

GOAL:

Develop a pilot program focusing on Census Tracts 14.01, Block Groups 1, 3, and 4 and Census Tract 15.02, Block Group 1 (South Madison area) that will identify alternative means of transportation to connect job seekers with the largest employers in the categories identified in the study by Melissa Dietsch with the goal of decreasing unemployment in the targeted area.

Draft Multiple Tract Work Plan: Stage I

A. Employers:

1. Identify employers with available positions

- a. Determine interest/willingness to participate in program
- b. Start with major employers in targeted neighborhoods; expanding to other top employers in region

2. Determine qualifications for consideration

- a. Education
- b. Skills
- c. Other

3. Determine number of positions available

- a. Immediate
- b. Seasonal

4. Identify compensation package

- a. Salary
- b. Benefits (including assistance with transportation)
- c. Other

Work to be done: Research using EMSI and other data bases; communications with employers

Time Estimate: 25 hours

B. CBOs:

1. Identify potential partner CBOs

2. Determine:

- a. Willingness to participate/partner in program
- b. Level of existing relationships with identified employers
- c. Ability to identify/recruit residents for available positions
- d. Capacity/willingness to provide necessary training to match employers' requirements
- e. Potential and ability of CBO to meet the requirements of a HUD CBDO

Work to be done: develop listing of organizations serving targeted areas with contact information; communications with individual organizations; host group meeting; identify and define roles and responsibilities

Time Estimate: 15 hours

C. Residents:

1. Partner with CBOs to communicate availability of program

Work to be done: develop communications plan; host "neighborhood" meeting(s)

Time Estimate: 5 hours

D. Available Transportation:

1. Inventory existing transportation programs operating in the targeted area

2. Research willingness of identified transportation programs to participate in program

Work to be done: identify existing providers of transportation services to the area; share with providers project goals and role they could play; determine availability and capacity of vehicles; develop cost projections for utilizing vehicles

Time Estimate: 40 hours

E. Financial:

1. Expenses

- a. Cost of transportation
- b. Fuel & Maintenance
- c. Insurance
- d. Personnel
- e. Cost of training

2. Revenue/Funding Sources:

- a. County & City (GPR, CDBG, HS)
- b. United Way
- c. Foundations
 - (1) Madison Community Foundation
 - (2) CUNA

Work to be done: develop project budget; develop case statement; meet with potential funders

Time Estimate:

Budget preparation: 5 hours

Case statement: 5 hours

Meetings with Funders: 20 hours

Assuming an intern could be found at \$12.00 an hour, the cost for Stage I would be \$1,380.00. Portions of the "Work to be done" would be done by existing County staff.

Draft Multiple Tract Work Plan: Stage II

- A. Execute employment and training contracts
 - a. Community Based Organizations
 - i. Recruit area residents for the program
 - ii. Provide training in the basic skills required by employers and other soft skills to enable them to succeed in the work place
 - iii. Provide coaching to residents to get them through the application process
 - iv. Schedule transportation through the most efficient and appropriate means available
 - v. Provide counseling to employees when requested by employers
 - b. Employers
 - i. Commit to hire a specific number of applicants living within the targeted block groups who meet their minimum requirements
 - ii. Advertise designated positions exclusively with CBO(s) who will facilitate recruitment of set-aside positions
 - iii. Provide any additional training in specific skills required to perform job responsibilities
 - iv. Work with the referring Community Based Organization to provide counseling to employees when needed
 - v. If possible, provide some level of financial assistance for transportation to persons hired in this program
- B. Execute contracts with transportation providers
 - a. Based upon total budget for the program, develop:
 - i. Contract with transportation providers
 - ii. A formula for determining any employer subsidy of the program
 - iii. The amount of subsidy required from the County/City and other sources – this would include preparing requests for funding
 - iv. A “per ride” cost to individual participants. This cost should be developed considering any subsidy necessary to make the “per-ride” cost affordable
- C. Develop system to monitor and evaluate the program
 - a. Number of area residents enrolling in the program (registering for the training at CBO)
 - b. Number securing jobs
 - i. Employer
 - ii. Starting Wage and benefits
 - iii. Number employed after six months
 - c. Number utilizing transportation program

Developing time and expense projections for this Stage is very difficult as a great deal of the necessary work will require individual negotiations with CBOs and employers.