

**ECONOMIC AND WORKFORCE DEVELOPMENT
COUNCIL COMMITTEE MEETING MINUTES
FRIDAY, JUNE 19, 2020
VIDEOCONFERENCE**

Members Present:	Councilmember Rebecca Viagran, <i>Chair, District 3</i> Councilmember Adriana Rocha Garcia, <i>District 4</i> Councilmember Shirley Gonzales, <i>District 5</i> Councilmember Melissa Cabello Havrda, <i>District 6</i> Councilmember Manny Peláez, <i>District 8</i>
Staff Present:	Andy Segovia, <i>City Attorney</i> ; Ray Rodriguez, <i>Deputy City Attorney</i> ; Carlos J. Contreras, III, <i>Assistant City Manager</i> ; Alejandra Lopez, <i>Director, Economic Development Department</i> ; Jessica Dovalina, <i>Assistant Director, Human Services, Department</i> ; Nancy Cano, <i>Office of the City Clerk</i>
Others Present:	Julissa Carielo, <i>Board Chair, Maestro Entrepreneur Center</i> ; Dr. Mike Flores, <i>Chancellor, Alamo Colleges District</i> ; Adrian Lopez, <i>CEO, Workforce Solutions Alamo</i> ; Jenna Saucedo, <i>President & CEO, San Antonio Economic Development Foundation</i> ; David Zammiello, <i>Executive Director, Project Quest</i>

Call to Order

Chairwoman Viagran called the meeting to order.

Public Comment

Julissa Carielo, Board Chair, Maestro Entrepreneur Center, stated that Maestro Entrepreneur Programs (MEP) provided local small businesses with the opportunity to have a better chance of surviving any economic crisis beyond the one-time CARES Act grant funding through its sustainability training program. She recognized the high poverty level in San Antonio and added that the MEPs would offer incentives for newly created jobs and provide workforce development for their employees which would allow workers to advance to higher wage jobs, and jobs with benefits. She asked for support for MEP.

1. Briefing and possible action on COVID-19 Community Recovery and Resiliency Plan Workforce Development Pillar Strategies.

Alejandra Lopez reported that City Council approved the COVID-19 Recovery and Resiliency Plan on June 4, 2020 which embedded equity in all the decision making and was developed around five Guiding Principles: 1) Public Health and Safety; 2) Equity; 3) Braided Funding; 4) Community Resiliency; and 5) Well-being. She noted that the Workforce Development Pillar Strategy was allocated a \$75 million budget: General Fund: \$62.3 million; CARES Act Fund: \$2.7 million; Other Federal Grants: \$10 million. She provided a detailed budget allocation as follows:

Workforce Development Estimated Budget	
Participant intake, Referral, Wraparound Support and Career Navigation	\$6.8 million
Participant Training and Education	\$13.6 million
Participant Stipends	\$44.1 million
Business Intelligence	\$240,000
Program Outreach and Monitoring	\$220,000
Child Care Subsidies	\$10 million
TOTAL:	\$75 million

Ms. Lopez reported that the objective was to provide training to 10,000 residents by September 2021, and also included child care support for up to 4,000 children through more than 600 local child care sites federally funded through Child Health Services subsidy programs. She added that 80% of the participants would receive case management wraparound services to include assessments, referrals, and career navigation. She noted that 75% of the participants would undergo short-term training, 10% would undergo long-term training, 10% would undergo subsidized on-the-job training programs with local small business employers, and 5% would participate in high school equivalency preparation courses.

Ms. Lopez reported that workforce development objectives would be provided through expected primary partner agencies such as the Alamo Colleges District and Project Quest that had the ability to service the large number of estimated participants. She added that many other primary partners and secondary partners would be contracted to provide different training types, gaps, and densities.

Ms. Lopez reported that workforce development programs would target industries most impacted by COVID-19. She stated that marketing strategy initiatives would include social media, local telephone marketing, and grassroots efforts such as door-to-door outreach, bus shelters, bus benches, and billboard advertising. She added that a standardized, universal intake and assessment process would be implemented by all partner agencies. She noted that collaboration with Alamo Workforce Solutions would be critical in targeting unemployed residents in need of job training. She noted that participant stipends would be tied to the organizations that provided training which further ensured valid participation and successful completion of the program.

Ms. Lopez reported that marketing methods would be diverse and would focus on local census tracts with an Equity Matrix score of 8 to 10 which accounted for 35% of the local population and included census tracts with people of color making up more than 72% of the population and households that made less than \$56,000. She noted that the need for training was great within these populations and a preference criteria could be established to ensure that targeted populations were served. She added that another option would be to provide the partners with more flexibility on the intake process which would allow them to meet participant goals based on race, gender, and income criteria. She proposed an initial 6-month term followed by a second 9-month term to allow for adjustments based on performance measures and intelligence gathered

during the first six months that would inform the last nine months of the program through its completion in September 2021.

Executive Session

Chairwoman Viagran recessed the meeting into Executive Session at 10:40 am.

A. Economic development negotiations pursuant to Texas Government Code Section 551.087 (economic development)

Chairwoman Viagran reconvened the meeting at 11:24 am and announced that no action was taken.

Councilmember Cabello Havrda asked if vendor capacity matched investment commitment. Ms. Lopez stated that staff was engaged with all of the primary partners and their extended partners to ensure that opportunities would not be overextended.

Councilmember Rocha Garcia asked if program stipends would be terminated if an individual did not complete training and requested more information regarding the on-the-job-training program proposal from Workforce Solutions Alamo (WSA). She asked if the workforce development program would have the ability to quickly pivot to address job availability changes during COVID-19. Ms. Lopez confirmed that stipends would be provided for the duration of program participation and would be terminated if the participant quit their training. Ms. Lopez stated that WSA would provide a program they currently facilitate combined with the opportunities that SA Works would be identifying for placement. She anticipated at least 1,000 on-the-job-training opportunities would be made available. Jenna Saucedo reported that the San Antonio Economic Development Foundation (SAEDF) utilized a data-driven approach that identified local industries expected to expand such as cybersecurity, IT, manufacturing, food and beverage, bioscience, and research and development. She stated that another level of data was necessary to inform primary and secondary partners on the current skill sets required by expanding industries and how jobs were transitioning and transforming within those industries during COVID-19.

Councilmember Rocha Garcia requested additional information on the types of short-term training opportunities some of the primary partners would provide. Dr. Michael Flores stated that the Alamo Area Colleges District (AACD) would host stackable credentialed programs such as certified logistics technicians and professional truck drivers which required four months of training. He added that such certified jobs contained 3 credential levels embedded within each certification that leveraged annual median wage increases up to \$50,000. He added that medical front office and patient care coordinator positions were six month training programs with a median wage of \$40,000 annually with built-in certifications. He noted that AACD submitted 35 different programs to staff as part of the AACD portfolio of training programs.

Councilmember Pelaez asked if a provision could be included in contracts with prospective employer partners for their commitment to retain newly trained workers for a certain amount of

time. He requested that prospective employer partners abide by Equal Employment Opportunity Commission (EEOC) guidelines in order to qualify as on-the-job-training providers.

Councilmember Gonzales asked if any of the expected primary or secondary partners would provide tradesman job training in the areas of plumbing, electrical, welding, and construction. David Zammiello replied that Project Quest (PQ) historically dedicated 3%-5% of its service portfolio to the trades. He stated that PQ was expanding their tradesman job portfolio through a partnership with the Association of General Contractors to build their training abilities and add that capacity to PQ's service portfolio.

Chairwoman Viagran stated that she leaned toward the preference criteria option of a census-tract criteria based on race, gender, and income to ensure targeted populations were selected for workforce development participation. She added that veteran status should be included in the criteria-based selections and that remote learning should be optimized with technical devices and internet connectivity access included in the contracts with the primary or secondary partners. She noted that the target populations in need of job force training also lacked digital equity and asked staff to engage with University of the Incarnate Word (UIW) to seek their participation in the workforce development plan.

Chairwoman Viagran asked the expected primary partners if their organizations had the capacity to fulfill the workforce development needs and connect with thousands of residents in need of workforce training. The expected partners provided their replies as follows:

Mr. Adrian Lopez reported that WSA and the other expected primary partners were in collaboration prior to COVID-19. He added that the opportunity to utilize WSA data associated with 220,000 unemployed residents in the region and to fuse that data with employer input through SA Works to assess target marketing would create an innovative business role model.

Mr. David Zammiello reported that the key strategy would be the synergy of the expected primary partners working together. He noted that PQ had the capacity in place to fulfill their commitment to the program and that prior to presenting their contribution proposal, PQ implemented this process and added staff in to order to service 2,000 to 10,000 residents.

Ms. Saucedo reported that SAEDF was driven by the shared mission in collaboration with the other expected primary partners. She noted that the partnerships had to scale the workforce development plan expeditiously to move San Antonio forward and SAEDF was prepared.

Dr. Flores reported that AACD served 65,000 students at their five colleges, six regional centers remotely, and in the classroom during any given semester. He added that AACD was able to migrate 65,000 students and 2,000 faculty members to remote learning within a 2-week period during COVID-19. He noted that AACD had 5,000 employees within its system to accommodate their infrastructure. He stated that AACD had seen a 12%-13% increased enrollment for its 2020 Summer Semester, allowing for an additional 3,700 students; therefore AACD could scale up to accommodate 10,000 residents for workforce training very effectively.

Councilmember Pelaez recommended that trades job training be included in the workforce development partnerships. He noted that the International Brotherhood of Electrical Workers (IBEW) Local #60 had impressive educational facilities with the capacity to train 30-40 electricians at any given time. He asked that staff engage with IBEW Local #60 to include them in the program.

Future Agenda Items

- Public Comment to be held at next meeting
- Next meeting: Tuesday, June 23, 2020

Adjourn

There being no further discussion, the meeting was adjourned at 12:10 pm.

Rebecca Viagran, Chairwoman

Respectfully Submitted,

*Nancy Cano
Office of the City Clerk*