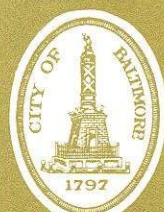
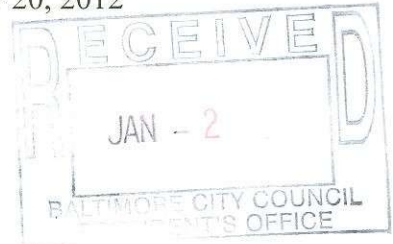


<b>FROM</b>	NAME & TITLE	Karen Sitnick, Director <i>KS</i>	CITY of <b>BALTIMORE</b> <b>MEMO</b>	
	AGENCY NAME & ADDRESS	Mayor's Office of Employment Development 417 E. Fayette Street, Suite 468		
	SUBJECT	<b>City Council Bill 12-0159</b> <b>Local Hiring</b>		

**TO**

The Honorable President and  
Members of the City Council  
Room 400, City Hall

DATE:  
December 20, 2012



Introduction

City Council Bill 12-0159 seeks to increase labor force participation among Baltimore City residents by instituting policies and processes that define local hiring requirements for contractors awarded municipal contracts. The bill charges the Mayor's Office of Employment Development (MOED) with utilizing the public workforce system's resources and expertise to expand employment opportunities for Baltimore City's residents, and to ensure businesses have access to a qualified workforce. MOED strongly supports leveraging local business activity to reduce unemployment, increase access to opportunity for City residents and strengthen Baltimore City's economy.

MOED is pleased to share that under the leadership of Mayor Stephanie Rawlings-Blake, our agency actively engages the local business community and promotes local hiring in many ways. MOED is responsible for implementing the workforce development activities under the *Employ Baltimore* Mayoral Executive Order. Also, one of MOED's primary vehicles for building a direct connection to area employers is through the Baltimore Workforce Investment Board (BWIB), a mayorally-appointed body comprised of leading local employers, educators, and stakeholders from community and faith based organizations, foundations and philanthropic organizations. The BWIB's strength and presence in the City's business community provides a firm foundation for effective integration of MOED's services to meet business needs and prepare Baltimore City's job-seekers for high-demand occupations in the industries that drive our local economy. In addition, MOED's Business Services Division annually assists hundreds of local businesses meet their workforce needs through its broad menu of workforce tools and assistance.

In MOED's response to City Council Bill 12-0159, we would like to call attention to several major initiatives currently underway at our agency bearing direct relevance to the goal of local hiring.

The Employ Baltimore Executive Order

The Employ Baltimore Executive Order, signed by Mayor Rawlings-Blake in June of 2011, requires all business-awarded contracts of \$50,000 or more, except for emergency and professional services, to contact MOED within two weeks of the contract award to schedule an appointment to review their workforce needs. During these meetings MOED assesses their workforce plan and determines how many jobs will be required to complete the project and how many of these jobs will require new hiring and what skills these jobs will demand.

*Comments*

MOED also introduces employers to our full menu of employment services. Provisions of the Employ Baltimore executive order require contractors to submit all job openings created by the awarded contracts to MOED so that they may be posted exclusively through Baltimore City's local one-stop career center delivery system for seven days prior to being publically advertised. This gives MOED an opportunity to identify qualified city residents first to fill new jobs.

The Executive Order was designed to market the advantage of utilizing the City's public workforce resources to employers as well as to ensure compliance with the elements of this local hiring effort. Companies are not to receive their first progress payment under the contract unless and until a meeting has been scheduled with MOED. All contractors are required to submit a workforce report on June 30 and December 31 of each contract year (or at the end of the contract period) indicating the number of city residents on its payroll. Failure to submit this report is cause for withholding the final contract payment.

The practical policy framework set forth in the Employ Baltimore Executive Order has proven to be a successful local hiring strategy. Since its inception, MOED's Business Services professionals have met with every business thus far targeted for participation, to identify staffing requirements, assist in recruiting qualified workers and provide workforce development resources. Employment reports indicate that nearly forty percent of the jobs needed to deliver the services of the qualifying City-awarded contracts have been filled by City residents. To date, 608 of the 1,595 workers hired by employers to work on City contracts are Baltimore City residents. MOED celebrates this success, and is committed to continuing to work hard to build the Employ Baltimore initiative, to support the success of local businesses and promote sustainable economic growth.

#### Employ Baltimore – Ready to Work for You

The BWIB's Business Engagement Committee, co-chaired by Robert Wallace of BITHGROUP Technologies and Karen Campbell of Verizon, Inc., and populated by leaders from the public and private sectors, has led the development of a local hiring effort during 2012 aimed at refining the public workforce system's service delivery model to increase the extent to which businesses are able to access the system to find and hire *highly qualified* Baltimore City job-seekers.

To support its work, the committee conducted extensive research on Atlanta's One Hire program and Washington D.C.'s One City One Hire initiative to identify best practices. An employer focus group was convened and surveys were distributed to employers throughout the City to ensure that the voice of local business was fully incorporated into the committee's findings and recommendations.

Throughout the process, the BWIB committee solicited input and support from several key stakeholders, including the following organizations:

- AFL-CIO
- Baltimore City Chamber of Commerce
- Baltimore Development Corporation
- Greater Baltimore Committee
- Greater Black Baltimore City Chamber of Commerce
- Maryland Minority Contractors Association
- United Way of Central Maryland

Called *Employ Baltimore: Ready to Work for You*, this initiative was developed as an outcome of the committee's work and articulates three goals: 1) Build a pipeline of well-qualified workers to supply to Baltimore City's businesses; 2) Create a pool of local candidates who meet the BWIB's business-vetted 21<sup>st</sup> Century Job Readiness standards; and 3) Promote local hiring to increase labor force participation in Baltimore City.

The BWIB and MOED will shortly implement a formal launch of the *Ready to Work for You* campaign. Currently, MOED is rolling out a pilot that is projected to run through March of 2013, to ensure the success of the *Ready to Work for You* campaign.

Approximately 200 – 300 employers are being targeted for services during this soft launch, giving MOED the opportunity to refine protocols and build a robust pipeline of qualified workers for the talent pool from which candidates will be recruited. MOED is working closely with Baltimore City Community College during this period to recruit graduates into the talent pool as part of the capacity-building effort in preparation for the full campaign launch later in the spring.

The BWIB's Business Engagement committee will continue to serve as an advising body for the *Ready to Work for You* initiative as its full implementation rolls out, and will provide aggressive outreach to the business community to promote this outstanding initiative's success.

#### MOED's Business Services Division

MOED's professional business service team provides a full range of customized workforce solutions to Baltimore area businesses and developers. The offerings include no cost job posting, outreach and recruitment; pre-screening and assessment of applicants; tax credit information; human resources support; job fairs and on-site recruitment; business network forums; digital learning labs; customized training for new hires; community hiring project management; professional outplacement services; and links to local and state economic development initiatives and resources. This past fiscal year MOED's Business Services team provided over 450 businesses with support and hosted 330 recruitment fairs.

### Community Job Hubs

A successful local hiring initiative presumes the availability of qualified workers with reasonable access to job openings. Unfortunately, many Baltimore City residents lack the job skills that would make them competitive for local employment opportunities. In some cases, City residents also lack access to services available through MOED's Career Center Network that would help them overcome such deficits. On November 28<sup>th</sup> of this year, Mayor Stephanie Rawlings-Blake announced the opening of Baltimore City's four new Community Job Hubs, an innovative new service designed to reach those most in need of MOED's services in their own neighborhoods.

Operated by MOED in partnership with community groups that have established a trusted presence in select neighborhoods, the Community Job Hubs supplement services offered at the City's three one-stop career centers by offering no-cost classes, taught by professional technology trainers, that prepare residents for 21st-century jobs. Classes deliver professional computer skills coursework, at appropriate basic through advanced levels that can be accessed through any Internet-enabled computer for independent study. Once learners are assessed and trained on the software, they can progress at their own pace. Residents learn to complete online job applications, expand job search techniques, and create resumes. The Community Job Hubs also provide access to academic resources, customized skill training, employer recruitment events, job alerts, and job fairs.

Community Job Hubs are currently in operation or soon to open at the following locations:

Academy of Success, Inc.  
200 South Franklintown Road  
Baltimore, MD 21223

Govans Ecumenical Development Corporation  
(GEDCO)  
5502 York Road  
Baltimore, MD 21212

My Brother's Keeper  
4207 Frederick Road  
Baltimore, MD 21229

Southern Community Action Center  
606 Cherry Hill Road  
Baltimore, MD 21225

### Hire One Youth

Youth unemployment is an intractable issue with few bright spots in cities across the nation. However, here in Baltimore City, Mayor Stephanie Rawlings-Blake launched the Hire One Youth initiative in 2012 to challenge Baltimore employers to join the City in creating valuable summer employment opportunities for Baltimore's teens by hiring at least one young person through the YouthWorks summer jobs program.

Champions from Baltimore City's business community partnered with MOED's Youth Services Division to promote the Hire One Youth initiative, which enjoyed tremendous success in its inaugural year. Over eighty local employers hired 285 young people for the 2012 summer YouthWorks season. Nearly a quarter of participating employers continued to employ the youth they had hired beyond the length of the summer program, retaining 39 youth on their permanent payrolls.

Building on the success of Hire One Youth in 2012, the Mayor is reintroducing the campaign for 2013 with the goal of doubling the number of employers involved.

#### 21st-Century Job Readiness Standards

In collaboration with the Baltimore Workforce Investment Board, area workforce training organizations, local community colleges and the public school system, MOED has created a business-vetted set of 21st-Century Job Readiness Standards. These standards articulate the basic attributes and skills all job seekers need to successfully compete in the current labor market. All city workforce programs will have access to these standards as well as a package of companion assessment and curriculum tools to promote consistency in the preparation of all residents seeking employment assistance. This effort will also ensure local employers have prepared qualified candidates to choose from as they expand and grow their businesses.

MOED will continue to aggressively promote local hiring strategies and we remain committed to seeking innovative ways to ensure our residents have priority access to the employment opportunities in Baltimore City. We appreciate the intent of Council Bill 12-0159 and to the extent the City's Law Department supports and/or endorses local hiring activities, we are poised to ensure our resources and professional services are effectively targeted to help area companies realize the benefits of hiring Baltimore City residents to meet their workforce needs.

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