



Y-PLAN Adult Project: Workforce Development

Richmond, CA, LEAP's Learning Center

Adult Project (Healthy Richmond + Y-PLAN Partnership)

Ages: Adults 24-50 years of age

Team: Nickesha Brice, Bette Ferguson, Isabel Guevara, Charlene Harris, Gloria Johnson, Adam Parker, Maria Guevara Rosales, Lolita Thompson, Ricardo Zepeda

ISSUE

The City of Richmond's Employment and Training Department offers services to community members of Richmond that revolve around workforce education, but has asked the community for feedback on how the city could improve employment opportunities and retention in the City of Richmond. For this project participants were asked to analyze issues impacting employee and employer relations, through a community-based lens. Through the participants analysis, they were asked to provide recommendations that included public opinion, as well offer feedback for potential future projects.

PROJECT QUESTION

What can the City's Employment + Training Department and local Richmond employers do to ensure that our employees remain in these companies (worker retention)? What changes can be made? How can the city help make those changes?

COMMUNITY OF PRACTICE

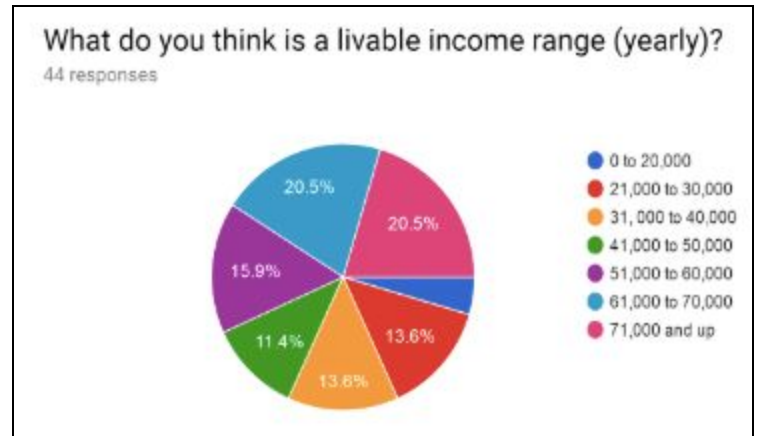
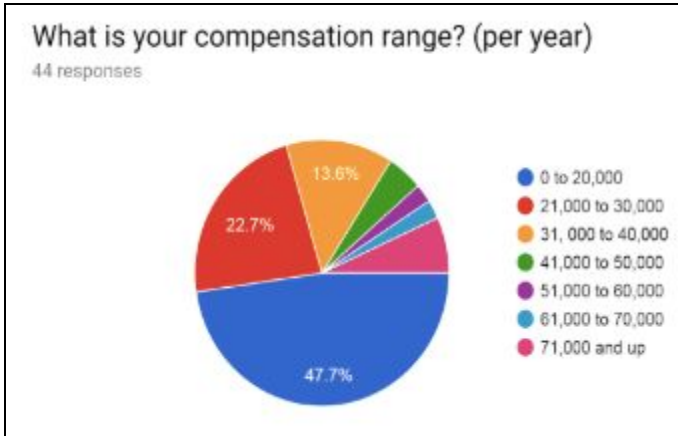
- **Facilitators:** Adriana Preciado (Y-PLAN) and John Adams (LEAP)
- **Project Coordinators:** Myrna Ortiz (Y-PLAN) and Pierre Thompson (Healthy Richmond)
- **Students:** Adults between the ages of 24-50 years old
- **Client:** City of Richmond Employment and Training Department + RichmondWORKS
- **Educational Partners:** Center for Cities + Schools, Healthy Richmond Hub, LEAP, The Stride Center

PARTICIPANT GENERATED DATA AND INSIGHTS

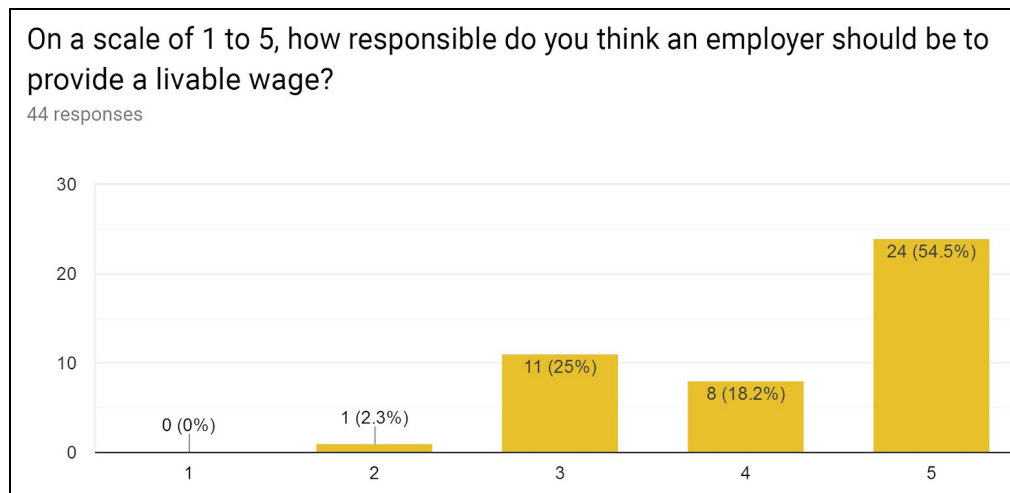
The community survey created by participants was shared online and had received 44 responses by November 5th, 2018. An interesting data points found from the survey responses was that, although job opportunities are very much valued, many citizens were more concerned about obtaining employment with higher wages that meet the cost of living and even more interestingly found that they wished to be valued by their employers. The survey provided insight into community members' needs when it comes to having a good standard of living. More importantly the survey data and community feedback can be utilized by employers to have a better sense of the needs and challenges faced by their current and potential employees.

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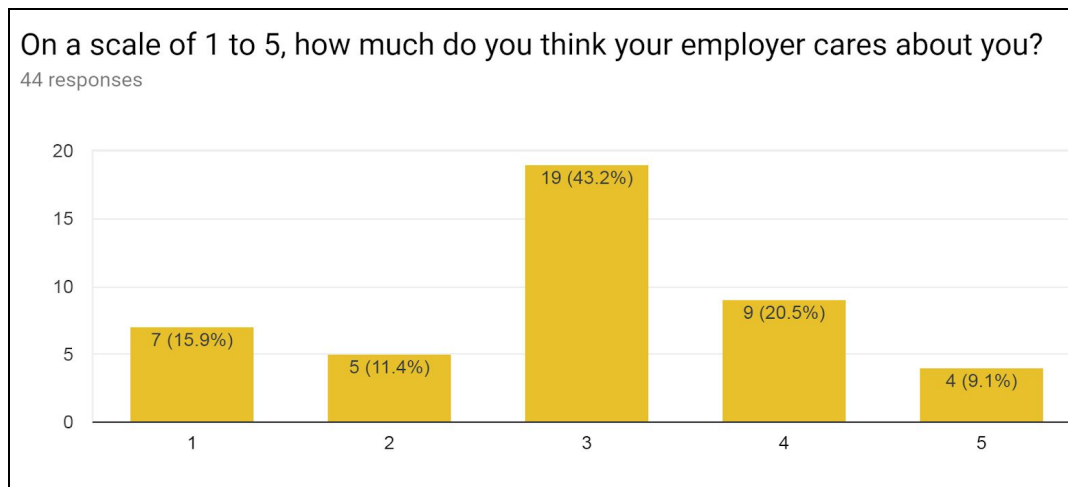
Link to Live Online Survey: <https://tinyurl.com/WorkforceRichmond2018>



- 82% of people surveyed made BELOW \$41,000 per year
- 66% of people surveyed believe that a person must make OVER \$41,000 to make a LIVABLE wage



- Residents believe it is the employers responsibility to provide a living wage
- Residents believe employers are doing a moderate job of caring for their employees



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RECOMMENDATIONS

Based on survey results and community feedback we found out that job opportunities are important, however wages and benefits, as well as family support programs catered around employees everyday needs are highly valued.

LINK to Final Presentation:

https://drive.google.com/file/d/1Cm6P9_83OxAwJ__2jFHmpnmA_YPFZK59/view?usp=sharing

Short Term Recommendations

1. Inclusive Employment Surveying - Inclusivity within the workforce would require employers to be more sensitive and aware of the struggles community members face in trying to retain employment. We believe that if employers had more awareness and sensitivity of the community they work with, they would support the creation of much needed workforce programs and then, in turn, create a healthier workforce.
2. Diversified Employer Outreach - Employment and Training should **diversify their employer outreach**. The City of Richmond should work to align themselves more closely with the **values of Certified B Corporations**.
3. More Community Outreach - Employment and Training should work to increase their presence in Richmond communities by reaching out to community leaders (such as ministers), increasing their message and marketing reach (flyers, online, media, etc.), and generally educating the public about the services they provide.
4. Community Collaboration - Employment and Training should partner with employers, community non-profits, and service providers to eliminate barriers to employee retention such as child care, transportation, and education.
5. The City of Richmond's **ACES (Accelerating Skills through Essential Skills) program** should be expanded to offer more interventions and employment counseling for Richmond employees who may be struggling in their current positions.
6. We recommend increased **vocational training** for adults, including certificate or licensing programs + opportunities in childcare, cosmetology, auto repair, etc. Professional-oriented education programs will not only aid in obtaining new skills, but also build confidence in pursuits of diversified trades and employment.

We as Richmond residents, BENEFIT from these recommendations! Ultimately these recommendations can lead to greater worker retention, and overall improve employer's relationship with their employees and the community.

Long Term Recommendation

These recommendation ultimately lead to more taxpayers, more employees, happier families, healthier communities, less people on the streets looking for jobs, and a more equitable Richmond.

- Unions and Benefits
 - Unions can empower employees and create better working conditions
- Equity for Undocumented Residents
 - Creating equity for undocumented residents would create a safer environment and create an example of humanity and justice for other cities

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LOOKING FORWARD

These proposal ideas are designed to increase community and city unity. The expected benefits outweigh the costs, and it is essential for our client, Employment and Training Department and Richmond WORKS, to continue working with community by constantly asking residents what the community wants. Additionally, the City of Richmond should continue to work with local organizations to reach the community directly, as this Y-PLAN Adult Project has done with LEAP and Healthy Richmond.

Top Priorities

As far as moving forward we would like to emphasize that out of our six recommendations here are the top three we would like the city of Richmond prioritize.

- **Proposal 3: Community Outreach** : we feel that E and T should increase their presence in Richmond communities. There needs to be more collaborative efforts to inform and engage an awareness of the local community of employment and educational opportunities. we found that there is a lag in communication and connection when it comes to the broader community being informed of employment and educational opportunities. E and T can play a role in creating some kind of database that localizes all of the Richmonds resources that are currently being offered. The main goal is to establish a network that will be easily accessible to all. In addition to this we feel that a more hands on in person connection would be highly beneficial when it comes to engaging the community especially if there are any language or technology barriers that could inhibit members of the community of accessing employment and education resources.
- **Proposal 4: Community Collaboration:** E and T should partner up with employers,community, non-profits, service providers to aid employee's with overcoming barriers that can impede on the ability to maintain proper employment. Some of these barriers that were comprehensive in our data and community conversation included affordable access to childcare, consistent access to transportation and educational opportunities to move up in the workforce. We feel that if E and T was able to establish a network of local agencies that could assist with overcoming these barriers this would provide not only a closer network of local agencies and organization but it would establish a community safety net to promote the growth of an upcoming workforce.
- **Proposal 6: Increased Vocational Training:** Finally we feel that there needs to be a revitalization of certificate or licensing programs in childcare, cosmetology, auto repair, tech, etc. Many of our community participant have expressed from there own personal experiences that trade and vocational programs were once prevalent in the city of Richmond. They emphasized how important these programs were as a stepping stone into their personal career's. Today they see that the same opportunities that were provided in the past have slowly lost traction, and feel that this is a crucial component to improving economic revitalization and workforce retention here in the city of Richmond.

These are the most important steps to initiating serious change when it comes to improving our cities workforce development and employment retention. This is the new way in which the city of Richmond, Employment and training, Employers and local organizations can ensure that we continue our pursuits in

building a truly Healthy Richmond!