

COMPETE MILWAUKEE



October 8, 2014 – Finance and Personnel Committee

Office of Mayor Tom Barrett
Milwaukee Area Workforce Investment Board

Compete Milwaukee

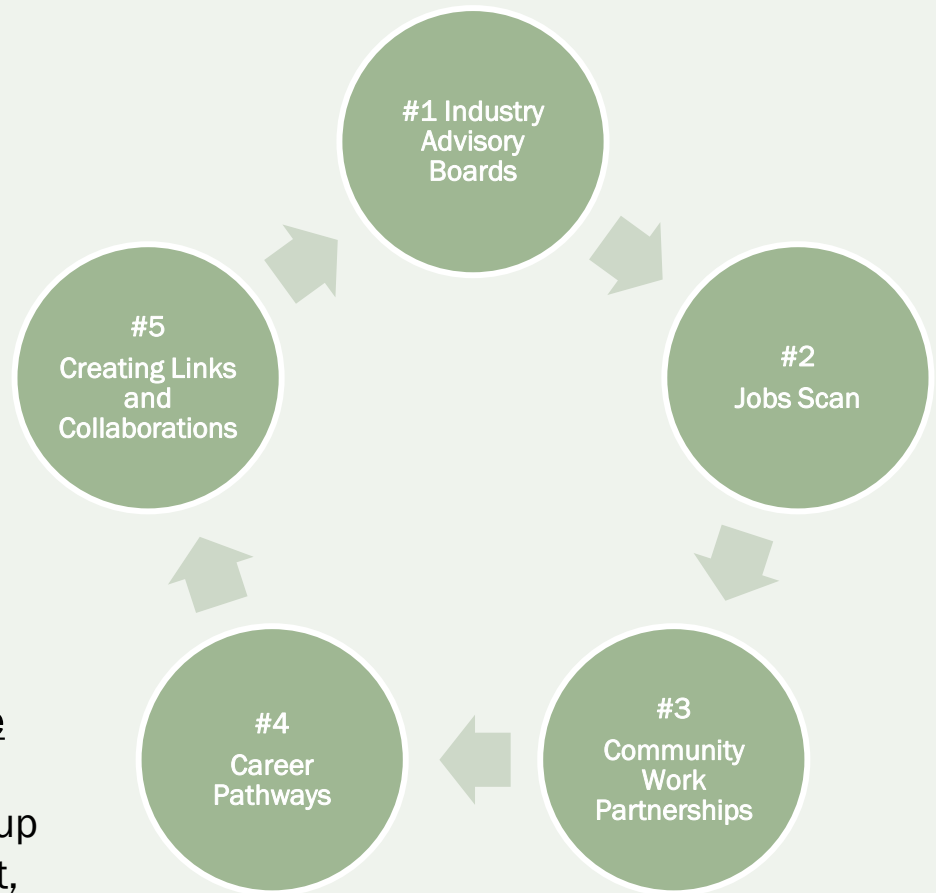
Compete Milwaukee is composed of 5 key strategies that continue and expand the City's current commitment to workforce development and create a foundation for future planning. It will:

Assess the needs of employers and create strategies around our workforce.

Translate information into programming and resource allocation decisions.

Create career pathways for the City's transitional workforce.

It is a tool to support both the **workforce and the employers** in our labor market, providing opportunities for those who might need a hand up the ladder toward family-supporting employment, while strengthening our community and local economy.



Compete Milwaukee

An opportunity to leverage more than \$2mm in federal TANF and CDBG funds with the City's \$400,000 investment in 2015.

An opportunity to strengthen our local economy with more than \$1.5mm returned to the community in the form of wages.

Compete Milwaukee

Compete Milwaukee provides a workforce development roadmap for the City to define strategic priorities that connect workforce development investments with opportunities to address the disproportionate impact of underemployment of City residents and create career pathways.



Compete Milwaukee

CONTEXT...

Compete Milwaukee

UNEMPLOYMENT DISPROPORTIONATELY IMPACTS CITY RESIDENTS

- ❖ Only two of the 40 large metro areas in the nation—Buffalo and Detroit—reported lower black male employment rates in 2010 than did Milwaukee.
- ❖ The employment rate for Milwaukee black males in their prime working years (ages 25-54) reached a new low of 52.7% in 2010 - this is 32% lower than the 85% employment rate for prime working age white males in Milwaukee - and more than triple the racial employment gap of the 1970s.
- ❖ Black males comprise 11% of Milwaukee County's population; however, 21% are unemployed.
- ❖ 55% of all black males in Milwaukee County (44,000 individuals) are classified as “unemployed” or “not in the labor force” - this is approximately the population of Wauwatosa, WI.

Source:

(1-2)Levine, Marc V. “Race and Male Employment in the Wake of the Great Recession: Black Male Employment Rates in Milwaukee And the Nations Largest Metro Areas, 2010”, January 2012.

3- U.S. Census; 2013 American Community Survey; 1 year estimates.

4-U.S. Census; 2013 American Community Survey; 1 year estimates.

Compete Milwaukee

UNEMPLOYMENT DISPROPORTIONATELY IMPACTS CITY RESIDENTS

- ❖ The City of Milwaukee's unemployment rate is 9.3% (25,779) - almost three points higher than the metropolitan area as a whole.

Wisconsin Department of Workforce Development, Bureau of Workforce Training; LAUS Query for June 2014.

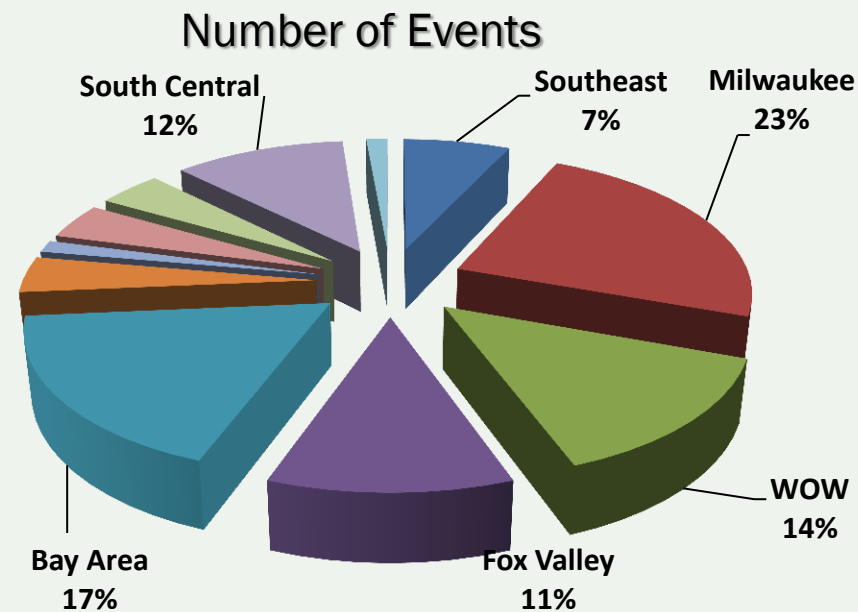
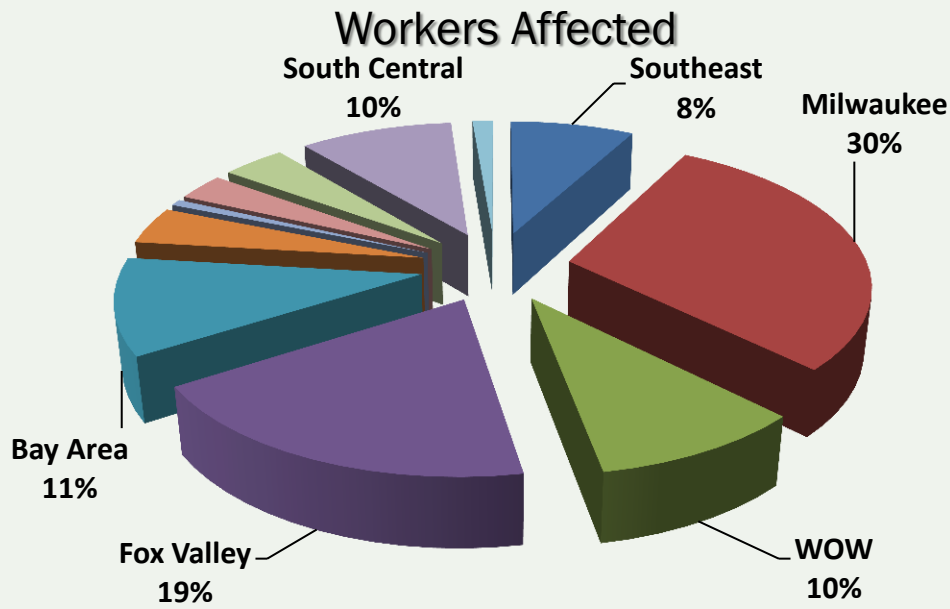
- ❖ As of December 31, 2013 there were 10,174 long-term unemployed in the seven-county Southeastern Wisconsin region – 6,010 (60%) resided in Milwaukee County.

Wisconsin Department of Workforce Development; Division of Unemployment Insurance; Total Number of Paid EUC Claimants by Veteran Status -Compensated Weeks - Week 52 - Year 2013

- ❖ Unemployment Insurance data does not take into account individuals who have not applied or are not eligible for UI, so the number of long-term unemployed in the city is likely even higher.

Milwaukee Plant Closings and Mass Layoffs

- ❖ Since January 1, 2014, 11 companies in Milwaukee have had plant closings and/or mass layoffs, affecting over 1000 workers.
- ❖ Milwaukee had the most layoffs and affected workers than any other workforce area in the state.



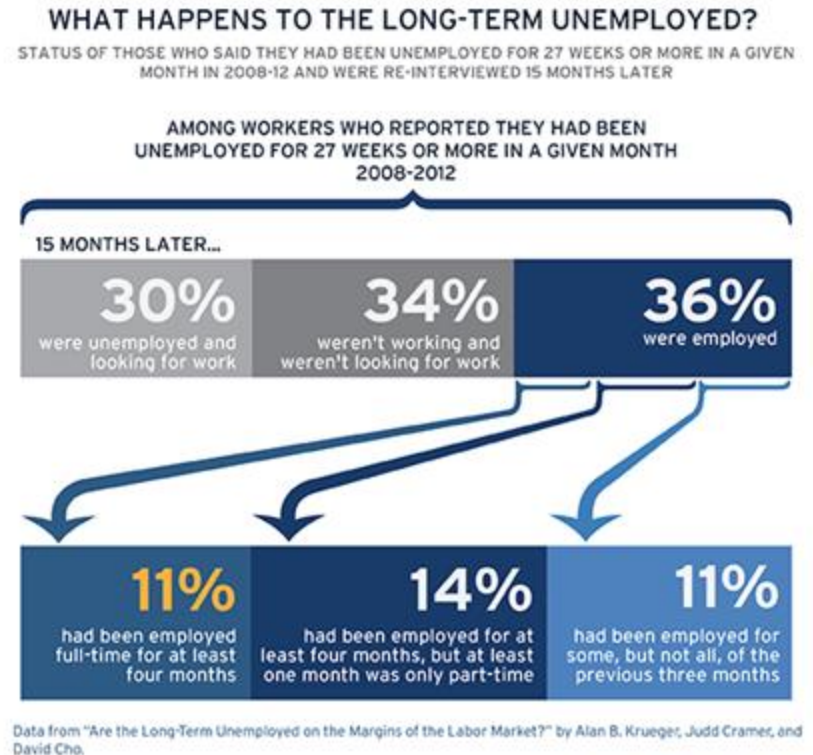
Source: Wisconsin Department of Workforce Development, Plant Closings and Mass Layoffs from 1/1/14 through 9/24/14;
<http://worknet.wisconsin.gov/worknet/downloads.aspx?menuselection=da&pgm=pcml>

Effects of Long-Term Unemployment

❖ Long-term unemployment can diminish job prospects and force individuals out of the labor market at high rates.

❖ In fact, Princeton economists found that only 11% of the long-term unemployed in any given month found full-time work a year later.

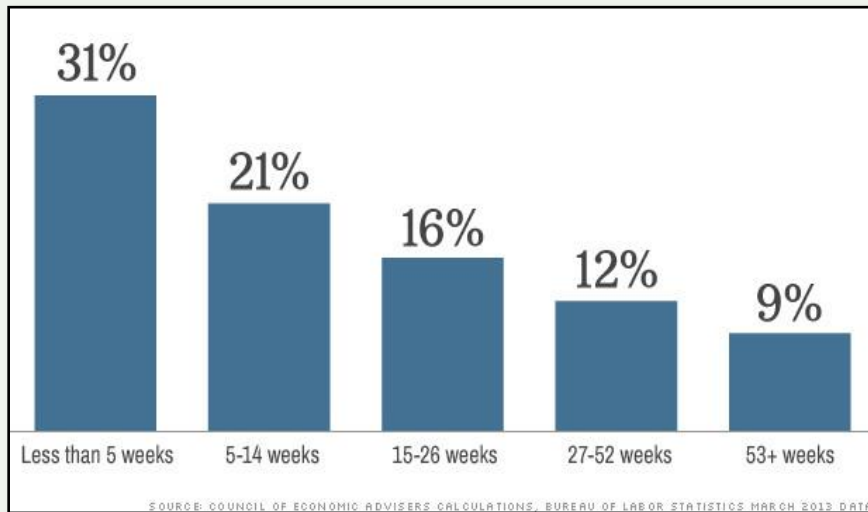
<http://www.brookings.edu/about/projects/bpea/papers/2014/are-longterm-unemployed-margins-labor-market>



BROOKINGS

Effects of Long Term Unemployment

The odds of getting a job decline the longer an individual is unemployed...

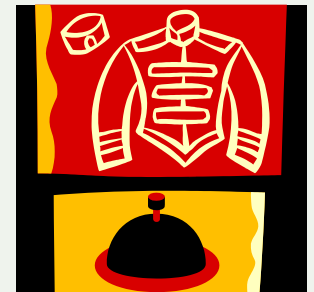


- ❖ On a national level, about 37% of the unemployed have been out of work for 27 weeks or more (7 months).
- ❖ A person who has been unemployed for five weeks or less, has a 31% chance of getting a job.
- ❖ A person who has been unemployed between 27 - 52 weeks, has only a 12% chance of getting a job.

Source: Council of Economic Advisors and U.S. Department of Labor
<http://economy.money.cnn.com/2014/01/08/long-term-unemployed/>

City of Milwaukee's OPPORTUNITY

- ❖ Milwaukee has challenges, but in any market there are industries that are growing.
- ❖ Through five key initiatives, **Compete Milwaukee** will align city resources and target growing industries to apply workforce development services most effectively, thereby supporting Milwaukee residents in their search for economic self-sufficiency, and helping local businesses create a talent pipeline in a knowledge-based economy.



Strategy #1 and #2...
Industry Advisory Boards
&
Jobs Scan

Strategy # 1 & 2 Industry Advisory Board and Jobs Scan



- ❖ Existing industry and occupational data gives a high-level view of Milwaukee's growing industries, but it does not tell the whole story.
- ❖ Industries and individual employers are unique and complex, with a mixture of entry, middle, and high-skill jobs, wage levels, educational requirements, and on-the-job training requirements.
- ❖ Better information is needed to develop specific opportunities, such as customized training programs and career pathways, for Milwaukee residents to get, keep, and move up in jobs.
- ❖ **Compete Milwaukee's Industry Advisory Boards and Job Scan** will dig deep to provide timely labor market information, developed through direct employer input, as well as to create an inventory of available workers so the skills of Milwaukee workers can be matched to regional employers' needs.

MILWAUKEE INDUSTRIES

HIGH TOTAL # JOBS AND FUTURE DEMAND

Industry	2010	2020	% Increase
Healthcare	116,981	139,455	19.21%
Manufacturing	112,950	115,517	2.27%
Retail & Hospitality	56,932	69,734	22.49%
Financial Services	53,223	61,278	15.13%
Construction	25,867	33,097	28.33%

Source: Wisconsin Department of Workforce Development; Industry Projections 2010-2020;
Office of Economic Advisors; October 2013

HEALTHCARE– HIGH GROWTH OCCUPATIONS



Occupation	% Increase	Educational Req.	Average Wages
<i>All Healthcare Practitioners and Technical Occupations</i>	18.34%	<i>Varies</i>	\$59,862
<i>All Healthcare Support Occupations</i>	22.63%	<i>Varies</i>	\$25,797
Registered Nurses	23.44%	Associate's Degree	\$63,482
Nursing Aides, Orderlies & Attendants	17.74%	Post-secondary non-degree award	\$25,433
Healthcare Support Workers	12.68%	High school diploma or equivalent	\$28,643
Pharmacy Technicians	15.53%	High school diploma or equivalent	\$28,321

Wisconsin Department of Workforce Development;
Occupational Projections 2010-2020; Office of Economic
Advisors; October 2013

RETAIL & HOSPITALITY – HIGH GROWTH OCCUPATIONS



Source: Wisconsin Department of Workforce Development; Occupational Projections 2010-2020; Office of Economic Advisors; October 2013

Occupation	% Increase	Educational Req.	Average Wages
Chefs and Head Cooks	7.87%	High school diploma or equivalent	\$39,563
First-Line Supervisors/Managers of Food Preparation and Serving Workers	19.70%	High school diploma or equivalent	\$29,534
Maids and Housekeeping Cleaners	12.26%	Less than a high school degree	\$19,044
Hotel, Motel, and Resort Desk Clerks	19.13%	High school diploma or equivalent	\$19,349
First-Line Supervisors/Managers of Landscaping, Lawn Service, and Grounds keeping Workers	19.71%	High school diploma or equivalent	\$47,364

FINANCIAL SERVICES– HIGH GROWTH OCCUPATIONS

Occupation	% Increase	Educational Req.	Average Wages
Insurance Sales Agents	30.96%	High school diploma or equivalent	\$46,885
Logisticians	29.52%	Bachelor's degree	\$60,638
Tellers	9.75%	High school diploma or equivalent	\$23,008
Customer Service Representatives	15.24%	High school diploma or equivalent	\$33,438
Loan Officers	23.73%	High school diploma or equivalent	\$57,595
Financial Analysts	28.37%	Bachelor's degree	\$69,630

Source: Wisconsin Department of Workforce Development; Occupational Projections 2010-2020; Office of Economic Advisors; October 2013

MANUFACTURING – HIGH GROWTH OCCUPATIONS

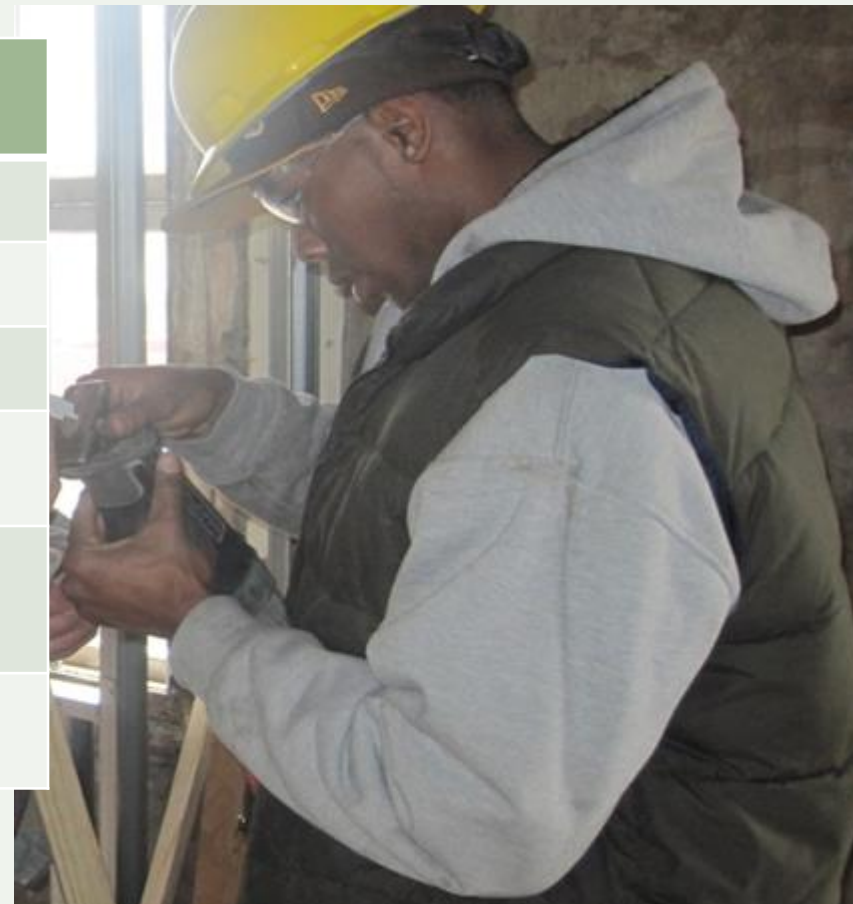
Occupation	% Increase	Educational Req.	Average Wages
All Production Occupations	6.68%	Varies	\$33,589
All Architecture and Engineering Occupations	8.50%	Varies	\$65,427
Team Assemblers	5.51%	High school diploma or equivalent	\$28,838
Machinists	13.24%	High school diploma or equivalent	\$41,525
First-Line Supervisors/Managers of Production and Operating Workers	3.45%	Postsecondary non-degree award	\$61,150
Mechanical Engineers	5.35%	Bachelor's Degree	\$71,819
Industrial Engineers	6.58%	Bachelor's Degree	\$70,841



Source: Wisconsin Department of Workforce Development; Occupational Projections 2010-2020; Office of Economic Advisors; October 2013

CONSTRUCTION – HIGH GROWTH OCCUPATIONS

Occupation	% Increase	Educational Req.	Average Wages
<i>All Construction Occupations</i>	19.20%	<i>Varies</i>	\$53,010
Carpenters	14.93%	H.S. Diploma or equivalent	\$55,730
Construction Laborers	17.07%	Less than high school	\$46,474
Electricians	21.51%	High school diploma and Apprenticeship	\$59,217
Plumbers, Pipefitters, and Steamfitters	24.71%	High school diploma and Apprenticeship	\$70,234
Painters, Construction & Maintenance	17.56%	Less than high school	\$39,904



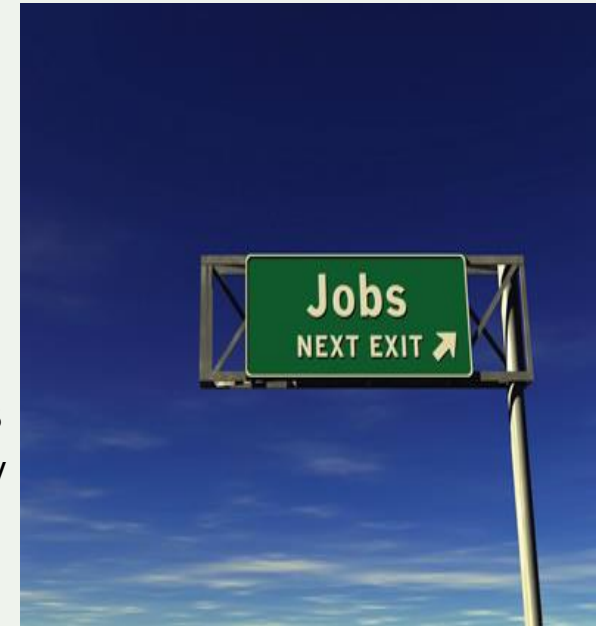
Source: Wisconsin Department of Workforce Development; Occupational Projections 2010-2020; Office of Economic Advisors; October 2013

Strategy #3

Community Work Partnership –
Transitional Jobs

Recommendation #3 COMMUNITY WORK PARTNERSHIP- TRANSITIONAL JOBS INITIATIVE

- ❖ **Transitional Jobs** provide opportunities for long-term unemployed men and women to support themselves and their families while seeking unsubsidized work.
- ❖ Transitional Jobs are especially useful for job seekers who face substantial challenges in finding and maintaining jobs.
- ❖ The Transitional Jobs model is being adopted in cities across the country as a way to address employment issues faced by city residents in need, while simultaneously investing in a community's services and infrastructure.



COMMUNITY WORK PARTNERSHIPS



Background - COMMUNITY WORK PARTNERSHIPS

Mayor's Manufacturing Partnership



Earn & Learn



Neighborhood Ambassador Program ²³

DOA – Office of Environmental Sustainability

Me² Program

- Community Workforce Agreement for contractors that perform Me² projects (residential and commercial)
 - 40% RPP
 - Family supporting wages
 - Timing: March 2011– ongoing
- Energy analyst (BPI) training
 - July 2014



Participants include:

- Local Contractors (including minority-owned firms)
- MAWIB
- WRTP/Big Step
- Milwaukee Community Service Corp
- Wisconsin Energy Conservation Corporation
- CleanEdison



COMMUNITY WORK PARTNERSHIPS

Department of Neighborhood Services

- Hybrid Deconstruction Pilot, Jobs Act
- Garage Demolition, Jobs Act
- Deconstruction & Asset Recovery Pilot, Strong Neighborhoods Plan

Participants include:

- Running Rebels
- Northcott Neighborhood House
- Milwaukee Christian Center
- Milwaukee Community Service Corps.



COMMUNITY WORK PARTNERSHIPS

Department of Public Works

River Skimmer- Milwaukee Community Service Corps

Riverwalk Maintenance - Milwaukee Community Service Corps

Clean and Green Program- Wisconsin Community Services

Leaf Collection Program- Wisconsin Community Services

Urban Forestry Training Program- MAWIB & WRTP/BIG STEP


Vacant Building Daytime Board-ups- Running Rebels

Concrete Field Training- Milwaukee Job Corps

Housing Demolition Program- Wisconsin Community Services

Dombrowski Landscape Trainee Program- MAWIB & WRTP/BIG STEP

Vacant Lot Debris Removal- Riverworks

100 Transitional Jobs Placements  update



Federal Funding – Temporary Assistance for Needy Families



Wisconsin Department of Children and Families



	MAWIB	UMOS
Funding Level	\$1.7MM	\$7MM
Collaborative Partners	<ul style="list-style-type: none"> • United Neighborhood Centers of Milwaukee • Social Development Commission • St. Charles Youth and Family Services 	<ul style="list-style-type: none"> • Milwaukee Urban League • Northcott Neighborhood House • Silver Spring Neighborhood Center
Eligibility Criteria	<ul style="list-style-type: none"> • Must be 18-21 years old at the time of enrollment • Must be aging out or have aged out of the Foster Care system, or have been in Kinship Care or have been involved in the Child Welfare system • Must have been unemployed for the last four consecutive calendar weeks prior to enrollment • Proof of an annual household income that is less than 150% of the federal poverty guideline for the household size • Cannot be receiving W2 benefits and not eligible to receive Unemployment Insurance Compensation • Proof of Milwaukee County residency 	<ul style="list-style-type: none"> • Must reside within the program area at the time of enrollment (Sherman Blvd. to Hwy 43; Mitchell St. to Silver Spring Dr.) • Must be 18-64 years old at the time of enrollment. • If older than 24 years of age, must be the biological, adoptive or primary relative caregiver of a child under the age of 18. • Must have one of the following: a child support order, a child welfare reunification plan or be an ex-offender. • Must have been unemployed for the last four consecutive calendar weeks prior to enrollment. • Cannot be receiving W2 benefits and not eligible to receive Unemployment Insurance Compensation. • Have an annual income that is less than 150% of the federal poverty guideline for the household size.

...2014 DPW Update

100 positions funded (Common Council File 131797 & 140111)

To date, about 1800 calls to City; 450 to MAWIB

May 2014: 23 persons from UMOS for pothole crews

June 2014:

- 243 persons attended two informational sessions
- 42 (17%) were initially eligible for UMOS program
- Each attendee received follow up phone call and education about additional services; 28% or 68 out of 243= referred to other services
- Dedicated MAWIB recruitment, all eligible participants referred to Riverworks

At present, DPW has 73 of the 100 planned placements for 2014.

- 67 of the 80 planned UMOS placements (83%)
- 5 of the 20 planned MAWIB placements (25%)
- Networking opportunity: 'graduates' and City contractors and other employers

Several factors have contributed to the final number of 2014 placements:

- 1) Dropout rate of approximately 40.0% during interview process
- 2) Dropout rate of approximately 8% during placement period.
- 3) Recruitment challenges with aging out of Foster Care population.
- 4) Seasonal Demand for DPW workforce is reduced in winter.



Concrete Maintenance



Pothole filling and patching



Blowing out potholes and applying asphalt adhesive

COMMUNITY WORK PARTNERSHIPS

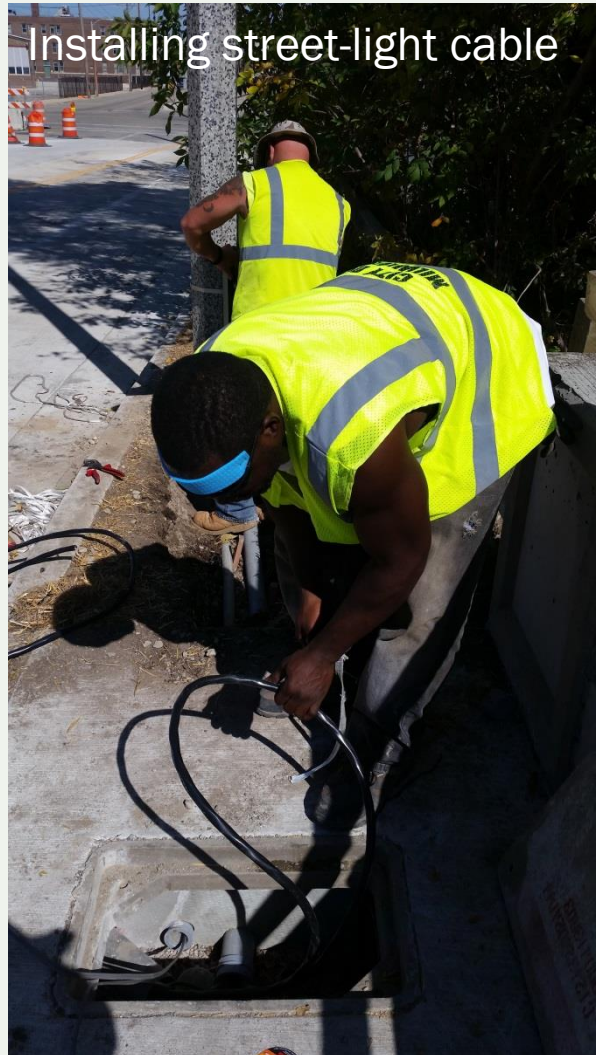


Exercising a water main valve



Refurbishing garbage carts

COMMUNITY WORK PARTNERSHIPS



Records maintenance for sanitation inspectors

COMMUNITY WORK PARTNERSHIPS

Our commitment has been to:

Look for innovative opportunities to ‘do what we do’ differently.

Listen to the needs of our community.

Increase level of service to taxpayers.

“Making it part of our DNA”

The 2015 Community Work Partnership continues and expands the City’s commitment.

COMMUNITY WORK PARTNERSHIPS

Why these programs?

- 1) Is there work within the department in excess of its current capacity?
- 2) Does the department have the ability to administer a successful program within its current capacity?
- 3) Does the program connect with other initiatives and priorities of the Mayor and Common Council?
- 4) **Will the work experience and skills gained create a pathway toward unsubsidized, family-supporting employment? **

COMMUNITY WORK PARTNERSHIP: 2015 TRANSITIONAL JOBS INITIATIVE

In 2015, the City will partner with MAWIB and UMOS to fund 133 transitional job placements

Department of Public Works
100 positions: Transitional Work Program

Department of City Development and Department of Neighborhood Services
13 positions: Property Monitoring and Mentorship Program

Milwaukee Police Department
20 positions: Police Ambassador Program

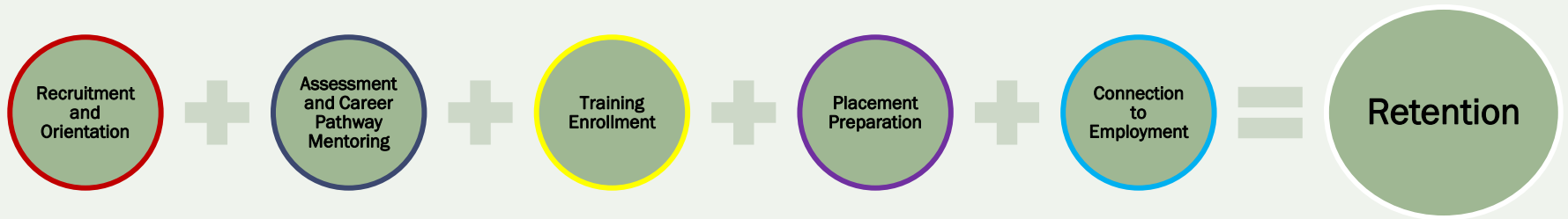
Strategy #4

Career Pathways

Strategy #4

CAREER PATHWAYS INITIATIVE

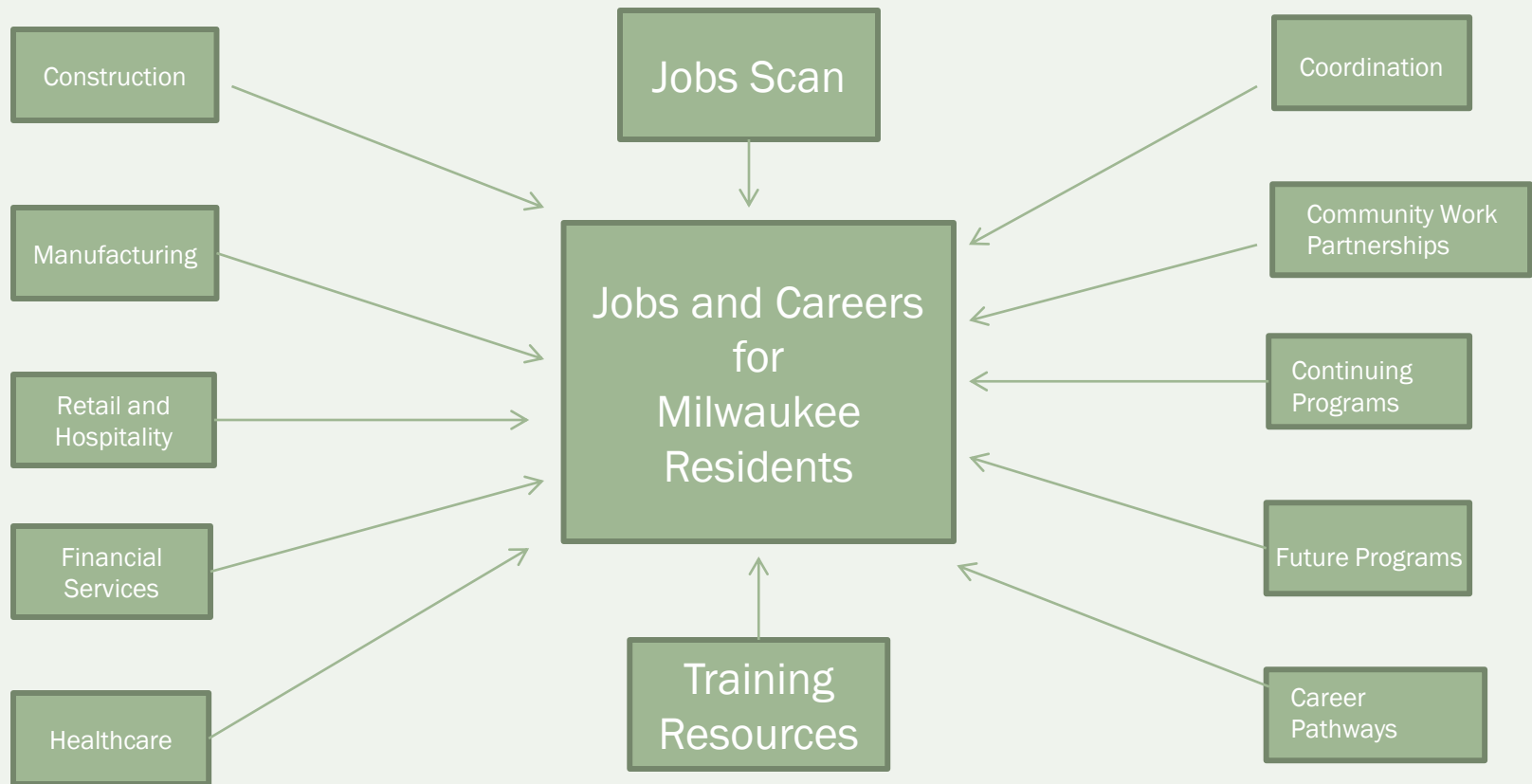
In partnership with WRTP/BIG STEP, the **Career Pathways Initiative** will provide individuals employed in the City's Transitional Jobs program with industry-ready employability assessments, as well as access to skills training and certification needed to connect to permanent private-sector unsubsidized employment.



CAREER PATHWAYS INITIATIVE

- ∞ TABE tutoring (Tests of Adults Basic Education)
- ∞ Commercial Driver's License (CDL)
- ∞ Industry-sector plans- connecting to industry opportunities
 - Customized skills training
 - On the job training
 - Apprenticeship preparation

Compete Milwaukee – END GAME



Strategy #5

Creating Links and Collaboration

Strategy #5 CREATING LINKS AND COLLABORATION

One new City FTE and one 'shared' position with MAWIB...

- Successful implementation of **Compete Milwaukee** relies on collaboration between city agencies, MAWIB, UMOS, WRTP/BIG STEP and regional employers.
- To accommodate this collaboration, two positions are recommended - one full-time **Compete Milwaukee** Liaison and one full-time support staff position in DPW.
- The Liaison, or “Agent,” will be a MAWIB employee, with resources provided to the City under a formal agreement.
- Staff will connect the **Compete Milwaukee** pieces within city government and ensure coordination with other agencies.

MOVING FORWARD

Compete Milwaukee and all of its components - Industry Advisory Boards, Job Scan, Community Work Partnership Transitional Jobs, Career Pathways Initiative, and community partnerships - will improve the economic well-being and quality of life for the city's businesses and residents.

Economic Development + **Workforce Development** + **Education** = **Economic Growth**

COMPETE MILWAUKEE

	TOTAL Budget	Mayor's 2015 Proposed Budget
Goal & Key Efforts		
Jobs Scan and Program Evaluation (SPA)	\$82,500	\$75,000
2015 Proposed Budget - SPA	(\$75,000)	(\$75,000)
MMSD	(\$7,500)	
133 Transitional Job Placements (SPA)	\$1,837,085	\$135,000
Community Work Partnership SPA* (\$135,000)	(\$135,000)	(\$135,000)
CDBG	(\$534,000)	
Fed/State-Wage Subsidy	(\$1,168,085)	
Transitional Employment to Career Pathways (SPA)	\$100,000	\$100,000
case management, training and tutoring	(\$100,000)	(\$100,000)
Creating Links and Collaboration	\$90,000	\$90,000
Compete Milwaukee Liaison CWP SPA*	(\$45,000)	(\$45,000)
DPW Support Position (in DPW budget)	(\$45,000)	(\$45,000)
TOTAL FUNDING	\$2,109,585	\$400,000