

City of San Antonio



Minutes Economic and Workforce Development Committee

2021 – 2023 Council Members

Manny Pelaez, Dist. 8 | Mario Bravo, Dist. 1
Phyllis Viagran, Dist. 3 | Dr. Adriana Rocha Garcia, Dist. 4
Teri Castillo, Dist. 5 | John Courage, Dist. 9

Tuesday, November 22, 2022

2:00 PM

Municipal Plaza Building

The Economic and Workforce Development Committee convened a regular meeting in the Norma S. Rodriguez Council Chamber in the Municipal Plaza Building beginning at 2:01 PM. Deputy City Clerk Aurora Perkins took the Roll Call noting a quorum with the following Committee Members present:

Members Present: Manny Pelaez, *Chair*
Mario Bravo, *Member*
Phyllis Viagran, *Member*
Dr. Adriana Rocha Garcia, *Member*
Teri Castillo, *Member*

Members Absent: None

Approval of Minutes

1. Approval of the minutes from the Economic and Workforce Development Committee meeting on September 27, 2022.

Councilmember Rocha Garcia moved to Approve the minutes from the Economic and Workforce Development Committee meeting of September 27, 2022. Councilmember Bravo seconded the motion. The motion carried by the following vote:

Aye: Pelaez, Bravo, Viagran, Rocha Garcia, Castillo

Public Comments

Briefing and Possible Action on the following items

2. Briefing on Workforce Development programs Train for Jobs SA and Ready to Work.

Alejandra Lopez, Assistant City Manager; Michael Ramsey, Executive Director, Workforce Development Office]

Assistant City Manager Alex Lopez introduced the Item and Mike Ramsey, Workforce Development Office Director. Ramsey provided an update on the Train for Jobs San Antonio Program (TfJSA) to include the program Budget and actual activity. He noted that a total of \$75 million had been budgeted in July 2020, with an updated budget in June 2021 of \$65 million. He noted that as of November 1, 2022, \$55 million was budgeted for the Program with \$45 million expensed. He stated that the expensed funding was used for partner services, tuition assistance, training program and job placement services.

Ramsey reviewed the performance measures for the TfJSA Program and applicant demographics to include equity matrix scoring. He noted that training programs placed individuals in the industries of business, trades, information technology and medical industry. He reviewed the top 10 organizations that placed individuals in jobs to include the City of San Antonio.

Dr. Sharon Nichols, Interim Director of the UTSA Urban Education Institute, independently reviewed program metrics and outcomes. Nichols and her team reviewed the baseline San Antonio education attainment statistics to include education levels of participants and the City of San Antonio. She stated that the team also reviewed median earnings by educational attainment for San Antonio residents 25 years of age and older. Nichols noted that the Ready to Work Evaluation scope for evaluations for program outcomes and impacts to include earnings, job placements, and participant demographics. She also noted the types of communications and deliverable of the contract with the City.

Ramsey stated that a third party evaluator of the TfJSA and Ready to Work (RTW) Programs was procured to confirm impact of both programs. He reviewed the RTW progress to date which included 5,758 individuals who had signed up for the Program with a 70% training retention rate. He stated that the RTW Program was set to meet outcome goals of over 9,700 participants in the Program well within budget and timeline. He noted that the majority of participants were placed in the medical, information technology and heavy and tractor trailer truck driver trades.

DISCUSSION

Councilmember Viagran asked for clarification on how many females in the Program were head of households. Ramsey stated that data was available if females had children but he would need to provide the requested data. Councilmember Viagran asked for data on childcare issues and ages of children of participants in order to obtain clearer demographics. She expressed support for the Program and asked for expanded communications of the programs.

Councilmember Rocha Garcia stated that the RTW evaluation scope was important to consider what type of residents were not enrolled in programs and to identify why participants were leaving the Program. She stated that it was important to identify which participants were more easily placed in jobs and the reasons why in order to identify challenges for those not being placed in jobs. She asked what employers were identifying as potential jobs. Ramsey stated that staff continuously evaluated what jobs were needed in the employment sector so to adjust programs to meet employer needs.

Councilmember Rocha Garcia stressed the importance of marketing the programs within the community. Ramsey stated that he would address that with the communication firm to identify events for communications of the programs. Councilmember Rocha Garcia stressed the importance of relevant marketing within the community.

Councilmember Castillo noted that recent studies showed that individuals who had been incarcerated or were lower income had challenges to completing programs and that she was pleased that the Program had success in enrolling these individuals and that they successfully completed the Program. She stressed the importance to share communications within the court system and parole services. Councilmember Castillo asked how the Program was communicated by council district. Ramsey stated that a report would be provided on communications by council district.

Councilmember Castillo asked if the Program addressed historical trades. Ramsey stated that staff continued to evaluate the need for these trades and worked with small businesses to identify workforce for their businesses.

Chair Pelaez expressed his support of the workforce programs and thanked the Workforce Team for their work. Chair Pelaez asked for clarification of the baseline educational attainment data which was completed in 2020 during the height of the COVID Pandemic and asked if post-COVID data could be used. Ramsey stated that staff would work to obtain more recent data. Chair Pelaez agreed that communications in the court and parole systems was crucial to meet employment needs of formerly incarcerated individuals. Chair Pelaez asked if requirements of enrollment in program for paroled individuals had been researched. Ramsey stated that staff would look further into enrollments.

Councilmember Bravo agreed with inclusion of formerly incarcerated individuals in the programs. He stated that the food truck industry had created a culture of employing formerly incarcerated individuals and asked staff to meet with the food truck industry for inclusion in training opportunities. He expressed support for a third party evaluation to identify challenges and successes of the training programs. Councilmember Bravo stated that mental health services also needed to be included in the Program.

Councilmember Viagran asked that departments that currently worked with formerly incarcerated individuals be included in the Program evaluation.

No action was required for Item 2.

3. **Briefing and possible action on FY 2023 business development organization partner agreements for San Antonio for Growth on the Eastside (SAGE), Westside Development Corporation (dba Prosper West San Antonio), and Southside First Economic Development Council (Southside First).** [Alejandra Lopez, Assistant City Manager; Brenda Hicks-Sorensen, Director, Economic Development]

Economic Development Assistant Director Ana Bradshaw provided an overview of the business development agreements with San Antonio for Growth on the Eastside (SAGE), Westside Development Corporation (dba Prosper West San Antonio) and Southside First Economic

Development Corporation. Bradshaw reviewed the agreements background for each organization and small business support provided by the entities. She noted that SAGE provided a Store Front Grant Program, back office support and technical assistance to Eastside small businesses.

Bradshaw noted that Prosper West provided small business loans and grants operations and economic development assistance to Westside small businesses. She noted that Prosper West recently completed a strategic planning process and had participated in the Aspen Institute Study. Bradshaw noted that the Southside First Corporation provided technical assistance and bilingual services to small businesses in the Southside. She stated that the organization was currently developing a strategic plan to better meet the needs of small businesses in their service area.

Bradshaw stated that the FY2023 agreements would clearly address desired outcomes and partner services provided in the community. She reviewed the scope of services for the agreements to include building small business referrals, providing consultative services and identifying business community events for small businesses workshops and communications. She added that the scope of services would include support of the Ready to Work Program, business corridor activation events and to match COSA funding levels. Bradshaw reviewed specific partner specific programs to be completed by each entity, associated deliverables and reporting and collaboration requirements. Bradshaw reviewed the payment schedule of the agreements and next steps to include City Council consideration.

DISCUSSION

Councilmember Rocha Garcia thanked staff and the partner organizations for their services for small businesses. She noted that there was a void in Small Business Regional Services for the Southside community and asked how the gap was being addressed with the Southside community. Southside First Chief Executive Officer Gabriella Cadena stated that continued communications with small businesses were conducted within the community and staff worked to provide meaningful programs to the businesses. Cadena stated that she proposed meetings with each of the southside council districts to address concerns and sought out services for businesses in the area.

Councilmember Castillo thanked staff and entities for their work in meeting the needs of small businesses. She asked for consideration in the following fiscal year to increase funding for the organizations. She asked for consideration of implementing a Store Front Facade Grant Program for Prosper West similar to that provided by SAGE. Bradshaw stated that a program would be researched and considered.

Councilmember Castillo asked for additional data on which programs small businesses sought and the status of program services.

Chair Pelaez stated that many times small “Mom and Pop” businesses were not aware of their legal rights or requirements in operating a small business and it was important to provide education on these issues. He asked if the organizations provided this training. SAGE Director Robert Melvin stated that his organization provided back office services to include legal requirements and other comprehensive services.

Councilmember Viagran expressed her support of the entities and stated that overlap with local

chambers of commerce be aligned with services provided. She noted that it was important to provide education to businesses regarding tax requirements and employee service requirements. She asked for a briefing prior to the end of the contract of outcomes and metrics provided.

Councilmember Viagran moved to Approve. Councilmember Castillo seconded the motion. The motion carried by the following vote:

Aye: Pelaez, Bravo, Viagran, Rocha Garcia, Castillo

4. Consideration of applicants to the Small Business Advisory Commission (1 seat).
[Alejandra Lopez, Assistant City Manager; Brenda Hicks-Sorensen, Director, Economic Development]

Assistant City Manager Alex Lopez stated that the Committee would go into executive session to address the appointments to the Small Business Advisory Commission (SBAC).

Chair Pelaez recessed the Economic Workforce Development Committee into executive session at 3:27 PM to discuss applicants for the SBAC.

Chair Pelaez reconvened the meeting at 3:36 PM and stated that no action was taken during the executive session.

Councilmember Rocha Garcia moved to recommend and forward the appointment of Yen Yen to the Small Business Advisory Commission to the full City Council for consideration. Councilmember Castillo seconded the motion. The motion carried by the following vote:

Aye: Pelaez, Bravo, Viagran, Rocha Garcia, Castillo

ADJOURNMENT

There being no further discussion, Chair Pelaez adjourned the meeting at 3:38 PM.

Manny Pelaez, Chair

Debbie Racca-Sittre, City Clerk