

City Roadmap: Re-Employment and Workforce Development Status Report

CED Committee

March 28, 2022

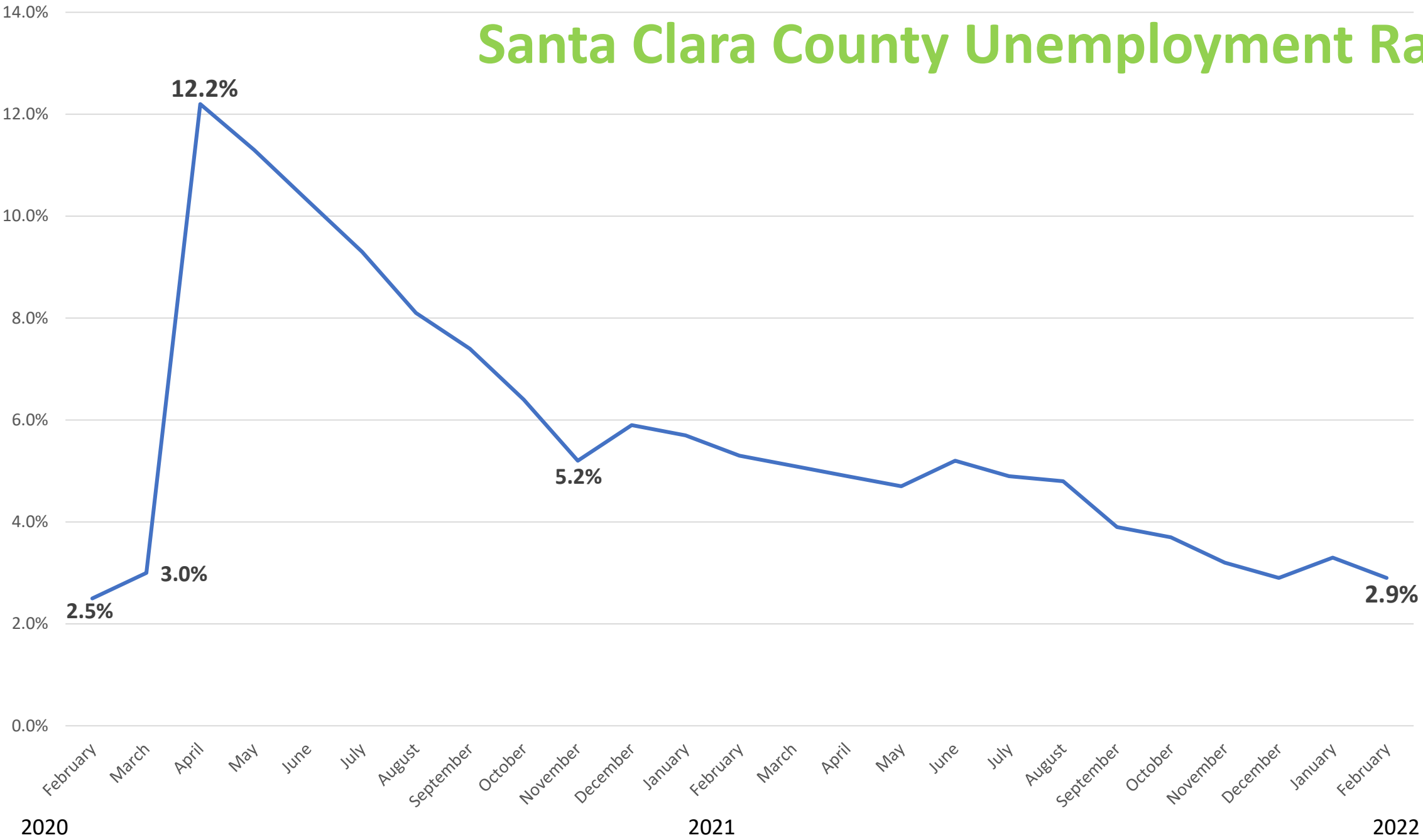
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Office of Economic Development and Cultural Affairs

Jeff Ruster, Assistant Director

Monique Melchor, Division Manager

Santa Clara County Unemployment Rate



However ...

- Employers have raised wages and lowered educational requirements
- Inflation has eroded wage gains
- BIPOC populations still with higher unemployment rates
- Cost of living burden disproportionately higher for immigrant and BIPOC community

SILICON VALLEY DICHOTOMY

Pre-Pandemic:

- 2.5% Unemployment Rate
- 7.5% Federal Poverty Rate
- \$132,444 Median Household Income



A two-story brick house with a blue shingled roof and two dormer windows. The house has a central entrance with a white door and two side windows. It is built on a grassy cliff overlooking a body of water. The foreground is filled with tall green grass, and the background shows the calm water and some trees.

45%

**Living
On
The
Edge**

In Response

- Outreach at Vaccine and Food distribution sites
- Converted to 100% on-line service delivery (April 2020)
- Opened services for non-enrolled clients
- Direct outreach to the community

In Response (cont.)

- Relocated one stop to East Side at Las Plumas (January 2022)
- Enhanced partnership with SJPL at Alum Rock, Tully and MLK locations
- Engaged with Bridge to Recovery and work2future Board Youth Forum
- Conducted two RFPs – enhance outreach and augmented youth model

Service Highlights

- Served 5,000 non-enrolled clients and 4,000 enrolled clients (80% BIPOC)
- Met or exceeded federally-mandated performance requirements
- Served 1,000 San Jose Works Youth (92% BIPOC with 94% retention)
- Led a number of COVID Relief and Recovery initiatives
 - ✓ CRF small business grants
 - ✓ CRF small business technical assistance
 - ✓ CRF work experience and training for laid off workers
 - ✓ ARP funded Resilience Corps



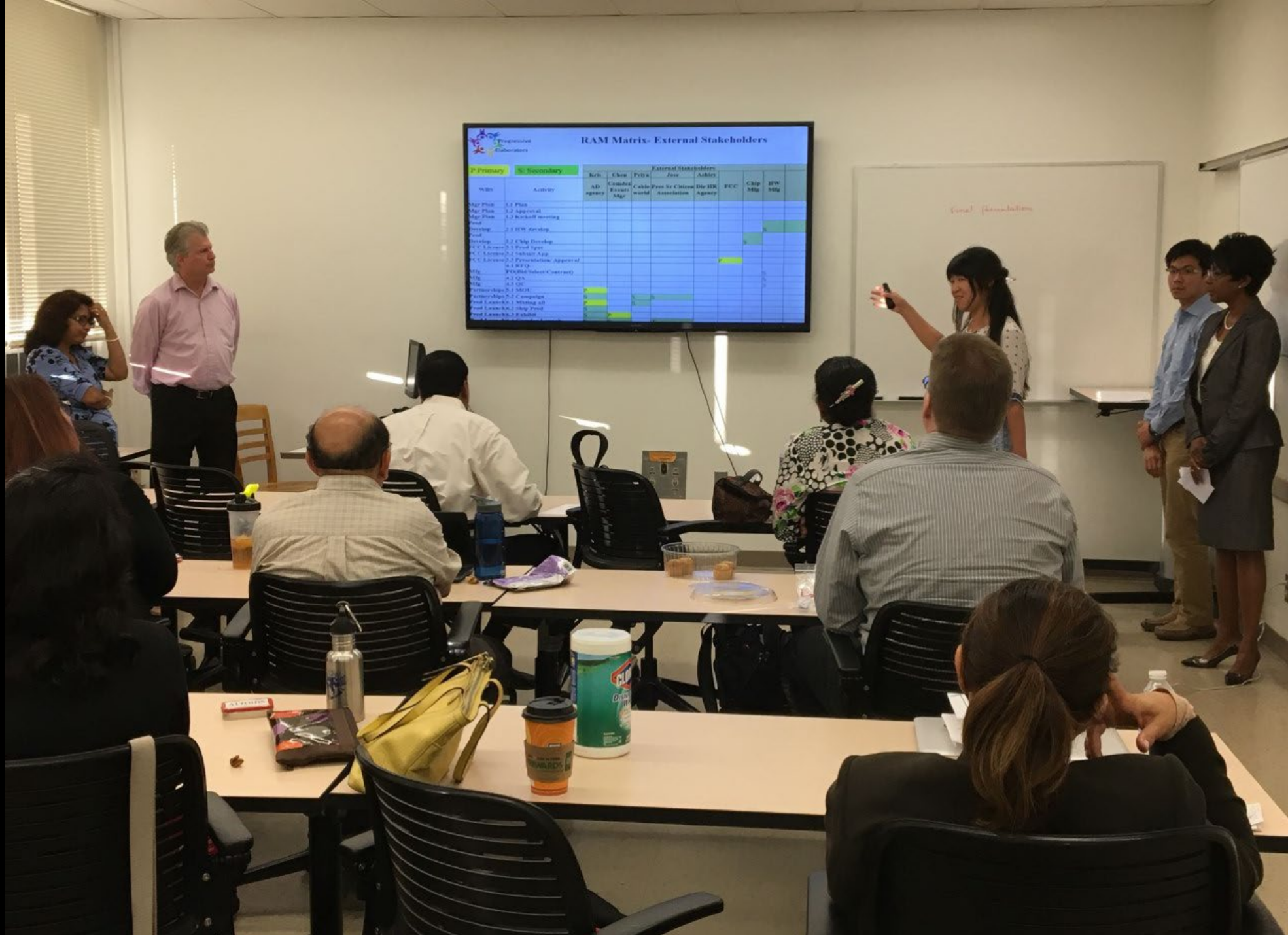
Next 6 months launch new initiatives ...

- CaliforniansforAll - Resilience Corps Phase 2
- Hiring a dedicated Spanish-speaking outreach specialist
- Distribute on-line training licenses (English and Spanish)
- Job fairs in low-resource census tracts



Next 6 months launch new initiatives ...

- Develop partnerships to serve non-WIOA eligible clients (Entrepreneurship, Computer Literacy, Financial Education)
- Conduct demand occupation training (PG&E and pre-apprenticeship)
- Launch Healthcare work experience and training Partnership



Progression		External Stakeholders									
Elaborators											
P-Primary	S-Secondary	Kris	Chen	Peter	Joe	Archie	FCC	Chp	HW		
Web	Activity	AD agency	Comcast Mgr	Cable world	Press for Clinton Dir HR Association	Agency					
Wgt Plan	1.1 Plan										
Wgt Plan	1.2 Approval										
Wgt Plan	1.3 Kickoff meeting										
Prod	2.1 HW develop										
Prod	2.2 CWP develop										
Prod	2.3 CWP Review										
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