

Agenda Report

November 23, 2020

TO: Honorable Mayor and City Council
FROM: Parks, Recreation and Community Services Department
SUBJECT: EXPANSION OF THE ROSE PROGRAM AND INCREASED SUPPORT FOR YOUTH PROGRAMS

RECOMMENDATION:

This report is for information purposes only.

BACKGROUND:

As part of the fiscal year 2021 budget process, the City Council approved a one-time appropriation of \$500,000 to the Parks, Recreation and Community Services (PRCS) Department to increase support for youth job training and readiness programs. These funds will be used to expand and add new elements to the "Realize Opportunities through Summer Employment" ("ROSE") program. Currently, the ROSE program provides meaningful work experience, while providing participants with an understanding of the day-to-day operations of the City, career opportunities that exist within it, and what is required to obtain and maintain employment with the City.

Implementation of the expanded ROSE Program has been hampered by COVID-19 and related health orders requiring social distancing and the resulting telecommuting. The PRCS staff is operating in a cautious manner to ensure the safety of ROSE interns and participants at their various worksites. This has impacted the number of interns and participants in the overall program during this year. To help provide as many intern opportunities as possible with the COVID restrictions, beginning this fiscal year, interns may work throughout the entire fiscal year, not just during the summer months.

Current ROSE Program

Currently, ROSE interns are defined as individuals who are placed at a given worksite, and supervised by experienced professionals, to learn specific work skills. Interns, who complete the required 125 hours on the job, are paid a stipend of \$1,500. Failure to complete the full 125 hours results in earning less than the maximum amount. All ROSE participants must meet the following criteria:

- Pasadena Resident
- 14 – 24 years old
- If in high school, must possess a 2.0+ GPA
- Social Security Number or ITIN Number
- California ID or School ID
- Must pass a background check and health screening
- Household income must not exceed “Low Income” limit defined by HUD (see table below)

2020 Los Angeles County HUD Low Income Limits

Persons In Household	1	2	3	4	5	6	7	8
Income (\$)	63,100	72,100	81,100	90,100	97,350	104,550	111,750	118,950

Due to COVID-19, a limited number of the 165 interns selected for FY2021 have been placed. Many City departments that typically host interns have staff who are telecommuting and not able to provide the hands-on, in person guidance that interns require. The PRCS Department is also working with local non-profit organizations and the Pasadena Unified School District to place interns.

ROSE Program Expansion

The additional \$500,000 allocated by City Council, allows the program to increase the number of internship opportunities, and to add career training and skill development opportunities. This enhances the program and creates more flexibility for prospective employers and partners. Participants are able to complete a paid internship during FY 2021, and can take advantage of other programmatic activities throughout this same fiscal year.

The expanded ROSE Program is designed to provide participants with the immediate benefits of work experience and a stipend, while also helping develop abilities that benefit them in the long-term. Youth and young adults will also be able to participate in non-paid, career training and skill development programs offered through, and in partnership with, the ROSE Program.

The ROSE program's expansion will focus on youth support programs which help to develop skill sets that position participants to be more competitive professional candidates in today's and tomorrow's job markets. PRCS staff will partner with existing organizations that have proven track records of providing successful youth and workforce development programs. The PRCS staff will also continue to identify new opportunities that will benefit the ROSE Program's interns and participants. The \$500,000 allocated for youth programs will increase what the ROSE Program offers to the Pasadena community. The PRCS staff has initiated discussions with local entities and will continue to build a network of potential partnering agencies.

The PRCS staff has contacted Directors at several Pasadena-based organizations, including the Partnership for Children, Youth and Families, to gauge interests in collaborating on the ROSE program. Each organization was asked about their capacity to supervise interns and their ability to provide services that align with the ROSE Program. Some of the organizations contacted are:

- Adelante Youth Alliance
- Arlington Gardens
- Armory Center for the Arts
- Boys and Girls Club Pasadena
- Caltech Y
- College Access Plan
- Compassionate Arts
- Day One
- Flintridge Center
- Gamma Zeta Boule
- Harambee Ministries
- A Step Ahead
- Pasadena Unified School District LEARNs After School Program
- Light Bringer Project
- Pasadena Altadena Coalition of Transformative Leaders (PACTL)
- Stars

The PRCS Department will award funds to agencies to provide programs and services in the following areas to help develop the professional skills of program participants.

- Certificate programs that provide pathways to jobs and careers, such as:
 - Automotive technology, cosmetology, medical and dental assisting, construction trade, and hospitality.
- Securing additional local private and public-sector internships within industries such as:
 - Education, child and youth development, event management, health care, retail, manufacturing, and technology.
- Program support for PUSD high school academies to increase career development opportunities:
 - Academy specific internships, college counseling support, field trips, technology enhancements, equipment and scholarships.
- Funding for new and existing youth, workforce and career development programs such as:
 - Mentoring, leadership development, training, internships and field trips.
- Employment and support services post-ROSE internships such as:
 - Resume building, mock interviews, job application support, employment search support and career advising.
- Job shadowing opportunities and site visits.

All funds must be used for direct support benefiting the program participants. Funds will not be allowed for administrative or overhead costs.

The PRCS staff will use the following criteria as a guide to determine what youth support programs are eligible for the expanded ROSE Program:

- Creating the next generation of Pasadena professionals
- Increasing the professional skill set and knowledge base of each participant
- Ensuring participants have an increased understanding of professional options available to them
- Establishing and nurturing partnerships that support Pasadena employment
- Consistent engagement post-ROSE interns

The PRCS staff will create an application process to award \$500,000 in grants to expand the impact of the ROSE Program. The groups that are eligible for funding include, but are not limited to Pasadena-based nonprofit organizations, educational institutions, and independent contractors that have worked with the intended demographic of the ROSE Program and have demonstrated the ability to provide successful youth and young adult programs. Applicants must provide services that are aligned with the program's goals. City departments that provide youth and workforce development programs can request a transfer of funds to support applicable programs. The Teen Advisory Board operated by the Pasadena Public Library, Police Activities League operated by the Pasadena Police Department, and TAY Link of the Pasadena Health Department are examples of City programs that would be eligible to request funds from the PRCS Department's \$500,000 allocation. All funding recipients will be held to the same operating standards and reporting requirements.

The expanded ROSE program will utilize this collaborative model to increase the number of Pasadena youth and young adults who can gain professional skills and exposure throughout the fiscal year. This approach also provides participants with a larger range of opportunities.

The grant application process will allow organizations to apply for program-specific grants that can only be used to support activities directly connected to ROSE program participants. Each proposal program must explain in detail its alignment with the goals and strategies of the ROSE Program and the exact benefits each participant will receive. In addition, each organization must submit a proposed and final budget that displays the direct correlation between expenses and the benefits to each participant. No administrative or overhead costs will be approved.

FISCAL IMPACT:

Funding for this program is included in the FY 2021 PRCS Department operating budget. Any funding remaining at the end of the fiscal year will be requested to be reappropriated in the FY 2022 PRCS operating budget.

Respectfully submitted,



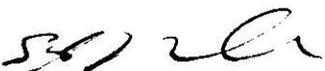
BRENDA E. HARVEY-WILLIAMS, Director
Parks, Recreation & Community Services

Prepared by:



LaWayne Williams, Supervisor
Parks, Recreation & Community Services

Approved by:



STEVE MERMELL
City Manager