This working group will focus on successful strategies for spreading economic recovery to all neighborhoods in Denver through workforce development, targeted hire, and job training programs specifically geared toward middle skill jobs and low-income individuals aged 25-65.

December 19, 2016 Working Group Meeting Summary

The Working Group reiterated the purpose of the group since its meetings began in May to focus on and to create collaboration among the city and employers to begin recruitment and training efforts before a project starts. Councilmember Gilmore stated that these meetings were a way to gain knowledge about what was being done and to identify gaps. It was recognized that during this working group’s inception that OED also went through a transition to contract for its workforce activities. Part of that also means many lessons were learned through the 2016 transition period.

Denise Bryant, Office of Economic Development, said due to outstanding negotiations related to Worker’s Compensation/TANF, 88 people could not be placed in work because legal impacts needed to be worked out. OED staff is hoping to get that resolved soon. Ms. Bryant identified the following issues as well:

1) 20% of OED funding was cut in 2016 and they are expecting another 20% cut in funding for 2017.
2) OED funds DPS in the amount of $400,000 for their Career Connect Internship Program. More work is needed in the school system starting from junior high to recruit for labor and trades work to build training programs and experience of youth that are interested in these careers.
3) More internal collaboration should occur. For example, OED should work more with Kelly Leid and NWC activities to assess recruitment and project needs. The Working Group also would like to know what NWC is doing to coordinate recruitment and training activities for projects that will be starting in 2017.
4) Feedback is indicating that the immigrant population is no longer engaging with local government for services.

Councilmember Kniech noted that she is working on targeted hiring and that more information should be forthcoming from City Attorney Deanne Durfee. The Councilwoman suggested tracking apprenticeship and ITA information, but separately. She thought that the CDOT/WIN programs track for skills and assessments and is a community-based partner. Katrina Wert, from CCD, reported to
the Working Group at the November meeting and there will be representation at the next Central I-70 meeting from Council and the Working Group. It was also mentioned that there is need to identify programs in the construction industry as well as other industries. Ms. Bryant noted that staff is broken down into the various industries and works directly with those partners to identify needs. The staff breakdown and industries are as follows:

1) James Roina – Construction  james.roina@denvergov.org
2) Sarah Wilson – Manufacturing sarah.wilson@denvergov.org
3) Yohannes Mengistu – Retail  yohannes.mengistu@denvergov.org
4) Bret Walker - Professional and Technical Services  bret.walker@denvergov.org
5) Ken Arellano – Health care  ken.arellano@denvergov.org

Councilmember Gilmore said that the city should identify who the 2.9% are that represent the unemployed in the City and County of Denver. She reiterated the need for public safety outreach and campaign to assist workers to know what the law is for employers; especially when it is related to marijuana. Anita Davis, OED, noted that a good contact for a coordination of resources, besides Connect Colorado is www.skillful.com.

2016 Working Group Goal Highlights and Year-End Outcomes (see document entitled deliverables):

1) Have 90% job placement and 80% retention for the WIOA program (18 to 25-year old’s)\(^1\). With new service providers on June 1, 2016 and implementation gaps this goal has fallen short, but the working group is closely tracking it. The Office of Economic Development reported that there is an increase in the number of placements. As of December 2016, there have been 214 placements out of the 250 goal, almost at 90%. Many of the placements have not hit the 90-day retention benchmark. The reason for this is two-fold:
   a. First, most of our current participants are considered “new enrollments”. Unfortunately, during the last quarter prior to the transition, several customers were advised to go to other counties for their workforce needs.
   b. As a result, the number of people who transitioned to ResCare and engaged in job search activities or training were minimal. So, they’ve had to foster new relationships and assist customers along a continuum, where some have been placed into employment and others are simply not prepared yet.

2) Expand the amount of money available for individual training accounts so as people take advantage of apprenticeships they have a direct tie-in with Denver Public Schools to work with youth (connection to training opportunities for individuals not going to college). Requested information about all other apprenticeship and partner programming so we know what monies we can leverage for residents. Consideration to discuss allocating from the 2018 budget into these areas to increase the amount of assistance provided (WIOA funding is currently $3000 per participant).

3) Implement a strategy for job pipelines to the city’s major infrastructure projects. OED is actively working on this goal to increase collaboration and as a result of the Working Group has begun to memorialize written processes and resources for job seekers.

\(^1\) Although discussed and tracked through the meetings, this issue was removed as a goal of the Working Group.
4) Review results and recommendations from the pilot project based on best practices from other cities (if the pilot project has been completed and results provided before year-end). **Extensive research about other cities’ local hiring legislation was conducted by Council Analyst Debra Bartleson** (see attachment). The October meeting discussed the research and the information helped the Working Group identify options to encourage/mandate construction projects to hire from communities where the projects are. San Francisco City Build program is the leading model for “local hiring”.

Generally, local hire vs. targeted hire are defined as follows:

Local/community hiring is a goal or policy requirement to hire people who live close to the place of work. This aim is often more specifically structured as a requirement for contractors awarded certain types of publicly funded projects to recruit a certain proportion of the people working on the project from a particular area. Local hiring creates hiring preferences for people who live in a specific geographic area, which can be as large as an entire city or county, or as small as specific zip codes or neighborhoods. Community hiring requirements may create incentives for employers to hire from the community. (San Francisco/Wikipedia).

Targeted hiring is a program or policy aimed at increasing meaningful employment and training for disadvantaged and underrepresented workers. Hiring preferences can be based on a range of worker characteristics, such as veteran status, sex, race or ethnicity (where allowed), residency in a low-income neighborhood, having been formerly incarcerated, having a disability, or being long-term unemployed. It may be permissible to rely on certain characteristics, such race and sex, only in some circumstances (Policy Brief by Julian Gross and Policy Link/UCLA 2014 report).

5) Complete the half-day work session and implement job placement model. **At the May 16 meeting the Working Group removed this as a specific action or goal. OED continues to coordinate these activities with its contractors for workforce development.**

6) Provide programmatic recommendations to the Mayor’s administration gleaned from RTD’s WIN project and other successful models. **Katrina Wert was scheduled to the November meeting to discuss the Central I-70 program and how Denver can work collaboratively for recruitment and training assistance. Members from the Working Group will be in attendance at the next roundtable discussion in January 2017. At the November meeting, the following two requests were made and are outstanding at this time:**

- The Working Group requested that Gaby Corica from Mayor’s Office report back on where the Mayor is on local or targeted hiring.
- Councilmember Brooks requested an assessment be conducted in the Central I-70/Northeast Denver areas where the large projects are scheduled to determine what the training needs and jobs are.

The Working Group met on the following dates: May 16, June meeting canceled, July 27, August 15, September meeting canceled, October 17, and November 21.

OED identified the following items that could be explored in the future with the Working Group: dedicate an hour of a meeting to study supportive services, Individual Training Accounts and certifying training providers, assessing a jobseeker’s baseline interests and abilities, working with the employed homeless, or brainstorming specific strategies for reaching particular audiences.
2016 REVISED GOALS:

1) Provide leadership in establishing strong relationships with employers seeking to hire Denver residents especially in low income areas where larger construction projects are planned.

2) Collaborate with Office of Economic Development to create a workforce development infrastructure process that is transparent, accessible, and understandable to job seekers.

3) Support legislation that would encourage local hiring and/or targeted hiring in contracts generated by the City and County of Denver.

4) Encourage and support agency and staff skills and knowledge to advance strategic workforce development strategies by addressing budget needs.

5) Assist the youth workforce system through strategic investments and collaboration of local public and private services and funding.

6) Collaborate with the Denver Workforce Development Board (DWDB) to better align the work of the DWDB with the goals of the Working Group/Council. A summary of the DWDB information is as follows (see attachments):

This board is created by Federal law and has responsibilities under the Workforce Innovation and Opportunity Act (WIOA). The board reports to the Colorado Workforce Council and every two years they must be certified by the state that they are in compliance to all regulations and board membership. They were just certified in July 2016. The board must be primarily composed of business and community members. Appointments are made by the Mayor.

Next Steps – 2017:

The Council Policy Retreat is scheduled for Friday, January 13, 2017. There will be discussion on the working groups and how to proceed forward. There will be more information forthcoming.

The next scheduled Working Group meeting is Tuesday, January 17 from 3:30 pm to 5 pm in Room 451. Due to the policy retreat on Friday and the holiday on the following Monday, January 16, the final agenda for this meeting will be sent on the morning of January 17.