

## Emergency Additional Assistance Application Signature Page

Organization Name		San Francisco Office of Economic and Workforce Development			
Designated Contact Person and Title		Joshua Arce, Director of Workforce Development			
Telephone	415-701-4861	Fax	415-701-4894	E-mail	<a href="mailto:Joshua.Arce@sfgov.org">Joshua.Arce@sfgov.org</a>
Total Amount Requested: <b>\$1M</b>			Project Term Dates : 04/01/2020 to 03/31/2022		
Project Title: City Build COVID-19 Special Training					

### Affected Industry(s)/Sector(s)

The San Francisco Office of Economic and Workforce Development (SFOEWD) is seeking \$1.5M to provide occupational skill training and job placement services to 300 recently displaced Union members in the convention and trade show segment of the hospitality industry.

The COVID-19 pandemic, and accompanying restrictions, have had devastating economic and workforce impacts across San Francisco, and the City's current funding cannot adequately mitigate all of these challenges. Since the beginning of the Shelter in Place order on March 17th, nearly 80,000 new Unemployment Insurance claims have been filed by county residents, and SFOEWD has received more than 200 Worker Adjustment and Retraining Notifications (WARN) detailing that thousands of workers will be laid off due to the temporary suspension of most businesses.

This trend is expected to continue, as the Shelter in Place order was extended to May 3rd, 2020 and may continue beyond that date. While SFOEWD will continue to provide displaced workers with Rapid Response resources and career services, these existing programs alone will not rectify all of the impacts and challenges that most industries are now combatting such as hospitality and tourism.

SFOEWD has received notices of layoff of approximately 1,500 employees at the Moscone Convention Center. The affected 1,500 Moscone workers are members of several local unions: Teamsters Local 2785 (freight handling), IUPAT District Council 36/Sign and Display Local 510 (installation and removal), IATSE Local 16 (rigging, theatrical lighting, AV), UNITE-HERE Local 2 (food and beverage), SEIU-USWW (janitorial & security) and IBEW Local 6 (electrical services).

With the continued limitation of large gatherings and events, many hospitality and tourism industry workers have been furloughed or laid off and forced to rely on UI as their employment opportunities are increasingly diminished by COVID-19. Similarly, the postponement of non-essential construction projects has left many maintenance and installation workers without employment opportunities.

The San Francisco Labor Council estimates that convention and tradeshow work is not expected to recover for at least 12 months, given the nature of the hospitality industry. Many of the Moscone Center employees do not have the necessary certifications and training in order to be competitive for essential construction projects during the COVID-19 Shelter-In-Place phase or during COVID recovery. Occupational and advanced skills trainings are imperative to ensuring these workers retain their economic vitality and independence.

Therefore, we propose to provide training to these workers that will upgrade their familiarity with elements of construction to full-fledged industry certifications and construction employment.

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### Number of Affected Workers and Targeted Population(s) To Be Served

300 displaced event staff

### Brief Project Description

We propose to implement this project through our existing construction sector training, the nationally-recognized CityBuild pre-apprenticeship program, which was established by then-Mayor Gavin Newsom in 2005 and has since trained and placed more than 1,500 men and women in Union construction careers. A partnership between the San Francisco Building Trades Council, contractors, community-based organizations, and public agencies coordinated by SFOEWD, CityBuild has expanded under the leadership of Mayor London Breed to include CityBuild Special Trainings tailored to meet specific industry needs alongside our flagship 18-week CityBuild Academy.

The proposed CityBuild COVID-19 Special Training will be implemented through a combination of online, classroom, and hands-on training, in partnership with Union apprenticeship programs, including at least one provider from the Eligible Training Provider List, employers, and community partners. Participants will be trained to receive construction certifications, including brand new COVID-19 preparedness and safety courses, that are currently in demand on essential construction projects and that will be increasingly in demand during COVID recovery.


Through integrating Virtual Reality (VR) technology, we will combine in-class soft skills training, hands-on instruction, career coaching, and industry training to prepare participants with the skills necessary to prepare them for future careers or enhance their current skills. VR training can address the current and post-COVID-19 environment of social distancing, so we can provide a safe and clean environment for training. We anticipate running a cohort model of 20-30 displaced workers at a time with different shifts. Some examples of the VR training may include:

- Hard Skills: Precision measurement, current and future manufacturing techniques and safety, heavy machine operation safety and introduction, general construction, office technology, introduction to healthcare profession
- Operational Efficiency: Identify Hazards, Safety procedures, Understand Emergency operations, Confined space and fall protection
- Health and Safety: PPE and COVID-19 safety procedures, Front-line processes, Store operations, New process for equipment rollout, Lean methodology training
- Customer Service: Front-line employee training, Call center training, Empathy training Handling difficult customers, and de-escalation
- Soft Skills: Career exploration, interview training, Giving feedback, Difficult conversations, MBTI or other type indicators, Employee assessment, Executive and manager development

The CityBuild COVID-19 Special Training will provide much-needed reskilling to 300 men and women who have lost convention and trade show work that will not return for the foreseeable future, so that they can use their familiarity with certain elements of construction to become fully credentialed to continue their career within the general construction industry.

### Approval of Local Area Authorized Representative (Submit one signed original)

Name: Joshua Arce



04-22-2020

Title: Director of Workforce Development

Signature

Date