

**Council Meeting: May 5, 2009****SUBJECT: Authorization for NOVA to Award Subcontracts for Summer Youth Employment Program Totaling \$211,519****REPORT IN BRIEF**

NOVA issued a Request for Proposals to identify organizations to provide education, job training, work experience, mentoring and/or leadership development services for youth enrolled in NOVA's Summer Youth Employment Program. This program will be funded by the American Recovery and Reinvestment Act. Staff recommends that the Sunnyvale City Council, on behalf of the NOVA seven-city consortium, concurs with the NOVA Workforce Board and authorizes the award of subcontracts totaling \$211,519 to ten organizations to provide local youth with education and training services in summer 2009.

BACKGROUND

The American Recovery and Reinvestment Act of 2009 (ARRA) resulted in \$1,020,107 being allocated to NOVA for youth services. This stimulus funding is in addition to NOVA's annual Workforce Investment Act youth allocation of \$798,535 for FY 2008/2009. The Department of Labor has issued guidelines for the use of the ARRA funds, stating that there must be timely spending of the funds and implementation of activities, and that the funds are to be used to increase workforce system capacity and service levels.

EXISTING POLICY

The proposed activities are consistent with the City of Sunnyvale's Socio-Economic Goal 5.1F: Provide job training and employment services within constraints of operative, federal regulations and available federal funding, to address the locally-determined employment and training needs of economically disadvantaged residents and others with special needs.

DISCUSSION

In summer 2008, NOVA operated a summer work experience program for 25 youth. Due to limited funding, outside training was not part of the model. With the supplemental ARRA funding, NOVA plans to serve approximately 200 youth and provide all of them with work readiness training, a work experience at locations throughout the community, and training, career and leadership development services. Total program hours will not exceed 200 hours per youth for the work experience and training, and work experience must comprise at

least 50 percent of those hours. Youth will be paid for participation in both work experience and training. To emphasize the value of education, wages will be dependent on youths' level of educational attainment: \$8 per hour for those still in high school, \$9 per hour for high school graduates or those with a GED, and \$10 per hour for youth who have completed one year or more of college.

On March 13, 2009, NOVA issued a Request for Proposals seeking organizations to provide training, career, and/or leadership development services, either with or without accompanying work experience site development and placement. Program staff were seeking a diverse range of programs to which to refer youth, in order to address varying ages, geographic areas, barriers to employment and participant interests. Eleven proposals were received by the March 27 deadline. In their responses, proposers were asked to describe their curricula and teaching methodologies, target population, and monitoring and performance processes. They were also required to provide a statement of capabilities and a proposal budget.

A review committee consisting of NOVA staff and representatives from two youth services organizations reviewed all proposals and scored them in the areas mentioned above. Staff also met with proposers to clarify their projects and to reach agreement on scope in terms of realistic numbers to be served, which resulted in several cases in contract amounts less than those originally proposed. NOVA is recommending subcontracts be awarded to ten organizations, totaling \$211,519. (The remainder of the ARRA grant funding will pay for staffing and related costs, as well as for the work experience wages for all of the participating youth.) A summary of each proposal follows:

De Anza Community College

The De Anza College Intercultural/International Studies Division will provide 18- to 24-year-olds with approximately 30 hours of training emphasizing career exploration and an introduction to community college programs and resources, followed by 100–150 hours of work experience at the college library, bookstore and other campus locations. The project will serve 20–25 youth at approximately \$1,000 each, for a contract not to exceed \$26,892.

Digital Media Academy

Digital Media Academy will offer certification programs at Stanford University in three areas: Digital Filmmaking & Effects, 3D Modeling and Animation, and Web Production & Programming. Each program totals 160 hours, split 50/50 between training and work experience. Self-motivated students with a focused area of interest may be referred to the program, at a cost of \$3,100 per student. It is anticipated that a maximum of ten participants would be served, for a maximum contract of \$31,000.

Fremont Union High School District (FUHSD)

FUHSD's program targets youth referred from the District's five high schools. A majority of the students have special needs, or are enrolled in independent studies or the young parent program. The program will provide 20 hours of job readiness and career exploration training, as well as 100–160 hours of work experience at 25 non-profit and for-profit sites in the community. The project will serve 25 youth for \$25,000.

Full Circle Farm

Full Circle Farm will provide 12 youth ages 16 to 24 with the opportunity to develop job and life skills through the growing, harvesting and marketing of diverse vegetable crops. "Green Thumb Corps" members will receive workshops and trainings focusing on career guidance and soft skills, combined with work experience on the farm and at the Sunnyvale and Cupertino farmers' markets. The program proposes to focus on youth involved in the juvenile justice system or enrolled in nontraditional educational programs. The project will serve 12 youth for \$36,036.

Foothill-De Anza Community College District

The District's Occupational Training Institute will target youth ages 18 to 24 who are school dropouts, foster children or pregnant/parenting. Youth will be enrolled in computer literacy and basic skill building classes. Each youth will also spend 10.5 hours per week working in a computer refurbishing lab, learning the skills needed to solve user hardware and software problems. Students are qualified to receive a refurbished computer upon completion of the program. Nine youth will be served for \$13,500.

Palo Alto Unified School District (PAUSD)

PAUSD will serve 25 high school age youth, targeting those with disabilities. Students will receive work readiness training each day, followed by work experience on site at the Veterans Administration hospital campus in Palo Alto. The project will provide one adult job coach for every five students, funded in part through the school district. The contract will be for \$25,000.

Sensory Access Foundation

Sensory Access Foundation (SAF) will provide youth with 60 hours of work readiness training, education, and leadership activities, coupled with 60 hours of work experience. The project is designed to work with a group of six participants who would benefit from additional support. The Foundation has special expertise in working with individuals with visual impairments and other significant disabilities. Both the training and the work experience will be in the SAF offices in Sunnyvale. Students will rotate through eight different positions, including receptionist, sales support and document clerk. The cost of the program is \$17,212.

TransAccess

TransAccess has significant experience working with youth with disabilities and other barriers to employment. They propose to provide 25 youth with 36 hours of career, life skills, and leadership development training. They will schedule youth for interviews with local employers primarily in the cities of Santa Clara and Milpitas; youth will complete approximately 150 hours of work experience, coupled with ongoing support. The contract will be for \$25,000.

Foothill College

Foothill College proposes to create and deliver two one-day or four half-day workshops (13 hours total) to introduce young adults to new energy and green careers, including an introduction to clean and alternative energy systems, smart grid technology, energy efficiency, LEED building, electric vehicles, and alternative transportation fuels. This program does not include work experience; however, students will be able to obtain work experience at sites developed by NOVA. The cost of the program for 20–25 students is \$5,000.

Silicon Valley FACES

Silicon Valley FACES will provide 1–2 workshops of two full days each focusing on leadership development, cultural competency, gender roles, and reducing prejudices. Each workshop can serve 20–35 youth ages 16 to 18. This is a training-only program and will be offered in conjunction with NOVA-developed work experience. The cost of the program is \$3,439.40 per workshop, for a maximum contract of \$6,878.80.

The following proposal is not being recommended for funding:

ASK Academy

Shakeel Ali (ASK Academy) proposed to provide at-risk youth with leadership development, job shadowing, life skills training, and mentoring. The reviewers rated this the lowest-scoring proposal, with concerns relative to the provider's limited experience in providing the services outlined in the proposal.

At its April 22, 2009 meeting, the NOVA Workforce Board Executive Committee approved the award of contracts to the ten organizations identified above.

FISCAL IMPACT

The source of funds for this project is grant funding targeted for youth activities under the Recovery Act. These funds have been awarded to NOVA and the City of Sunnyvale through an allocation process. As such there is sufficient funding to accomplish the required work, and the funding cannot be used for any purposes not allowed by ARRA or the Workforce Investment Act. There is no negative fiscal impact on the City of Sunnyvale.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

ALTERNATIVES

1. Council authorizes the award of subcontracts totaling \$211,519 to the ten organizations identified in this report for the purpose of providing youth with education and training services in summer 2009.
2. Council does not authorize awarding one or more of the identified contracts.
3. Other action as determined by Council.

RECOMMENDATION

It is recommended by staff that the Sunnyvale City Council, on behalf of the NOVA seven-city consortium and in concurrence with the NOVA Workforce Board, adopt Alternative 1: Council authorizes the award of subcontracts totaling \$211,519 to the ten organizations identified in this report for the purpose of providing youth with education and training services in summer 2009.

Reviewed by:

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