

Memorandum



DATE May 13, 2016

TO Members of the Economic Development Committee:
Rickey D. Callahan (Chair), Casey Thomas, II, (Vice Chair), Adam Medrano,
Lee M. Kleinman, Carolyn King Arnold, B. Adam McGough

SUBJECT **Workforce Readiness Placement and Retention Program**

On Monday, May 16, 2016, the Economic Development Committee will be briefed on the Workforce Readiness Placement and Retention Program.

Briefing material is attached.

Should you have any questions, please contact me at (214) 670-3296.



Ryan S. Evans
First Assistant City Manager

C: The Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Christopher D. Bowers, Interim City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager

Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Karl Zavitkovsky, Director, Office of Economic Development
J. Hammond Perot, Assistant Director, Office of Economic Development
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Workforce Readiness Placement and Retention Program

May 16, 2016



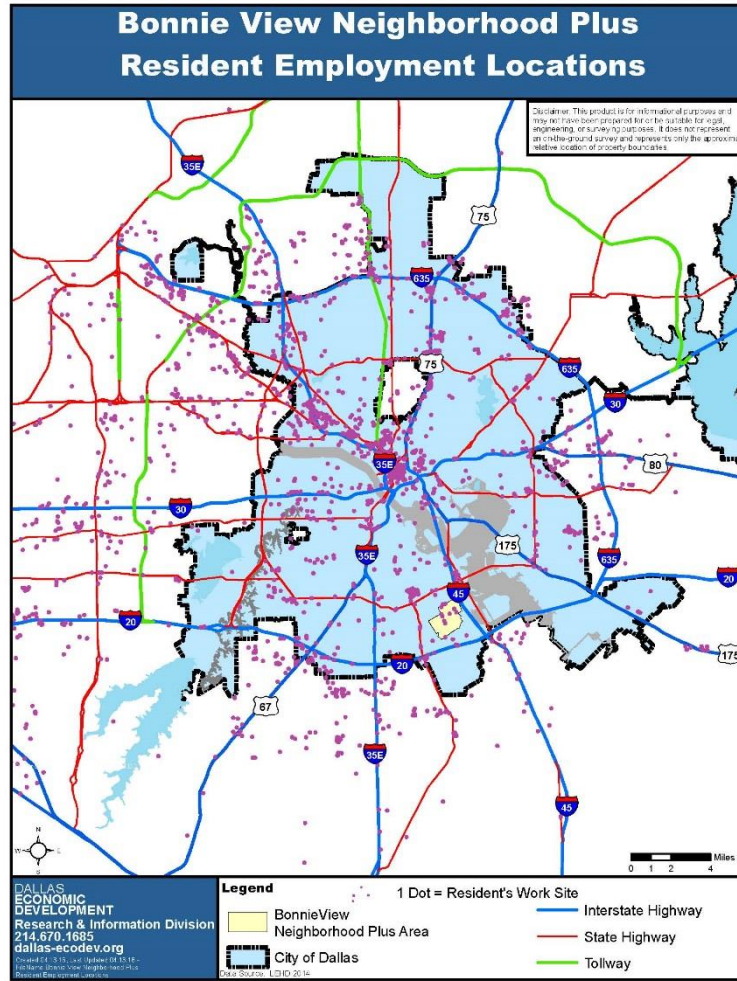
Purpose

Seek input and direction from Workforce Development Ecosystem Providers and ECO Committee Members regarding a proposed City role in support of outreach and “Career Pathway” training and job placement for low-income and low-skilled residents in high poverty areas.

Background

- Dallas has one of the highest concentrations of poverty in the nation
 - Per capita income is less than \$12,000 and household income is less than \$30,000 in high poverty communities in Dallas
- Low skilled/low income residents are unprepared for jobs that will lift them out of poverty
 - Low skilled/low income residents face barriers to employment, lack access to training, transportation, available jobs in high demand industries, childcare, tuition assistance, and knowledge of and access to available resources to overcome barriers
- Low skilled/low income residents often not qualified for job opportunities near where they live

Bonnie View Neighborhood Plus Employment Locations



Background Cont'd

- *New Skills at Work* report presented to Dallas City Council on February 17, 2016 (underwritten by J.P. Morgan Chase)
 - A data based analysis of local conditions focused on middle skill opportunities in healthcare and IT sectors.
 - Provided recommendations to develop career pathways to meet growing demand for employees in these sectors
 - Large pool of potential middle skill workers is needed to fill the talent pipeline
- In demand industries such as advanced manufacturing, logistics/warehouse, construction, healthcare and IT have shared concerns regarding the lack of work ready talent to fill entry level (first rung) and middle skill positions

Background Cont'd

- Talent pool includes residents who are currently unemployed or underemployed who need considerable support to be successful securing and retaining entry level and middle skill positions
- Outreach initiatives in underserved communities can be strengthened to more effectively reach low-skilled residents and targeted populations (formerly incarcerated, single parents, and out-of-school youth/young adults)

Goals

To address poverty through targeted efforts to engage third-party service providers to prepare unemployed and underemployed low skill/low income residents in high poverty areas for “first rung” and middle skill occupations in growing industries that pay a livable wage.

- Provide outreach to targeted populations
- Engage workforce ecosystem partners
- Support continuum process that addresses issues that impede successful training and employment
- Compliment/support existing programs

Existing Partners

- **Workforce Solutions of Greater Dallas** –Employment Readiness, Tuition Assistance, Support Services, Work Experience Subsidies, Work Opportunity Tax Credits (WOTC – employers can take advantage of tax credits for hiring formerly incarcerated, veterans, and long-term Temporary Assistance for Needy Families (TANF) recipients)
- **DCCCD** – Sector-based training in high demand industries such as Logistics/distribution, Advance Manufacturing, Construction, IT, Healthcare, Adult Education Literacy, ESL, tuition assistance, employer customized training (current/new employees)
- **DISD** – Continuing Education in High Demand Industries, Dual Enrollment in Industry accredited programs (DCCCD), Work-place Readiness, Industry Exposure through internships, work experiences, pre-apprenticeships, and apprenticeships

Existing Partners Cont'd

- **United Way** – Funding for job training and work place readiness programs for demand industries
- **Dallas Regional Chamber** – Real-time demographic data/information relevant to economic growth trends, skill occupations for demand industries, labor force availability (current & future)
- **Corporate Partners** – DCCCD Customized training for current and new employees work experience, internships, on-the-job training (OJT), apprenticeships, and permanent employment

Proposed City Support Role

- Focus on outreach and continuum of services to increase opportunities for unskilled and low-skilled workers in high poverty areas
- Establish MOA's with Workforce Ecosystem Partners to develop a systematic and complimentary process for servicing targeted groups
- Fund pilot program for third party service providers who provide outreach, employment readiness, placement, retention programs and manage a continuum of services to address needs and remove barriers to Workforce Readiness

Program Focus

- **Targeted Groups**
 - Formerly Incarcerated
 - Single Parents
 - Out-of-School Youth/Young Adults
- **Targeted Communities**
 - Neighborhood Plus
 - Neighbor Up

Proposed Program Design/Structure

Select third-party entities with capacity to provide continuum of services focused on:

- ✓ community outreach
 - ✓ case management
 - ✓ career and basic skills assessment
 - ✓ industry-based training
 - ✓ integrated basic skills and soft skills
 - ✓ paid work experience/OJT/apprenticeships
 - ✓ job placement
 - ✓ employment retention follow-up (6mos. – 1yr)
- Utilize a strong case management approach throughout the continuum to ensure individual success from program entry through job placement and retention
 - Leverage career pathway training resources through an MOA with Partners of Workforce Ecosystem (Workforce Solutions & DCCCD)
 - Engage employers in an **earn and learn model** where program participants will engage in OJT or apprenticeship while receiving classroom training, counseling, and other needed assistance

Suggested Program Criteria and Scope of Service

- **Proposers required to have:**
 - Experience with workforce training programs
 - Employer Engagement
 - Commitment from collaborative partners/providers in the continuum
 - Plan for outreach to targeted populations and communities
 - History of work with targeted populations/ communities
 - Financial capacity
- **Stipulations:**
 - Grants awarded in accordance with program criteria
 - City Council Approval and executed contract prior to funding
 - Not in Litigation with City
 - Agree to City's "Good Faith Effort Plan" to include Minority/Woman Owned Businesses

Measurements of Success

Increased number of residents from targeted, high-poverty communities:

- Entering career pathway programs in high demand industries
- Participating in a seamless continuum of services
- Completing industry-based training
- Participating in OJT or apprenticeships
- Securing sustainable employment

Next Steps

- Integrate Committee and Ecosystem Partners Input
- Subsequent Committee Briefing
- Prepare for adoption of guidelines/ funding allocation criteria in June 2016

Questions