

Workforce and Business Development Committee Referrals

October 5, 2020

Workforce Development Committee Referrals:

1. Reduce Unemployment
2. Diversion Programs
3. Corridors of Opportunity strategy
4. Policy guiding City investment

Timeline

September & October 2020

Guiding Questions:

1. Who is unemployed and what are the barriers they face?
2. Are the right jobs available for people who are unemployed?
3. What can the City do from a policy perspective to address barriers for people in high unemployment zip codes?

Setting the stage for this critical work

Corridor labor market data

- Historically high unemployment exists in specific areas of our City.
- Data indicates that many of our unemployed face barriers to employment
- **We need to better understand who is unemployed, why and where their best opportunity is for job placement- which will yield customized solutions.**

Charlotte Works & Workforce System

- We have a robust workforce development ecosystem that is serving our community in a variety of ways, however gaps do remain.
- **The City needs to continue to bring job opportunities to our residents and connect our workforce partners to these employers.**

Job Creation

- The City has been very successful in bringing new job opportunities to our residents.
- There is a lack of real estate product along some of our corridors.
- **We need to identify new development opportunities for job location that will provide opportunity to adjacent residents – and jobs that will allow for our residents to be successful and maintain employment.**

Zip Code Labor Market Data

Key Takeaways

28216

8.7% unemployed Pre-COVID
17.2% unemployed today
\$43,984 Median Annual Income

Character: Mostly residential

Opportunity: Building strong
relationships with JCSU and
redevelopment

Top Barriers: Poverty and Disabilities

28208

17.9% unemployed Pre-COVID
18.9% unemployed today
\$34,925 Median Annual Income

Character: Employment center
largely focused on industrial

Opportunity: re-development
potential

Top Barriers: Crime and Single
Parent Households

28206

19.9% unemployed Pre- COVID
25.4% unemployed today
\$31,617 Median Annual Income

Character: Employment Center
focused on transportation

Opportunity: development brought
by light rail extension

Top Barriers: Crime, Poverty,
Transportation

28212

12.1% unemployed Pre-COVID
12.5% unemployed today
\$39,439 Median Annual Income

Character: Mostly residential

Opportunity: diverse residency and
talent pool

Top Barriers: Large non-citizen
population, single parent
households

28213

9.7% unemployed Pre-COVID
13.8% unemployed today
\$43,984 Median Annual Income

Character: Mostly residential

Opportunity: development brought
by light rail & Eastland

Top Barriers: Large non-citizen
population and Poverty

What we learned

→ Solve for Barriers

Our community needs to solve for barriers to help our unemployed residents get and keep a job. This will require strong public private partnerships to fund this initiative. We know that common barriers include: single parent household, transportation, incarceration and a combination of these.

→ Metrics are Essential & Innovation is Necessary

We must create solutions based on data and that are easily measured for success. Metrics may include:

- People placed in jobs is #1
- Duration in job & wage correlation
- Barriers addressed
- Impact on community/ ROI

We must be willing to try new innovative approaches to solving a decades old problem. Consider launching a PILOT to test a new idea.

→ Incentivize Participation

Incentivize instead of require. How do we reward companies that partner with the City to advance our communities goals of job growth and opportunity? Expand the capacity of our Opportunity Hiring Grant. Building off the Denver and Austin model, and what we know about Charlotte, industry led efforts are more effective than mandated efforts.

→ Build Connections with Existing Industry

Developing and strengthening relationships with existing businesses in Charlotte to understand their labor needs. We need to find jobs for individuals at all levels to create opportunities for success. We need employer partners who want good people and are willing to partner for their success.

Key Takeaway: Comprehensive Job Plan *that informs*

- **Jobs:** Defining the jobs needed in our community for all to have opportunity
- **Businesses:** How we work with businesses to grow them and recruit them.
- **Talent Initiatives:** Programs we invest in, skills needed in our community
- **Land Use & Mobility:** Where and how we are creating real estate product to house the jobs and the services needed to be successful
- **Partnerships:** How do we work best with our partners to achieve these goals
- **Tools:** What tools and policies do we need to successfully implement this plan

GO CLT

Develop a comprehensive plan to place people in jobs that guide the City's work, investment and partnerships in our community. This plan will cover the spectrum of job types, industries, locations and actionable items to create and place people into careers. This may lead to the creation of a integrated digital platform built on the Open For Business platform, that is a “one stop shop” for job seekers, employers, and workforce development partners to connect.

Uncover Opportunities & Make Connections

Develop a strategy to accomplish the following items within the Economic Development department:

- Uncover new job opportunities with existing businesses by building trusted relationships
- Creating a process to connect businesses and workforce providers that will result in measurable results – people placed in jobs
- Incentivize potential construction workforce program with local contractors and training partners.

Should we solve for barriers?

Further research the effectiveness of the Cincinnati Works model and how this approach is currently being addressed in the CLT workforce ecosystem. Questions that exist: Are barriers the biggest challenge for the unemployed? Would this address a gap in our ecosystem? Would this model work in Charlotte? Is it duplicative work of existing partners? What level of funding would it need and who would the partners be? Who would lead this work?

Dig Deeper

With the assistance of EY, we are diving deeper in to our Corridors of Opportunity to better understand:

- who is unemployed and the challenges they face to employment
- what are the jobs needed specific to the labor profile and community
- identify catalyst sites for new job growth
- recommend City policy changes & community initiatives

**What we
are doing
now**

Keeping you in the Loop

October 5th Report Out

Present to full council a summary of the work completed to date and the work our team is going to be doing.

Major takeaway:
Develop a comprehensive job strategy for Charlotte to inform and guide City work, policy and investment.

November Committee

Present to committee an update on:

- GO CLT: Jobs comprehensive plan
- Corridor data
- Workforce Strategy/ Cincinnati Works Model
- Sourcing new job opportunities
- City investment policy recommendation

January Committee

Present draft comprehensive job strategy to inform FY 2022 budget, guide the City's efforts in the community and define how we work strategically with our partners in this ecosystem.

Present initial Corridor of Opportunity Labor Study Findings.

Present city investment policy recommendations for adoption consideration

March Committee

Present to committee final recommendations for:

- Comprehensive Job Strategy
- Policy Updates
- Unique corridor employment strategies