



# Workforce Initiative

---

City Council A Session  
August 13, 2020

# Pre-COVID Economy

3.2%

Unemployment Rate

10%

Job Growth

10%

Population Growth



[Home](#) [News](#) [Classical](#) [Programs](#) [Schedules](#) [Events/Initiatives](#) [Support](#) [Connect](#) [Search](#)

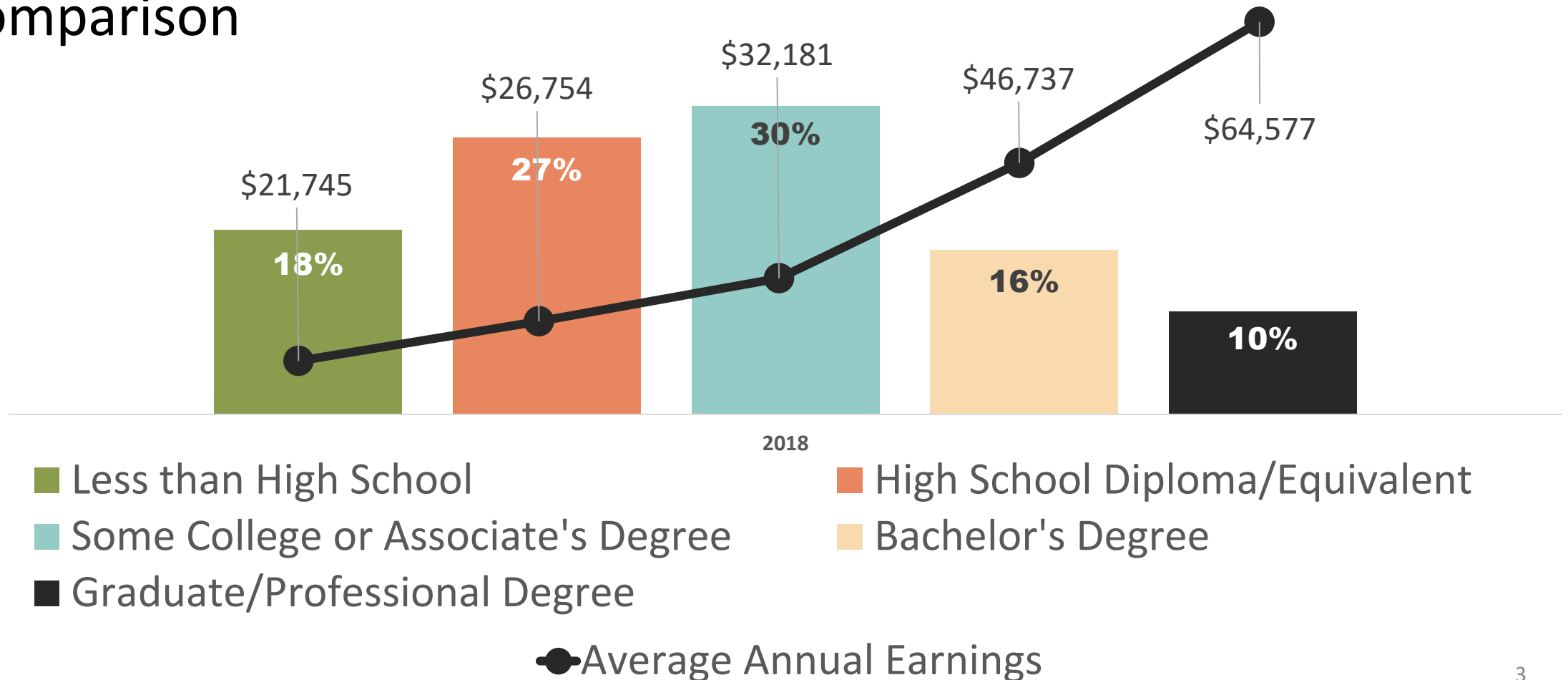
## San Antonio Poverty Rate Tops List Of Large Metro Areas

By CAMILLE PHILLIPS • SEP 26, 2019



# Education and Earning

## San Antonio Educational Attainment & Average Annual Earnings Comparison



# Background: COVID Impacts



154,000

Displaced Workers in  
San Antonio  
as of July 17

## Industries Most Impacted

Accommodations  
and Food Services  
33,000 workers

Retail Trade  
16,000 workers

Health Care and  
Social Assistance  
15,000 workers



City of San Antonio  
**Recovery & Resiliency**  
Overcoming Today's Challenges For A Stronger Tomorrow.

## Workforce Development Pillar

Up to 10,000 residents served by Sept. 2021

Subsidized job  
training and  
certifications for  
demand  
occupations

Intake,  
assessment,  
referral and case  
management

Training  
Stipends  
\$450 per week  
while in training

Implemented  
through various  
partners

\$75M Budget

# Mayor's Workforce and Education Leadership Taskforce

## Purpose

Next Steps for Economic Recovery | Reduce Unemployment | Promote Economic Mobility

### **Cristina Aldrete**

North San Antonio  
Chamber of Commerce

### **Craig Boyan**

H-E-B

### **Harriet Dominique**

USAA

### **Dr. Taylor Eighmy**

University of Texas San Antonio

### **Dr. Mike Flores**

Alamo Colleges District

### **Mary Finger**

United Food and Commercial  
Workers Union

### **Marjie French**

San Antonio Area Foundation

### **Leo Gomez**

Brooks

### **Kevin Jones**

Rackspace Technology

### **Tuesdae Knight**

San Antonio for Growth on  
the Eastside (SAGE)

### **Dr. Cynthia Teniente-Matson**

Texas A&M University-San Antonio

### **Richard Perez**

San Antonio Chamber  
of Commerce

### **Jim Perschbach**

Port San Antonio

### **Sonia Rodriguez**

COPS/Metro

### **Kate Rogers**

Charles Butt Foundation

### **Tyler J. Schroeder**

Boeing

### **Kevin Voelkel**

Toyota Motor  
Manufacturing Texas

## **Council Liaisons**

### **Rebecca J. Viagran**

District 3 Council Member

### **Dr. Adriana Rocha Garcia**

District 4 Council Member

# Initiative Overview



**Workforce Training**

---



**Degree Completion**

---



**Wraparound Support**

---



**Emergency Financial Assistance**

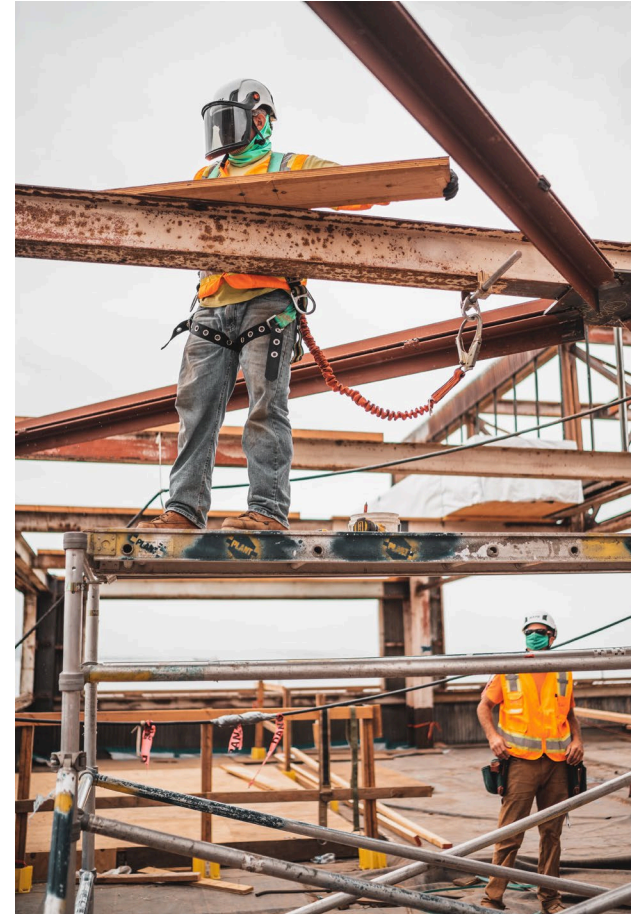
---



# Workforce Training and Education



- Industry-recognized certifications and two- and four-year college degrees
- Placement into career pathways with \$15+/hour jobs with benefits
- Initial focus on workforce training
  - Increase focus on degree completion in subsequent years





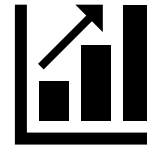
# Apprenticeships

Combine paid on-the-job training with classroom instruction



**Program Option – Employers receive tuition funds upon participant completion**

# Wraparound Services



Build on successful models



Collaborate with existing institutions and service delivery system



Low participant to case manager ratio

# **Emergency Financial Assistance**

Available via case manager on case-by-case, need-based basis

Keeps participant on track

Preliminary budget - \$2.5 million annually

# Industry Participation



Collaborate with training providers to design training programs



Continuously promote job openings



Hire program participants

# Program Metrics and Outcomes

80%  
Certificate  
Completion

70-80%  
Degree  
Completion\*

80-90%  
Job Placement

80%  
Job Retention

90%  
Compensation  
Increases

Poverty Rate  
Decrease  
(18.6% as of 2018)

\* Completion timeframes may vary  
based on credits at time of enrollment

# Sample Annual Budget

	Tuition	Wraparound Support	Emergency Aid	Administrative Cost
Workforce Training	Average \$2,000	Average \$1,000	Average \$500	
	6,000 participants	6,000 participants	3,000 participants	
	Total: \$12M	Total: \$6M	Total: \$1.5M	
College	Average \$3,000	Average \$1,000	Average \$500	
	4,000 participants	4,000 participants	2,000 participants	
	Total: \$12M	Total: \$4M	Total: \$1M	
TOTAL	\$24M	\$10M	\$2.5M	\$2M

**\$38.5M**  
TOTAL

# Governance

Texas Local Government Code Ch. 379A  
Municipal Development Corporation (MDC)

Early childhood  
development

Afterschool  
programs

Literacy  
programs

Job training

Post-secondary  
scholarships

Workforce  
development

Only one MDC per municipality



# **Administration**



City Council sets program policy  
City Manager responsible for implementation

# Implementation Milestones

Milestone	Estimate Timeframe
Target population engagement	Sept 2020 - Jan 2021
Trade organization engagement (on-the-job training and apprenticeships)	Oct 2020 – Jan 2021
Status update to Economic and Workforce Development Committee	Oct 2020
Business engagement (direct and via chambers of commerce and business organizations*)	Nov 2020 - Jan 2021
Training provider engagement*	Nov 2020 - Jan 2021
Status update to Economic and Workforce Development Committee*	Dec 2020
City Council briefing on program policy development and implementation status**	Jan/Feb 2021
City Council approval of program policy	Apr 2021
City Council approval of program implementation plan and budget	Jun 2021
Program launch	Fall 2021

\*If proposition is approved by voters. Periodic status updated to EWDC beginning spring 2021.

\*\*Additional stakeholder engagement activities will be conducted to solicit feedback and inform the program implementation plan, as needed.

# Election Contract



Contract with Bexar County to conduct election jointly with other political subdivisions



City responsible for proportionate share of costs



Voting precincts and hours to be established by the Bexar County Elections Administrator

# Election Calendar

## November 3, 2020 Special Election

Thursday, August 13, 2020	Mayor and City Council adopt ordinance ordering the Workforce Initiative election
Monday, October 5, 2020	5:00 pm – Deadline for residents to register to vote with Bexar County for the November election
Tuesday, October 13, 2020	First day of early voting by personal appearance (Governor's July 27 executive order authorized starting 1 week early)
Friday, October 30, 2020	Last day of early voting by personal appearance
Tuesday, November 3, 2020	Deadline for Bexar County to receive mail-in ballots (Governor's July 27 executive order extended deadline)
Tuesday, November 3, 2020	ELECTION DAY – City of San Antonio registered voters may cast ballots at any of the sites
Thursday, November 6 to Monday November 17, 2020	Time period for the Mayor and City Council to canvass election results

# Recommendation



Staff recommends ordering an election to be held on November 3, 2020 in the City of San Antonio, Texas to authorize a 1/8th of a cent sales and use tax to provide for workforce development and higher education initiative, in accordance with Chapter 379A of the Texas Local Government Code.



# Workforce Initiative

---

City Council A Session  
August 13, 2020