



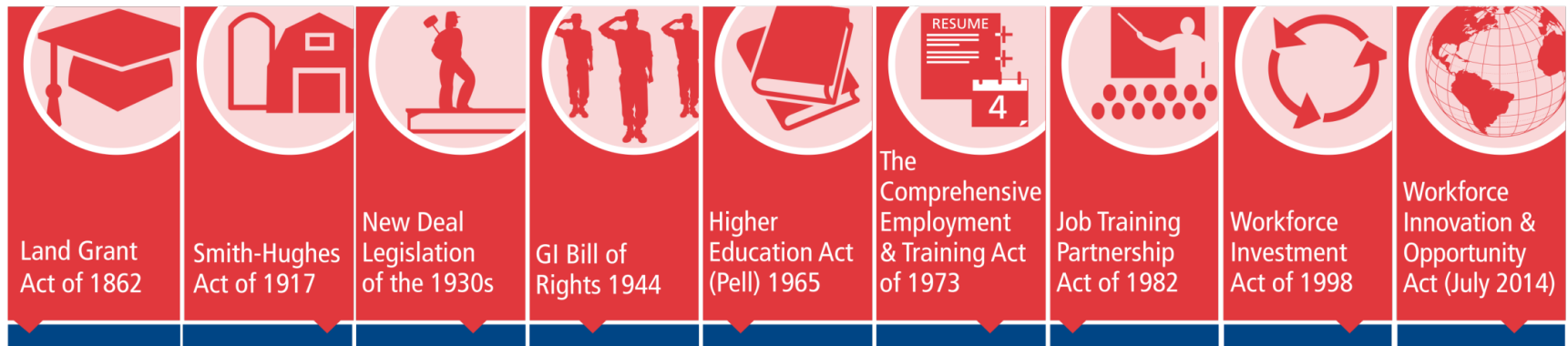
Oakland Workforce Development Board (OWDB)

Feedback Session for Workforce Innovation & Opportunity Act (WIOA) FY 2019-2022 Request for Proposals (RFPs)

Monday, December 3, 2018

Oakland City Hall – Hearing Room 4

Workforce Innovation & Opportunity Act (WIOA)



The purpose of WIOA is to better align the workforce system with education and economic development in an effort to create a collective response to economic and labor market challenges on the national, state, and local levels.



WIOA Principles

- ❑ Accountability and alignment of training programs to support development of in-demand skills
- ❑ Encouraging regional partnerships among industry, educators, worker representatives, nonprofits, and the workforce system
- ❑ Career pathways (Request for information from education, DOL, HHS)
- ❑ Priority Interventions: focus on long-term unemployed, veterans, apprenticeship, on-the-job training (OJT)
- ❑ Innovation & Pilot Programs

WIOA – Major Components

- ❑ State Plans (unified or combined)
- ❑ Board Composition Changes
- ❑ Industry Sector Partnerships
- ❑ Planning Regions
- ❑ Performance Measures, including Employer Measure
- ❑ One-Stop Operator selection
- ❑ Changes in Youth funding requirements
- ❑ Career Pathways
- ❑ Shared Infrastructure spending

WIOA Funding

U.S. Department of Labor (DOL)



California Labor and Workforce Development Agency



California Workforce Development Board (CWDB) = Policy Advisor



Employment Development Department (EDD) = Administrative Agency



45 local workforce boards (California)

Role of Local Elected Officials

Local Area Designation

- ❑ First 2 years
 - Do you want to be a local area?
 - Have you met performance & maintained fiscal integrity?

Board Member Appointments

- ❑ Critical to the success of the Board and to the success of the workforce development “system”

Fiscal Agent

- ❑ Names the fiscal agent

In appointing the board, the Chief Local Elected Official:

Shall Include

- Business (51%)
- Workforce – Labor (20%)
- Adult Education and Literacy
- Higher Education
- Government & Economic Development
- Wagner-Peyser
- Vocational Rehabilitation

May Include

- Community Based Organizations
- Youth Organizations
- Transportation
- Housing Specialists
- Philanthropic Organizations

Local Workforce Board Activities

Local Unified Plan

**Career Pathway
Development**

**Negotiation of
Local
Performance**

**Accessibility for
Individuals with
Disabilities**

**Workforce
Research / LMI
Analysis**

**Proven &
Promising
Practices**

**Coordination with
Education
Providers**

**Staff Hiring &
Qualifications**

**Convening /
Brokering /
Leveraging**

Technology

**Selection of
Operators**

Training

**Employer
Engagement**

**Program
Oversight**

**Budget &
Administration**

Career Services

3 What's (Objectives)

- Fostering “demand-driven skills attainment”
- Enabling upward mobility (especially for populations with barriers to employment)
- Aligning, coordinating, and integrating programs and services

7 How's (Strategies)

- Sector Strategies
- Career Pathways
- Utilizing “Earn and Learn” Strategies
- Organizing Regionally
- Providing Supportive Services
- Building Cross-System Data Capacity
- Integrating Services and Braiding Resources

OWDB Vision & Mission

VISION

The City of Oakland's businesses and residents will enjoy a thriving and resilient economy that creates an abundance of opportunities leading to broadly shared, equitable, and sustainable prosperity.

MISSION STATEMENT

The Oakland Workforce Development Board mobilizes leaders from business, economic development, education, labor, community-based organizations, and public agencies to align resources and investments for residents who need assistance with developing skills that help expand access to high-quality jobs and careers offering income mobility.

Strategic Plan: Goals & Strategies

In partnership with business, economic development, education, labor, and community-based organizations, for each domain, OWDB to lead efforts in developing work plans to execute strategies in around the articulated goals each of the following domains:

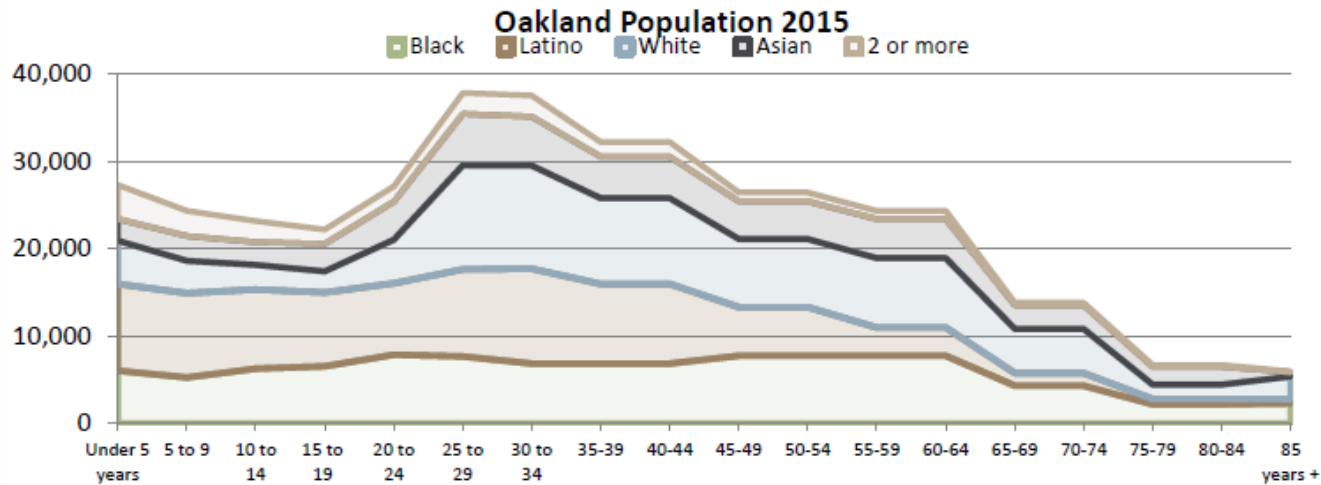
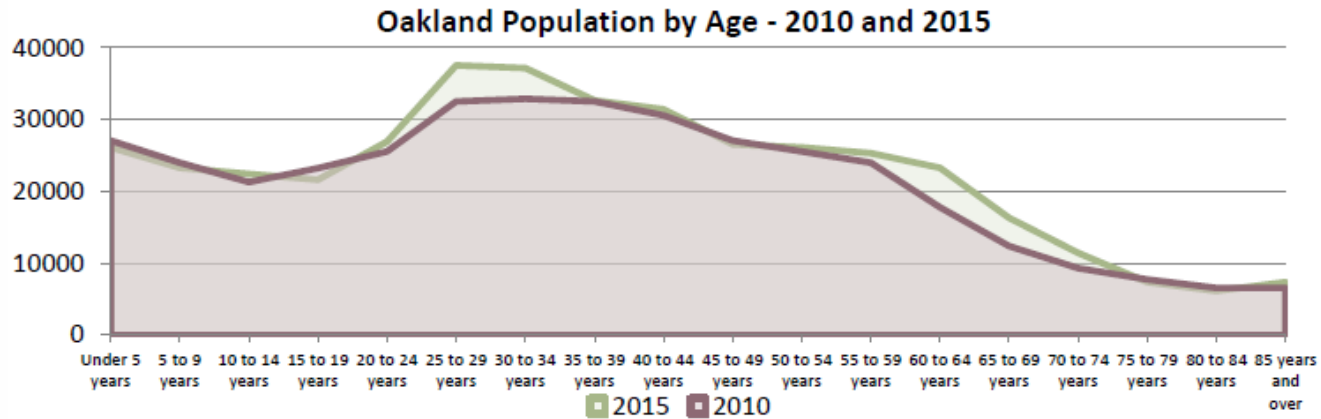
- ❑ Business Services
- ❑ Adult Services
- ❑ Youth Services
- ❑ Workforce System

Source Documents Supporting RFP

A partial listing of plans & reports being used to support the FY 2019-2022 RFP development process:

- ❑ OWDB Strategic Plan (2017-2020)
- ❑ East Bay Regional Strategic Plan (2017-2020)
- ❑ City of Oakland Economic Development Strategy (2018-2020)
- ❑ City of Oakland Resiliency Playbook
- ❑ My Brother's Keeper Local Action Plan – Oakland (2016)
- ❑ City of Oakland Equity Indicators Report
- ❑ And many more...

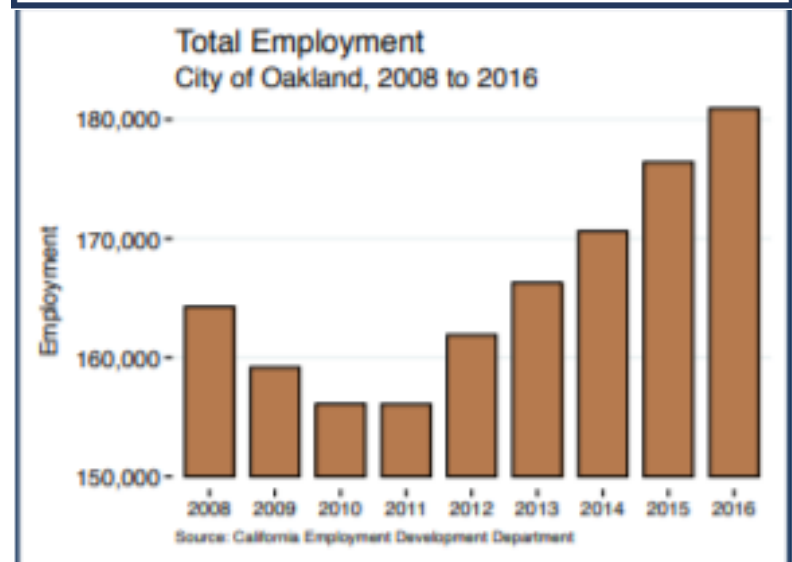
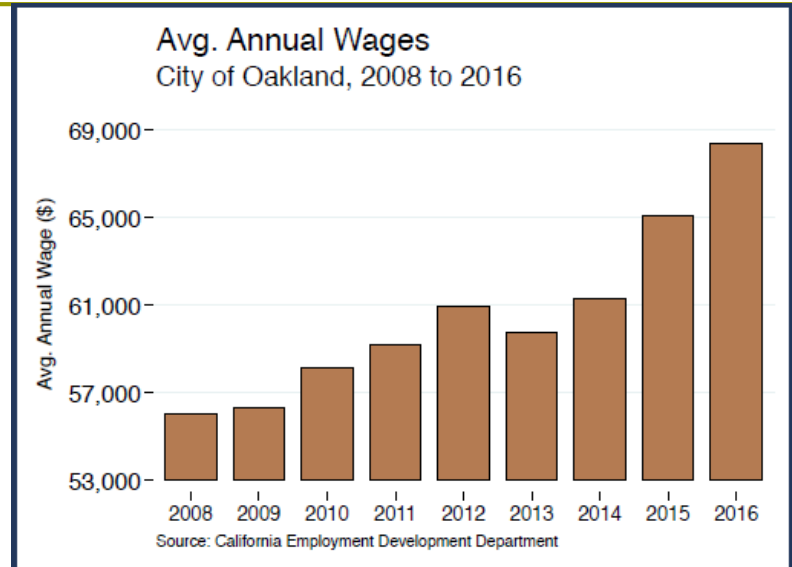
City of Oakland Demographics



Graphs courtesy of Oakland Fund for Children & Youth (OFCY)

Oakland Employment & Wages

- Continuing to add jobs
- Total employment increased 2.6% from 2015-2016
- Citywide unemployment rate at time of report was 6.3% (now 3.6%)
- Wages increasing
- Housing-related labor shortage



Priority Industry Sectors 2017-2020

Regional (East Bay) Sectors

- ❑ Advanced Manufacturing
- ❑ Healthcare
- ❑ Information
Communication
Technology (ICT)
- ❑ Transportation &
Logistics

Local (Oakland) Sectors

- ❑ Construction
- ❑ Government
- ❑ Leisure and Hospitality

Employment By Industry

Industry Employment City of Oakland, 2016

Industry	Employment (000s)	Annual Growth		Location Quotient*
		City (%)	County (%)	
Health Care	36.9	+2.4	+3.2	3.0
Leisure and Hospitality	17.7	+2.6	+4.7	2.1
Prof, Sci, Tech, and Mgmt	16.2	+2.1	-3.1	1.6
Transport/Warehouse/Util	11.8	-0.6	-0.1	3.6
Admin Support	11.5	+8.9	+2.1	2.3
Retail Trade	10.9	-1.8	+1.9	1.3
Fin. Svcs. and Real Estate	10.3	+1.8	+11.5	3.0
Other Svcs.	8.9	+4.8	+3.0	2.6
NR/Construction	7.2	+4.9	+6.8	1.4
Manufacturing	6.5	-3.5	+4.2	0.7
Wholesale Trade	6.2	+2.3	+1.2	1.4
Education	6.2	+6.4	+1.4	3.4
Information	3.4	+6.7	+28.5	1.6
Total Private	153.9	+2.5	+3.2	-
Government	27.1	+2.9	+3.1	-
Total	180.9	+2.6	+3.1	-

Source: California Employment Development Department

*Measures the concentration of an industry in the City of Oakland relative to the concentration of the industry in Alameda County.

Average Wages by Industry City of Oakland, 2016

Industry	Avg. Wage (\$000s)	Annual Growth		City vs. County (%)*
		City (%)	County (%)	
Information	136.3	+19.3	+17.4	-12.5
Fin. Svcs. and Real Estate	103.8	-1.6	+10.9	+16.2
Prof, Sci, Tech, and Mgmt	100.5	+1.1	-5.0	-13.8
Wholesale Trade	87.6	+3.5	+4.6	+11.2
NR/Construction	80.3	+5.0	+3.5	+3.5
Manufacturing	77.9	+0.3	+3.2	-13.0
Transport/Warehouse/Util	71.0	+9.0	+3.5	+4.3
Health Care	63.9	+7.9	+2.6	+6.2
Education	48.2	+4.3	+3.5	+17.3
Other Svcs.	45.4	+5.3	+5.5	+3.9
Retail Trade	39.9	+3.2	-1.5	+8.0
Leisure and Hospitality	39.6	+11.5	+7.3	+29.2
Admin Support	38.5	-0.4	+2.1	-14.6
Total Private	66.8	+4.8	+2.3	-4.1
Government	77.5	+6.5	+2.7	+8.9
Total	68.4	+5.1	+2.5	-3.0

Source: California Employment Development Department, QCEW

*Industry Wage relative to the Avg. Annual Wage for the Industry in Alameda County.



Oakland Equity Indicators



MEASURING CHANGE TOWARD
GREATER EQUITY IN OAKLAND

Economy: Employment - Labor Force Participation

Score: 72 Ratio: 1.27

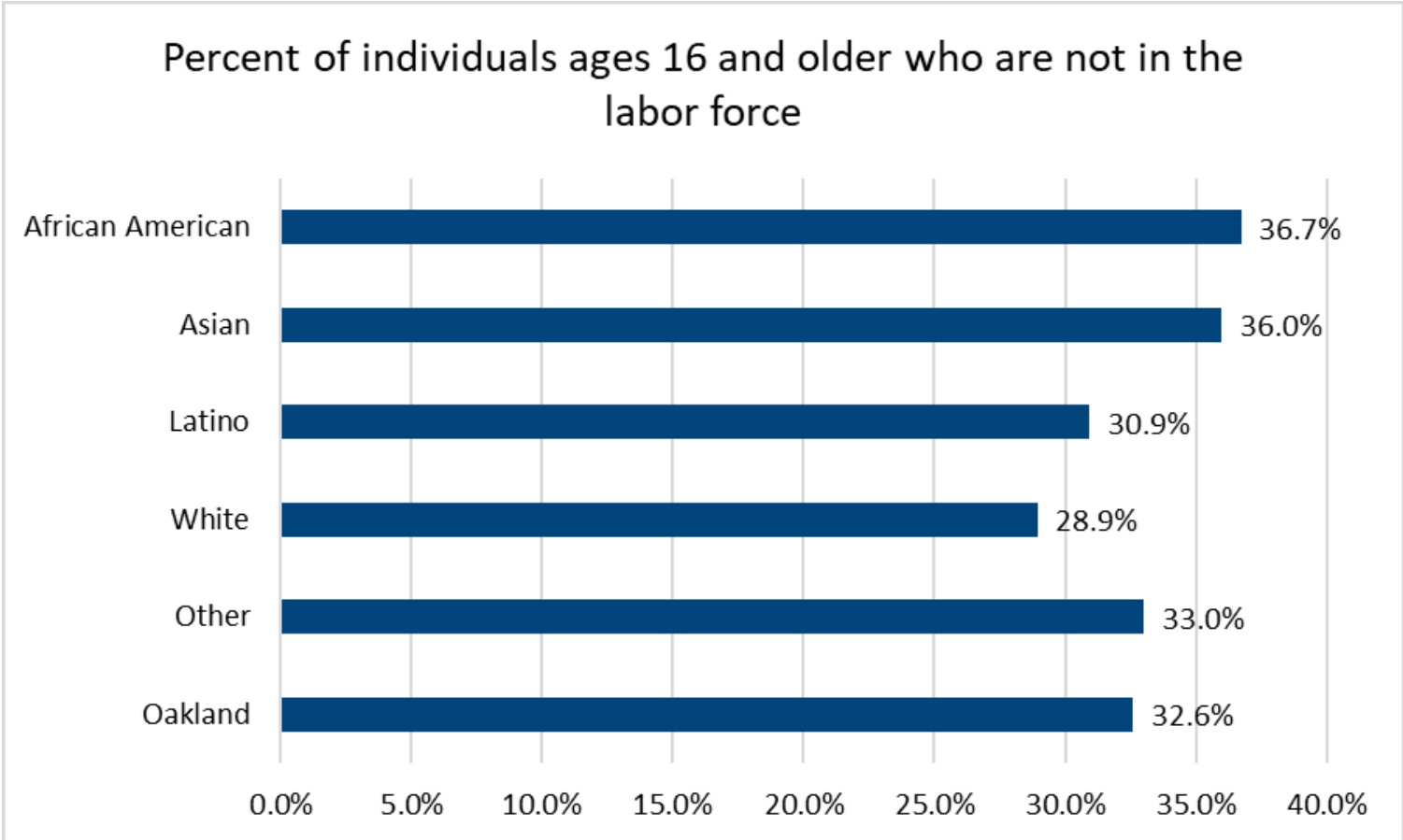
Ratio between the percent of African Americans and Whites who are not participating in the labor force

What is measured?

This Indicator measures the percent of the population aged 16 and older who are neither working nor looking for work.

Why is this important?

Labor force participation is an important Indicator because unemployment statistics do not capture all individuals who are not working.



Economy: Employment - Unemployment

Score: 40 Ratio: 2.12

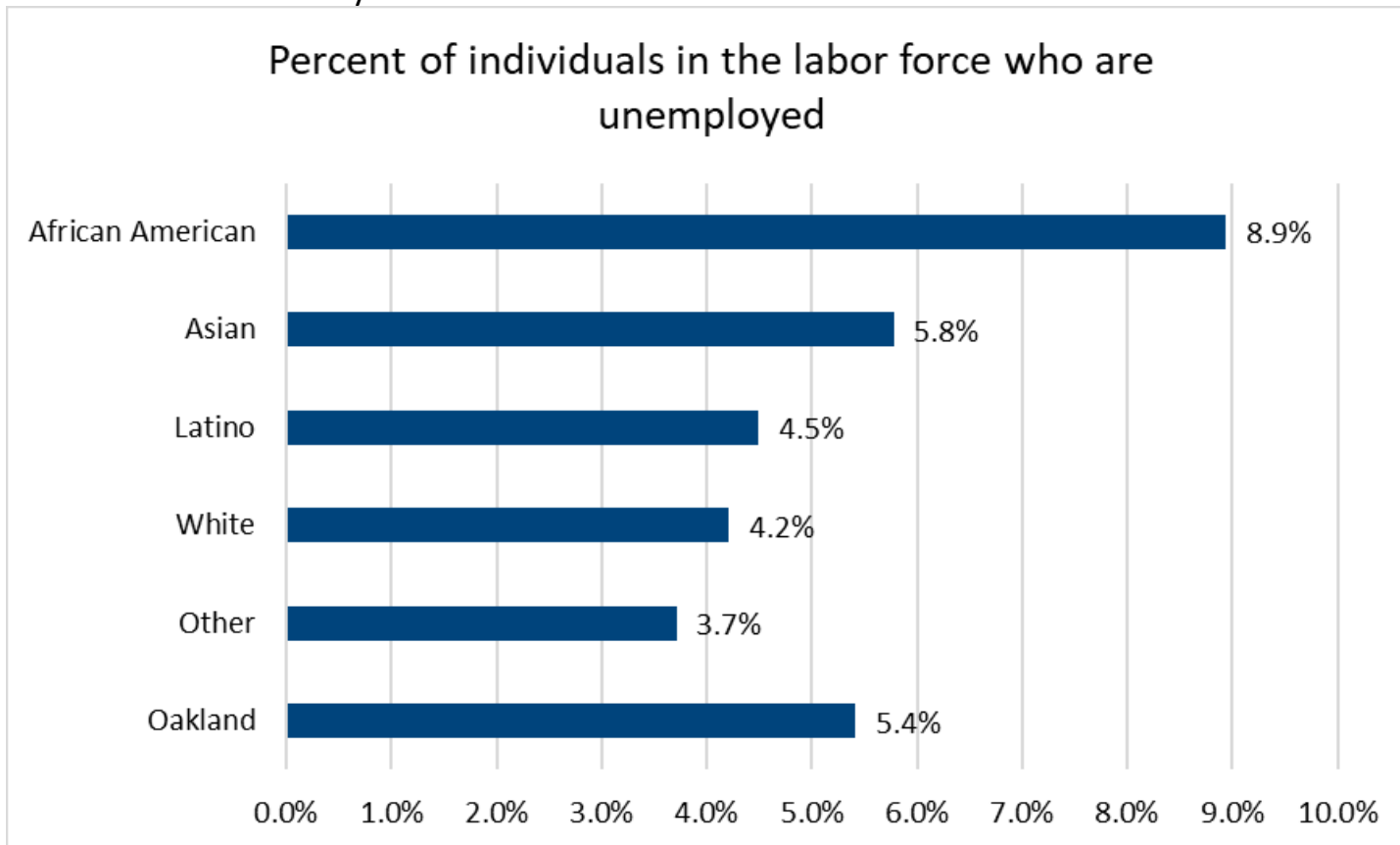
Ratio between the unemployment rates for African Americans and Whites

What is measured?

Unemployment is measured by the percent of the labor force that is unemployed. The labor force includes all individuals aged 16 and older who are either employed or unemployed and looking for work.

Why is this important?

Employment provides the means to participate in the economy and reduces the likelihood of living in poverty. Nationally, unemployment rates are higher among African Americans than their White counterparts. Furthermore, the African American unemployment rate rose more than the rate for Whites during the Great Recession and has been slower to fall as the economy has recovered.



Economy: Financial Health - Median Household Income

Score: 34 Ratio: 2.93

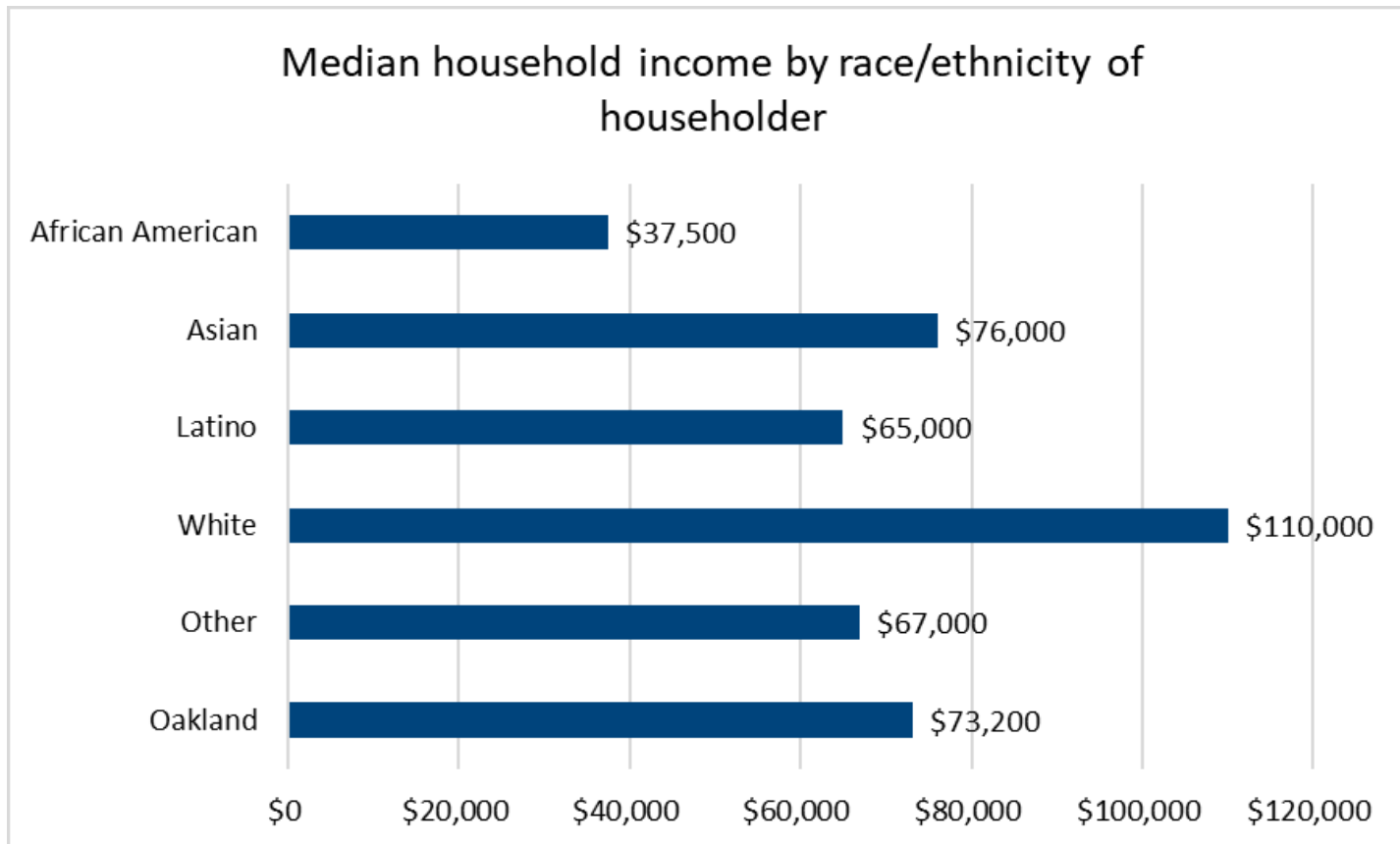
Ratio between the median incomes for White and African American households

What is measured?

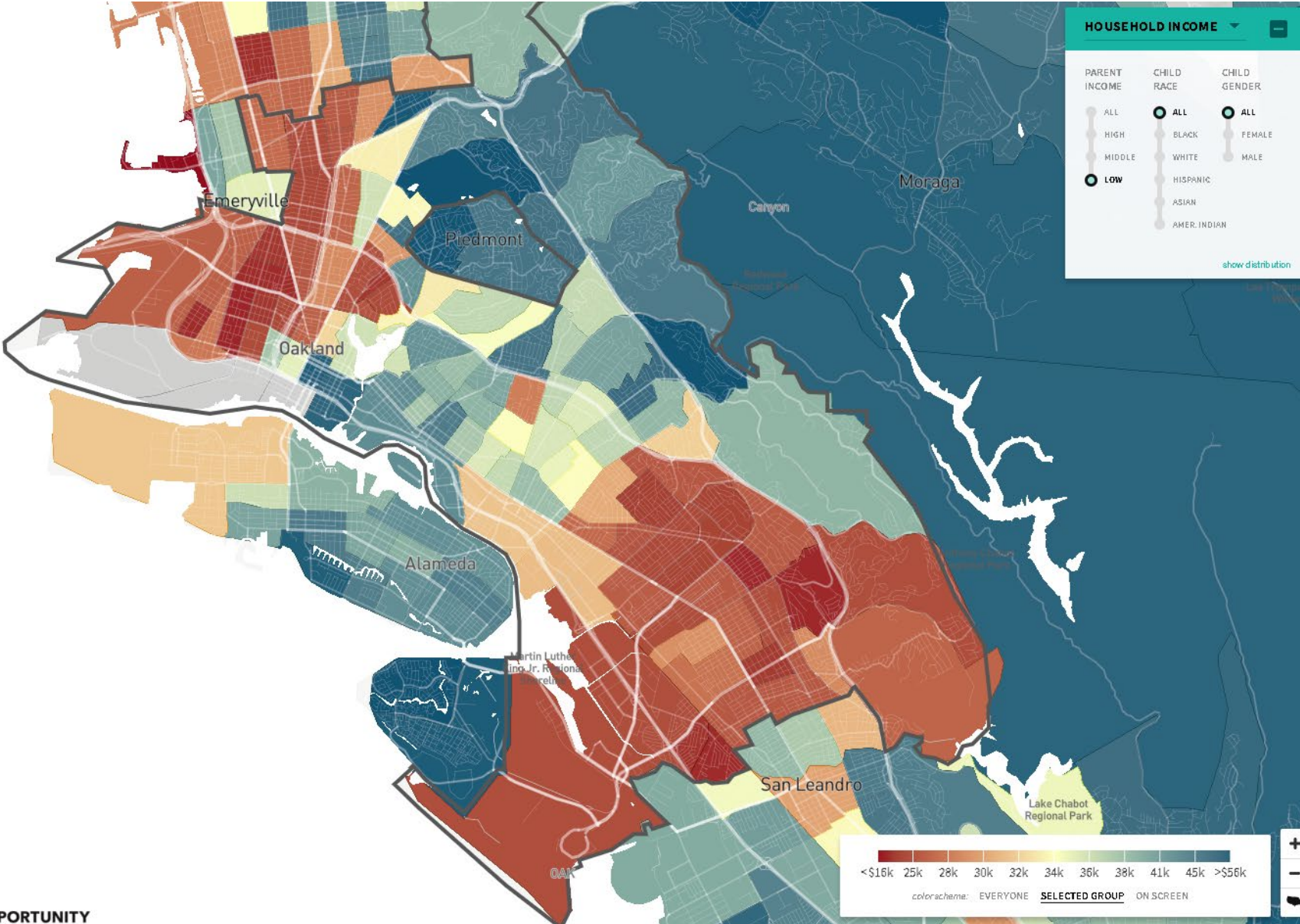
This Indicator measures median household income by the race/ethnicity of householders.

Why is this important?

Median household income is a measure often used by economists to capture how a typical household is faring in a particular area. It is also used to guide certain public policies, including the eligibility requirements for affordable housing. Income is directly tied to many other economic indicators, including poverty, unemployment, educational attainment, and job quality. Differences in median household income may point to disparities in these and other areas.



Oakland Household Income 2015



Economy: Financial Health - Poverty

Score: 33 Ratio: 3.09

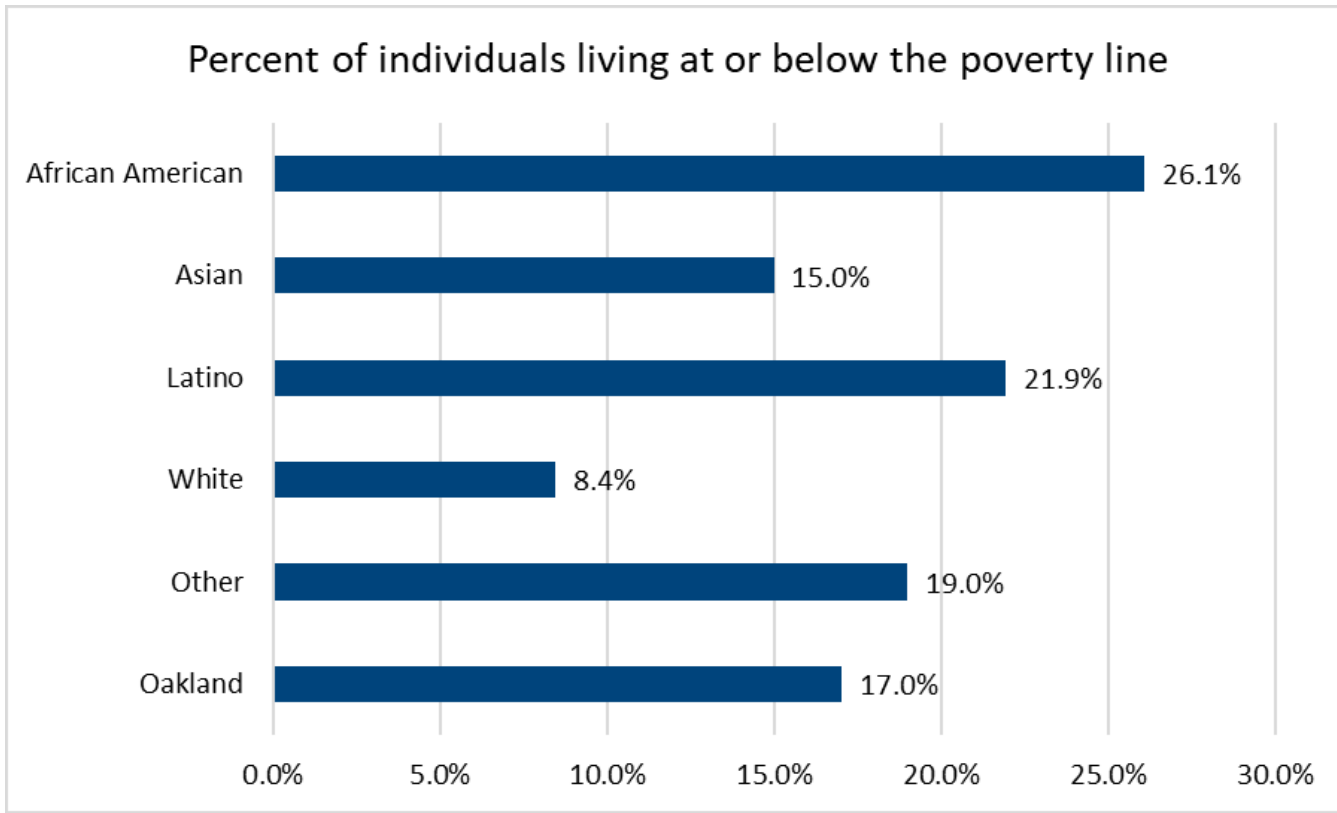
Ratio between the percent of African Americans and Whites who are living in poverty

What is measured?

This Indicator measures the percent of the population living at or below the federal poverty level, as defined by the U.S. Department of Health and Human Services.

Why is this important?

Individuals and families living in poverty struggle financially but also forego basic necessities in order to make ends meet. Individuals living in poverty may experience hunger, live in low-quality housing, and decide not to seek medical care. Intergenerational poverty can further limit access to opportunity and economic mobility. In addition, when poverty is concentrated geographically, the negative effects on health and wellbeing are compounded at the neighborhood and community level.



Economy: Job Quality - Employment in High Wage Industries

Score: 54 Ratio: 1.65

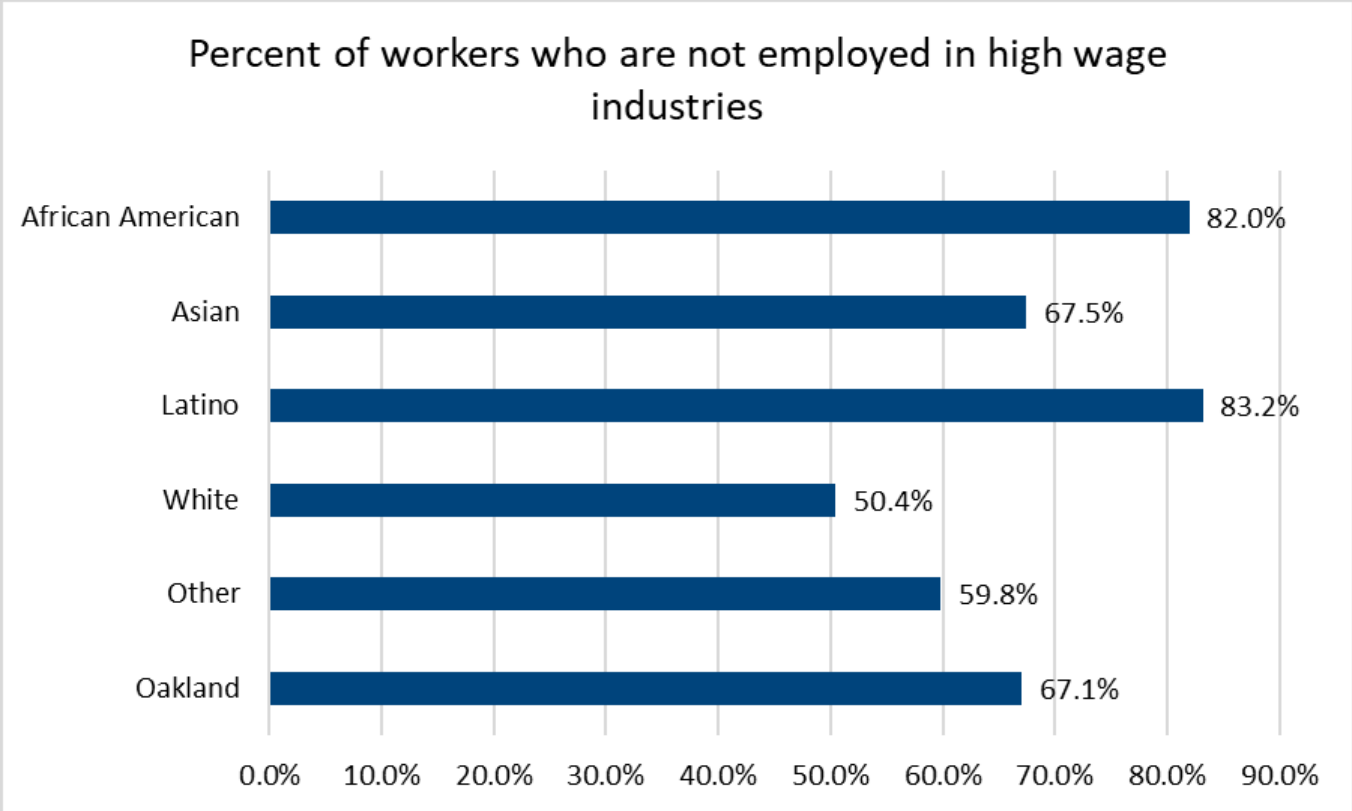
Ratio between the percent of Latino and White workers who are not employed in high wage industries

What is measured?

This Indicator is measured by the percent of employed individuals who are not employed in industries with a mean annual wage of at least \$80,000.

Why is this important?

Employment in high wage industries is an important measure of what kinds of jobs are accessible to individuals of different racial and ethnic groups. Limited access to jobs in high wage industries may be due to several factors, including a mismatch between available jobs and required education or training, discrimination, and other limiting factors that may also contribute to differences in access to quality jobs and overall employment rates.



Economy: Job Quality - Living Wage

Score: 29 Ratio: 3.79

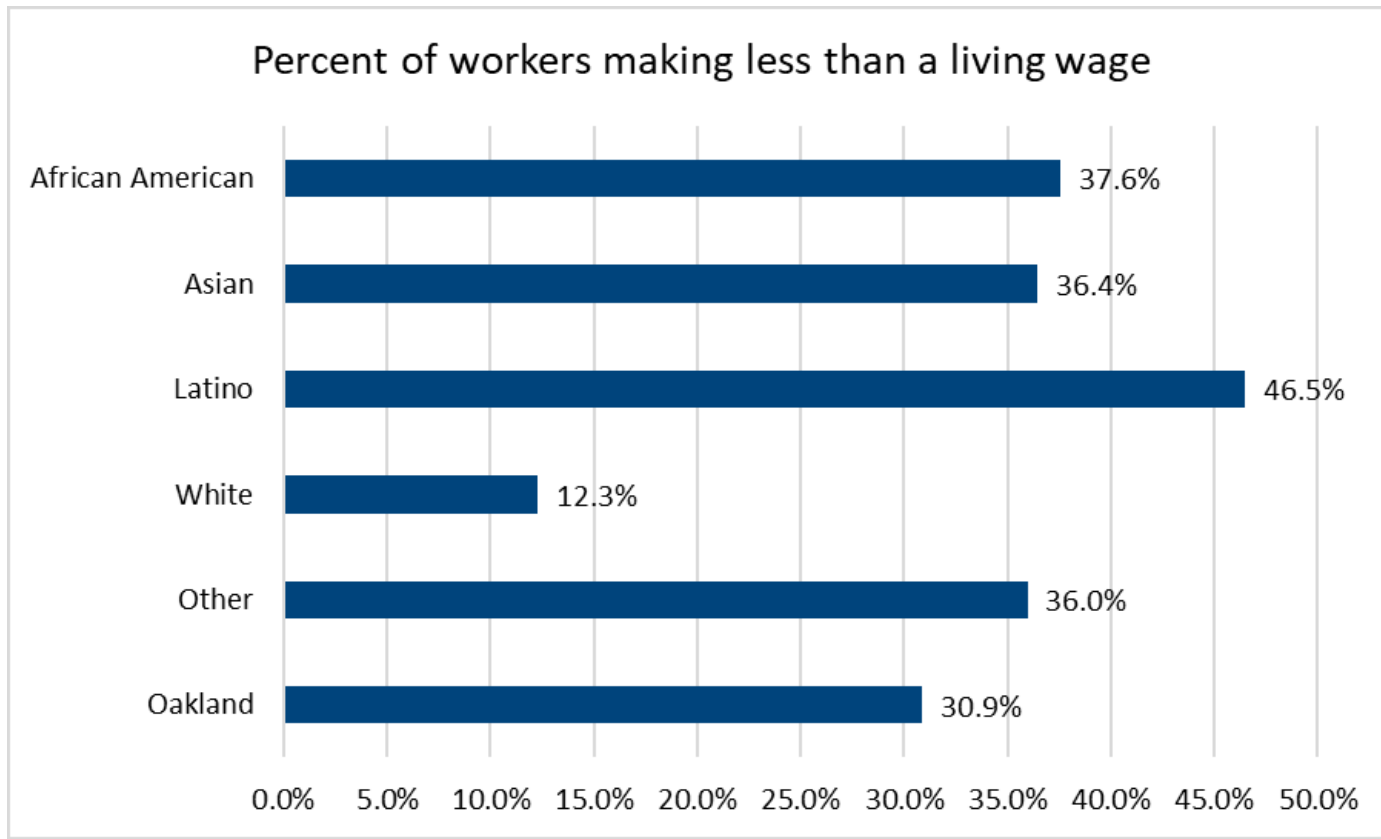
Ratio between the percents of Latino and White workers who make less than the living wage

What is measured?

This Indicator measures the hourly wage for all workers ages 16 and older and compares it to the 2016 Oakland living wage (\$14.86 per hour). Hourly wages are calculated by dividing the total person's earnings by the product of the weeks worked and the usual hours worked per week during the past 12 months.

Why is this important?

Living wage is the wage that is necessary to maintain a typical standard of living in a particular place. It is the minimum income that represents the fine line between financial independence and the need to seek out public assistance. Living wage standards are sometimes set by local government to take into account higher costs of living, and they are higher than the state or federal minimum wage.



Economy: Job Quality- Participation in Workforce Development Programs

Score: 72 Ratio: 1.27

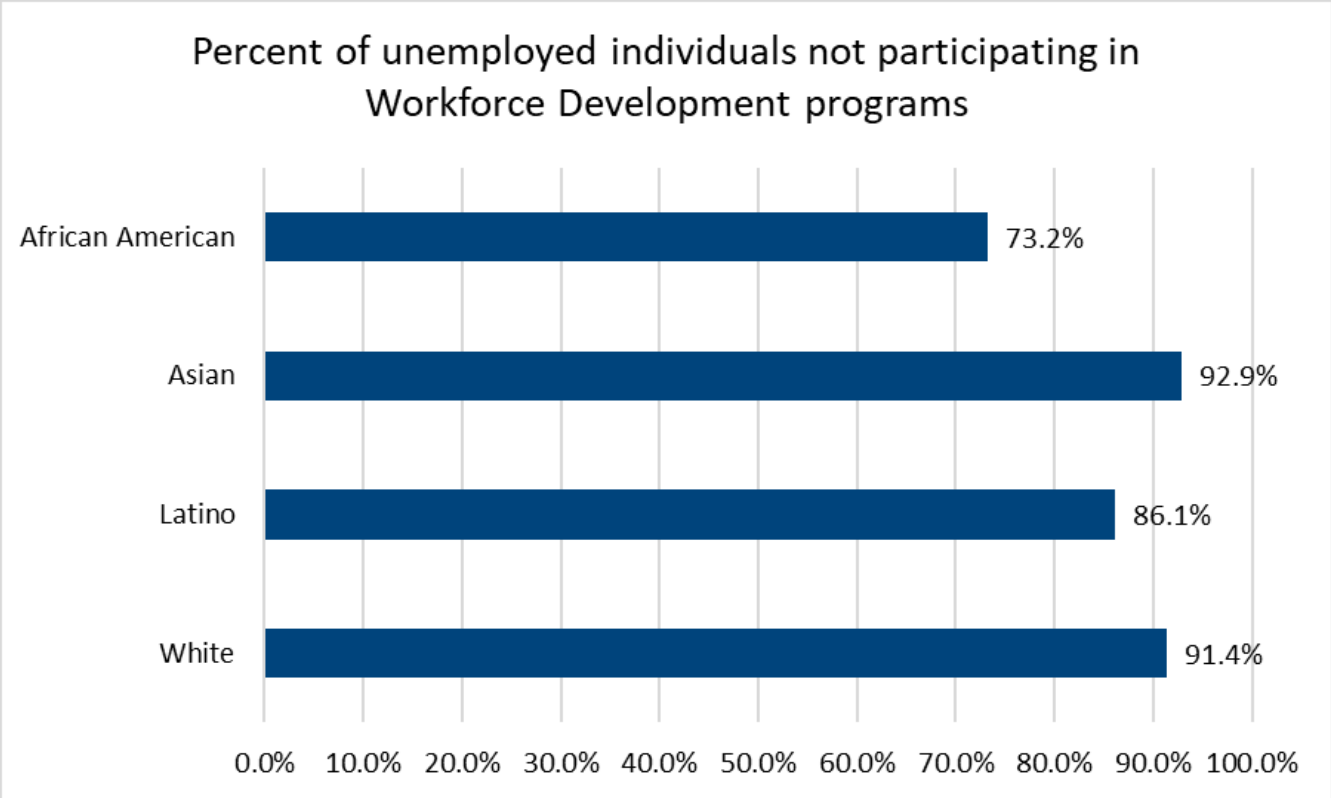
Ratio between the percent of unemployed Asian and African American Oaklanders who did not participate in the City’s Workforce Development Program

What is measured?

This Indicator measures the percent of the unemployed population (ages 16 and up) in Oakland by race/ethnicity who *did not* participate in the City of Oakland’s Workforce Development program between 7/1/2016 and 6/30/2017. The percent that *did* participate for each race/ethnicity is calculated by dividing number of participants of that race/ethnicity by the number of unemployed people in the labor force in Oakland of that race/ethnicity.

Why is this important?

The City of Oakland’s Workforce Development programs are a resource for job seekers. Job seekers are assigned a case worker and given supports to secure a job (such as a comprehensive assessment and individual employment plan).



Economy: Employment - Disconnected Youth

Score: 35 Ratio: 2.80

Ratio between the percent of African American and Asian youth who are disconnected

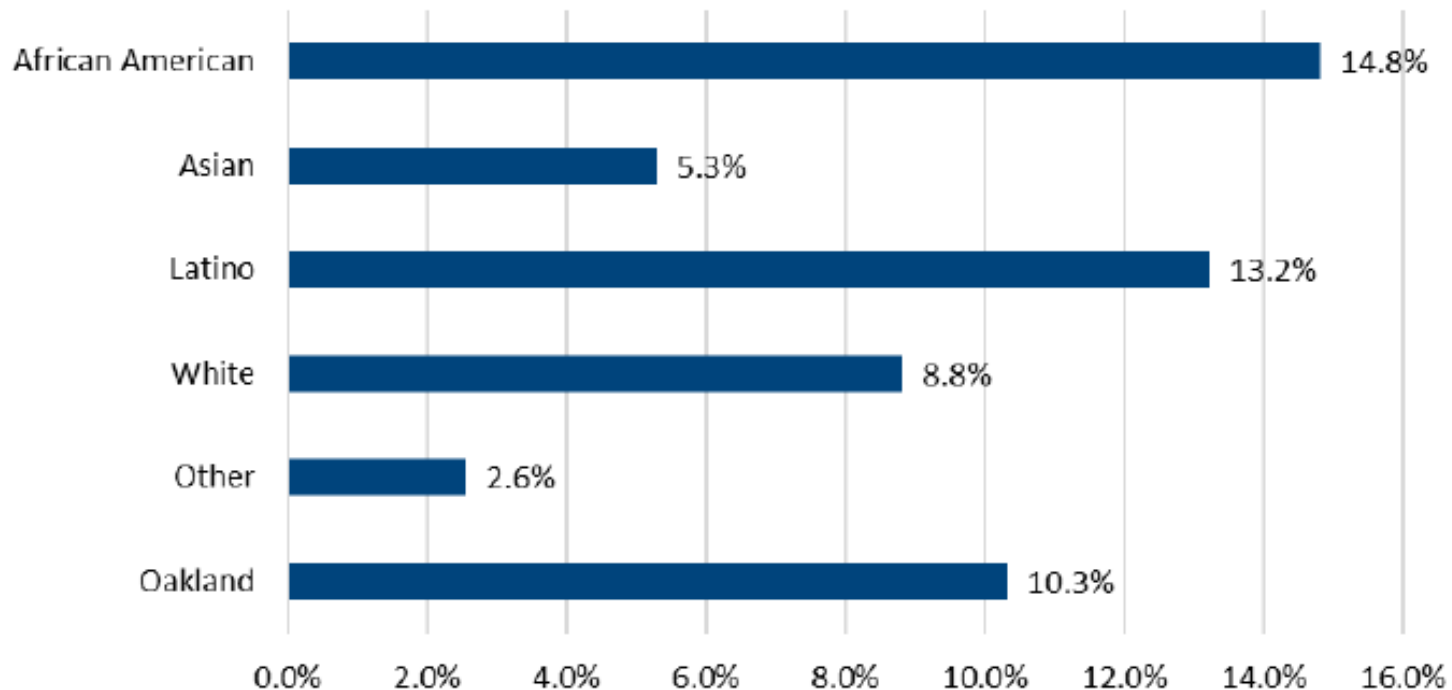
What is measured?

Youth are considered disconnected if they are out of work and out of school. This indicator measures the percent of the population aged 16-24 who are neither working nor in school.

Why is this important?

Between the ages of 16-24, young people are in transition between youth and adulthood, developing the education, networks, confidence, and social-emotional skills to handle stress and prepare for adult independence.

Percent of youth ages 16-24 who are out-of-work and out-of-school

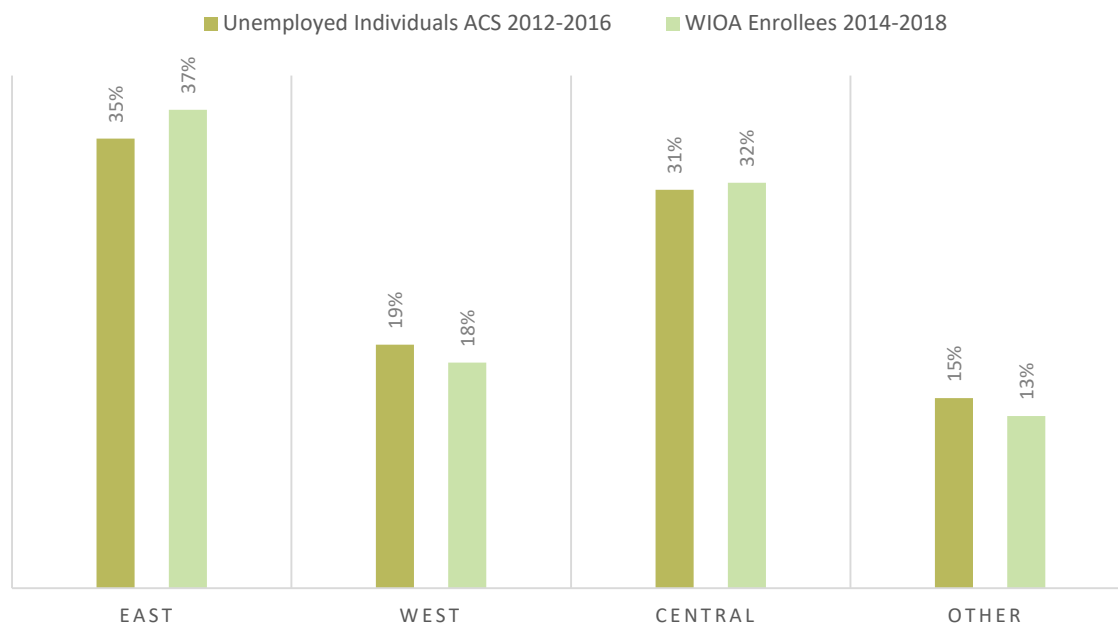


OWDB Data



WIOA Enrollments (2014-2018)

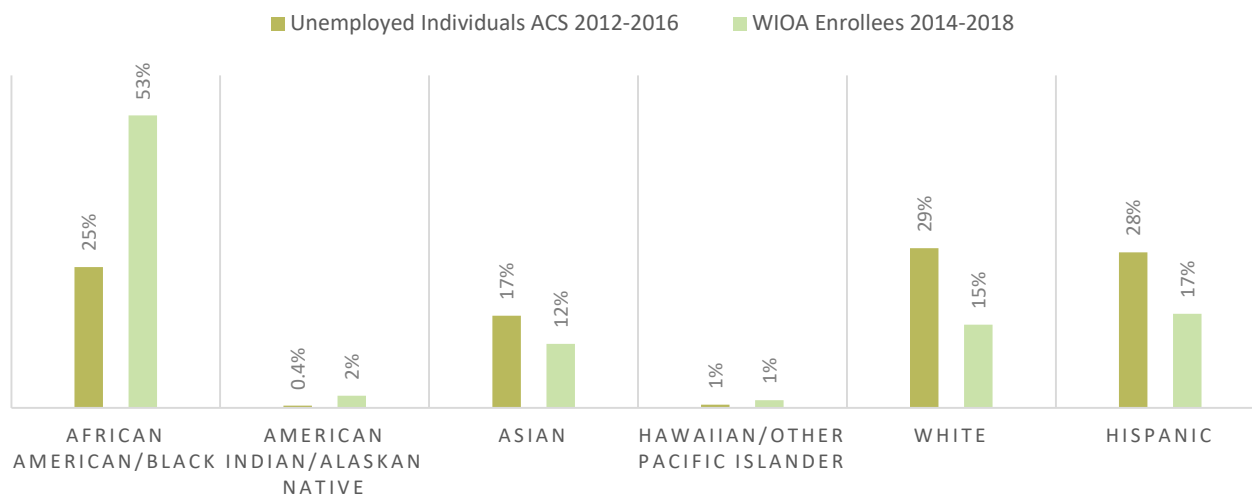
WIOA ENROLLMENTS BY AREA OF OAKLAND



	Unemployed Individuals ACS 2012-2016		WIOA Enrollees 2014-2018	
		%		%
East	7,646	35%	1,086	37%
West	4,143	19%	512	18%
Central	6,777	31%	921	32%
Other	3,232	15%	391	13%
Totals	21,798	100%	2,910	100%

WIOA Enrollments (2014-2018)

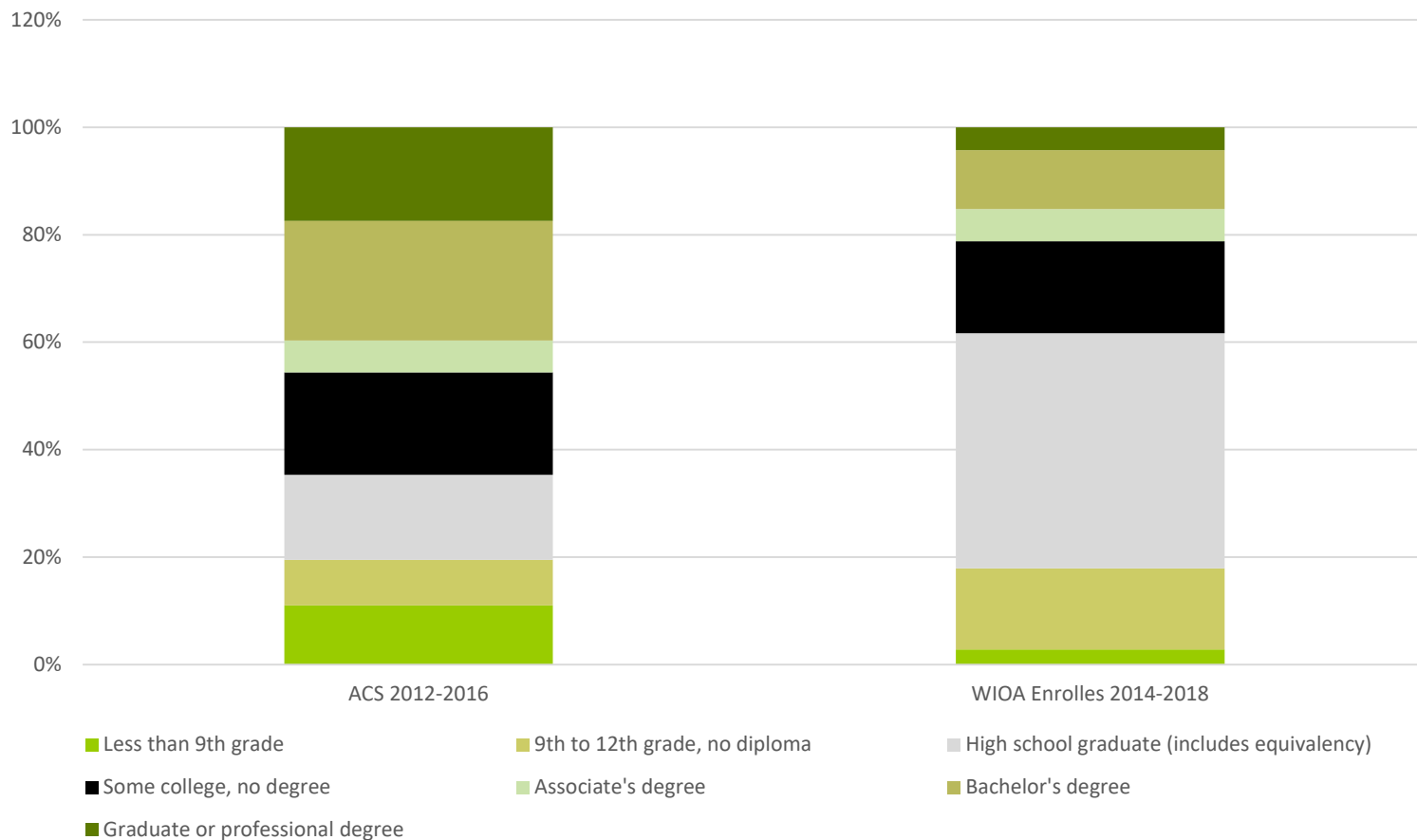
WIOA ENROLLMENTS BY RACE



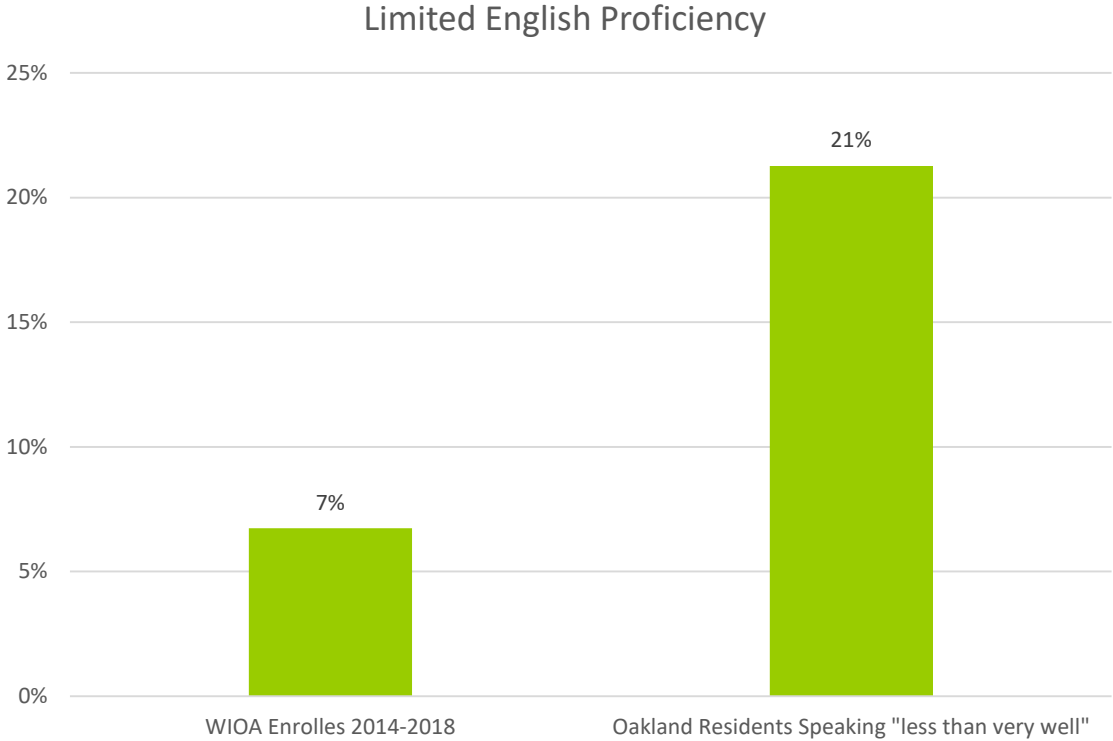
	Unemployed Individuals ACS 2012-2016		WIOA Enrollees 2014-2018	
		%		%
African American/Black	99,471	53%	2,132	25%
American Indian/Alaskan Native	1,592	2%	89	0.4%
Asian	65,223	12%	467	17%
Hawaiian/Other Pacific Islander	2,278	1%	58	1%
White	112,685	15%	608	29%
Hispanic	109,919	17%	686	28%
Totals	391,168	100%	4,040	100%

WIOA Enrollments (2014-2018)

Educational Attainment

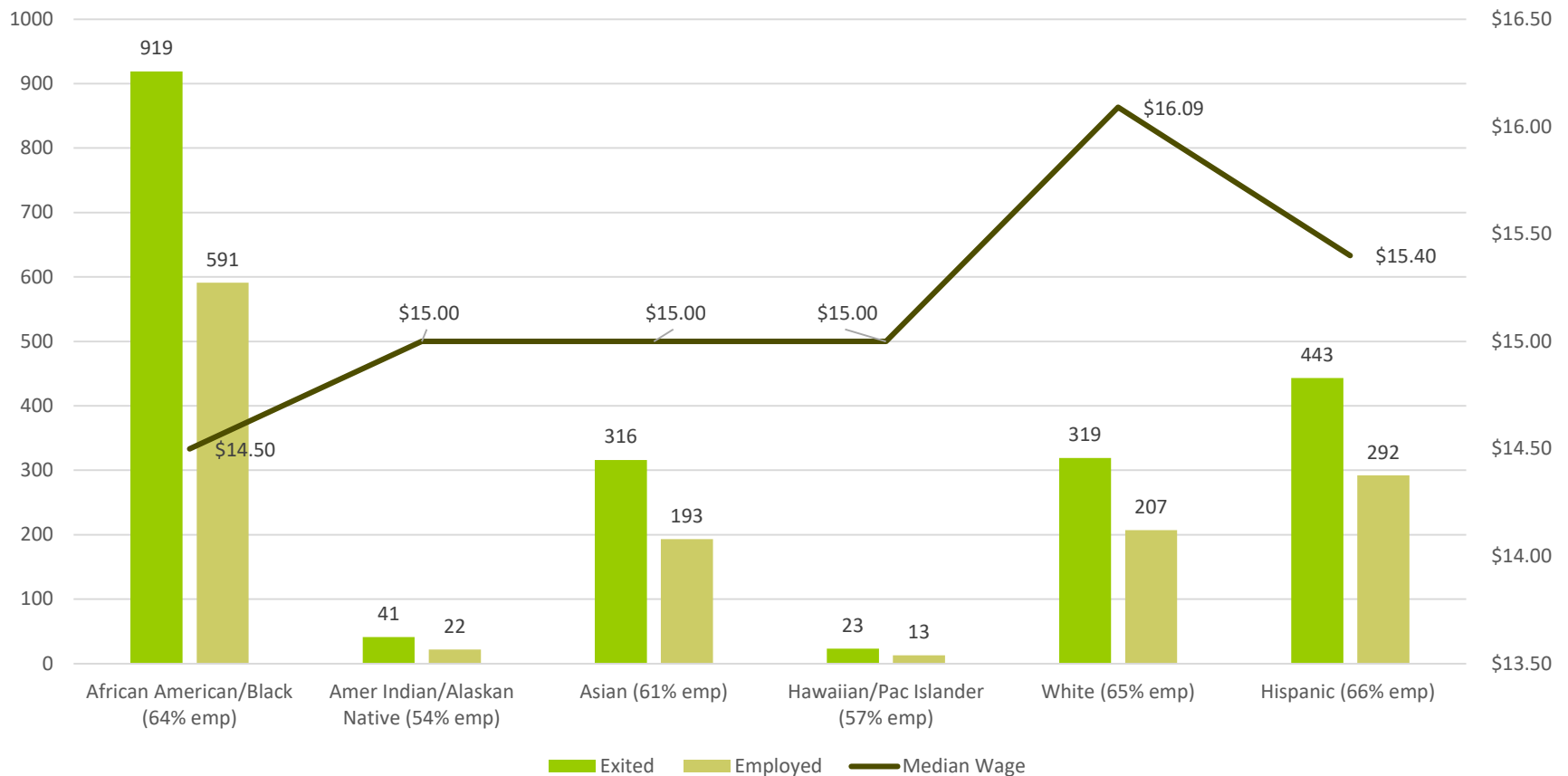


WIOA Enrollments (2014-2018)



(Prelim.) Outcome Data (2014-2018)

Employment by Race
WIOA exiters between 7/1/2016-6/30/2018



OWDB Strategic Plan – Adults & Youth

- Adult Services Goal: Lead and support key citywide and regional innovations and partnerships that advance the economic security and resilience of Oakland's most vulnerable workers and residents.
- Youth Services Goal: Work with public, private, and community-based organizations and key local initiatives to empower disconnected young people in the City Of Oakland to access meaningful employment opportunities.

Refer to the OWDB strategic plan for a more comprehensive description of goals & strategies.

WIOA Services Procured Through RFPs

- Services for Adults (18 years + up)
 - Career Development & Training Services for longer-term unemployed/underemployed (WIOA Adult)
 - Career Development & Training Services for longer-term unemployed/underemployed (WIOA Dislocated Worker)
 - One-Stop Operator

- Services for Youth (16-24 years old)
 - Year-round services for low-income youth
 - WIOA requires at least 75% be spent on “out-of-school” youth and 20% of funding must be used for work experiences

NOTE: The OWDB/Mayor’s Summer Jobs Program (which is non-WIOA funded) will be procured under the Oakland Fund for Children & Youth (OFCY) RFP for FY 2019-2022.

Questions

1. How might we focus our efforts so that workforce development services have maximum impact on populations and geographic areas of the City of Oakland most burdened by racial disparities?
2. How might be designed to have the greatest impact in the lives of opportunity youth (youth ages 16-24 who are not in school and not working)?
3. How might we proceed to increase Oakland residents' access to more quality jobs and career opportunities in high-wage, high-growth occupations in priority industry sectors?
4. What other considerations might we want to take into account to maximize the impact of federal workforce development investments in Oakland?