



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Paul Krutko

SUBJECT: SEE BELOW

DATE: August 31, 2009

Approved

Date

9/4/09

COUNCIL DISTRICT: 3, 4, 5, 6, 7, 8
SNI AREA: West Evergreen, Mayfair,
East Valley/680, Five Wounds/Brookwood
Terrace, 13th Street, University, Burbank/
Del Monte, Spartan/Keyes, Washington

**SUBJECT: CITY OF SAN JOSE/GREEN CAREERS INITIATIVE APPLICATION
FOR U.S. DEPARTMENT OF LABOR "PATHWAYS OUT OF
POVERTY" GRANT**

RECOMMENDATION

Adopt a resolution authorizing the City Manager, or designee, to submit an application on behalf of the Green Careers Initiative consortium for the U.S. Department of Labor's "Pathways Out of Poverty" grant in an amount not to exceed \$2,500,000.

OUTCOME

Authorizes the City Manager to submit a grant application to assist up to 250 low-income residents to obtain preparation for employment and skills training for emerging green career opportunities.

BACKGROUND

On June 24, 2009, the Department of Labor's Employment and Training Administration (ETA) announced a solicitation for grant applications to provide disadvantaged participants with "Pathways Out of Poverty" and into employment with \$150,000,000 made available through the American Recovery and Reinvestment Act of 2009.

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This corresponding grant proposal, the Green Careers Initiative (GCI), is a broad regional partnership focused on building systemic linkages to connect low-income workers, green jobs training programs, and creation of green jobs.

Working Partnerships USA has convened the GCI stakeholders with the goal of linking green building projects to a new workforce development model aimed at creating and maintaining high-quality jobs in the building trades while affording members of disadvantaged communities increased opportunity to enter a career in construction.

Projects funded by this grant will provide training and placement services within specific "green" industries. Training programs will (1) include sound recruitment and referral strategies for targeted populations; (2) integrate basic skills and work-readiness training with occupational skills training, as necessary; (3) combine supportive services with training services to help participants overcome barriers to employment, as necessary; and (4) provide training services at times and locations that are easily accessible to targeted populations.

Additionally, training programs must support advancement along a defined career pathway; and must result in an industry-recognized degree or certificate, where such a degree or certificate exists.

To be eligible for services under this grant, individuals must be at least 18 years of age and fall into one or more of the following categories: (i) unemployed individuals; (ii) high school dropouts; (iii) individuals with a criminal record; and (iv) disadvantaged individuals within areas of high poverty.

To ensure that high poverty areas receive priority for grant awards, applicants must demonstrate a clear and specific need for the Federal investment by identifying geographic statistical areas in which the communities to be served have a federally-defined poverty rate of at least 15%. The City of San Jose has two geographical areas that meet the 15% requirement. The two designated Public Use Microdata Areas (PUMAs) include Council Districts 3, 4, 6, 7, and 8, and the SNI areas of West Evergreen, East Valley/680, Mayfair, Five Wounds/Brookwood Terrace, 13th Street, University, Burbank/Del Monte, and parts of Spartan/Keyes and Washington.

ANALYSIS

Green Careers Initiative (GCI) is a consortium led by work2future, other local workforce investment boards, Roofers, Plumbers, Carpenters and Electrical labor groups, community-based organizations, community colleges, green business services providers, and employers, to create career pathways programs in the green collar sector for low-income populations. work2future will be the applicant for the \$2,500,000 grant. The grant submittal deadline is September 29, 2009.

Key Program Components

Sectors and Population Targeted

Green Career Pathways Initiative's application targets the Energy Efficiency, Construction, and Building Retrofit industry sectors, and will additionally include:

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- The renewable electric power industry;
- The deconstruction and materials use industries;
- The energy efficiency assessment industry serving residential, commercial, or industrial sectors; and
- Manufacturers that produce sustainable products using environmentally sustainable processes and materials.

The populations targeted to receive the benefits of this grant are living near or below the federal poverty level. These individuals may lack basic literacy and job readiness skills, and may face additional barriers to employment.

Intake Process and Training

work2future and its partners will act as designated points of entry into the program for potential participants. Partner agencies will be responsible to conduct outreach to low-income communities to recruit eligible individuals and to increase awareness regarding new opportunities.

The intake agencies will refer clients to a menu of training providers for appropriate training programs in addition to making referrals for essential wrap-around services, such as housing assistance, childcare, mental health or substance abuse treatment, and financial literacy programs. A case manager will be assigned to maintain an ongoing relationship with each eligible participant throughout the course of the program.

To expand access to participants with lower skill levels and greater barriers to employment, GCI partner agencies will collaborate to design curricula that blend vocational training with skill development in basic literacy, mathematics, and technology. These courses will help to accelerate the learning process for those with limited English proficiency and basic skills deficiencies.

As currently envisioned, participants will learn the basics of roofing, plumbing, electrical, mechanical, and structural upgrade of residential homes, while improving their literacy skills and, in some instances, preparing for the GED exam.

Placement

Once participants have been fully assessed and referred to the appropriate program, they can set goals for career advancement through continued education, training, and on-the-job experience. Graduates of these programs will be well positioned to transition to their next career pathways such as relevant apprenticeship programs or employment in the green building construction sector as a result of their skills training and enhanced literacy received under this program. Creation of these job opportunities, in part, will be spurred on by other ARRA related funding initiatives, including publicly supported green building projects and other "shovel ready" projects.

work2future will provide a package of intensive services, known as *Green Job Ready*, to help those participants already prepared for employment to find work that includes, but is not limited to, the following activities: Job Search Skills Development, Job Matching, Job Development, and Job Placement and Follow-up, all of which are geared to Green Industry employment.

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Additionally, participants will receive comprehensive assessments comprised of participant work history, life experience, interests, avocations and skills. Moreover, subsequent training in Job Search activities will assist participants to develop job leads, telephone skills, interview techniques, resumes, and job retention skills.

Performance Targets

The period of grant performance will be up to 24 months from the date of execution of the grant documents. The GCI project will serve up to 250 low-income residents. It is anticipated that a significant percentage of the participants will receive training, placement, and other supportive services. GCI will complement the training with workshops to address job preparation and development, environmental sustainability, introduction to green careers, and basic skills development.

Grant Requirements

"Pathways Out of Poverty" grant funds may be only be used for activities allowable under the Workforce Investment Act. The funds will be used to develop curricula, training courses, workshops, job placement activities, support services, and possible internship and nationally recognized pre-apprenticeship program components.

Matching funds are not required as a condition for application. However, work2future will work with its partners to leverage its funding in the future to support this green careers workforce strategy and operational model.

EVALUATION AND FOLLOW-UP

The project will be brought back to City Council for approval after notification by the Department of Labor.

PUBLIC OUTREACH/INTEREST

- Criterion 1: Requires Council action on the use of public funds equal to \$1 million or greater. (Required: Website Posting)
- Criterion 2: Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. (Required: E-mail and Website Posting)
- Criterion 3: Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. (Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)

This memo will be posted on the City's website for the September 22, 2009 City Council agenda.

COORDINATION

This memo was coordinated with the offices of the City Manager, the City Attorney, and Budget.

FISCAL/POLICY ALIGNMENT

Adoption of this resolution will further the City's Economic Development Strategy by helping to Prepare Residents to Participate in the Region's Economic Opportunity, from K-12 to Lifelong Learning (Initiative 9).

CEQA

Not a project.



PAUL KRUTKO
Chief Development Officer
City Manager's Office

For questions please contact Jeff Ruster, Office of Economic Development Deputy Director, at 535-8183.