

BMAAC Presentation – Mar 21st 2019

INTRODUCTION

Slide 1: Good afternoon Co-Chairpersons, Committee Members & my fellow Milwaukeeans, I am Bernadette Karanja, Common Council – City Clerk’s Workforce Development Coordinator. I am joined by Honorable Council Member José Pérez who represents this District – which is District 12.

Thank you for giving us the opportunity to briefly share efforts accomplished at the Common Council City-Clerk’s Office of Workforce Development.

Slide 2: President Hamilton, Ald. Coggs and Ald. Pérez’s vision and support - along with his fellow honorable Council members - led to the creation of the Common Council City Clerk’s Workforce Development Office. We are here to present, the work conducted at this office and explore future collaborative efforts with BMAAC. We will share

BMAAC Presentation – Mar 21st 2019

sample strategies used to combat unemployment and boost neighborhood communities.

Slide 3: The Office of Workforce Development has a dual focus at the Common Council

BIG PICTURE PERSPECTIVE: Navigate & Provide Expertise on Workforce Development Policy & Systems

TACTICAL PERSPECTIVE: Create Awareness about Job Training & Placement Opportunities with a prime purpose of creating innovative and collaborative strategies in serving our underserved emerging neighborhoods.

Slide 4: Seven WD Goals

With regard to our Big Picture Perspective:

- I. The WD Office was established in March of 2017. In April and May of that year, I met one-on-one with each Council Members to determine their individual Workforce Development visions. These vision meetings guided me in**

BMAAC Presentation – Mar 21st 2019

preparing a draft Common Council Work plan which created **7 priority goals; 25 Actionable Objectives** and **several related outcomes**; proposed by Council Members (*in many instances in a shared vision*). The Work Plan juxtaposes existing job and support services within the city’s employment service agencies **WITH** Council Member visions. We noted alignment of vision **AND** existing services **AND Council’s** innovative approaches.

These 7 priority goals include:

Vision Holder	Description of Goals and Actionable Objectives
Hamilton, Coggs, Stamper, Lewis, Perez, Rainey	<p>Goal 1: Youth Employment & Violence Prevention:</p> <p>(a) <u>President Hamilton, Ald. Coggs, Ald. Stamper, Ald. Lewis & Ald Pèrez</u> Modify Federal Promise Zone Goals to Customize Milwaukee City Needs. (b) Identify most challenged neighborhoods (c) Engage identified neighborhoods in local job training & employment opportunities. (d) Improve outcomes for children and families in targeted neighborhoods. (e) <u>Rainey</u>: Encourage Private Sector Commitment in Century City</p>

BMAAC Presentation – Mar 21st 2019

Vision Holder	Description of Goals and Actionable Objectives
<p>Hamilton, Coggs, Stamper, Perez, Johnson</p>	<p>Goal 2: Equitable Sourcing At City of Milwaukee for Businesses of Color. G2A. Create City Department Incentives for Contracted Minority Hiring & Small Business Mentoring</p> <p>(a) <u>President Hamilton, Ald. Coggs, Ald. Stamper, Ald. Perez & Ald. Johnson</u> City Accelerator Program.</p> <p>(b) Identify opportunities to increase prime contractual capacity for businesses of color.</p>
<p>Hamilton, Coggs, Stamper, Lewis, Perez, Rainey; Johnson, Bohl; Johnson Kovac, Donavan, Witkowski</p>	<p>Goal 3: Close Spatial, Informational & Technological Gaps in Employment Opportunities.</p> <p>(a) <u>Hamilton, Coggs, Stamper, Lewis, Perez, Johnson, Rainey</u>. Create awareness about job training and placement services for underserved communities in Milwaukee. (b) <u>Johnson</u>: Anyone interested in finding employment can actually find a family supporting job. (c) <u>Kovac</u>: Diversity in skills trades.</p>
<p>Coggs, Stamper, Kovac, Riley</p>	<p>Goal 4: Neighborhood Revitalization</p> <p>(a) <u>Coggs & Stamper</u> Encourage Entrepreneurism in Communities of Color. (b) <u>Coggs & Stamper</u> Eliminate Blight in Challenged City Neighborhoods. (c) <u>Kovac</u>: Re-develop Vacant & Foreclosed Homes for Occupation by Residents with Family Supporting Income</p>

BMAAC Presentation – Mar 21st 2019

Vision Holder	Description of Goals and Actionable Objectives
<p>Hamilton, Bohl</p>	<p>Goal 5: My Brother’s Keeper Initiative</p> <p>(a) <u>Hamilton & Bohl</u>: Focus on African American Male Residents of Milwaukee City whose Education, Skills and Job Disparities are considerably higher</p>
<p>Hamilton, Donavan, Johnson, Witkowski, Borkowski, Rainey, Zielinski</p> <p>-----</p> <p>Resolution File #160603: Sponsored by Ald. Witkowski. Creating Local Business & Community Task Force on Jobs: - While we haven’t established the task force yet .. The WD Office has made contact with 13 of the 27 proposed Members. 8 of the 13 organizations have joined DCMKE Membership and an additional two will join in phase 22</p> <p>Resolution File # 16064 Sponsored by Ald. Witkowski. Creating Task Force on the involvement of Parents in Children’s Education.</p>	<p>Goal 6: Educational Achievement Needs to be Linked to Workforce Development for Minority Families.</p> <p>(a) <u>Hamilton</u>: Harlem Children’s Zone (b) <u>Donavan</u>: Create Boarding Schools to get kids out of violent neighborhoods and teach them life skills (c) <u>Johnson</u>: Build strong links between early childhood education, workforce development and public safety (d) <u>Johnson</u>: Work with MPS to encourage students to pursue careers in the Trades. (e) <u>Witkowski</u>: Increase Parental Involvement in Children’s Education. (f) <u>Witkowski</u>: Raise Educational Achievement and School Attendance. (g) Ald. Borkowski: Consider Alverno Students as mentors for youth in challenged neighborhoods. (h) Ald. Rainey: Include African American Achievements in Educational Curricula to Encourage Role Modeling. (i) “If we fully support families to be safe and secure then students will be successful in fulfilling their secondary and post-secondary goals”.</p>

BMAAC Presentation – Mar 21st 2019

Vision Holder	Description of Goals and Actionable Objectives
<p>Bauman, Johnson, Donovan</p>	<p>Goal 7: Link city Residents with Jobs in Waukesha, Ozaukee, Wauwatosa</p> <p>(a) Ald. Bauman & Ald. Donovan: Create effective transportation strategies for low income city residents to reach jobs in the suburbs. (b) Ald. Johnson: Work with the private sector to encourage legislators to prioritize development of transit routes connecting city residents to jobs in WOW region. <i>It should be noted that Ald. Bauman is an advocate and subject matter expert on expanded transportation.</i></p> <ul style="list-style-type: none"> ● MILWAUKEE COUNTY TRANSIT SYSTEM 2017 TITLE VI of THE CIVIL RIGHTS ACT OF 1964: FTA Rules require MCTS to prepare service and fare equity analysis (SAFE) to indicate whether a change to a route would have a disparate impact on minority populations or a disproportionate burden on low income populations. In this regard MCTC has: <ul style="list-style-type: none"> ● Reviewed the distribution of M-Card Recharge Units with a plan to identify new sites in minority and low income census tracks ● While some fares were increased in 2017 GO Pass eligibility criteria was modified to focus on low income populations. ● Due to low ridership in 2016, sponsors (BHCW and MICAH) decided to end Route 279 to Menomonee Falls. Bus hours will be transferred to routes 6 & 61.

BMAAC Presentation – Mar 21st 2019

In addition, the draft vision work plan responded to the Council's vision specifically by:

☰ Identifying and creating a directory of Milwaukee's existing employment and supportive services agencies.

- Directory of 38 established employment service agencies
- Directory of 207 supportive service agencies

☰ We have worked with the City's Legislative Research Bureau to pull supportive data on unemployment and poverty rates by Aldermanic Districts and mapping asset lists of businesses by aldermanic districts. We have since updated unemployment data to reflect 2013-2017 ACS projections.

- Overall, unemployment rates have declined slightly for residents aged 25-34. However, young adults aged 20 to 24 continue to indicate similar or slightly higher unemployment rates.

☰ City of Milwaukee Asset maps were developed using Land Use Codes and Master Property Records (MPROP). In addition to the larger employer we are all familiar with this exercise will help our Office to identify potential small

business employers looking for skilled labor and have no idea how to find it.

Slide 5: Alignment

Our Office's tactical activity in programs aligns directly with the Council's priority goals in workforce development. We will briefly share samples of our efforts.

Slide 6: MPZ

Inspired by Federal Promise Zones Designations

- HUD & DOE invested and partnered with high-poverty urban, rural and tribal communities to:
 - Create jobs
 - Increase economic activity,
 - Improve educational opportunities
 - Leverage private investment
 - And reduce violent crime
- **MPZ & OVP:** In partnership with Employ Milwaukee, MPZ and OVP now have a measurable summer youth employment framework adopted to the Earn & Learn Model
- MPZ goals and objectives align with those from our Blue Print for Peace

Slide 7: Michels

With Regard to Economic Development; the Office of Workforce Development coordinates employers labor and construction needs. A recent and important example is our work with **Michels Corporation**

⌚ We have embarked on a two-prong approach in **(1) Meeting Michels' Recruitment needs** and **(2) Responding proactively to their River 1 Construction Project.**

1. **Recruitment Needs:** We are partnering with MATC Walker's Point; Employ Milwaukee and WRTP-BIG STEP to prepare customized recruitment events for Michels which includes:

⌘ A need for 50 Summer College Interns annually for 50-60 hours a week

⌘ Recruitment of mid to high level construction positions which include P6 Schedulers, Structural Concrete Estimators, Union Travelling Concrete Laborers and Finishers and more. Contact me for additional information on these positions.

⌘ MATC Walker's Point role in responding to training individuals in construction skills trades for Michels.



MATC Walker's point also has a [Truck Driving School](#) which will be responding to Michels' Quad Axle Dump Truck Drivers.

- 2. River 1 Project:** Coordinate proactive responses with WRTP to the General Contractors gap analysis by identifying training programs and consulting with respective unions and heads of building trades.

Slides 8 & 9: Self Explanatory

Slide 10: City Accelerator

In Navigating and providing expertise on WD System Common Council President Ashanti Hamilton assigned me to the City Accelerator Procurement team for Inclusive Economic Opportunity.

- With \$100,000 in funding for each city, five cities including Milwaukee worked together over a year to refine approaches in procurement by increasing diversity and inclusion for businesses of color. The other cities were Chicago, Los Angeles, Memphis & Charlotte.

Slide 11: City Accelerator

Where we are now - Findings & Actions:

- Surveyed 129 Businesses to hear their perception and outlook
- Used survey responses to re-brand our engagement and inclusion strategies -
- We produced a City Buying Plan with 95% city department participation
 - City Departments became interested in INNOVATION and POLICY CHANGE
 - Stakeholders and business owners ENGAGED in the conversations around best practices

 We are measuring our progress by:

- Increase # of Small Business Enterprise Certifications
- Increase # of New Bids by Small Business Enterprises
- Increase payments to Small Business Enterprises

Slide 12: DCMKE

I am especially grateful to the Chairperson of our Finance & Personnel Committee Alderwoman Milele Coggs for spear-

BMAAC Presentation – Mar 21st 2019

heading the inception of DirectConnectMKE; which I am happy to report with gratitude – is now supported by Our Council Members and by our Mayor, Tom Barrett. Special thanks to David Douglas of Yolobe, Inc. who donated over 10,000 hours of his work team to build and customize the platform according to Milwaukee’s needs.

📄 Market value of DirectConnectMKE stands at \$1.5 million

📄 We conducted a **Soft Launch** of DCMKE on July 12th where four cohorts of career managers and community leaders from **26 Wave One Member organizations built their online profiles.**

○ **34 Phase I Organizational Members have joined of which 21 have committed to providing feedback during the 12 month pilot phase (August 2018 to August 2019)**

○ 3,000 visits to the platform

○ 168 Member Administrators

○ 400 Users in total



○ Over 235 Opportunities Posted

○ Monthly usage stood at 30% - 50% - we are working to obtain funding for a full launch promotional campaign.

BMAAC Presentation – Mar 21st 2019


What we have deduced from the pilot is that the service is needed.

- A built-in dashboard allows us to see who is active on the platform in real-time
- Three large organizations are Premium Members
 - SDC, AmericaWorks & Employ Milwaukee

Hired a Workforce Outreach Specialist, Jason Thompson who reported to work on October 22nd 2018

Slide 13: Compete Milwaukee - Self Explanatory

Slide 14: Aligning WD to Education - Self Explanatory



Common Council City-Clerk's Office of Workforce Development



Common Council Members - 2019



Ashanti Hamilton
1st District



Cavalier Johnson
2nd District



Nicholas Kovac
3rd District



Robert Bauman
4th District



Nikiya Dodd
5th District



Milele A. Coggs
6th District



Khalif J. Rainey
7th District



Robert G. Donovan
8th District



Chantia Lewis
9th District



Michael J. Murphy
10th District



Mark A. Borkowski
11th District



José G. Pérez
12th District



Terry L. Witkowski
13th District



T. Anthony Zielinski
14th District



Russell W. Stamper, II
15th District



Sample Strategies Used to Combat Unemployment & Boost Neighborhood Economies

- **Big Picture Perspective:** Navigate & Provide Expertise on Workforce Development Policy
- **Tactical Perspective:** Create Awareness of Training & Placement Opportunities
 - ✓ **Prime Purpose:** Creating innovative and collaborative strategies for our emerging neighborhoods



Big Picture Perspective – WD Policy Common Council Priority Goals

1. Youth Employment & Violence Prevention
2. Equitable Sourcing for Businesses of Color
3. Closing Informational Gaps in Employment
4. Neighborhood Revitalization
5. My Brother's Keeper Initiative
6. Linking Educational Achievement to Workforce Development
7. Create Transit Links to Jobs in Waukesha, Ozaukee & Wauwatosa



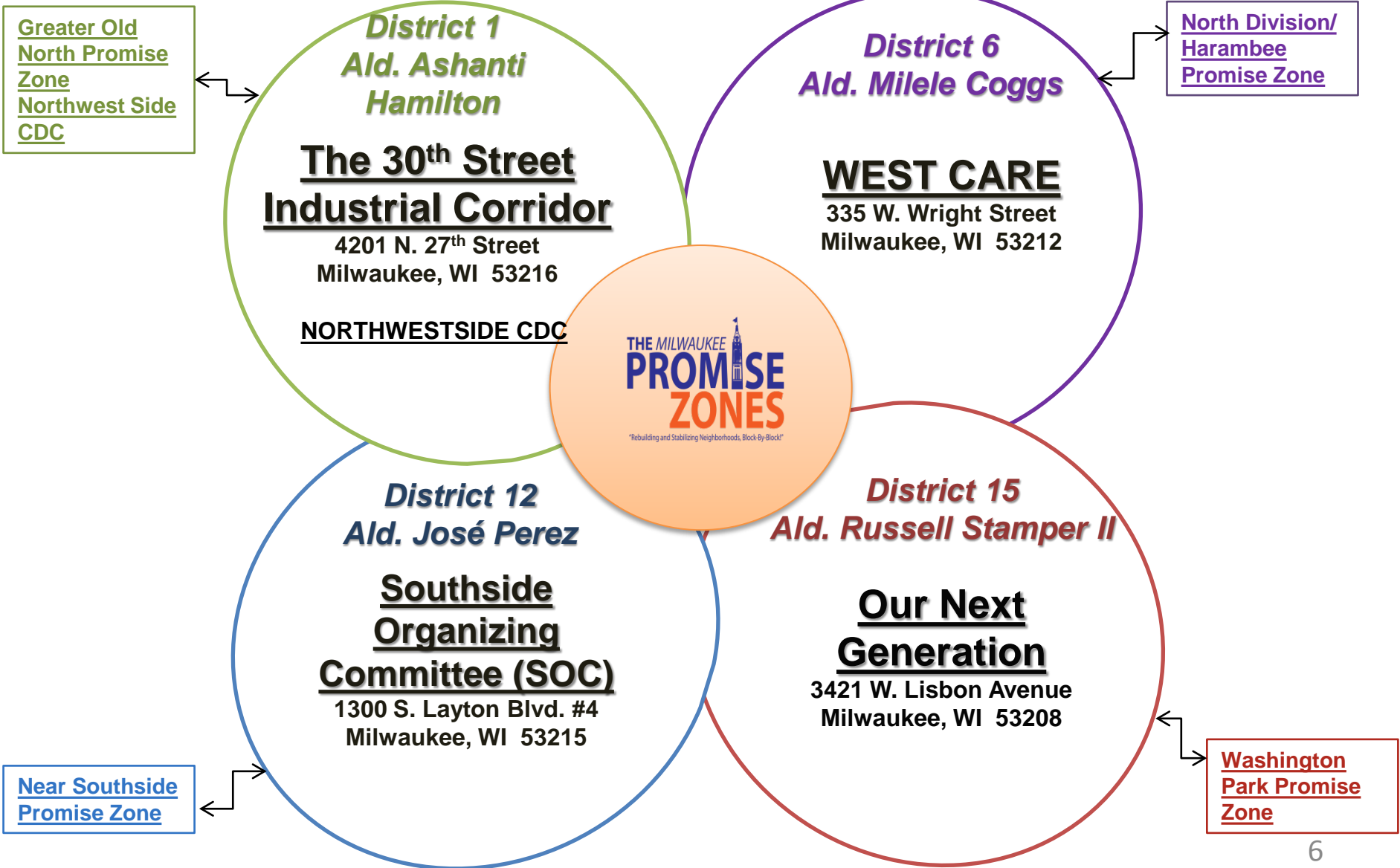
Tactical Perspective Align with Common Council's Priority Goals

1. Milwaukee Promise Zones & Office of Violence Prevention
2. City Accelerator Program
3. DirectConnectMKE
4. Big Clean | Neighborhood Landscape Entrepreneurship
5. BMAAC & Fatherhood Program & Compete Milwaukee
6. Establishment of a City -Wide Early Childhood Office
7. MCTS' SAFE - A service & fare equity analysis



Milwaukee Promise Zones

Community-Based Organizations



Employer Support - Michels

- **Collaborative Two-Prong Approach**

- Recruitment Needs
- River I Construction Project

- **Partners:**

- MATC – National Avenue
- Employ Milwaukee
- WRTP/BIG-STEP

- Affiliate Job Center – America Works

MICHELS®



PARTNER SHIP WITH EMPLOY MILWAUKEE MPS CAREER PLUS COORDINATORS

Summary:

An in-school youth program that provides Career Coordinators at four MPS high schools for supporting pre-apprenticeship, work experience and internships

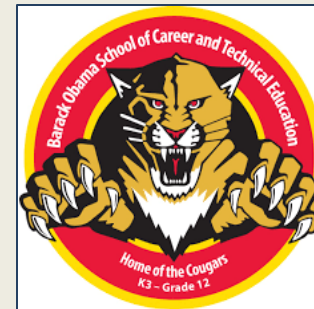
Administered By:

Employ Milwaukee

City Funding Source & Amount in 2016:

City Tax Levy Budget & Revenue From Sale
of RACM Property

\$120,000



City of Milwaukee Office of Violence Prevention

GOALS OVERVIEW



To reduce multiple forms of violence and realize the vision that Milwaukee is a safe and resilient city where the lives of all residents are valued, promoted and protected, this Blueprint identifies six intersecting and mutually reinforcing goals. These goals are designed to address the identified risk factors and bolster resilience factors across forms of violence, while also addressing the specificity of particular forms (e.g., through promoting positive gender norms to prevent sexual and domestic violence). Diagram C depicts the six goals and Table 1 shows the alignment between goals and prioritized risk and resilience factors.

TABLE 1: RISK AND RESILIENCE FACTORS ADDRESSED BY EACH GOAL

Risk Factors	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6
Limited employment and economic opportunities			●	●	●	
Lack of access to resources	●	●	●		●	
Segregation					●	
Disconnectedness among residents and institutions		●			●	●
Limited community-government trust	●					●
Lack of housing					●	
Neighborhood disinvestment				●	●	
Harmful norms creating a culture of fear and hopelessness	●	●	●		●	
Adverse childhood experiences and other experiences of trauma		●	●			
Harmful norms around masculinity and femininity			●	●		
High alcohol outlet density					●	
Availability of illegal guns	●					
Resilience Factors	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6
Strong neighborhood centers and neighborhood-based initiatives			●		●	
Community-building and healing capabilities of organizations		●				●
Local investment			●	●	●	●
Engagement in positive activities			●	●		
Collective efficacy		●			●	
Strong schools and teachers			●			
Access to resources	●	●	●		●	
Family connection and relationships with other caring adults			●			
Community connectedness	●				●	●
Arts and cultural expression		●			●	

CITY ACCELERATOR DISRUPTING SYSTEMIC INEQUITY

- **City Department empowerment** – encourage innovation, celebrate success
- **Make the process friendlier** for those on the “outside”
- **Make inclusion an easier lift** for those on the “inside”
- Measure outputs better - and **measure the right things**
- **Top-down commitment** has to remain
- **Tap into external partners** - they have capacity!
- Ensure our **resources are in alignment** with expectations

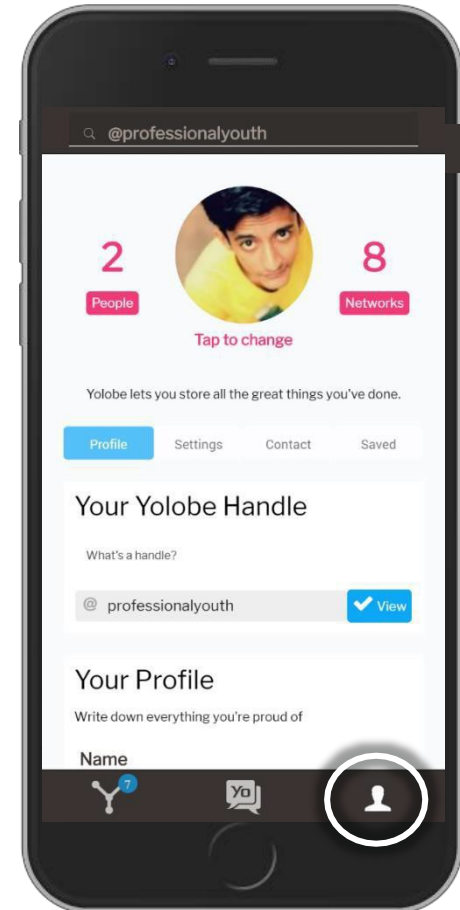
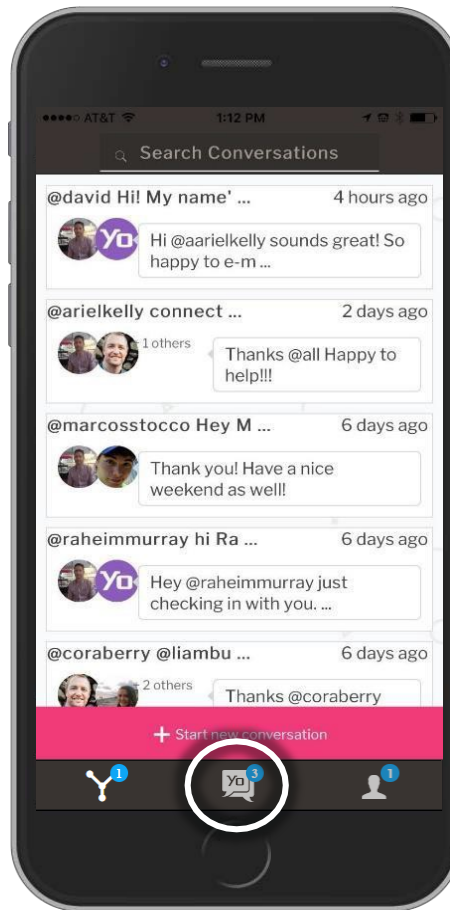
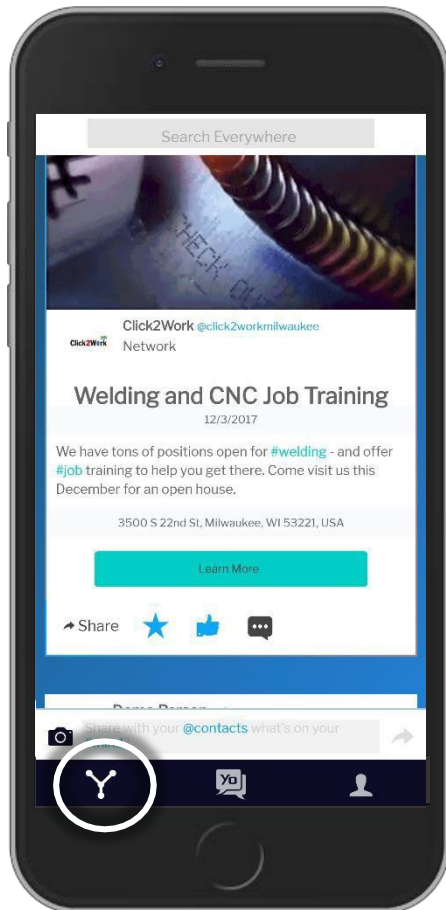
CITY ACCELERATOR - FINDINGS & ACTIONS

Goal	Action	Why?
AVAILABILITY	Certify 30 <u>new</u> SBEs & target professional services	Professional services are <i>under</i> -represented in SBE firms and city spending.
CAPACITY	Engage with SBEs who have not worked with the city recently Provide high-level technical assistance to SBEs with the potential to advance as Prime Contractors	Only 28% of surveyed SBEs had plans to bid with the City in the future. SBEs should be holistically equipped to compete and perform independently in the mainstream marketplace.
POLICY & PROCESS	Create a “Buying Plan” to share upcoming contract opportunities & department contacts	The two most common reasons for not bidding were: <ul style="list-style-type: none"> • Not aware of opportunities • Don’t know how to access bid info
POLICY & PROCESS	Promote innovation and new inclusion strategies in contracting	Businesses and city staff should test new ideas and share successes that might be expanded.
VISIBILITY	Re-brand and unify marketing around contracting inclusion	Stakeholders want to see proof of success and clarify the certification and contracting process.

DIRECTCONNECTMKE

A City of Milwaukee Interactive Mobile Opportunity

Jobs, training, resources and more with media rich relevant experiences



Program Supports Fathers



UMOS/State of WI

Transitional Job Placements

- State TANF funds for minimum wage (\$7.25/hr)
- 6 month temporary work opportunity for individuals 18-64 without work who:
 - Are ex-offenders or have child support orders; and
 - Ineligible for unemployment and not in W2; and
 - Meet other criteria set by WI DCF



+ City of Milwaukee

Transitional Job Site

- Six-month work placements (70 funded in 2017)
- Increase City's service delivery capacity
- City CDBG funds:
 - Add to \$7.25, pay City living wage (\$10.82/hr in 2017)
 - Pay for Career Pathways & casework/wraparound services



+ Employ Milwaukee & WRTP

Skill Building

- Career Pathways Training (Trades and Certifications)
- Co-enrollment in WIOA/FSET Programs
- Tracking of outcomes after Compete placement
- Focus on individual plans to overcome barriers to employment



= COMPETE MILWAUKEE

Moving Up The Ladder

- 70 Placements in 2017
- 2015 & 2016 success:
 - 159 participants
 - 70% in unsubsidized employment post-program
 - Over \$1M in post-program earnings



- Education**
- Early childhood education
 - GED/HSED education and testing for high school diploma equivalency
 - Wisconsin College Tours.

Job Training and Employment

- Career development
- Certified skills training
- Job training and placement



Asset Development

- Low interest car loan
- Free tax preparation
- Financial literacy training
- Access to bank services
- Credit management

Family Strengthening

- Healthy marriage and relationships
- Fatherhood education
- Teen/parent communications and deferred prosecution agreements (where applicable) for youth and young adults

Support Services

- Energy Assistance
- Weatherization
- Driver's License Recovery referral
- Domestic Violence Prevention referral
- Child Support Enforcement advocacy
- Home Visits to Seniors
- Food Service to Youth and Young Adults
- AODA/Mental Health Services for youth and adults ages 8-24
- Health education and Prescription Drug referrals

Questions

Bridging informational, spatial, and perception gaps

