



OAKLAND WORKFORCE DEVELOPMENT BOARD MEETING

Thursday, February 4, 2021

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 LDial@oaklandnet.com 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)

REGULAR MEETING NOTICE

Teleconference
Thursday, February 4, 2021
8:30 a.m. – 11:00 a.m.

Pursuant to the Governor's Executive Order N-29-20, all members of the Oakland Workforce Development Board and City Staff will join the meeting via phone/video conference and no 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://zoom.us/j/95479584003> 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, please call the numbers below at the noticed meeting time: Dial (for higher quality, dial a number based on your current location: US: +1 669 900 6833 or +1 408 638 0968 or +1 346 248 7799 or +1 253 215 8782 or +1 301 715 8592 or +1 312 626 6799 or +1 646 876 9923 Webinar ID: 954 7958 4003. International numbers available: <https://zoom.us/u/abjVbQHsSx>. 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 Lazandra Dial at Ldial@oaklandca.gov.

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

Teleconference
Thursday, February 4, 2021
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 ITEMS

- a. Call to Order and Roll Call
- b. Chair Remarks
- c. Approval of Minutes (Action) from OWDB Meeting 11-5-20

II. PRESENTATION ITEM

- a. 2020 Summer Youth Employment Program
 - i. Lao Family Community Development
 - ii. Youth Employment Partnership
 - iii. East Bay Asian Youth Center
 - iv. The Unity Council
 - v. University of California Berkeley, Department of Public Health

III. INFORMATION ITEM

- a. Summer Youth Employment Program 2020

IV. PUBLIC FORUM

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

V. STAFF REPORTS

VI. ANNOUNCEMENTS

VII. CLOSING REMARKS & ADJOURN

**NEXT SCHEDULED REGULAR OWDB MEETING
THURSDAY, MAY 6, 2021 – 8:30AM-11:00 AM**

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

ITEM I.c. APPROVAL OF MINUTES

Thursday, November 5, 2020

Chair Gutierrez called the meeting to order at 8:30 a.m.

Chair Gutierrez reviewed the process of how the meeting would proceed under the Zoom meeting. She thanked the staff for their hard work considering they were short staffed; thanked staff for working on replacing the board members who had left the board. She also introduced Ahmed Ali Bob and asked him to provide a brief introduction of himself.

Roll Call: Ahmed Ali Bob, John Brauer, Jason Gumataotao, Zeydi Gutierrez, Polly Guy, Derreck Johnson, Lee McMurtray, Kalpana Oberoi (no audio), Gilbert Pete, Omar Sabeh, Raminder Somal, and Lynn Vera were present. **Absent:** None.

Board Member Ali Bob stated he was an Oakland native. He mentioned that he had worked for the City of Oakland and was now working with Square. He stated he was looking forward to working with the Board.

Approval of Minutes

Chair Gutierrez stated the minutes from the June 24, 2020 Special Workforce Board Meeting were presented for approval.

Board Member Somal moved, seconded by Board Member Vera to approve the minutes of the June 24, 2020 special meeting as presented.

Board polled as follows: Ali Bob, Brauer, Gumataotao, Gutierrez, Guy, Johnson, McMurtray, Pete, Sabeh, Somal, and Vera voted "aye."

BUSINESS Action Items

II a. 2021-2024 Local/Regional Strategic Planning

Chair Gutierrez noted the first item on the agenda was for the board to have staff select and enter into a contract with an entity to handle the 2021-2024 local/regional strategic planning.

Workforce Development Board Executive Director Dial explained how the Board needed to authorize staff to enter into a contract with a qualified entity to support and facilitate the local strategic planning process for 2021-2024. She stated the plan had to be provided to the state by April 30, 2021. She advised that it was the Board's responsibility to develop policies and provide guidance and oversight over local activities. She reviewed the regional plan and how it was for Alameda and Contra Costa Counties as well as the Cities of Oakland and Richmond. She noted there was a new section that dealt with equity. She advised that the function of the local plan and partnerships was to facilitate access to workforce services at the local level. While regional plans and partnerships are focused on constructing a regional training and education structure that

aligns with regional markets, individuals will access and experience this regional workforce architecture primarily through local service delivery efforts, principally those of WIOA partners operating in the America's Job center of California (AJCCs). Under the State Plan, AJCCs continue to provide the full menu of One Stop services. The State Plan mandates a greater emphasis on treating AJCC's as an access point for education and training services for those who want and need them. Local plans and AJCC's Memorandum of Understanding must provide more emphasis on coordinating and aligning program services across WIOA core programs to best service relevant client populations. She stated Contra Costa had an existing contract with Glen Price Group on their local plan as well as the regional – the City of Oakland was going to piggyback on that process since they did not have a budget to seek the outside assistance on their own. She stated if the board approved the request, she would look to release the RFQ later in the afternoon. She explained how the function of the local plan and partnerships is to facilitate access to workforce services at the local level. While regional plans and partnerships are focused on constructing a regional training and education structure that aligns with regional markets, individuals will access and experience this regional workforce architecture primarily through local service delivery efforts, principally those of WIOA partners operating in the America's Job center of California (AJCCs). She noted under the State Plan, AJCCs continue to provide the full menu of One Stop services. The State Plan mandates a greater emphasis on treating AJCC's as an access point for education and training services for those who want and need them. Local plans and AJCC's Memorandum of Understanding must provide more emphasis on coordinating and aligning program services across WIOA core programs to best service relevant client populations.

Assata Olugbala noted her disappointment with the language in the document. She stated that black people were historically disproportionately represented. She stated using zip codes did not address appropriately how black people were treated.

Board Member Brauer stated the labor representatives would like to have communication with the consultant, four regional boards as well as the community to address labor representation.

Workforce Development Board Executive Director Dial advised Assata that she would provide her with a copy of the RFQ that provided detail of what the City/Board was looking for.

Board Member McMurtray moved, seconded by Board Member Sabeh to approve to allow staff to select and enter into a contract with an entity to handle the 2021-2024 local/regional strategic planning.

Board polled as follows: Ali Bob, Brauer, Gumataotao, Gutierrez, Guy, Johnson, McMurtray, Pete, Sabeh, Somal, and Vera voted "aye."

Discussion Items

III a. City of Oakland Economic Recovery Advisory Council Interim Report

Chair Gutierrez stated Lazandra would provide the background.

Workforce Development Board Executive Director Dial explained that the Economic Recovery Council was established in May with Mayor Libby Schaaf and Vice Mayor Larry Reid to bring community and business leaders together. She stated there were a few OWDB members who also served on the Economic Recovery Advisory Council. She stated since the origination – the focus had changed. She noted in the working groups they found the needs of the workers, undocumented families, businesses that were forced to leave and regulations that the City had were issues that people faced. She noted the working groups came up with five focus areas:

- 1) Financial Support – provide financial support for small businesses and targeted funds for BIPOC (Black, Indigenous, and other People of Color) business owners. Support urgent need for commercial lease negotiations, target funds for BIPOC business recovery, and sustain Oakland’s artist and cultural organizations.
- 2) Health and Safety Guidance – create and distribute consistent, culturally competent reopening guidance and PPE (personal protective equipment). Prioritizing safe and healthy workplaces and public spaces, including information and PPE distribution, signage, assisting businesses with Site-Specific Protection Plans, safe Flex Streets designs, and online marketplaces.
- 3) Safety Net Assistance – guaranteed income, individual support for workers and home-based entrepreneurs. Ensure uniform safety guidance and PPE in businesses across Oakland. Develop and support policies for healthcare, childcare, and eldercare for long-term unemployed, engage youth, unemployed workers, and the regional on a recovery strategy
- 4) Leadership – empower the community to drive development. Partner on recovery investments with community-led and serving organizations
- 5) Business Capacity – build business resilience through technical support. Increase public space availability for businesses and cultural activities, expand equity programs and support industry efforts to reduce disparities, close the digital divide for businesses and workers, buy local campaign and online marketplace/B2B platform, support ongoing participatory research on the needs of black businesses, immediate cash assistance and guaranteed income.

She noted staff had worked on funding for low wage workers with One Fair Wage. Address right to work. She reviewed the map and explained the COVID-19 tests and their relation to the zip codes. She also addressed the unemployment and its relation to the zip codes.

Assata Olugbala questioned the focus on essential workers. She noted training, child care and health care were needed. She said it was pandering to social priorities.

Board Member Vera stated she had served on the Recovery Council and what was discussed, was only the beginning. She mentioned how the pandemic had changed how business would be done.

Board Member Sabeh noted he represented stage technicians, where there was 95% unemployment. He stated most people focused just on the “artist” but there were countless others behind the scene that were not working.

Board Member Somal noted with her company (Wells Fargo) there was not a tremendous hiring need, but if there was a way she could assist and direct people to her company when there were openings locally.

Board Member Pete addressed the youth aspect. He requested that any new opportunities be directed to the youth. He noted the importance of training the youth for the changes the pandemic has created.

Board Member Vera agreed with Board Member Pete. She felt training the youth on hard and soft skills was important. She recommended partnering with local organizations to assist with job shifting.

Staff Member Walker stated that was one of the issues is local organizations did not communicate with each other. She stated they were working on trying to bridge that gap.

**IV.a. 2019-2020 Program Summary Report
2020-2022 Local Area Performance**

Staff Member Lindsay indicated that the Workforce Innovation and Opportunity Act (WIOA) established core performance measures for Adult, Dislocated Worker & Youth programs. WIOA performance measures were designed to measure the effectiveness and continuous improvement of the workforce service delivery system, and the contracting agency will be required to collect and report data through CalJOBS pertaining to these measures. Performance measures were subject to change at any time, and the OWDB may set performance benchmarks or implement additional measures in response to regulations or local need. The California Workforce Development Board (CWDB) required that each WIOA provider meet at minimum 90% of their goals. The OWDB required that each provider's enrollment goal be met by the final calendar day of Quarter 2 of the contracted fiscal year. She stated there 498 new participants, 50 obtained a recognized certificate/diploma/degree, 278 were placed in unsubsidized employment and 13 training related employment. She mentioned the top three industries were: Manufacturing, Retail and Professional services with an average hourly rate of \$19.47. She stated there was a slightly higher number of females enrolled, most enrollments were between 25 and 44, they were doing a good job of serving the target population of black and Latino and noted the greatest barriers to employment were basic skills deficiency and English language learner.

IV.b. 2020-2021 Operational Calendar

Workforce Development Board Executive Director Dial stated the Calendar would be included in the future. She stated they needed to add in the virtual job fairs that Tamara had been holding. She addressed the Board vacancies and how there was not an Executive Director during the past several months. She asked the board if they know anyone who would like to serve on the board – let her know. She mentioned how she would like to hold a board retreat but was not sure how/when. She advised the calendar would be updated

PUBLIC FORUM

Assata Olugbala discussed avoiding the displacement of the black population who live in Oakland. She stated in 2010 the black population was 28% of the City, and now they were at 23%, but other

rates had increased. She stated the report that was just provided did not break down by race what they had completed.

STAFF REPORTS

Staff Member Hudson introduced herself and provided a brief overview on the programs she worked on. She provided an update on the three grants the City had applied for and received: 1) The Supportive Services Grant for underserved COVID-19 impacted individuals, grant terms from March 1, 2020 to December 31, 2020, the targeted population was underserved with a priority for English language learners, the maximum cost spent per customer was \$800, the grant could be used for child care, housing, utility assistance, transportation, as well as telework equipment and digital services or wi-fi; 2) Emergency 25% Additional Assistance Dislocated Worker Grant, the term was from April 1, 2020 to March 31, 2021, the targeted population was individuals considered dislocated worker with a focus on hospitality, retail, tourism and low wage workers; each career center had a target enrollment number that had to be met by the deadline, and the final grant 3) National Dislocated Worker Grant, the term was April 10, 2020 to March 31, 2022, the targeted industry sector was retail, hospitality, tourism and low wage workers, there is an enrollment goal for each America's Job Center as well as a spending cap of \$4,400 per customer. She stated each career center was working hard to market, recruit and distribute funds. Because of COVID-19 and Shelter in Place, the career centers were having a hard time with spending down the priority grant which was the Supportive Services Grant.

Staff Member Walker stated she had been in Workforce for 24 years and the same concerns remained consistent. She stated the 25% grant was written by her and noted they included the industry's they did because they knew they were the targeted populations were employed. She noted she was doing four job fair for the various industries. She noted 25 to 30 people are attending the job fairs. She read a statement that said, "We are dealing with a fragmented and silo system that focuses more on programs, goals and outcomes and not addressing the needs and well-being of the clients."

Workforce Development Board Executive Director Dial thanked her staff for all their hard work. She said the City had received 10 million in CARES Act funding for Workforce Development. She said they were looking for ways to increase entrepreneurship. She said she was proud of the work the City had done so far regarding race and equity, she knows there was still a long way to go – but Oakland was further along than so many other cities/communities.

Board Member Salem thanked staff for the job they had done and said he was proud. He advised the Board that he was retiring in December and would connect Lazandra with Carol Ash regarding his replacement.

Chair Gutierrez also thanked the staff for their hard work.

Adjournment

There being no further business, the meeting was adjourned at 10:21 AM

Date and Time of Next Meeting

The next meeting will be held on Thursday, December 18, 2020 at 8:30 am.



ITEM II.a. – PRESENTATION



To: Oakland Workforce Development Board
From: OWDB Staff
Date: February 4, 2021
Re: 2020 Summer Youth Employment Program

Each summer, youth employment programs are implemented in cities across the United States. The purpose of these programs is to provide early work experiences for youth to build skills necessary for successful career development. A significant body of research suggests that participation in summer jobs leads to positive short and long-term outcomes:

- Reductions in incarceration rates and mortality.
- Reductions in violent crime and property crime arrests.
- Increase in school attendance.
- Increase in steady employment over time.

The OWDB contracted with six youth serving agencies Summer 2020. Lao Family Community Development, Youth Employment Partnership, East Bay Asian Youth Center and The Unity Council will present an overview of their organization and highlights from the 2020 Summer Youth Employment Program.

Additionally, for the past several years the OWDB has benefitted from a partnership with a research team from UC Berkeley's School of Public Health, RTI International, and East Oakland Youth Development Center. This team has supported funded agencies with job readiness training curriculum and implementation as well as designing and supporting implementation of youth pre- and post-surveys to help better understand the impact of the program. Brenda Mathias, PhD Candidate, UC Berkeley, will present findings from Summer 2020.

ITEM III.a. – INFORMATION

To: Oakland Workforce Development Board
From: OWDB Staff
Date: February 4, 2021
Re: 2020 Summer Youth Employment Program

The City of Oakland, along with partners from the public, private, and nonprofit sectors, has had a longstanding commitment to provide 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 (SYEP), which provides funds to subsidize paid jobs and work experience opportunities that are sponsored through local nonprofit organizations. The level of direct investment in this program varies from year to year, while the funding to support it has historically come from a variety of public, private, and philanthropic sources.

In 2019, the OWDB partnered with the Oakland Fund for Children and Youth (OFCY) to jointly release a Request for Proposals (RFP) to align the program model and reporting requirements and more efficiently leverage financial resources. Because of this cross departmental collaboration, the OWDB was able to contract with two additional youth service organizations with strong program models.

The OWDB SYEP prioritizes services for Black, Latinx, Native American and Pacific Islander opportunity youth not connected to the traditional school system and who are not working, residing in East Oakland, Fruitvale, and West Oakland with very little to no previous work experience. Youth typically engage in 20 hours of job-readiness training and 100 hours of paid work experience. The six agencies that implement the program are: East Bay Asian Youth Center, Lao Family Community Development, The Unity Council, Youth Employment Partnership, Youth UpRising, and Rising Sun Center for Opportunity.

The traditional SYEP provides Oakland youth, ages 16-21, opportunities to earn money, gain meaningful work experience and improve their job-readiness skills. The youth service organizations:

The six contracted agencies implemented modified programming to engage youth in meaningful ways to support post-secondary education and career success while providing them a paycheck. Flexibility in the usage of funds allowed the purchase of technology tools and resources needed for youth to participate in remote and digital opportunities. Modifications to the traditional program model included: youth enrolling in remotely accessible post-secondary education and training courses and having those course hours serve as paid work placement hours, facilitating remotely accessible work based learning training and development opportunities via platforms such as Metrix, partnering with organizations such as Hack the Hood to facilitate tech skills bootcamps, and adopting a flexible program timeline to allow for late summer/fall programming.

The 2020 OWDB Summer Youth Employment Program was supported by:

Revenue Sources	
Measure HH Sugar-Sweetened Beverage Tax	\$377,279
JP Morgan Chase	\$146,686
Kaiser	\$35,000
Bank of America	\$25,000
Donations	\$62,721
Total	\$646,686

The total OWDB and OFCY 2020 Summer funding is \$961,686 and 308 youth were served.

Agency	Lao Family Community Development	Youth Employment Partnership	Youth UpRising	East Bay Asian Youth Center	Rising Sun Center for Opportunity	The Unity Council	Total
OFCY Funding	\$90,000	\$135,000	\$90,000	\$0	\$0	\$0	\$315,000
OFCY Projected Youth	31	50	31	0	0	0	112
OWDB Funding	\$115,934	\$65,934	\$115,934	\$105,934	\$67,016	\$175,934	\$646,686
OWDB Projected Youth	40	18	39	36	12	55	200
Total Funding	\$205,934	\$200,934	\$205,934	\$105,934	\$67,016	\$175,934	\$961,686
Total Projected Youth Served	71	68	70	36	13	55	312
Actual Youth Enrolled	70	68	34	48	13	75	308

The Performance Charts below show the SYEP providers served youth in the priority populations and zip codes. Most of the youth served were ages 16-18 and slightly more females than males.

Performance Charts

ZIP CODES	
94601*	46
94602	14
94603*	37
94605*	33
94606	40
94607*	33
94608	7
94609	16
94610	6
94611	3
94612	5
94613	1
94618	4
94619	18
94621*	39
94704	
94705	
94720	
Homeless/ Transitioning	
Other	2
Zip Code Data Missing	4

*Priority Zip Codes

AGE	
16	125
17	71
18	40
19	31
20	10
21	8
22 and above	1
Missing Data	22

GENDER	
Female	159
Male	146
Non-Binary	
Gender Missing	3
Prefer Not to Say	

ETHNICITY	
Native American and Alaska Native	1
Asian	51
Black or African American	123
Hispanic or Latino	82
Middle East/North Africa	13
Native Hawaiian and Other Pacific Islander	1
White	3
Two or More Races	13
Some Other Race	4

**Oakland Workforce Development Board
2021 Meeting Calendar
Teleconference
8:30am-11:00am**

Thursday - February 4, 2021	Regular Meeting
Friday - March 19, 2021	Executive Committee Meeting
Thursday - May 6, 2021	Regular Meeting
Friday - June 18, 2021	Executive Committee Meeting
Thursday - August 5, 2021	Regular Meeting
Friday - September 17, 2021	Executive Committee Meeting
Thursday - November 4, 2021	Regular Meeting
Friday - December 17, 2021	Executive Committee Meeting

Dates and time subject to change