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 **13 continuing**
    b. New enrollees for this quarterly report **0 new enrollees**
    c. Enrollees who are no longer enrolled in program **7 no longer enrolled, but are working to get them re-involved in the new quarter. Some of these students needed to take a pause as life circumstances have progressed.**

    Their demographic overview is below:

Student ID	Summer Pathway	Fall Certificate Enrollment (current)	Payment Schedule	Amount
Student 1	IT Support	Cybersecurity	50% Payment for Enrollment	$5,917.50
Student 2	Software Development	Cybersecurity	50% Payment for Enrollment	$5,917.50
Student 4	IT Support	IT Support	50% Payment for Enrollment	$5,917.50
Student 5	IT Support	IT Support	50% Payment for Enrollment	$5,917.50
Student 6	Digital Marketing	UX Design	50% Payment for Enrollment	$5,917.50
Student 7	UX Design	Data Analytics	50% Payment for Enrollment	$5,917.50
Student 13	Digital Marketing	Data Analytics	50% Payment for Enrollment	$5,917.50
Student 14	Digital Marketing	Cybersecurity	50% Payment for Enrollment	$5,917.50
Student 15	IT Support	Cybersecurity	50% Payment for Enrollment	$5,917.50
Student 16	IT Support	IT Support	50% Payment for Enrollment	$5,917.50
Student 17	IT Support	IT Support	50% Payment for Enrollment	$5,917.50
Student 19	UX Design	UX Design	50% Payment for Enrollment	$5,917.50
Student 20	UX Design	UX Design	50% Payment for Enrollment	$5,917.50
			Total	**$76,927.50**

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Measure HH Pilot Workforce Development Program Quarterly Report – October 2023

WIP Report Data	#	%
# of Applicants	13	65%
Employment Status		
Employed	7	54%
Not Employed	6	46%
Retired	0	0%
Disabled	3	23%
Ethnicity		
Black or African American	4	31%
Hispanic or Latina/Latino/Latinx	4	31%
Pacific Islander or Native Hawaiian	2	15%
White	1	8%
Prefer Not to Answer	2	15%
Gender		
Male	6	46%
Female	6	46%
Prefer Not to Answer	1	8%
Age		
Youngest	19	
Oldest	66	
Median	36	
Highest Level of Education		
Some High School	1	8%
High School Graduate or Equivalent (e.g. GED)	2	15%
Some College	3	23%
Trade/Technical/Vocational Training	3	23%

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College Degree	1	8%
Affiliated Certification Program		
Google IT Support	4	31%
Google UX Design	3	23%
Google Data Analytics	2	15%
Google Cybersecurity	4	31%

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

> ***Our outreach has remained largely the same, and we will do another push with StreetCode programs returning in the Winter.***
>
> *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)*
> - ***New: Tabling at a variety of Community events***
>   - ***Pop-Up: KITS Cubed STEM Fair***
>   - ***EPA Community Music Festival***
>   - ***Rainbow House Art Show***
> - *Posting on social media to over 7,000 followers across Instagram, LinkedIn, and Facebook.*
> - ***New: Updating information across our monthly CORE newsletter to get them access to the certification***

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

Our career development has remained largely the same.

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) - We have started our career coaching program this fall, connecting 13 mentors in industry with our students for 1:1 mentorship opportunities.***
- *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.*

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- *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).*

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 personalize 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*

Note: Because the WIP program is ongoing, we will be updating the performance metrics as time goes on.

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5. Performance Metrics

a. Program Completion Rate

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Currently we have 20 students completing our skills classes, and 13 enrolled in our approved Certification Program thus far.

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

7. Performance Assessment (as applicable)

      a. Program successes and outcomes

The East Palo Alto Workforce Development Program has achieved significant success by connecting local innovators in residence with dedicated career coaches, offering valuable shadowship opportunities in diverse corporate environments, and providing essential support such as transportation and childcare assistance. Through these initiatives, program participants have undergone a transformative journey, gaining not only technical skills but also a robust foundation in career development, which has boosted their confidence and aspirations. The exposure to various work environments has broadened their horizons, fostering adaptability and innovation. Additionally, the removal of barriers related to transportation and childcare has enabled greater participation and created a more inclusive learning environment. These combined efforts underscore the program's commitment to empowering individuals and driving innovation within the East Palo Alto community. Currently, we have 13 students enrolled in Affiliated Certification Program with Google.

      b. Program challenges

The East Palo Alto Workforce Development Program has faced some formidable challenges in connecting innovators in residence, primarily stemming from the intricate web of life circumstances, a dynamic and often turbulent economy, recessional impacts, and the escalating demands across the Bay Area. These multifaceted obstacles have posed hurdles in ensuring consistent engagement and program participation, requiring adaptive strategies and resilient efforts to navigate the evolving landscape and continue fostering professional growth amidst these formidable 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

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