

City of Alameda

Economic Development Division

Workforce Development Strategy

Goals:

- Provide value-added service to local businesses by helping them solve their human resource needs with qualified, local applicants.
- Help local un- and under-employed find and achieve gainful employment.
- Increase the City of Alameda's jobs-housing balance.

Community Benefits:

- Strengthens the City's partnership with the business community by providing a valuable service.
- Strengthens the City's business expansion, attraction, and retention efforts. Expanding business connections and roots in Alameda—including the number of employees who live here—helps to create additional incentives to locate, expand, or remain in Alameda.
- Improves jobs-housing balance, with local and regional environmental benefits of less pollution and traffic congestion.
- Builds local wealth by recirculating paychecks and tax dollars into the local community and by helping local residents find and achieve career paths for employment.
- Fosters community involvement and cohesiveness. Businesses with employees who live in Alameda may be more aware of community affairs and opportunities for supporting non-profit organizations. In addition, reducing people's commute times creates more "free time" opportunities for individual community involvement.

Strategy:

- A. Present clear, "big-picture" to employers and job-seekers of services provided by a complex, fragmented, and confusing array of non-profit and government workforce organizations.**

Tasks (one-time tasks to be revisited annually):

1. Research necessary links and create a site map for employer-centered and employment-centered City webpages, with links to services offered by different workforce programs.
2. Create webpages in coordination with the City's Media and Communications contractor.
3. Create easy-to-read, leave-behind flyer/brochures for both employers and job seekers using information listed on new City webpages.

Timeline

- Research completed; develop site map in coordination with website reconstruction by end of December
- Webpages posted by end of February (depending upon schedule of the new Media and Communications Technician)
- Leave-behind flyer completed and to be revised annually

B. Facilitate connections between new and existing employers and employment centers (e.g. the College of Alameda's One-Stop Career Center's and the Alameda Point Collaborative)

Tasks (continuous)

1. **Retail sector.** Schedule meetings between the employment centers and Alameda's shopping centers and major retail employers.
 - a. Meetings may be in prelude to the One-Stop's annual job fair, the holiday shopping season, and new store openings, and will create awareness of employment services for employers.
 - b. By products of the meetings may include information in shopping center's tenant manuals and/or create employment links on the shopping center's webpage. The desired by product will be mini job fairs for retailers and/or hiring partnerships between employers and One-Stop.
2. **Commercial sector.** Identify opportunities for employment connections through DRT, "At Your Service" permitting approval process, and site visits to engage large commercial employers, and new or expanding businesses on workforce development. Using City contacts, City will facilitate meetings between One-Stop and employers.

3. Post on the City's website the One-Stop's monthly calendar of events and workshops; forward e-mails of the One Stop's job fair flyers and other human resource special events to major employers (list of employers to be continuously built and revised through site visits and new developments). The One-Stop regularly emails this information to the City.
4. Solicit and promote testimonials from major employers who recruited via the One-Stop (e.g. Target, ABB Concise, North Face, and Penumbra).

C. Help develop/promote career tracks, advancement, and training programs.

Tasks (continuous)

1. During site visits to large local employers, the City will inquire and assess need for training of new or incumbent employees and solicit employers' involvement in local curriculum development for job training academies, certifications, and apprenticeship programs by informing them of the One-Stop's services. The City will forward contacts for interested employers to the One-Stop and help to coordinate meetings between the One-Stop and interested employers.
2. Promote job readiness classes, apprenticeship programs on City's new employer/employment services webpage and potentially social media pages.