Prepare the Workforce for
New and Future Jobs

Lead Partners	NOVA, JobTrain, Labor, SAMCEDA, Thrive, San Mateo County Human Services Agency
Support Partners	Community Colleges, Universities,
Implementation Objectives	– Gather job market intelligence – Provide relevant training programs and get people back to work – Leverage state and federal resources and legislative opportunities

Pre-COVID, San Mateo County had a robust economy with nearly zero percent unemployment. Since initial shelter-in-place orders, record numbers of people have been furloughed or laid off due to closures of non-essential businesses and travel restrictions. Job losses have been high in the service and hospitality sectors, which employ many of the County's lower income residents and it is unknown if or when those jobs will return. This recovery is an opportunity to focus on workforce and economic development goals that also reduce income inequality and create a higher skilled workforce.

Challenges

- Many jobs are gone for good and others have yet to be created
- Inability to understand what skills employers need now and into the future
- Uncertainty about availability of child care and schools, which limits the ability for parents to work inside or out of the home
- Compounded hardships for low-wage workers, many who are service workers and essential workers

Identified Needs

- Resources and strategies for job and economic development opportunities for the post-COVID economy
- Culturally and linguistically appropriate training programs for immigrants and adults with limited English skills
- Create higher quality jobs (e.g., wage, benefits, scheduling, safety standards, training and career paths, worker voice, etc.) as an important component of advancing equity
- Inventory of current job training and workforce development efforts underway to prevent duplication of effort
- Understanding of the current capacity of training partners
- Engagement of employers willing to invest in the workforce via wages, benefits, and training

Relevant Data

- Unemployment rate broken down by demographic categories such as age, race, ethnicity, gender identity and expression, etc.
- Job openings
- Business closures

- Businesses retaining workforce

Current Programs

- ✓ JobTrain and NOVA job placement resources
- ✓ Community colleges' career development programs and job relocation services
- ✓ SAMCEDA Needs Assessment
- ✓ Family Service Agency of San Mateo

- ✓ Union apprenticeship programs and Trades Introduction Program
- ✓ Rapid response workshops for impacted union members

Economic Recovery Committee Members

- Aaron Aknin, Good City Company
- Rovy Lynn, Antonio California Apartment Association (CAA Tri-County)
- Laura Bent, Samaritan House
- Hon. Michael Brownrigg, Burlingame
- Hon. Catherine Carlton, Menlo Park
- Pedro Castaneda, San Mateo County
- Don Cecil, MC2 Bay Area Public Affairs Consulting
- Juanita Croft, Belle Haven Community Development Fund
- Hon. Rick DeGolia, Town of Atherton
- Heather Forshey, San Mateo County Environmental Health
- Rosanne Foust, SAMCEDA
- Hon. Rich Garbarino, South San Francisco
- Clay Holstine, Brisbane City Manager
- John Hutar, San Mateo County/ Silicon Valley Convention and Visitors Bureau
- Jack Johnson, San Mateo County Office of Sustainability
- Ann O'Brien Keighran, Office of San Mateo County Supervisor David Canepa
- Brown Leslie, Peninsula Clean Energy
- Julie Lind Rupp, San Mateo County Central Labor Council
- Lori Lindburg, California Life Sciences Institute (CLSI)

- Linda Lopez, North Fair Oaks Community Council
- Hon. Catherine Mahanpour, City of Foster City
- Elizabeth Malmborg, Sustainable Pescadero Collaborative
- Hon. Julia Mates, Belmont
- Hon. Rico Medina, San Bruno
- Hon. Diane Papan, City of San Mateo
- Hon. Laura Parmer-Lohan, City of San Carlos
- Hon. Jan Pepper, Peninsula Clean Energy
- Brandon Phipps, City of Daly City
- Kris Quigley, California Life Sciences Institute (CLSI)
- Tony Rose, MedCreds
- Hon. Ann Schneider, City of Millbrae
- Michelle Tate, NOVA
- Art Taylor, JobTrain
- LaTrice Taylor, Samaritan House
- Juda Tolmasoff, Office of Supervisor Carole Groom
- Jon Walton, San Mateo County Information Services Department
- You Xue, Restauranteur
- Miriam Yupanqui, Nuestra Casa de East Palo Alto
- Gina Zari, SAMCAR

Prepare the Workforce for
New and Future Jobs

	Objectives		Recommendations
1.	Gather job market intelligence	1.1.	Reconvene the workforce development roundtable of regional organizations to conduct labor market intelligence and assess employer and industry skill needs and trends
		1.2.	Map sector-specific skill gaps, leverage resources of networked providers capable of addressing those gaps, and conduct continual quantitative and qualitative review and assessment of pertinent skill gap data
		1.3.	Survey career pathways, certification programs, and existing training and resources for the County's demand sectors; develop a summary of what options are currently available; and collaborate with labor, community colleges, and job training organizations to identify gaps
		1.4.	Work with labor unions to understand what services their members need and what programs they offer
		1.5.	Partner with academic, public policy, business, and other experts to learn more about the long-term implications of the remote work culture and opportunities
		1.6.	Identify jobs that require an in-person presence and work with businesses to create incentive programs to keep workers in the region
2.	Provide relevant training programs and get people back to work	2.1.	Based on research, develop short-term and long-term job placement training programs and tools that incorporate existing programs and develop new programs for current and future quality jobs resulting from the pandemic, such as: – Infrastructure installation, tech support, and outreach – Distance learning facilitators, virtual teaching, and child care providers – Multi-lingual and multi-cultural community outreach specialists – Green jobs including climate resilience implementation, EV charger installation, building electrification, etc. – Transit operators and mechanics – Construction workers
		2.2.	Work with placement agencies to connect qualified workers with potential job opportunities
3.	Leverage state and federal resources and legislative opportunities	3.1.	Monitor and analyze state and federal legislation and policy and advocate for job training and job creation
		3.2.	Identify opportunities for immediate job creation through application of potential stimulus funding and develop a prioritized list of "shovel-ready" projects and climate resilience projects and provide to the state delegation