

Measure HH Pilot Workforce Development Program Quarterly Report - July 2023

EXHIBIT A Attachment 1 (excerpt) Performance Reports and Invoices

Contractor shall submit Performance Reports and invoices to the City on a quarterly basis in accordance with the following schedule:

Report Period	Due Date
March 1 to June 28, 2023	July 31, 2023
July 1 to September 30, 2023	October 31, 2023
October 1 to December 31, 2023	January 31, 2024
January 1 to March 31, 2024	April 30, 2024
April 1 to August 31, 2024, or until end date of agreement	September 30, 2024, or can be combined with Final Performance Report

The Final Performance Report shall be submitted to the City within 60 days of the end date of the agreement, including any approved extension.

Quarterly and final performance reports shall describe the status or outcome of the performance metrics listed in Exhibit A, Attachment 2, and shall follow the report outline in Exhibit A, Attachment 3. Since this agreement is for the Pilot Measure HH Workforce Development Program, an ongoing assessment of success factors, challenges, and areas for program improvements shall be included in the reports.

Contractor shall monitor program enrollees to determine the success rate of enrollees achieving a living wage within 36 months after completing their training program and shall provide status reports to the City upon request during and after the term of this agreement.

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EXHIBIT A ATTACHMENT 3 PERFORMANCE REPORT OUTLINE

1. Program Enrollees: description and status of enrollees in each program (non-confidential data on enrollees to date (e.g., age, gender, racial composition, special needs, education and/or employment status)
 - a. Continuing enrollees reported in prior quarterly reports
 - b. New enrollees for this quarterly report
 - c. Enrollees who are no longer enrolled in program

As this is the beginning of our program, we only have new enrollees in our program. Their demographic overview is below:

Name	Affililte Certification Program	Payment Schedule	Amount
Student 1	IT Support	50 % Payment for Enrollment	\$5,917.50
Student 2	Software Development	50 % Payment for Enrollment	\$5,917.50
Student 3	IT Support	50 % Payment for Enrollment	\$5,917.50
Student 4	IT Support	50 % Payment for Enrollment	\$5,917.50
Student 5	IT Support	50 % Payment for Enrollment	\$5,917.50
Student 6	Digital Marketing	50 % Payment for Enrollment	\$5,917.50
Student 7	UX Design	50 % Payment for Enrollment	\$5,917.50
Student 8	Software Development	50 % Payment for Enrollment	\$5,917.50
Student 9	UX Design	50 % Payment for Enrollment	\$5,917.50
Student 10	IT Support	50 % Payment for Enrollment	\$5,917.50
Student 11	IT Support	50 % Payment for Enrollment	\$5,917.50
Student 12	UX Design	50 % Payment for Enrollment	\$5,917.50
Student 13	Digital Marketing	50 % Payment for Enrollment	\$5,917.50
Student 14	Digital Marketing	50 % Payment for Enrollment	\$5,917.50
Student 15	IT Support	50 % Payment for Enrollment	\$5,917.50
Student 16	IT Support	50 % Payment for Enrollment	\$5,917.50
Student 17	IT Support	50 % Payment for Enrollment	\$5,917.50
Student 18	UX Design	50 % Payment for Enrollment	\$5,917.50
Student 19	UX Design	50 % Payment for Enrollment	\$5,917.50
Student 20	UX Design	50 % Payment for Enrollment	\$5,917.50

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WIP Report Data	#	%
# of Applicants	20	100%
Pathway Interests		
UX Design	10	50%
IT Support	17	85%
Digital Marketing	11	55%
Software Development	9	45%
Employment Status		
Employed	10	50%
Not Employed	9	45%
Retired	0	0%
Disabled	1	5%
Ethnicity		
Black or African American	7	35%
Hispanic or Latina/Latino/Latinx	7	35%
Native Hawaiian or Other Pacific Islander	3	15%
White	1	5%
Prefer Not to Answer	2	10%
Gender		
Male	10	50%
Female	9	45%
Prefer Not to Answer	1	5%
Age		
Youngest	19	
Oldest	67	
Median	36.5	
Highest Level of Education		
Some High School	1	5%
High School Graduate or Equivalent (e.g. GED)	5	25%
Some College	7	35%
Trade/Technical/Vocational Training	4	20%
College Degree	5	25%

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2. Program Outreach: description of outreach activities and events (e.g., community groups targeted and number of attendees or participants).

SCA has an application process that is public on our website:

<https://streetcode.org/WIP/>

- *The StreetCode community received an announcement with a link and/or QR code to the WIP application online*
- *If they could not access the application online, they came by our community events or classes to get assistance*

Outreach was done through the following means:

- *Canvassing with 300 flyers in the EPA neighborhoods*
- *Emailing and texting the SCA community and community partners (contact list of 8,000)*
- *Tabling at a variety of Community events*
 - *Spring Huddle Ups before classes (5)*
 - *Nuestra Casa- Tabling + Activity*
 - *San Mateo County Fair w/ PieFEST*
 - *EPA 40th Year Celebration*
 - *PIEFEST x San Mateo County Fair*
- *Posting on social media to over 7,000 followers across Instagram, LinkedIn, and Facebook.*

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3. Career Development: description of career development and job placement services provided to program enrollees.

The Work Innovation Program is StreetCode Academy (SCA)'s workforce development model which incorporates Career Technical Education (CTE) and Professional Development elements and standards.

As part of the City of East Palo Alto's Measure HH Pilot Workforce Development Program, StreetCode Academy (SCA) will provide STEM-centered workforce development in conjunction with strategic collaborations and partnerships to generate economic opportunities for East Palo Alto community members.

SCA's pilot program will support at least 20 East Palo Alto individuals with City funding. SCA's certificate, apprenticeship and internship programming will last from 12 to 18 months, depending upon which program track the participant chooses.

Students will matriculate into one of the curated certificate programs after completion of a SCA course in a chosen career pathway.

The program is intended for East Palo Alto residents (18+) with the larger StreetCode community taking advantage of the free services offered. This includes the support of the Workforce Development Program Manager.

The goal is to encourage Economic Mobility through career readiness and tech skills training and experiences.

StreetCode empowers Community of Color with Mindset, Skills and Access to participate in the Innovation Economy. The Work Innovation Program will use the following framework:

Mindset:

- *Career Exploration (StreetCode classes)*
- *Huddle-Ups on Mondays 6-6:30 and Wednesday WIP class provide exploration in the certificate programs, classes and careers. These will provide exposure to the use of specific tools as it relates to the specific pathways: UX Design, Digital Marketing, IT Support and Software Development and other workplace skills.*
- *Mentoring (Peer-Peer, Shadowing, Coaching)*
- *Each student will have class mentors and a career coach assigned to them by the second month of the program. They will meet with them either virtually or face-to-face at least once a month. A career coach can have up to 3 students*
- *Career coaches will be recruited by Community Engagement Associate through our partners. Conversations would occur outside of the program but be centered around life development, career exploration, and general assistance.*
- *The Program Manager will check-in with said career coaches quarterly.*
- *CORE (Events, Speakers, Huddle Ups, College & Career Fairs, Conferences/Summits)*
- *Through Access opportunities found by the Access Team, we will identify further learning opportunities as it pertains to the students. For external opportunities, we would seek Discount Codes or Free Passes (ie Afrotech).*

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Skills:

- *SCA Pathway Courses or alternatives (UX Design, Digital Marketing, IT Support, Software Development)*
- *WIP Tech class required for all participants. They can attend an in-person or on Zoom*
- *Job | Career | Professional Skills Development workshops (Resume & Cover Letter Building, Mock Interviews, Exploration/Researching, Career Readiness)*
- *Office Hours will include personalized discussion of these topics*

Access:

- *Work Experience (apprenticeship, internship, entry level, exposureships)*
- *Certificate courses and programs (community college, continuing education, Coursera) These classes/programs are completed in 3 to 12 months*
- *Jobs/Employment (full-time, part-time, temporary, contract)*

4. Support Services: description of supportive services requested or provided to program enrollees.

StreetCode is committed to ensuring the program is accessible for all participants over the year-long program. To do that, we will provide:

- *Monthly stipend (up to \$500) to assist with community needs*
- *Free hotspot rental*
- *Free laptop rental*
- *Free education classes and certifications in technology*
- *1:1 career coaches to support student's career journey*
- *Access to discounted career fairs, conferences, and summits around the Bay*
- *Guided work experience across Fortune 500 companies in the tech industry*
- *Paid certification for pre-approved program along the four innovation pathways*

Because StreetCode did not start the Work Innovation Program until June 26th, we do not have any performance metrics, assessment or final report to share. The below will be filled out as we continue on the program.

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5. Performance Metrics

- a. Program Completion Rate
- b. Job Placement Rate
- c. Starting Wage
- d. Living Wage
- e. Other applicable performance metrics by Contractor

7. Performance Assessment (as applicable)

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- a. Program successes and outcomes
- b. Program challenges
- c. Areas for improvement or follow-up
- d. Program refinements and modifications

## 8. Final Performance Report:

- a. Summary and conclusions on program outcome and accomplishments (include both qualitative and quantitative assessment)
- b. Observations and recommendations to improve Measure HH Workforce Development Program