



MEMORANDUM

TO: Members of the Workforce Investment San Francisco Board (WISF)
FROM: Iowayna Peña, Director of Workforce Development, OEWD
DATE: 07/25/2025
SUBJECT: OEWD RITEI Program Information – File #250703

BACKGROUND

At a recent BOS Budget and Finance Committee meeting (July 23, 2025), Budget and Finance Chair Chan requested additional information regarding the accept and expend resolution ([File #250703](#)) for the Office of Economic and Workforce Development's TechSF Academy (OEWD) and its Rapid Information Technology Training and Employment Initiative (RITEI) program. Chair Chan requested information on OEWD's definition of upward social mobility; the definition of underrepresented talent in tech; and information on program design elements such as program partners, number of people served, demographics, and outreach strategies.

GRANT OVERVIEW

OEWD's TechSF Academy prepares youth and adult workers for a career in technology by offering workshops, trainings, certifications, job placement, and career support programs at no cost to participants. The RITEI program is funded by Jobs for the Future (JFF) with the National Association of Workforce Boards ([NAWB](#)) and the American Federation of Labor and Congress of Industrial Organizations ([AFL-CIO](#)). San Francisco was one of five cities selected to participate, and OEWD received additional funds due to its strong outcomes.

DEFINITION OF UPWARD SOCIAL MOBILITY

Upward social mobility is the ability of participants to improve their wages, career opportunities, and/or social position. For OEWD, progress towards upward social mobility is measured through placement wage rate and pre- and post-program wage data comparison. Upon completion of training and placement, RITEI program participants earn an average wage of \$30 per hour, which is above the San Francisco living wage for a single adult ([MIT Living Wage Calculator, 2025](#)).

UNDERREPRESENTED TALENT IN TECH

Underrepresented talent refers to individuals from groups that are not proportionately represented in the workforce. The US Equal Employment Opportunity Commission ([EEOC, 2024](#)) found that female, Black, and Hispanic/Latinx workers are substantially underrepresented in the tech workforce. Women are only 23% of the tech workforce in all industries ([EEOC](#)), and Black workers represent 3.7% of technical roles ([Kapor Center, 2022](#)).





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Moreover, a Harvard Business Review article ([Lee, 2024](#)) discusses tech industry diversity challenges, including that women leave tech roles at a 45% higher rate than men. Moreover, talent who are justice-involved, immigrants, low-income, limited English proficient, manage disabilities, and/or have nontraditional education backgrounds face additional barriers to accessing tech opportunities.

The Harvard Business Review's research outlines solutions including investing in programs that create peer-based relationships, sponsorship, mentorship, and pipeline development. OEWD's RITEI program aims to address the diversity gap in the tech industry by pipelining transition-age youth who are underrepresented talent into tech and tech-enabled professions through outreach and recruitment, career exploration, a cohort model, mentorship, credentialing, apprenticeship and work-based learning in a tech career pathway.

RITEI PROGRAM PARTNERS

OEWD competitively procures TechSF Academy services and funds Mission Economic Development Agency (MEDA) and Dev Mission to deliver RITEI program intake, assessment, individualized service and employment plans, career exploration, training, credentialing, stipends, wraparound supports, and work-based learning opportunities. Employer partners include: Beem, Gravitate, Innovation Minds, Accend Networks, PCS Technology, Sherlock Surveillance, and the City and County of San Francisco.

RITEI PARTICIPANTS

OEWD aims to enroll 360 participants over the 4-year grant period. RITEI aims to serve transition-age youth (18-24). RITEI has served 339 clients, with 193 clients completing training and 52 receiving employment offers. Enrollments include participants who are: Female (33%), Latin/Hispanic (34%), Native American (2%), Asian (36%), Black/African American (14%), Pacific Islander/Hawaiian (2%), White (20%), Mixed Race (5%), People with Disabilities (11%), Justice-Involved (4%), Veterans (2%) and Low-Income individuals (65%).

RECRUITMENT AND OUTREACH STRATEGIES

MEDA leverages partnerships with Larkin Street Youth Services, Bay Area Community Resources, Mission Graduates, Jewish Vocational Service and hosts digital literacy "Get Connected" events to engage Transitional Age Youth (TAY). Dev Mission uses community flyers, high school presentations, guerrilla marketing, social media (4,800+ followers), and community events to reach eligible participants.

Please reach out with any further questions to Iowayna Peña, OEWD Director of Workforce Development (iowayna.pena@sfgov.org).

