

Memorandum



DATE June 17, 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 Update**

On Monday, June 20, 2016 the Economic Development Committee will be briefed on Workforce Readiness, Placement and Retention Program Update

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
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| A.C. Gonzalez, City Manager | Mark McDaniel, Assistant City Manager |
| Christopher D. Bowers, Interim City Attorney | Joey Zapata, Assistant City Manager |
| Craig D. Kinton, City Auditor | Jeanne Chipperfield, Chief Financial Officer |
| Rosa A. Rios, City Secretary | Sana Syed, Public Information Officer |
| Daniel F. Solis, Administrative Judge | Karl Zavitkovsky, Director, Office of Economic Development |
| Eric D. Campbell, Assistant City Manager | J. Hammond Perot, Assistant Director, Office of Economic Development |
| Jill A. Jordan, P.E., Assistant City Manager | Elsa Cantu, Assistant to the City Manager – Mayor & Council |

Workforce Readiness, Placement & Retention Program Update

June 20, 2016

Economic Development Committee



Briefing Purpose

Provide overview of proposed workforce readiness, placement and retention “Continuum of Service” pilot program to serve impoverished and disconnected communities

Request ECO Committee approval to seek Council consideration in August to authorize a \$1.5M allocation from PPP Fund to support issuance of an RFP to implement this initiative

Background

ECO briefing on 5/16/16 highlighted need for enhanced outreach to low-income/low-skilled residents in high poverty/unemployment areas (see map in Appendix A)

- Much of this targeted population is outside the labor force and not aware of existing workforce programs
- “Don’t know what they don’t know”
- High percentage are formerly incarcerated, out –of-school youth/young adults and single parents
- More comprehensive approach that effectively integrates existing program resources to better serve residents of disconnected neighborhoods is needed
- High growth industries, including Advanced Manufacturing, Construction, Healthcare, Information Technology, Logistics and Distribution have entry-level and middle-skills employment gaps

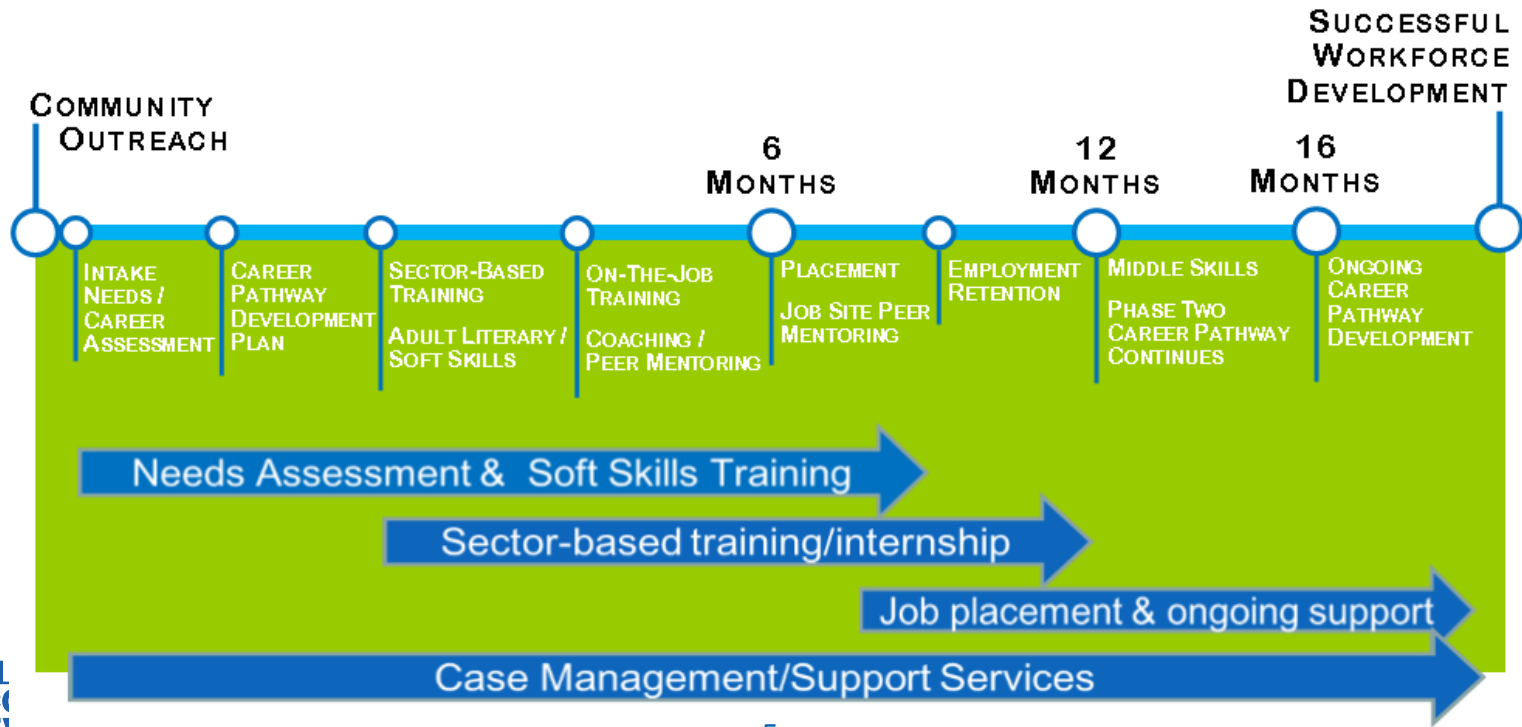
Pilot Program Goals

Utilize a consortium of providers to increase job placement and retention and to address poverty through focused workforce development efforts (“Career Pathway Continuum”):

- Developing a program that increases chances of job placement/retention.
- Engaging more employers in career pathway programs
- Providing outreach to populations in areas of highest need
- Engaging community-based service providers to prepare unemployed/underemployed residents in high poverty areas for “first rung” and middle skill occupations in high growth industries that pay a living wage
- Enhancing partnerships with existing workforce development partners
- Supporting continuum process that addresses issues that impede successful training and employment

Career Pathway Continuum

CAREER PATHWAY CONTINUUM 1—16 MONTHS



Program Eligibility

Eligibility

- Participants:
 - Dallas residents, age 18+
 - Must be eligible to legally work in the U.S.
 - Family income at or below 100% of the poverty level
- Lead Agency Applicant
 - Non-profit, community-based or faith based entity
 - Capacity to manage consortium of partners and continuum process
 - Support of key employers in targeted industries
 - Ability to leverage workforce system partners
 - Commitment to provide training and support services in targeted neighborhoods
 - Commitment to reach out to one or more targeted populations (formerly incarcerated, out-of-school youth and/or single parents)

Program Design/Structure

Collaborative “continuum” approach headed by a lead agency

- Different entities have primary responsibility for continuum deliverables; roles are defined by the partnership. Lead agency will be responsible for continuum coordination and oversight.

Continuum of Service Focus

- Community Outreach
- Case Management
- Career/Basic Skills Assessment
- Industry-Based Training
- Integrated Adult Literacy and Soft Skills
- OJT and Apprenticeships
- Job Placement

Strong Case Management process to ensure individual success from program entry through job placement/retention

Leverage of existing pathway training resource partners through MOA’s (DCCCD, Workforce Solutions, DISD

Employer Engagement

Mandatory Activities

Outreach and Recruitment – Community-based outreach, with a priority on formally incarcerated, out-of-school young adults, and single parents and high poverty individuals

Assessments – Comprehensive evaluation of participant training needs, skill deficiencies and support services required.

Supportive and Referral Services - Should complement training activities for the targeted population to remove barriers to employment. Examples include: childcare services, transportation, tuition for training, supplies/uniforms required by employer or training

Case managers will provide ongoing professional and personal assistance, customized to the needs of program participants.

Partnership with local employers— Offer opportunities for training, employment, OJT, work experience or apprenticeship for program participants. Partnering employers will invest in continued career pathway development for hired participants

Program Funding

Recommended Program Funding of \$1.5 M from PPP Fund envisions more than one lead agency

- Estimated maximum City financial support per respondent is \$500,000
- Respondents are expected to leverage additional cash or in-kind program support
- City funding cannot supplant other available sources (i.e. Workforce Development of Greater Dallas, DCCCD, etc.)– funding is available for gap funding for service delivery and programmatic elements

Timing

Contract term is expected to be two years with majority of service delivery (and funding) provided in first twelve months.

Second year allows for ongoing participant tracking, post-employment follow-up, limited services, and reporting to City on results

Proposed Scoring Criteria

Evaluation Criteria Weighting	
Experience and Qualifications	20
Includes experience and qualifications of lead entity and partners (and staff) within the consortium in service delivery, program management and reporting	
Budget, ability to leverage funds	30
Includes proposed use of funds, additional funds identified, and level of commitment for those additional funds (in-kind or cash)	
Responsiveness to proposal, project plan and timing	35
Includes an overall continuum design and understanding of the project, a clear identification of partners and an integrated process to ensure a seamless delivery of services between the applicant, and partners in recruiting participants, enrolling in supportive services, providing training, OJT, placing for employment, post employment follow-up and services	
BID (Business Inclusion and Development)	15
Total	100

Outcomes and Measures

Funded programs are expected to report on total number of participants at each step of the program (from outreach, to assessment and services, to stabilized employment) and track the outcome of each participant (i.e. which services were used and final results of program participation)

Reporting is to continue for time period in which individual is receiving service and year after the training is completed

Goal: 75% of program participants are employed and making a living wage at the end of the pilot program performance period.

Next Steps

Request ECO Committee endorsement to seek Council consideration in August, 2016 to authorize a proposed pilot program and allocation of \$1.5M from PPP Fund to support issuance of an RFP to implement this initiative.



Targeted Service Areas

APPENDIX A

Areas of High Unemployment for Service Delivery

