COMMUNITY ECONOMIC DEVELOPMENT: PARTNERSHIPS FOR CED PROJECTS
Division of Community Discretionary Programs
Office of Community Services
Agenda & Introductions

Michael DiRamio
Program Director for Sustainable Communities
Corporation for a Skilled Workforce

John MacDonald
President and CEO
Impact Services Corporation
Community Based Job Creation Partnerships

US Department of HHS CED Prospective Grantee Webinar

Michael DiRamio, Corporation for a Skilled Workforce

May 1, 2014
CSW’s Mission & Work

- Increasing economic opportunity and sustainable prosperity for people, companies, and communities

- Helping states, regions, and communities re-imagine policies and investments that support work and learning in the 21st century

- Engaging in public policy research, development, and technical assistance in the areas of education, economic, and workforce development
Community-Based Job Creation

Prosperity  
Equity  
Good jobs  
Environmental stewardship

Buildings  
Transportation  
Food  
Energy  
Manufacturing

Higher efficiency standards for building codes; efficient deconstruction, clean up, and new construction.  
Incentives for mass transit construction and operations; incentives for energy storage technology and fuel efficient cars.  
Incentives for local food systems and sustainable farming.  
Renewable portfolio standard that leads the nation; low carbon fuel standard; energy feed-in tariff.  
Local production capacity and supply chain.

Enable it.  
Organize communities to drive market demand.  
Build it.  
Target emerging sectors that are ripe for development.  
Support it.  
Employ economic gardening and microenterprise development.  
Supply it.  
Enable local talent engagement and development.  
Sustain it.  
Align efforts to achieve collective impact in the community.
Targeting Your Economic Development Efforts

- What are the unmet community needs?
- What are the skill sets in the community that you can build upon? Transferable skills?
- Availability of training for that industry?
- Where are EDC and business support organizations focused?
Community-Based Job Creation

Outcomes

Prosperity  Equity  Good jobs  Environmental stewardship

Buildings  Transportation  Food  Energy  Manufacturing

Community Pillars

Buildings
- Higher efficiency standards for building codes; efficient deconstruction, clean up, and new construction.

Transportation
- Incentives for mass transit construction and operations; incentives for energy storage technology and fuel efficient cars.

Food
- Incentives for local food systems and sustainable farming.

Energy
- Renewable portfolio standard that leads the nation; low carbon fuel standard; energy feed-in tariff.

Manufacturing
- Local production capacity and supply chain.

Actions

Enable it.
- Organize communities to drive market demand.

Build it.
- Target emerging sectors that are ripe for development.

Support it.
- Employ economic gardening and microenterprise development.

Supply it.
- Enable local talent engagement and development.

Sustain it.
- Align efforts to achieve collective impact in the community.
Employability/Occupational Skills Training

Job Placement Assistance
A Chance to Succeed

What skills do I need?

How do I know I will be good at it?

Will I be able to work and go back to school?

Where can I go to get the training I need?

How can I get to job interviews?

Who will take care of my kids?

Where do I start?
What CDCs Can Do

1. Reach out to potential local workforce partner agencies

2. Identify aligned interests

3. Partner on grants/initiatives

4. Help convene/catalyze new partnerships around jobs and skills

5. Raise the issue with funders

6. Get involved in advocacy around funding for job training programs

7. Support community benefits tied to development and ensure workforce stakeholders are involved
Outreach: Connecting with Your Local Workforce Resources

Skill Building and Supportive Services

Industry Engagement and Career Pathways

Small Business and Community Enterprise Development

Jobs for Residents

- Education and Training (Colleges, CBOs)
- Adult Basic Education Providers
- Community/Faith-based (work readiness training)
- Literacy Providers
- Support Service providers (transportation, childcare, etc.)
- Neighborhood Business Associations
- Community Development Corporations
- Business Incubators/Accelerators
- Sector/Cluster Workforce Partnerships
- Economic Development Corporations
- Workforce Boards/OneStop Operators
- Industry Associations (Chambers, trade groups, etc.)
- Jobs for Residents
- Community Development Corporations
- Business Incubators/Accelerators
Outreach: Identify Aligned Interests

1. What is the value that they can bring to your project?

2. Are you clear what you bring to the table?

3. Does your program target a specific population of interest to the potential partner?

4. Are they interested in job placements for their participants?!
Checklist: 15 Ways to Work Better with your LWIB and One-Stops

1. Find out who the One-Stop program manager is, and set up a conversation.

2. Create relationships with the top leadership at the One-Stop, the decision makers.

3. Get someone who understands the system and has established relationships with decision makers to help connect and guide you through the process.

4. Know who is on your local Workforce Investment Board, and any connections Board members may have to your program’s interests.

5. Request a slot on the meeting agenda of the next full WIB board meeting to present your grant’s goals, the opportunities, and what’s in it for them.

6. Align your goals with that of the One-Stop Career Center and their vision.

7. Understand that both you and the One-Stop need to gain credit for outcomes. Look at your and their performance outcomes and figure out how to make it work.

8. Become relevant to the One-Stop, for example have an “in” with employers, have ways to enhance their programs, and leverage resources.
Checklist: 15 Ways to Work Better with your LWIB and One-Stops

9. Early on, write the One-Stop into the project contract with a defined role and funding. This helps to leverage your ask(s) of them.

10. Align your pitch with the region’s goals and speak to that, just as you would do if delivering an employer pitch—speak to their needs.

11. Be flexible and responsive.

12. Know the right person(s) to speak with for specific needs or challenges along the way.

13. Be persistent and follow up.

14. Don’t promise something you can’t deliver.

15. If the jobseekers at the One-Stop are not ready for the training your program is offering (i.e. they need remedial education first), don’t give up. Work with the One Stop to create the right remedial education and pathway into your training. This is an important part of a longer term relationship that benefits jobseekers.
Select Grant Partners

From wherever someone is starting…

CONTINUUM OF PARTICIPANT SUPPORT

RECRUITMENT ➤ ASSESSMENT ➤ TRAINING ➤ CAREER COACHING ➤ JOB PLACEMENT ➤ RETENTION

ONGOING AND DYNAMIC: CASE MANAGEMENT, CUSTOMIZED LIFE SUPPORTS
# Workforce Pipeline: Example Roles

<table>
<thead>
<tr>
<th>Who</th>
<th>What</th>
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<tbody>
<tr>
<td>Employers and Employer Associations</td>
<td>Identify needs &amp; drive strategy</td>
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<tr>
<td>Economic Development</td>
<td>Support industry &amp; community</td>
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<tr>
<td>Community Development Corporations</td>
<td>Facilitate neighborhood business engagement with workforce, education and social service providers</td>
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<tr>
<td>Workforce Development</td>
<td>Connect resources &amp; formulate solutions</td>
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<td>Education</td>
<td>Provide training</td>
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<td>Organized Labor</td>
<td>Articulate employees’ needs &amp; provide solutions</td>
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<tr>
<td>Social Services &amp; CBOs</td>
<td>Articulate workers’ needs &amp; provide support services</td>
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<td>RECRUITMENT</td>
<td>ASSESSMENT</td>
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<td>Partner with Faith-Based Organization</td>
<td>Multiple Types of Assessment</td>
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<td>Partner with Gov’t Agencies like One-Stop</td>
<td>Screen for Math and Literacy only</td>
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<tr>
<td>Other Partner Organizations</td>
<td>Screen for Occupational Fit</td>
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<tr>
<td>Referrals from Graduates</td>
<td>Screen for Work-Ready Willingness</td>
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<tr>
<td>Working with One Stops</td>
<td>Requirements Posted on Flier/Website; Before Orientation</td>
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<td>Micro Location-Specific (Barbershops, Laundromats)</td>
<td>During Orientation/ Before Training Starts</td>
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<tr>
<td>Fliers</td>
<td>During Training</td>
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<tr>
<td>Online - Website, Listservs, Facebook, etc.</td>
<td>Other</td>
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For More Info/Support

Go to www.skilledwork.org

Michael DiRamio
Program Director – Sustainable Communities
Corporation for a Skilled Workforce

mdiramio@skilledwork.org

@MichaelDiRamio
How to Build a Strong Partnership

   a. Get Involved in Your Service Area.

2. How is Your Reputation?
   a. Are you Known for Doing What You Say You Will Do?

3. Aramingo Crossings – A Partnership that Worked.
Aramingo Crossings
Aramingo Avenue at Butler St. and Wheatsheaf Lane

Construction started 2007
Former Location of Tioga Pipe and April Warehousing

Stores Opened 2010
$45 Million Invested
Over 600 Community Jobs
Excavation Began in 2007:
Wolfson Group
Groundbreaking 2008: Lowes
New Retail
Opened: 2010
• Lowes
• Chick-fil-A
• Sonic
Spring 2012: Walmart Opened
Spring 2012: Retail in-line Stores
Spring 2012: Financial Institution Search
Pad Site Began Construction
TD Bank Opened March, 2014
Aramingo Crossings
Fully Leased March 2014
Aramingo Crossings Summary

- $45 Million of Investment Dollars / Over 600 Community Jobs
- Retail Sales Volume Over $100 Million per Year

Aramingo Avenue Shopping District is a Cleaner, Safer Shopping Destination and has Assisted Hundreds of Low-Income Neighborhood Residents Gain Access to Employment.
Aramingo Rail Transfer: September 2010
Proposed: Truck to Rail Solid Waste Transfer Facility at 2580 Church St.

Groups United in Opposition:
Aramingo Business Association
Bridesburg CDC
Bridesburg Civic Association
City of Philadelphia 6th Council District
Impact Services Corporation
Northeast Building Products
Port Richmond Civic Association
Demonstrating Your Partnerships

- Written and signed agreements documenting relationships with project partners should:
  - Provide clear roles for each partner in the project
  - Outline explicit strategies for collaborations
  - Identify the specific contribution of the partner
  - Include signatures of all parties
  - Include duration of agreement
  - Records and reporting requirements (if applicable)
  - Remuneration (if applicable)
Demonstrating Your Partnerships

• Agreements are usually in the form of:
  • Memorandums of Understanding
  • Letters of commitment
  • Loan agreements
  • Equity investment agreements
• Include the actual agreement in your application!
Demonstrating Your Partnerships

• Agreements should incorporate program requirements.
  • Positions will be filled by low-income individuals. Prospective hires will be recruited and verified as eligible under the program.
  • Strategies are in place for the retaining low-income individuals in the newly created positions.
  • Detailed records will be kept documenting grant expenditures and positions created and filled.

• Utilize existing partnerships
Questions