

..Fiscal Note

The proposed resolution accepts the Community Development Division's (CDD) recommended funding allocations and contracts with community organizations to support youth and adult employment programming.

Adopted RES-17-00629 (Legistar file 47999) authorized a competitive RFP from community agencies for providing youth and adult-oriented programming. The 2018 Executive Budget included \$1,278,588 for youth and adult employment agency contracts (youth: \$649,580; adult: \$629,080) with \$50,000 being added to youth employment and \$100,000 being added to adult employment at Council budget adoption for a total of \$1,428,588 in the 2018 Adopted Operating Budget.

The proposed resolution also authorizes reallocation of \$22,500 from adult employment community agency contracts to youth employment contracts in the manner specified. The Community Services Committee recommendations reduced the awards only for those eight (8) adult employment programs recommended to share in additional funds authorized through a budget amendment adopted by the Council, and they calculated those reductions among the eight programs on a proportionate basis. ~~The substitute amendment allocates the \$22,500 reduction evenly among each of the 14 adult employment programs, resulting in a \$1,607 reduction for each, whether or not they shared in the additional funds added to the budget.~~ The second substitute amendment allocates the \$22,500 reduction evenly among each of the 8 applicant agencies recommended by the CSC Committee to receive funding. For purposed of this calculation, the collaborative proposal put forth by the Goodman Community Center, the Kennedy Heights Neighborhood Association and the Lussier Community Education Center is treated as a single applicant agency. The total amount for youth and adult employment community agency contracts is unchanged.

..Title

2ND SUBSTITUTE: Authorizing the allocation of up to \$706,580 for use in supporting adult employment contracts, and up to \$722,008 for youth employment contracts, amending the City's 2018 Adopted Operating Budget to authorize the transfer of \$22,500 from funds budgeted for adult employment contracts to those budgeted for youth employment contracts, modifying the Community Services Committee recommendations with respect to specific adult employment contract awards, and authorizing the Mayor and City Clerk to enter into contracts with non-profit organizations selected through a Request for Proposals (RFP) process conducted by the Community Development Division to provide programming, beginning in 2018, that is geared toward preparing and connecting individuals with employment.

..Body

WHEREAS, the Community Development Division (CDD), in consultation with the Community Services Committee, is responsible for formulating recommendations to the Mayor and Common Council regarding the use of City resources budgeted to support a broad array of community services, most of which are delivered through purchase of service contracts with private, non-profit agencies; and

WHEREAS, in accordance with RES-17-00629 (Legistar Item #47999), adopted by the Common Council on August 1, 2017, the CDD undertook a competitive RFP process to solicit and select proposals from agencies for providing youth- and adult-oriented programming to residents in the City of Madison; and

WHEREAS, in crafting that RFP, CDD staff drew on the recommendations of the FCI study and, gathering input from other funders and collaborative partners, developed a funding framework

entitled “Building Human Capital: Youth and Adult Employment Initiative” and introduced important new elements into the RFP funding goals, including:

- A heightened focus on residents experiencing multiple barriers to employment.
- Introduction of a defined service continuum with a variety of program models that respond to a range of levels of work readiness.
- A structure that would help address some of the needs of residents that may “age out” of the youth employment system and have difficulty accessing adult-oriented services.
- Movement toward standardized outcomes that focus on job placement, wage increases, retention and consistent tracking of this data over time.
- Encouragement of collaborative work between providers to ensure intergenerational focus, coordination of efforts and standardization of curriculum.
- A three to five-year commitment to selected projects dependent on continued funding availability and acceptable performance; and

WHEREAS, in response to the RFP, the CDD received 39 proposals from agencies totaling nearly \$2.7 million which were reviewed and evaluated against criteria spelled out within the RFP document; and

WHEREAS, based upon those reviews, CDD staff made recommendations to the Community Services Committee regarding the allocation of available funds among the competing proposals; and

WHEREAS, at its meeting on November 16, 2017, the Community Services Committee finalized a funding allocation plan to forward to the Common Council in which it designated specific agencies and programs to whom it believed funds should be awarded, and specified the amounts of those awards, a list of which follows:

Youth Employment Recommendations

Briarpatch Youth Services

- Madison Streets Team/Allied Work Crews \$51,000
- Roots to Rise \$10,000
- Bayview Youth Employment Program \$30,000

Centro Hispano Inc

- Escalera \$56,050

CEOs of Tomorrow

- These Teens Mean Business \$24,000

Common Wealth Development

- Program for Entrepreneurial Agricultural Training (PEAT) \$25,500
- Youth Business Mentoring Program \$110,000

DSS Community Center

- Brentwood Neighborhood Work Crew \$30,000

Goodman Community Center

- Teen Youth Employment \$60,000

Mellowood Foundation

- Mellowood Neighborhood Covenant Alliance \$30,000

Mentoring Positives

- Program B \$34,500

Operation Fresh Start

- Greenway and Public Lands Management Crew \$45,000
- Youth Parks Conservation Crew \$27,350

- Youth Construction Pathways \$126,608
- Strive \$50,000
- Options \$12,000 (for 2018 only)

Adult Employment Recommendations

Common Wealth Development

- Southwest Transitional Employment Program (STEP) ~~\$61,625~~ ~~\$63,393~~ \$62,188

Goodman Community Center

- Adult Employment ~~\$20,000~~ ~~\$18,393~~ \$19,063

Kennedy Heights Neighborhood Assoc

- Adult Resource Development ~~\$12,000~~ ~~\$10,393~~ \$11,063

Literacy Network

- College Success ~~\$16,000~~ ~~\$14,393~~ \$14,594
- Skills in Computers and Literacy for Employment (SCALE) ~~\$12,080~~ ~~\$10,473~~ \$10,674

Lussier Community Education Center

- Building Employment and Technology Skills (BEATS) ~~\$18,000~~ ~~\$16,393~~ \$17,063

Madison-area Urban Ministry

- Just Bakery ~~\$81,625~~ ~~\$83,393~~ \$82,188

Omega School

- GED Preparation and Basic Skills Instruction ~~\$57,750~~ ~~\$58,393~~ \$57,188

Urban League of Greater Madison

- Construction Employment Initiative ~~\$166,925~~ ~~\$171,392~~ \$171,594
- ADVANCE Employment Services ~~\$103,875~~ ~~\$103,392~~ \$103,594

Vera Court Neighborhood Center

- Industry-Specific Training ~~\$16,975~~ ~~\$17,393~~ \$18,063
- Education Advancement ~~\$26,975~~ ~~\$27,393~~ \$28,063
- Workforce Essentials ~~\$65,000~~ ~~\$63,393~~ \$64,063

YWCA Madison

- YWEB Career Academy ~~\$47,750~~ ~~\$48,393~~ \$47,188

WHEREAS, the recommendations offered by the Community Services Committee require the reallocation of \$22,500 of funds authorized in the City's 2018 Adopted Operating Budget for adult employment programs for use in support of youth employment programs; and

WHEREAS, in order to allocate the reduction in funding for adult employment programs, necessitated by transferring \$22,500 from adult employment to youth employment programming, ~~across all (14) adult programs evenly among all (8) applicant agencies~~ recommended to receive funds, the Community Services Committee recommendations would need to be modified.

NOW, THEREFORE BE IT RESOLVED, that the Mayor and the Common Council approve the youth and adult employment funding allocations recommended by the Community Services Committee; and

BE IT FURTHER RESOLVED, that the Common Council authorizes an amendment to the City's 2018 Operating Budget to transfer \$22,500 from funds authorized for use to support adult employment programs to be used, instead, to support youth adult programs, as modified by this amendment; and

BE IT FINALLY RESOLVED, that the Common Council authorizes the Mayor and City Clerk to enter into contracts with the designated agencies to accomplish the purposes described in this

resolution, and authorizes those contracts to be renewed annually for up to 4 additional years, at the discretion of the CDD, conditioned upon the continued availability of funding and the satisfactory performance of the agencies.