



DOS Funding

New York Department of State

Opportunity Agenda

- Ensure chronically distressed and poor communities were included in the economic revitalization spurred by REDC work and funding
- Created plans with strategies to help these communities overcome barriers to economic success



Performance Measures

- MCC, the Rochester Career School District, and Rochester Food Markets also applies for the monthly \$100K+ TECH High Schools. Beginning in fall 2014, MCC will partner with local employers to create a pipeline of students with their enrollment expected in fall 2014. Students will complete their studies with a high school diploma, an Associate of Applied Science in Information Technology on no cost, and a strong connection to local employers. Funding by the Business Services sector, the Rochester RTDC will provide a concrete regional career pathway. A priority will be placed on reaching students from the EJ Corridor neighborhood.
- The Multiple Pathways to Middle Skills job project creates three model learning sites designed to closing the significant regional skills gap in the high-tech, advanced manufacturing and food value chain. MCC will partner with the North American Auto League to form three sites in the EJ Corridor neighborhood, where the model is replicable and transferable, and early training center. From this initial engagement, EJ Corridor residents will be provided with pathways to the appropriate educational and personal resources needed to improve their employability.
- The Middle Skills Subsequent Connection (MSSC) Job Creation in Middle Skills. A Regional project will connect early youth with supportive and meaningful employment during high school, engage school-based advisors, and fundational employment training. Through this comprehensive approach, MCC will dramatically improve the likelihood that these students graduate from high school and move on to post-secondary education. HRDC will place a priority on serving EJ Corridor youth in the Job Creation program.

Implementation Plan 2013-14

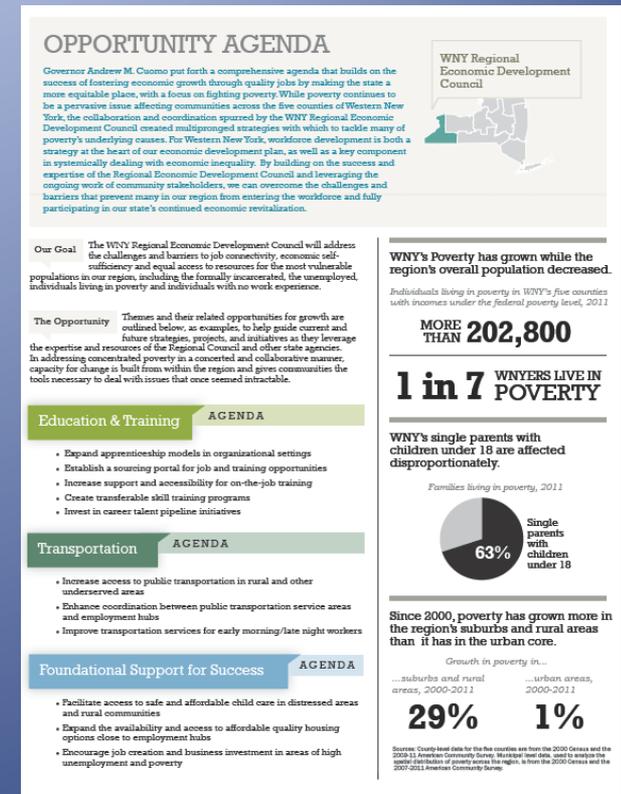
The career Opportunity Agenda project, MCC's Assesment Precision Training Certificate Program, is based on an existing curriculum and partnership. This enables it to be implemented in a rapid manner as soon as funding is received, ideally within the 2013-2014 cycle.

The career agenda programs have been submitted by a number of different organizations, and their inclusion was recommended by Task Force members of 18 key community stakeholders led by leaders of MCC, the City of Rochester, and the North-American Auto League. This group will continue to meet bi-monthly to ensure the Opportunity Agenda's central and supporting projects are meeting appropriate implementation milestones.

In addition, the Task Force will create a dashboard that will enable a track key metrics related to the region's efforts to close the economic and social mobility gaps in the EJ Corridor neighborhood. These include unemployment and poverty rates and educational attainment, among others.

2014: Refine the Opportunity Agenda

- Refine strategies and implementation items
- New CFA graded question added to all funding
 - Describe how projects help create ladders of opportunity for poor people and their neighborhoods



OPPORTUNITY AGENDA

Governor Andrew M. Cuomo put forth a comprehensive agenda that builds on the success of fostering economic growth through quality jobs by making the state a more equitable place, with a focus on fighting poverty. While poverty continues to be a pervasive issue affecting communities across the five counties of Western New York, the collaboration and coordination spurred by the WNY Regional Economic Development Council created multi-pronged strategies with which to tackle many of poverty's underlying causes. For Western New York, workforce development is both a strategy at the heart of our economic development plan, as well as a key component in systematically dealing with economic inequality. By building on the success and expertise of the Regional Economic Development Council and leveraging the ongoing work of community stakeholders, we can overcome the challenges and barriers that prevent many in our region from entering the workforce and fully participating in our state's continued economic revitalization.

Our Goal The WNY Regional Economic Development Council will address the challenges and barriers to job connectivity, economic self-sufficiency and equal access to resources for the most vulnerable populations in our region, including the formally incarcerated, the unemployed, individuals living in poverty and individuals with no work experience.

The Opportunity Themes and their related opportunities for growth are outlined below, as examples, to help guide current and future strategies, projects, and initiatives as they leverage the expertise and resources of the Regional Council and other state agencies. In addressing concentrated poverty in a concerted and collaborative manner, capacity for change is built from within the region and gives communities the tools necessary to deal with issues that once seemed intractable.

Education & Training AGENDA

- Expand apprenticeship models in organizational settings
- Establish a sourcing portal for job and training opportunities
- Increase support and accessibility for on-the-job training
- Create transferable skill training programs
- Invest in career talent pipeline initiatives

Transportation AGENDA

- Increase access to public transportation in rural and other underserved areas
- Enhance coordination between public transportation service areas and employment hubs
- Improve transportation services for early morning/late night workers

Foundational Support for Success AGENDA

- Facilitate access to safe and affordable child care in distressed areas and rural communities
- Expand the availability and access to affordable quality housing options close to employment hubs
- Encourage job creation and business investment in areas of high unemployment and poverty

WNY Regional Economic Development Council

WNY's Poverty has grown while the region's overall population decreased.

Individuals living in poverty in WNY's five counties with incomes under the federal poverty level, 2011

MORE THAN 202,800

1 in 7 WNYERS LIVE IN POVERTY

WNY's single parents with children under 18 are affected disproportionately.

Families living in poverty, 2011

63% Single parents with children under 18

Since 2000, poverty has grown more in the region's suburbs and rural areas than it has in the urban core.

Growth in poverty in...

...suburbs and rural areas, 2000-2011 **29%**

...urban areas, 2000-2011 **1%**

Source: County-level data for the five counties are from the 2000 Census and the 2004-13 American Community Survey. Market-level data, used to analyze the spatial distribution of poverty across the region, is from the 2000 Census and the 2007-2011 American Community Survey.

DOS Funding

- \$1 million each year for two years
- Maximum of up to 5 awards
 - Max per award \$200,000 per year
- Longer time period emphasizes State's interest in truly innovative programming
- Graded emphasis on connection between projects, Opportunity Agenda, regions Strategic Plan, other state funding, and the REDC Priority Projects, other CFA-funded projects (including tax credits)



DOS Funding -- Eligible Applicants

- Community-based not-for-profit organization (CBO) or Community Action Agency (CAA)
 - Must have be in operations for at least five (5) years
 - Must be able to show a local share match of 25% of the requested funds
 - Must meet the State's M/WBE requirement (Contractual services, etc.)



DOS Funding -- Priority Areas

- **Job Creation and Placement:**
obtain full-time skilled employment or improve opportunities for skilled employment
- **Workforce Education and Development:**
prepared to obtain full-time skilled employment
- **Entrepreneurial Development:**
starting a small business/cooperative or financial planning linked to employment support and economic mobility



DOS Funding -- Evaluation Criteria

- **Project summary** (10 points)
- **Connection between your proposed project, region's strategic plan and opportunity agenda** (20 points)
- **Project description and outcomes** (30 points)
- **Organizational experience and capacity** (10 points)
- **Community partnership and resources** (10 points)
- **Budget** (20 points)



Example: Job Placement (Agriculture)

- **REDC Identified Priority:** growing the yogurt industry
- **Problem:** certain counties are suffering a shortage of skilled milkers
- **Solution:** ‘Milker Training’ pilot initiative connected to good paying yogurt-related jobs



Example: Entrepreneurship

- **REDC identified priority:** Small business development
- **Problem:** low-wage workers are unable to receive increased wages for their work
- **Solution:** creation of a workers cooperatives



Example: Workforce(Health Care)

- **REDC identified priority:** Health Care
- **Problem:** hospitals and long-term care facilities are unable to find skilled employees
- **Solution:** certified nursing assistants program reaching people living on public assistance



Questions?

Information and forms

www.dos.ny.gov/funding

E-mail

dos.sm.dcs@dos.ny.gov

Round 1

Questions Due:

May 12

Answers Posted:

May 19

Round 2

Questions Due:

June 6

Answers Posted:

June 10



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