



# Urban League of Greater Madison

**RFP # 8500-0-2015-LN**

**Proposal to operate Urban League ADVANCE Employment Center at  
Park Edge/Park Ridge (PEPR) Neighborhood Employment Center**

**Letters of Support**

**Dane County Human Services/Dane County Job Center**

**Workforce Development Board of South Central Wisconsin (WIOA)**

**Madison Area Technical College**

**Wisconsin Youth Company/Elver Park Neighborhood Center**

**Briarpatch Youth Services**



**JOE PARISI**  
DANE COUNTY EXECUTIVE

## Dane County Department of Human Services

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Director – Lynn Green  
1202 Northport Drive, Madison, WI 53704-2092  
PHONE: (608) 242-6200 FAX: (608) 242-6293

February 4, 2016

City of Madison  
Community Development Division  
Room 225, 215 Martin Luther King Jr. Blvd.  
Madison, WI 53703-3346

Attn: Laura Noel, Community Services Coordinator

Dear Ms. *Laura* Noel

I am writing on behalf of Dane County to express our intent to partner with the Urban League of Greater Madison in operation of the proposed Park Edge/Park Ridge (PEPR) Neighborhood Employment Center. Coordination with the Dane County Job Center provides an excellent opportunity to ensure that users of the PEPR Neighborhood Employment Center obtain full access to a wide array of economic assistance and employment services on-site. Our partnership on this project with the Urban League consists of three components:

1. Subcontract from the Urban League to create a new Dane County Economic Support Specialist position which will be stationed at the PEPR Employment Center
2. In-kind support from the Dane County FoodShare Employment & Training (FSET) Program
3. Ongoing planning with the Urban League over the next 12 months as a member of the PEPR Employment Center Planning Committee to identify other resources through Dane County and its contracted service providers that can offer services at the Center

Through a subcontract with Dane County, the Urban League will provide funds for Dane County to hire an additional Economic Support Specialist (ESS) to be based at the PEPR Employment Center for 32 hours each week. The ESS worker will be able to explain the application process for people considering an application for public assistance programs including W-2, FoodShare, BadgerCare/Medicaid and Child Care. ESS staff can complete the application process, check the status of benefits, process requests for benefit renewals, and answer questions about how services can be used to maintain economic stability while looking for work. Dane County ESS staff can also provide a wide array of resource referrals to employment and training providers contracted through Forward Services Corporation for W-2 and/or FoodShare Employment and Training

(FSET) services. This model of out-stationing Dane County staff with partners throughout the Madison area has proven successful in other under-served areas of the community. The 2016 personnel cost for a Dane County ESS worker is \$4,132.92 per month. The Urban League has agreed to include this cost in its proposed budget. Final approval of this service offering will be dependent upon approval from the Dane County Board of Supervisors.

In addition to the Economic Support Specialist, Dane County Human Services will partner with the proposed Employment Center to provide an array of other in-kind employment and training services. The actual schedule and programming of services will be based on community need. The array of services to be offered may include:

**FSET case management:** case manager on-site for walk-in and/or scheduled appointments for FSET participants; one-on-one assistance with job search activities; Employment Plan development; assessments; job search and career counseling; and barrier identification, remediation, and referral

**Skills Training:** assistance with self-directed courses (computer-based); group classes; soft skills; employer-input training; career track training; and certificate training.

**Job Development:** Business Account Representative (job developer) on-site; one-on-one career development and counseling; employer connections; employers on-site for hiring events; work experience engagement.

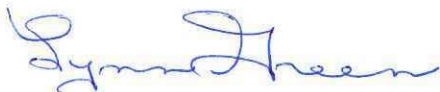
**Work Experience:** Identify, interview, and place FSET or W2 participants at the Center for work experience; help supervise, schedule, and track participation of Work Experience participants.

The estimated value of these in-kind services for one full-time employee, plus administrative costs, is \$4972 per month.

When combined with the many other employment services that the Urban League has proposed offering, the PEPR Employment Center can be envisioned as a "satellite" office of the designated one-stop for the Workforce Development Area. We look forward to the opportunity to work with the Urban League, the City of Madison, other service providers, local businesses, and the residents of west Madison to make this Center a model of community-based, demand-driven, employment services.

Should you have any questions, please do not hesitate to contact me.

Sincerely,



Lynn Green  
Director



**Workforce  
Development Board**

of South Central Wisconsin

3513 Anderson St., Suite 104 • Madison, WI 53704 • Phone: 608-249-9001 • Fax: 608-249-9356 • www.wdbscw.org

*Forging Strategic Partnerships for Economic Growth*

February 3, 2016

City of Madison  
Community Development Division  
Room 225, 215 Martin Luther King Jr. Blvd.,  
Madison, WI 53703-3346

Dear Ms. Noel

I am writing on behalf of Workforce Development Board of South Central Wisconsin (WDBSCW) to express our intent to partner with the Urban League of Greater Madison in operation of the proposed Park Edge/Park Ridge (PEPR) Neighborhood Employment Center.

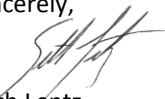
We understand that City has identified a strong need in the Park Edge/Park Ridge community to make job training and job placement services more available and accessible. WDBSCW has been a funder and partner with the Urban League on a variety of initiatives of the years. Over the last several years, we have collaborated with the Urban League in the development and operation of various career pathway training academies including Healthcare Administration, Customer Service & Sales, and Construction Trades. Since July of 2014, the Urban League has been a contractor in our WorkSmart Network helping to deliver core services through the Adult and Dislocated Worker components of U.S. Dept. of Labor's *Workforce Innovation and Opportunity Act* (WIOA – formerly WIA).

We are providing this letter expressing our intent to partner with the Urban League in the delivery of employment and training services at the PEPR Neighborhood Employment Center. Unfortunately, due to federal regulations all of our WorkSmart Network contractors will be subject to a procurement process this spring. As such, we are unable to specify the exact nature of our partnership with the Center until that process has concluded. However, access to WIOA services can be coordinated, some of which may be coordinated to be accessed at the Center. Services may include:

- WIOA enrollment and assessment
- Job coaching, placement, and retention services
- Connections to business
- Demand-driven, career pathway training academies
- Work Experience and On the Job Training Opportunities
- Employment and career readiness services for in-school and out-of-school youth such as the Middle College Program.

We support the Urban League's proposal to establish a satellite office to operate its ADVANCE Employment Services, provide an outpost for the Dane County Job Center, host programming from other adult and teen employment service providers, and facilitate others community engagement activities. We are confident there are many other opportunities for partnership between the Workforce Development Board and the Urban League in the operation of this Employment Center, and we look forward to working closely with the Urban League over the coming months to define the nature of this partnership.

Sincerely,



Seth Lentz  
Workforce Development Board of South Central Wisconsin



Jack E. Daniels, III, Ph.D., President

February 5, 2016

City of Madison  
Community Development Division  
Attn: Ms. Laura Noel  
Room 225, 215 Martin Luther King Jr. Blvd.,  
Madison, WI 53703-3346

Dear Ms. Noel,

I am writing on behalf of Madison Area Technical College to express our intent to partner with the Urban League of Greater Madison in operation of the proposed Park Edge/Park Ridge (PEPR) Neighborhood Employment Center.

We understand that the City has identified a strong need in the Park Edge/Park Ridge community to make job training and job placement services more available and accessible. Madison College has been a partner with the Urban League on a variety of workforce development initiatives over the years. Currently, we partner with the Urban League and the WorkSmart Network in the Healthcare Administration Training Academy (HATP) and the Customer Service & Sales Academy (CSSA). The HATP program trains and places individuals in entry level clerical and administrative careers in the healthcare industry. Graduates of this program earn 11 credits through Madison College. Our latest partnership – launched last fall – was the Customer Service & Sales Academy, which trains and places individuals in a wide range of customer service positions. Graduates earn 8 credits in our marketing and business entrepreneurship programs.

Our partnership with the Urban League at the PEPR Employment Center would consist of three components:

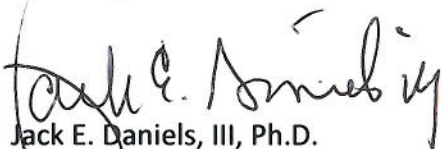
1. Collaborating with the Urban League to use the Center as an outpost to increase recruitment into existing career training academies such as the Healthcare Administration and Customer Service/Sales academies referenced above.
2. Providing classes at the PEPR Employment Center such as adult basic education and GED preparation classes.

Ms. Laura Noel  
City of Madison  
Community Development Division  
February 5, 2016  
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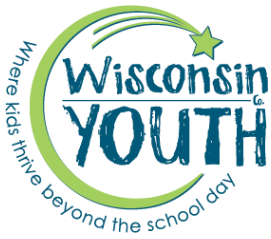
3. Designating a senior Madison College staff member to serve on the Planning Team over the next 6 to 12 months to help guide design of the facility, inform the mix of programming to be offered, and identify further opportunities for our involvement.

We look forward to partnering with the Urban League of Greater Madison to bolster their efforts to provide vital employment services in under-served communities. Should you have any questions, please do not hesitate to contact me.

With Regards,



Jack E. Daniels, III, Ph.D.  
President



February 5, 2016

Laura Noel, Community Services Coordinator  
City of Madison Community Development Division  
Phone: 608-266-6520  
Email: [lnobel@cityofmadison.com](mailto:lnobel@cityofmadison.com)

Dear Laura Noel:

Wisconsin Youth Company (WYC) is pleased to express support for the Urban League of Greater Madison's application to operate the new Park Edge Park Ridge Neighborhood Employment Center. As the operator of the Elver Park Neighborhood Center (EPNC), WYC is excited about the opportunity to collaborate with Urban League to extend the services offered to residents of Southwest Madison.

The Urban League of Greater Madison has shown capacity to offer a range of adult employment services including job training, job placement, and case management. In the listening sessions that WYC hosted regarding the needs in the neighborhood around employment services, it was mentioned that in addition to finding employment there is a need for services that address the various barriers to employment. Urban League has experience and a proven record of addressing these needs in other areas of Madison.

In our conversations with the Urban League about the new employment center, we have discussed various ways to collaborate. Some ideas include sharing space when appropriate and referring users to services. We have agreed to partner on parent and community engagement activities. We also have agreed to have a senior level manager serve as a representative on the Urban League's Planning Committee for the new center for at least the first six months.

As a neighbor, a local business, and a neighborhood center, WYC looks forward to having more services for adults and older teens in the neighborhood. We believe that the Urban League of Greater Madison has both the capacity and the best intention to provide high quality employment services. Should they be chosen to operate the center, WYC intends to partner with them in whatever way best meets the needs of the Park Edge Park Ridge community specifically and the greater Southwest Madison.

Sincerely,

Kay E. Stevens  
Executive Director  
Wisconsin Youth Company



# Briarpatch Youth Services

February 4, 2016

City of Madison  
Community Development Division  
Room 225, 215 Martin Luther King Jr. Blvd.,  
Madison, WI 53703-3346

Attn: Laura Noel, Community Services Coordinator

Dear Ms. Noel

I am writing on behalf of Briarpatch Youth Services to express our intent to partner with the Urban League of Greater Madison in providing youth employment services at the proposed Park Edge/Park Ridge (PEPR) Neighborhood Employment Center.

Among the many vital programs we operate, one of our longest standing is the Youth Job Center (YJC). The YJC's primary goal is to provide youth with the necessary skills needed for successful employment. YJC's 10-hour four-part employment skills training class introduces youth to job applications, interviewing skills and workplace expectations while providing YJC staff an opportunity to assess each youth's job readiness. Training sessions focus on both hard skills (e.g. job applications, interviews and telephone techniques) and soft skills (e.g. work ethic and people skills). All participants complete a pre- and post- employment skills assessment as part of this training.

Along with these training workshops, the YJC also provides participants with individualized job placement assistance where trained job coaches develop a job search strategy customized to each youth's specific needs. Once employment is secured, the job coach provides logistical and moral support to youth while monitoring each youth's employment performance for 12 weeks.

As a partner with the Urban League, we can offer the following services at the PEPR Employment Center for youth ages 14 to 18:

- YJC employment training at the site and weekly (as needed) job search and job application assistance
- 12 weeks of post job placement coaching and mentoring
- Pre summer employment training, interviewing, and parent meetings
- 10 weeks of paid training focusing on introducing youth to food service employment opportunities (pending availability of a kitchen)
- Use the Center as a base for meeting with Street Outreach Program clients to assist in access to employment support services



- Use the Center as a meeting/starting point for the west side community service work crews for Madison Street team from June to August.

In addition to these opportunities in the near term, we believe there are opportunities in the future to provide new and innovative teen employment services to under-served young men and young women in our community.

We look forward to partnering with the Urban League of Greater Madison on this project!

Sincerely,

A handwritten signature in cursive script that reads "Casey". The signature is written in black ink and has a long, sweeping tail that extends to the right.

Casey S. Behrend  
Executive Director