

**CA-Bay-Peninsula Regional DOL CAREER Grant
Project Synopsis – Supplement to Attachment A**

Priority Participation Populations (continued from Attachment A, page 2):

1. *(Individuals from historically marginalized communities or groups) (Why chosen?)*

Despite its global reputation as a socially progressive and wealthy region, the San Francisco Bay Area, including Silicon Valley, is home to low-income communities that are disadvantaged due, in part, to intentional and persistent residential racial and ethnic segregation.

These communities of need are also hampered by underfinanced schools, social capital deficits and a regional cost of living that is 79.2 percent higher than the U.S. average. The COVID-19 plunged communities that were already struggling into crisis mode, with mass layoffs of leisure and hospitality and other underpaid workers.

2. *(Individuals have been unemployed for an extended period of time or who have exhausted UI or other Pandemic Unemployment Insurance programs) (Why chosen?)*

Regardless of work history or level of educational attainment, long-term dislocated workers in the San Francisco Bay Area face two distinct challenges. The rapid pace of technological change means that existing skills quickly become stale and long-term unemployed individuals face huge educational and reskilling barriers to returning to employment. In addition, the high cost of living does not enable most workers to take time off from their job search to acquire new skills.

3. Rationale for Project Service Area (continued from Attachment A, page 2):

In the North Fair Oaks “opportunity zone,” 84 percent of residents were Latinx, the per capita income was \$25,787 and 17.2 percent had a bachelor’s degree or higher. Further, almost one-quarter of Silicon Valley households lack home internet access.

The pandemic hit underpaid workers of color with the force of a 7.0 earthquake. Global shelter-in-place orders hindered San Francisco International Airport’s (SFO) role as an economic engine for business travel and the region’s once-thriving convention business. In 2019, there were 49 events at San Francisco’s Moscone Convention Center, the tourism industry supported 56,060 hotel and restaurant jobs and convention attendees spent \$1.175 billion. In 2020, there were 7 events at Moscone, the industry supported 12,247 hotel and restaurant jobs and convention attendees spent \$94.6 million. San Jose’s convention ecosystem experienced similar losses as a percentage of revenue.

In San Mateo County (where SFO is physically located), 85% of the food preparation and serving workers are people of color, according to an analysis of 2019 data by University of California-Santa Cruz professor Chris Benner. Accommodation and food service worker employment plummeted

35.3 percent as a result of the pandemic. Almost one-half of those workers earned \$30,000 or less in 2019, according to Professor Benner's data.

These pandemic impacts played out in a region characterized by economic instability and workforce churn. There were 39,870 individuals impacted by WARN mass layoffs in San Francisco, Santa Clara and San Mateo counties in the first 11 months of the 2020-2021 program year. That compares to 38,147 in Los Angeles City and Los Angeles County workforce areas (combined), a region with a population more than 2.5 times higher than the three Bay Area counties.

4. Project Summary (continued from Attachment A, page 4):

In addition, NOVA will enhance its MyPlan remote career navigation platform to better connect with dislocated workers in marginalized communities.

Seeking to support the "whole person" in their workforce journeys, this initiative will provide supportive services including child-care and transportation support as well as potential access to guaranteed basic income opportunities through ongoing workforce recovery initiatives supported by non-WIOA funding streams.

The RPU will launch outreach campaigns to address opportunity gaps and resource awareness gaps for marginalized communities through active engagement with anchor institutions throughout the region. These outreach partners include labor unions, faith institutions and community-based organizations such as Self Help for the Elderly in San Francisco's Chinatown and the Si Se Puede Collective in the Mayfair district of San Jose. The boards will also leverage existing resources through ongoing COVID recovery initiatives in the cities of San Francisco, San Jose and Milpitas and in San Mateo County. For example, the three workforce boards are currently leading a regional effort in collaboration with Skillful, funded by the Markle Foundation, and employers to promote racial equity and inclusion through skills-based hiring. San Francisco's Racial Equity Action Plan will guide this work.

5. Required Grant Activities - career and training activities (continued from Attachment A, page 5):

Workforce board career awareness programming will be informed by UCLA professor Jasmine Hill's research on the lack of career mobility knowledge in a low-income community of color in Southern California.

The RPU will offer an array of supportive services including access to childcare, clothing, testing costs and transportation, as well as the prospect of guaranteed basic income payments through non-WIOA funding streams. These payments would benefit individuals who cannot afford to stop their job search in order to participate in skills training.

From a labor market intelligence perspective, the RPU is leveraging relationships with community college and industry consortia to learn of emerging careers long before they appear in government data. One example is "blue collar" artificial intelligence, a new opportunity for individuals without advanced degrees to participate in the region's innovation economy.

In addition to these proposed interventions, the region is employing two programs directly designed to surmount employment barriers faced by individuals from marginalized communities.

Apprenticeships and pre-apprenticeships are important resources enabling underpaid workers to access good paying jobs and greater mobility. The RPU will leverage its leadership in Apprenticeship Bay Area and two regional building trades pre apprenticeship programs to expand opportunities for job seekers under this grant. On the demand side, the RPU is leading an initiative in partnership with the Markle Foundation to train companies about the value and techniques of skills-based hiring. This model, called Skillful, enhances equity and inclusion by focusing on existing skills instead of credentials and pedigree.

NOVA's programming will provide each customer with a customized job search plan based on an individual's skills, experiences, passions and career aspirations.

To support the career discernment process, NOVA will launch a pilot program offering 50 participants the opportunity to engage in an intensive two-week self-assessment and career exploration process. Another group of 50 participants will engage in an existing customer choice model of accessing any service based on career advisor recommendation. The goal is to determine if the two-week intensive program assists customers in gaining a clearer focus and the ability to engage in additional training and job search activities at a faster rate.

All customers will have access to a broad menu of career navigation services. Working with career advisors, job seekers will benefit from extensive local labor market data to learn more about high growth job opportunities and the skills and experiences required to transition new jobs. Job seekers will also benefit from over 20 different workshops to learn foundational job search skills including resume development, interviewing skills, using social media in job search, and strategies for accessing both visible and hidden job leads.

To address a growing need for digitally skilled and fluent workers, NOVA will develop a curriculum and provide in person training in digital skills including creating an email account, attaching documents to email messages, basic use of document and spreadsheet software, how to search for information, and internet privacy and securing personal information.

In addition, NOVA will provide sector skills training for prepare job seekers to opportunities in the growing economy. Training resources will include free and low-cost industry offerings such as IBM SkillsBuild and Grow with Google skills training. Certificate based training through public and private training providers will assist job seekers in transition to new careers or enhancing existing skills to be more competitive. Industry targets include information technology, health care, construction, and manufacturing.

In San Francisco, some CAREER grant participants will find employment through direct placement in order to help revitalized businesses find workers. The Chinatown-based Self-Help for the Elderly and Mission Hiring Hall San Francisco non-profits have connections to a myriad of job opportunities within the city's growth sector industries. Those include information and community technology, health care, hospitality and construction.

The work2future workforce agency will provide its customers access to Occupational Skills Training through individual training accounts to better connect individuals to emerging career opportunities in high growth industries including business and finance, construction, health care and social assistance, manufacturing and technology.

6. Required Grant Activities – Research, purchase, build, or expand virtual technology applications or platforms (continued from attachment A, page 5):

The CAREER grant will enable NOVA to expand the functionality and offerings on the MyPlan platform. NOVA will engage in a customer-centered design process to vet enhancements that would make the portal more user friendly, increase return rates, and provide users with an interactive platform to store job search data. Current enhancement ideas that would be vetted with customers include the ability to login and track job search activities on a dashboard, a place to store resumes, applications and employer interactions, and the ability to automate engagement emails to bring users back to the platform for ongoing assistance. NOVA would also produce additional video content.

NOVA will continue to make MyPlan available to all job seekers and will work with its San Francisco and work2future regional partners to customize the platform for users throughout the region.

7. Allowable Grant Activities - outreach campaigns (continued from Attachment A, page 6)

In response, the RPU will create a focused campaign to connect with dislocated workers throughout the region. In San Francisco, the workforce board will contract with Self-Help for the Elderly, a non-profit with deep roots in the communities of Chinatown, Tenderloin and South of Market.

The board will contract with another non-profit, Mission Hiring Hall, to reach residents in the Mission, Bayview/Hunter's Point, Western Addition and Visitation Valley/Sunnydale districts. All of these communities are historically underserved with large populations of people of color and relatively high unemployment rates. In Santa Clara County, work2future will leverage its partnerships with 25 community organizations, including Homeless Vet Emergency Housing, LGBT Youth Space and Campbell Adult and Community Center, in order to reach individuals most in need.

The RPU will leverage union organizer resources to reach out to dislocated union members, many of whom were leisure and hospitality industry workers who were hard hit by the virtual collapse of the region's convention business. This CAREER grant will also enable the RPU to leverage broad community relationships through participation in several local COVID recovery initiatives throughout the region. Partners include community-based organizations, chambers of commerce, school districts and faith-based institutions.

8. Allowable Grant Activities - strategic partnerships (continued from Attachment A, page 6)

Partnerships with these institutions will enable the RPU to gain access to potential program enrollees and share information about available workforce services throughout a broader geography. In effect, this strategy will embed a portion of NOVA, San Francisco Office of Economic and Workforce and work2future within community-serving institutions across a 2,095 square mile region.

The proposed MyPlan expansion presents a strategic use case for how the RPU will work with anchor institutions. NOVA will train staff and volunteers at these institutions about how they can use MyPlan to reach a broader audience of job seekers. The institutions will provide NOVA with intelligence regarding how MyPlan can be adapted to meet the particular needs of their community. This arrangement will expand valuable workforce access to residents without internet access and who are not eligible for WIOA services due to documentation status and other considerations.

9. Achieving the CAREER DWG Goal (continued from Attachment A, pages 6 & 7)

In concrete terms, that means supporting a dislocated accommodation and food service worker's career journey from a \$38,628 average annual wage and little growth in employment opportunities to growing careers in health care - \$77,543 average wage, construction (\$94,012) or even information technology (\$318,875).

The region's unequal and disconnected workforce ecosystem is not solely an issue of fairness or equity. Our economy suffers when talented individuals from marginalized communities lack clear pathways to careers that fuel the economy. Getting underappreciated talent "on the field" will benefit workers, families, communities and the regional economy. The region's workforce boards will combine intensive career exploration with career navigation advice and occupational focus with networking for social capital to build a bridge between hidden talent and opportunity.

The CAREER grant will enable this process, help address a persistent legacy of segregation and support the region's efforts to build back better from the pandemic.

From: [AbouJaoude, Andrew \(ECN\)](#)
To: [Yu, Lisa \(ECN\)](#)
Subject: Fw: CAREER grant
Date: Wednesday, September 8, 2021 10:24:56 AM

Hi Lisa,

I'm having a bunch of issues with my laptops, and not sure why I cannot save as PDF? DO you mind saving this email below and adding to the CAREER Folder?

Sorry about that...

Andrew Abou Jaoude

Sr. Community Workforce Development Specialist II
Hospitality Initiative Manager
Office of Economic and Workforce Development
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San Francisco, CA 94103
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Cell: (415) 518-5177

OEWD COVID-19 RESOURCES:

OEWD Covid Response Website (www.oewd.org/covid19)

OEWD Worker Information Line

415-701-4817 (*Mon-Fri, 9 AM to 5 PM*)

Jobseekers Email: workforce.connection@sfgov.org

www.oewd.org

andrew.aboujaoude@sfgov.org



From: AbouJaoude, Andrew (ECN) <andrew.aboujaoude@sfgov.org>

Sent: Tuesday, July 13, 2021 10:31 AM

To: Durrall, Sangeeta <sangeeta.durrall@sanjoseca.gov>; Luther Jackson <ljackson@novaworks.org>

Cc: Melchor, Monique <monique.melchor@sanjoseca.gov>; Howell, Janan (ECN) <janan.howell@sfgov.org>; Akwa-Asare, Amabel (ECN) <amabel.akwa-asare@sfgov.org>; Hand, Jennifer (ECN) <jennifer.hand@sfgov.org>

Subject: Re: CAREER grant

Hello Luther,

Here are OEWD's planned expenditures:

Support Services: 100 participants, up to \$300 each - \$30,000 **(6%)**

Employment Services: 100 participants, up to \$3,77.81 cost-per - \$377,881 **(75%)**

Training Categories: Career Assessment, Career Advising, One-on-One Intensive Job Search Support; Resume Review; Interview Preparation; Development of an Individualized Employment Plan; Job Coaching; Access to Computer and Utilities; Intensive Direct Placement services, and enrollment into OEWD Sector Occupational Skills Training programs.

Support Service Categories: Transportation, Interview Clothing, Training Equipment and Materials, Driver's License, Child Care, Testing Costs.

Let me know if you have any questions or concerns. Thanks for putting this together, Luther!

Andrew Abou Jaoude

Sr. Community Workforce Development Specialist II

Hospitality Initiative Manager

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www.oewd.org

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From: Durrall, Sangeeta <sangeeta.durrall@sanjoseca.gov>

Sent: Tuesday, July 13, 2021 10:03 AM

To: Luther Jackson <ljackson@novaworks.org>

Cc: Melchor, Monique <monique.melchor@sanjoseca.gov>; AbouJaoude, Andrew (ECN) <andrew.aboujaoude@sfgov.org>

Subject: RE: CAREER grant

Hi Luther,

Please answers below ... Thank you -sangeeta

From: Luther Jackson <ljackson@novaworks.org>
Sent: Monday, July 12, 2021 2:57 PM
To: Durrall, Sangeeta <sangeeta.durrall@sanjoseca.gov>; Melchor, Monique <Monique.Melchor@sanjoseca.gov>; AbouJaoude, Andrew (ECN) <andrew.aboujaoude@sfgov.org>
Subject: CAREER grant

[External Email]

Hello: I have a few questions re. our budget narrative.

- How much - by percentage of your grant expenditures - will be used for training and support services? Please provide a separate percentage for each.

25 participants will receive Occupational Skills Training (ITAS): 30%

45 will receive supportive services: 5%

- Please provide your training categories (e.g. ITAs, online training, apprenticeships)

ITAs

- Please provide your support service categories (child care, transportation, clothing, etc.)

Transportation, Interview Clothing, Training Equipment and materials, Testing Costs.

Please respond to these questions and the grant first draft as soon as possible and by tomorrow early afternoon at the latest.

Thank you.

Luther

Luther Jackson, Program Manager (Pronouns: he/him/his)
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