FLREDC Public Meeting
*SUNY Geneseo*
June 24, 2022
Host & Community Update:
Livingston County
Economic Development
July 9th to 23rd

the nine villages of livingston County

AVON | CALEDONIA | DANSVILLE |
GENESEO | LEICESTER | LIMA |
LIVONIA | MOUNT MORRIS | NUNDA

LivCoWalls.com

#livcowalls #visitlivco
**IMPORTANT STATISTIC #1**

Tourism:
Tourism is the front door to your non-tourism economic development.

**IMPORTANT STATISTIC #2**

Economic development:
Jobs are going where the talent is, or wants to be.

**IMPORTANT STATISTIC #3**

Community development:
Quality of life is leading both economic and tourism development.
Executive Director Update (Last Meeting: 5/13/2022)

Welcome New FLREDC Members & Introductions:
- Phil Eygnor – Wayne County Board of Supervisors, Chair
- NY State Agency Regional Team

Project/Event Announcements:
- 5/17/22 Groundbreaking of Erie Harbor Phase II @ Genesee Gateway Park (ROC The Riverway)
- 5/23/22 Grand Opening of Finger Lakes Workforce Development Center
- 6/01/22 ESD CEO Hope Knight presented to Greater Rochester Chamber of Commerce
- 6/01/22 Governor Hochul announced Regional Revitalization Partnership
- 6/08/22 Ocean Insight expansion in Monroe County
- 6/08/22 DOT announces beginning for REDI project in Parma
- 6/15/22 FLREDC Consolidated Funding Application (CFA) Virtual Workshop
- 6/15/22 Grand Opening of Premier Packaging’s new facility in Monroe County Event
- 6/16/22 Grand Opening of RealEats new HQ in Ontario County
- 6/22/22 Groundbreaking for CooperVision’s expansion project in Monroe County
Executive Director Update (Last Meeting: 9/9/2021) - Continued

Other Announcements & Highlights:
- Round 11 Batch 5 CFA Scoring/Appeals
- Ethics Training (for full voting members) – final/alternate session July 12th 3-4pm
  - Reminder: Code of Conduct and Statement of Interest Forms
- FL Region Partners Golf Event on August 25th @ Ravenwood
- FL Regional Director position accepting interested applicants

NYS Funding Opportunities:
- CFA Round 12 deadline July 29th (for non rolling applications)
- Small Business COVID-19 Recovery Grant Program – funding remains from $800M prog
- COVID-19 Capital Costs Tax Credit – 50% up to $25,000 per biz ($250M total)
- RESTORE-NY – first round opening in July
- DRI & NY Forward – process expected to begin in July
- Office of Strategic Workforce Development – $150M program funding opens in fall
- Regional Revitalization Partnership – new funding opportunity for Rochester
2022 FLREDC Annual Report - Format

I. Executive Summary & State of the Region – up to 5 pages

II. Regional Workforce Inventory – up to 8 pages
   a. Priority Regional Tradable Sectors
   b. In-Demand Skill Sets Needs
   c. Populations for Workforce Training
   d. Wraparound Services

III. Participation – up to 5 pages
    a. Workgroups
    b. Public Outreach and Engagement

IV. Previously Funded CFA Projects – up to 5 pages (not including appendix)
    a. Narrative
    b. Overview of Previously Funded Priority Projects
    c. Overview of Previously Funded Projects
    d. (Appendix) List of all Funded CFA Projects
## 2022 FLREDC Annual Report

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<thead>
<tr>
<th>Updated Proposed Date</th>
<th>Action / Deliverable</th>
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<tr>
<td>17-Jun</td>
<td>Initial copy input &amp; imagery due to designer</td>
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<tr>
<td>24-Jun</td>
<td>Present status update to council at public meeting</td>
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<td>24-Jun</td>
<td>Draft copy to client (ESD) team for review</td>
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<td>1-Jul</td>
<td>Feedback on draft copy due to copywriter</td>
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<td>8-Jul</td>
<td>First text draft to FLREDC</td>
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<td>8-Jul</td>
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<td>15-Jul</td>
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<td>21-Jul</td>
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<td>25-Jul</td>
<td>Final comments from FLREDC due</td>
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<td>26-Jul</td>
<td>Feedback / approval due to designer</td>
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<tr>
<td>29-Jul</td>
<td>Final file complete &amp; submitted</td>
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Workgroup Membership

- Over 60 confirmed members on the Workforce & Talent Workgroup, representing the nine-counties of the Finger Lakes Regional Economic Development Council region
- Co-Chairs:
  - Dr. DeAnna R. Burt-Nanna, President Monroe Community College
  - Lynn Freid, Executive Director, Finger Lakes Works
  - Jay Lazarony, Executive Director GLOW Works
  - Dave Seeley, Executive Director, RochesterWorks
- Includes representatives from business, labor, government, community-based organizations
- Many workgroup members participated in working group that developed US EDA Good Jobs Challenge application in early 2022
NYS Office of Strategic Workforce Development

• The adopted 2022-2023 NYS Budget included Governor Hochul’s proposal to create a new Office of Strategic Workforce Development.

• Office Will Lead Broader $350 Million Workforce Development Initiative, Including New Grant Programs That Will Primarily Support Employer-Driven, High-Skilled Workforce Training Programs.

• Empire State Development will oversee the new initiative, and use the 10 Regional Economic Development Councils (REDC)s to engage with local stakeholders and help to identify specific skills and industries to prioritize in each region in the post-pandemic economy.
Role of the Workgroup

- The workgroup’s role is to advise the Finger Lakes REDC membership and identify regional workforce needs and priorities
- Workgroup members will bring their unique perspective and expertise to help Co-Chairs develop recommendations for the REDC’s consideration
- Initial work involves the development of the Regional Workforce Inventory, which must be finalized by mid July
- Afterward, the workgroup will help develop a strategic plan for investing in our region’s workforce system to ensure it meets the needs of our economy and provides economic opportunity for all
Regional Workforce Inventory

• The Workgroup’s primary initial focus
• Will be included in the Finger Lakes REDC 2022 Annual Strategic Plan
• Looks to identify the region’s post-pandemic workforce needs
• Will be used to create regional workforce strategies and help prioritize workforce development funding
Regional Workforce Inventory

Four Focus Areas

THE WORKGROUP MUST IDENTIFY

I. Priority Employment Sectors and/or targeted statewide industries for focusing workforce development programs (at least 3-4)
II. In-Demand Skills sets needed by employers (no clear definition, up to the discretion of the workgroup)
III. Populations most in need of workforce training
IV. Supportive and/or wrap around services needed to reach targeted populations (and businesses)
I. Priority Employment Sectors: Existing Priority Plans

Finger Lakes Regional Economic Development Council: Regional Strategic Framework
Good Jobs Challenge (US EDA)

- All nine counties in Finger Lakes Region participated. Monroe County submitted on behalf.
- Application submitted in February, 2022 (awards in September, 2022)
- Allowed to focus on maximum of three industry “Sectoral Partnerships”
  - Advanced Manufacturing
  - Health Care
  - Skilled Construction Trades
I. Priority Employment Sectors for Consideration
(To be determined through general consensus of workgroup)

I. Agriculture & Food Production
   - includes Agro-Tourism

II. Information Technology

III. Skilled Construction Trades

IV. Manufacturing
   Emphasis on (but not limited to):
   - Optics, Photonics and Imaging
   - Cleantech and Renewable Energy
   - Bio-Tech/Life Sciences

V. Health Care Provision
II. In-Demand Skills for Priority Sectors

These can include, but not be limited to:

- Skills that are specific to a particular occupation (ie: CNC Machinist)
- Skills that are portable across multiple sectors
- Soft/Essential Skills (more akin to job-readiness training to help with retention)

We will also use data collected in the NYSDOL Survey of Businesses & Job Seek

Workgroup has its work cut out ahead of it to outline these in-demand skills
III. Populations most in need of workforce training

• Workgroup’s role is to ultimately development strategies that will ensure that our workforce is prepared to meet the needs of the Finger Lakes regional economy

• In doing so, we must assure that we are placing specific emphasis on populations/communities that have been historically marginalized and are currently underrepresented in the work force
Who, at present, is underrepresented? Black/African American & Hispanic/Latino

Labor Force Participation Rates, Race/Ethnicity, Monroe County Only

81.4% 67.5% 71.4% 76.8% 69.3% 66.8%

Unemployment Rates, Race/Ethnicity, Monroe County Only

4.2% 11.5% 11.7% 3.5% 9.1% 9.1%

Source of all data: ACS 5-year detailed tables, 2020, for Monroe County, NY. 80.5% of the region’s working-age black males and 92.0% of black females live in Monroe County. 73.2% of the region’s working-age Latino males and 81.7% of Latina females live in Monroe County. Note: Counties outside Monroe County presented too large of a margin of error.
Who, at present, is underrepresented?

Youth & Disabled Population

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### Youth

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Labor Force Participation Rate, Male</th>
<th>Labor Force Participation Rate, Female</th>
</tr>
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<tbody>
<tr>
<td>16 to 19 years old</td>
<td>37.2%</td>
<td>43.9%</td>
</tr>
<tr>
<td>20 and 21 years old</td>
<td>65.9%</td>
<td>71.5%</td>
</tr>
<tr>
<td>22 to 24 years old</td>
<td>79.4%</td>
<td>80.2%</td>
</tr>
<tr>
<td>45 to 54 years old</td>
<td>85.3%</td>
<td>80.3%</td>
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</tbody>
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### Disability Status

<table>
<thead>
<tr>
<th>Disability Status</th>
<th>Labor Force Participation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>With a Disability</td>
<td>41.9%</td>
</tr>
<tr>
<td>No Disability</td>
<td>83.0%</td>
</tr>
</tbody>
</table>
Estimated Number of targeted populations **not** in workforce

III.

**Potential Workers From Underrepresented Groups, Race/Ethnicity, Monroe County Only**

- Black or African American Alone: 7,305
- Hispanic or Latino: 4,297
  - Excess Unemployed: 3,120
  - Excess Not in the Labor Force: 1,944

**Potential Workers From Underrepresented Groups, Disability Status, all 9 FL counties**

- With a Disability: 35,874
IV. Supportive Services to Targeted Populations

(starting point)

• Our workgroup includes the Community Action Agencies (CAAs) representing each of the nine-counties of the Finger Lakes

• Good Jobs Challenge application proposed utilizing CAAs to coordinate supportive services to help remove barriers to employment. These included:

  ▪ transportation and miscellaneous supportive services to address the lack of transportation, including lack of or a suspended driver’s license.
  ▪ childcare supportive services, leveraging Child Care Development Block grant funds to address the lack of childcare.
  ▪ computing devices and broadband internet service necessary to participate in a training program to address digital divide barriers.
  ▪ Disability Resource Coordinators to work with training providers & employers to address the need for reasonable accommodations for participants with disabilities.
  ▪ Supportive Services Coordinators will assist participants with public benefits applications
  ▪ tutoring services to address academic difficulties.
  ▪ development of a soft skills curriculum as a program design projects to address the lack of soft skills essential for employment.
In addition to Counties’ Community Action Agencies, we have included other human/social services providers who work directly with underrepresented population in our workforce.

With their input, workgroup will work to:

- Identify barriers to employment
- Identify supportive services for individuals and businesses to help mitigate those barriers
- Develop strategies to merge the efforts of those providing supportive services with those providing workforce development services
Timeline

• **June 22:** Kick-off workgroup meeting (over 55 attendees)
  • General consensus around priority industries

• **June 23 – June 29:** Workgroup members will provide data and feedback to survey to help populate the other four sections of the inventory

• **July 8th:** 2nd Workgroup meeting and finalization of framework of recommendations to the REDC
2022 FLREDC Workplan Highlights

July 8  FLREDC Workforce & Talent Workgroup Stakeholders Meeting, (via Zoom)
July 8  1st Text Draft Annual Report delivered to FLREDC
July 12 REDC Ethics Training (final option), 3-4pm (via Zoom)
July 13 Requested deadline for comments on draft Annual Report
July 21 “Near Final” draft Annual Report delivered to FLREDC
July 25 Requested deadline for comments on “near final” draft Annual Report
July 29 FLREDC Executive Committee Meeting, 10-10:45am (via Zoom)
July 29 FLREDC Annual Report due to NYS
July 29 CFA Portal Closes for (non open enrollment) Agency Programs (at 4pm)
Aug TBD Agency Program Scoring Process TBD
Sept 13 FLREDC Executive Committee Meeting, 1-2:30pm (via Zoom)
Sept 27 FLREDC Public Council Meeting, 1-3pm (Public Session) (location TBD)
Fall TBD Round 12 CFA Awards Announced

*Dates in italics are tentative*
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