in the City’s Fiscal Year 2020-21 mid-cycle budget, as amended on July 21, 2020, to ensure the timely expenditure and avoid the forfeiture of CARES Act funds.

The City Council prioritized support for Oakland’s most vulnerable communities with programs that fell in four general categories: 1) displacement prevention (financial and technical assistance), 2) food security and health, 3) workforce support and 4) enhanced access and resiliency improvements. It also supported payroll costs for City emergency personnel to help mitigate the public health and safety impacts of COVID-19. The following chart shows the breakdown of funding expenditure by category<sup>1</sup>:



From September 2020 through January 2021, at the direction of Council, the City Administrator provided regular reports to the City Council and the public on the status of administering the CARES Act funds. These reports can be found [here](#).

<sup>1</sup> Balances reflect allocation and expenditure amounts as of the drafting of this report. Please note that these totals may not reflect final balances, including accrued interest and minor reallocations pursuant to the authority granted to the City Administrator by City Council.

## SUMMARY OF PROGRAMS AND EVALUATION

In total, nine City departments were given responsibility to disburse CARES Act funds over the City Council directed service areas, which resulted in 27 discrete programs, all summarized in this memorandum. The payroll costs for City emergency personnel, as self-explanatory non-programmatic expenditures, are not analyzed in this report.

All funds were allocated and expended by the December 30, 2020 deadline as required.

Consistent with Council direction, CARES Act funds were used for direct financial assistance to Oakland renters, homeowners, small businesses, artists, nonprofits, and home-based entrepreneurs through intermediaries with expertise in grant giving. Additional funds were used to provide technical assistance and support programs for vulnerable communities and organizations, enhance food security, advance health and safety initiatives, support displaced and at-risk workers, cover administrative and other programmatic fees and generally address the ongoing health, safety, and economic impacts of the COVID-19 pandemic.

As the following pages of this Information Memorandum illustrate, these programs collectively benefited a significant number of Oakland's communities with the greatest need. For example, more than 2,200 individuals, businesses and organizations at risk of displacement received nearly \$17.5 million in emergency funds through CARES Act funded grant programs. Of the individuals receiving grants, more than 86 percent were people of color. In addition, nearly 3,600 workers, small businesses, vendors, artists, and non-profit organizations suffering economic hardship received technical assistance and other support programs. This assistance helped them weather the pandemic by learning new skills, finding employment, or pivoting their businesses or organizations to respond to public health requirements. With support from CARES Act funding, more than 400,000 meals were provided to food insecure families and individuals and nearly 1,000 small business received needed personal protective equipment (PPE). These are just a few examples of the impact of the CARES Act funds; much more detail is presented in the following sections.

City staff worked quickly to enter into agreements to stand up new programs and administer the CARES Act funds. This memorandum also contains lessons learned from staff's work, including these high-level observations across all programs:

### **Work with Trusted Community Partners.**

- Partnering with trusted community-based organizations to help spread the word about available programs and technical assistance, and provide multi-lingual assistance for non-English speakers, ensured that funding and information reached targeted vulnerable communities and communities of color.

### **Improve the Contracting Process.**

- Simplify the contracting process for these types of emergency funds. The lengthy City contracting process was one of the biggest obstacles to the swift deployment of relief

funds. In particular, the insurance requirements were difficult for many community-based organizations to comply with, and in some cases, they were not able to meet them.

- Working with high capacity, experienced, community-based partners on program delivery helped make the contracting process more efficient. Yet in some cases, community partners required fiscal sponsors to receive funds, which added further complexity and delay.
- If future emergency relief funds are allocated for new programs, the allocation should include support for new City staff or other staff resources to help with project management and contracting processes.

### **Establish Clear Equity Criteria for Data and Reporting.**

- Capturing demographic data is essential to understanding equity impacts. City staff should develop a standard data collection template ahead of time, so all programs capture demographic data in similar ways.
- At the onset of future programs, the City should be clear about expectations for final reporting and make reporting templates consistent across programs as much as possible.
- Due to limited time and capacity to set up the programs, departments were not able to train all the partners in data collection.
- A data collection portal developed for relief dollars -- and available city-wide -- would have supported deeper collection of demographics and other data from all the affiliated partners.

## **SPECIFIC PROGRAM DESCRIPTIONS AND OUTCOMES**

What follows is an overview of each program supported by the City of Oakland CARES Act funding. These program write-ups are organized into four broad sections:

[Section 1: Displacement Prevention: Financial and Technical Assistance](#)

[Section 2: Food Security and Health](#)

[Section 3: Workforce Support](#)

[Section 4: Enhanced Access and Resiliency Improvements](#)

The memorandum includes a description of each program in the categories, as well as the outcomes of each program. Where relevant, demographic, geographic and other data about the beneficiaries of each program are described. In addition, where possible, staff and project partners completed post-funding surveys to better understand the impacts of the CARES Act programs, which is also reflected in the write-up. Each section begins with a general summary and evaluation across programs, including lessons learned and the successes and challenges of the programs.

## **Section 1 -- Displacement Prevention: Financial and Technical Assistance**

This section provides a description of each CARES Act-funded program that provided direct financial relief and technical assistance to residents, businesses, and organizations vulnerable to displacement. The descriptions on the following pages include an overview and outcomes of each program, including demographic data about program beneficiaries where relevant.

### ***High-Level Summary of Displacement Prevention Programs***

As the following pages indicate, a broad array of direct financial support and technical assistance programs was offered to vulnerable communities in this category. With over \$12 million in total funds distributed through 14 individual programs, this was the largest service area supported with CARES Act funds. Grant programs were created to support small businesses, including micro enterprises such as home-based businesses and food and merchandise vendors, struggling from the economic impacts of COVID-19. Grant programs were also launched to help sustain community-serving non-profit organizations, as well as to help individual artists and cultural organizations. Grants were also issued to renters and homeowners at risk of losing their homes and becoming homeless. Several technical assistance programs were developed with trusted providers to support businesses, individuals and organizations as they adapted their businesses to earn revenue online, negotiate their commercial leases, and build more resilient business models to survive the pandemic. Finally, direct grants were made to cultural and public institutions to help prevent their closure, including the Oakland Zoo and Children's Fairyland.

### ***Overall Evaluation of Displacement Prevention Programs – Lessons Learned***

The direct financial assistance helped individuals and organizations address the negative economic impacts of COVID-19, including using the funds to keep workers on payroll, cover fixed costs such as rent and insurance, purchase safety equipment and make necessary upgrades for their businesses to reopen safely. In a post-program survey of grant recipients conducted by the Economic and Workforce Development Department (EWDD), a majority of grant recipients reported that they were confident that their business or organization would survive the pandemic (see **Attachment B** for complete EWDD survey results).

The grant programs also targeted vulnerable communities and the recipients generally represented the racial and geographic diversity of Oakland, as the data on the following pages indicate. This success was in large part due partnerships with trusted community-based organizations that helped share information about the programs with specific communities, and provided culturally competent, multi-lingual technical assistance with the applications. The data also shows that focused efforts are still needed to reach businesses in deep East Oakland, particularly unbanked businesses, to ensure they benefit from future support programs.

The following is a summary of more key lessons learned from the financial and technical assistance programs funded by CARES Act funds.

## **Program Design**

- Consolidate grant giving into one or two larger programs run by a single partner, rather than many different programs with different criteria.
- Build flexibility into the grant eligibility criteria to capture as many eligible applicants as possible, while retaining preferences to prioritize the applicants with the greatest need.
- Many immigrant and Black-owned businesses are unbanked. Future grant programs should be designed with this in mind.
- Home-based business and vendor programs were particularly effective at reaching Black-, Latinx- and women-owned small businesses. Future grant programs should not exclude these types of businesses.
- Translation of grant applications into multiple languages was necessary to reach targeted communities and was successfully completed under quick deadlines by the City's teams.
- Online trainings and webinars were a good way to get critical technical assistance to businesses, non-profits and the arts community. Collectively, trainings to help these communities survive the pandemic reached over a thousand participants.
- Technical assistance for the arts community needs to be targeted to a specific discipline, (e.g., dance, literary arts, visual arts, performing arts). The needs and issues are quite varied by discipline and cannot be adequately addressed in the same training.
- Both vendor pilot programs reported very positive results in supporting low-income entrepreneurs to operate legally and safely. The pilot also revealed that it can be difficult to locate manufactured vendor carts that meet the required health standards. These pilot programs require additional funds to become permanent.

## **Outreach**

- Partnering with local community-based organizations helped ensure the funding and technical support reached Oakland's diverse communities.
- Outreach should include a wide range of activities and innovative methods such as:
  - Partnerships with trusted community-based organizations
  - Ethnically diverse and paid media
  - Landlord and property owner outreach
  - Campaign signs in front of schools
  - Partner with schools to do robocalls in multiple languages

## **Data and Reporting**

- Moving forward, better capture demographic data and emergency contact information as part of the City's business license application process. This will help the City shape support programs and better target priority businesses in the future.

## **Contracting**

- The lengthy City contracting process was an obstacle to implementing the financial and technical assistance programs. Insurance requirements were difficult for some community-based organizations to meet.

## Section 1 -- Displacement Prevention: Financial and Technical Assistance

### Program #1: Small Business Grant Program

**Department Lead:** Economic and Workforce Development

**Type of Program:** Direct Grants/Cash Assistance

**Category of Programming/Population Served:** Small Businesses Support

**Funding Amount:** \$4,145,000

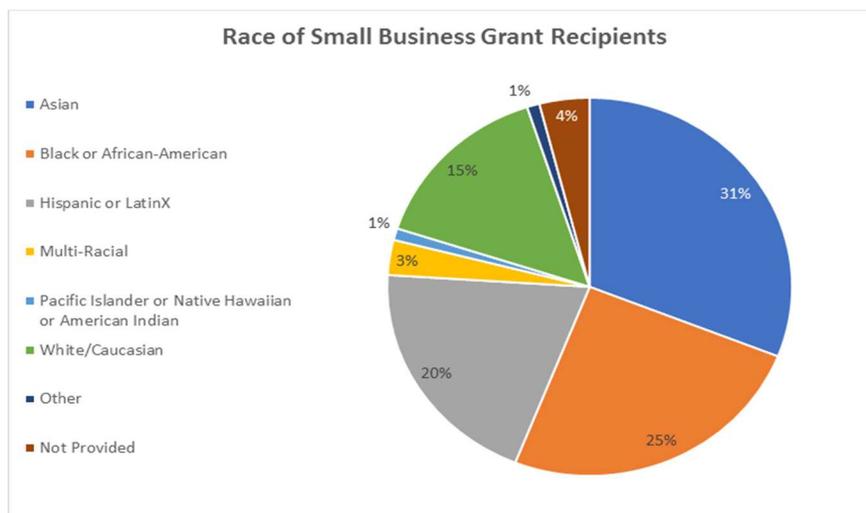
#### Description of Program

The City partnered with local Community Development Financial Institution (CDFI) Main Street Launch on the Oakland CARES Act Small Business Grant Program, which distributed direct grants to small businesses across Oakland to help them address the negative economic impacts of COVID-19. Grants could be used to cover day-to-day operating costs, such as worker payroll, rent and fixed debts.

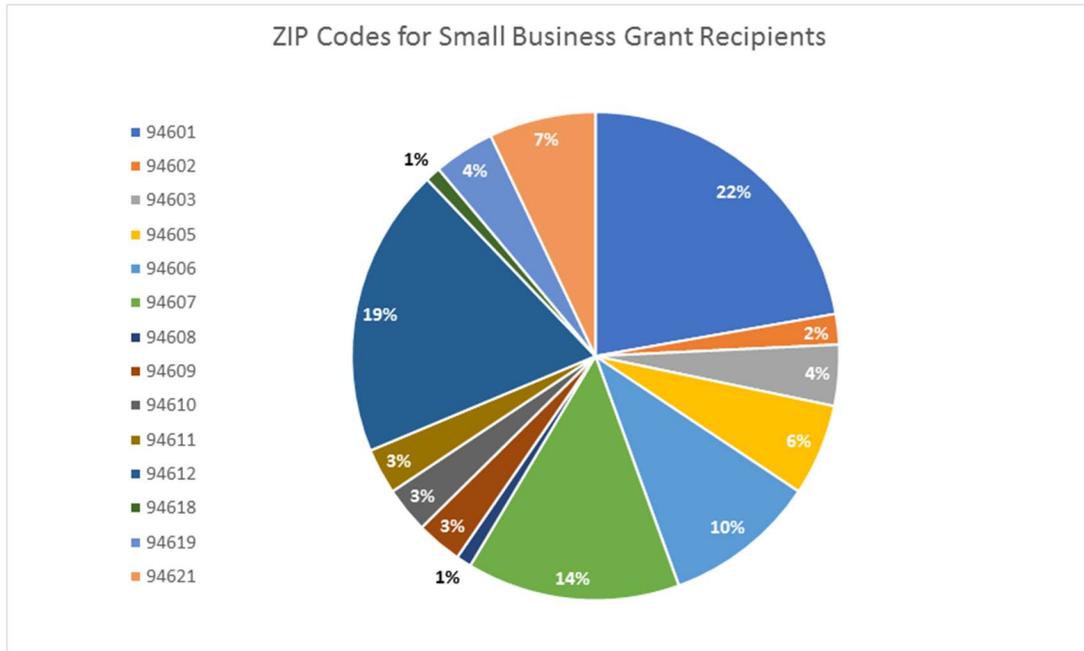
To be eligible, businesses were required to have less than \$2 million in gross revenues, at least one but not more than 50 employees, and demonstrate adverse business impacts from the pandemic, among other criteria. In addition, \$2 million was specifically earmarked for businesses located in Oakland's Opportunity Zone-designated and qualified census tracts, which are federally designated lower-income areas located in Oakland's flatlands.

#### Summary of Outcomes

The program provided 402 small businesses with grants of \$10,000 each. As the diagram below illustrates, of the small business grants provided, 80 percent were given to businesses owned by people of color, including 25 percent to Black-owned businesses and 20 percent to businesses owned by Latinx proprietors.



More than half of the grants were given to businesses located in Oakland’s designated or eligible Opportunity Zones and Qualified Income Census Tracts. A majority of grants went to businesses in zip codes 94601 and 94606 in the Fruitvale/East Lake/San Antonio districts, 94612 in the Downtown/Uptown business district, and 94607 in West Oakland. See the complete breakdown in the chart below:



**Website:** For additional information about the program, such as testimonials and photos, please visit the project website [here](#).

**Program #2: Home-Based Business Grant Program**

**Department Lead:** Economic and Workforce Development

**Type of Program:** Direct Grants/Cash Assistance

**Category of Programming/ Population Served:** Small Business Support

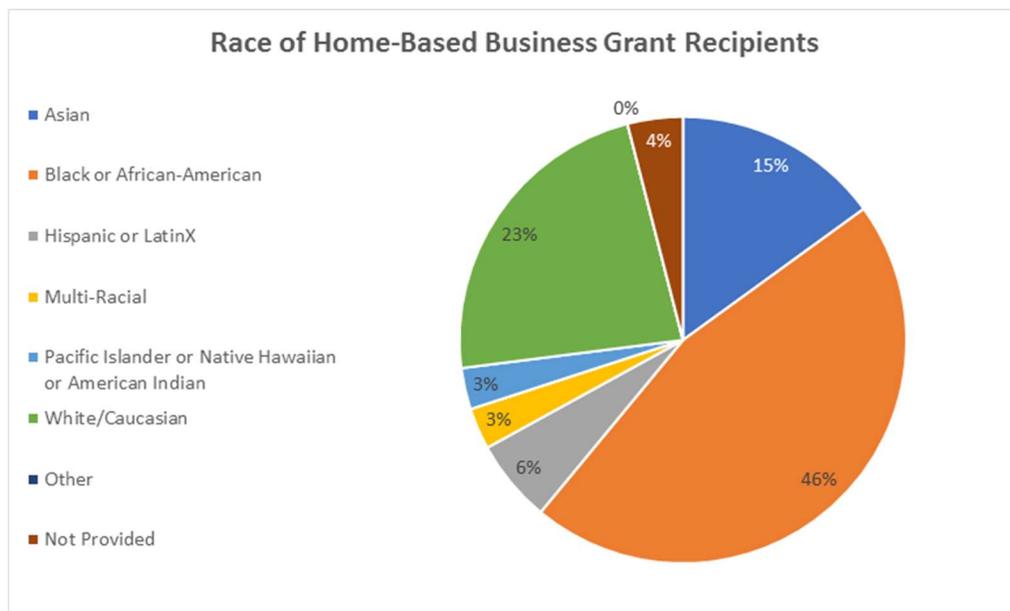
**Funding Amount:** \$555,000

**Description of program**

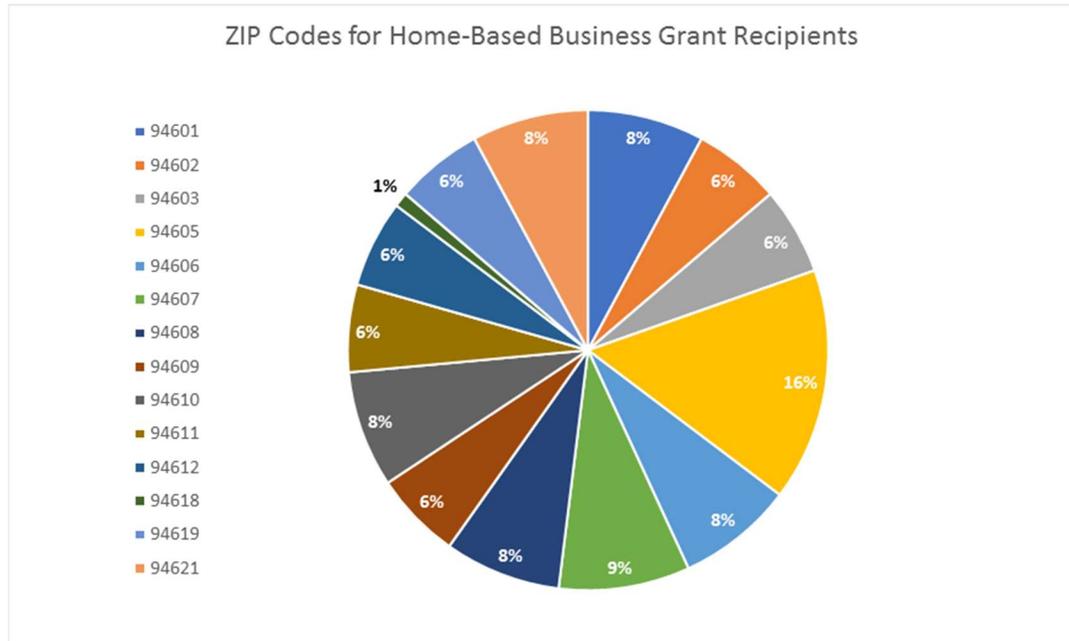
To target resources to businesses that are frequently underserved by traditional financing, the City also launched a Home-Based Business Grant Program. Administered by local CDFI Working Solutions, the program provided emergency grants to owners of home-based, for-profit businesses suffering economic impacts due to COVID-19. Home-based businesses provide essential income to many entrepreneurs who have yet to grow their business into a brick-and-mortar location. Priority was given to businesses located in low-income areas or otherwise historically vulnerable communities and those with annual gross business revenue under \$150,000.

**Summary of Outcomes**

Grants ranging from \$2,000 to \$4,000 were awarded to 159 home-based businesses. As the chart below indicates, of the 159 businesses that received grants, 70 percent were owned by people of color, with 46 percent being Black-owned businesses, and 67 percent of the grants went to businesses owned by women.



The home-based business grants were distributed widely throughout Oakland, with a higher share than other grants going to zip codes 94605 and 94621 in the Eastmont/Millsmont and Coliseum/Elmhurst neighborhoods in East Oakland. The chart below shows the geographic distribution of these grants by zip code.



**Website:** For additional information about the program, such as testimonials and photos, please visit the project website [here](#).

**Program #3: Grant Program for Nonprofit Organizations**

**Department Lead:** Economic and Workforce Development

**Type of Program:** Direct Grants/Cash Assistance

**Category of Programming/Population Served:** Nonprofit Support

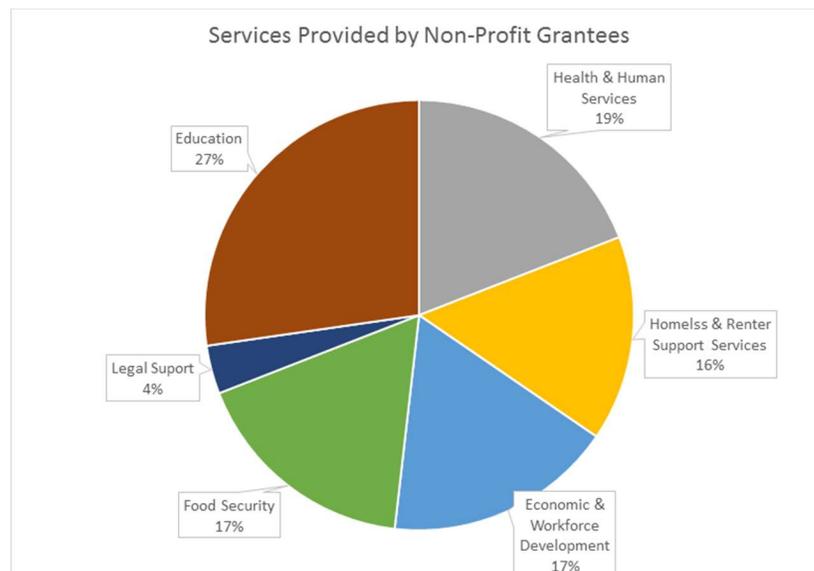
**Funding Amount:** \$1,000,000

**Description of Program:**

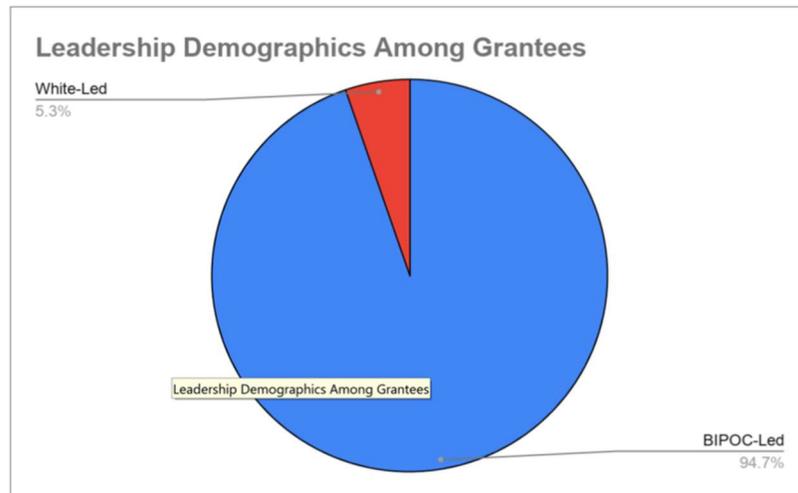
The City partnered with local CDFI Community Vision to launch the Oakland CARES Nonprofit Grant Fund and provide technical assistance to support nonprofits during the pandemic. The program provided direct grants to community serving nonprofits working with low-income residents in the areas of health, economic and workforce development, legal support, food security, housing and education. Nonprofits with annual budgets of less than \$1 million could apply. Funds could be used to cover operating costs such as rent and payroll, and other COVID-related costs. Community Vision also offered webinars for nonprofits to teach financial skills and strategies to help them recover from the pandemic and plan for the future.

**Summary of Outcomes:**

The program awarded grants of up to \$25,000 to 41 community-serving nonprofits. The grants went to support a wide array of organizations providing direct support to communities impacted by COVID-19, including immigrants, refugees, seniors, families, veterans, the formerly incarcerated and others. In addition, more than 300 nonprofit leaders attended the financial skills webinars Community Vision offered. The chart below shows the breakdown of the type of services provided by the nonprofit grantees.

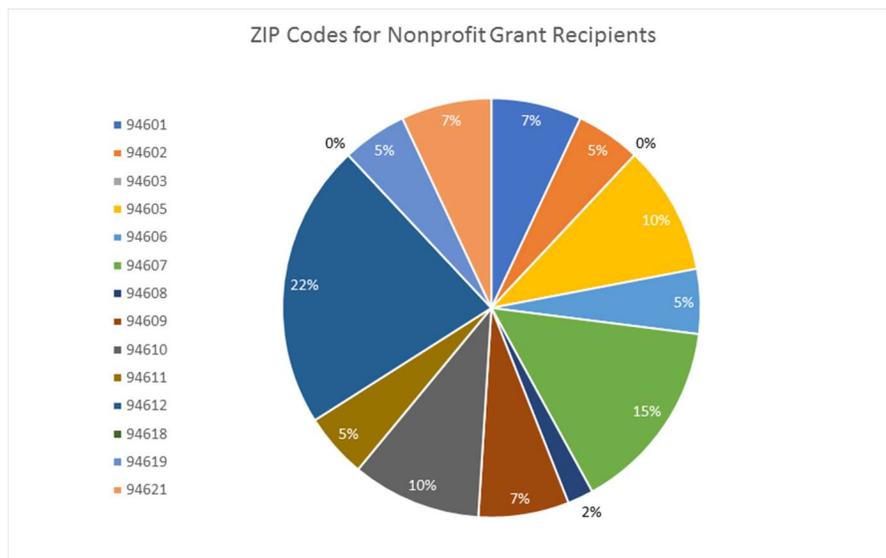


The leadership of the organizations that received grants were diverse. In a post-award survey of 38 of the 41 grantees, 95 percent of the organizations identified as BIPOC-led organizations, as the chart below shows. Of those, nearly 50 percent described themselves as Black-led, and 36 percent described their leadership as mixed-race.



The majority of grantees used the funds to cover expenses related to “placekeeping,” (rent, mortgage, utilities) and payroll; more than 70 percent of grant funds covered these costs. This reflects the conversations Community Vision had with the grantees where the organizations stated that they were struggling to stay rooted within their communities due to COVID-19.

Finally, the nonprofit organizations that received grants were located throughout the City, with the majority located in zip code 94612, 94605, 94607, and 94610, as shown in the chart below.



**Website:** For additional information about the program, such as testimonials and photos, please visit the project website [here](#).

**Program #4: Oakland CARES Fund for Artists and Arts Nonprofits**

**Department Lead:** Economic and Workforce Development

**Type of program:** Direct Grants/Cash Assistance

**Category of Programming/Population Served:** Artists and Cultural Arts

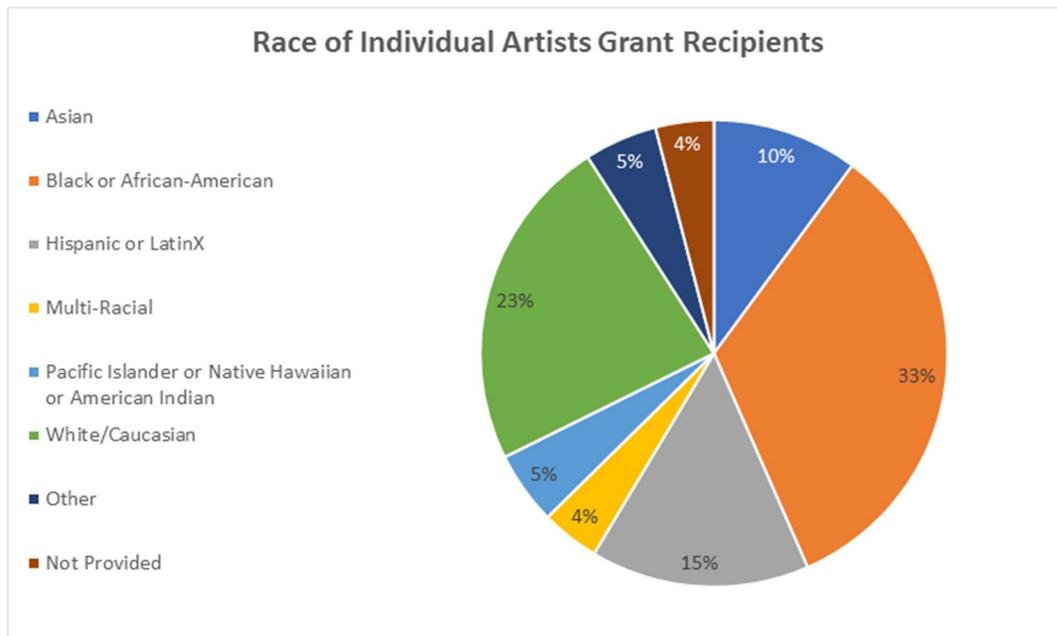
**Funding Amount:** \$1,500,000

**Description of Program:**

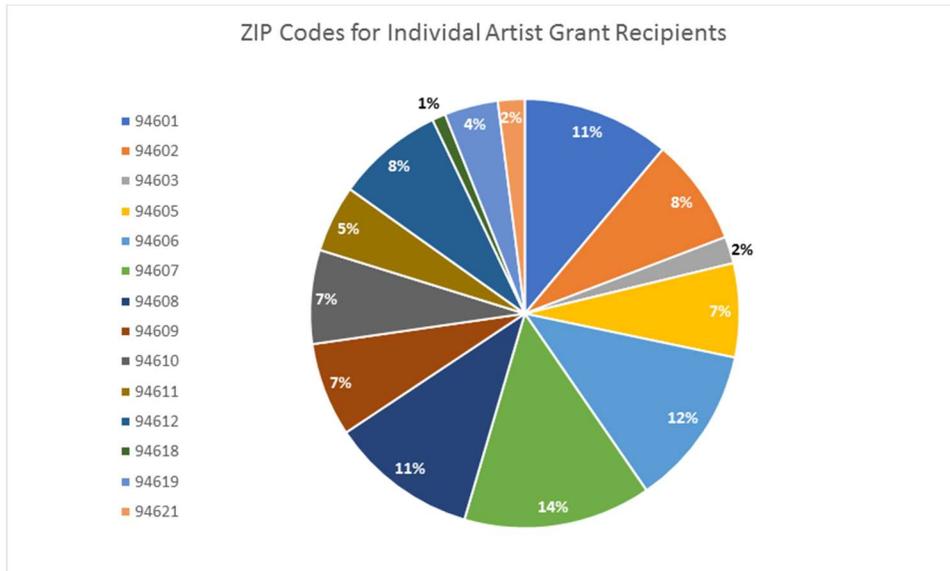
The City partnered with the nonprofit Center for Cultural Innovation (CCI) to launch the Oakland CARES Fund for Artists and Arts Nonprofits. The grant program provided direct grants to help individual artists and local arts nonprofits address the impacts of COVID-19. A key goal was to mitigate the displacement of artists and cultural organizations from Oakland due to the pandemic. To qualify, individual artists had to demonstrate that they made more than 50 percent of their income from the arts sector. Arts nonprofits organizations with annual budgets less than \$2.5 million were eligible for the program.

**Summary of Outcomes:**

The program provided 349 individual artists with grants of \$2,600 on average to cover basic living expenses. 51 arts nonprofit organizations received grants of \$10,000 on average to cover operating expenses. As the chart below indicates, of the 349 individual artist grants, more than 70 percent went to artists of color and 18 percent went to non-binary or transgender artists.



The grantees represented many different zip codes from throughout Oakland. As the charts below indicates, the individual artists were spread throughout the City.



CCI also conducted a post-award survey of grantees. Most of the 247 survey respondents used grants for groceries, rent, and other monthly expenses, as well as art supplies. For most respondents, the grant covered two to four weeks of expenses. Nearly 27 percent of grantees had not received any other form of financial support during the pandemic, including unemployment benefits, and almost 30 percent had not found new income during the pandemic.

**Website:** For more information about the grant program for artists and arts organizations, such as testimonials and photos, please visit the project website [here](#).

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**Program #5: Keep Oakland Housed Renter and Homeowner COVID-19 Relief**

**Department Lead:** Housing and Community Development

**Type of Program:** Renter and Homeowner Assistance

**Category of programming/population served:** Housing Security

**Funding Amount:** \$4,315,000

**Description of Program:**

The goal of the Keep Oakland Housed (KOH) Program is to assist renters and homeowners who are the most severely impacted by the COVID-19 health pandemic and who are most at risk of losing their home and becoming homeless as a result of COVID-19 health and economic impacts. Program partners accomplished this goal by providing direct emergency financial assistance to address renter and homeowner needs. The KOH program partners included:

- Bay Area Community Services
- Catholic Charities East Bay
- Centro Legal de la Raza
- Housing and Economic Rights Advocates

Applicants for program assistance submitted an application form and required documentation to demonstrate their eligibility. Eligibility requirements were:

- A current Oakland resident
- At risk of losing their home
- A low-income individual or household
- Experienced a COVID-19 related loss of income or increased expenses

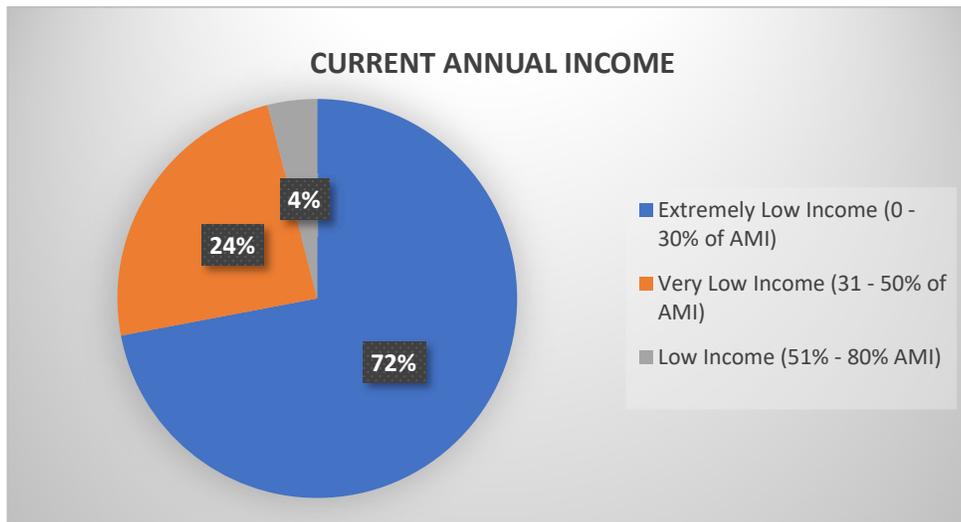
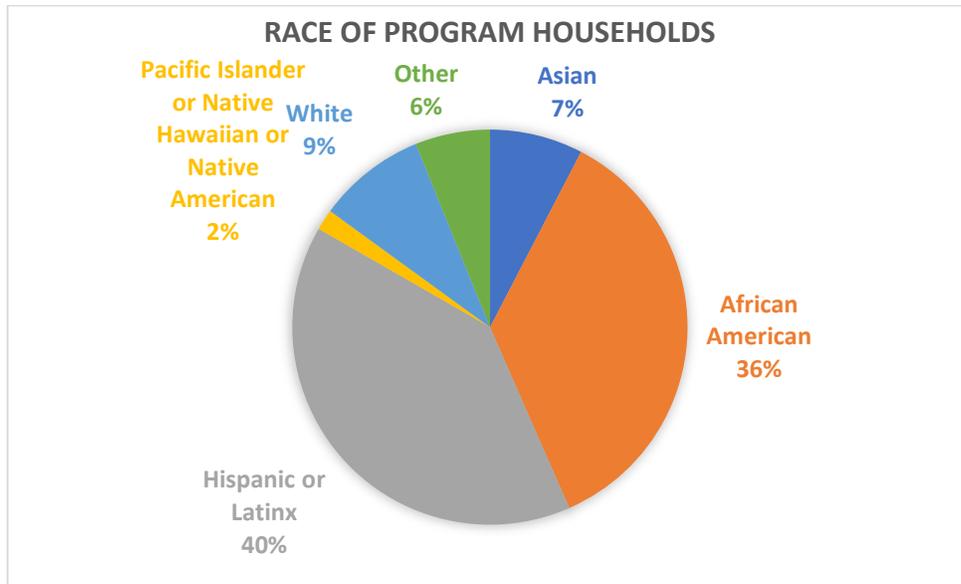
Applications were prioritized based on need and severity of COVID-19 impact, targeting the following: 1) previous homelessness, 2) extremely low income (30 percent of Area Median Income (AMI) and below), and 3) living in a zip code identified as having experienced high rates of the COVID-19 infection.

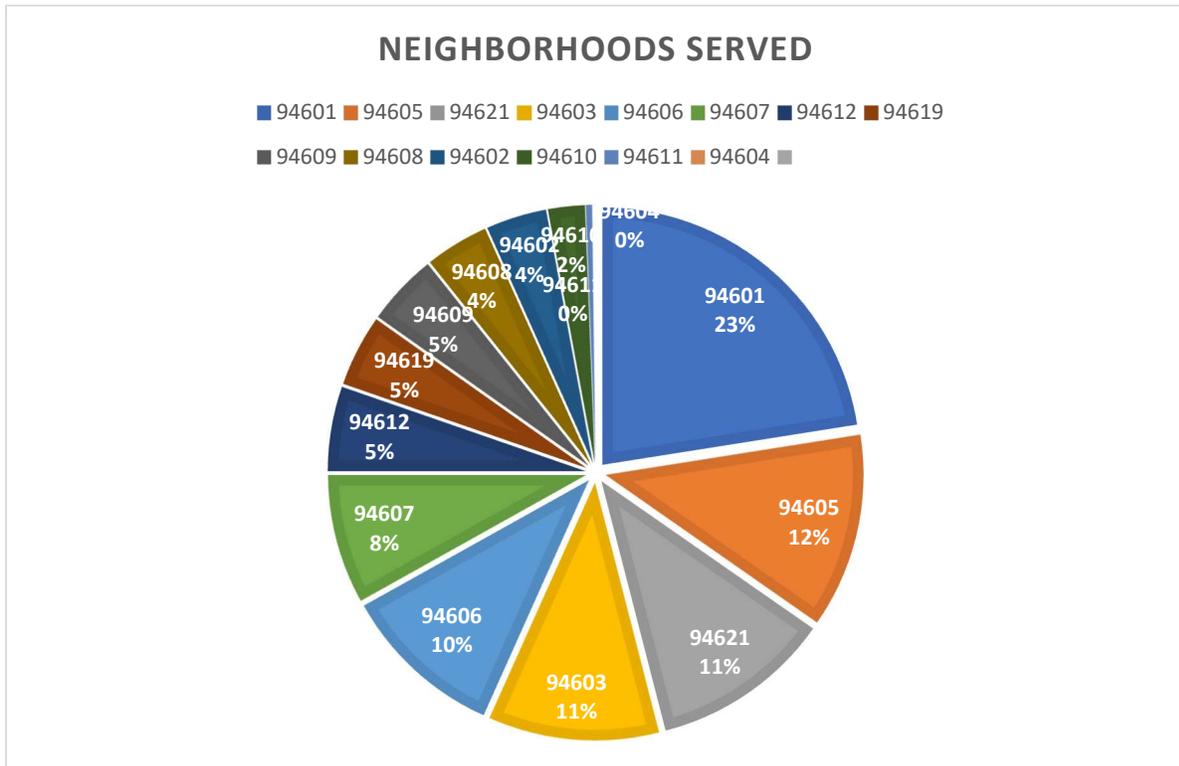
In addition, with \$100,000 in CARES Act funds, Just Cities and partner agencies conducted community education and outreach efforts to more than 44,000 formerly incarcerated residents and their family members, re-entry service providers, and housing providers. The goal was for re-entry residents to be able to access housing with their family members or on their own, while preventing homelessness and COVID spread.

**Summary of Outcomes:**

KOH partners reported positive outcomes for recipients in preventing displacement and financial hardship when choosing between paying rent to avoid accumulation of massive rent debt and food or medical expenses. One partner indicated that 53 percent of those assisted had previously experienced homelessness, a predictor of future homelessness.

Funds were deployed to 1,031 renters and 17 homeowners who were the most severely impacted by the COVID-19 health pandemic and most at risk of losing their home and becoming homeless because of COVID 19 health and economic impacts. As the charts below indicate, the majority of recipients were extremely low income people of color. The grants served households throughout Oakland.





**Website:** For more information about the Keep Oakland Housed program, such as testimonials and photos, please visit the project website [here](#).

**Program #6: Street Food Vendor Pilot Project**

**Department Lead:** Economic and Workforce Development

**Type of Program:** Direct Grants/Cash Assistance; Technical Assistance/Services

**Category of Programming/Population Served:** Small Business Support/Vendors

**Funding Amount:** \$75,000

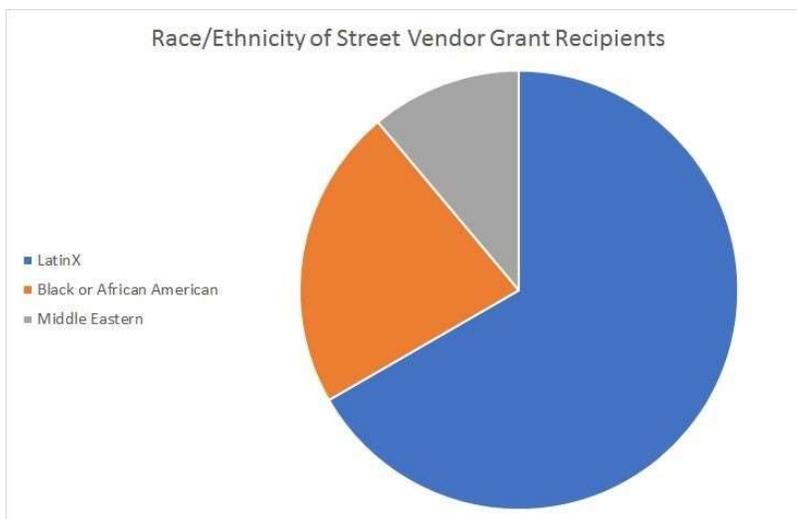
**Description of Program:**

The Oakland CARES Act Street Food Vendor pilot project, led by the Feed the Hunger Fund, addressed key challenges that street food vendors face in their efforts to emerge from the informal economy. The project provided direct grants to help street vendors in their efforts to comply with permits and secure equipment and supplies. The program also included comprehensive technical assistance to help vendors access capital and improve their business practices, and low interest loans to vendors who required more funds.

**Summary of Outcomes:**

This pilot was successful, resulting in 18 vendors receiving the necessary business assistance to stabilize and grow their business. All 18 street vendors received grants ranging from \$2,000 to \$4,000. Two of the vendors are planning to transition to brick and mortar, which will require more funds and business assistance.

As the chart below illustrates, all 18 grants went to BIPOC individuals. Of these grant recipients, 70 percent were LatinX and 67 percent were women.



**Website:** For more information about the Food Vendor Pilot Program, such as testimonials and photos, please visit the project website [here](#).

**Program #7: Lake Merritt Vending Pilot**

**Department Lead:** Economic and Workforce Development

**Type of Program:** Technical Assistance/Services; Other: Public space and Infrastructure

**Category of programming/Population Served:** Small Business Support/Vendors

**Funding Amount:** \$50,000

**Description of Program:**

As merchandise and food and beverage vendors popped up organically around Lake Merritt, they attracted crowds that made social distancing difficult and created health risks for both the vendors and their customers. Since no permits were issued and vending activity was triggering community health concerns, the Lake Merritt Vending Pilot Program was launched with approximately \$50,000 in CARES Act and other City funds to allow the vendors to continue to earn revenue during the pandemic, but also remain safe. This also allowed the City to better enforce health and safety regulations associated with food and beverage vending. The program allowed vendors to continue to sell their hand-made products safely on City-owned land near the lake off of Embarcadero and Lakeshore for a two-month period in the fall of 2020. The program also helped the vendors secure the required permits needed to operate legally. Funds were also used to provide porta potties at the vending location. The program was run by A2Z Media Group.

**Summary of Outcomes:**

The pilot program helped more than 70 vendors secure safe space to sell their wares and support themselves, and also helped the City curb illegal vending activity at Lake Merritt. The majority of the vendors were people of color, selling a wide array of merchandise including clothing, make-up, jewelry, candles, sage, skincare lotions, books, paintings, and plants. At the onset of the program, only 10 percent of the vendors had the necessary permits to operate legally. By the end of the program, more than 90 percent did.

In a post-pilot survey of the vendors, a majority of the vendors were happy with the program, giving it an average rating of 9 out of 10. And the vast majority wanted to see the program continue next year (100 percent). More than half (59 percent) of the vendors said they would pay a small fee to participate in the program, suggesting a fee of \$10. A majority of the vendors reported feeling that they had a voice in the development of the program.

The pilot demonstration program was deemed successful and a [full report](#) from the Lake Merritt Working Group, with recommendations to move forward a Lake Merritt vending program, was presented to the City Council Life Enrichment Committee on March 22, 2021.

**Website:** For more information about the Lake Merritt Vending Pilot, please visit the project website [here](#).

**Program #8: Support for Cultural and Public Institutions on City Property**

**Department Lead:** Oakland Parks, Recreation & Youth Development (OPRYD)

**Type of Program:**

Direct Grants/ Cash Assistance

Procurement/ Materials

Facilities Modification

**Category of Programming/ Population Served:**

Health/Safety/ Public Facilities

Small Business and Non-Profit Support

**Funding Amount:** \$500,000

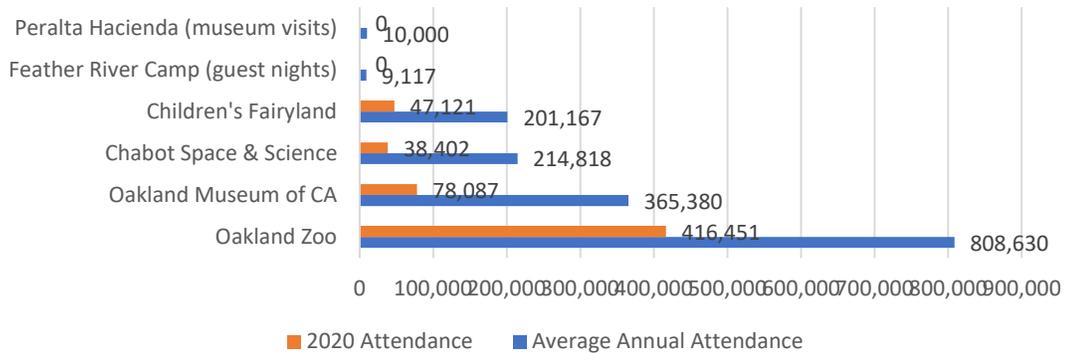
**Description of Program:**

OPRYD administered \$500,000 in federal CARES Act funding to support non-profit cultural and public organizations operating on City property that were suffering economic losses due to the COVID pandemic. To ensure beloved cultural institutions avoided permanent closures, grants of \$71,428 were issued to seven organizations to assist with retrofit of facilities, to implement safety and sanitization measures and upgrades, and to provide economic relief due to business interruption. Organizations receiving the financial support included Chabot Space & Science Center, Children's Fairyland, Oakland Feather River Camp (Camps In Common), Oakland Museum of California, Oakland Zoo, Friends of Peralta Hacienda Historical Park, and Visit Oakland.

**Summary of Outcomes:**

The funding assisted grantee organizations that rely on program and entrance fees to fund operations. With the onset of COVID-19 and health orders prohibiting or severely limiting operations, attendance at these types of institutions plummeted severely impacting revenues, as the chart below indicates.

### COVID Impact on Attendance



Grantee organizations used the funding for a wide range of items, including electronic ticketing systems to lessen the amount of hand-to-hand contact, pivoting to online educational programming and curriculum, partial replacement of lost revenue due to business interruptions mandated by County and State Health Orders, and PPE purchases and other safety upgrades to prepare for re-opening.

Visit Oakland’s Spend Stay Love Campaign encouraged Oaklanders to choose safe dining and shopping options, including pickup and delivery for both food and consumer goods, to provide economic support to local businesses. Chabot’s digital STEM videos have been seen over 143,000 times with an online audience growth of 33 percent, and Peralta Hacienda Historical Park partnered with local schools to offer a learning hub for students who were unable to connect to the internet at home for their online classes.

**Website:** For more information on the support for these cultural and public institutions visit the program website [here](#).

**Program #9: CBO and Ethnic Chambers Business Outreach and Support**

**Department Lead:** Economic and Workforce Development

**Type of Program:** Technical Assistance/Services

**Category of Programming/Population Served:** Small Business and Non-Profit Support

**Funding Amount:** \$700,000

**Description of program**

The City allocated \$700,000 in CARES Act Funds to community-trusted business organizations to provide linguistically and culturally appropriate business outreach and support. The City contracted with seven organizations:

- The Unity Council
- Latino Chamber of Commerce
- Vietnamese Chamber of Commerce
- Chinatown Chamber of Commerce
- OCCUR
- Oakland African American Chamber of Commerce
- East Oakland Community Development Corp/Entrepreneurship Forum

These business support organizations provided intensive outreach and case management to small business owners in their respective communities. The purpose of the outreach was to help small businesses, particularly those owned by people of color, immigrants, and non-English speakers navigate the broad array of city, county and state financial and technical resources available to them, including the City of Oakland's CARES Act-funded small business grant programs.

**Summary of Outcomes:**

The outreach efforts conducted by the business service organizations about the various resources available to support Oakland's small businesses was multi-pronged, including direct phone calls and emails, social media posts, and direct one-on-one help when needed. They helped businesses complete technical grant applications, including helping with translation. Combined, these organizations assisted more than 1,600 small businesses access financial and technical resources to help them weather the COVID-19 pandemic.

**Website:** For more information about the business outreach efforts of these community-based partners, including testimonials, please see the webpage [here](#).

**Program #10: Lease Negotiation Support for Small Businesses**

**Department Lead:** Economic and Workforce Development

**Type of Program:** Technical Assistance/Services

**Category of Programming/Population Served:** Small Business and Non-Profit Support

**Funding Amount:** \$150,000

**Description of Program:**

The City engaged the nonprofit Lawyers’ Committee for Civil Rights of the San Francisco Bay Area (LCCRSF) to provide small business owners with legal advice and assistance on lease negotiations. Many small businesses have not been able to pay their rent or otherwise abide by the terms of their lease during the pandemic. LCCR was tasked with helping Oakland businesses renegotiate better terms for their commercial leases and provide legal and strategic advice about how leases could be restructured to help them survive the COVID-19 crisis.

**Summary of Outcomes:**

The CARES Act funding allowed LCCR to provide 88 small businesses with free hour-long, one-on-one consultations with an attorney, including review of the business’s lease and related documents. In addition, the contract allowed for LCCR to provide six low-income small business owners with deeper legal assistance, including lease negotiation, pre-litigation and settlement negotiations, or representation in a court proceeding. Finally, LCCR also produced eight webinars – in four different languages – about strategies for renegotiating leases. The webinars served more than 260 participants.

In addition to in-person participation, recordings of LCCRSF's lease negotiation webinars in multiple languages remain available online as a resource for small businesses, having been viewed more than 180 times. Below is a breakdown of how many times the webinars were viewed, by language, illustrating the diversity of business owners helped by the trainings.



**Website:** For more information about the legal assistance program, visit the program webpage [here](#).

**Program #11: BWOPA – Small Business Seminars**

**Department Lead:** Economic and Workforce Development

**Type of Program:** Technical Assistance/Services

**Category of Programming/Population Served:** Small Business Support

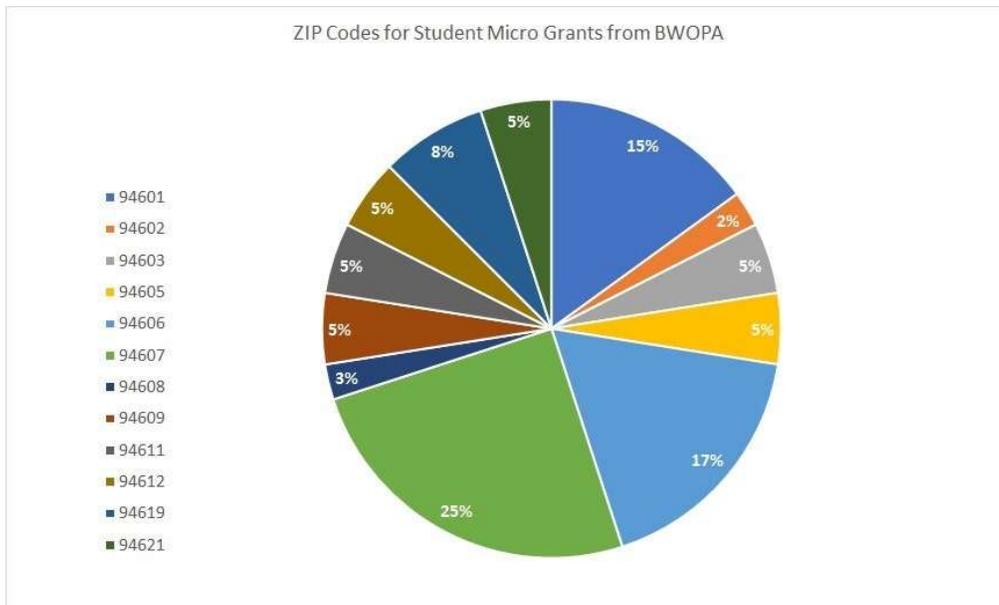
**Funding Amount:** \$75,000

**Description of Program:**

With \$75,000 in grant funds, Black Women Organized for Political Action (BWOPA) held four “How-To” webinars to help small business owners, freelancers and entrepreneurs reassess, recalibrate and reimagine their enterprises to reflect the new COVID-19 business environment.

**Program Outcomes:**

Registrations for the webinars topped 275. BWOPA also gave 40 emergency grants of between \$250 and \$400 for basic needs to Laney and Merritt College students who had been laid off due to COVID. As the chart below indicates, 25 percent of the students who received a microgrant from BWOPA reside in the 94607 ZIP code, 17 percent of the students reside in the 94606 ZIP code, and 15 percent reside in 94601.



**Website:** For more information on BWOPA’s webinars and other technical assistance for small businesses visit the webpage [here](#).

**Program #12: Technical Assistance for Performing Artists**

**Department Lead:** Economic and Workforce Development

**Type of Program:** Technical Assistance/Services

**Category of Programming/Population served:** Artists and Cultural Arts

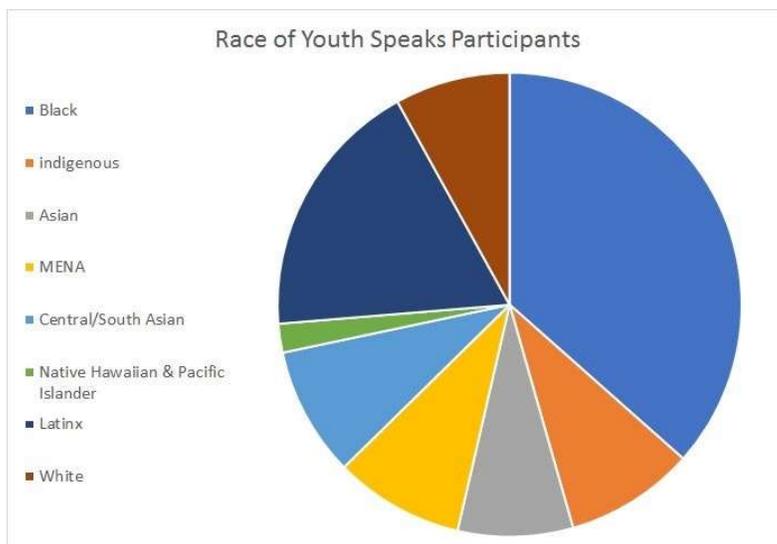
**Funding Amount:** \$200,000

**Description of Program:**

The City provided approximately \$200,000 in CARES Act funds to Youth Speaks, a non-profit arts education organization, to help performing artists and arts organizations pivot from in-person performances in front of audiences to online productions. Youth Speaks, in partnership with Oakland-based YR Media and Zoo Labs, produced free webinars to train artists on available tools for programming and production; producing content using low-cost tools and technology; the aesthetics associated with virtual performance and programs; social media and marketing strategies; and strategies on how to monetize an online presence.

**Summary of Outcomes:**

Youth Speaks provided 15 individual trainings and webinars that served more than 782 Oakland performing artists and creatives, with a focus on Oakland’s music and hip-hop communities. As the chart below illustrates, the technical assistance served a diverse population. More than 80 percent of the participants were people of color, with 36 percent identifying as Black, 18 percent as LatinX, and 9 percent as indigenous. In addition, 10 percent identified as differently-abled.



**Website:** For more information about this program and other technical support for artists and arts organizations, please visit the website [here](#).

**Program #13: Business and Health Support for Artists**

**Department Lead:** Economic and Workforce Development

**Type of Program:** Technical Assistance/ Services

**Category of Programming/Population Served:** Artists and Cultural Arts

**Funding Amount:** \$100,000

**Description of Program**

The City provided a \$100,000 CARES Act Fund grant to the local non-profit arts organization Spearitwurx. Spearitwurx helped artists pivot to digital platforms to help market their artistic work during the pandemic and conducted wellness checks on local artists to inquire about their social-emotional and economic health. They also provided small relief grants, ranging from \$150 to \$600, to help members of Oakland's creative community offset lost wages due to COVID-19 and to address their health and healing needs.

**Summary of Outcomes:**

Spearitwurx provided small relief grants to 21 artists and entrepreneurs. They also provided 10 artists and entrepreneurs with one-on-one and group coaching sessions to train them on how to use digital platforms to market their work and expand business opportunities. Spearitwurx provided wellness checks to 43 artists and arts entrepreneurs; all 43 were negatively impacted by COVID-19 and the Shelter-in-Place orders. The program focused on Black artists – 98 percent of the grantees were Black, ranging in age from 16 to 66.

**Website:** For more information about this program and other technical support for artists and arts organizations, please visit the website [here](#).

**Program #14: Good Good Eat Small Business Technical Assistance**

**Department Lead:** Economic and Workforce Development

**Type of Program:** Technical Assistance/Services

**Category of Programming/Population Served:** Small Business and Non-Profit Support

**Funding Amount:** \$150,000

**Description of Program:**

With a \$150,000 grant from CARES Act funds, local non-profit Good Good Eat provided small businesses and cultural communities with creative business and marketing strategies to help them weather the COVID-19 pandemic. Their work focused on restaurant and markets in five Oakland business and cultural districts: Chinatown, Eastlake, Fruitvale, Black Cultural Zone, and Old Oakland.

**Summary of Outcomes:**

Good Good Eat helped 20 businesses and numerous business and cultural districts with social media marketing, business strategy efforts, fundraising support and media outreach to help sustain these businesses and commercial districts during the pandemic. They also connected 17 restaurants to the World Central Kitchen's free lunch programs providing both revenue for the businesses and nourishing meals for vulnerable Oaklanders, which helped bring in more than \$400,000 in revenue to those businesses.

**Website:** More information about the work of Good Good Eat and other small business support programs can be found on the City's CARES Act website [here](#).

## **Section 2—Food Security & Health Programs**

This section provides a description of each CARES Act-funded program that helped provide healthy food for needy communities and ensure that businesses, community spaces and other public facilities had COVID safety measures in place. The descriptions on the following pages include an overview and outcomes of the program, including demographic data about program beneficiaries where relevant.

### ***High-Level Summary of Food Security and Health Programs – Lessons Learned***

As the following pages indicate, a broad array of programs provided healthy food to vulnerable communities including the Saba Grocers Initiative, Meals on Wheels, and the Akoma Market in East Oakland. CARES Act funds also helped ensure the City’s parks were safe, homeless encampments were cleaned, and that City run childcare facilities had safety measures in place to keep children and caregivers safe. In addition, PPE was provided to small businesses who could not otherwise afford them, and a holistic suite of services was provided to Oakland’s most vulnerable Black and brown communities by Oakland Frontline Healers. In total, over \$1.2 million was provided through 7 separate programs to promote food security and health Oakland residents.

### ***Overall Evaluation of Food Security and Health Programs – Lessons Learned***

Overall, this collection of programs supported some of Oakland’s most vulnerable communities with needed health interventions, fresh food, and safe facilities at our parks and for essential functions like childcare. As the individual write-ups on the following pages illustrate, many of the programs targeted Oakland’s east and west Oakland neighborhoods, with a focus on supporting communities of color and youth. As the following pages indicate, more than 100,000 Oakland residents benefited from these CARES Act programs. Below is a summary of more key lessons learned from these food security and health programs.

### **Program Design**

- The City should build on the success of the Akoma Market, and look for opportunities to make public land available temporarily to trusted, reputable community partners to address urgent public needs – such as health interventions and food distribution and pop-up space for local entrepreneurs. Providing health, food and other services to the public can deepen the impact of the work of community-based organizations and reach more people, more quickly.
- Cash assistance, or flexible assistance, is very valuable to residents experiencing trauma, allowing families to purchase exactly what they need when they need it.
- Solutions that provide necessary services and goods to needy residents while also supporting the local economy, especially vital small businesses, are highly impactful and a good use of CARES Act funds.
- Operation COVID-19 Mitigation helped developed mission-critical relationships with influential unsheltered residents living in the encampments. The City gained valuable

insights on how to approach encampment cleaning in a humane, holistic fashion, which may help encampment residents be more receptive to the City's homeless support services.

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## Section 2—Food Security & Health Programs

### Program #15: Oakland Frontline Healers/Deeply Rooted

**Department Lead:** Department of Violence Prevention/Oakland Public Works

**Type of Program:** Direct Grants/ Cash Assistance; Other: Public Health information and materials, COVID testing

**Category of Programming/Population Served:**

Housing Security

Food Security

Health/Safety/ Public Facilities

Small Business and Non-Profit Support

**Funding Amount:** \$500,000 (Frontline Healers) / \$50,000 (Deeply Rooted)

**Description of Program:**

Oakland CARES Act funds supported Oakland Frontline Healer's with \$500,000 to provide food and shelter to Oakland residents hardest hit by COVID. The pandemic has amplified existing racial disparities and systemic racism ingrained in service delivery systems. In partnership with DVP, the Oakland Frontline Healers, an alliance of more than 20 small, grassroots organizations serving Oakland's Black and brown communities, fielded more than 150 volunteers and consultants to serve Oakland residents.

Oakland Frontline Healers includes many partners with Building Opportunities for Self-Sufficiency (BOSS) as the lead agency for 16 sub-grantees including Urban Strategies Council, East Oakland Collective, Serenity House, Roots Community Health Center, Adamika Village and several others. Oakland Frontline Healers activities included:

- Community outreach and public health messaging
- Distribution of items, including personal protective equipment (PPE), food, and/or hygiene kits
- COVID-19 testing
- Connecting community members to resources, particularly rental assistance and hotel vouchers

\$50,000 in funding was also separately granted in partnership with Oakland Public Works to Deeply Rooted to provide hot meals, PPE distribution, and wellness checks to vulnerable seniors and homeless residents in West Oakland.

**Summary of Outcomes:**

In addition to outreach and public health messaging, including three youth forums designed and developed for and by youth, the Frontline Healers partnership distributed PPE, food and/or hygiene kits to nearly 44,000 individuals and families; administered more than 1,100

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COVID-19 tests; provided over 2,800 hotel nights to housing-insecure Oakland residents; and handed out nearly 30,000 door hangers.

**Website:** For more information about the Oakland Frontline Healers, visit the project website [here](#).

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**Programs #16 and #17: Saba Grocers Initiative and Meals on Wheels**

**Department Lead:** Human Services

**Type of Program:** Direct Grants/Cash Assistance

**Category of Programming/Population Served:**

Food Security

Small Business and Non-Profit Support

**Funding Amount:** \$90,000 (SOS Meals on Wheels) and \$500,000 (Saba Grocers Initiative)

**Description of Programs:**

The Oakland Human Services Department supported two critical food security programs under CARES Act funding. The first program, the Saba Grocers Initiative, provided low-income, COVID-impacted residents access to critical food needs and healthy foods in neighborhood markets as well as supporting markets to carry fresh produce. The second project expanded the critical delivery of meals to seniors who were at high risk of COVID death through the City's long standing and successful SOS Meals on Wheels Program.

***Saba Grocers Initiative***

The purpose of the Saba Grocers Initiative is to support neighborhood food, especially healthy food, access to COVID impacted, low-income residents while simultaneously supporting small and medium neighborhood markets to carry health, fresh produce and benefit from the food security funds. The project focused in Oakland neighborhoods considered "food deserts."

Food cards of \$250 were distributed to residents living in low-income neighborhoods with high COVID rates. Closed loop, restricted-access cards by Saba were used at twenty-six (26) independently owned neighborhood stores across the City of Oakland. They were accompanied by COVID kits including masks and hand sanitizers. The Saba Grocers Initiative also installed hand sanitizer stations at neighborhood stores.

In addition to the food cards, the program worked with a sub-set of the small corner stores to introduce fresh produce, providing refrigeration and regular delivery of produce during the project period. Weekly produce deliveries were made to corner stores, as well as flyers, food coupons and other promotional materials. Essential grocery subsidies, making everyday products less expensive, were provided to all residents shopping at participating corner stores.

The cards were distributed by a network of nonprofit partners including: Sugar Freedom Project; East Oakland Collective; Homies Empowerment; Trybe; Street level Health Project; Oakland Head Start; Oakland Parks, Recreation & Youth Development; Lighthouse Mosque; Madison Park Academy (OUSD); and corner store owners and community organizers to help identify card recipients.

Program participants were identified from the zip codes most impacted by COVID-19 and experiencing economic duress due to the pandemic. Priority was given to individuals and

families who identify as undocumented, unsheltered, seniors, persons living with disabilities, single mothers and families with children under 5, pregnant women, those residing in limited English speaking communities (i.e., Nepali, Mam, Arabian), those without access to SNAP/EBT benefits and other government benefits, individuals with COVID diagnosis, families of currently incarcerated folks, and individuals recently released incarcerated.

***Meals on Wheels***

SOS Meals on Wheels' primary function is to deliver nutritious, balanced meals and friendly safety checks to homebound seniors. During the COVID-19 pandemic SOS Meals on Wheels Program provided meals to seniors sheltering in place. The target population was homebound seniors, 60 years of age and older, who are unable to shop for food or prepare meals for themselves. By promoting "Basic Nutritional Health," the program decreases the possibility of premature institutionalization and fosters and supports self-determination, independence, and the dignity of homebound seniors.

During the 2020 pandemic, SOS Meals on Wheels was able to respond to the increase in need for services by saying "Yes!" to every single eligible Oakland senior who requested meals, serving over 289,000 meals to 1,700 seniors.

Thanks, in large part to the initial and immediate financial support from the City, SOS Meals on Wheels was able to make significant investments in organization-wide and logistical changes. This included equipment and training for staff, volunteers, and clients to ensure protection from potential COVID exposure in the SOS kitchen and during meal deliveries.

**Summary of Outcomes:**

*Saba Grocers Initiative*

- Distributed 1,000 Saba Food Cards worth \$250 each to residents living in neighborhoods with high COVID rates.
- Developed closed loop, restricted-access cards to be used at 26 independently owned stores across Oakland.
- Distributed COVID kits that included 2 masks and an 8 oz. bottle of hand sanitizer.
- Installed 13 hand sanitizer stations at 13 neighborhood stores.
- Worked with 7 corner stores to introduce fresh produce.
- Weekly produce deliveries to 7 corner stores
- Distributed informational flyers
- Distributed \$30 coupons and produce promotional materials.
- Provided essential grocery subsidies to residents shopping at the 7 participating corner stores.

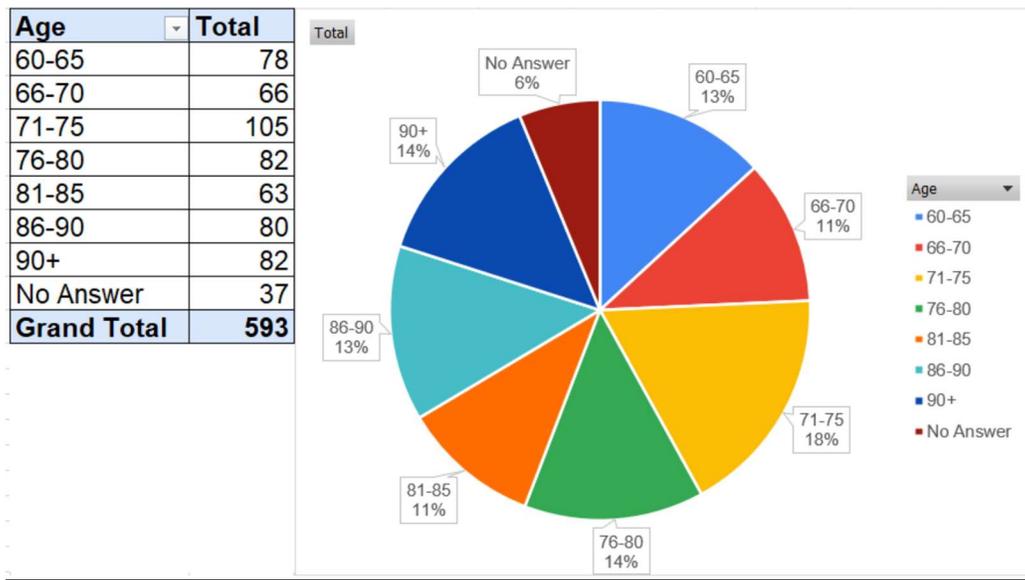
*SOS Meals on Wheels*

Based on a post-program survey, the ages of those served by SOS Meals on Wheels ranged from 60 to over 90 years old, as shown on the chart below.

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**Website:** For more information about the Meals on Wheels program, visit the project website [here](#). For more information about the work of Saba Grocers Initiative is available [here](#).

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**Program #18: Black Culture Zone's Akoma Market**

**Department Lead:** Economic and Workforce Development

**Type of Program:**

Technical Assistance/ Services

Procurement/ Materials

Other: Use of City-owned land

**Category of programming/ population served:**

Artists and Cultural Arts

Food Security

Health/Safety/ Public Facilities

Small Business and Non-Profit Support

**Funding Amount:** \$150,000

**Description of Program:**

With the support of \$150,000 in CARES Act funds, the Black Cultural Zone Community Development Corporation (BCZ) established and continues to operate the outdoor AKOMA Market on City-owned property at the intersection of 73rd and Foothill Boulevard in East Oakland. Through the market, BCZ improves food security for vulnerable populations, educates the public on staying safe and healthy during the pandemic, supports businesses impacted by the COVID-19 pandemic, and distributes PPE items.

**Summary of Outcomes:**

The market served many functions over the course of the pandemic, providing an array of services and events for East Oakland. It hosted farmers markets on Sundays, with fresh food and opportunities for micro businesses and local entrepreneurs to sell their wares, and each Friday, provided live local entertainment and food trucks in a COVID-safe environment. It also served as a community food distribution center for 35 days, partnering with local restaurants and caterers to produce food. Between June and November 2020, the BCZ estimates it helped provide more than 141,285 meals to the community. The site also offered COVID tests to the East Oakland community for three days. The BCZ also distributed PPE kits to 170 local businesses. Altogether, the BCZ estimates the markets and its functions served more than 90,000 people.

**Website:** More information about the Akoma Market and the Black Culture Zone can be found on the City's CARES Act project website [here](#).

**Program #19: Operation COVID-19 Mitigation**

**Lead Department:** Public Works

**Type of Program:**

Direct Grants/ Cash Assistance

Facilities Modification

**Category of Programming/Population Served:**

Homelessness

Health/Safety/ Public Facilities

Workforce

**Funding Amount:** \$175,000

**Description of Program:**

Many areas of Oakland with the highest cases of COVID-19 are also areas known to experience high rates of illegal dumping. Unhoused individuals face unique risks of contracting the virus when exposed to illegally dumped materials at or near encampments, especially when offenders discard used PPE along with trash. To mitigate the further spread of COVID-19 in such areas, the Beautification Council expanded its “micro-cleaning and sanitization” program recently piloted through Alameda County and Oakland Public Works’ Illegal Dumping Task Force.

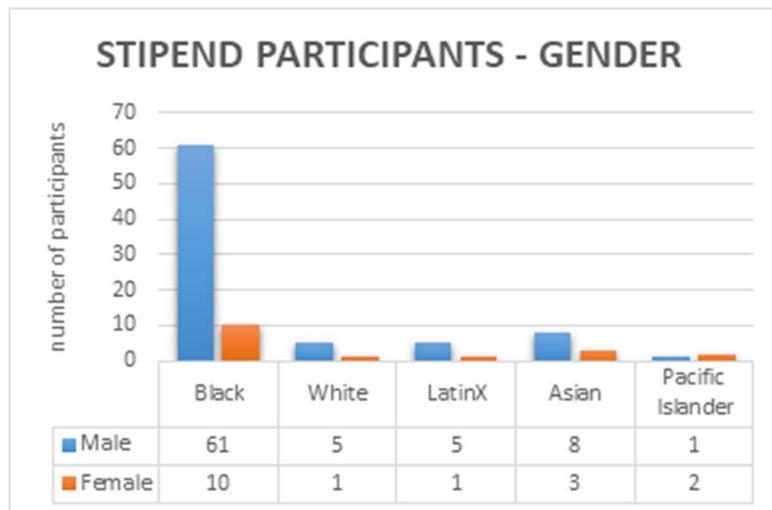
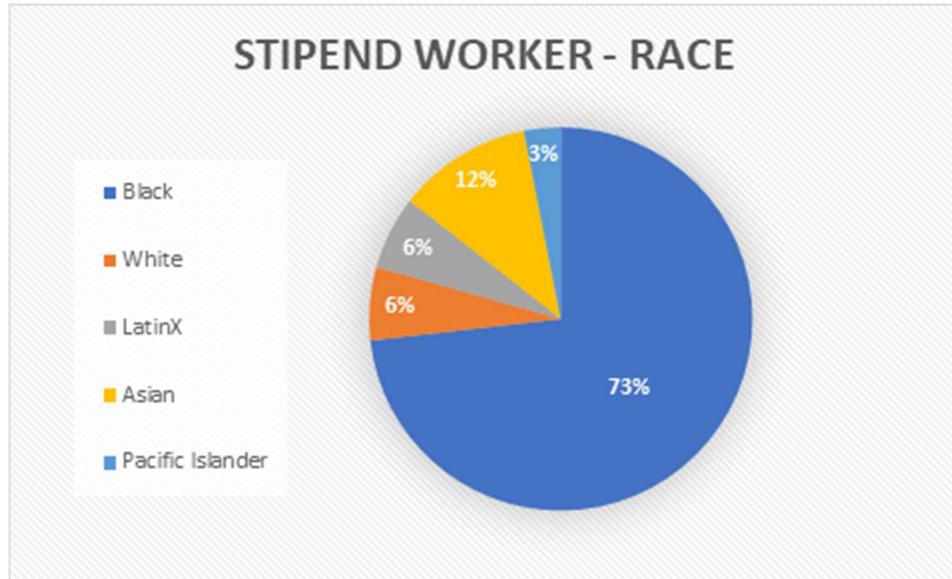
The Beautification Council, an Oakland community-based organization, implemented the Operation COVID-19 Mitigation project. The Council received a \$175,000 CARES Act grant to provide micro-cleaning and sanitization to mitigate the spread of COVID-19 in encampments identified by the City for maintenance and sanitation service. Beautification Council crews, consisting of stipend workers selected from encampments themselves, performed the micro-cleaning and sanitization to complement Oakland Public Works’ Homeless Encampment Enhanced Garbage Service.

Upon Oakland Public Works’ Enhanced Garbage Service crew removing the bulk of the waste material at a dump site, the Beautification Council crews micro-cleaned the area by removing pieces of waste left behind (i.e., face masks, rubber gloves, needles, diapers, etc.), then sanitizing and disinfecting the area using hydrogen peroxide, an EPA-approved disinfectant for COVID-19. Staffing included a hazmat and safety expert, a homeless communications liaison, a project manager, and an operations manager along with a stipend labor force of hard-to-employ and unhoused Oakland residents. A life skills coach was later added to directly support the stipend workers.

**Summary of Outcomes:**

97 unhoused residents from Oakland encampments participated in the clean-ups and received stipends. These participants also received life skills coaching and workforce training. In all, 52 encampments were cleaned and micro-cleaned one or more times in the 10-week period of the

project. As the charts below indicate, the majority of participants were people of color. 73 percent of participants were Black, and most identified as male.



**Website:** More information about the Operation COVID-19 Mitigation project including photos and testimonials can be found on the project website [here](#).

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**Program #20: OPRYD Food Scarcity, Childcare, COVID Education in Parks**

**Department Lead:** Oakland Parks, Recreation & Youth Development

**Type of Program:**

Procurement/ Materials

Facilities Modification

Other: Childcare

**Category of programming/Population Served:**

Food Security

Health/Safety/ Public Facilities

Oakland Youth

**Funding Amount:** \$550,000

**Description of Program:**

Oakland Parks, Recreation & Youth Development Department (OPRYD) administered \$550,000 in federal CARES Act funding that were allocated to a variety of OPRYD direct community service programs supporting childcare, education, food scarcity, and COVID safety, education and outreach.

Responding to food security needs, and for the safe operation of childcare services for the Oakland community, OPRYD utilized CARES Act funding to retrofit and make upgrades to 23 recreation centers to enhance food storage and distribution areas to support food and meal services. Funding was also used to purchase sanitization and cleaning equipment and supplies, as well as materials to allow for safe, social distanced childcare and Learning Hub programs.

In addition, the Park Ambassador program hosted by OPRYD was funded by CARES Act allocation. Acting as community ambassadors, OPRYD staff roved high-use park areas distributing masks and hand sanitizer while sharing information and resources on how to slow the spread of COVID-19.

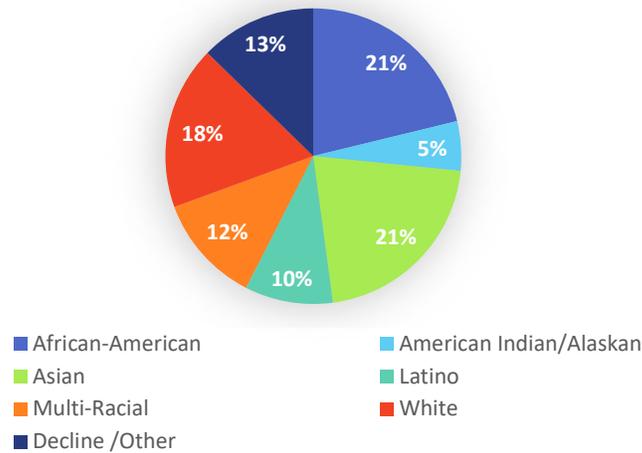
**Summary of Outcomes:**

OPRYD held in-person childcare programs at 19 recreation centers from June through November 2020 providing 1,992 youth enriching activities and parents a total of 30,894 days of childcare services. Three sites specialized as Learning Hubs offering full-day programs for newcomer students. Learning Hubs provided internet connection, laptops and homework assistance. All programs offered safe, healthy and engaging activities for youth ages 5 to 12 and included physical fitness, sports, and self-expression and socialization opportunities through art, science, cooking, and play.

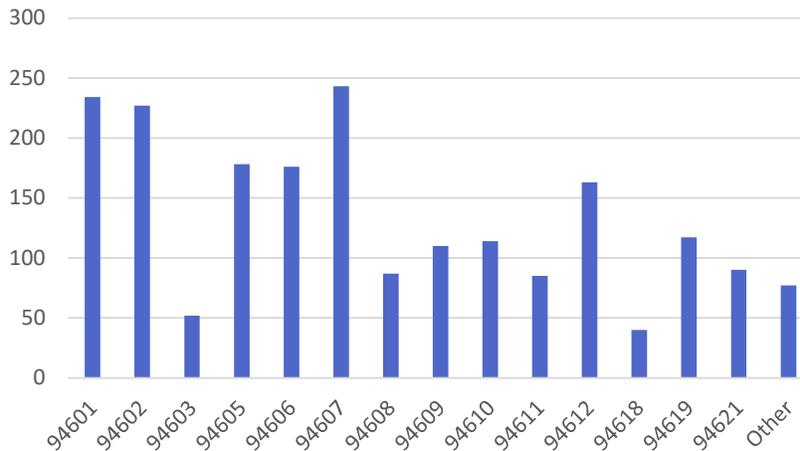
Purchase of refrigerator and freezer units supported OPRYD's service of over 24,000 meals to Oakland families and distribution of thousands of pounds of groceries and fresh produce.

As the charts below indicate, the childcare programs served children in zip codes throughout Oakland and the majority of participants were children of color.

### Childcare by Race



### Childcare by Zip Code



Finally, the CARES Act funding allowed Park Ambassadors to engage with community members to promote COVID safe behavior and educate on activities allowed under County Health Orders. Ambassadors provided this education from August to October 2020. By utilizing respectful, friendly engagement techniques which involved handing out masks, hand sanitizer, water and snacks, Park Ambassadors were able to accomplish nearly 2,000 hours of engagement with very little incident.

**Website:** For more information on these OPRYD efforts, please visit the website [here](#).

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**Program #21: PPE, Flex Streets Materials, and Research Support for Small Businesses**

**Department Lead:** Economic and Workforce Development

**Type of Program:** Procurement/Materials; Technical Support; Research

**Category of programming/Population Served:** Small Business Support

**Funding Amount:** \$150,000 for PPE, Flex Streets materials, and research on East Oakland Business impacts and business support and translation.

**Description of Program:**

To help businesses comply with health guidance to operate in a safe manner, the Economic and Workforce Development Department (EWDD) allocated funds to procure supplies to assemble and deliver 800 starter Personal Protective Equipment (PPE) kits for small businesses with the help of CARES Act Funds. The CARES Act funds leveraged additional funds from the Opportunity Zones' Cities of Service fund to support the PPE distribution. Each PPE kit contained masks, gloves, hand sanitizer, and disinfectant spray. In addition to the PPE kits, sneeze guards for retail shops and restaurants were also provided.

In addition, using Federal CARES Act funds, the City procured materials that businesses need to safely take advantage of Flex Streets, including traffic barricades, safety cones, wheel bumpers and signage. The City offered these materials for free to businesses and organizations located outside traditional business districts and in DOT Equity Priority Neighborhoods who otherwise might not be able to afford to take advantage of the Flex Streets program. The materials allow businesses to operate safe parklets, sidewalk seating and street closures to support their operations in face of public health requirements.

Finally, additional CARES Act funds were allocated through the East Oakland Community Development Corp/Entrepreneurship Forum to conduct research and gather first-hand data on business impacts to small businesses in East Oakland and for translation of materials to support business outreach to ensure businesses received critical health and safety guidance in multiple languages.

**Summary of Outcomes:**

800 PPE kits were distributed to small businesses in Oakland's most COVID-19 impacted neighborhoods. The distribution was through community-based nonprofit organizations and business support providers.

In a survey of businesses using the Flex Streets program, 75 percent reported that the Flex Streets program helped them sustain their business during the pandemic.

**Website:** More information about the PPE distribution effort can be found at the project website [here](#).

### **Section 3 – Workforce Support Programs**

This section provides a description of the CARES Act-funded programs that supported Oakland's most vulnerable workers, by providing job training, employment support and other services. The descriptions on the following pages provide an overview of each program and its outcomes, including demographic data about beneficiaries where relevant.

#### ***High-Level Summary of Worker Support Programs***

The City used CARES Act funds to provide employment support services to Oaklanders impacted by the COVID-19 pandemic in partnership with providers such as the Oakland Private Industry Council, Lao Family Community Development, and the Youth Employment Partnership. Funds were also used for a new online platform to provide self-paced trainings for vulnerable workers. In total, more than \$1million was spent to support workforce programming through four different programs.

#### ***Overall Evaluation of Worker Support Programs - Lessons Learned***

Collectively, the CARES Act-funded workforce programs were able to support a large number of vulnerable and laid-off workers. As the following pages illustrate, a diverse group of Oakland residents received help. In addition, funds were distributed quickly, and trusted and experienced partner organizations helped meet the tight deadlines of the CARES Act funds. Other lessons learned include:

- Select well-vetted partners with experience serving diverse populations and delivering a broad array of training programs to maximize impact. Select partners who have the capacity to meet federal grant requirements and systems in place to move quickly.
- Keep grants at larger amounts to maximize impact and to make the time-consuming contracting process worthwhile.
- Establish post-program reporting requirements in advance and communicate to providers.

### Section 3 – Workforce Support Programs

#### Project #22: Brothers & Sisters Barber Cosmo Academy – Employment & Training Program

**Department Lead:** Economic and Workforce Development

**Type of Program:** Technical Assistance/Services

**Category of Programming/ Population Served:** Workforce

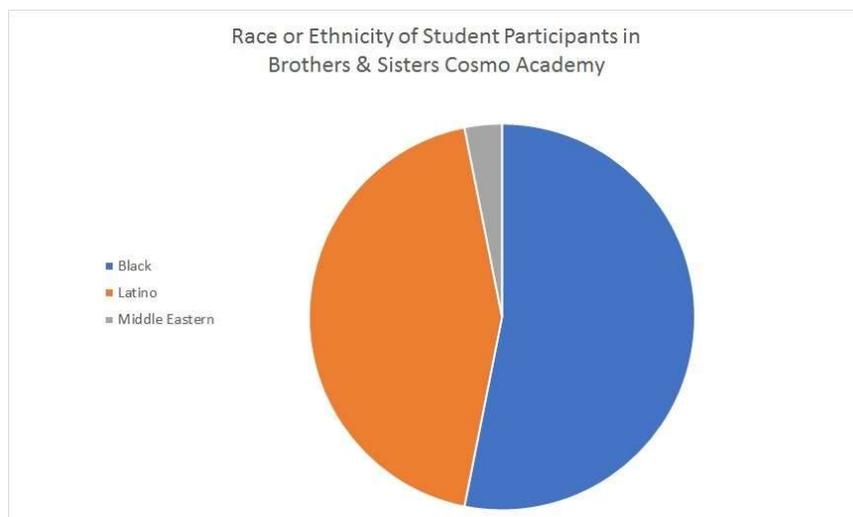
**Funding Amount:** \$500,000

**Description of Program:**

The City Council directed a \$500,000 grant to support barber and cosmetology employment, training opportunities and job skills specifically for East Oakland residents. The Brothers & Sisters Barber Cosmo Academy provided courses in barber instruction, barber crossover licenses, cosmetology crossover licenses, manicurist certificates and general refresher courses.

**Summary of Outcomes:**

44 students completed the certification courses offered by Brothers & Sisters Barber Cosmo Academy. As the chart below illustrates, all the participants identified as people of color, with the majority identifying as Black.



**Website:** More information about the work of Brothers & Sisters Barber Cosmo Academy and other workforce programs supported by CARES Act funds can be found on the City’s CARES Act website [here](#).

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**Program #23: Employment Support Services and Metrix Learning**

**Department Lead:** Economic and Workforce Development

**Type of Program:**

Technical Assistance/ Services

Direct Grants/ Cash Assistance

Procurement/ Materials

**Category of Programming/Population Served:** Workforce

**Funding Amount:** \$350,000

**Description of Program and Outcomes:**

The City also used \$350,000 in CARES Act funds to provide employment support services to Oaklanders impacted by the COVID-19 pandemic in partnership with two local America's Job Centers of California (AJCCs): the Oakland Private Industry Council (PIC) and Lao Family Community Development (Lao Family). Those funds also supported the launch of a new online job training platform called Metrix Learning and additional translation and technical assistance programs for workforce and business support programs.

With support of \$200,000 in CARES Act funds, the PIC provided direct supportive services, webinars and peer presentations to Oakland residents who were laid off from their jobs. One-time grants of \$600 directly to 132 COVID-impacted workers helped with rent, car payments, insurance, utilities, and groceries. About 75 percent of the grant requests were for rental and housing payments and utilities, or some combination thereof. The program reached vulnerable immigrant populations, with 9 percent of recipients identifying as permanent residents and 2.5 percent holding valid work visas. Upwards of 235 impacted workers participated in three multilingual webinars and four interactive peer presentations designed to assist them in finding a job by highlighting employment training and job placement services.

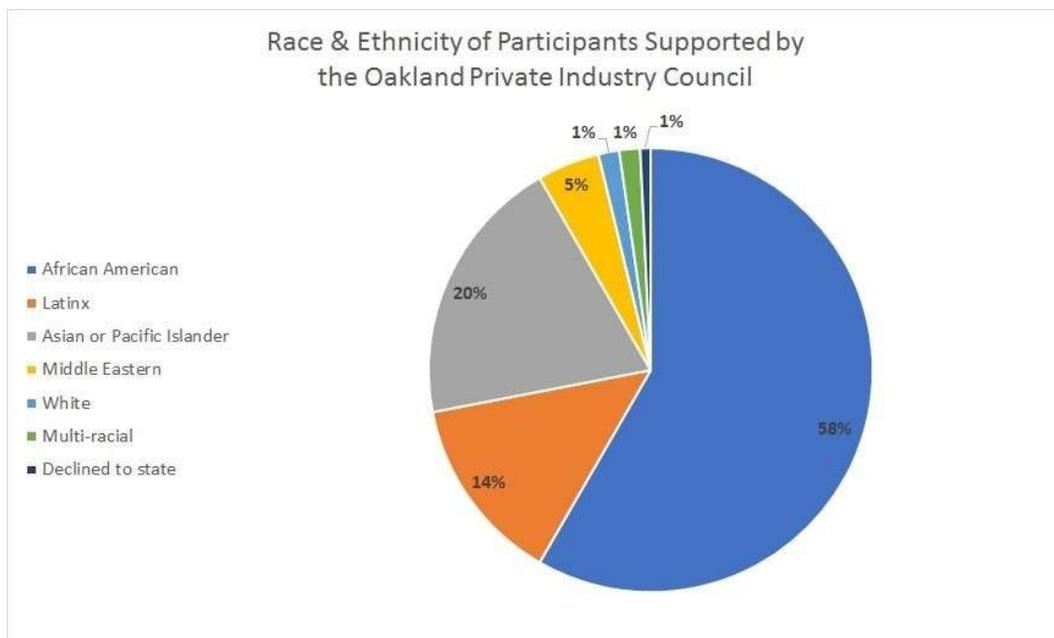
In addition, the Lao Family used \$100,000 in CARES Act funds to bring workforce development services to deep East Oakland residents, with a special focus on unsheltered residents at their CARE campus. Along with holistic support programs, services included employment assistance, job readiness, job placements, employment retention, and intensive case management. From March 2020 to December 2020, Lao Family staff provided employment assistance to more than 165 COVID-19 impacted individuals. A total of 110 reentry individuals received stimulus funds while participating in employment services and intensive case management. The nonprofit successfully implemented their first round of the Returning Citizen Stimulus for the first 50 reentry individuals and they all received a total of \$2,750 per person in funds. The second round for an additional 60 reentry individuals received \$1,650 per person in funds.

Finally, the City's Workforce Development Board launched [a free, online skills training platform](#) offered by Metrix Learning, supported by \$30,000 in CARES Act funds. Taking courses can help Oaklanders improve a wide variety of skills, earn industry certificates, launch

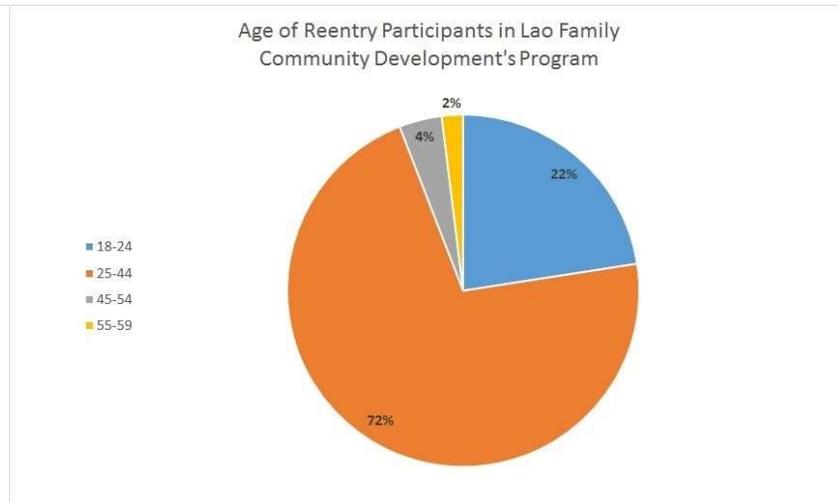
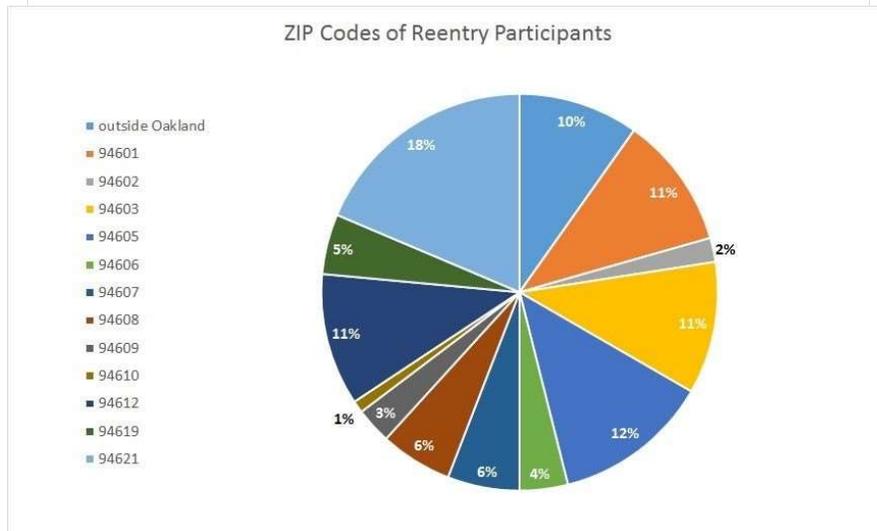
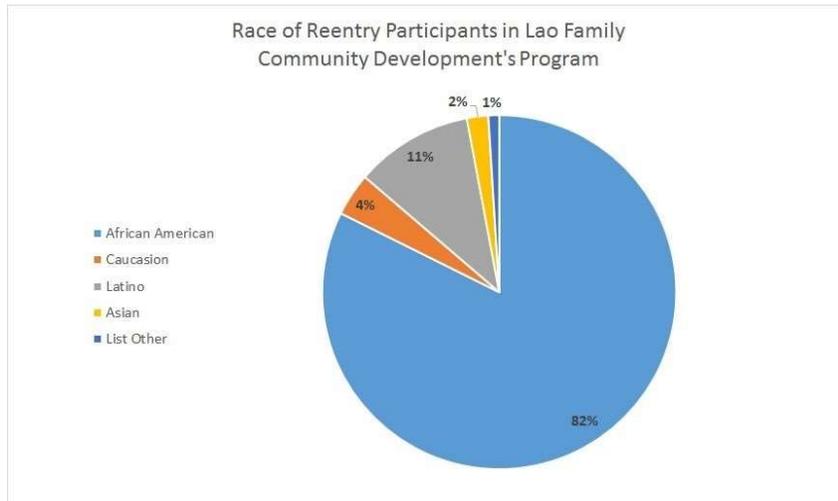
into new careers or advance up the career ladder. Metrix Learning offers more than 5,000 courses leading to over 180 industry certificates, with online classes in English, Spanish and Cantonese. Accessible 24/7, the self-paced courses allow users to take the classes when it is convenient for them. Register at: <https://oakland.metrixlearning.com/>.

**Summary of Outcomes:**

As the chart below illustrates, persons of color represented 98 percent of those served by the PIC’s direct supportive services. While most were U.S. citizens, the program also supported permanent residents (9 percent) and individuals with valid work visas (2.5 percent). In addition, 8.33 percent were unhoused or in unstable/transient housing and 30.3 percent of the recipients were non-native English speakers.



As the charts below indicate, 82 percent of the reentry participants in the LAO Family program were African American. The reentry participants came from across Oakland, with 18 percent residing in the 94621 ZIP code, 12 percent from 94605 and 11 percent each from 94603 and 94612. Finally, 72 percent of the reentry participants were between 25 and 44 years old.



**Website:** More information about all these programs can be found on the City's CARES Act website [here](#).

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**Project #24: Tiny Homes for Homeless, Upwardly Mobile Young Adults**

**Department Lead:** Oakland Public Works

**Type of program:**

Direct Grants/ Cash Assistance

Technical Assistance/ Services

**Category of Programming/Population Served:**

Homelessness

Workforce

**Funding Amount:** \$175,000

**Description of Program:**

With a \$175,000 grant from the City of Oakland's CARES Act fund, the Youth Employment Partnership, Inc. (YEP) constructed a 12-unit transitional tiny home community for homeless young adults completing their high school diploma, working on industry-recognized certification, or aiming to attend community college. The YEP transitional tiny home community seeks to stabilize homeless young adults in Oakland and to move them through postsecondary education while developing their workforce skills and addressing other life barriers. The goal was to tackle housing insecurity as it appears early on in their lives and equip them with the education, technical skills, work experience, and wherewithal to obtain middle-wage jobs, protecting against future episodes of homelessness.

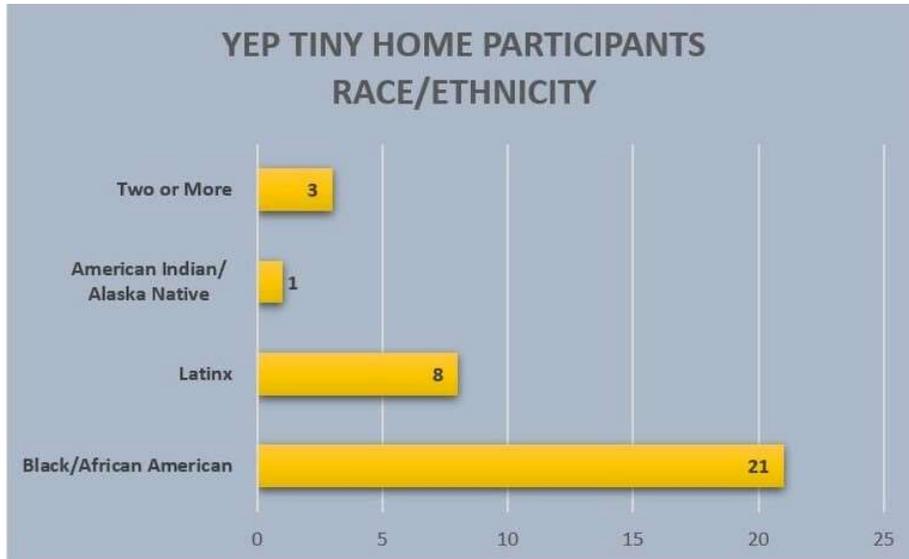
In addition to the 12 single-occupancy tiny homes, the community has two fully accessible bathrooms and showers, a communal kitchen and meal tables, laundry access, secure onsite storage, external lighting and security cameras, iron-gate perimeter, and daily breakfast and dinner prepared by YEP culinary arts trainees. All residents living in the tiny home community will have access to YEP's comprehensive services, including an assigned case manager, vocational training and employment development programs, education support and tutoring, and supportive services, such as legal and mental health referrals.

Building of the tiny home community also doubled as a construction training site for YEP youth and young adults enrolled in YEP's construction workforce development program.

**Summary of Outcomes:**

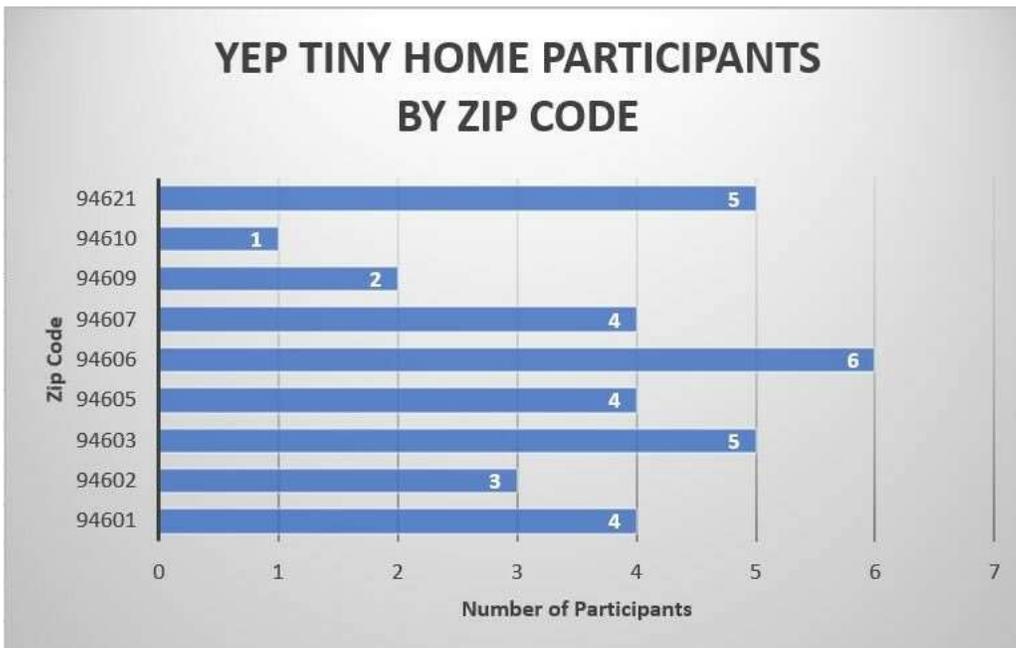
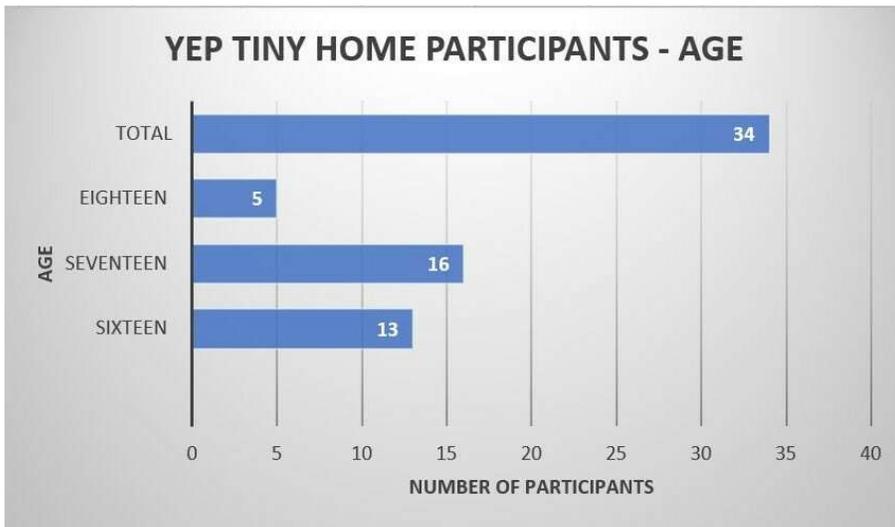
With help from the CARES Act funds, YEP created 12 fully furnished tiny home units, common bathrooms, a kitchen, and installed a security gate for the community. In addition, 10 YEP trainees received hands-on, paid work experience and guided instruction as they completed the tiny homes from the ground up. Construction work included framing and flooring, electrical and window installation, insulating and weatherization, and painting. YEP trainees also received stipend pay to gain construction training while building tiny homes.

As the charts below indicate, the majority of the program's participants were youth of color and the majority identified as male. The youths ranged in age from 16 to 18. The highest number of participants came from the 94606 zip code.



### YEP TINY HOME PARTICIPANTS - GENDER





**Website:** For more information on the work of YEP, please visit the program website [here](#).

**Project #25: Return to Work/Right To Recall Program Support**

**Department Lead:** Workforce and Employment Standards

**Type of program:** Technical Assistance/ Services

**Category of Programming/Population Served:** Workforce

**Funding Amount:** \$16,083

**Description of Program:**

The City Council adopted legislation to support laid-off employees and ensure workers were given first rights to return to work as employers recall or rehire staff. \$16,000 of CARES Act funds were used to engage temporary consulting services to draft practices and procedures for complaint investigations if these rights were violated.

**Project Outcomes:**

The consultant provided the following services in support of the Right to Recall (RTR) legislation: development of a flowchart for RTR investigatory practices and procedures, review of the RTR Frequently Asked Questions, and the drafting of questions for the Right To Recall claim form. Claims received by the City requiring investigation could potentially affect 150 workers (the exact number of impacted workers will not be known until investigations have been completed). The preliminary work performed was in preparation for the anticipated increase in the number of claims expected to be filed once businesses begin to re-open. The City now stands ready to respond to future claims and protect the rights of laid-off workers.

## **Section 4 -- Enhanced Access and Resiliency Programs**

### ***High-Level Summary of Enhanced Access and Resiliency Programs***

This section provides a description of CARES Act-funded programs to enhance access and resiliency, including the OakWifi initiative, a program to help close the digital divide and make the internet more accessible for people who do not have home access. It also includes an overview of the Facility Resilience Program, an initiative to make City buildings safer and accessible in the face of COVID. The descriptions on the following pages provide an overview of both programs and their outcomes,

### ***Overall Evaluation of Programs - Lessons Learned***

As the program description on the following page indicates, the OAKWiFi program has been successful in reaching those vulnerable communities in Oakland that historically have been underserved and lacking resources to easily access the internet. OAKWiFi is a project that is life changing for many Oakland residents and is now expected to grow into more neighborhoods as the program expands.

Similarly, the Facility Resilience Program was able to act swiftly to expend the funds and respond to immediate and urgent needs to adjust operations. As the following pages indicate, the program made a significant number of broad reaching improvements to city facilities, making them safer for both the workforce and the public.

Other key lessons learned include:

- As the pandemic continues, the CDC and industrial hygienists are adding to the list of recommendations to continue to combat the spread of COVID-19 and its variants. Moving forward, City facilities would benefit from improving the HVAC systems, adding auxiliary air filtration, installation of touchless faucets, sinks, toilets, automatic doors, and other facility upgrades.
- Continue to perform assessments of facilities to identify potential items or upgrades that would provide the maximum benefit should future funds become available.
- Prepare costs estimates and research vendors that could provide the items now to save time as additional funding comes available.

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## Section 4 -- Enhanced Access and Resiliency Programs

### Program #26: OakWiFi Initiative

**Department Lead:** Information Technology

**Type of Program:** Technical Assistance/ Services

**Category of Programming/Population Served:** Residents and Small Businesses

**Funding Amount:** \$2,277,770

**Description of Program:**

OAKWiFi provides free internet to Oaklanders to help close the digital divide. Approximately 94,000 residents in Oakland currently do not have access to the internet. OAKWiFi is an initiative that provides free internet access for students, seniors, job seekers, small businesses, the underserved, and unconnected. This first phase of this project was funded through Federal CARES Act grant funds. Project partners include Clear Channel, PG&E, AC Transit, and Edelman Creative Group.

**Project Outcomes:**

OAKWiFi already has live hotspots throughout the city; this initiative will greatly expand the coverage to parts of West Oakland, Downtown Oakland, and East Oakland along the International Blvd. corridor to the San Leandro border. All zones are now online. The first zones (1, 2, & 18), located in West Oakland, Downtown, and Uptown, using existing fiber, was funded by the CARES Act funds began coming online in mid-November 2020. The remaining zones (3, 4, 5, 6, 7, 8, 9, 11, 12, & 13) are how online. The majority of households that have benefited from the first three zones include low-income, elderly, people of color, single parents and the disabled.

The OAKWiFi program has been successful in reaching those vulnerable communities in Oakland that historically have been underserved and lacking resources to easily access the internet. OAKWiFi is a project that is life changing for many Oakland residents and is expected to grow into more neighborhoods as the program expands. From launch through February 1, 2021 more than 39,845 unique users connected to OakWiFi.

**Website:** For more information, visit the project website [here](#).

**Program #27: Facility Resilience Program**

**Department Lead:** Oakland Public Works

**Type of Program:** Facilities Modification

**Category of Programming/Population Served:** Health/Safety/Public Facilities

**Funding Amount:** \$2 million

**Description of Program:**

With \$2 million in CARES Act funds, the Oakland Public Works Department purchased equipment and supplies to mitigate the spread of the COVID-19 and other associated or related viruses. In addition to purchasing equipment, tools and supplies, the funds were used to modify and provide safer space for City staff to work in and for citizens and customers seeking support and services offered by the City. The goal of the Facility Resilience Program is to provide safe City facility maintenance operations and support for the various departments and their staff and for customers that must visit City facilities in-person to conduct City-related business.

The selection of facility improvements considered and completed were based on priority on a 1 to 3 scale. Priority 1 addressed the immediate needs of facilities that were still operating and housing essential staff; this included installation of safety measures, equipment and supplies and implementation of enhanced sanitization methods. Priority 2 included planning and preparation for response and set up of required facilities that would have limited staff, scaled back operations or resources available. Priority 3 involved a continuation or revisit of initial modifications, installations and operations. It also includes further planning and preparation for reopening and more long-term solutions to ensure safe facilities and access to employees and visitors.

**Program Outcomes:**

The program included physical assessments of City facilities, modifications or upgrades to HVAC systems at critical facilities including the Main Library, Dimond Branch Library, the MSC Building, OPD's 911 Dispatch Center and the City's Emergency Operations Center (EOC), installation of sneeze barriers, foot traffic/ visitor control measures and equipment, the installation of temperature screening stations, the implementation of enhanced and specialized cleaning and sanitizing procedures.

The program also included the remodel of Hearing Room 2 in City Hall to allow for adequate social distancing in the building and overflow space for participants of City Council and commission meetings. Also, the Parking Citation Assistance Center suite was relocated from the 6<sup>th</sup> floor to the ground floor level of the 250 Frank H. Ogawa Plaza (Dalziel building). This eliminates the need for customers to go inside of the Dalziel building and travel to the 6<sup>th</sup> floor to pay or dispute a parking ticket. The new suite was set up with a walk-in lobby, two payment windows, two escalation windows and ground-level access, there is also a self-help payment

kiosk being installed on the exterior of the suite where tickets can be paid without going into the building or interacting with anyone else.

Other key items accomplished include:

- Purchase of 30 hand-held and backpack electro-static sprayers and chemicals effective in combatting COVID-19 and the implementation of an effective proactive sanitization and response program to the custodial operations.
- Purchase and installation of 75 freestanding “One Screen Go Safe” temperature scanners for use by the public and City staff when entering City facilities.
- Purchase and installation of over 250 freestanding and custom fabricated sneeze guards.
- Purchase and installation of 100 freestanding, no-touch hand sanitizer dispensing units.
- Purchase of furniture and dais for City Hall’s Hearing Room 2 to allow for additional social distanced meeting and overflow space to safely accommodate attendees when buildings are reopened, and in-person meetings are resumed.
- Purchase of furnishings and remodeling of Suite to relocate the Parking Citation Assistance Center to the ground floor of the 250/ Dalziel Building.
- Acquisitions of 15 portable pop-up shelters and heaters for staff daily dispatch and reporting activities. This provides outside space for staff to use in inclement weather to receive daily briefings.

**Website:** For more information, please visit the project webpage [here](#).



Attachment A: CARES Act Relief Fund Status as of March 11, 2021

Item	Dept.	Service Area	Amount	Description	Method of Dissemination	% Disbursed	Info Memo Program #	Info Memo Category
1	DVP	COVID: Community Health Interventions (1005404)	\$500,000	Direct grant to City Council-approved recipient, Oakland Frontline Healers, Approved by Council on July 14. Grant agreement actually with BOSS (Building Opportunities for Self Sufficiency) as Fiscal Sponsor over several sub-grants to Oakland Frontline Healers members.	Direct grants to Council-selected recipients	100%	15	1: Anti- Displacement: Grants & TA
2	OPW	COVID: Workforce Development Program for Neighborhood Beautification (1005403)	\$400,000	\$175,000 to YEP: Tiny Homes to house college-bound homeless youths;	Direct grants to recipients	100%	24	3: Workforce Support
				\$175,000 to Beautification Council: Micro-clean & disinfect/sanitize designated area in and around homeless encampments; and \$50,000 to Deeply Rooted: Hot meals, PPE distribution, and wellness checks to vulnerable seniors & homeless residents in West Oakland.			19	2: Food Security and Health
3	OPW	COVID: Facilities Resilience Initiative (1005402)	\$2,000,000	\$724,600 - HVAC improvements primarily at City Hall and potentially at other City facilities (recreation centers, libraries). Inefficient HVAC systems need to be converted to allow for high efficiency and higher levels of filtration. Facilities Maintenance has already changed out filters at all facilities that they are able to. The remaining facilities cannot accept the high filtration MERV 13/14 filters for a variety of reasons, including air balance.	Purchase orders	100%	27	4: Enhanced Access and Resiliency
				\$119,986 – Purchase of signage, markings, striping, stanchions, barriers, and other related materials or furnishings for all facilities.	Purchase orders	100%		4: Enhanced Access and Resiliency
				\$499,304 – Relocation of the Parking Citation Assistance Center (PCAC) to allow for proper social distancing and to minimize public travel within 250 Frank Ogawa Plaza. Additionally, relocation/reconfiguration in the Department of Violence Prevention (DVP) and also in Hearing Room 2 is being made to provide proper access and to maximize social distancing within 150 Frank Ogawa Plaza and City Hall.	Purchase orders	100%		4: Enhanced Access and Resiliency
				\$656,110 – Purchase of various materials , equipment, and fixtures related to touchless operations, and temperature screening. Items include stand-alone temperature screening kiosks, touchless dispensers for disinfectant and paper towels, touchless plumbing fixtures, automatic door openers, etc.	Purchase orders	100%		4: Enhanced Access and Resiliency

Attachment A: CARES Act Relief Fund Status as of March 11, 2021

Item	Dept.	Service Area	Amount	Description	Method of Dissemination	% Disbursed	Info Memo Program #	Info Memo Category
4	IT	COVID: Broadband/ Digital Resilience Initiative (1005398)	\$7,700,000; revised to \$2,277,770 for Zones 1-3 only	1.\$600,000 Greenlining for digital literacy	Purchase order: 0% for zones 1-3	NA	26	4: Enhanced Access and Resiliency
				2.\$4,500,000 Prime Vendor Wi-Fi Design, build, and Deployment + 2-3 years Support for 15 Wi-Fi Zones (Contract executed)	Contract: \$900,000 for zones 1-3	100%		4: Enhanced Access and Resiliency
				3. \$120,000 Advertising campaign to increase awareness in community of new internet access resource. (Clear Channel, Iheart Radio, and AC Transit have executed agreements. Pending agreements for PSA ads & promotional items underway.)	Purchase orders: 100% for zones 1-3	100%		4: Enhanced Access and Resiliency
				4. \$270,000 Outside Project Management to manage vendor and technical aspects of project (Contract executed)	Contract: \$62,308 for zones 1-3	100%		4: Enhanced Access and Resiliency
				5. \$2,210,000 Connect BRT fiber to City Network and connection points throughout target areas, includes contingency. (POs issued)	Purchase orders: \$1,195,462 for zones 1-3	100%		4: Enhanced Access and Resiliency
		FY20-21 Payroll Costs (1000021)	\$5,422,230	Shift COVID payroll costs not eligible for FEMA reimbursement to CARES Act	Accounting adjustment	100%		5: COVID Response-Emergency Personnel
5	OPRYD	COVID Response (1005399)	\$400,000	Park Ambassador Community Education and PPE Distribution program. Purchase sanitization and cleaning equipment and supplies. Purchase materials and supplies to allow for social distanced programs and services. Purchase food and supplies for meal service/food distribution.	Reimbursement to OPRYD of staffing costs. Direct purchase of goods.	100%	20	2: Food Security and Health
6a	C&C	Entrepreneurship Innovations Fund (1005395)	\$16,083	\$100k to implement workforce training for Right to Return Legislation (CM Thao) - Contracts & Compliance	Appropriated	100%	25	3: Workforce Support
		FY20-21 Payroll Costs (1000021)	\$83,917	Shift COVID payroll costs not eligible for FEMA reimbursement to CARES Act	Accounting adjustment	100%		5: COVID Response-Emergency Personnel
6b	OPRYD	Food Security & COVID Response (1005390)	\$150,000	Scope realigned for CARES Act compliance consisting of retrofit and upgrade to food storage systems, and purchase equipment (refrigeration/freezer and/ice maker) to increase food distribution and meal services at a variety of recreation centers citywide.	On-call contractor / Purchase order	100%	20	2: Food Security and Health
6c	EWD	East and West Oakland Food Security Initiatives (1005390)	\$150,000	Direct grants to City Council-approved non-profits, approved by Council on July 14. \$150k to BCZ for farmer's market on 73rd and Foothill	Grants to Council-selected recipients	100%	18	2: Food Security and Health

Attachment A: CARES Act Relief Fund Status as of March 11, 2021

Item	Dept.	Service Area	Amount	Description	Method of Dissemination	% Disbursed	Info Memo Program #	Info Memo Category
7a	HSD	Emergency healthy food support for neighborhood-based grocery stores in flatlands (1005391)	\$500,000	Scope of work finalized with In Advance serving as fiscal agent ( Sugar Freedom Project) and Saba Grocers as the primary sub. Providing 1000 households with \$250 food cards with support to use at network of 26 corner stores, 7 of which will be supported to provide fresh produce delivered weekly.	grant agreement	100%	17	2: Food Security and Health
7b.	HSD	Urgent support of COVID-compliant safe food distribution, including for seniors, persons with disabilities (1005439)	\$90,000	Grant to Meals on Wheels. Approved by Council on July 21.	grant agreement	100%	16	2: Food Security and Health
8	EWD	Anti-displacement Small Business and Non-Profit Support (1005392)	\$4,000,000	1. \$2,145,000 to non-profit Community Development Financial Institution (CDFI) Fund to make rapid relief grants to small businesses with commercial storefronts suffering business interruption. (Main Street Launch)	Direct grant to intermediary*	100%	1	1: Anti- Displacement: Grants & TA
				2. \$555,000 to non-profit CDFI to make direct grants to home-based businesses. (Working Solutions)	Direct grant to intermediary*	100%	2	1: Anti- Displacement: Grants & TA
				3. \$1,000,000 to non-profit CDFI to make direct rapid response grants to non-community-based non-profit organizations (non-arts) suffering from business interruption. (Community Vision)	Direct grant to intermediary*	100%	3	1: Anti- Displacement: Grants & TA
				4. \$150,000 to conduct COVID Impact study (Mills College via East Oakland CDC) -\$50K / PPE Kits- \$40K / Flex Street materials for parklets and use of outdoor space to support their businesses-\$50K /Ethnic Chamber TA (OCCUR) \$6K / Small Biz Translation Costs- \$4K	Direct Grant/ Purchase order/ Direct Cost Reimbursment	100%	21	2: Food Security and Health
				5. \$150,000 to a technical assistance (TA) provider to help small businesses and non-profits with commercial rent and lease re-negotiation (Lawyers Committee for Civil Rights)	Direct grant	100%	10	1: Anti- Displacement: Grants & TA
9	EWD	Artist Relief (1005393)	\$1,800,000	1. \$1,500,000 to individual artists and non-profit arts intermediary to make emergency grants to non-profit arts organizations. (Center for Cultural Innovation)	Direct grant to intermediary*	100%	4	1: Anti- Displacement: Grants & TA
				2. \$200,000 in TA to help arts organizations pivot to new models for revenue and space (Youth Speaks) including translation of grant applications	Direct grant	100%	12	1: Anti- Displacement: Grants & TA
				3. \$100,000 as a direct grant to Spearitwux; Approved by Council on July 14. (Spearitwux)	Grant to Council-selected recipients	100%	13	1: Anti- Displacement: Grants & TA

Attachment A: CARES Act Relief Fund Status as of March 11, 2021

Item	Dept.	Service Area	Amount	Description	Method of Dissemination	% Disbursed	Info Memo Program #	Info Memo Category
10	EWD	Opportunity Zone Fund (1005394)	\$2,000,000	\$2 million to non-profit CDFI to deploy funds to small businesses located in Opportunity Zones. (Main Street Launch)	Direct grant to intermediary*	100%	1	1: Anti- Displacement: Grants & TA
11	EWD	Entrepreneurship Innovations Fund (1005395)	\$900,000	1. \$500k for Brothers & Sisters, Approved by Council on July 14.	Grants to Council-selected recipients	100%	22	3: Workforce Support
				2. \$150k to Good Good Eatz	Grants to Council-selected recipients	100%	14	1: Anti- Displacement: Grants & TA
				3. \$75k to BWOPA-TILE	Grants to Council-selected recipients	100%	11	1: Anti- Displacement: Grants & TA
				4. \$125k for Vendor Support Programs - \$50k for Lake Merrit Pilot, and \$75k to establish a program to support food cart vendors (A2Z Media; Feed the Hunger Foundation)	Direct grants to intermediary* / PSA	100%	6,7	1: Anti- Displacement: Grants & TA
				5. \$30k Purchase order for Metrix software for Workforce Development	Purchase Order	100%	23	3: Workforce Support
				6. \$20k Ethnic Chamber TA (Unity Council)- \$18K /Translation support for small businesses-\$2K	Direct grants / Cost Reimbursment	100%	23	3: Workforce Support
12	OPRYD	Retrofit City-owned 3rd Party Facilities (1005396)	\$500,000	Support to 7 facilities evenly dividing fund to Measure C supported (Oakland Zoo, Chabot Space & Science, Oakland Convention & Visitors Bureau, Oakland Museum of California) and Children's Fairyland, Peralta Hacienda, and Feather River called out by City Council. \$71,428 each. Direct grants for health safety measures and upgrades to third party facilities and to support business interruption; per CM Taylor - intent was to offset lost revenues for Measure C facilities and support smaller CBO at City facilities.	Grants to designated organizations	100%	8	1: Anti- Displacement: Grants & TA
13	EWD	Small Business TA/Outreach (1005397)	\$700,000	1. \$300k to Unity Council - will act as Fiscal Agent and subgrant to Vietnamese Chamber and Chinese Chamber (\$100k each)	Direct grants to Council-selected recipients	100%	9	1: Anti- Displacement: Grants & TA
				2. \$200k to OCCUR - will act as Fiscal Agent and subgrant to African American Chamber (\$100k each)	Direct grants to Council-selected recipients	100%		1: Anti- Displacement: Grants & TA
				3. \$100k to East Oakland Entrepreneurship Forum (E. Oakland CDC)	Direct grants to Council-selected recipients	100%		1: Anti- Displacement: Grants & TA
				4. \$100k to Latino Chamber (via Unity Council)	Direct grants to Council-selected recipients	100%		1: Anti- Displacement: Grants & TA

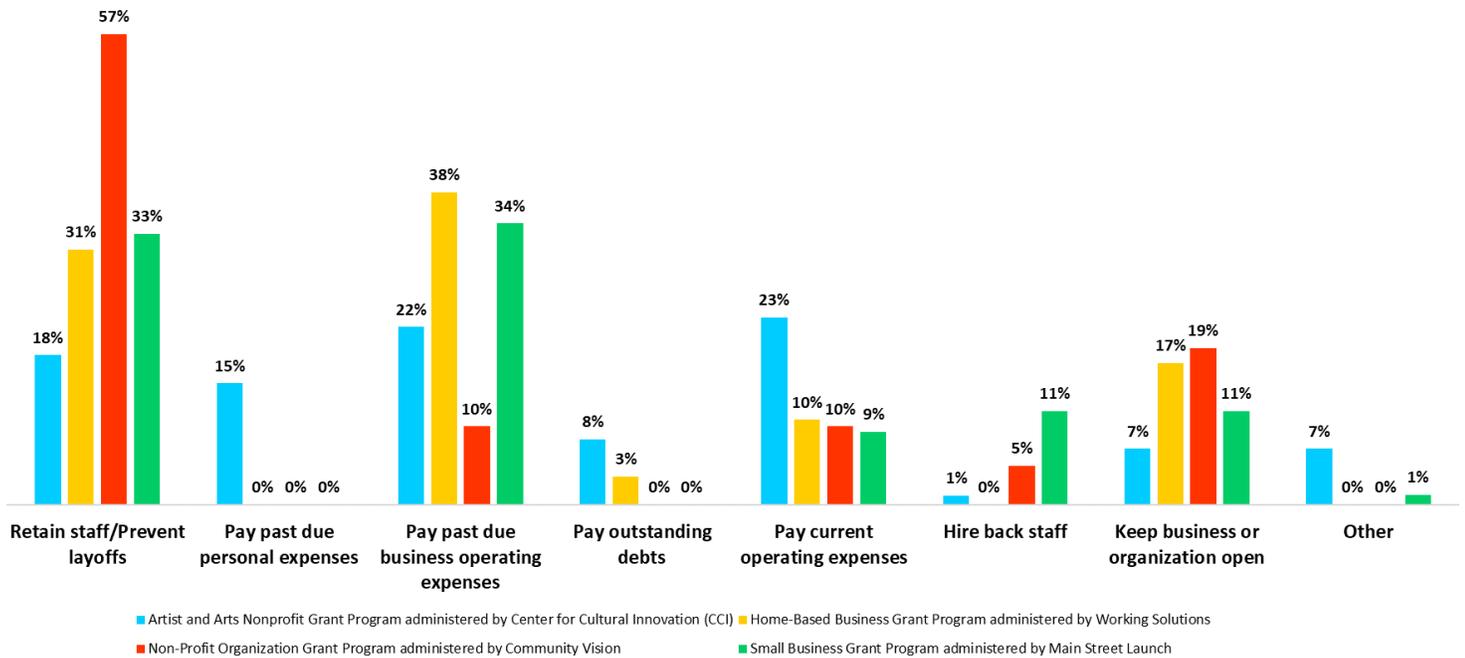
Attachment A: CARES Act Relief Fund Status as of March 11, 2021

Item	Dept.	Service Area	Amount	Description	Method of Dissemination	% Disbursed	Info Memo Program #	Info Memo Category
14	HCD	COVID Fair Chance Housing Community Outreach (1005401)		\$100,000 in funding to Just Cities to conduct outreach activities through a collaborative of community based partners that ensures access to housing pursuant to the Fair Chance Access to Housing Ordinance for people exiting the criminal justice system who are at high risk of COVID-19. Subcontract to Centro Legal de la Raza under grant agreement, as noted in item 15 below.	Subgrantee to Centro Legal de la Raza grant noted below in Item 15	(included below)		
15	HCD	COVID: Anti-Displacement: Residential Rent and Mortgage Relief (1005400)	\$4,315,000	Direct grants to non-profit organizations currently delivering rent and mortgage relief financial assistance to serve more people at risk of losing their housing due to COVID related impacts. 4 agreements to 4 non-profits currently carrying out this work: Bay Area Community Services (BACS), Catholic Charities East Bay, Centro Legal de la Raza, and Housing and Economic Rights Advocates (HERA). Outreach costs associated with the program including printing and translation expenditures.	Direct grants to intermediaries and POs*	100%	5	1: Anti- Displacement: Grants & TA
	OFD	FY20-21 Payroll Costs (1000021)	\$485,000	Shift COVID payroll costs not eligible for FEMA reimbursement to CARES Act	Accounting adjustment	100%		5: COVID Response-Emergency Personnel
	EWD	CARES Workforce Support (1005729)	\$100,000	\$100,000 Workforce Development Redirect - Lao Family Community Development Center for workforce support	Grants to Council-selected recipients	100%	23	3: Workforce Support
	EWD	CARES Workforce Support (1005729)	\$200,000	\$200,000 Workforce Development Redirect - Oakland Private Industry Council (OPIC) for workforce support	Grants to Council-selected recipients	100%	23	3: Workforce Support
16	City-wide	FY20-21 Payroll Costs (1000021)	\$ 5,500,000	Shift COVID payroll costs not eligible for FEMA reimbursement to CARES Act	Accounting adjustment	100%		5: COVID Response-Emergency Personnel
17	City-wide	FY19-20 Payroll Costs (1000021)	\$ 4,500,000	Shift COVID payroll costs not eligible for FEMA reimbursement to CARES Act	Accounting adjustment	100%		5: COVID Response-Emergency Personnel
		<b>TOTAL</b>	<b>\$ 36,994,706</b>					

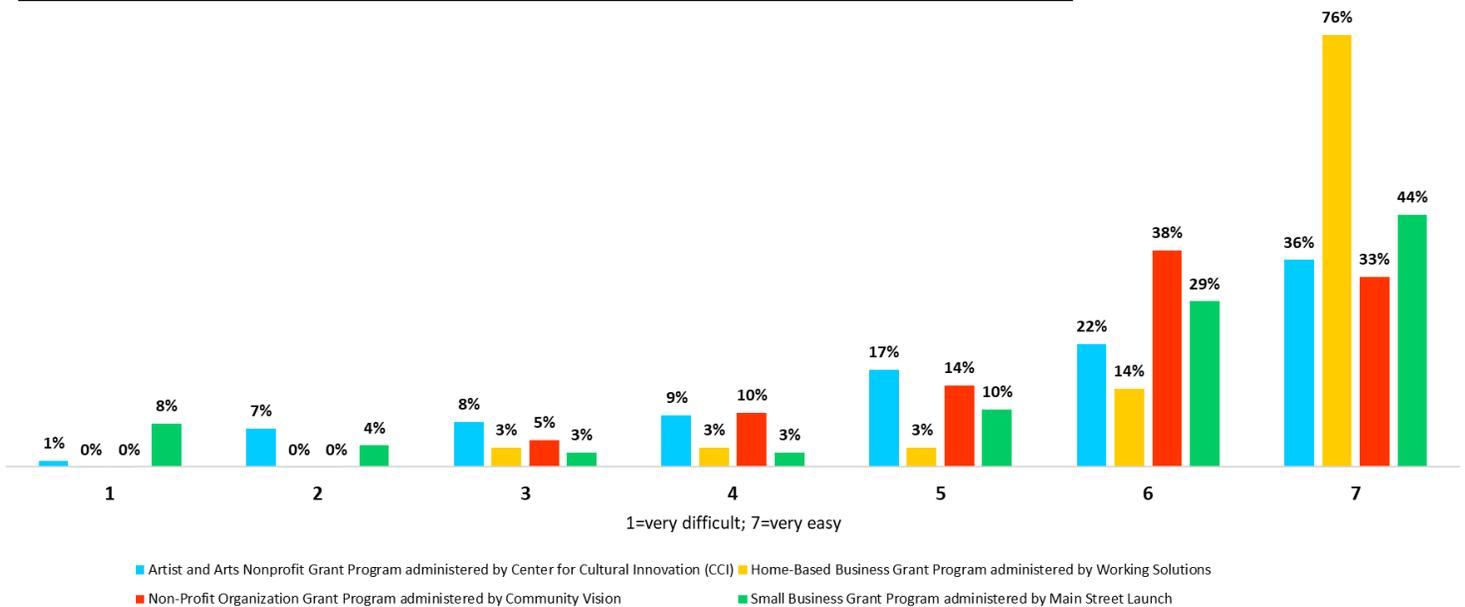
# CARES Act grant survey results

## Aggregated charts by grant program

### What did the grant allow you to do?

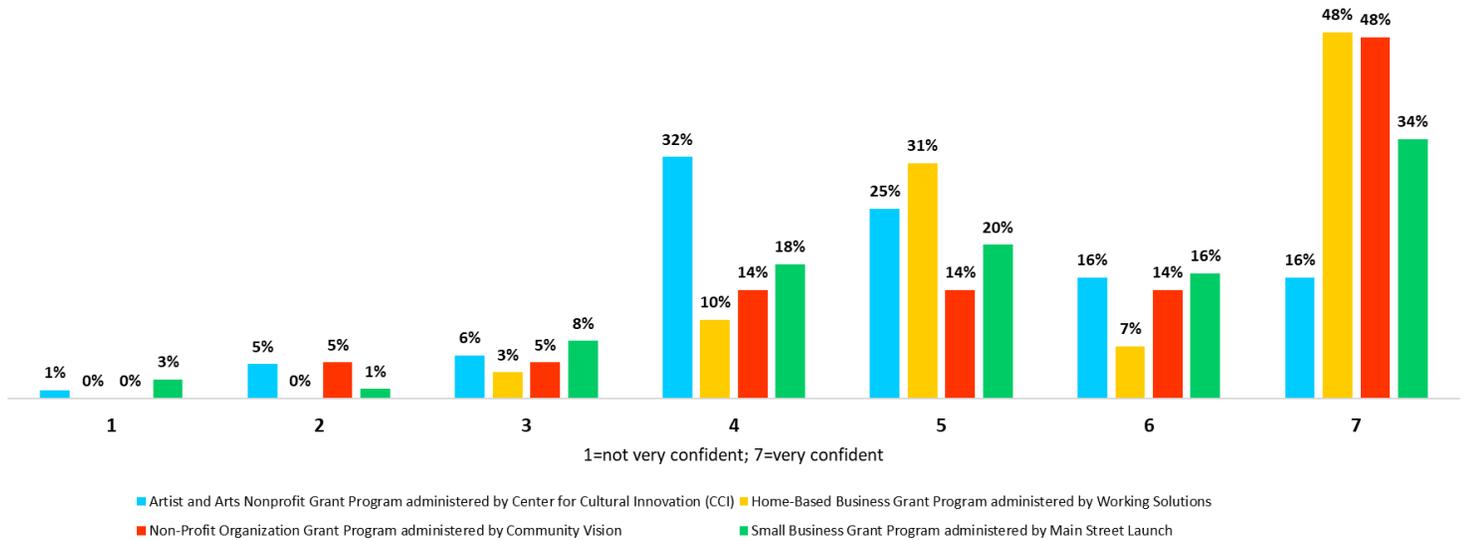


### On a scale of 1 to 7, how difficult did you find the application process?

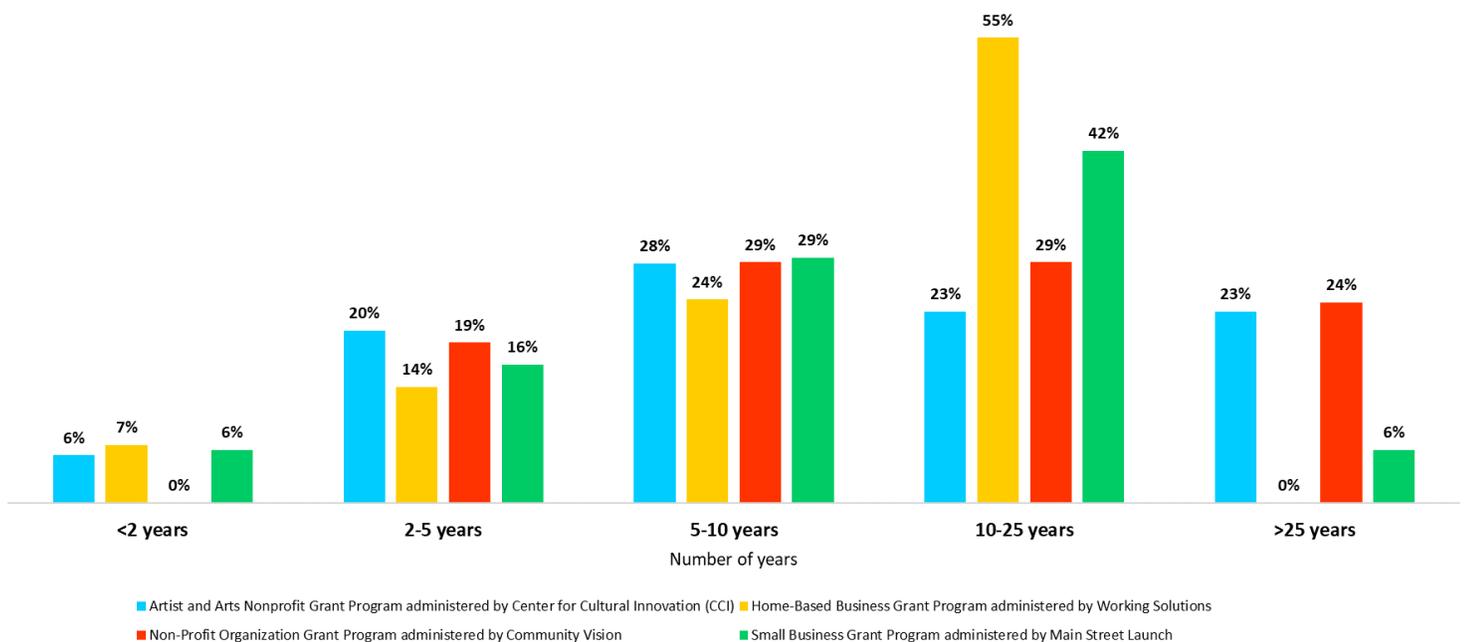


## CARES Act grant survey results

**On a scale of 1 to 7, how confident are you that your business or organization will survive the COVID-19 pandemic?**

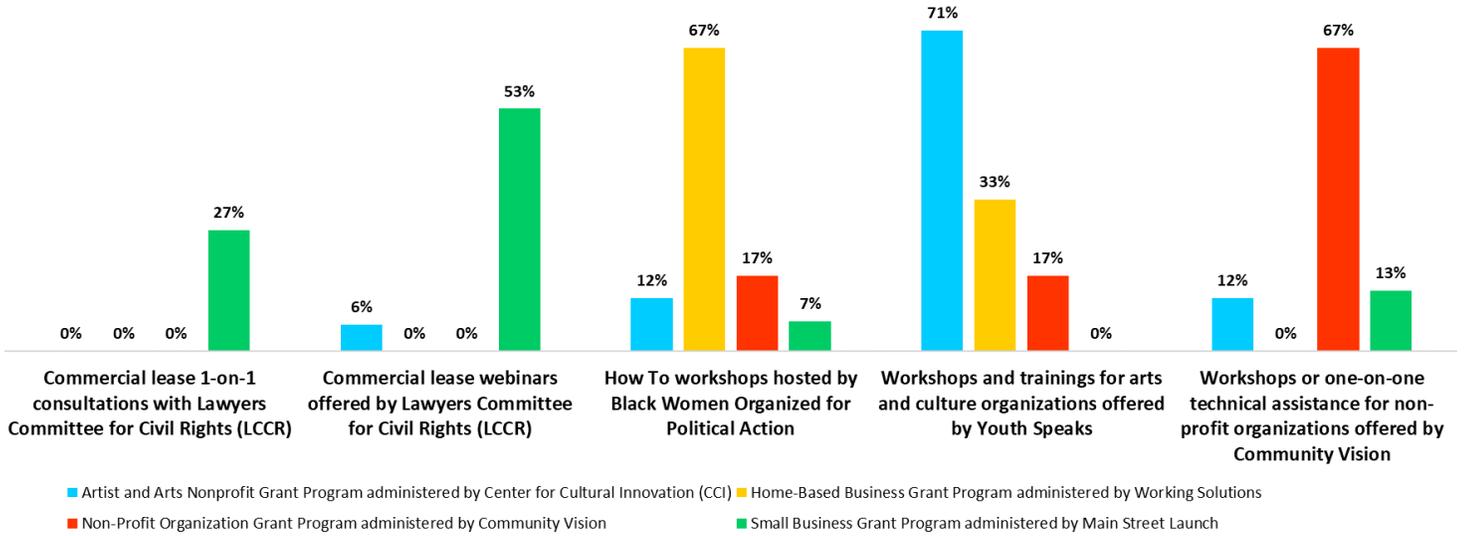


**How long has your business or organization been in operation?**

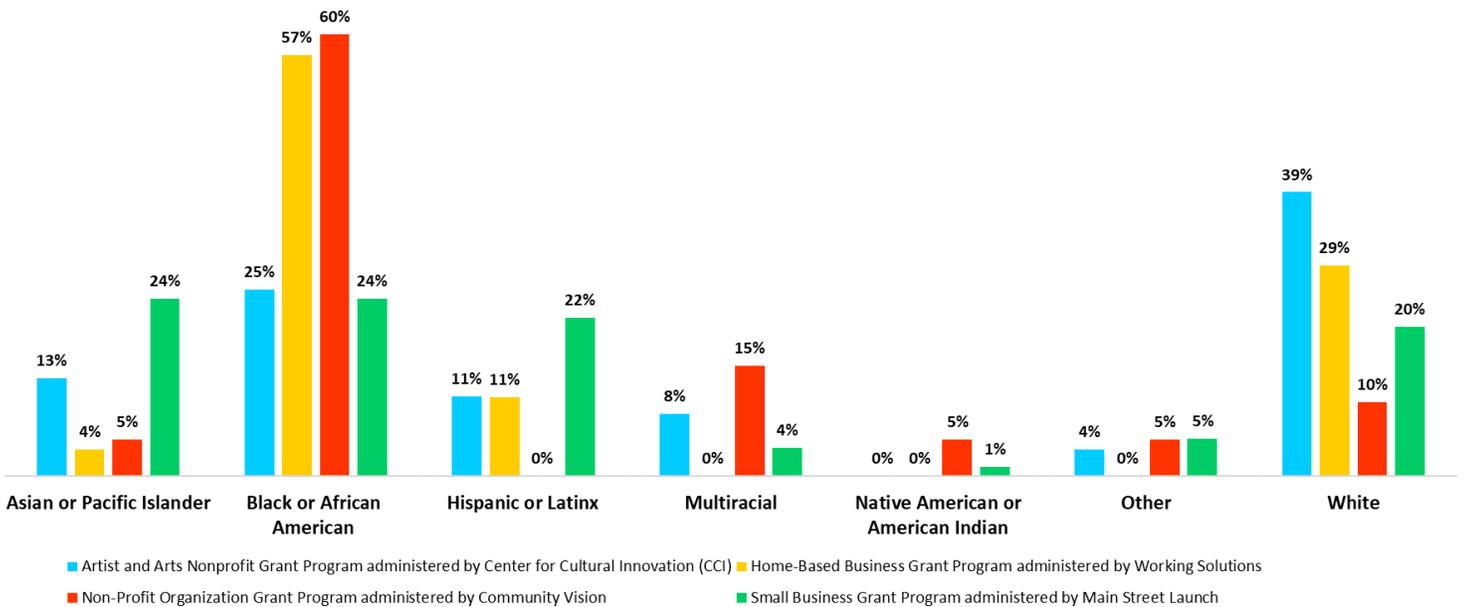


## CARES Act grant survey results

**Have you taken advantage of any of the following technical assistance programs offered to support small businesses, non-profit organizations and arts organizations? Check all that apply.**

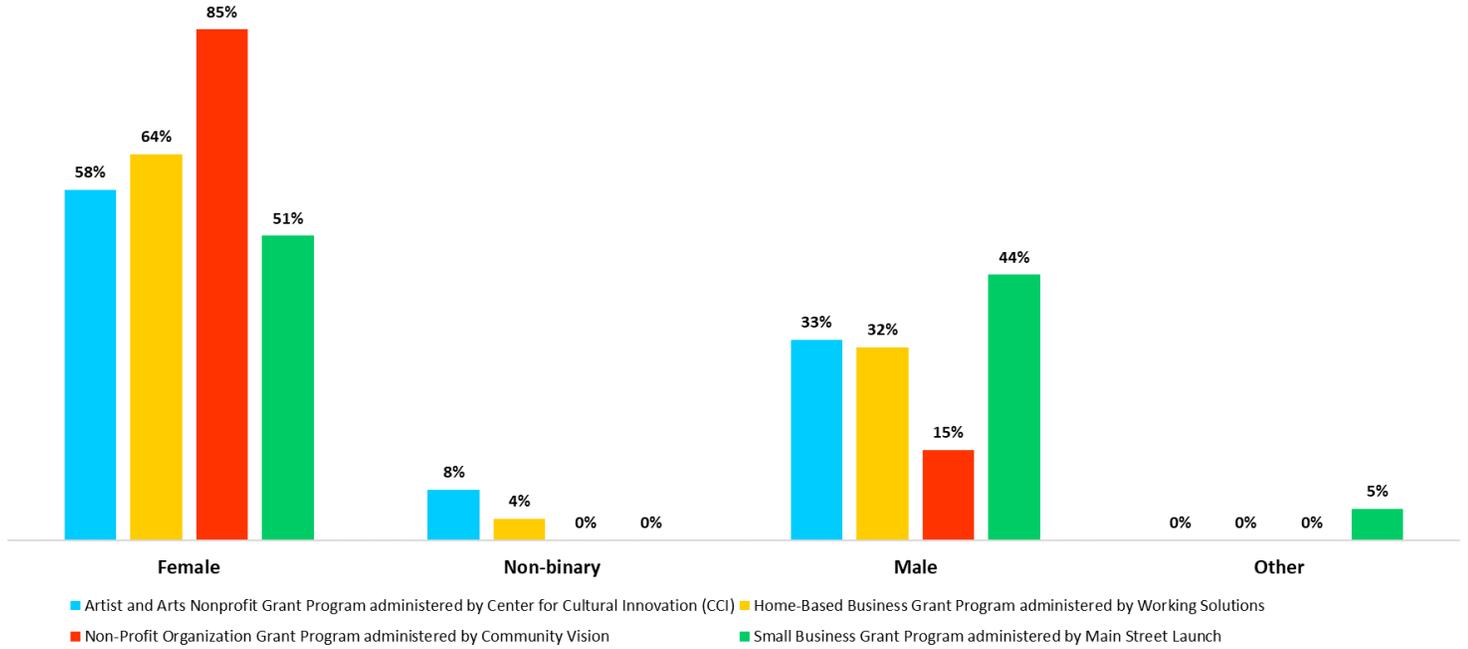


**To which race do you most identify?**

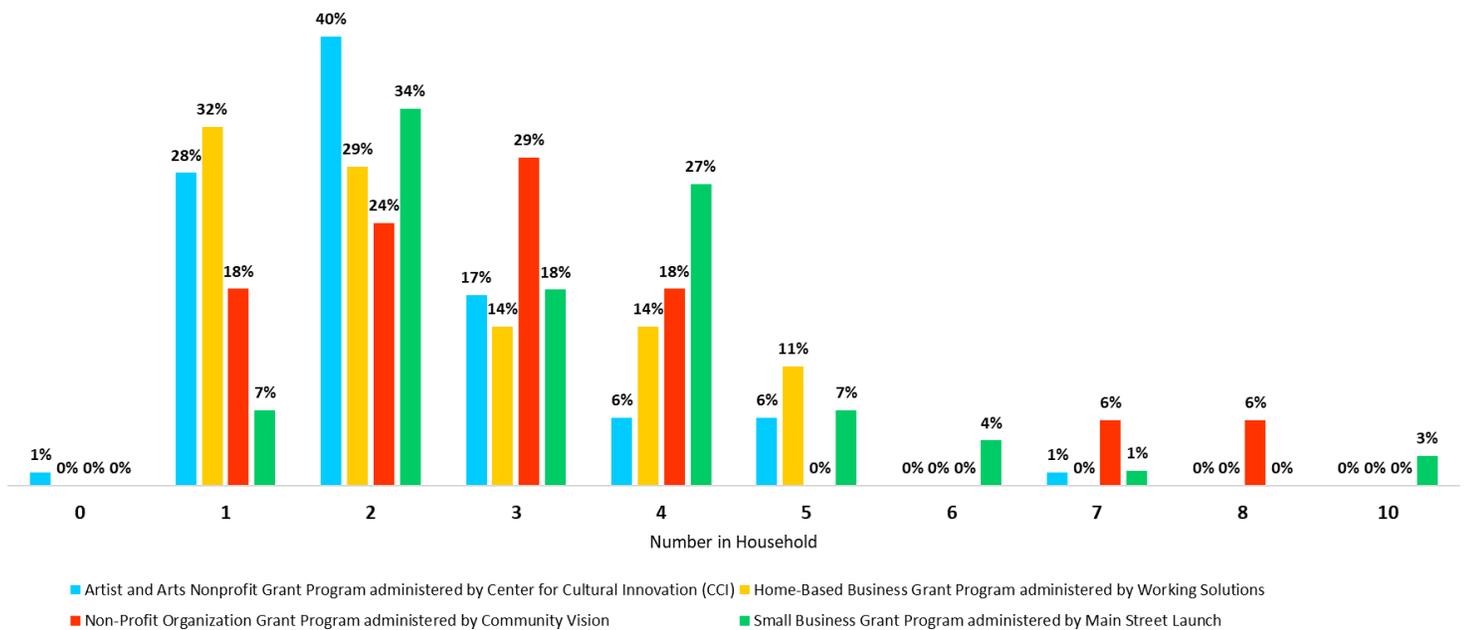


## CARES Act grant survey results

### To which gender identity do you most identify?

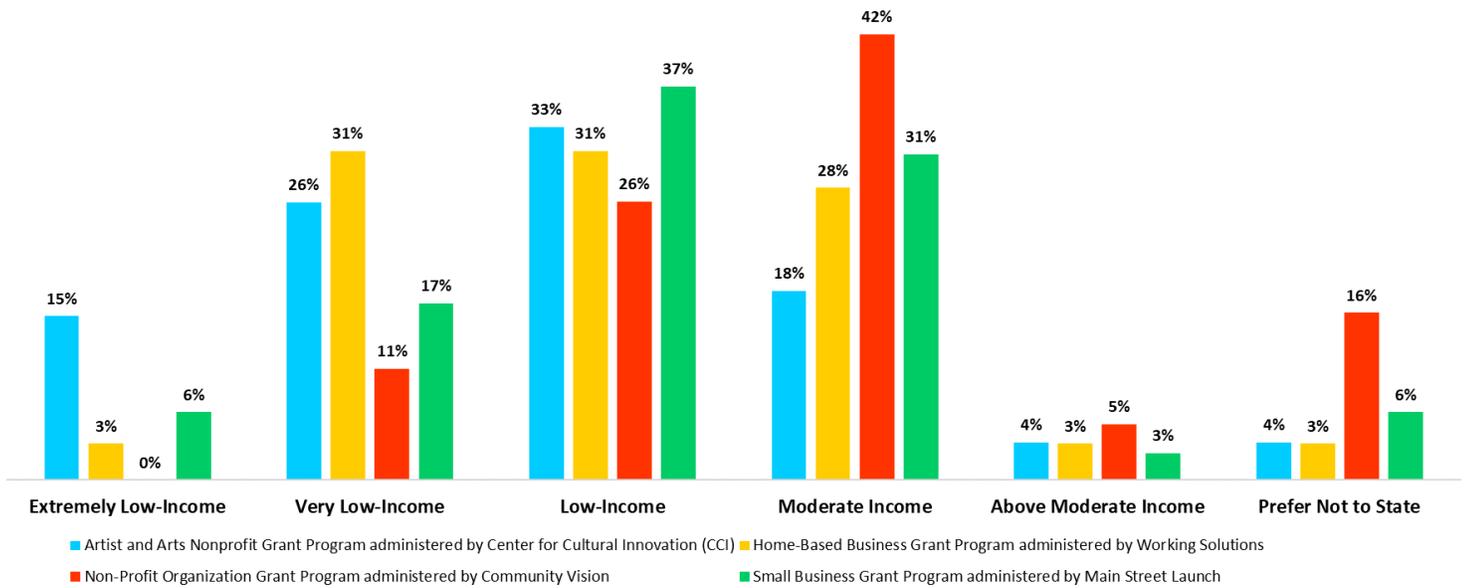


### Including yourself, how many individuals are in your household?



## CARES Act grant survey results

Which income category best defines your household according to the below chart?

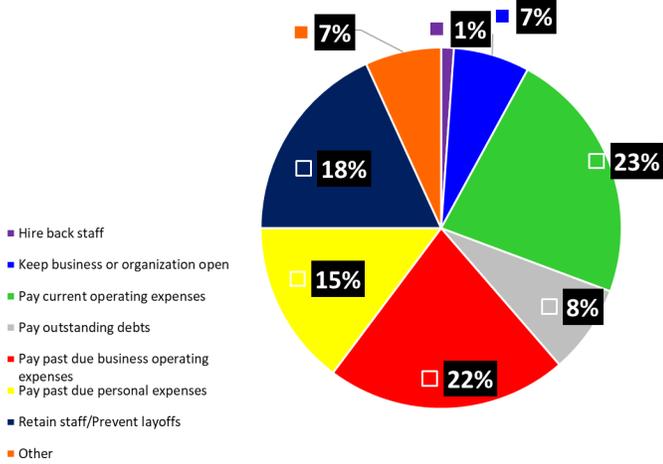


# CARES Act grant survey results

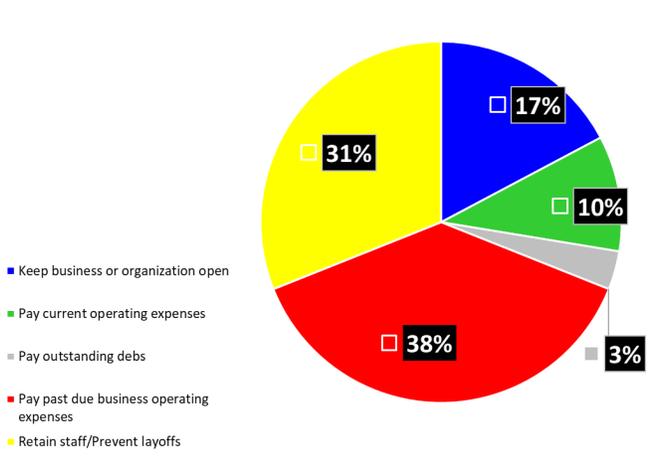
## All Charts

Question 2: What did the grant allow you to do?

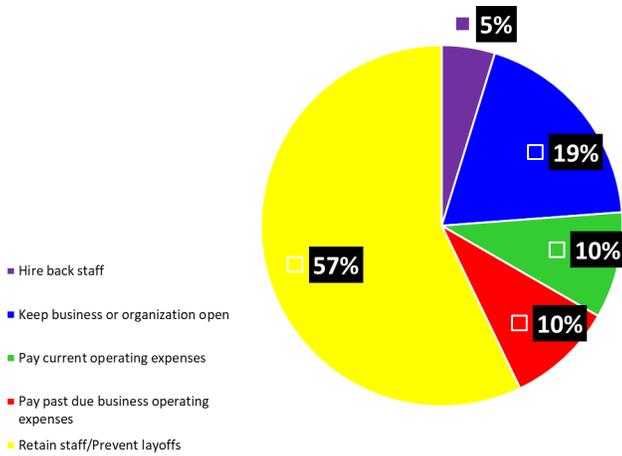
**Artist and Arts Nonprofit Grant Program administered by Center for Cultural Innovation (CCI)**



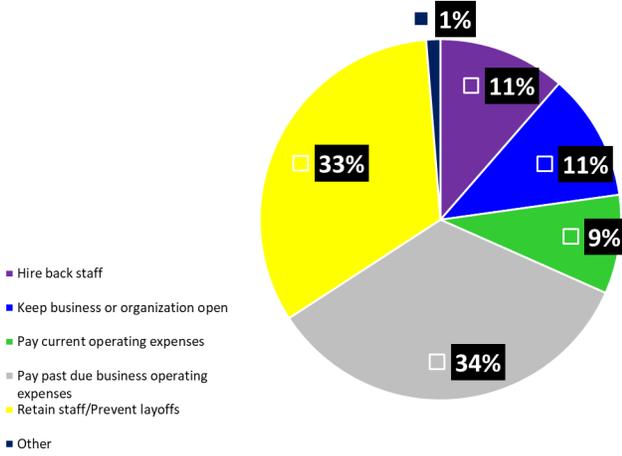
**Home-Based Business Grant Program administered by Working Solutions**



**Non-Profit Organization Grant Program administered by Community Vision**



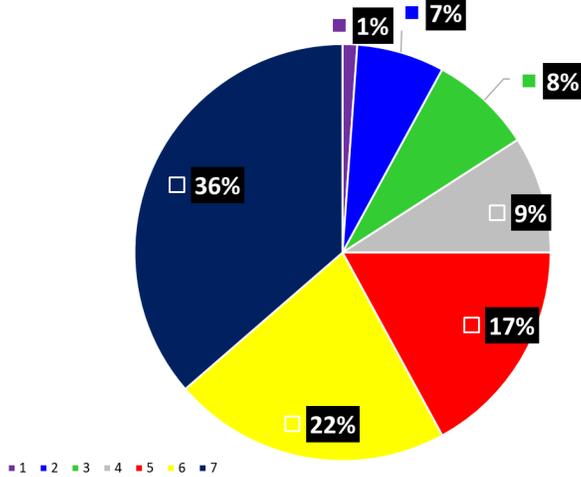
**Small Business Grant Program administered by Main Street Launch**



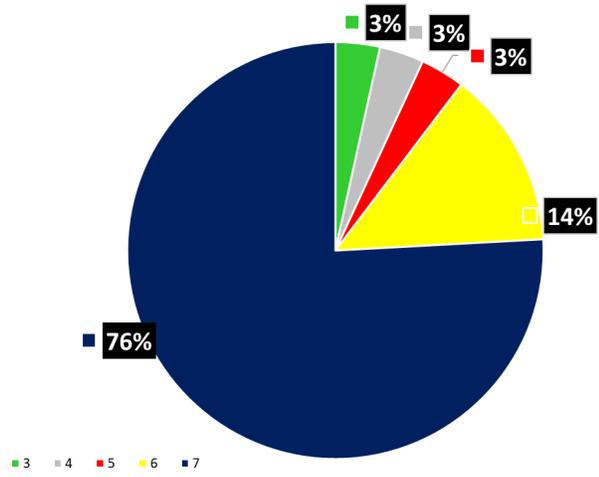
# CARES Act grant survey results

Question 3: On a scale of 1 to 7, how difficult did you find the application process? 1=very difficult; 7=very easy

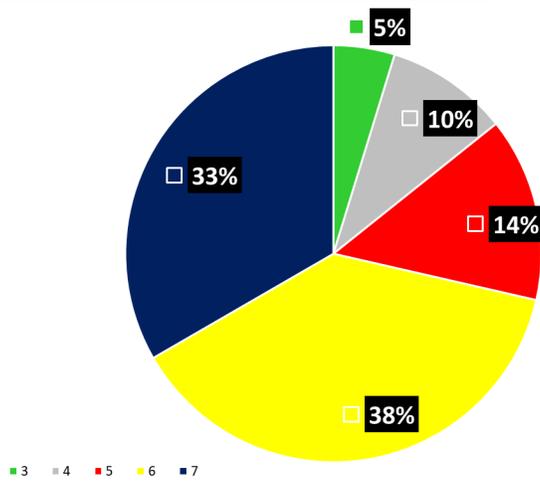
Artist and Arts Nonprofit Grant Program administered by Center for Cultural Innovation (CCI)



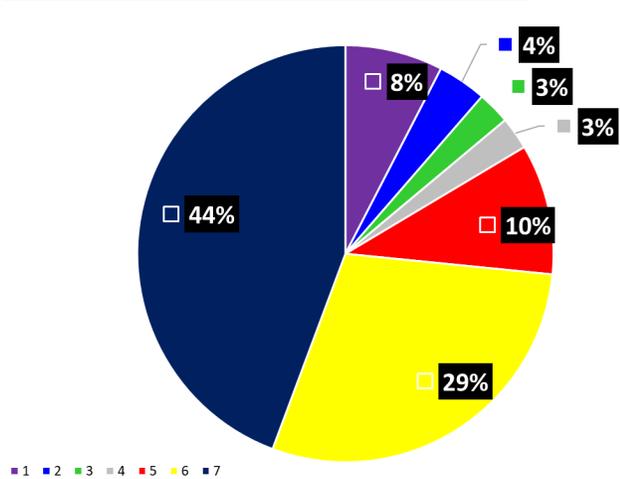
Home-Based Business Grant Program administered by Working Solutions



Non-Profit Organization Grant Program administered by Community Vision



Small Business Grant Program administered by Main Street Launch



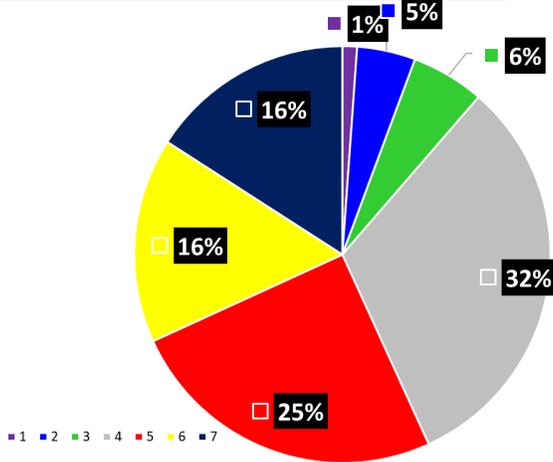
Question 4

Pending word cloud...

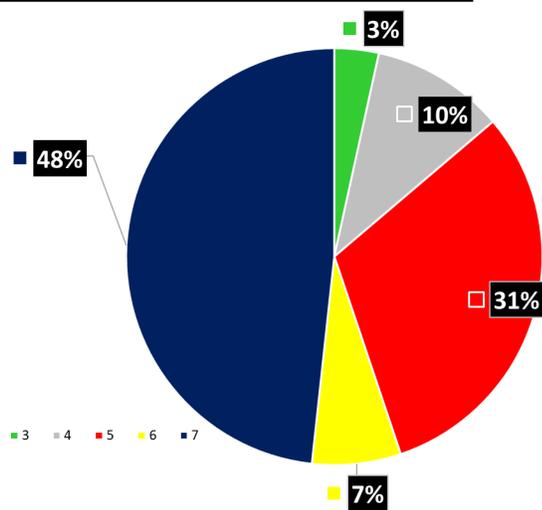
## CARES Act grant survey results

Question 5: On a scale of 1 to 7, how confident are you that your business or organization will survive the COVID-19 pandemic? 1=not very confident; 7=very confident

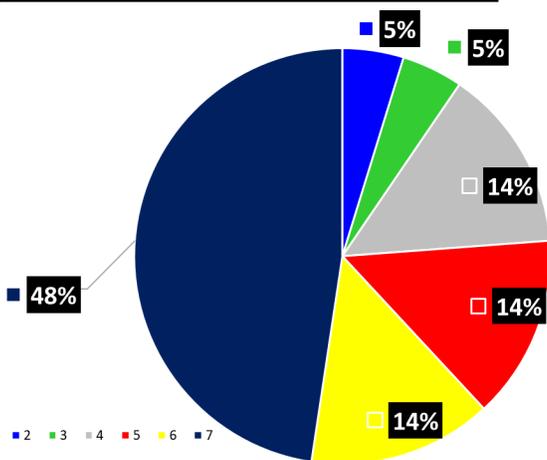
Artist and Arts Nonprofit Grant Program administered by Center for Cultural Innovation (CCI)



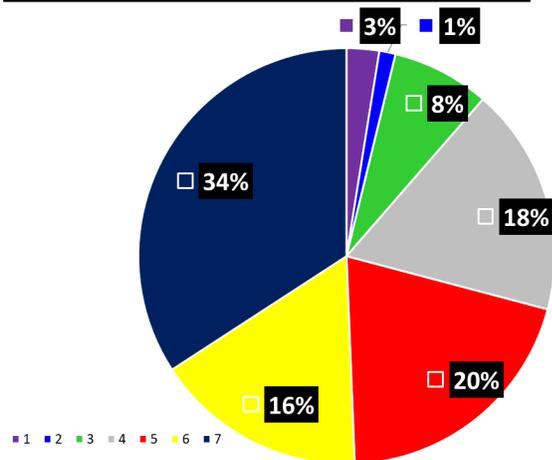
Home-Based Business Grant Program administered by Working Solutions



Non-Profit Organization Grant Program administered by Community Vision



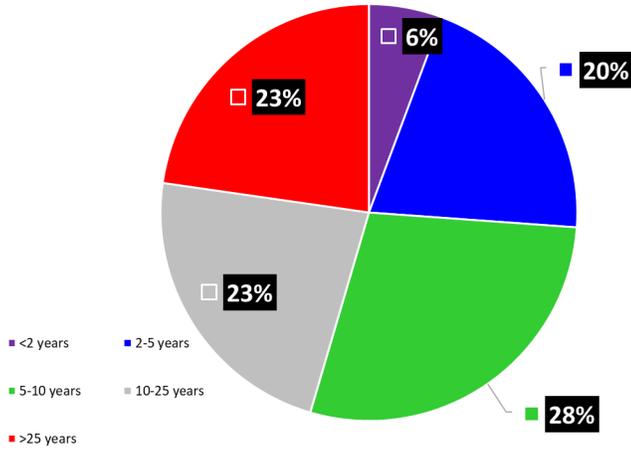
Small Business Grant Program administered by Main Street Launch



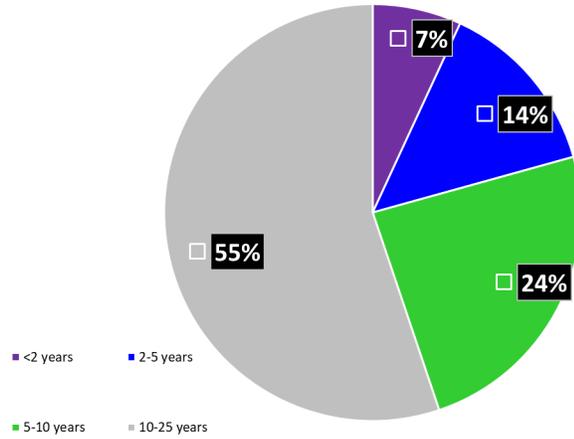
# CARES Act grant survey results

Question 6: How long has your business or organization been in operation?

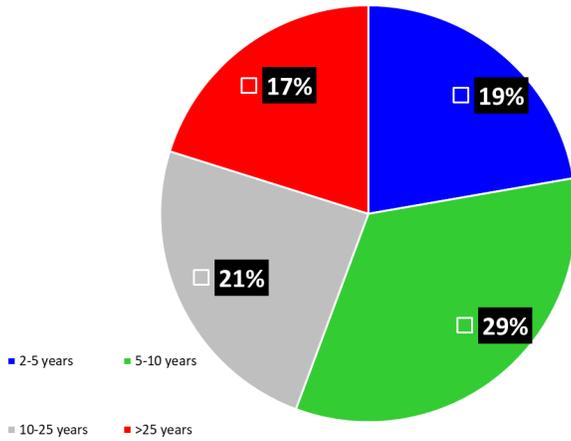
**Artist and Arts Nonprofit Grant Program administered by Center for Cultural Innovation (CCI)**



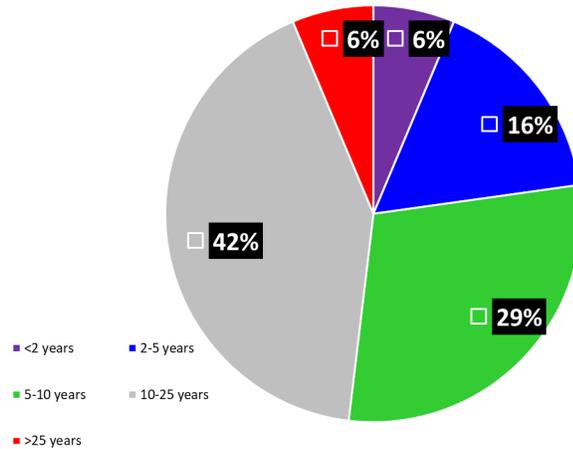
**Home-Based Business Grant Program administered by Working Solutions**



**Non-Profit Organization Grant Program administered by Community Vision**



**Small Business Grant Program administered by Main Street Launch**



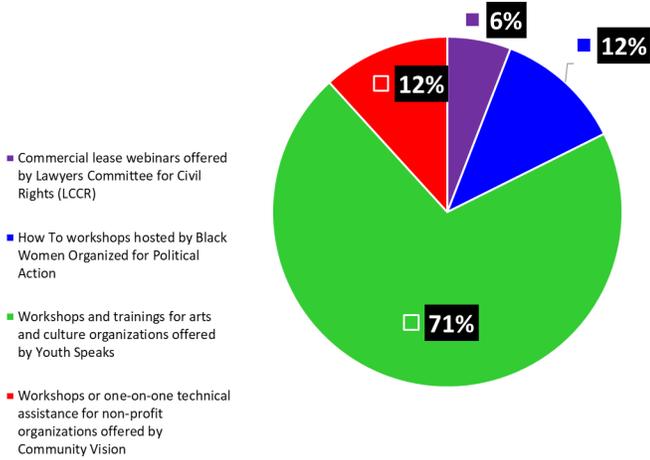
Question 7

Pending word cloud...

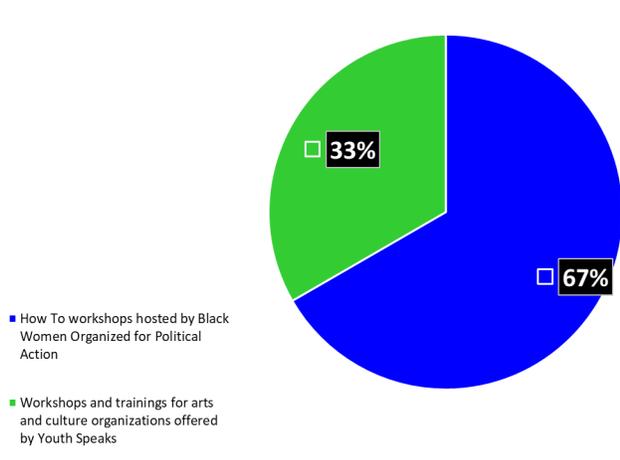
# CARES Act grant survey results

Question 8: Have you taken advantage of any of the following technical assistance programs offered to support small businesses, non-profit organizations and arts organizations? Check all that apply.

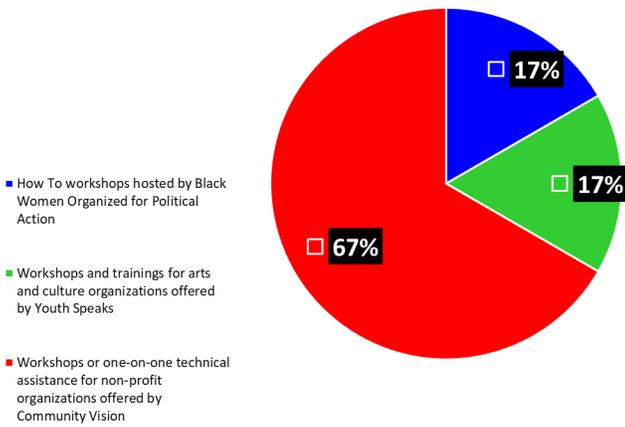
**Artist and Arts Nonprofit Grant Program administered by Center for Cultural Innovation (CCI)**



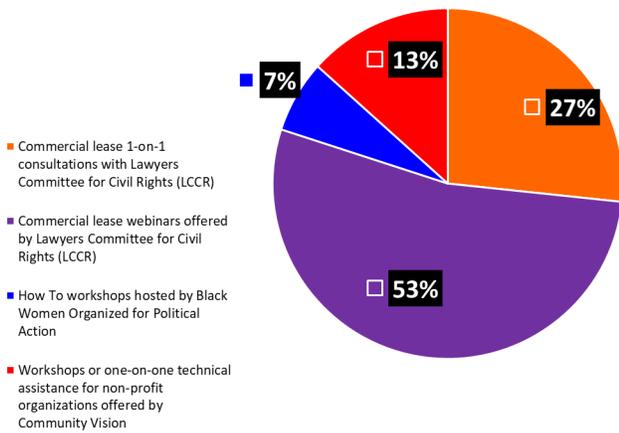
**Home-Based Business Grant Program administered by Working Solutions**



**Non-Profit Organization Grant Program administered by Community Vision**



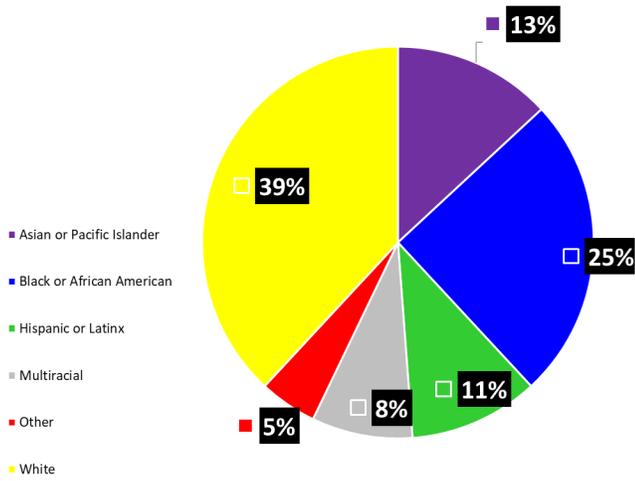
**Small Business Grant Program administered by Main Street Launch**



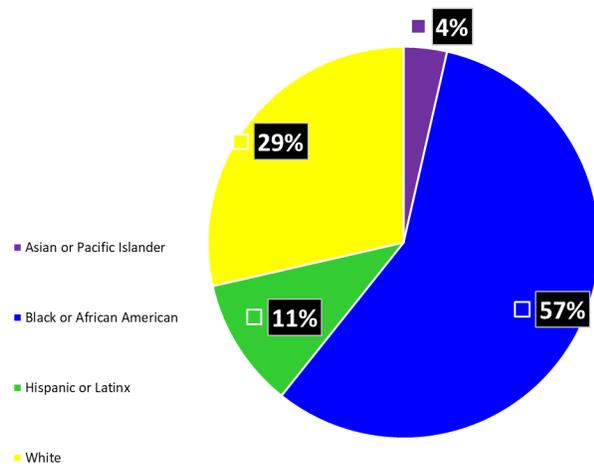
# CARES Act grant survey results

Question 9: To which race do you most identify?

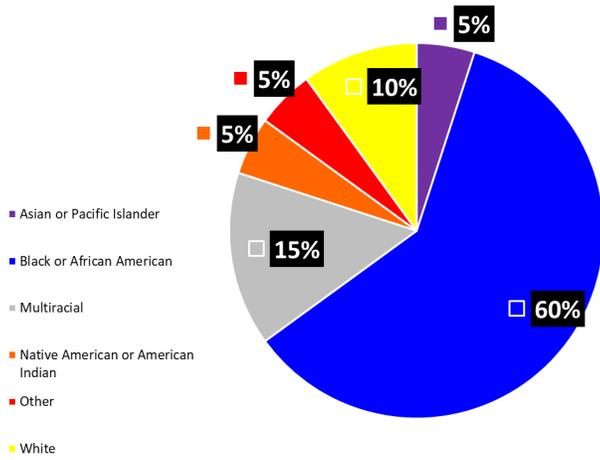
**Artist and Arts Nonprofit Grant Program administered by Center for Cultural Innovation (CCI)**



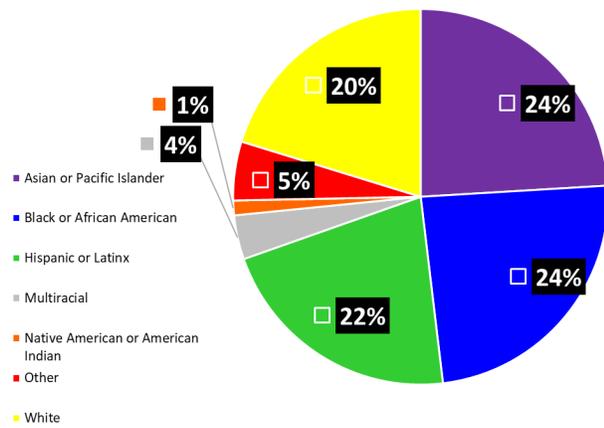
**Home-Based Business Grant Program administered by Working Solutions**



**Non-Profit Organization Grant Program administered by Community Vision**



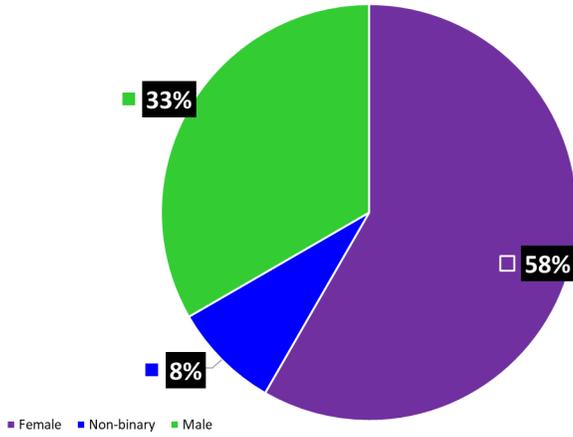
**Small Business Grant Program administered by Main Street Launch**



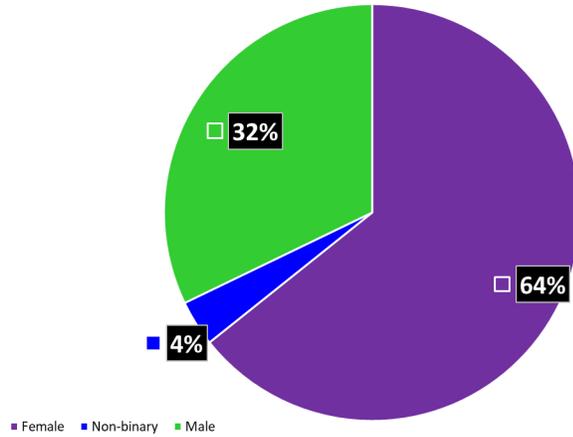
# CARES Act grant survey results

Question 10: To which gender identity do you most identify?

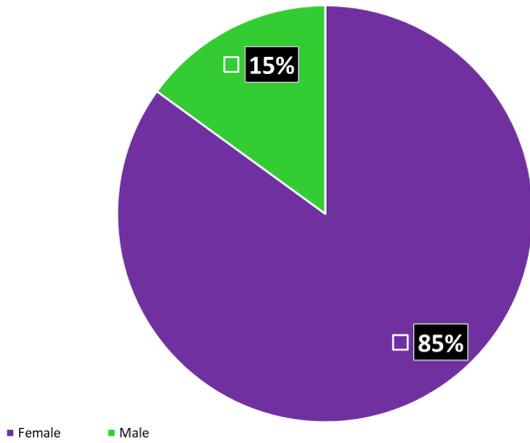
Artist and Arts Nonprofit Grant Program administered by Center for Cultural Innovation (CCI)



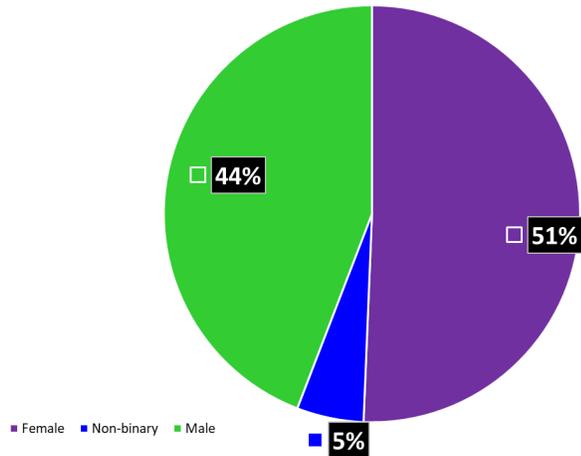
Home-Based Business Grant Program administered by Working Solutions



Non-Profit Organization Grant Program administered by Community Vision



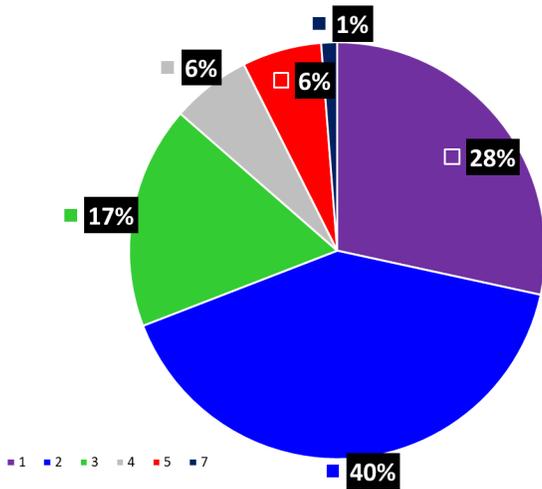
Small Business Grant Program administered by Main Street Launch



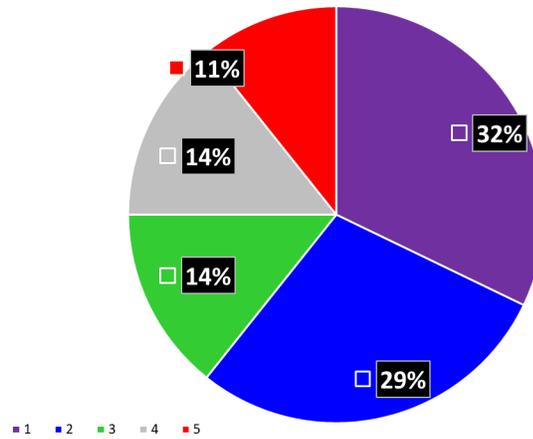
# CARES Act grant survey results

Question 11: Including yourself, how many individuals are in your household?

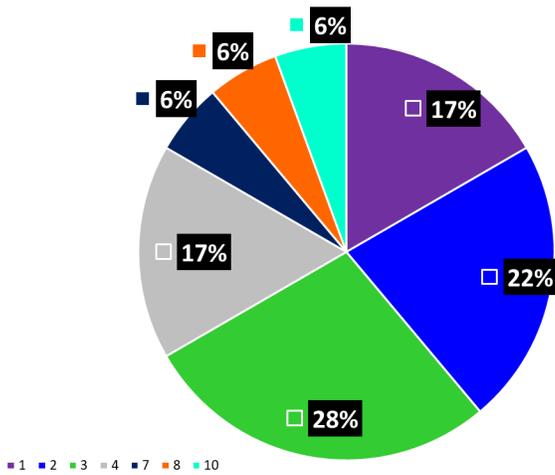
Artist and Arts Nonprofit Grant Program administered by Center for Cultural Innovation (CCI)



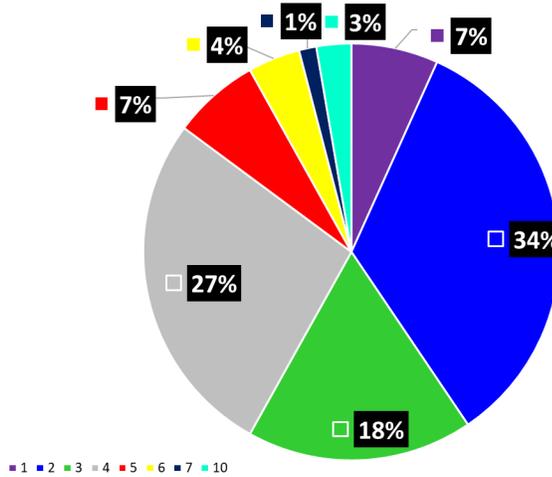
Home-Based Business Grant Program administered by Working Solutions



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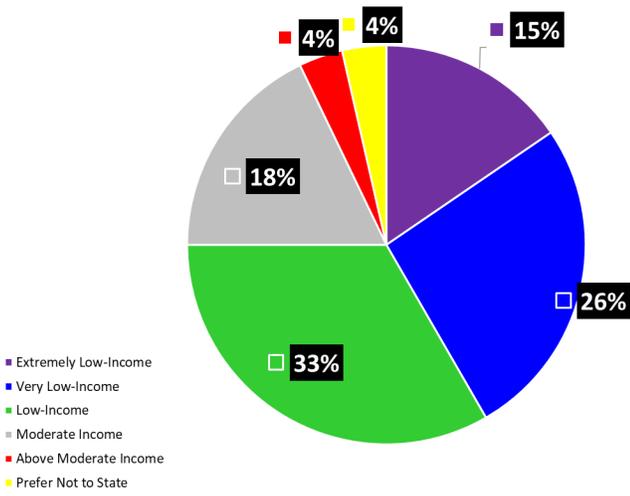
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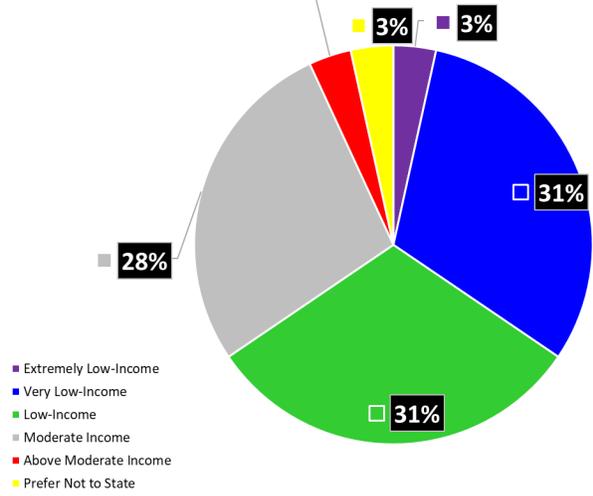
# CARES Act grant survey results

Question 12: Which income category best defines your household according to the below chart?

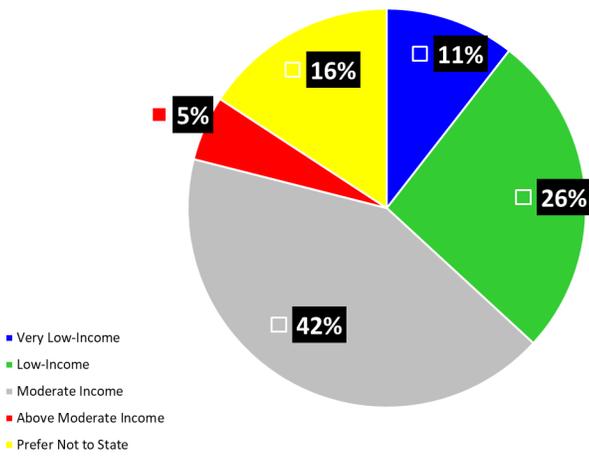
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