



**OAKLAND
WORKFORCE DEVELOPMENT BOARD
REGULAR FULL BOARD MEETING**

Thursday, February 6, 2025

8:00 a.m. – 11:00 a.m.

Hearing Room #3

Oakland CA City Hall





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)

FULL BOARD MEETING NOTICE

Thursday, February 6, 2025

8:30 a.m. – 11:00 a.m.

Hearing Room 3

Oakland City Hall

One Frank H. Ogawa Plaza

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: <https://us06web.zoom.us/j/89398087531?pwd=GVXgkyEubNnNUadltAoTPMX5T4tIEs.1> 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>

Join from a PC, Mac, iPad, iPhone or Android device: Please click this URL to join.
<https://us06web.zoom.us/j/89398087531?pwd=GVXgkyEubNnNUadltAoTPMX5T4tIEs.1>

Passcode: 580212

Webinar ID: 893 9808 7531 Passcode: 580212

International numbers available: <https://us06web.zoom.us/j/89398087531?pwd=GVXgkyEubNnNUadltAoTPMX5T4tIEs.1>

COMMENT:

Public comment is not available for remote participation at this time. If you would like to comment on an item remotely, please submit written comments 24 hours in advance by email to owdb@oaklandca.gov or appear in person.

If you have any questions, please email: owdb@oaklandca.gov

OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)

FULL BOARD MEETING NOTICE

City Hall, 1 Frank H. Ogawa Plaza, Oakland, CA
Hearing Room 3

Thursday, February 6, 2025
8:30 a.m. – 11:00 a.m.

AGENDA

Members of the public wishing to address the Board on issues shall complete a Speakers Card. Members of the public who wish to address the Board on published issues should do so at the time the agenda item is being discussed. Issues that the public wishes to address that are not published on the agenda will be heard during the Public Forum section. 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) – November 7, 2024

II. ACTION ITEMS

- a. Approve One-Year Contract Extension for WIOA and Summer Youth Program Providers for FY 2025-26
- b. Approve FY 25-27 Workforce Development Board Strategic Priorities

III. INFORMATIONAL ITEMS

- a. Director’s Report
- b. Performance Report

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 FULL BOARD MEETING

THURSDAY, MAY 1, 2025

8:30 AM-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.

OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)

**Regular Full Board Meeting
Thursday, November 7, 2024
8:30 AM – 11:30 AM**

MINUTES

A motion was presented to appoint **Board Member September Hargrove** as the acting Chair.

Board Member Louis Quindlen moved **Board Member Jason Gumataotao** seconded.

All Ayes Motion Passed

The meeting was called to order by acting **Chair September Hargrove** at 8:44 a.m.

Roll Call

Della Randolph, Rudy Besikof, September Hargrove, Omar Sabeh, Jason Gumataotao, Megan Nazareno, Kim Jones, Louis Quindlen, Aaron Johnson, Ching Wang, Tatiana Newman-Wade, Pete May, Peter Gamez, Ahmed Ali Bob (l), Lee McMurtray (l), Kalpana Oberoi.
(Quorum Established)

Excused: Peter Gamez

Absent: Kalpana Oberoi

Members of the public who wish to address the board on items noticed on the agenda, should complete a speaker card before the agenda item is discussed. Each speaker will have two minutes to speak on the item. Staff will be keeping time and will notify you when your two minutes are complete. Public comment is not available for remote participation. The public may address, items not published on the agenda, during the Public Forum section at the end of the meeting.

Board Member Louis Quindlen approved the agenda.

APPROVAL OF MINUTES - ACTION

Acting Board Chair September Hargrove requested a motion to approve the minutes of August 1, 2024.

Board Member Louis Quindlen moved **Board Member Ching Wang** seconded.

Motion Passed: Kim Jones, Louis Quindlen, Aaron Johnson, Pete May, Ching Wang, Tatiana Newman-Wade, Della Randolph, Rudy Besikof, September Hargrove, Omar Sabah, Jason Gumataotao, Megan Nazareno

Abstention – Omar Sabah, Rudy Besikof

OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)

III.a - INFORMATIONAL

Subject: Priorities Identified by OWDB Members at Board Retreat

David Shinder the planning contractor summarized the top four priorities identified by board members during the June 28, 2024. board meeting.

1. Improve coordination, collaboration and alignment with other systems and programs.
2. Funding agility through a diversified base of resources
3. Improve engagement and relationships with businesses.
4. Establishment of a high integrity data set for the WDB make data-informed decisions.

David stated that additional insight from the OWDB is needed to fully represent the boards views and preferences, as well as to identify partnerships, collaboration offering the greatest opportunities, determine where collaborations is most accessible, target specific improvements with other systems.

Board Member Della Randolph mentioned adding a new strategy focused on unmet needs from the user end, possibly gathering reports from the community to identify issues and highlight areas for improvement, the things that are broken to direct the enhancement of our services.

Board Member Louis Quindlen shared he is involved with the K12 selection committee for Strong Workforce Program (K12- SWP) funding of 29M in Bay Region there were 52 proposals submitted, he noticed that in the proposals there is no discussion on what the WDB is doing in terms of their strategic investments, the things discussed at today's board meeting are missing from the reports. We should be having these discussions to align our programs with the schools funding sources, our programs should align with theirs for a smooth career pathway for the youth. He requested clarification on the local workforce area.

Board Member Rudy Besikof inquired if a gap analysis is recommended to provide information on where the OWDB isn't showing up.

Public Comment: None

Chair Ahmed Ali Bob announced his resignation from the Oakland Workforce Development Board, effective November 8, 2024, in a thoughtful exit speech, he expressed gratitude for the contributions of the staff and board members to the community.

II.a. – ACTION

Conduct Chair, Vice-Chair and Executive Committee Nominations and Elections

Chair Ahmed Ali Bob requested nominations for a Board Chairperson.

OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)

Board Member September Hargrove nominated herself Board Member Louis Quindlen seconded.

All Ayes Motion Passed

Chair Ahmed Ali Bob requested a motion for board Vice-Chairperson

Chair Ahmed Ali Bob nominated Board Member Lee McMurtray
Board Member Rudy Besikof seconded.

All Ayes Motion Passed

II.b. – ACTION

Bay Area Jobs First Collaborative Sub-Regional Alameda County

Chair Ahmed Ali Bob read the recommendation a resolution of the OWDB to execute a grant agreement with the city and county of San Francisco In an amount not to exceed one hundred thousand dollars (\$100,000) to provide services for the Bay Area Jobs First Collaborative Sub-Regional Alameda County Table for FY-2024-2025.

Sofia Navarro Board Director shared background information and summary, requesting that the board accept and approve staff recommendation.

Public Comment: None

Chair Ahmed Ali Bob requested a motion to accept the recommendation for (\$100,000) to provide services for the Bay Area Jobs First Collaborative.

Board Member Della Randolph moved Board Member Ching Wang seconded.

Motion Passed: Lee McMurtray, Ahmed Ali Bob, Aaron Johnson, Megan Nazareno, September Hargrove, Louis Quindlen, Pete May, Ching Wang, Tatiana Newman-Wade, Della Randolph, Rudy Besikof, Omar Sabah, Jason Gumataotao.

II.c. – ACTION

James Irvine Foundation \$25,000 Grant

RECOMMENDATION A Resolution of the Oakland Workforce Development Board (OWDB) Authorizing a Grant Agreement With The James Irvine Foundation In An Amount Not To Exceed Twenty-Five Thousand Dollars (\$25,000) For Capacity Building Initiatives for Fiscal Year 2024-2025.

OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)

Sofia Navarro Board Director shared background information and summary, requesting that the board accept and approve staff recommendation.

Public Comment: None

Board Member Rudy Besikof moved Board Member Louis Quindlen seconded.

Motion Passed: Lee McMurtray, Ahmed Ali Bob, Aaron Johnson, Megan Nazareno, September Hargrove, Louis Quindlen, Pete May, Ching Wang, Tatiana Newman-Wade, Della Randolph, Rudy Besikof, Omar Sabah, Jason Gumataotao.

III b.i INFORMATIONAL

2023-2024 WIOA Program Summary Final Report

Staff Member Dovey read an overall summary for the SYEP, Oakland Fund for Children and Youth (OFCY) partnership with the City of Oakland. The providers are contracted to collect and report data thru CALJOBS. Highlights reported, 603 new participants were served, 76% were enrolled into training, education & work experience, 39% of those who exited achieved employment placement. Training placement or training certificate/credential. The average hourly wage: \$24.14, she shared charts of Participation Summary, participant characteristics, services summary. Charts by gender, age, race, veteran status, and school status.

Public Comment: Michele Clark YEP Director,

Board Member Louis Quindlen mentioned Peralta adult ED consortium “Ability to Benefit” will provide students who don’t have a diploma or GED the opportunity to receive financial aid which will provide a pathway for students toward a career training program.

III b.ii. INFORMATIONAL

Summer Youth Employment Program (SYEP) 2024 Report

Staff Member Dovey introduced LAO Family Committee Development (LAO), Youth Employment Partnership (YEP) and TRYBE each youth provider presented presentations highlighting their programs and experiences. They described efforts, in preparing participants for paid work opportunities, equipping youth with essential workplace tools, job readiness training, fostering youth development, and promoting personal financial growth.

Public Comment: Michele Clark YEP Director, suggested WIB consider developing a universal data system to track jobs, barriers, employability etc. Michele continued stating that the Legislation for violence prevention receives funding to support workforce.

OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)

Ayinde- How can WIB encourage employers to be transparent with their efforts to hire re-entry participants?

III.c - INFORMATIONAL

Draft Film Rebate Program Regulations

Kat Torio Special Event and Film Office stated that the purpose of the film rebate program is to increase the number of film productions occurring within the City, they have developed a skills and training guide after receiving public comments, which will be ready to launch prior to finalizing in December.

Public Comment:

Board Member September Hargrove asked the best way to provide feedback before finalizing?

Board Member Omar Sabeh inquired if incentives could be stacked with other cities.

Board Member Jason Gumataotao questioned the eligibility requirements for students.

IV. Public Comment:

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

V. STAFF REPORTS:

Sofia Navarro Board Director shared that an application was submitted to Employment Development Department for the WIOA 15 Percent Governor's Discretionary Funds, she discussed partnering with other vendors with the highroad training partnerships grant, she concluded with summer jobs, City budget deficit and the mayor's recall.

VI. ANNOUNCEMENTS:

Sofia Navarro Board Director acknowledged the **Chair Ahmed Ali Bob** she presented a plant and a plaque as a gesture of appreciation from staff.

VIII. CLOSING REMARKS & ADJOURNMENT

Meeting was adjourned

OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)

NEXT SCHEDULED FULL BOARD MEETING

**Thursday, February 6, 2025
Hearing Room #3
8:30 AM-11:00 AM**



ITEM. II.a. - ACTION

To: Oakland Workforce Development Board
From: OWDB Staff
Date: February 6, 2025
Re: Approve One-Year Contract Extension for WIOA and Summer Youth Program Providers for FY 2025-26

RECOMMENDATION

OWDB staff recommends extending the contracts of all existing Workforce Innovation and Opportunity Act (WIOA) and Summer Youth Employment Program (SYEP) service providers for an additional one-year period, from July 1, 2025, to June 30, 2026, at current funding levels. The total funding amount for this extension is \$3,642,810, distributed across providers as outlined in **Attachment A**.

This extension will allow staff to focus on designing and executing a comprehensive Request for Proposals (RFP) process for the next contract cycle, ensuring alignment with OWDB's strategic priorities, equity goals, expanded access, and performance accountability.

EXECUTIVE SUMMARY

As of this writing, the Oakland Workforce Development Board (OWDB) is currently finalizing its strategic and local plans, guided by priorities identified during the June 28, 2024, strategic planning session. While key priorities have been identified, they remain under development and are subject to final approval by the OWDB. To ensure continuity of services and allow sufficient time to integrate finalized strategic priorities into future contracts, OWDB staff recommends extending the contracts of all existing WIOA and SYEP service providers for an additional one-year period, from July 1, 2025, to June 30, 2026, at current funding levels. This extension will maintain uninterrupted service delivery for priority populations, including adults, dislocated workers, and youth, while providing staff with the necessary time to design a thoughtful Request for Proposals (RFP) process that aligns with OWDB's strategic goals, equity objectives, and WIOA program requirements.

The existing contracts support a wide range of critical workforce development services, such as adult employment services, dislocated worker re-training programs, youth career exploration and readiness, on-the-job training opportunities, paid internships, industry-specific certifications, and supportive services like transportation and childcare assistance. A snapshot of WIOA providers mid-year performance data is attached as **Attachment B**.

By extending these contracts, the OWDB can ensure that these essential services remain available to the community while staff focuses on finalizing strategic priorities and integrating them into future contracts. This approach will enable the Board to align its workforce development efforts with its long-term vision and ensure that future contracts reflect the community's needs and goals.

Upon approval of this recommendation, OWDB staff will:

1. Execute the one-year contract extension for all current WIOA and SYEP service providers.
2. Initiate the RFP planning process to ensure alignment with OWDB's strategic priorities and equity goals.
3. Work closely with the Board to finalize strategic priorities and integrate them into future contracts.

Attachment A: FY 2025-26 Service Provider Funding Recommendations

Service Provider	Project	Fund	Program Operations	Direct Services		Total FY 2025-26 Contract Amounts
				Training	Support Svcs	
Oakland Private Industry Council	Comprehensive AJCC	WIOA Adult	250,000	94,345	38,000	382,345
		WIOA Dislocated Worker	250,000	83,450	38,000	371,450
	Affiliate AJCC	WIOA Adult	100,000	37,241	15,000	152,241
		WIOA Dislocated Worker	100,000	32,941	15,000	147,941
	One-Stop Operator	WIOA Adult	45,000	-	-	45,000
		WIOA Dislocated Worker	45,000	-	-	45,000
	EASTBAY Works	WIOA Adult	7,830	-	-	7,830
		WIOA Dislocated Worker	7,827	-	-	7,827
		WIOA Youth	7,823	-	-	7,823
		TOTAL	813,480	247,977	106,000	1,167,457
Swords to Plowshares	Specialized AJCC	WIOA Adult	75,000	28,410	11,000	114,410
		WIOA Dislocated Worker	75,000	24,157	11,000	110,157
		TOTAL	150,000	52,567	22,000	224,567
Spanish Speaking Unity Council	Affiliate AJCC	WIOA Adult	100,000	38,741	15,000	153,741
		WIOA Dislocated Worker	100,000	32,941	15,000	147,941
	Youth	WIOA Youth	249,970	-	-	249,970
		TOTAL	449,970	71,682	30,000	551,652
Youth Employment Partnership	Youth	WIOA Youth	249,970			249,970
	SYEP	Various	125,000			125,000
		TOTAL	374,970	-	-	374,970
Black Cultural Zone	Youth	WIOA Youth	71,420			71,420
		TOTAL	71,420	-	-	71,420
Genesys Works Bay Area	Youth	WIOA Youth	178,550			178,550
		TOTAL	178,550	-	-	178,550
Youth Uprising	Youth	WIOA Youth	249,970			249,970
		TOTAL	249,970	-	-	249,970
Trybe	SYEP	Various	12,572			12,572
		TOTAL	12,572	-	-	12,572
Mandela Partners	Specialized AJCC	WIOA Adult	125,000	-	10,000	135,000
		TOTAL	125,000	-	10,000	135,000
Lao Family	Affiliate AJCC	WIOA Adult	100,000	38,741	15,000	153,741
		WIOA Dislocated Worker	100,000	32,941	15,000	147,941
	Youth	WIOA Youth	249,970	-	-	249,970
	SYEP	Various	125,000	-	-	125,000
		TOTAL	574,970	71,682	30,000	676,652

CITY OF OAKLAND
D PROGRAM YEAR WIOA SERVICE PROVIDERS REPO
QUARTER 1 & 2 | 7/1/2024 - 12/31/24 of PY 2024-2025

Black Cultural Zone	Youth
Enrollment Goal	10
New Enrollments	6
Active Enrollments ^①	6
Active in Training ^②	0
Active in Work Experience (WEX)/Internship ^③	0
Credential Attainments	0
Employment Placements	0
Average Wages	-

① Active Enrollments include participants carried forward from previous program years

② Active in Training may include participants from previous program years

③ Active in WEX/Internships may include participants from previous program years

CITY OF OAKLAND
D PROGRAM YEAR WIOA SERVICE PROVIDERS REPO
QUARTER 1 & 2 | 7/1/2024 - 12/31/24 of PY 2024-2025

Genesys Works Bay Area	Youth
Enrollment Goal	25
New Enrollments	0*
Active Enrollments ^①	28
Active in Training ^②	0
Active in Work Experience (WEX)/Internship ^③	22
Credential Attainments	0
Employment Placements	0
Average Wages	-

① Active Enrollments include participants carried forward from previous program years

② Active in Training may include participants from previous program years

③ Active in WEX/Internships may include participants from previous program years

*New enrollments were enrolled in June of 2024 to carry forward to PY 24-25 due to Genesys Works Bay Area

CITY OF OAKLAND
MID PROGRAM YEAR WIOA SERVICE PROVIDERS REPORT
QUARTER 1 & 2 | 7/1/2024 - 12/31/24 of PY 2024-2025

Lao Family Community Development	Adult	Dislocated Worker	Youth
Enrollment Goal	40	10	24
New Enrollments	35	7	24
Active Enrollments ^①	41	9	26
Active in Training ^②	3	2	0
Active in Work Experience (WEX)/Internship ^③	N/A	N/A	24
Credential Attainments	5	0	0
Employment Placements	32	7	4
Average Wages	\$20.30	\$21.46	\$21.21

①Active Enrollments include participants carried forward from previous program years

②Active in Training may include participants from previous program years

③Active in WEX/Internships may include participants from previous program years

CITY OF OAKLAND
D PROGRAM YEAR WIOA SERVICE PROVIDERS REPO
QUARTER 1 & 2 | 7/1/2024 - 12/31/24 of PY 2024-2025

Mandela Partners	Adult
Enrollment Goal	25
New Enrollments	5
Active Enrollments ^①	7
Active in Training ^②	5
Active in Work Experience (WEX)/Internship ^③	8
Credential Attainments	0
Employment Placements	0
Average Wages	-

① Active Enrollments include participants carried forward from previous program years

② Active in Training may include participants from previous program years

③ Active in WEX/Internships may include participants from previous program years

CITY OF OAKLAND
MID PROGRAM YEAR WIOA SERVICE PROVIDERS REPORT
QUARTER 1 & 2 | 7/1/2024 - 12/31/24 of PY 2024-2025

Oakland Private Industry Council	Comprehensive & Affiliate	
	Adult*	Dislocated Worker*
Enrollment Goal	129	128
New Enrollments	61	15
Active Enrollments ^①	178	32
Active in Training ^②	43	22
Credential Attainments	11	5
Employment Placements	12	4
Average Wages	\$26.53	\$32.36

① Active Enrollments include participants carried forward from previous program years

② Active in Training may include participants from previous program years

* Comprehensive and Affiliate disaggregated data is not available at this time

CITY OF OAKLAND
MID PROGRAM YEAR WIOA SERVICE PROVIDERS REPORT
QUARTER 1 & 2 | 7/1/2024 - 12/31/24 of PY 2024-2025

Swords to Plowshares	Adult	Dislocated Worker
Enrollment Goal	15	15
New Enrollments	18	1
Active Enrollments ^①	18	1
Active in Training ^②	3	1
Credential Attainments	0	0
Employment Placements	4	0
Average Wages	\$28.13	-

① Active Enrollments include participants carried forward from previous program years

② Active in Training may include participants from previous program years

CITY OF OAKLAND
MID PROGRAM YEAR WIOA SERVICE PROVIDERS REPORT
QUARTER 1 & 2 | 7/1/2024 - 12/31/24 of PY 2024-2025

Unity Council	Adult	Dislocated Worker	Youth
Enrollment Goal	20	20	35
New Enrollments	11	1	12
Active Enrollments ^①	37	2	33
Active in Training ^②	27	1	2
Active in Work Experience (WEX)/Internship ^③	N/A	N/A	12
Credential Attainments	6	0	4
Employment Placements	7	1	7
Average Wages	\$24.42	\$20.00	\$19.27

① Active Enrollments include participants carried forward from previous program years

② Active in Training may include participants from previous program years

③ Active in WEX/Internships may include participants from previous program years

CITY OF OAKLAND
D PROGRAM YEAR WIOA SERVICE PROVIDERS REPO
QUARTER 1 & 2 | 7/1/2024 - 12/31/24 of PY 2024-2025

Youth Employment Partnership	Youth
Enrollment Goal	35
New Enrollments	15
Active Enrollments ^①	24
Active in Training ^②	0
Active in Work Experience (WEX)/Internship ^③	25
Credential Attainments	8
Employment Placements	1
Average Wages	\$20.34

① Active Enrollments include participants carried forward from previous program years

② Active in Training may include participants from previous program years

③ Active in WEX/Internships may include participants from previous program years

CITY OF OAKLAND
D PROGRAM YEAR WIOA SERVICE PROVIDERS REPO
QUARTER 1 & 2 | 7/1/2024 - 12/31/24 of PY 2024-2025

Youth UpRising	Youth
Enrollment Goal	35
New Enrollments	22
Active Enrollments ^①	22
Active in Training ^②	0
Active in Work Experience (WEX)/Internship ^③	20
Credential Attainments	0
Employment Placements	0
Average Wages	-

① Active Enrollments include participants carried forward from previous program years

② Active in Training may include participants from previous program years

③ Active in WEX/Internships may include participants from previous program years

OAKLAND WORKFORCE DEVELOPMENT BOARD

RESOLUTION NO. 25-

A RESOLUTION OF THE OAKLAND WORKFORCE DEVELOPMENT BOARD (BOARD) APPROVING A ONE-YEAR CONTRACT EXTENSION FOR WORKFORCE INNOVATION AND OPPORTUNITY (WIOA) AND SUMMER YOUTH EMPLOYMENT PROGRAM (SYEP) SERVICE PROVIDERS FOR FY 2025-26 IN THE ESTIMATED AMOUNT OF THREE MILLION SIX HUNDRED FORTY-TWO THOUSAND EIGHT HUNDRED TEN DOLLARS (\$3,642,810)

WHEREAS, the Oakland Workforce Development Board (OWDB or Board) is mandated to oversee the expenditure of federal Workforce Innovation and Opportunity Act of 2014 (WIOA) funding in partnership with the Mayor as local chief elected official in a designated workforce development area such as the City of Oakland (City), and the Mayor has designated the City Administrator to act on the Mayor's behalf on all WIOA administrative matters; and

WHEREAS, the Board's budget is made up of multiple funding streams that support the City's workforce development efforts; and

WHEREAS, the OWDB is committed to advancing workforce development initiatives that align with the strategic priorities of the City of Oakland, including equity, expanded access, and performance accountability; and

WHEREAS, the OWDB is currently finalizing its strategic and local plans, guided by priorities identified during the June 28, 2024, strategic planning session, and these priorities are subject to final approval by the Board; and

WHEREAS, extending the contracts of all existing WIOA and Summer Youth Employment Program (SYEP) service providers for an additional one-year period, from July 1, 2025, to June 30, 2026, at current funding levels, will ensure uninterrupted service delivery for priority populations while allowing OWDB staff to design and execute a comprehensive Request for Proposals (RFP) process for the next contract cycle; and

WHEREAS, these service providers support critical workforce development services, including adult employment services, dislocated worker re-training programs, youth career exploration and readiness, on-the-job training opportunities, paid internships, industry-specific certifications, and supportive services such as transportation assistance and childcare subsidies; and

WHEREAS, the total funding amount for the one-year contract extension is Three Million Six Hundred Forty-Two Thousand Eight Hundred and Ten Dollars (\$3,642,810), distributed across providers as outlined in Attachment A; now, therefore, be it

RESOLVED: That the Board that the Oakland Workforce Development Board hereby approves the one-year contract extension for all existing WIOA and SYEP service providers for FY 2025-26, at current funding levels, as outlined in Attachment A for the period from July 1, 2025, to June 30, 2026; and be it

FURTHER RESOLVED: That the Board hereby that OWDB staff is authorized to execute the contract extensions and initiate the RFP planning process to ensure alignment with the Board’s strategic priorities and equity goals; and be it

FURTHER RESOLVED: That each contract for workforce development activities funded with WIOA Title I formula funds and other funds shall have specific performance benchmarks consistent with WIOA and program regulations, and that the City shall terminate the contract of a service provider that materially fails to meet contract performance, with funds reallocated to existing service providers or an on-call pool; and be it

FURTHER RESOLVED: That the Board is hereby authorized to take any other action with respect to the authorized contracts consistent with the Resolution and its basic purposes, subject to review and approval by the City Attorney’s Office as counsel to the Board.

PASSED BY THE FOLLOWING VOTE:

AYES –

NOES –

ABSENT –

ABSTENTION –

Attachment A: FY 2025-26 Service Provider Funding Recommendations

Service Provider	Project	Fund	Program Operations	Direct Services		Total FY 2025-26 Contract Amounts
				Training	Support Svcs	
Oakland Private Industry Council	Comprehensive AJCC	WIOA Adult	250,000	94,345	38,000	382,345
		WIOA Dislocated Worker	250,000	83,450	38,000	371,450
	Affiliate AJCC	WIOA Adult	100,000	37,241	15,000	152,241
		WIOA Dislocated Worker	100,000	32,941	15,000	147,941
	One-Stop Operator	WIOA Adult	45,000	-	-	45,000
		WIOA Dislocated Worker	45,000	-	-	45,000
	EASTBAY Works	WIOA Adult	7,830	-	-	7,830
		WIOA Dislocated Worker	7,827	-	-	7,827
		WIOA Youth	7,823	-	-	7,823
		TOTAL	813,480	247,977	106,000	1,167,457
Swords to Plowshares	Specialized AJCC	WIOA Adult	75,000	28,410	11,000	114,410
		WIOA Dislocated Worker	75,000	24,157	11,000	110,157
		TOTAL	150,000	52,567	22,000	224,567
Spanish Speaking Unity Council	Affiliate AJCC	WIOA Adult	100,000	38,741	15,000	153,741
		WIOA Dislocated Worker	100,000	32,941	15,000	147,941
	Youth	WIOA Youth	249,970	-	-	249,970
		TOTAL	449,970	71,682	30,000	551,652
Youth Employment Partnership	Youth	WIOA Youth	249,970			249,970
	SYEP	Various	125,000			125,000
		TOTAL	374,970	-	-	374,970
Black Cultural Zone	Youth	WIOA Youth	71,420			71,420
		TOTAL	71,420	-	-	71,420
Genesys Works Bay Area	Youth	WIOA Youth	178,550			178,550
		TOTAL	178,550	-	-	178,550
Youth Uprising	Youth	WIOA Youth	249,970			249,970
		TOTAL	249,970	-	-	249,970
Trybe	SYEP	Various	12,572			12,572
		TOTAL	12,572	-	-	12,572
Mandela Partners	Specialized AJCC	WIOA Adult	125,000	-	10,000	135,000
		TOTAL	125,000	-	10,000	135,000
Lao Family	Affiliate AJCC	WIOA Adult	100,000	38,741	15,000	153,741
		WIOA Dislocated Worker	100,000	32,941	15,000	147,941
	Youth	WIOA Youth	249,970	-	-	249,970
	SYEP	Various	125,000	-	-	125,000
		TOTAL	574,970	71,682	30,000	676,652



ITEM. IIb - ACTION

To: Oakland Workforce Development Board
From: David K. Shinder
Date: February 6, 2025
Re: Approve FY 25-27 Workforce Development Board Strategic Priorities

RECOMMENDATION

A recommendation approving the FY 25-27 Oakland Workforce Development Board (OWDB) Strategic Priorities.

The approval of the strategic priorities will allow OWDB staff to move forward with the planning and development of the 2025-2026 OWDB staff work plan and will ensure alignment with the next Request for Proposal.

INTRODUCTION AND OVERVIEW

Members of the City of Oakland Workforce Development (OWDB) gathered in late June 2024 to engage in discussions about matters crucial to the workforce development system that they oversee and the customers that they serve: individuals seeking employment and career opportunities and businesses searching for a ready supply of talent to support their operations. As a result of these discussions, the board identified key issues that are not only pertinent to its work but hold the potential to promote positive change for workforce programs, the individuals they serve, and the communities where they exist. These issues were evaluated by members, who considered their importance, urgency, and likely impact. Those with the greatest potential for accelerating improvement were selected as the OWDB's strategic priorities for the two-year period from February 2025 through March 2027. The strategic priorities will guide not only actions of the board in carrying out its traditional responsibilities with respect to establishing policy and providing oversight but will fuel its development of strategic initiatives and actions to address critical workforce and labor market challenges in Oakland.

Premise for Adoption of Strategic Priorities

OWDB members are committed to fulfill the responsibilities to which they are assigned by federal workforce development legislation. However, board members are also keenly aware of the many challenges facing Oakland, local businesses, and city residents, and recognize the many opportunities that exist to improve workforce opportunities for job seekers and to build a supply of job ready workers for local employers. This realization is the basis for OWDB's establishment of specific priorities that it will use to strengthen economic and workforce opportunities in Oakland with the cooperation and support of a host of local, regional, and state-level partners and stakeholders. Some of the facts and circumstances that have shaped the board's position on the adoption of priorities include:

Needs Outstrip Resources

Discussions are commonplace within the city about insufficient resources being available to meet workforce development and labor market needs. While federal funding is provided to Oakland each year by the California Employment Development Department, board members, city staff, and partners understand that current employment and training resources are not at a level close to what is needed to make appreciable differences for workers and industry. The board is committed to increasing financial resources for workforce development programs and services.

Opportunities Exist

Despite the challenges that exist for local job seekers and businesses, many opportunities also exist. More training can be made available to better prepare residents to compete for in-demand, career track jobs; a job ready workforce can be used a tool to retain businesses and to attract companies to Oakland; and organizations focused on the economy, public safety, health and wellbeing, education, and community development can work together to make Oakland a better place to live, work, and do business.

There is Significant Local Expertise

Oakland is home to educators, entrepreneurs, activists, business leaders, innovators, and experts in all arenas. While membership of OWDB is diverse and includes representation from a wide array of disciplines, the board recognizes that input, advisement, and support from outside organizations and individuals will enhance its efforts to make local workforce programs more effective.

Acknowledging Priorities is Essential to Improvement

While the temptation is great to try to address every issue affecting workforce and economic opportunities, the board has acted with appropriate restraint by choosing to devote its efforts to addressing a limited set of priorities. OWDB is intent on creating change and achieving results over the next two years.

Objectives

In considering and, ultimately, selecting its strategic priorities for Oakland's workforce development system, three central themes emerged: **access, quality, and impact.**

Increase Service Availability

To ensure that Oakland residents and businesses most in need of services can access those services, they must be as widely available as possible. This requires that information be broadcast through a variety of channels, that messaging is clear, and that it can be easily understood by its target audience. Creating access also suggests that service delivery must be customer-centered, be offered at locations that are convenient to customers, during schedules that are convenient for them, and in various formats that appeal to a diverse constituency, including online availability.

Improve Service Quality

To produce results that OWDB desires from the workforce programs it oversees, the content and delivery of services must be of the highest quality. Programs must provide the full range of services needed by customers and embody strategies to reduce barriers to participation, employment, job retention, and career

development. Services provided by the local workforce system should enable job seekers to pursue a path to self-sufficiency and, ultimately, prosperity. Services for business customers must address a full range of workforce needs from recruitment of skilled and job ready candidates to employee retention, as well as upskilling for their existing workforce.

Strengthen Outcomes

The quantifiable impact of local workforce programs should be felt in communities, seen by businesses, and contribute to overall progress in the city. Programs and services must demonstrate that they result in certifications for in-demand careers, as well as employment in good jobs with clear career advancement potential. For the workforce system's business customers, strong outcomes must be equally demonstrable, exemplified by businesses' successful recruitment of workers, satisfaction with the pool of job candidates, economic resilience, profitably, and the ability to succeed within a competitive market.

Approach

OWDB's theory of change is evident in its premise for establishing a set of strategic priorities. To take full advantage of opportunities, addressing key challenges is critical. The board's approach to transforming its priorities into desired results will require the deployment of proven strategies, focus on key objectives, and development of initiatives and actions that can be measured tracked and evaluated.

Strategies and Focus

For each of the priorities established by the workforce development board, broad strategies have been identified to help to frame the actions necessary to achieve objectives inherent in the priorities and to provide focus for the work of board members, staff, and partners will undertake.

Action Plan

In support of its priorities and the strategies to be used to address them, OWDB will develop an action plan outlining specific projects, initiatives, and activities to be implemented and, in many cases, completed within a two-year timeframe.

PRIORITIES AND KEY STRATEGIES

During the workforce development board's strategic planning session, OWDB members discussed a wide range of issues affecting job seekers and businesses in the City of Oakland, along with topics related to services needed to address economic and labor market challenges and take full advantage of opportunities. While dozens of key concerns were discussed, ultimately, the board sought to prioritize these issues. Four themes emerged as OWDB's priorities for further examination, planning, and action. These are:

- Improved coordination, collaboration, and alignment with other systems and programs
- Funding agility through a diversified base of resources
- Improved engagement and relationships with businesses
- Establishment of a high integrity data set

Discussion among the board members also touched upon or suggested strategies that OWDB, workforce development management and staff, local stakeholders, and others might utilize to effectively address these priorities.

1. **Improved Coordination, Collaboration, and Alignment with Other Systems and Programs**

Building off the successes of collective impact models, OWDB seeks to establish, maintain, and strengthen purpose-driven partnerships with organizations and programs that provide services that complement those of the board and that offer potential to improve outcomes and increase impact.

Strategies and Focus

To achieve better alignment with education, business development, social services, and other local systems and organizations, efforts will be focused to achieve the following:

A. Improve Awareness

OWDB seeks to improve local and regional awareness of its programs by potential job seeker customers (including individuals from key target populations), businesses and industry leaders, and stakeholder of all types. Promotion of information about OWDB should highlight the board's relationships and alignment with a wide range of organizations, programs, and service delivery systems in Oakland and throughout the East Bay.

B. Increase Access

To collaborate effectively with other organizations, OWDB programs must be accessible to the businesses and job seekers, who are primary customers. Partners must have confidence that the workforce development system functions effectively and that services are easily accessible to individuals that they refer or that may be jointly served.

C. Expand Resources

Through collaboration and alignment with other systems and programs, OWDB seeks to connect its customers to services that enhance and supplement those that it provides. For job seekers, these might include educational programs, job-specific training, scholarships, stipends, internships, housing, transportation assistance, childcare, healthcare, and other services and support. For businesses, services may include information and support on financing, lowering costs, and connecting to other resources available through public and private organizations.

D. Communicate Value

Messaging about workforce development programs must communicate their benefits, emphasizing outcomes and unique opportunities that they provide. It should highlight access that workforce system customers have to other programs and resources and to OWDB's business partners. For business customers, the workforce system's proximity to a wide range of public programs and resources may help to communicate its value.

E. Strengthen Impact

OWDB is committed to assisting more individuals and businesses that need the services that it provides. In addition, the board seeks better outcomes for its customers, such as placements in good quality jobs, offering various benefits along with the potential for

advancement. For businesses, the board strives to provide a better prepared pool of workers, who bring occupational and work readiness skills that enable companies to thrive. Coordination with others will bring resources, services, and expertise that will strengthen outcomes and the positive impact of OWDB programs throughout the city.

2. **Funding Agility through A Diversified Base of Resources**

OWDB members and all workforce system stakeholders recognize that the federal Workforce Innovation and Opportunity Act (WIOA) funds received by the city each year are not sufficient to meet local needs and that the program is limited in who it serves and the types of services that can be provided. The annual WIOA allocation to the city could be used more effectively and would have a greater impact if these resources were supplemented by additional funding and if grants were secured that would provide the workforce system greater flexibility in terms of the services and support it provides and the populations it serves.

Strategies and Focus

Initiatives in support of this strategic priority will include those that expand capacity, the types of services that are available, distribution of resources, and funding.

A. Increase Capacity

To increase the impact of workforce development programs and services, scale is critical. It is important that the board's programs be able to serve as many people as possible. It is also crucial that the services provided are sufficient in their intensity to reduce barriers to employment, and position job seekers to compete for good jobs.

B. Expand the Range of Services

Ideally, workforce programs and services should respond to customers' needs for services and reflect their individual circumstances and goals. However, the WIOA-funded programs that OWDB oversees limit both who can be served and what services are available. Securing diverse funding from an array of public and private sources could expand flexibility and the range of services provided by the local workforce system.

C. Saturate Communities with Resources

Many of the city's communities need comprehensive resources to develop greater resiliency and to meet head on the full range challenges they face. OWDB should work with its partners to develop comprehensive strategies for assembling and deploying the resources communities need.

D. Secure Joint Funding

By collaborating with local stakeholders on grant and funding opportunities, the board may not only improve the competitiveness of its proposals but may also increase opportunities for collaboration under joint venture projects. Such collaboration is likely to increase resources available to OWDB customers.

3. **Improved Engagement and Relationships with Businesses**

All evidence suggests that OWDB's programs are most successful when they are designed and implemented in partnership with business. The workforce system must implement strategies to fully and effectively engage businesses of all types and sizes in the workforce system so that individuals looking for work can be prepared to succeed on the job and advance in the careers with companies that are critical to the stability and success of the local economy.

Strategies and Focus

The board intends to develop and implement strategies that actively and effectively engage local businesses as strategic partners in development of the local workforce. The principal focus of OWDB's work on this priority will include the following:

A. Become the First Choice for Business

Many organizations, both public and private, operate within the workforce development space and target business as a primary customer. OWDB must identify, articulate, and broadcast those aspects of its services and approaches that make it the best choice for business.

B. Prioritize Key Sectors

The board should focus on industries that drive prosperity, job creation, and economic opportunity for Oakland residents. At the same time, OWDB should identify how it will support small businesses, which are critically important to the economic health of the city.

C. Local Focus

While job seekers participating in OWDB career services and training programs may be placed at businesses throughout the Bay Area, the board's engagement with business should be primarily focused on local enterprises, as the city is uniquely invested in their success.

D. Customized Services

The board should develop a comprehensive business engagement strategy that includes how it will communicate to businesses about the workforce development system's capacity to customize solutions to meet their specific needs.

4. Establishment of a High Integrity Data Sets

Board members need a wide range of data to make informed decisions about allocation of funds, evaluation of program performance, investments in workforce initiatives, and more. Data collected in and reported through the statewide CalJOBS system provides much of the information needed by the board, but may not represent the full range of data necessary to make critical decisions. OWDB must first determine the precise data essential to fulfill its responsibilities and addressing its priorities, and, next, identify the best available sources of reliable data.

Strategies and Focus

The board's work on this priority will be concentrated on the following research and activities:

A. Source Reliable Data

A scan of available workforce development, career and technical education, labor market, economic, and related data sources should be completed, and results should be provided to the board for review.

B. Implement Data Review and Analysis Processes

WIOA-specific data available through CalJOBS, along with data related to the WIOA performance measures, may dominate the board's data review processes. Board members should work closely with management and staff to identify the types of data and analysis that the board needs to inform its actions.

C. Utilize Trusted Data to Inform Decisions

Following actions to identify the types of data needed and available data sources, the board should decide on what data it will utilize to make decisions.

IMPLEMENTATION AND OVERSIGHT OF STRATEGIC INITIATIVES AND ACTIONS

Actions to implement strategies identified by OWDB to address its workforce priorities will require broad-based support from several groups and constituencies. Clearly defined roles for key contributors in developing plans, taking action, tracking progress, and evaluating outcomes will be critical to achievement of goals inherent in the board's priorities. Structures and processes to support this work include the following.

Organization and Oversight of Strategic Priority Initiatives

With the identification and broadcasting of its strategic priorities, OWDB is poised to set into motion an action plan that tasks board members, OWDB managers and staff, contractors, partners, and various stakeholders with responsibilities for research, information gathering and data collection, analysis, project development and implementation, reporting, evaluation, and more. Principal parties to this work and main areas of responsibility include:

Workforce Development Board

OWDB's oversight and policy making authority empowers the board to set priorities for Oakland's federally funded workforce programs. With the adoption of its two-year strategic priorities, OWDB assumes responsibility for ensuring its plans are implemented, tracked, and evaluated. This work could, conceivably, be accomplished by the board within the context of its quarterly meetings and those of its Executive Committee. However, to promote achievement of the best results in connection with its strategic priorities, OWDB reserves the right to establish ad hoc committees of the board or workgroups, which could include both OWDB members and non-members that represent organizations that are uniquely positioned to support the board's priorities, strategies, and related initiatives. A single ad hoc committee or workgroup could be established to support OWDB's 2025-2027 priorities, or the board could opt to form multiple groups, each of which would address one or more priorities.

Management and Staff Support

The Workforce Development Board's Executive Director, managers, and staff will play a crucial role in the implementation of strategic initiatives and activities, and in tracking and reporting on their progress and outcomes. One of the core benefits of the WDB's focus on strategic priorities will be staff's ability to connect the outcomes of initiatives to essential elements of their work, including procurement of service providers, monitoring and evaluation of program quality, establishment of local performance metrics, development of new models for delivering services to job seekers and businesses, and modernization of existing services and strategies.

Leveraging Available Expertise

One of the City of Oakland's principal assets is the abundance of local talent in workforce, community, and economic development, along with education, business assistance, and social services. To develop, implement, and support its strategic initiatives, the board should consider how best to engage local experts in planning and projects.

Action Plan

OWDB will lead the development of a two-year strategic priorities action plan, which will serve as its primary resource for recording the specific projects and activities to be used to address its priorities and their associated strategies. The action plan will plot starting points and planned outcome dates for strategic initiatives and actions over 24 months, and will be updated quarterly to reflect progress, changes, and accomplishments. The workforce development board, along with staff and any workgroups it assigns, will utilize the action plan to review and assess work in meeting challenges and leveraging opportunities associated with its strategic priorities.