



**OAKLAND
WORKFORCE DEVELOPMENT BOARD
(SPECIAL)
MEETING**

Thursday, March 24, 2022

8:30 a.m. – 11:00 a.m.

Teleconference

Please see the agenda to participate in the
meeting



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

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OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)

(SPECIAL) MEETING NOTICE

Teleconference
Thursday, March 24, 2022
8:30 a.m. – 11:00 a.m.

Pursuant to California Government Code section 54953(e), the Oakland Workforce Development Board Members/Commissioners, as well as City staff, will participate via phone/video conference, and no physical teleconference locations are required.

PUBLIC PARTICIPATION

The public may observe and/or participate in this meeting many ways.

OBSERVE:

To observe the meeting by video conference, please click on this link:

Link to join Webinar: <https://us06web.zoom.us/j/83918390394>

at the noticed meeting time.

Instructions on how to join a meeting by video conference is available at: <https://support.zoom.us/hc/en-us/articles/201362193-joining-a-Meeting>

To listen to the meeting by phone:

Or join by phone: Dial (for higher quality, dial a number based on your current location): US: +1 408 638 0968 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799 or +1 646 876 9923 or +1 301 715 8592 **Webinar ID:** 83918390394

Instructions on how to join a meeting by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663-joining-a-meeting-by-phone>.

COMMENT:

To comment by Zoom video conference, click the “Raise Your Hand” button to request to speak when Public Comment is being taken on the eligible Agenda item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

Instructions on how to “Raise Your Hand” is available at: <https://support.zoom.us/hc/en-us/articles/205566129-Raise-Hand-In-Webinar>.

To comment by phone, please call on one of the above listed phone numbers. You will be prompted to “Raise Your Hand” by pressing “*9” to request to speak when Public Comment is being taken on the eligible Agenda Item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

Instructions of how to raise your hand by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663-joining-a-meeting-by-phone>.

If you have any questions, please email Honorata Lindsay at hlindsay@oaklandca.gov.

**OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)
(SPECIAL) MEETING NOTICE**

Teleconference
Thursday, March 24, 2022
8:30 a.m. – 11:00 a.m.

AGENDA

*Members of the public who wish to address the Board on published issues should do so at the time the agenda item is being discussed. Raise your hand if you are viewing by video or hit *9 if you are joining by phone. You will have 2-minutes to speak on the item.*

*Issues that the public wishes to address that are not published on the agenda will be heard during the Public Forum section. Raise your hand if you are viewing by video or hit *9 if you are joining by phone. You will have 2-minutes to speak on the item.*

I. PROCEDURAL ITEM

- a. Call to Order and Roll Call
- b. Chair Remarks
- c. Continuance of Meetings using Teleconference (Action)
- d. Approval of Minutes (Action)

II. INTRODUCTIONS

- a. New Executive Director
- b. New Board Members

III. LEGAL TRAINING FOR NEW BOARD MEMBERS

IV. ACTION ITEM

- a. Extend Current WIOA Contracts for a year
- b. 2022-2023 Governor’s Office of Business and Economic Development (Go-Biz) Grant for Cannabis Workforce Development Program

V. INFORMATIONAL ITEM

- a. Summer Youth Employment Program (SYEP) 2022 (update)
- b. Overview of "Oakland Forward" program

VI. PUBLIC FORUM

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

VII. STAFF REPORTS

VIII. ANNOUNCEMENTS

IX. CLOSING REMARKS & ADJOURN

**NEXT SCHEDULED OWDB MEETING
THURSDAY, MAY 5, 2022 – 8:30AM-11:00 AM**

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



ITEM I.c - ACTION



To: Oakland Workforce Development Board
From: OWDB Staff
Date: March 24, 2022
Re: Continuance of meetings using teleconferencing

RECOMMENDATION

Staff recommends that the Oakland Workforce Development Board (OWDB) adopt a resolution determining that conducting in-person meetings of the OWDB and its committees would present imminent risks to attendees' health, and electing to continue conducting meetings using teleconferencing in accordance with California Government Code Section 54953(e), a provision of AB-361.

BACKGROUND

Assembly Bill 361 amended provisions of the Brown Act that allows local jurisdictions to meet by teleconference provided the legislative body adopts specific findings in compliance with the new law. The City Attorney's Office has drafted a Resolution for the City Council, and all Oakland Boards and Commissions are instructed to adopt this same Resolution so they may continue meeting via teleconference.

The City Administrator in their capacity as the Director of the Emergency Operations Center (EOC), issued a proclamation of local emergency due to the spread of COVID-19 in Oakland, and on March 12, 2020, the City Council passed Resolution No. 88075 C.M.S. ratifying the proclamation of local emergency pursuant to Oakland Municipal Code (O.M.C.) section 8.50.050, which currently still remains in full effect.

Currently, the City's public-meeting facilities are indoor facilities that are not designed to ensure circulation of fresh / outdoor air, particularly during periods of cold and/or rainy weather, and were not designed to ensure that attendees can remain six (6) feet apart. Holding in-person meetings would encourage community members to come to City facilities and would potentially put the public at high risk of getting very sick from COVID-19. Based on these determinations and consistent with federal, state and local health guidance, conducting in-person meetings would pose imminent risks to the health of attendees

Staff recommends that the Oakland Workforce Development Board (OWDB) adopt a resolution determining that conducting in-person meetings of the OWDB and its committees would present imminent risks to attendees' health, and electing to continue conducting meetings using teleconferencing in accordance with California Government Code Section 54953(e), a provision of AB-361.

Following adoption of the Resolution, this item will be schedule as a recurring item on future Agendas for the OWDB to re-adopt. This process follows the same process whereby City Council continuously adopt Resolutions declaring a local emergency due to the AIDS epidemic, declaring a medical cannabis emergency, and declaring a local emergency on homelessness.

ATTACHMENTS

II.a.1. – Resolution 21-10-03

OAKLAND WORKFORCE DEVELOPMENT BOARD

RESOLUTION NO. 21-10-03

ADOPT A RESOLUTION RENEWING AND CONTINUING THE OAKLAND WORKFORCE DEVELOPMENT BOARD'S DETERMINATION THAT CONDUCTING IN-PERSON MEETINGS OF THE OAKLAND WORKFORCE DEVELOPMENT BOARD AND ITS COMMITTEES WOULD PRESENT IMMINENT RISKS TO ATTENDEES' HEALTH, AND ELECTING TO CONTINUE CONDUCTING MEETINGS USING TELECONFERENCING IN ACCORDANCE WITH CALIFORNIA GOVERNMENT CODE SECTION 54953(e), A PROVISION OF AB-361.

WHEREAS, on March 4, 2020, Governor Gavin Newsom declared a state of emergency related to COVID-19, pursuant to Government Code Section 8625, and such declaration has not been lifted or rescinded. See <https://www.gov.ca.gov/wp-content/uploads/2020/03/3.4.20-Coronavirus-SOE-Proclamation.pdf>

WHEREAS, on March 9, 2020, the City Administrator in their capacity as the Director of the Emergency Operations Center (EOC), issued a proclamation of local emergency due to the spread of COVID-19 in Oakland, and on March 12, 2020, the City Council passed Resolution No. 88075 C.M.S. ratifying the proclamation of local emergency pursuant to Oakland Municipal Code (O.M.C.) section 8.50.050(C); and

WHEREAS, City Council Resolution No. 88075 remains in full force and effect to date; and

WHEREAS, the Centers for Disease Control (CDC) recommends physical distancing of at least six (6) feet whenever possible, avoiding crowds, and avoiding spaces that do not offer fresh air from the outdoors, particularly for people who are not fully vaccinated or who are at higher risk of getting very sick from COVID-19. See <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>;

WHEREAS, the CDC recommends that people who live with unvaccinated people avoid activities that make physical distancing hard. See <https://www.cdc.gov/coronavirus/2019-ncov/your-health/about-covid-19/caring-for-children/families.html>;

WHEREAS, the CDC recommends that older adults limit in-person interactions as much as possible, particularly when indoors. See <https://www.cdc.gov/aging/covid19/covid19-older-adults.html>;

WHEREAS, the CDC, the California Department of Public Health, and the Alameda County Public Health Department all recommend that people experiencing COVID-19 symptoms stay home. *See* <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>;

WHEREAS, persons without symptoms may be able to spread the COVID-19 virus. *See* <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>;

WHEREAS, fully vaccinated persons who become infected with the COVID-19 Delta variant can spread the virus to others. *See* <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html>;

WHEREAS, the City's public-meeting facilities are indoor facilities that do not designed to ensure circulation of fresh / outdoor air, particularly during periods of cold and/or rainy weather, and were not designed to ensure that attendees can remain six (6) feet apart; now therefore be it:

WHEREAS, holding in-person meetings would encourage community members to come to City facilities to participate in local government, and some of them would be at high risk of getting very sick from COVID-19 and/or would live with someone who is at high risk; and

WHEREAS, in-person meetings would tempt community members who are experiencing COVID-19 symptoms to leave their homes in order to come to City facilities and participate in local government; and

WHEREAS, attendees would use ride-share services and/or public transit to travel to in-person meetings, thereby putting them in close and prolonged contact with additional people outside of their households; and

WHEREAS, on November 4, 2021 the Oakland Workforce Development Board adopted Resolution No. 21-10-01 determining that conducting in-person meetings would present imminent risks to attendees' health, and electing to continue conducting meetings using teleconferencing in accordance with California Government Code Section 54953(e), a provision of AB-361; and

WHEREAS, on December 17, 2021, the Oakland Workforce Development Board adopted Resolution No. 2-10-02, renewing and continuing the determination that in-person meetings of the City a council and its committees would present imminent risks to attendees' health, and electing to continue conducting meetings using teleconferencing; and now therefore be it

RESOLVED: that the Oakland Workforce Development Board finds and determines that the foregoing recitals are true and correct and hereby adopts and incorporates them into this Resolution; and be it

FURTHER RESOLVED: that, based on these determinations and consistent with federal, state and local health guidance, the Oakland Workforce Development Board determines that conducting in-person meetings would pose imminent risks to the health of attendees; and be it

FURTHER RESOLVED: that the Oakland Workforce Development Board firmly believes that the community's health and safety seriously and the community's right to participate in local government, are both critically important, and is committed to balancing the two by continuing to use teleconferencing to conduct public meetings, in accordance with California Government Code Section 54953(e), a provision of AB-361; and be it

FURTHER RESOLVED: that the Oakland Workforce Development Board will renew these (or similar) findings at least every thirty (30) days in accordance with California Government Code section 54953(e) until the state of emergency related to COVID-19 has been lifted, or the Oakland Workforce Development Board finds that in-person meetings no longer pose imminent risks to the health of attendees, whichever is occurs first.

OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)
SPECIAL MEETING
Teleconference
Friday, December 17, 2021

MINUTES

Chair Johnson called special meeting to order at 8:36 a.m.

Roll Call: Jason Gumataotao, Derreck Johnson, Gilbert Pete, Eddie Alvarez, Carol Asch. (present) *John Brauer, Ahmed Ali-Bob, Polly Guy, Lee McMurtray, Kalpana Oberoi, Omar Sabeh* (absent)

Chair Johnson reviewed the process of how the meeting would proceed via Zoom.

Chair Johnson requested everyone to view the current agenda, as well as review the minutes of November 4, 2021.

APPROVAL OF MINUTES

Chair Johnson called for a motion to approve the minutes of November 4, 2021.

Board Member Alvarez moved, seconded by Board Member Pete to adopt the minutes of November 4, 2021.

Board polled as follows: Johnson, Asch, Alvarez, Pete, and Gumataotao voted "aye." All ayes, motion passed.

ACTION ITEM

Chair Johnson read that staff recommended the Oakland Workforce Development Board (OWDB) adopt a resolution determining that conducting in-person meetings of the OWDB and its committees would present imminent risks to attendees' health and electing to continue conducting meetings using teleconferencing in accordance with California Government Code Section 54953(e), a provision of AB-361.

OWDB Acting Executive Director Lindsay presented resolution background: Conducting in person meetings of the Oakland Workforce Development Board and committees would pose imminent risks to attendee's and electing to continue conducting meetings using electronic conference. California Government code section 54953(e), a provision of AB-361. March 4, 2020, The Governor declared a state of emergency related to COVID-19, pursuant to Government Code Section 8625, it has not been lifted or rescinded. March 9, 2020, the City Administrator issued a proclamation of local emergency due to the spread of COVID-19 in Oakland, March 12, 2020, the City Council passed Resolution No. 88075 pursuant to Oakland Municipal Code (O.M.C.) section .50.050(C); Council Resolution No. 88075 remains in full force, this item will be reviewed every thirty (30) days in accordance with California Government Code section 54953(e) on future OWDB agendas until the state of emergency related to COVID-19 has been lifted.

OWDB Acting Executive Director Lindsay called for a motion.

Board Member Alvarez moved, seconded by Board Member Asch to accept the teleconference recommendation.

Board polled as follows: Gumataotao, Pete, Alvarez, Asch, and Johnson voted "aye." All ayes, motion passed.

INFORMATIONAL ITEM

OWDB FY 2022-25 RFP Development and Process Considerations

OWDB Acting Executive Director Lindsay presented the background. The Oakland Workforce Development Board (OWDB) would be conducting a competitive procurement for youth and adult workforce services providers for the upcoming three (3) year cycle. The Request For Proposal (RFP) must align to the 2021-2024 Local and Regional Plan and must satisfy WIOA regulations and Oakland procurement protocols. The RFP development process would align with guidance from Oakland's Equity Indicators Report, OWDBs Equity Analysis, and the City's Economic Recovery Plan, the desired outcome of the RFP process was to have a transparent accountable, competitive development issuance process that will support the advancement of economic stability and equitable access to Oakland's vulnerable residents in the communities of East Oakland, Fruitvale, and West Oakland,

She introduced Resource Development Associates (RDA) Consulting Team: John Cervetto Project Director, Raminder Somal Consulting Manager, Nannett Di Louie Associate. RDA presented a slide which gave a brief background of RDA's history, mission statement and partnership with the City, the slide included an overview of the RFP project timeline the project launch date, January -April 2022, RFP Design November -January 2022 Project Close April 2022.

Board Member Asch stated she would like to have the providers increase accessibility for people with a disability, possibly an assurance that all facilities with programs that are granted funding be fully accessible to people with disabilities, also, incorporate a collaboration element with mental health programs and outreach.

Board Member Alvarez mentioned the importance of incorporating transitional housing for those who were living in near homelessness to permanent living, working a full-time position transitional housing to permanent from a job to a career. Being able to afford rent he stated high school students who have taken on responsibilities in the home many times aren't allowed to be fully trained in a skill that will take them from minimum wage to a career.

OWDB Acting Executive Director Lindsay stated there would be a support services component included in the RFP.

Board Member Pete commented the RFP focus on three or four key aspects collectively that would deliver more of an impact in key areas where at the end of the three years they would see progress, by identifying other community-based partners that could help to bridge the gap, along with the service providers and other community-based organizations using their expertise to assist with leveraging providing some of the resources.

Raymond Lankford CEO for Oakland Private Industry Council stated he would like to share information on housing partners to support OWDB and the RFP process, he noted OPIC is 100% vaccinated and are compliant with what the CDC is requesting, he mentioned the pandemic and violence in the communities that are serviced by OPIC make it difficult to provide job services for job seekers during the pandemic and in order to recuperate in East Oakland and West Oakland he requested that the RFP process be extended for one year.

Richard de Jauregui Oakland Private Industry Council recommended the extension of current contract, and the RFP process should be extended another year.

ITEM # II. b- Discussion

Summer Youth Employment Program (SYEP) 2022 RFP

Staff Member Dovey presented the background The City of Oakland, along with partners from the public, private, and nonprofit sectors, that had commitment to provide summer jobs and other work-based learning opportunities for Oakland youth which provides funds to subsidize paid jobs and work experience opportunities sponsored through local nonprofit organizations. Direct investment in the program varied from year to year as the funding to support it has come from public, private, and philanthropic sources.

The City of Oakland's Summer Youth Employment Program (SYEP) provides Oakland youth, ages 16-21, together with OFCY and a joint RFP will provide opportunities to earn money, gain meaningful work experience and improve their job readiness skills. The City contracts with local youth-serving organizations to Recruit and enroll youth in the program Provide youth with high-quality job-readiness training, Identify organizations to serve as work sites for youth Through the Oakland Fund for Children and Youth's (OFCY) robust Request for Proposals (RFP), the Oakland Workforce Development Board (OWDB) will solicit multi-year proposals from eligible organizations to provide the youth summer employment activities and services the OWDB prioritizes services for African American/Black, Latinx, Native American and Pacific Islander youth residing in East Oakland, Fruitvale and West Oakland. RFP timeline release January 10th, applicant will be given six weeks to write proposal, review of proposals February/March, Award April 2022, presentation to City Council May/July, implementation July 2022. Funding Measure HH: the OWDB was granted \$400,000 in funding from Measure HH (sugar-sweetened beverage tax), to create summer employment and other opportunities for Oakland youth ages 16 to 21. OFCY: allocations \$300,000 - \$400,000. The OWDB is working to secure additional grant funds.

Mike Wetzel Acting Manager Oakland Fund for Children and Youth (OFCY) gave a brief background of the three-year Summer Youth Employment program partnership with OWDB the joint online RFP system has made it easier for community-based programs applying for funding

To submit one application instead of two, the youth will receive pre-employment training, youth will work 100 hours during the summer at minimum wage, they will have access to financial literacy and support, consistency for providers and youth across all areas of Oakland RFP timeline release will be January 10, 2022

ITEM # III. c- Discussion

Staff Member Walker presented background as part of Governor's Newsom 2021 budget, California Volunteers has received \$150 million dollars to support a youth workforce jobs program in California, 13 of the largest cities including the City of Oakland is anticipated to received \$5.9 million in funding in early 2022. to address areas of Education, Climate, Food insecurity, the Mayor's Priorities include service to the City with an emphasis of making the City "clean and green" Front-load funding for a big push in the next year to see a demonstrable impact on the city Create some year-round opportunities Address staffing shortages at the city and other public agencies, support police recruitment. Good Jobs Challenge is a cross-sector partnership of the Bay Area workforce, the partnership will include San Francisco, Alameda, Contra Costa, San Mateo, and Santa Clara Counties, along with the Cities of San Francisco, Oakland, and Richmond. establishing a regional workforce system, to create a workforce training system for rebuilding the regional economy bringing together employers and other key entities to provide in-demand skill training for workers and placing talent in quality jobs that provide good pay, benefits, and growth. A key feature of the project will support regional equity goals by promoting entry to quality jobs and career pathways for individuals who have been historically excluded from these opportunities, including communities of color, women, and other groups facing labor market barriers such as persons with disabilities, disconnected youth,

individuals in recovery, justice impacted and reentry participants, those receiving public assistance, and veterans and military spouses.

Economic and Workforce Development Director Jeffress highlighted California Volunteers funding program she stated the grant was a non-competitive allocation, the City was expected to receive 5.9 million dollar's. The application was due at the end of December and was a tremendous opportunity to increase the Workforce budget and expand youth opportunity. She noted the EDA California Good Job Challenge was another exciting opportunity to bring up to 30 million into the region collaboration. She stated Workforce Development was working on a more local application focusing on healthcare partnership, bringing new career pathways into healthcare community clinics. She commented this was a historic moment for Workforce and Oakland and an unprecedented level of investment on the federal and state level.

Richard de Jauregui Oakland Private Industry Council congratulated the Workforce staff on securing a wonderful opportunity to further and innovate the workforce opportunity services in Oakland.

Board Member Pete inquired if the 5.9 million was a one-time funding, and, requested clarification on the meaning of Clean and Green, if there would be any skill building and development for the youth transitioning from entry level to a permanent career path.

Economic and Workforce Development Director Jeffress stated the 5.9 million grant was a one -time nonconforming through 2024. She noted the application was due at the end of December. The grant had several components to be identified as how the funds should be directed climate, food insecurity and COVID-19 recovery, the mayors focus was on climate and covid recovery, working to clean up the City's graffiti abatement, illegal dumping, and blight. Staff was looking at what type of wrap around services to include with the grant. They could add a career pathway with City services like public works, also, through our service providers they could offer environmental stewardship like economic and sustainability pathways and climate change. Covid recovery was an issue of public safety, equity focus community and neighborhoods how to create good career pathway for youth into public safety with the City and crime prevention.

OWDB Acting Executive Director Lindsay mentioned the framework is designed we will keep in mind leveraging entry level short term to longer term career pathways.

PUBLIC FORUM

Richard de Jauregui Oakland Private Industry Council requested the board to consider moving the timeline out for the RFP he stated it is premature due to covid and its variant, he noted he supports the RFP process not the timeline.

Raymond Lankford Oakland Private Industry Council thanked the OWDB, and respectfully requested board to extend the RFP process for one year. He stated OPIC had a job fair and over 900 people showed up, he also, thanked the OWDB and staff for a job well done.

STAFF REPORTS

None

ANNOUNCEMENTS

None

CLOSING REMARKS & ADJOURN

Chair Johnson appreciated everyone for taking time to attend the special meeting he wished all a very nice and safe holiday.

With no further business the meeting was adjourned at 10:02 AM

NEXT SCHEDULED OWDB EXECUTIVE COMMITTEE MEETING

Friday, March 18, 2022, 8:30 – 11:30

Welcome Sofia Navarro as Executive Director of the Oakland Workforce Development Board

I am pleased to announce that Sofia Navarro will be joining the Economic & Workforce Development Department (EWDD) leadership team as Executive Director of the Oakland Workforce Development Board. Her first day with the City will be Tuesday, February 22, 2022. She brings more than 10 years of executive non-profit management experience and an extensive history of service to the Oakland community.

Sofia will direct activities in the EWDD Workforce Division and manage a team of six. The Division oversees employment and training programs and services in Oakland to help job seekers gain employment and connect businesses with a qualified workforce. Division staff also support the 19-member Workforce Development Board that approves the program's budget and strategic plan and establishes workforce policies.

Prior to joining the City, Sofia served as the Vice President of Community and Government Relations for Planned Parenthood Northern California (PPNorCal) where she developed and implemented the vision and strategic plan for Case Management, Education, and Public Affairs. She also managed the PPNorCal Action Fund and its state Political Action Committee.



Prior to PPNorCal, Ms. Navarro served as Chief Operating Officer of The Unity Council, a non-profit organization advancing social and economic equity for residents in central East Oakland. There, she pursued significant state and federal funding to support workforce initiatives including the Health Care Sector Initiative and the One-Stop Career Center that engaged education partners and employers to create new job opportunities for low-income Oaklanders.

Sofia has served as the Board Chair of Street Level Health Project in central East Oakland and was recently appointed by Contra Costa County District Five Supervisor Federal Glover to serve on the Economic Opportunity Council.

She has a master's degree in Leadership and a Bachelor of Arts in Sociology from Saint Mary's College of California.

Please join me in welcoming Sofia!

New Member Bio's



Peter Gamez

President and CEO, Visit Oakland

Peter Gamez joined Visit Oakland as President and CEO in August 2021. Prior to joining Visit Oakland, Gamez launched Hunter Hospitality Consultants where he was able to bring his 25 years of leadership experience to a variety of innovative companies that included the San Francisco Giants, Equinox Hotels, Canyon Ranch and The Guild. He holds a Bachelor of Arts in Broadcast Communications from San Francisco State University.

Dr. Elizabeth L. Hillman

President, Mills College

Dr. Hillman is an internationally recognized scholar of history and law, is the 14th President of Mills College. She is a well-known leader in promoting gender and racial equity and a respected voice in the US military justice system. Dr. Hillman has advanced Mills mission and values of access, equity, social justice, and women's leadership through partnerships with UC Berkeley, California community colleges, and Oakland Promise. She led a tuition reset in response to the rising cost of college education and, most recently, spearheaded a transformative merger with Northeastern University that leverages the complementary strengths of both institutions and ensures that Mills remains a vibrant center of learning with deep connections to the broader Oakland community.

Aaron Johnson

Vice President of Electric Operations, PG&E

Prior to working with PG&E Aaron Johnson was the Deputy Director of the California Public Utilities Commission as well as a high school math teacher in Oakland. He received his Bachelor of Science in Optical Engineering from University of Rochester (Rochester, NY) and his Master of Engineering in Electrical Engineering from University of New South Wales (Sydney, Australia).

Nigel Jones

Owner, Kingston 11

Nigel Jones was born and raised in Kingston, Jamaica. He grew up with his grandmother (Gwen "Miss Gwen" Larmond who trained him in the kitchen. His restaurant Kingston 11 started as a pop-up restaurant in Berkeley before moving to Oakland's Uptown. His restaurant combines his grandmother's cooking, Jamaica's rich culinary tradition, and the global practice of community-building around food, drink and music.

Barb Leslie

President and CEO, Oakland Metropolitan Chamber of Commerce

Barbara Leslie has more than 25 years' experience in both public service as well as local, state and federal business advocacy. Ms. Leslie is the President and CEO of the Oakland Metropolitan Chamber of Commerce and was elected First Vice President of the Board of Port Commissioners in July 2020 and 2021. She held the position of Second Vice President from July 2019 until July 2020 and was appointed by Mayor Libby Schaaf to the Port of Oakland Board of Port Commissioners in December 2018 and re-appointed in July 2021.

Pete May

Co-founder, GreenBiz Group

Pete May co-founded the GreenBiz Group in 2006. He has over 20 years' experience in business-to-business and technology media as an executive. He was honored with the 2010 Folio 40 C-Level Visionaries Award, recognizing media industry influencers and innovators. He is a graduate of UC Santa Barbara.

Oakland Workforce Development Board

Legal Training
Naree Chan
Oakland City Attorney's Office
March 2022

1

2

Topics

- Conflicts of interest
- Open meetings
- Rules of procedures

3

Conflicts of interest

- Board members are City public officials.
- Board members have a duty to act in the best interests of the City, not to advance their private interests.

4

Conflict of interest laws

- Local law
 - Oakland Government Ethics Act
- State law
 - California Political Reform Act
 - California Government Code section 1090
- Federal law
 - WIOA conflict rule
 - WIOA regulations conflict rule
 - Federal procurement conflict rule

5

Basic conflict principles

- Board members must "recuse" themselves from Board decisions if they will financially benefit from those decisions.
- Financial benefit can be direct or indirect.
- Conflicts extend to financial benefits to spouse and immediate family members.

6

Typical WDB decisions that could created conflicts

- Decisions involving service providers
 - Developing and approving Requests for Proposals
 - Reviewing proposals
 - Approving contracts
 - Adopting WDB budgets
 - Amending contracts
 - Overseeing and monitoring contracts
 - Terminating contracts
- Decisions involving workforce system policies and programs
 - Adopting plans
 - Creating workforce programs

7

Service provider conflicts

- Do I have a direct financial interest in the service provider?
 - Has the service provider been a source of income to me the past year?
 - Salary?
 - Consulting fees?
 - Sale of goods and services?
 - Loan income?
 - Am I a member of the provider's board of directors?

8

Service provider conflicts

- Do I have an indirect financial interest in the service provider?
 - Does my employer or business have a financial relationship with the service provider?
 - If so, will the action materially benefit the business – that is, change its stock price or business value?

9

Policies and programs conflicts

- Would I financially benefit from adoption of the policy or program?
 - Would it affect my personal finances?
 - Would it benefit my employer or business?
 - Mere participation by your business in a workforce programs (e.g., hiring program participants) will not create a conflict.
 - Could be a conflict if a program focuses benefits on your business.

10

What to do if you have a conflict

- Public official with a conflict on a Board item must recuse themselves from participation in the item.
 - Must announce conflict and recusal when the item is called.
 - May not vote on the matter.
 - May not discuss the matter at the meeting.
 - May not discuss the matter with other Board members outside of the meeting.

11

Questions regarding conflicts?

12

Open meetings

Open meetings laws:

- Sunshine Ordinance (local law)
- Brown Act (state law)
- WIOA (federal law)

13

Basic open meeting principles

- Stick to the agenda
- Let the public speak
- No serial meetings

14

Stick to the agenda

- Members of the public are entitled to know in advance what items the Board is considering.
- The Board may not discuss items that are not on the posted agenda.
- Exceptions:
 - Scheduling items for future meetings.
 - Brief announcements by members.

15

Let the public speak

- Members of the public must be allowed to speak on any item before the Board takes action.
- Reasonable time limits: typically two minutes per speaker. Equal time.
- Members of the public may address any topics in open forum.
- Members of the public may take photos or record meeting.

16

No serial meetings

- A "serial meeting" is a series of communications to develop concurrence on a Board action among a majority of Board members outside of a noticed meeting.
- Includes any substantive discussion on the item, not just lining up votes.
- Includes e-mail exchanges.
- Caution against "reply all".
- Rule applies to standing committees as well as the full Board.

17

Questions regarding open meetings?

18

Rules of procedure

- Board follows Rosenberg's Rules of Order.
 - A simplified and updated version of Robert's Rules of Order
- Board Chair controls the meeting.
- Typical procedure for action items:
 - Chair calls the item
 - Staff gives report
 - Chair calls public speakers
 - Members discuss and make motions
 - Members vote on motions

19

Motions

- Action is taken by motion.
- Motions must be seconded.
- Basic or initial motion.
- Secondary motions.
 - "Friendly amendments"
 - Motions to amend
 - Substitute motions
- Up to three motions on the floor at any given time.

20

Voting

- Last motion is voted on first.
- Passage requires majority of those present and voting.
 - Abstention is "not voting".
- Votes must be recorded.
- No proxy voting.

21

"Call the question"

- Actually a motion to cut off debate.
- Requires an immediate vote – no debate.
- Requires a two-thirds vote to cut off debate.

22

Questions regarding rules of procedure?



ITEM IV.a.- ACTION

To: Oakland Workforce Development Board
From: OWDB Staff
Date: March 24, 2022
Re: WIOA Service Provider No-Cost Contract Extension

RECOMMENDATION:

That the Oakland Workforce Development Board (OWDB) approve a no-cost extension of WIOA adult and youth service provider contracts for Civicorps, Lao Family Community Development, Oakland Private Industry Council, Youth Employment Partnership through June 30, 2023 in accordance with the provisions with current agreements.

CURRENT SITUATION

On May 24, 2019, the OWDB approved contracts with the current WIOA service providers for a three-year procurement cycle. The first-year contracts were for the period of July 1, 2019 through June 30, 2020, with the option to renew for two additional years through June 30, 2022. The current WIOA contracts are expected to expire June 30, 2022 without further renewals.

Staff is recommending that the OWDB approve a no-cost extension to WIOA adult and youth service providers for an additional year, through June 30, 2023 in accordance with the provisions of current agreements that allows an agreement to be extended in writing with no additional funding allocation from the City. As of March 2022, over seventy percent of FY 2021-22 contracted WIOA funds to service providers are remaining. Given the challenges both service providers and business alike are experiencing in finding workers due to various economic circumstances and COVID-19 related impacts, the extension period will provide service providers more time achieve performance benchmarks and goals.

Table 1: FY 2021-22 Contracted Service Provider Expenditures

| Program | Contracted Amount | Funds Spent | Funds Remaining | |
|--------------------|--------------------------|--------------------|------------------------|-----|
| Adult/DW | \$ 1,706,600 | \$ 412,864 | \$ 1,293,736 | 76% |
| Youth | \$ 883,339 | \$ 216,502 | \$ 666,837 | 75% |
| Total Funds | \$2,589,939 | \$ 629,366 | \$ 1,960,573 | 76% |

Table 2: Program Year 2021-22 Enrollments, Training & Employment

| | Carried-In | New Enrollments | Total Enrollments | Training Enrollments | Credential Received | Entered Employment/Ed | |
|--------------|-------------------|------------------------|--------------------------|-----------------------------|----------------------------|------------------------------|-----|
| Adult | 187 | 277 | 464 | 89 | 18 | 63 | 14% |
| DW | 118 | 84 | 202 | 29 | 24 | 44 | 22% |
| Youth | 15 | 80 | 95 | n/a | 5 | 19 | 20% |



AGENDA REPORT

TO: Oakland Workforce Development Board

FROM: Greg Minor
Assistant to the City Administrator

SUBJECT: 2022-2023 Governor's Office of Business and Economic Development Grant for Cannabis Equity Program

DATE: March 17, 2022

City Administrator Approval

Date:

RECOMMENDATION

Staff Recommends That The Oakland Workforce Development Board Authorize the Appropriation and Allocation For Cannabis Workforce Development Programs of the Following For Fiscal Year 2022-2023:

- (1) Cannabis Equity Grant Funds In The Amount Of Three-Hundred And Thirty-Thousand Three-Hundred and Fifty-Seven Dollars (\$330,357) From The State Of California, Governor's Office Of Business And Economic Development (Go-Biz); and**
- (2) Any Additional Funding Provided by the Oakland City Council in the Fiscal Year 2022-2023 Midcycle Budget to Assist in the Recruitment, Training, and Retention of Equity Employees, as Defined by Oakland Municipal Code Section 5.04.481(A).**

EXECUTIVE SUMMARY

The City Council established the nation's first Cannabis Equity Program (Equity Program) in the spring of 2017, following a race and equity analysis that identified strategies to promote equitable ownership and employment opportunities in the cannabis industry to address the disproportionate impacts of the war on drugs in marginalized communities of color. The City of Oakland's action led to the creation of California's Cannabis Equity Grants Program for Local Jurisdictions administered annually by the Governor's Office of Business and Economic Development (Go-Biz). On February 7, 2022 Go-Biz awarded the City of Oakland \$5,435,140.82 in Cannabis Equity Grants Program funding for 2022-2023.

This funding offers an opportunity to continue building upon the foundation the City of Oakland has established for its Equity Program and formalize workforce development opportunities in the cannabis industry. Specifically, state funding can support on the job training and equity

employee¹ cannabis certification training, with a strategic focus on advanced manufacturing employment opportunities.

BACKGROUND / LEGISLATIVE HISTORY

Federal Cannabis Policy

Cannabis remains a Schedule One controlled substance under federal law, however, since the 2013 Department of Justice “Cole Memorandum”² and the 2015 Fahr-Rohrbacher federal budget amendment,³ state compliant medical cannabis facilities have generally been shielded from federal prosecution.

California Initiates Statewide Cannabis Regulation

Although medical cannabis has been legal in California longer than anywhere in the country, until the passage of the Medical Cannabis Regulation and Safety Act (MCRSA) in 2015, California’s system of medical cannabis was one of the least structured regulatory frameworks in the United States. MCRSA created a comprehensive regulatory framework for the cultivation, production, transportation and sale of medical cannabis in California, all overseen by a new state bureau. In November 2016, the people of California enacted the Adult-Use of Marijuana Act (AUMA) or Proposition 64, which among other actions, established a licensing and taxation scheme for the non-medical adult-use of cannabis in California. Then in June 2017, the state legislature consolidated the MCRSA and AUMA into the Medical and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA). State agencies have been implementing MAUCRSA ever since, including through the issuance of multiple sets of regulations governing cannabis operations.

Oakland’s Cannabis Regulatory History

The City of Oakland has been a leader in regulating cannabis. Following the federal closure of Oakland Cannabis Buyers Club (OCBC), the City’s initial medical cannabis provider under Oakland Municipal Code (OMC) Chapter 8.46, in 2004 the City of Oakland enacted OMC Chapter 5.80, which established the nation’s first permitting process for medical cannabis dispensaries. In 2011, the City of Oakland expanded the number of available dispensary

¹ Oakland Municipal Code 5.04.481(A) defines an "Equity Employee" as: a. An employee who lives in any combination of Oakland police beats 2X, 2Y, 6X, 7X, 19X, 21X, 21Y, 23X, 26Y, 27X, 27Y, 29X, 30X, 30Y, 31Y, 32X, 33X, 34X, 5X, 8X and 35X and has lived in any combination of such police beats for the immediately preceding two (2) years; or

b. An employee who lives anywhere in Oakland and was arrested after November 5, 1996 and convicted of a cannabis crime in California.

² The Cole Memorandum can be found here:

<https://www.justice.gov/iso/opa/resources/3052013829132756857467.pdf>

³ The Fahr-Rohrbacher amendment states: “None of the funds made available in this Act to the Department of Justice may be used, with respect to the States of... California...to prevent such States from implementing their own State laws that authorize the use, distribution, possession, or cultivation of medical marijuana.

permits from four to eight and attempted to establish a permitting process for the cultivation of medical cannabis under OMC Chapter 5.81, however, threats of federal intervention and the lack of comprehensive state law prevented any implementation of OMC Chapter 5.81.

Oakland Examines Equity Within Cannabis Industry

In anticipation of state legalization of the cannabis industry's supply chain and the adult use of cannabis, the City of Oakland began exploring approaches to legalizing the cannabis industry within Oakland in 2015 and 2016. Discussions at the City Council centered around one question: Who benefits from cannabis legalization?

This inquiry led the City Council in the fall of 2016 to adopt the goal of promoting equitable ownership and employment opportunities in the cannabis industry to address the disproportionate impacts of the war on drugs in marginalized communities of color and to direct the City Administration to conduct a race and equity analysis of proposed medical cannabis regulations.

In March 2017 staff returned with a race and equity analysis that identified barriers to achieving a more equitable cannabis industry and strategies to remove those barriers. For example, the analysis found disparities within the cannabis industry in access to capital and real estate as well as disparities in operators' familiarity with the "red tape" involved in governmental processes and operating a compliant cannabis business. In response, the analysis recommended the creation of several measures to prioritize lower-income Oakland residents that either had a cannabis conviction arising out of Oakland or had lived in areas of Oakland that experienced disproportionately higher levels of cannabis enforcement.⁴ Strategies identified to prioritize equity applicants included:

- Free industry specific and business ownership technical assistance;
- A no-interest revolving loan program funded by new cannabis tax revenue;
- A phased permitting process whereby the City Administrator must issue half of all permits under OMC Chapter 5.80 and Chapter 5.81 to equity applicants during the initial phase;
- An incubator program that prioritizes general applicants who provide three years of free space and security to equity applicants; and
- Application and permit fee exemptions for equity applicants.

In the spring of 2017, the City Council passed a legislative package (Ordinance No. 13424 C.M.S. and Resolution No. 86633 C.M.S.) enacting these recommendations and the City Administrator's Office began accepting applications for non-dispensary permits in May of 2017.

⁴ OMC 5.80.010 and OMC 5.81.020 define an "Equity Applicant" as "an Applicant whose ownership/owner: 1. Is an Oakland resident; and 2. In the last year, had an annual income at or less than 80 percent of Oakland Average Medium Income (AMI) adjusted for household size; and 3. Either (i) has lived in any combination of Oakland police beats 2X, 2Y, 6X, 7X, 19X, 21X, 21Y, 23X, 26Y, 27X, 27Y, 29X, 30X, 30Y, 31Y, 32X, 33X, 34X, 5X, 8X, and 35X for at least ten of the last twenty years or (ii) was arrested after November 5, 1996 and convicted of a cannabis crime committed in Oakland, California."

Growth of a Larger Movement and State Grant Awards

Oakland's pioneering race and equity analysis of the cannabis industry and creation of an Equity Program inspired jurisdictions across the country to pursue and support similar programs. For example, the City and County of San Francisco, the City of Los Angeles, the City of Sacramento, the State of Massachusetts, and State of Illinois have conducted similar analyses or enacted their own equity programs.

Starting in 2019 the State of California has set aside annual grant funding to support local jurisdictions' cannabis equity programs. Since 2019, the City of Oakland has received either the largest or second largest portion of these grant funds, including \$1,657,201.65 in 2019; \$6,576,705.76 in 2020; \$2,434,712.51 in 2021; and most recently \$5,435,140.82 in 2022.

Equity Tax Rebate Program

In 2019 the Oakland City Council amended the City of Oakland's tax rates by lowering tax rates for equity businesses, establishing different tax rates based on a businesses' annual gross receipts or business type, and introducing a tax rebate program to incentive local hiring and support of the City's Equity Program. Specifically, OMC Section 5.04.481 offers a rebate of 0.5 percent of taxes paid for any of the following rebate conditions: 30 percent of the workforce consists of equity employees, 25 percent of equity employees in essential roles, and 20 percent of workforce consists of equity employees in managerial roles. To date, few cannabis employers have sought an equity tax rebate.

Comparative Analysis for Oakland's Cannabis Industry

As part of an updated assessment of the City of Oakland's Equity Program, in 2021 the City partnered with Sharon Jan, a student of the University of California Berkeley Goldman School of Public Policy, who examined employment and entrepreneurship opportunities and challenges of non-cannabis equivalent industries in Oakland.⁵ The analysis concluded that the City of Oakland can facilitate high wage employment opportunities by building partnerships and training Oakland workers to fill specialized manufacturing akin to chemical and medical manufacturing.

ANALYSIS AND POLICY ALTERNATIVES

Workforce Development Opportunities

There is strong role for government to play with respect to cannabis workforce development. Due to security concerns and the lack of formal training institutions, cannabis businesses tend to hire people they know, which reinforces socio-economic disparities. Furthermore, traditional job training programs lack subject matter expertise regarding cannabis specific issues. By

⁵ The comparative analysis can be found on pages 24-40 of the May 2021 Cannabis Regulatory Commission Agenda Packet: https://cao-94612.s3.amazonaws.com/documents/CRC-May-6.-2021-Agenda-Packet_2021-05-03-154013.pdf

funding cannabis specific workforce development programs for equity employees, Oakland can provide applicable training and connect different socio-economic groups.

Along those lines, staff recommends piloting both (i) on the job training of equity employees at Oakland cannabis businesses and (ii) an equity employee cannabis certification training to establish a pipeline of qualified prospective employees. The advantages of on the job training are that equity employees will gain direct experience within the regulated cannabis marketplace and potentially find ongoing employment at their place of training. On the other hand, a certification program offers a prepared workforce of equity employees that cannabis employers can hire with extra benefit of receiving a tax rebate. Exploring both approaches will allow the City to observe the effectiveness of each approach in providing long term employment pathways in the cannabis industry, which will inform City policies in subsequent years.

Both strategies will rely on the insights of cannabis employers that staff will solicit in the coming weeks to ensure the programs are efficient and practical. By working with cannabis businesses and establishing a base of qualified cannabis employees, cannabis businesses will maintain and start cannabis businesses in Oakland, which in turn will increase tax revenues that fund various City services.

Overall Strategies for Utilizing State Funds

In addition to workforce development programs, the Go-Biz grant offers an opportunity to address several of the challenges confronting equity applicants,⁶ namely access to capital and real estate. **Figure 1** offers a summary of the proposed uses of Go-Biz funds and the level of funding proposed for each use.

Figure 1- Proposed Use of 2022-2023 Go-Biz Grant Funds

| Proposed Use | Amount of Funds |
|--|------------------------|
| Grants to Operators For Start-Up and Ongoing Costs | \$2,428,953.10 |
| No-Interest Loan to Purchase Property | \$2,250,000 |
| Managing Shared-Use Facilities | \$212,915.36 |
| Workforce Development | \$330,357 |
| Half of a City Administrator Analyst | \$122,959 |
| Administering of Grant/Loan Programs | \$89,956.36 |
| TOTAL | \$5,435,140.82 |

FISCAL IMPACT

⁶ An overview of challenges facing cannabis equity business owners is available on page 40 of the March 2022 Special Cannabis Regulatory Commission meeting agenda packet available here: <https://cao-94612.s3.amazonaws.com/documents/Special-CRC-Agenda-March-2022-Packet.pdf>

Following the review and approval of the Oakland City Council, Staff recommends the acceptance and appropriation of the Go-Biz grant of \$5,435,140.82 to continue the City of Oakland's support of cannabis equity operators. Only \$122,959 of the Go-Biz grant will go towards City expenses, and the City Administrator Analyst position has always been funded via grants, so none of the Go-Biz grant will replace existing City of Oakland costs or funding of the Equity Program. The Go-Biz grant funds will be deposited in the State of California Fund (2159), Special Activities (02113), Project (TBD), State Grant Miscellaneous (46229).

In addition to the Go-Biz grant, Staff recommends that any additional funding provided by the Oakland City Council in the 2022-2023 midcycle Budget be authorized for the Cannabis Workforce Development Program to assist in the recruitment, training, and retention of equity employees, as defined by Oakland Municipal Code Section 5.04.481(A).

PUBLIC OUTREACH / INTEREST

Staff has conducted public outreach regarding how best to utilize the Go-Biz grant through discussions at the Cannabis Regulatory Commission and a recent survey of equity applicants.

COORDINATION

This report is the product of collaboration between the Special Activity Permits and Workforce Development Divisions in the Economic and Workforce Development Department. This report and the Resolution have been reviewed for form and legality by the Office of the City Attorney.

SUSTAINABLE OPPORTUNITIES

Economic: Establishing a pathway to equitable cannabis industry growth will generate economic opportunities for Oakland residents.

Environmental: Encouraging local employment and business ownership can reduce commutes and related greenhouse gas emissions.

Race and Equity: Promoting equitable ownership and employment opportunities in the cannabis industry can decrease disparities in life outcomes for marginalized communities of color and address disproportionate impacts of the war on drugs in those communities.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The Oakland Workforce Development Board Authorize the Appropriation and Allocation For Cannabis Workforce Development Programs of the Following For Fiscal Year 2022-2023:

Oakland Workforce Development Board
March 24, 2022

(1) Cannabis Equity Grant Funds In The Amount Of Three-Hundred And Thirty-Thousand Three-Hundred and Fifty-Seven Dollars (\$330,357) From The State Of California, Governor's Office Of Business And Economic Development (Go-Biz); and

(2) Any Additional Funding Provided by the Oakland City Council in the Fiscal Year 2022-2023 Midcycle Budget to Assist in the Recruitment, Training, and Retention of Equity Employees, as Defined by Oakland Municipal Code Section 5.04.481(A).

For questions regarding this report, please contact Greg Minor, Assistant to the City Administrator, at (510) 238-6370.

Respectfully submitted,

GREG MINOR
Assistant to the City Administrator



ITEM V.a. - INFORMATIONAL



To: Oakland Workforce Development Board
From: OWDB Staff
Date: March 24, 2022
Re: Summer Youth Employment Program (SYEP) 2022 Update

BACKGROUND

The City of Oakland, along with partners from the public, private, and nonprofit sectors, has had a longstanding commitment to providing summer jobs and other work-based learning opportunities for Oakland youth for more than four decades. The cornerstone of this effort focuses on investing in the Oakland Summer Youth Employment Program, which provides funds to subsidize paid jobs and work experience opportunities sponsored through local nonprofit organizations. The level of direct investment in this program varies from year to year, while the funding to support it has historically come from various public, private, and philanthropic sources.

The City of Oakland's Summer Youth Employment Program (SYEP) prioritizes services for Black, Latinx, Native American, and Pacific Islander opportunity youth not connected to the traditional school system. Services focus on youth who are not working, have little to no work experience, are aged 16-21, and reside in East Oakland, Fruitvale, and West Oakland. The SYEP provides Oakland youth with opportunities to earn money, gain meaningful work experience and improve their job-readiness skills. The City contracts with local youth-serving organizations to:

- Recruit and enroll youth in the program
- Provide youth with high-quality job-readiness training
- Identify organizations to serve as work sites for youth
- Act as the employer-of-record/fiscal sponsor for youth whose wages are subsidized through the program

OWDB partnered with the Oakland Fund for Children and Youth (OFCY) and jointly released a Request for Proposals (RFP) to align the program model and reporting requirements and more efficiently leverage financial resources.

CURRENT SITUATION

RFPs were released on January 10, 2022, and were due for submission by February 22, 2022. Proposals are currently undergoing review and recommendations for funding will be presented to OFCY's Planning Oversight Committee and the OWDB in April/May.

On March 15, 2022, City Council passed the following Resolution requested by Vice Mayor Kaplan, Councilmember Fife and City Council Pro Temp Thao:

Adopt A Resolution to Scale Up And Make More Visible The City Of Oakland's Youth Summer Jobs Program By:

- (1) Seeking State Funding, Leveraging Private Sources, And Prioritizing Additional Allocations During The Mid-Cycle Budget Amendment Process To Support The Participation Of At Least Two Thousand (2000) Young People, And Expand Age Eligibility, To Create More Opportunity And Economic Security For Oakland's Youth And Families;
- (2) Better Integrating The Administration, Funding, Contracting, And Coordination Of The Program Among All Departments Involved, And Creating A Specific And Easily Accessible Website That Would Allow More Employers And Donors To Participate; And
- (3) Creating A Robust Outreach Plan To Help Popularize The Program And Reach The Most Under-Resourced And Underserved Communities, Including Outreach To Community-Based Organizations Doing Job Training and Job Matching; And
- (4) Expanding Opportunities Including Summer Jobs To Clean And Improve Our City, And Funding Blight Removal And Beautification Programs, And Expanding City of Oakland Positions For Youth To Summer And Year-Round Work

The Workforce Development division has begun several actions to address the aforementioned resolution and better integrate workforce programming across City departments and other partners.

1. City staff is actively seeking to secure additional funding in collaboration with Oakland Fund for Public Innovation, and other City partners to achieve this goal.
2. The City has partnered with FUSE Corps for one year hosting an Executive Fellow to help build capacity and create a holistic workforce development system for the city by conducting a landscape analysis of Oakland's workforce development programs, policies and existing investments. The project goal is to develop an innovative and cohesive workforce development strategy for the city. The plan will identify a clear, unified vision for the city's role in workforce development in Oakland, emphasizing solutions that diminish inequitable outcomes for Black, Indigenous, people of color (BIPOC) residents. The plan will make recommendations to break down silos, increase cross-departmental coordination, improve processes, and re-align resources and financial investments to increase efficiency and effectiveness, integrating best practices. This project is actively underway, with a draft of the landscape analysis report expected by June 2022.

In an effort to create a robust outreach plan, the FUSE Executive Fellow is helping to build deep relationships with key stakeholders across multiple City departments, public schools and community colleges, local workers unions, chambers of commerce, and the largest private employers in the city to promote summer programming. Staff is developing a marketing campaign that will utilize shared networks to better popularize the program.

3. Staff is reviewing and identifying improvements to the existing online platform that will centralize and increase exposure to donors and businesses and help establish credibility and longevity for the SYEP.

4. Oakland is anticipated to receive approximately \$5.9 million in funding in 2022 to develop youth interest in and experience towards a career in public service and strengthen City capacity to address, among other priorities, climate resilience and COVID-19 recovery. The program “Oakland Forward” CA Youth Workforce Development Program has three primary goals:

- 1) Increase youth employment for youth and young adults aged 16-30;
- 2) Develop career pathways; and
- 3) Strengthen city/community capacity to address key areas of food insecurity, climate, and COVID-19 recovery.

These funds will be used to support summer and year-round youth and young adult employment programs, including summer programming to support climate resilience and improve neighborhood conditions, with a focus on two areas:

- 1) Clean and Green; and
- 2) Public Safety

These two areas include work activities such as:

- City clean-up;
- Graffiti abatement;
- Addressing illegal dumping;
- Environmental Stewardship;
- Beautification, murals and art;
- Green/energy efficient construction;
- Vegetation management;
- Waste management and sanitation;
- Recycling, conservation;
- Other related services.

The OWDB Fiscal Year 2022-2025 Request for Proposals includes the “Oakland Forward” Program, and organizations can propose one or more types of work activities above. Applicants will provide general job readiness training, mentoring, and specific work-related training, including pathways to apprenticeships and career opportunities through a year-round and/or summer program model.

Staff will continue to review and develop strategies that better enhance summer program activities and access to Oakland youth and young people.

Funding Sources

Currently, the estimated funding available to support the 2022 Summer Youth Employment Program (SYEP), including funding for the programs run by both OWDB and the Human Services Department, Oakland Fund for Children and Youth (OFCY), is as follows:

| Revenue Sources | OFCY | OWDB | TOTAL |
|--|-------------|-------------|------------------|
| California For All Youth Workforce Grant | | \$554,785 | \$554,785 |

| | | | |
|---|------------------|--------------------|--------------------|
| Bank of America | | \$75,000 | \$75,000 |
| Measure HH Sugar-Sweetened Beverage Tax | | \$400,000 | \$400,000 |
| OFCY | \$400,000 | | \$400,000 |
| TOTAL | \$400,000 | \$1,029,785 | \$1,429,785 |

Last summer, the cost to support a young person was \$3,000 for 300 program participants. This year, staff is conservatively estimating a cost increase of five percent due to increasing economic costs and the City's increase to minimum wage of 4.8%^l from last year. The current funding available of \$1,429,785 will support 527 youth at an estimated cost of \$3,150 per participant.

In order to meet a goal of 2000 participants, an additional \$4,870,215 is needed to support the program.

| Youth Served Goal | Cost Per Youth | Total Program Budget | Funds Secured | Funds Needed |
|--------------------------|-----------------------|-----------------------------|----------------------|---------------------|
| 2000 | \$3,150 | \$6,300,000 | \$1,429,785 | \$4,870,215 |



ITEM V.b. - INFORMATION



To: Oakland Workforce Development Board
From: OWDB Staff
Date: March 24, 2022
Re: Overview of “Oakland Forward” Program

Californians for All Youth Workforce Grant

Overview

The **CaliforniansForAll Youth Workforce Development Program** is a Governor’s initiative administered by CaliforniaVolunteers in partnership with California cities. This program brings together youth across the state to help address urgent challenges in their communities, while simultaneously learning key skills and earning money to help create career pathways. Beginning in Fall 2021, cities will recruit, train, and place high need youth at jobs in a new or existing youth workforce development program. Each city is responsible for selecting or creating these job positions and recruiting, hiring, and managing youth. Cities are encouraged to sub-grant to existing community-based organizations (CBOs) with the capacity to manage these programs in areas where feasible. Programs may run continuously or be structured as intermittent summer programs. Regardless of length of program, all positions must be 50-100% full-time equivalents (FTE).

Mayor’s Priorities:

- Focus on service to the City with an emphasis of making the City “clean and green”
- Front-load funding for a big push this year to see a demonstrable impact on the city
- Create summer and some year-round opportunities
- Address staffing shortages at the city and other public agencies
- Support police recruitment of local residents

Program Goals

GOAL 1: Increase youth employment

GOAL 2: Develop career pathways

GOAL 3: Strengthen city/community capacity to address key areas of food insecurity, climate, and COVID-19 recovery

Funding:

- \$5,911,024
- Up to 10% for Admin
- Up to 40% for Wrap-Around Services

Youth Eligibility Requirements

- All participants must be between 16-30 years of age
- Priority should be given to youth who:
 - Have not participated in an AmeriCorps program
 - May have difficulty finding employment
 - Are low-income
 - Are unemployed and/or out of school
 - Are or were justice-involved
 - Are in or transitioning from foster care
 - Are engaged with the mental health or substance abuse system
 - Priority applicants (meeting two of above criteria) should make up no fewer than 75% of selected participants

Metrics

- Number of youth participating in program
- Number of youth employed in each focus area
- Number of youth enrolled in job training/readiness programs
- Number of youth completing job training/readiness programs
- Number of youth participating in summer program (if applicable)
- Average wage and hours worked of participants across program
- Information/data/member stories as requested by CaliforniaVolunteers for annual report

Proposed Framework

1. Existing City Programs/ Public Safety

Overview: Fund up to 30 total year-round or TBD summer positions with Oakland Police Department (OPD), Department of Violence Prevention (DPV) and Oakland Public Works (OPW) and Environmental Services to provide employment and hands-on experience in violence prevention, public safety and public works for older youth interested in pursuing careers in the public sector. Help build a pipeline for city jobs and improve City's capacity to recover from the pandemic.

Process and Funding Amount: Direct up to \$800,000 in funding to participating City departments as direct budget allocations (to include hourly wages for youth + up to 40% for wrap around services).

Target population:

Young adults aged 18-30 with interest in public safety, violence prevention, public works and public sector careers.

Employment Hours: Half-Time, Year-Round (960 hrs total)

Departments:

- OPD – 10 positions - Cadet (\$19/hr)
- DVP – TBD
- OPW – Facilities; Env. Svcs – TBD

Training and Wrap-Around Services:

Dependent on the services provided by the pre-existing program.

Next Steps:

Confirm with DVP and OPW/Environmental Services and discuss potential alignment with existing programs.

2. Workforce Development Board RFPs for CBO providers

A. Summer “Clean and Green” Youth Employment Opportunity

Overview: Fund 250 summer employment opportunities for youth aged 16-21 in the focus areas of City clean-up, graffiti abatement, environmental stewardship, beautification, murals/art, management and waste management with the goal of a cleaner and more sustainable City.

Process and Funding Amount: Include up to \$800,000 in additional funding to contracted summer service providers currently being procured through OFCY Summer Youth joint RFP launched Jan. 2022 (to include hourly wages for youth @ \$20/hr x 100 hrs + wrap around services).

Target population: Youth 16-21; Unhoused youth, justice-system involved youth, foster youth, youth in priority zip codes with racial disparities in unemployment, as identified in the OWDB Racial Equity Analysis

Employment Hours: 100 hours over 8 weeks in the summer.

B. Youth Year-Round Employment Program: “Oakland Forward”

Goal: Provide 110 youth aged 16-30 with year-round jobs that help the City to recover from the pandemic and connect youth to public sector career pathways that advance climate resilience and sustainability.

Overview: Provide year-round employment opportunities that connect youth to career pathways in the public sector and support the City’s ability to help residents recover from the pandemic and increase resilience. Provide general job readiness training, mentoring and specific work-related training including pathways to apprenticeships and career opportunities. Align training with specific preparation for meeting minimum requirements for City jobs in OPW and other City departments.

Process and Funding Amount: Include up to \$2.95M to in funding in upcoming Workforce RFP to be released on March 11, 2022, with goal of entering contracts with service providers

by July 1, 2022 for services to be provided during the 2022-23 Fiscal Year (to include hourly wages for youth @19/hr x 960 hrs per year + wrap around services).

Focus Areas:

City clean-up, graffiti abatement, environmental stewardship, beautification, murals/art, green/energy efficient construction, custodial services, equipment and facilities management, vegetation management, waste management and sanitation, recycling, conservation, and other services.

Target population: Youth and Young Adults aged 18-30; Unhoused youth, justice-system involved youth, foster youth, youth in priority zip codes with racial disparities in unemployment, as identified in the OWDB Racial Equity Analysis.

Employment Hours: 960 hours per year

Training and Wrap-Around Services: hours dependent upon position and participant need.

**Oakland Workforce Development Board
2022 Meeting Calendar
1 Frank Ogawa Plaza, Hearing Room 4 – 8:30 am-11:00 am**

| | |
|--|------------------------------------|
| Thursday – February 3, 2022 (Rescheduled) Thursday – March 24, 2022 | Regular Meeting |
| (Cancelled) Friday - March 18, 2022 | Executive Committee Meeting |
| Thursday - May 5, 2022 | Regular Meeting |
| Friday - June 17, 2022 | Executive Committee Meeting |
| Thursday - August 4, 2022 | Regular Meeting |
| Friday - September 16, 2022 | Executive Committee Meeting |
| Thursday - November 3, 2022 | Regular Meeting |
| Friday - December 16, 2022 | Executive Committee Meeting |

Dates and time subject to change