

Overview of the Workforce Development Division

The Office of Economic & Workforce Development is charged with creating a coordinated workforce development system that provides opportunities for San Francisco residents to become equipped with the skills and abilities needed to reach economic self-sufficiency and to meet the real-time employment needs of San Francisco's business community.

The role of Workforce Development Division of OEWD is to:

- Develop and coordinate San Francisco's workforce policies and create a multi-agency framework to support San Francisco's workers and industries.
- Oversee the utilization of two key federal funding sources intended to provide both universal and targeted employment services for both employers and jobseekers, including the oversight of the city's One Stop Career Centers.
- Design and launch targeted workforce initiatives such as CityBuild, RAMP-SF, GoSolarSF and others to impact specific and emerging needs within San Francisco's labor market.
- Coordinate with San Francisco public agencies to streamline and target workforce services and align them with the City's workforce priorities.

Legislation passed in 2007 authorizes the department to coordinate the city's workforce resources to better utilize existing investments. Currently the city invests over \$70 million in workforce services and programs through a dozen city departments. To meet the city's diverse workforce needs, OEWD will prioritize initiatives designed to both streamline the workforce pipeline and offer expanded opportunities for the city's neediest jobseekers.

Strategic Priorities 2009-2010

Convene and Empower the Workforce Investment San Francisco (WISF) and Youth Council to Coordinate Workforce Policy and System Development

Coordination and restructuring of the city's workforce development system cannot be done by the city alone. It is essential that public and private employers, labor and key city agencies that oversee workforce services work together in the development of policies and strategies to connect San Francisco jobseekers with opportunities beyond those provided by employment training.

OEWD will staff and utilize the federally mandated Workforce Investment Board (WISF) and the Youth Council to effectively leverage the city's workforce investment to develop solutions and to prepare San Francisco's residents to meet employer's needs.

Expand and Improve "One Stop" Services and Revitalize the Southeast Community Facility

Several key geographic areas of the city lack access to comprehensive workforce services, or adequate links to services available in a centralized location. Over the past year, OEWD has expanded One Stop services through the development of two new neighborhood-based workforce centers, while enhancing services within existing centers. The Chinatown Neighborhood Workforce Center opened its doors in

July 2008 with 1351 individuals accessing services in the first three months of operation. The Western Addition Neighborhood Workforce Center began providing services to residents in Fall of 2008 in anticipation of a new comprehensive One-Stop opening in February of 2009.

Mayor Gavin Newsom and OEWD are committed to continuing to reach other underserved communities, especially the southeast sector of the city. To this end, the Mayor tasked OEWD to lead a citywide effort to revitalize the Southeast Community Facility to provide a range of comprehensive employment, education and support services to help meet the facilities mission of developing the skills and reaching the gainful employment of residents of the southeast.

Engage Youth and Place Them on a Path to Educational and Career Success

The Mayor's Transitional Youth Task Force reported that an estimated 5,000 – 8,000 young adults have either dropped out of high school; are homeless; have a disability or other special need; or are young unmarried parents. Those particularly vulnerable are those that are transitioning out of public systems (i.e. juvenile justice, foster care).

OEWD will assist in implementing the recommendations of the Mayor's Transitional Youth Task Force to better connect these young people to the necessary educational, employment and support services by creating a workforce services strategy in a multiservice center facility and improving existing youth services at the city's One Stops and neighborhood workforce centers.

Create Opportunities to Re-Engage High Risk Residents

Approximately 4000 young people are disconnected from the labor market. Many of these youth are involved with the justice system, are exiting foster care or have dropped out of school. In addition, approximately 2000 adults exiting prison are reintegrated back into the community each year. These populations suffer from low educational levels, severely limited work experience and a dearth of skills needed for success in the labor market.

The RAMP initiative will create a more comprehensive approach to build the skills of at risk youth and adults and address the barriers to work they may face. OEWD is creating a coordinated system of services for disconnected young adults and those re-entering the labor market after incarceration to develop the skills and work experiences they need to successfully engage with and maintain employment. The initiative is being launched in March 2009 initially targeting public housing residents in the southeast and then expanding to serve young people from other neighborhoods.

Strengthen Policy and Compliance to Increase Access to Entry Level and End-Use Jobs

OEWD intends to strengthen and leverage local policy including the First Source Hiring Ordinance and others to prioritize the hiring of city residents to work on end use jobs such as those in construction and development projects. OEWD is working collaboratively with other departments and the Human Rights Commission. The intent is to increase resident's access to jobs in both publicly and privately funded construction projects in San Francisco and other end-use jobs.

Leverage Utilization of CityBuild and Expand Training Opportunities that Lead to Employment

Currently, the city provides hundreds of pre-apprenticeship and entry-level employment opportunities through several city departments, particularly within the construction occupations. The citywide pipeline for recruiting San Francisco jobseekers can be substantially improved, connecting with existing employment and training programs and an open process to help residents access these opportunities. The intent is to further align existing city initiatives and strengthen their capacity to

respond to the dynamic employment demands throughout the employment pipeline, particularly within the construction industry.

OEWD will work to utilize the CityBuild program as the portal of entry for jobseekers being trained and prepared for entry level public service employment and pre-apprenticeship opportunities leading to permanent placements and union apprenticeships. By leveraging its network of community-based partners, CityBuild will serve as the entrance of the preparation pipeline to ensure that city residents are prepared for and have access to the range of employment opportunities at the entry-level or in the skilled trades.

Enhance a Green Collar Workforce Strategy for San Francisco

OEWD will strengthen the coordination of San Francisco's environmental initiatives with city's workforce development agenda. OEWD has identified five sectors that have the greatest capacity to add "green collar jobs" to labor market: solar installation, green building/construction, energy efficiency/weatherization, landscaping/public greening, and recycling.

In August of 2008, OEWD launched the GoSolarSF Workforce Development incentive program as its initial step at addressing the needs of the green economy. The intent of the GoSolarSF program is to incentivize San Francisco homeowners to install solar panels, incentivize the hiring of local residents, and provide entry level employment opportunities for residents with barriers to employment.