

SPONSOR(S): ALD. COGGS

ARPA #

DEPARTMENT(S)	Amount	Positions	Are positions new?
Common Council – City Clerk	\$2,013,334	4	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
TOTAL	\$2,013,334	4	

Request is likely eligible only to the amount of “Lost Revenue” Yes No \$ _____

INTENT

Allocate \$2,013,334 million to Direct Connect MKE over a 3-year period.

CC Resolution Introduced? Yes No CC File # _____

BACKGROUND

1. Direct Connect MKE (DCMKE) helps employment recruiters connect interactively with under-resourced job seekers and to offer them job training and placement opportunities in a secure, mobile-based process, allowing all parties access to vital career information in a digitized workforce pipeline.
2. Launched in 2018, DCMKE provides an interactive mobile-accessible platform with website capabilities, an app, and a smart AI assistant to serve over 800 jobseekers and connect them with 53 partnering local workforce agencies and 142 career specialists.
3. Nine aldermanic districts, which are predominantly Black and Brown, had pre-pandemic unemployment rates of 10% and above.
4. According to the U.S. Census, over 19,000 unemployed people are searching for jobs in Milwaukee, but many people, especially those living in underserved neighborhoods, are unaware of job training and placement opportunities available in Milwaukee and neighboring municipalities. .
5. Many young and unemployed people in the Millennial and Gen Z populations between the ages of 16- and 34-years-old need access to digital convenience when searching for jobs.
6. The Common Council City-Clerk’s Office of Workforce Development (OWD), which is staffed by two full-time individuals, administers the DCMKE Alliance of workforce agency partners.
7. OWD works with trained career specialists, partner agencies, and recruiters to post and share DCMKE information about internships, career mentoring, supportive

services, pre-apprenticeships, subsidized work experience, job training, and unsubsidized employment.

DESCRIPTION

1. Proposed allocations

Amount	Program	Dept.
\$2,013,334	Direct Connect MKE	Common Council – City Clerk

2. Description of activities:

DCMKE will administer \$671,111 per year for three years of implementation for a total of \$2,013,334. This initiative will provide \$1,579,990 in funding for 35 months to select Direct Connect MKE nonprofit employment service partners that actively participate in digital recruitment, intake, assessment, referral, placement and retention targeted at young adult job seekers residing in Milwaukee’s under-resourced neighborhoods. Depending on capacity, each agency will be awarded a competitive grant of anywhere between \$20,000 and \$50,000.

Funding will also expand the scope and capacity of DCMKE’s platform service provision for rapid dissemination of vital information to underserved neighborhoods, which are related to intake, assessment, IEP, job training, placement and retention activities.

The City will promote DCMKE to unemployed and disenfranchised young adults from ZIP Codes recognized by U.S. Census data as having high unemployment rates, including 53204, 53205, 53206, 53208, 53210, 53212, 53216, 53218, and 53233.

The City will hire four part-time Community Liaisons (CL) for \$187,200 from low-income neighborhoods to provide door-to-door community outreach and family engagement in order to reach young adults. CLs will augment data-driven referrals based on identified need and will work closely with the Workforce Development Coordinator, and the Workforce Outreach Specialist, to advance and administer the project. A total of \$16,560 is proposed for CL’s mileage reimbursement at the prevailing mileage rate of 57.5 cents per mile. CLs will recruit three young adults per month for 35 months for a total caseload of 560 young adults. CLs will be well-recognized and respected community leaders who are likely retired and are looking to give back to the community.

A Workforce Grant Specialist will be hired to provide OWD with grant writing, research, evaluation and administrative support and is currently vacant.

Roll-out of the initiative will include \$170,736 for digital and traditional print and audio media; promotional campaigns through flyers, articles in aldermanic newsletters, and public service announcements.

Third party job placement verification of job seekers will be implemented at \$49,248 to ensure the veracity of employment information.

Assuming a start date of December 2021, and in addition to the CL recruitment of 560 job seekers; DCMKE’s use of digital and traditional outreach campaigns, will add 1,264

prospective job seekers as program-users each year, for a combined total of 5,616 job seekers by June of 2025.

- 3. Enabling Legislation Required? Yes No
- 4. BMD Review Included? Yes No
- 5. OEI Review Included? Yes No

DESIRED GOALS / OBJECTIVES

- 1. Share Milwaukee events, training, jobs and supportive service opportunities.
- 2. Continuous learning about unemployed and underemployed young adults with the goal of enhancing intake and eligibility process.
- 3. Increase the number of prospective job seekers using DCMKE.
- 4. Increase young adults’ networking opportunities on DCMKE.
- 5. Break out of organizational silos using networking tools.
- 6. Improve commitment to careers among young adults.
- 7. Increase income and work experiences among young adults.
- 8. Reduce recidivism.
- 9. Reduce unemployment.
- 10. Improve employment retention.

TRACKING METRICS

- 1. Total wages earned.
- 2. Average hourly wage rate.
- 3. Total number of people served.
- 4. Number of people served by age.
- 5. Number of people served by race.
- 6. Number of young adults recruited.
- 7. Number of promotional campaigns completed.
- 8. Number of people placed and retained in unsubsidized employment

TIMETABLE

- 1. Ramp Up: December 2021
- 2. Implementation: March 2022-June 2025
- 3. Winding Down: July – Aug 2025

Key timetable figures:

Project will last 42 months, including:

- 3 months of planning.
- 35 months of implementation.
- 2 months of intermittent annual reporting.
- 2 months of closing out and final reporting.

LIST OF SUBGRANTEES

1. True Work; Work Numbers or Equifax

BUDGET SUMMARY

Category	Amount	%		
Personnel	\$187,200	9.3%		
Operating Expenditures	\$1,826,134	90.7%		
Equipment				
Contracted Services				
Total	\$2,013,334	100%		

The City will hire four part-time Community Liaisons for \$15 per hour for 1,040 hours each per year. Each CL will work 20 hours a week at \$15,600 per year. The budget detail below outlines total costs for the years 2022, 2023, and 2024.

BUDGET DETAIL

PERSONNEL COSTS								
Title	Estim Salary	New	Existing	Total	Salary	Multiplier	Fringe Benefits	Total
Community Liaisons	\$187,200	4		4	\$187,200		N/A	\$187,200
TOTAL PERSONNEL	\$187,200	4		4	\$187,200		N/A	\$187,200

Multiplier: GC=.46 MPD=.48 Fire=.52 Water=.36 Transp Fund=.40

			Total
OPERATING EXPENDITURES			
DCMKE Networks			\$1,579,990
Mileage reimbursement			\$16,560
Behavioral and keyword targeting, print media, billboard advertising			\$170,736
Third party placement verification			\$49,248
Supplies for job fairs			\$9,600
SUB TOTAL			\$1,826,134
EQUIPMENT			
SUB TOTAL			\$
CONTRACTED SERVICES		Admin	Direct Aid
SUB TOTAL			\$
TOTAL COSTS			\$2,013,334

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 Legislative Reference Bureau
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