



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: DECEMBER 7, 2021

FROM: OFFICE OF THE MAYOR, MAYOR LOCK DAWSON WARDS: ALL

SUBJECT: RECOMMENDATION FROM THE OFFICE OF THE MAYOR FOR AUTHORIZATION FOR THE CITY TO APPLY FOR A \$4,401,597 GRANT TO BE USED TO ESTABLISH A YOUTH WORKFORCE PROGRAM IN PARTNERSHIP WITH CALIFORNIAVOLUNTEERS.

ISSUE:

The Office of the Mayor has identified a grant opportunity for \$4,401,597 to establish a youth workforce program in partnership with CaliforniaVolunteers.

RECOMMENDATIONS:

That the City Council authorize the City of Riverside to apply for a \$4,401,597 grant to establish a youth workforce program in partnership with CaliforniaVolunteers.

BACKGROUND:

On March 2, 2021, the Big City Mayors Coalition submitted a budget request letter (Attachment 3) advocating for funding to address homelessness, and to establish a state funded “Resilience Corps” jobs program to employ struggling young adults. The initial proposed jobs program was slated to last one year and serve young adults aged 18-24 residing in high-poverty, high crime, and high-unemployment census tracts that can be managed locally. The proposal focused on work to improve our community resilience to COVID by mitigating the impacts of the pandemic while supporting the environment.

On April 8, 2021, the Big City Mayors Coalition met with Michael Tubbs, Special Advisor for Economic Mobility and Opportunity for Governor Newsom to discuss the opportunity for state collaboration on a “Resilience Corps” type job program for young adults should funding be available in the budget.

On July 12, 2021, Governor Newsom signed SB-129, the Budget Act of 2021. Sec. 35 Item 0650-163-8506 under provisions reads “Of the total funding in this item, \$150,000,000 shall be provided to the 13 largest cities in California. Funding shall be proportional to each cities’ population as a percent of the total population of the 13 largest cities, as estimated by the Department of Finance.”

On September 28, 2021, The Big City Mayors Coalition met with California’s Chief Service Officer Josh Fryday where he provided a fact sheet (Attachment 1) with program requirements and the following breakdown of the funding available for each of the 13 largest cities in California.

City Size Rank (Top 13 By Population)	City	County	Total Population	% of Top 13 Population	Funding Available
1	Los Angeles	Los Angeles	3,923,341	35.89%	\$ 53,249,641
2	San Diego	San Diego	1,411,034	12.91%	\$ 19,151,293
3	San Jose	Santa Clara	1,029,782	9.42%	\$ 13,976,741
4	San Francisco	San Francisco	875,010	8.00%	\$ 11,876,095
5	Fresno	Fresno	546,770	5.00%	\$ 7,421,049
6	Sacramento	Sacramento	515,673	4.72%	\$ 6,998,984
7	Long Beach	Los Angeles	467,730	4.28%	\$ 6,348,277
8	Oakland	Alameda	435,514	3.98%	\$ 5,911,024
9	Bakersfield	Kern	397,392	3.64%	\$ 5,393,613
10	Anaheim	Orange	353,468	3.23%	\$ 4,797,453
11	Santa Ana	Orange	331,369	3.03%	\$ 4,497,514
12	Riverside	Riverside	324,302	2.97%	\$ 4,401,597
13	Stockton	San Joaquin	320,876	2.94%	\$ 4,355,097
		Total	10,932,261	100.00%	\$ 148,378,378

DISCUSSION:

The goal of this program is to increase youth employment, develop career pathways and youth interest in and experience towards a career in public service, and strengthen City capacity to address key areas of education, climate, and food insecurity.

Structure of Program

The structure of the program according to CaliforniaVolunteers states that grants will go directly to cities. The City of Riverside would be responsible for selecting and/or developing job positions and recruiting, hiring, and managing program participants. The funding may be used to expand existing youth workforce programs or create new programming that may run continuously or be structured as intermittent summer programs. Employment opportunities may be between 50% and 100% FTE.

Sub-Grants

Riverside will have the ability to sub-grant to existing organizations that provide youth employment, particularly in the outlined priority populations.

Target Population

The grant program identifies several criteria for eligibility of participants. An applicant must meet at least two of the criteria listed to be a priority applicant. Priority applicants should make up no less than 75% of the total applicants in the program. All eligible participants must be between the ages of 16-30 years old. Additional applicant criteria as follows:

- Have not participated in the #CaliforniansForAll College Program or AmeriCorps
- May have difficulty finding employment

- Are low-income
- Are unemployed and/or out of school
- Are or were justice-involved
- Are transitioning from foster care
- Are engaged with the mental health or substance abuse system

Suggested Job Types and Activities

The three suggested job types and activities include: Climate, Food Insecurity, and Local COVID-19 recovery needs as defined by the City of Riverside. The Office of the Mayor has worked with staff to identify preliminary opportunities that fit under these three job types while incorporating the goals of the program, which are to increase youth employment, develop career pathways and youth interest in and experience towards a career in public service, and strengthen City capacity to address key areas of education, climate, and food insecurity. Identified opportunities for the grant are based upon insights from the community input received from the CARES Act survey, lessons learned from CARES Act funded services, the ARPA Expenditure Plan, departments' familiarity with services that will serve disproportionately impacted communities; guidance by the approved Riverside Road to Recovery and the Riverside 2025 Strategic Plan.

Climate:

The City's Envision Riverside 2025 includes a multitude of goals and actions to address climate change including a goal of reaching citywide carbon neutrality by 2040, ahead of the state and federal targets of 2045 and 2050, respectively. A youth workforce presents a mutually beneficial opportunity, allowing the City to marshal efforts to address climate change while providing meaningful and long-lasting experiences within a climate friendly, green economy context. Some examples of areas where support is needed include: tree planting/care, geocoding trees/inclusion in GIS layers, organics waste diversion, clean air car share program, urban heat island mapping, activities related to the Transformative Climate Communities Grant and a variety of sustainability focused programs.

Food Insecurity:

A youth workforce is critical to the City as we cannot have food systems without farmers. The average age of farmers is 65+ and this program is intended to provide vocation-based new farmer training, sustainable agriculture, and entrepreneurship. The pandemic also showed strains on food supply chains resulting in the need for greater reliance on the local food systems. A youth workforce would be instrumental in responding to the needs of the community to address food insecurity within Riverside filling voids and addressing challenges presented by the pandemic. In many instances, food support programs were staffed by retired, seniors who have been reluctant to return to these positions given a variety of concerns relating to their health as have individuals with underlying health conditions.

COVID-19 Recovery:

Educational disparity was identified by the community as a COVID-19 recovery need during the CARES Act survey. The City used a significant portion of its CARES Act funding allocation to assist both Alvord Unified School District (AUSD) and Riverside Unified School District (RUSD)

to enhance connectivity to virtual classrooms. In addition, the City and RUSD worked collaboratively to set up the first Distance Learning Centers in Southern California, and one of the first of its kind in the state, whereby students who were unable to connect to virtual classrooms at home, were provided a safe, secure, reliable, and staff supported learning environment at several local City park community centers. This enabled students over several months to stay connected to their classrooms. While most students were able to return to their classrooms in-person, there is an opportunity to partner with AUSD and RUSD to address key areas such as learning loss and career technical education pathways.

The pandemic has reinforced the fact that we live in a volatile, uncertain, complex, and ambiguous (VUCA) world that changes quickly. The VUCA environment has taught us to avoid traditional, outdated approaches to management, so we also want to acknowledge that another, unidentified need may arise outside of one of the three planned opportunity areas. More importantly, should we consider another area, we will be sure to work collaboratively with the State of California to confirm the subject area is eligible and add to any recruitment efforts, so all youth have an opportunity to apply for the area.

Additional Factors

In the attached fact sheet, there are several other key aspects to consider:

- Administrative costs of the program are not to exceed 10%
- Salary for youth workforce program should be a minimum of \$15 an hour
- Wrap-Around Services are not to exceed 40%. This includes but not limited to:
 - Transportation
 - Job Readiness/Training
 - Case Management

Metrics to Report

Cities will be required to report the following metrics on a quarterly and annual basis to CaliforniaVolunteers in a format and method to be specified by CaliforniaVolunteers.

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

Additionally, CaliforniaVolunteers requires cities to report the following data, where feasible, on a quarterly and annual basis to CaliforniaVolunteers in a format and method to be specified by CaliforniaVolunteers.

- Number of youth employed in program who were previously unemployed
- Number of youth who complete full program (1 year or summer program)
- Percentage of youth employed in program who remain in college or stable employment
- Percentage of youth employed after completion of program
- Percentage of youth who report job satisfaction after one year of employment, as reported by a survey
- Percentage of youth who report an interest in a career in public service after one year of

- employment, as measured by a survey
- Percentage of youth employed in public service after one year of employment
- Job training evaluations

Process of Receiving Funding

CaliforniaVolunteers will grant funds directly to cities on a monthly reimbursement basis. Cities can choose to subgrant all or parts of the funding to existing Community Based Organizations (CBOs) providing youth workforce development programming. Cities (or subgrantees under supervision of a city) are responsible for selecting or creating job opportunities and recruiting, hiring, and managing participants. Funding can be used to create new programming or expand existing youth workforce programs within the requirements of this grant. Programming can be run year-round or as an intermittent summer program. Regardless of program length, all positions must be 50-100% FTE and all funds must be encumbered and expended by the end of fiscal year 2024.

Grant Application Process

The grant process is not competitive but does require a submission with a scope of intent for the funds being used. All applicants are asked to respond to 15 questions (Attachment 2) in a 5-page maximum narrative submission organized into sections outlined below. Applications are due by 5:00p.m. Friday December 31, 2021.

- Section 1: Program Goal
- Section 2: Program Design
- Section 3: Youth Recruitment/Development
- Section 4: Metrics/Outcomes
- Section 5: Budget/Staffing/Communications

After approval of application from CaliforniaVolunteers, the Office of the Mayor and City Staff will return to the City Council to request authorization to receive the grant and work with staff to structure and present an outlined program to the Economic Development, Placemaking, and Branding/Marketing Committee before submitting to Council for final approval.

STRATEGIC PLAN ALIGNMENT:

This item contributes to **Strategic Priority 3 – Economic Opportunity** and **Goal No. 3.2**, Work with key partners in implementing workforce development programs and initiatives that connect local workers with high quality employment opportunities and provide access to education and training in Riverside.

The item aligns with each of the five Cross-Cutting Threads as follows

1. **Community Trust** – Applying for this grant and building a Youth Workforce Program will serve the public interest, benefit the City’s diverse populations, and result in greater public good.
2. **Equity** – By program design, the funding will be used to benefit underserved populations of youth throughout the City, resulting in a more equitable distribution of opportunity.

3. **Fiscal Responsibility** – The City will ensure the use of grant funding in accordance with the guidelines provided by CaliforniaVolunteers and maximize outcomes.
4. **Innovation** – This grant provides the City with the ability to create an innovative program for building career pathways in our young workforce.
5. **Sustainability & Resiliency** – This grant will provide funding for a Youth Workforce to address COVID 19 recovery efforts, climate impacts, and food insecurity.

FISCAL IMPACT:

There is no fiscal impact for the submittal of this grant application.

Prepared by: Edward Coronado, Policy and Program Coordinator, Office of the Mayor



Patricia Lock Dawson
Mayor

Attachments

1. Youth Workforce Program Fact Sheet
2. CaliforniansForAll Youth Workforce Development Grant Application
3. BCM State Budget Request Letter