



## CITY OF DETROIT MAYOR'S WORKFORCE DEVELOPMENT BOARD

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Friday, December 9, 2022

9-11 a.m.

Location: In-person at Detroit Public Safety Headquarters

### **Proposed Meeting Minutes** **Co-Chairs: Dave Meador & Cindy Pasky**

#### **Call to Order**

Co-Chair Dave Meador called the Mayor's Workforce Development Board Meeting to order at 9:08 a.m.

#### **Approval of Consent Agenda**

August 2022 and December 2022 Agendas; June 2022 and August 2022 Minutes.

Co-Chair Dave Meador asked for a motion to approve the Consent Agenda as presented. Moved by Dave Meador, supported by Mark Gaffney. Motion Approved.

#### **REPORTS**

##### **Co-Chair's Report – Dave Meador**

**Resident Employment Update:** Mr. Meador began his co-chair's report with the resident employment update, noting stable employment in recent months and a return to above pre-pandemic levels for the fourth consecutive month. He continued his report acknowledging two new board members: William Kingsley, Partner, UHY LLP & Managing Director UHY Advisors; Joshua Sirefman, CEO, Michigan Central Station

Mr. Meador closed his report with a special acknowledgement of board members: Dr. Nikolai Vitti who was named 2022 Urban Educator of the Year by his peers at the Council of the Great City Schools' 66<sup>th</sup> Annual Fall Conference; M. Roy Wilson who was honored with a Testimonial Resolution at Detroit City Council. A third acknowledgement was given to Mr. Wilson's wife Jacqueline Wilson who earned a Spirit of Detroit Award.

*Acknowledgements and comments from board members ensued*

##### **Executive Director's Report - Nicole Sherard-Freeman**

Ms. Sherard-Freeman began her presentation with an economic development update highlighting the AMC demolition in District 7, noting this new development will bring construction jobs and its new tenant will give priority hiring to Detroiters.

She continued her presentation spotlighting JPMorgan Chase and its collaboration with the city to find employees from historically underserved neighborhoods for its virtual call center in Detroit. Through this partnership, JPMorgan Chase hired 68 Detroiters as account specialists working in this new virtual career opportunity with a goal to hire up to 150 Detroiters.

Ms. Sherard-Freeman gave an update on American Rescue Plan (ARPA) funding, announcing JumpStart, a new program funded under ARPA, designed to help long-term unemployed residents get reengaged in the job market. Up to 25 in-Detroit organizations will be selected through a city procurement process to enroll, train and mentor JumpStart participants.

Continuing with this update, Ms. Sherard-Freeman invited Greg Anderson, the Executive Director of the Community Health Corps to talk about how we are using ARPA funding for the Community Health Corps.

Mr. Anderson began with a brief overview of the Community Health Corps (CHC), noting it started in 2020 at the height of the pandemic to assist vulnerable residents that are in crisis. He explained the core of the business is resource navigation, pointing residents to the services that already exist, noting that when there are bottlenecks and eligibility criteria that can't be met, CHC provides direct support in those cases. To date, CHC has assisted over 2,000 households, impacting over 5,000 residents, using about \$2.5 million either in direct support services or resource navigation dollars. Mr. Anderson noted a \$15M allocation in ARPA funding to CHC that will take it to the end of 2024.

Ms. Sherard-Freeman noted that CHC and this type of human service function was set up deliberately with the Detroit at Work team to support the Mayor's theory that human services are necessary and a crucial part of what you provide to a city, noting the importance of connecting these folks to workforce services and economic development and economic mobility opportunities. The results we see under Greg's leadership prove that there is benefit to this model.

*Questions and comments from board members ensued.*

Ms. Sherard-Freeman invited Terri Weems, President of Detroit Employment Solutions Corporation to talk through key metrics. Ms. Weems noted that we've trained over 3,000 residents during the last fiscal year, which is a record number. Job placements are almost at 5,000. Hourly wages are trending up to \$17.49/hr. Youth placements remain consistent around 8,000. Ms. Weems noted this is another area where the city is investing ARPA funding, with \$12M devoted to Grow Detroit's Young Talent. The number of revenue streams DESC manages has tripled over the past several years, up to 160. On the career center side there were over 24,000 new customers. Ms. Weems cited marketing and innovative new programs that the mayor and this board have advised us to continue to do and to launch as key factors. Almost 900 employers were served and over 4,300 people received employment in our fiscal year.

To close the Executive Director's report, Ms. Sherard-Freeman invited Dana Williams, Chief Strategy Officer, Detroit at Work to give an update on the city's engagement with early childhood education.

Ms. Williams noted a collaborative effort that began in 2016 called Hope Starts Here, which looks at how we're serving our youngest residents in the city. Education and access to healthcare are key components. A focus on early childhood education began in 2019 and since then the city of Detroit has established an Office of Early Learning. Hope Starts Here has

developed a toolkit for parents for early childhood education and a toolkit for businesses for child care services, noting that these are available for board members to review and offer as part of their workforce benefits.

Ms. Sherard-Freeman noted that work is continuing in this area behind the scenes to sync up the way partnerships work on this critical topic for Detroit's labor force.

*Questions and comments from board members ensued.*

## **PRESENTATIONS**

### **Skills For Life – Sam Marvin, Senior Project Manager, Detroit at Work; Alexis Farmer, LEAN Project Manager, Office of the Chief Financial Officer**

Ms. Sherard Freeman explained that Skills for Life is a first-of-its-kind model where we have city of Detroit recruits coming to work for the city of Detroit, working 3 days a week and going to school 2 days a week. She noted this is ARPA funded with roughly \$60M over the next few years.

Ms. Farmer opened the presentation noting that this is a unique work and training opportunity for Detroiters to come work for the General Services Department. To start, participants earn \$15/hr to beautify our city by cleaning up blight and working in our parks, with potential to earn \$17/hr or more while increasing their education level. In addition, they're eligible for wraparound services such as childcare, transportation and housing.

As a result of this program and its increase in city workers, the General Services Department has seen great gains in its operational goals with the blight remediation team, which works with both residential and commercial properties. Ms. Farmer noted about 300 remediations are completed each month. That pace continues to increase as more participants join the Skills for Life program, making it optimistic of reaching a goal to complete 7,000 remediations by the end of the project term.

Similarly, in the Grounds & Maintenance Division, which largely works in our parks, they've seen an increase in the amount of trash pickup, averaging a little over 90 tons of trash pickup per month. In addition, the DDOT bus shelters and terminals have been more frequently cleaned, ensuring that those conditions are safe and sanitary for our residents using the bus system.

Ms. Farmer also noted the addition of Park Ambassadors, a new function within the General Services Department as a result of Skills for Life. Park Ambassadors represent 8 pilot parks across the city and serve as customer-facing helpers, assisting residents understand the park rules, with access to the park shelters and report maintenance issues. Parkgoers are excited to have the Park Ambassadors in place as noted with a 94/100 score from a recent survey.

Sam Marvin continued this presentation with a look at the training programs offered to Skills for Life participants including 8 occupational training programs and 5 educational training programs. He noted statistics that included 433 Skills for Life employees have completed career readiness and 367 have enrolled in training.

Further, Ms. Farmer noted that more than a thousand people have applied for a Skills for Life job, 527 eligible applicants were offered a job and 419 have started a job with the program in its first nine months. Returning citizens and individuals with disabilities are among those currently working in the program. With numbers trending the way they are, the team is optimistic to reach

its goal of targeting 1,100 people to come through the Skills for Life program over the next couple of years.

Mr. Marvin closed the presentation highlighting individuals that have been in the program

*Questions and comments from board members ensued*

### **Public Comment**

Co-Chair Dave Meador asked for public comment.

Mr. David Palmer on behalf of the Detroit Regional Workforce Alliance, noted the collaborative effort and the work they do throughout the city of Detroit and elsewhere. He expressed they're looking for new ways to collaborate and acknowledged the great work presented at today's meeting.

Mr. Harris, an independent journalist asked for more insight around the returning citizens and how we help get these folks into our programs.

*Questions and comments from board members ensued*

### **Adjournment**

Co-Chair Dave Meador called for a motion to adjourn. Moved by Carla Walker Miller. Supported by Mark Gaffney. Meeting adjourned at 10:46 a.m.

### **Board Member Attendees**

Andra Rush, Alycia Meriweather, Angelique Power, Bill Robinson, Bruce Dall, Byron Osbern, Carla Walker-Miller, Cindy Pasky, Colleen Allen, Curtis Ivery, Dave Meador, Mark Gaffney, Mike McLauchlan, John James, Jr., Tonya Adair, Sandro DiNello, Joshua Sirefman, Scott Thiele