



# Welcome to the First Source Hiring Public Meeting!

Please Sign-in Using Link in Chat

# About Emerald Cities Collaborative



- Address the demand (projects) and supply (workforce) impacts of infrastructure investment and the green economy.
- Expand access to high-wage careers and business opportunities through comprehensive alignment of workforce development resources and contracting and procurement operations to benefit all stakeholders.

# How did we get here?

Through an RFP (Request for Proposal) process, the City hired two consulting teams to address East Palo Alto's key workforce development initiatives. Since October 2020, both teams have conducted research through comparative analysis and stakeholder interviews.

- **First Source Hiring – Emerald Cities Collaborative**
  - Tasked with analyzing EPA's current First Source Hiring policy and program, and recommending updates
  - Conclusions to date to be presented today
- **Measure HH – Brightline Defense**
  - Tasked with identifying and presenting best workforce development practices for City Council to consider in different sectors
  - Conclusions to date presented earlier this month, recording available on City's webpage

# Current First Source Hiring Policy

- First enacted in 2000
- Required developments that received assistance from the City, as well as the businesses that occupied the developments, to hire local residents and use local small businesses
- Largely successful in the retail and service sectors
- Previously implemented by the East Palo Alto Redevelopment Agency

***Our goal is to help the City update its First Source Hiring Policy so that it can connect residents to employment opportunities in additional sectors that do or will do business in East Palo Alto***

# Timeline

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
Contract Executed	█							
Best Practices Research	█	█	█					
Present Best Practices & Initial Findings to City Council				█				
Stakeholder Interviews	█	█	█	█	█	█		
<b>Preview Recommendations &amp; Invite Ideas, Reactions</b>							█	
Revise Recommendations & Review with Council								█

# Stakeholders

*Please share your email or phone number in the Q&A if you would like to speak with us after tonight's meeting!*

- Individual Community Members
- Community Legal Services of East Palo Alto
- David Lewis Community Reentry Center
- Eastside Preparatory Academy
- Ecumenical Hunger Program
- Father Goode, St. Francis of Assisi Church
- JobTrain
- Live in Peace
- Renaissance Entrepreneurship Center
- San Mateo Labor Council
- StreetCode Academy
- Youth United for Community Action
- NOVAWorks, Santa Clara County
- NOVAWorks, San Mateo County
- San Francisco Office of Economic and Workforce Development
- San Mateo County Health Policy and Planning Program
- Emerson Collective
- facebook
- Harvest Properties
- Sand Hill
- Property Company
- Sobrato



# Recommended Updates

# Goals

## *Current*

- Resident Hiring Goal: 30% of open jobs

***No Change Recommended***

# Applicability

## *Current*

- Projects that receive subsidy from the City

## ***Suggested Additions***

- + Apply to City's own projects and contracts
- + Any commercial project over 25,000 square feet
- + Any residential project over 10 units



# How can the City reach that goal?

# Workforce Utilization Plan

- Projection of all new jobs to be created as a result of the project
- Timetable outlining when specific job openings will be available.
- Job descriptions including job responsibilities, minimum qualifications, required skills, salary, hours, etc.
- Strategy to fulfill the Resident hiring requirements, including but not limited to:
  - Community outreach partnerships
  - Partnerships with community-based job training providers
  - In-house training programs
  - Engaging with educational institutions
  - Partnering with social service providers for wraparound services
  - Hiring halls
- Strategy to ensure that Residents receive ongoing training and growth opportunities after they are initially hired.

# First Source Referral System

## Job Seeker Intake & Assessment

Assess the of basic work readiness and job qualifications

## Employer Liaison

Cultivate relationships with Businesses and assist with Workforce Utilization Plans

## Outreach

Promote career opportunities for Residents.  
Inform Residents of the First Source Hire Program

## Partnerships

Partner with other workforce and supportive service organizations

## Post-Placement Support

Provide proactive post-placement support

*Recommend conducting a Request for Proposals for qualified external organization(s) for these services*

## Notification of Job Opening

Employers notify the Referral System of job openings

## Referral

First Source Referral System has X days to refer qualified Residents for job openings

## Interview & Selection

Employers screen and interview all qualified Residents

## Candidate Notification

Employers notify all interviewed candidates of the hiring decision and the reason for the decision

## Report back to Referral System

Employers notify the First Source Referral System of all hiring decisions and the reasons for those decisions

# Required Reporting

- Documentation of all hired Residents
- Documentation of follow-through on Workforce Utilization Plan
- Document contact with the First Source Referral System to request qualified job seekers
- Documentation that the First Source Referral System was notified in writing of the decision to hire or the decision not to hire and the reason for the decision for all referred job seekers.
- Documentation of efforts to utilize the services provided by local and regional workforce development organizations in the ecosystem to train eligible residents to meet the skill requirements for the available job opportunities.

# First Source Compliance Staff

- Review and approve Workforce Utilization Plans
- Collect and review all reports
- Determine whether employers have met the Resident hiring goal
- Determine compliance with First Source Hiring policy and take corrective action as needed
- Liaise with the First Source Referral System
- Receive and investigate complaints regarding the First Source Hiring policy

*Recommend creating capacity within the City to conduct compliance activities*

# What's Next?

**Save the Date! October 26 at 6pm**

City Council Study Session regarding BOTH  
First Source Hiring and Measure HH

Virtual Meeting details will be posted  
on the City Meetings Page

# Questions? Comments?

After today, please reach out to Neha Bazaj at [nbazaj@emeraldcities.org](mailto:nbazaj@emeraldcities.org) with any questions.