

RES 16-011

Wilmington, Delaware
February 18, 2016

#4164

Sponsor:

Council
Member
D. Brown

Co-Sponsors:

Council
Members
Shabazz
Dorsey Walker

WHEREAS, pursuant to Section 2-363(b) of the City Code, in the event of a severe time constraint, Council may authorize and ratify grant applications and proposals after submission and prior to obtaining approval by resolution; and

WHEREAS, the City, through its Office of Economic Development (OED), Small & Minority Business Enterprise Office, has been awarded a grant from the Delaware Department of Labor (DOL) TRAIN program in the amount of \$20,000 to support the City's development of a Strategic Workforce Training Plan; and

WHEREAS, through the TRAIN program, OED will engage local employers and stakeholders to develop and advance a comprehensive workforce training plan that focuses on the Customer and Technical Support field or other high-priority skills areas; and

WHEREAS, as convener of the TRAIN program, OED will lead a four (4) month planning and strategy development process to identify solutions on recruiting and training local residents in the Customer and Technical Support field or other high-priority skills area, connecting residents to local employers, and laying a foundation for career advancement; and

WHEREAS, the grant does not require matching funds, but OED will be contributing "in kind" value of approximately \$13,773.00 through staff support, supplies, printing and travel costs; and

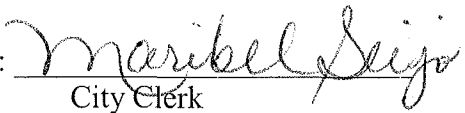
WHEREAS, the Delaware State University Center for Economic Development and International Trade (UCEDIT) will be contributing \$15,000 of "in kind" value through research and planning consulting services and the grant funds will be used to cover the remainder of the costs of their services.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF WILMINGTON that the OED is hereby authorized to accept the \$20,000 in grant funding from the Delaware Department of Labor to support the City's TRAIN program. A copy of the award letter and grant application is attached hereto. The Director of the Office of Economic Development or his appointee is hereby authorized to execute a grant agreement and any other documents necessary for the implementation of the grant.

BE IT FURTHER RESOLVED that the OED shall be authorized to take all necessary actions to accept the grant funds and move forward with the implementation of the TRAIN program.

Passed by City Council,
February 18, 2016

ATTEST:


City Clerk

Approved as to form this
17th day of February, 2016


Assistant City Solicitor

SYNOPSIS: This Resolution authorizes the Office of Economic Development to accept a \$20,000 grant from the Delaware Department of Labor for partial funding of the City's TRAIN Program. There are no matching funds required.



DEPARTMENT OF LABOR
DIVISION OF STATE OF DELAWARE
EMPLOYMENT AND TRAINING
4425 NORTH MARKET STREET, THIRD FLOOR
WILMINGTON, DE 19802

THOMAS M. SMITH
DIRECTOR

TELEPHONE: (302) 761-8129
FAX: (302) 761-4679

January 28, 2016

City of Wilmington
Mayor's Office of Economic Development
Louis L. Redding City/County Building
800 North French St., 3rd Floor
Wilmington, DE 19801

Denita Thomas:

Thank you for your proposal in response to the TRAIN Program Request for Proposals issued on December 18, 2015. You have been awarded \$20,000. You will be contacted to obtain any necessary documents to write the agreement. The effective date of the agreement will be February 1, 2016.

Once all signatures are obtained on the agreement, 75% of the contract award amount will be authorized for payment. No expenditures will be authorized without a fully executed agreement.

In order to receive funds from the State of Delaware, you must have completed W-9. The W-9 form can be completed and submitted securely online at: <https://w9.accounting.delaware.gov/?OpenForm>. If you currently receive funds from the State of Delaware you do not need to submit the W-9 again.

Please contact me at 302-761-8136 or Rachel.turney@state.de.us with any additional questions you may have.

Sincerely,

Rachel Turney
Chief of Employment, Training & Policy

Mission Statement:

"To provide services enabling employers and job seekers to make informed employment and training choices leading to employment."

PROPOSAL DATA SUMMARY

I. Name and Address of Lead Applicant Organization

NAME

City of Wilmington, Delaware
Mayor's Office of Economic Development

STREET

Louis L. Redding City/County Building
800 North French Street—3rd Floor

CITY, STATE ZIP CODE

Wilmington, DE 19801

CONTACT PERSON

Denita L. Thomas

TELEPHONE NUMBER

302-576-2126

FEDERAL TAX ID #

51-0176414

E-MAIL ADDRESS

dlthomas@wilmingtonde.gov

Website URL

<http://www.wilmingtonde.gov/>

LOCATION(S) OF PROGRAM OPERATION - CITY/TOWN, COUNTY

Wilmington, New Castle County

COUNTY(IES) THE PROGRAM WILL SERVE

New Castle County

II. Lead Organization Type:

- Non Profit
- Governmental
- Private for Profit

III. Proposed Contract Period (Must be within 4 month specified performance period)

Start Date: February 1, 2016 End Date: May 31, 2016

IV. Targeted Industry: Not Applicable

Targeted Common Skill(s): Customer & Technical Support

V. Required Partners

Employer Partner 1: Alpha Technologies

Employer Partner 2: Franklin Fibre

Other Stakeholder 1: City of Wilmington, Mayor’s Office of Economic Development
(Lead Applicant)

Additional Stakeholders: Mayor’s Business Roundtable

New Castle County Chamber of Commerce

Delaware State University—University Center for Economic
Development and International Trade (UCEDIT)

VI. Funding:

Total Amount Requested: \$20,000

Requested funds for this program are <.01% of organization's total budget.

Leveraged Resources Provided if any:

- Cash Contribution Amount: Not Applicable
- In-Kind Amount: \$32,773

These leveraged funds will support the following:

- City contributing staff support, supplies, printing, and travel costs: \$13,773 in-kind value
- Businesses/stakeholders contributing meeting space: \$4,000 in-kind value
- UCEDIT contributing a portion of the research/planning services: \$15,000 in-kind value

VII. Describe the manner in which you propose to meet the Planning Grant goals and develop a Strategic Workforce Training Plan (should answer questions; who, what, when, where, why, how)

Background

The City of Wilmington has a diverse population comprised primarily of Blacks/African-Americans (55%), Whites (36%), and Hispanics (13%). Additionally:

- 23.9% of the City of Wilmington’s population is below the poverty level
- 18% of the population over 25 years has less than a high school diploma
- 14% of the civilian labor force 16 years and over is unemployed
- Of the City’s 28,313 employed residents, 20,745 (73%) work outside of the City

The lack of access to local job opportunities and high rates of poverty and unemployment create a crime-ridden environment. Recently, Wilmington’s reputation was severely marred when it made national headlines in a December 2014 *Newsweek* article, which dubbed the city “Murder Town USA”.

Workforce development remains the City’s most effective tool to combat crime, empower families and communities, attract and retain businesses, and improve the quality of life. As such, the City has assembled a vested group of partners and stakeholders to develop and advance a comprehensive workforce training strategy.

A. Applicant Group

To support the TRAIN initiative, the City assembled one long-time anchor employer and one high-growth firm new to the Wilmington community. Specifically, the TRAIN Applicant Group consists of:

- Mayor’s Office of Economic Development—Lead Applicant
- Alpha Technologies—Employer 1
- Franklin Fibre—Employer 2

In addition, the City will engage key members of the Mayor’s Business Roundtable, a 50-member stakeholder group anchored by Capital One, Christiana Care, JP Morgan Chase, and the New Castle County Chamber of Commerce.

By engaging the Business Roundtable members and the New Castle County Chamber of Commerce, the City can reach and gather essential data from a wide cross-section of the business community-at-large.

Essentially, the City will engage leaders from this core group to:

- shape a training agenda around high-priority common skills
- identify critical skills gaps, workforce needs, and other long term workforce issues
- identify the training, education, human resource and other solutions to address critical needs
- develop a detailed Strategic Workforce Training Plan to implement these solutions

B. Common Skill

The core group identified *Customer and Technical Support* as essential business functions with substantial demand and long-term growth potential. As such, the City’s planning efforts will focus on designing solutions to:

- recruit and train local residents
- connect them to entry- to mid-level positions
- provide sustainable employment for working families
- lay a foundation for career advancement

Industry & Job Description

The Office of Economic Development conducted preliminary research about the *Customer and Technical Support* field, and selected “computer support specialist” as the focal point. According to the Bureau of Labor Statistics, computer user support specialists, also called *help-desk technicians*, usually provide technical help to non-IT computer users. Computer support specialists work for a variety of industries, including information technology (IT), manufacturing, education, finance, healthcare, and telecommunication. Many help-desk technicians work for outside support service firms on a contract basis and provide help to a range of businesses and consumers. They respond to phone and email requests for help. They can usually help users remotely, but they also may make site visits so that they can solve a problem in person. Some technicians work for large software companies or for support service firms and must give instructions to business customers on how to use business-specific programs such as an electronic health records program used in hospitals or physicians’ offices. Other help-desk technicians work in call centers, answering simpler questions from non-business customers. They may walk customers through basic steps in re-establishing an Internet connection or troubleshooting household IT products such as a Wi-Fi router.

Education, Compensation, & Advancement

Education requirements for computer support specialists vary. Computer user support specialist jobs require some computer knowledge, but not necessarily a postsecondary degree. Applicants who have taken some computer-related classes are often qualified.

Median pay in 2014 was \$50,380 per year and \$24.22 per hour. Many computer support specialists advance to other information technology positions, such as network and computer systems administrators and software developers. Some become managers in the computer support services department. Some organizations provide paths for support specialists to move into other parts of the organization, such as sales.

Important Qualities

According to BLS, the job requires: Customer-service skills; Communication skills; Problem-solving skills

Growth

According to the Bureau of Labor Statistics, computer support specialist jobs are expected to grow 12% from 2014-2024, faster than the national average job growth rate.

C. Program Design and Results

The Office of Economic Development regularly convenes local employers to discuss key issues related to the City's economic vitality. The Mayor's Business Roundtable consists of leaders from the City's major corporations and other economic development stakeholders, such as the New Castle County Chamber of Commerce. In addition, the City is actively engaged in business attraction and retention efforts, and is a key stakeholder in the State's technology ecosystem. As such, the Office of Economic Development is uniquely positioned to serve as the convener for the TRAIN program, and can effectively lead a 4-month planning and strategy development process.

The City will contract with the Delaware State University Center for Economic Development and International Trade (UCEDIT) to provide planning and primary/secondary research services. Specifically, UCEDIT will assist the City's efforts and:

- create employer surveys and analyze results
- facilitate employer focus groups
- interview select employers (leadership, IT departments, and human resources)
- prepare analysis of hiring, turnover, and vacancy patterns and costs
- conduct general industry research and analysis to identify growth areas and best-practices
- engage community-based organizations to design outreach and recruitment solutions
- engage training providers and employers to customize "fast-track" training solutions
- maintain planning documentation, meeting notes, and progress updates/monthly reports
- craft a business partner-approved Strategic Workforce Training Plan

The City and its partners are well-positioned to produce a viable workforce training strategy. The collaborative process outlined herein ensures that the City will:

- address business workforce needs by focusing on long term solutions to sustained skills gaps
- address the needs of workers by creating formal career paths to good jobs
- foster better coordination between the public and private sectors and the workforce, economic development, and education partners around the state

D. Budget

The budget will cover a portion of the cost of UCEDIT's planning and research consulting services. The UCEDIT team will augment the City's expertise and capacity, cost-effectively, and ensure an objective and timely process. The budget also includes the cost of in-kind line items: a program manager from the City, meeting space rental, and other basic administrative expenses.

E. Past Performance

The Office of Economic Development has significant experience as a convener and training program provider. The Office is the convener of:

- The Mayor’s Business Roundtable, a 50-member stakeholder group anchored by Capital One, Christiana Care, JP Morgan Chase, and the New Castle County Chamber of Commerce
- A statewide resource collaborative that consists of employers and resource partners: the Small Business Administration (SBA), Associated Builders and Contractors (ABC), DeIDOT, SKANSKA, DiSabatino Construction, and DelTech’s Innovation and Technology Center
- The City-County Economic Development Strategic Planning Group, which convened business stakeholders to produce the City’s Economic Development Plan

The City is also the organizer of the Small Business Success Series, a training program for entrepreneurs, and the Prime Connexions program, an industry-specific business training and development program for building contractors. In its inaugural year (2015), Prime Connexions produced a \$7.25 million return for participating businesses, and facilitated the hiring of 33 local residents.

F. Enhanced Considerations

Existing Investments

The TRAIN program allows the City to leverage its existing investments in local businesses. Recently, the City invested nearly \$200,000 to assist Alpha Technologies in relocating to Wilmington. The investment is contingent upon the addition of 240+ jobs over 4 years. The TRAIN program will support Alpha Technologies’ contractual hiring goals and help facilitate their recruitment and training efforts.

Data Collection

The City’s process allows us to engage a wide array of business leaders in the workforce development conversation. The TRAIN planning process will allow the City to collect data and study workforce trends, needs, and gaps across sectors. This comprehensive data can be used as a foundation for a multi-sector, multi-skill strategy beyond the scope of the proposed Customer and Technical Support program.

Technology Ecosystem

The focus on technical support skills adds to the State’s technology ecosystem and increases Wilmington’s ability to attract established corporations and growing technology firms.

Economic Development

The City currently engages employers in conversations around employer-assisted housing initiatives. The TRAIN Program presents a unique opportunity to link training and hiring to homeownership assistance for employees within the City of Wilmington. An increased employee and residential base increases taxes, builds community, and improves the quality of life.

Activity Schedule

Please enter a proposed schedule of activities that will take place and an estimated date they will occur. All dates should be within the performance period. You may add or delete rows as needed.

	Activity	Estimated Date Achieved
1	Research industry trends and training best-practices	February 1 - March 31
2	Develop/circulate survey and conduct individual employer needs assessments	February 1 - March 31
3	Host focus groups to determine common needs and define workforce gaps	February 1 - March 31
4	Identify training partners and design curriculum outline	April 1 - April 15
5	Identify community partners to assist with outreach and recruitment	April 1 - April 15
6	Design program management/logistics plan and budget	April 1 - April 15
7	Produce draft Strategic Workforce Training Plan	April 15
8	Circulate draft Strategic Workforce Training Plan for partner/stakeholder review	April 15 - May 6
9	Produce final Strategic Workforce Training Plan for submission to DOL	May 6 - May 31

Budget Summary

Organization: City of Wilmington-Mayor's Office of Economic Development

DUNS#: 67393900

LINE ITEM	TOTAL
Staff Salaries: Program Manager, average 1 day/week, 17 weeks	\$ 5,372
Staff Fringe Benefits	\$ 1,074
SUBTOTAL	\$ 6,446
Rent (inc. cost per sq. ft./hr. rates): 20 days @ \$200 per day	\$ 4,000
Utilities (List as a % of Annual Expense)	Included in Rental Allocation
Heat/AC	
Phone	
Electric	
Other	Includes A/V Equipment Rental
Consumable Office Supplies: 4 months @ \$75 per month	\$ 300
Postage	
Printing/Advertising	\$ 500
Travel \$.40/mile @ 50 miles/month; 4 months)	\$ 80
Professional Services: UCEDIT Consulting (Research & Planning)	\$ 35,000
Overhead/Indirect for Parent Organization:	
Other: (Please specify)	
Other: (Please specify)	
GRAND TOTAL	\$ 52,773

Certificate of Information and Authorized Signature

I hereby certify that to the best of my knowledge all information contained in this proposal is accurate and complete, that this is a valid proposal and that I am legally authorized to sign and to represent this organization.

SIGNATURE DATE

NAME

TITLE