

SFRA Job Readiness Initiative (JRI) 12-month Progress Report – Southeast January 1, 2010 – December 31, 2010

JRI has completed its first year of services and continues to make progress toward its outcomes, learn more about the needs of jobseekers and the severity of the barriers they face, and identify areas for improvement and increased coordination.

The jobseeker demographics and outcomes below are the combined effort of the five JRI CBOs serving the Southeast: GIRLS 2000/Hunters Point Family, Goodwill Industries of San Francisco, San Mateo, and Marin Counties, San Francisco Conservation Corps, San Francisco Study Center/Visitation Valley Career Project and Young Community Developers, Inc.

JRI Jobseeker Demographics

The five JRI CBOs are collectively contracted to serve a total of 249 jobseekers from the Bayview Hunters Point and Visitation Valley project areas, with approximately 36% of the jobseekers coming from Visitation Valley.

JRI is on track with the number of jobseekers served and has lower recruitment from the Visitation Valley project area. The jobseeker recruitment in Visitation Valley will continue to increase with the addition of the Visitation Valley Careers Project to the JRI portfolio in December 2010 that will be targeting services to Visitation Valley jobseekers.

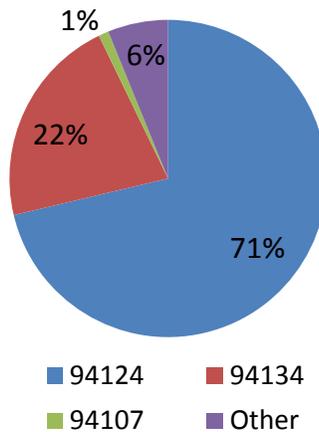
Total Jobseekers: 195

Gender:
Men: 65%
Women: 35%

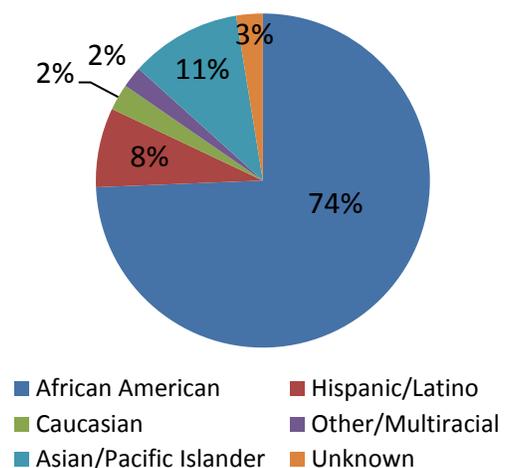
Average Age: 29.49

Average Household:
Size: 2.34
Income: \$9,354.41

Jobseeker Zipcodes



Jobseeker Race/Ethnicity



JRI Southeast Outcomes

During the JRI community planning process in 2009, SFRA learned that residents in the Southeast Project Areas face multiple barriers that prevent them from:

- meeting the eligibility requirements for participation in the Sector Academies and other employment training programs,
- attending Sector Academies and other employment training programs, and/or
- securing employment.

JRI provides funds to CBOs to deliver a core set of services to assist jobseekers in their efforts to:

1. remove barriers that prevent them from successfully applying for and participating in vocational skills training and employment,

2. complete job readiness training to prepare them for success by equipping them with effective workplace and classroom survival skills, and
3. obtain vocational skills training and employment.

Jobseeker Barriers to Vocational Training and Employment

The primary jobseeker barriers identified during the JRI community planning process, in order of priority, are:

Bayview Hunters Point:

1. Valid driver’s license
2. Education – literacy, GED
3. Mental health/substance use
4. Criminal histories
5. Transportation
6. Child care

Visitacion Valley:

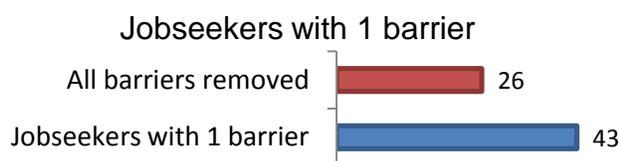
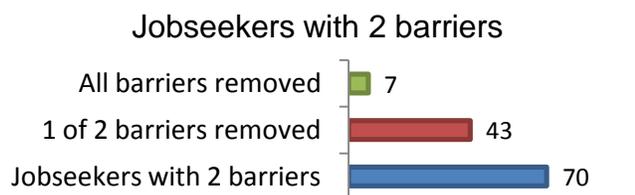
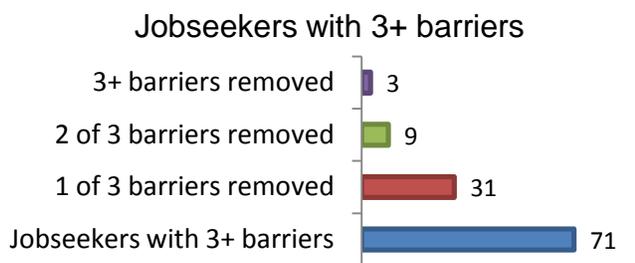
1. Transportation
2. Child care
3. Education –literacy, GED, ESL
4. Valid driver’s license
5. Criminal histories
6. Mental health/substance use

JRI’s target population is project area jobseekers that can benefit from intensive case management and barrier removal services in order to successfully connect to vocational skills training and employment. Jobseekers that do not require significant assistance can be connected to the broader workforce system immediately through the One-Stop Career Centers located in the Bayview Hunters Point and Visitacion Valley project areas.

This goal is reflected in the JRI barrier removal outcomes:

- 50% of jobseekers served remove 3 barriers
- 20% of jobseekers served remove 2 barriers
- 10% of jobseekers served remove 1 barrier

In order to achieve the barrier removal outcomes CBOs must recruit and serve jobseekers with enough barriers to meet each of the outcomes.



Overall, the JRI CBOs have not enrolled enough jobseekers with 3 barriers in order to meet the outcome of removing 3 barriers for 50% of the jobseekers served. Enrollment of jobseekers with 2 and 3 barriers has dramatically increased since the 6-month progress report when 46% of jobseekers had 2 or fewer barriers and 17% had 3 barriers.

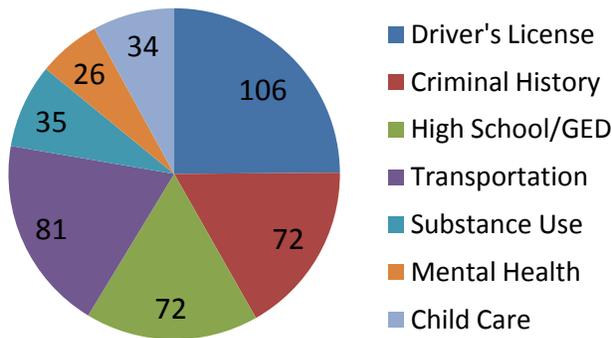
39% of all JRI Southeast jobseekers have 3 or more barriers, 38% have 2 barriers, and 23% have 1 barrier.

Through the implementation of JRI, the JRI CBOs and SFRA are learning that it can take a long time to address many of the top priority barriers identified during the JRI community planning process. The length of time it takes to address a barrier depends on the severity of the barrier, the number of barriers identified, and the jobseeker’s commitment to addressing the barrier.

Jobseekers that have not yet removed barriers are engaged in the activities necessary to do so and continue to make progress. As engaged jobseekers complete barrier removal activities the outcomes will continue to increase.

The four barriers most commonly identified by JRI Southeast jobseekers are: driver’s license (54%), transportation (42%), and criminal history and high school diploma/GED (37% each).

Barriers Identified by Jobseekers



In addition, JRI Southeast CBOs have identified additional common barriers that were not included in the original list of barriers: visible tattoos, DUIs, lack of health care, lack of stable housing, lack of academic development, fear of the legal system, lack of self-esteem/confidence, and lack of fiscal stability.

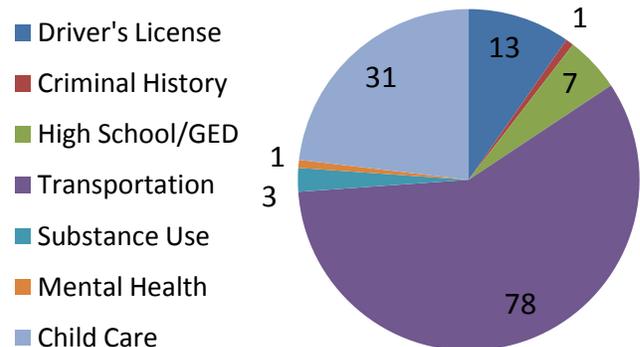
The criminal history and driver’s license barriers have proven to be quite challenging to remove and require significant time to address. Jobseekers are sometimes unaware of their entire criminal or driving record and

learn of additional items that require resolution once they request information from the Department of Justice or the Department of Motor Vehicles.

Of the barriers removed:

- 57% were transportation barriers (not including driver’s license barriers) and were addressed by assisting Southeast jobseekers with access to MUNI and/or BART passes, developing public transportation routes, and acquiring vehicles.
- 23% were child care barriers that were removed by assisting Southeast jobseekers identify child care options, resources to pay for it, and making adjustments to child support payments.
- 10% were driver’s license barriers that were removed by paying outstanding parking violations, Southeast jobseekers successfully completing Project 20 requirements, providing legal services, and Southeast jobseekers passing written and driving tests.
- 5% were high school diploma/GED barriers that were removed by Southeast jobseekers completing high school (6) and receiving a diploma or obtaining a GED (1).

Jobseeker Barriers Removed



94% of the Southeast jobseekers’ transportation and child care barriers have been addressed, typically within 1 day, increasing Southeast jobseekers’ ability to logistically connect to training and employment opportunities. In the remaining months of its JRI contract, the JR Southeast CBOs will need to focus on working with jobseekers to address the more complex and higher priority barriers that require greater coordination of outside resources and are proving to take months to resolve compared to days.

Many of the Southeast jobseekers with driver’s license barriers have been referred to Project 20 Fine Alternatives, a program operated by the San Francisco Pretrial Diversion Project, Inc. that provides residents who cannot afford to pay their parking tickets or traffic violations with alternatives to reduce or eliminate fines by completing community service hours.

Job Readiness Training

A goal of JRI is to have 50% of all jobseekers served complete job readiness training (JRT).

JRI Southeast is exceeding this goal with 78 of the jobseekers served (80%) having completed JRT. All the JRI Southeast CBOs have improved and adapted the delivery of JRT in the first year to respond to the needs of Southeast jobseekers.

Vocational Skills Training and Employment

A goal of JRI is to connect 75% of all jobseekers served to Sector Academies and Individual Training Accounts (ITA) and 10% to employment through One-Stop Career Centers.

The combination of the severity of jobseeker barriers, the amount of time it takes to remove them, and jobseeker career interests have significantly impacted jobseeker success rates related to vocational skills training. The JRI CBOs have cited several primary challenges:

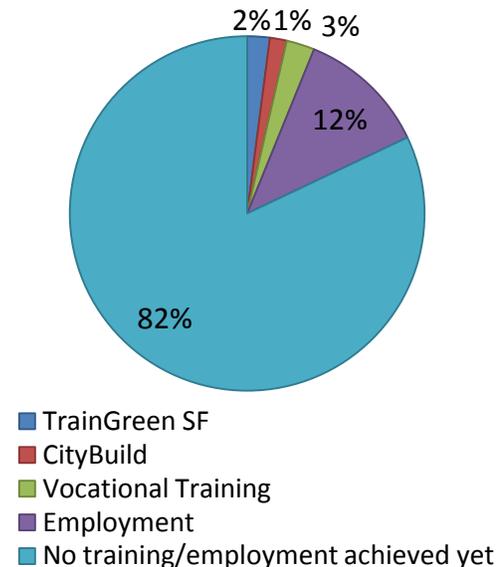
- the length of time needed to address barriers in order to meet the minimum eligibility requirements for Sector Academies,
- the timing/schedule of the Sector Academies and the number of available participant slots,
- limited availability of ITAs, and
- the career interests of jobseekers.

Additionally, there is a relatively low rate of job placement that is occurring through the One-Stop Career Centers. Most jobseeker success in obtaining employment is through direct job search and with the support of the JRI CBO. SFRA continues to work with the JRI CBOs and the Office of Economic and Workforce Development (OEWD) to identify strategies to increase JRI jobseeker acceptance in the Sector Academies and job placement through the One-Stops.

4 JRI Southeast jobseekers have been accepted into the TrainGreenSF Sector Academy and 3 Southeast jobseekers were accepted into the CityBuild Sector Academy. 5 jobseekers enrolled in other vocational training and 23 jobseekers have obtained employment.

Overall, JRI has helped 18% of its jobseekers connect with employment and training.

Jobseeker Training and Employment



Overall Analysis

The JRI Southeast program continues to gather valuable information about the challenges Southeast jobseekers face, the amount of time it takes to successfully address barriers, and effective strategies for engagement to improve service delivery. Targeting a smaller number of Southeast jobseekers with multiple complex barriers has been a challenge for several of the JRI Southeast CBOs as a new way of prioritizing services and evaluating program effectiveness. However this strategic focus is beginning to increase the training and employment options for many persistently unemployed and underemployment Southeast jobseekers and is becoming a key intervention for jobseeker success, particularly in the current highly competitive job market. OEWD has followed the JRI model and is now funding Job Readiness Services (JRS) as part of its annual workforce investments citywide.