

## Agenda Report

October 5, 2015

**TO:** Honorable Mayor and City Council  
**FROM:** Human Services and Recreation Department  
**SUBJECT: UPDATE ON YOUTH EMPLOYMENT PROGRAMS**

### **RECOMMENDATION:**

The following report is for information only, no City Council action is required.

### **BACKGROUND:**

Recognizing the value of how youth employment contribute positively in the prevention of delinquency and development of positive skills that lead to long-term success and careers in the paid labor market, the City of Pasadena has been supporting youth employment programs for a number of years.

The City has two primary youth employment programs, Summer Rose (*Realizing Opportunities through Summer Employment*) and the Ambassador Program.

#### ***Summer Rose***

The Summer ROSE Program provides paid summer work experience to Pasadena youth, ages 14 to 24 years, from low and moderate income households. The program is funded by the General Fund and has been established to provide youth and young adults with employment opportunities in various City departments, private businesses and local non-profits.

In 2008, in an effort to further expand participant numbers and the range of job opportunities, the City expanded the program to include placement of eligible youth workers in private business work settings, with the City paying up to 100% of the personnel costs for youth workers in small businesses (less than 10 employees) and 50% for mid and large size employers.

To further support these efforts, the Leadership Pasadena Class of 2014 produced a Host Employer Recruitment Campaign to further expand youth employment opportunities in the private sector. The information package contained documents which were utilized to provide potential private sector employers with specific criteria outlining the responsibilities of host employer as well as the City in the placement process. The efforts of this campaign resulted in 12 private sector placements.

To further foster positive skill development, a job training model has been part of the program since 2012. As part of this, each Summer Rose Worker receives eight hours of paid training experience in the areas of: Communication, Public Speaking, Business Professionalism and Resume Development. Training has been provided by Ideal Youth.

Additionally, in 2012, in an effort to create new and innovative youth employment opportunities in fields not normally explored by urban youth, Careers in Conservation was initiated. This program provides opportunities for youth to explore careers as environmental stewards and parks and recreation professionals. This effort has been a collaborative effort between the City of Pasadena, the National Park Service, State Parks, Pasadena Unified School District and Los Angeles County Parks and Recreation Department. Unique to this program is that half of the students (approximately 10) of the 20 participants are funded through the County of Los Angeles Summer Youth Employment program, which has further expanded the number of youth hired from Pasadena. Students participating in this program all attend Muir High School and are enrolled in the Engineering and Science Pathways Academy.

In 2015, the recruitment process for the Summer ROSE program began in mid-January with the distribution of 600 hundred applications at the following locations:

- Robinson Park
- Jackie Robinson Center
- La Pintoresca Teen Education Center
- Victory Park
- Villa-Parke Community Center
- PUSD High Schools (Muir, Blair, PHS, Marshall, Rose City)
- Pasadena City College

Applications were distributed on a first-come, first-serve basis with all applications being released at a specific time to applicants only. A limited number of applications are also sent via electronic mail to students who are currently away at college and have expressed an interest in applying for a position.

The eligibility criteria for the Summer ROSE program are as follows:

- Valid applicant picture ID (Student ID, Driver's License, California ID)
- Proof and Grade Point Average (Minimum 2.0) – required to obtain a work permit
- Applicants Birth Certificate and/or Alien Registration or U.S. Passport
- Applicants Social Security Card
- Proof of Pasadena Residency
- Proof of Household Income

Of the 600 applications distributed, approximately 400 completed applications were received. All 400 applications were assigned interview appointments and the limited number of applications received electronically from college students were contacted for telephone interviews. Of the 400 youth applicants to receive interview appointments, over 350 students attended the appointment.

The following table highlights the number of ROSE program participants, budget allocation, pay rates and hours allocated per each participants for Fiscal Years 2011 through 2016.

Year	Students Employed	Salary Allocation	Pay Rate	Hours
2011	287	\$308,172	\$8.25	130
2012	187	\$218,527	\$8.25	140
2013	180	\$234,078	\$8.25	150
2014	217	\$234,078	\$9.00	140
2015	185	\$234,185	\$9.00	140
2016	185	\$234,249	\$9.00/\$10.00	140

In fiscal years 2015 and 2016, a total of 185 students were placed throughout the City, with each student being allocated 140 hours of employment over a (6) six week period.

***Ambassador Program***

The Ambassador Program was established in 2001 to provide an outlet for teenagers and wanted to become active in their community and receive work experience. The program was created for public and private high school students from 9<sup>th</sup> to 12<sup>th</sup> grade to work as docents and hosts at various city events and partnering non–profit events for compensation and community service credit.

Over the 14 years, the program has grown from 10 youth to 100 and from four annual events to weekly events. As of 2015, there are 58 youth in the Ambassador program. In 2009, the services offered to students were expanded to include a referral program to match students with local businesses that complement their career interest. From 2009 to 2015, a total of 80 youth were employed in internships that matched their career interest with public and private sector businesses such as Parsons and the Los Angeles Sparks (See attachment A). The Ambassador program also includes workshops for

college preparation, communication, entrepreneurship, job preparation and life skills training.

Acknowledging the need to continue working with the Ambassadors after graduating from high school an opportunity was created for "Alumni Ambassadors" to continue their community service and mentor the younger ambassadors. These mentors or Ambassador Supervisors are required to be full-time college students, have at least one year of previous experience in the Ambassador program and assist the North West Manager in providing supervision at events for the Ambassadors. In order to become an Ambassador a student must be at least 14 years old and attend one of the following Pasadena Unified School District schools: John Muir High School, Pasadena high School, Marshall Fundamental and Blair High School. The student must be in the 9<sup>th</sup> through the 11<sup>th</sup> grade. New students entering their senior year are not accepted into the program. They must have a 2.5 GPA and complete the application and interview process to be accepted into the program.

### ***Los Angeles County Youth Summer Jobs Program***

The Los Angeles County Youth Summer Jobs Program is administered by the Foothill Workforce Development Board (WDB). The program provides six weeks of work experience during summer. As part of the program youth receive about 25 hours of paid training and 10 hours of pre-employment training. They are compensated at the minimum wage and work for variety of employers in private, public, or non-profit sectors. This past summer the Foothill WDB received \$137,000 for the program which provided for 72 positions.

The eligibility requirements for the program are as follows:

- Youth are pre-selected for program eligibility by DPSS and referred to local provider
- FWDB also distributes flyers
- Must be a resident of Los Angeles County
- Be 14-24 years of age
- Must have the right to work in the U.S.
- Must have a work permit, if under 18
- May need to register for Selective Service, if male and at least 17 years of age

The following table provides historical information on the program:

<b>Year</b>	<b>Total Participants</b>	<b>Pasadena Participants</b>	<b>% Pasadena Participants</b>
14-15	175	105	60%
13-14	125	75	60%
13-14*	40	24	60%
12-13	20	12	60%
11-12	40	24	60%
10-11	75	45	60%
09-10	75	45	60%
08-09	75	45	60%
07-08	80	48	60%
06-07	80	48	60%
Total	785	471	60%

**FISCAL IMPACT:**

The current annual cost of the Summer Rose Program is \$249,153 and the cost of the Ambassador Program is \$75,000, for a total allocation towards youth employment programs of \$324,153.

Participants in the City's youth employment programs are compensated at the state minimum wage. On January 1, 2016, the state minimum wage will rise to \$10 per hour, which will necessitate either an increase in the budgets for these programs in order to serve the same number of participants, or a reduction in the number of youth served. Moreover, to the extent the City pursues the establishment of a local minimum wage, its application to youth employment programs will need to be considered.

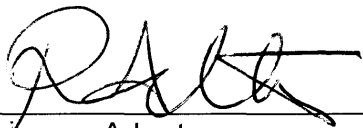
Respectfully submitted,



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