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RESOLUTION CENTER

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# Employment Development Center Community Input

## Summary Report May 23, 2017



Prepared by Peninsula Conflict Resolution Center

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## Report Executive Summary

### **Context**

The City of East Palo Alto (EPA) has designated JobTrain to run an Employment Development Center per the City's First Source Hiring agreement with Amazon and the Sobrato Organization. JobTrain hired PCRC to design and facilitate a community meeting to share their services with the community and get community input on the Employment Development Center.

### **Process and Methodology Overview**

**Planning and Design:** PCRC and JobTrain staff partnered in the planning, preparation and customized meeting design to ensure it ran smoothly and met the meeting purpose and objectives. This was done by: participating in a City Council meeting, facilitating five planning meetings, and conducting a site visit to the YMCA (meeting location).

**Outreach:** Outreach was conducted by both JobTrain and PCRC. JobTrain prepared flyers and posters advertising the meeting, distributed them to key EPA businesses and institutions and contacted organizations by phone. PCRC utilized its pre-existing relationships from working in partnership with the EPA community for many years to provide outreach support. Strategies employed included: email blasts, working with local leaders and partnering with key stakeholders and community-based organizations.

**Community Input Meeting:** A two-hour input meeting was held on May 23. Forty-five residents and stakeholders representing diverse backgrounds and perspectives participated. The meeting included a presentation on current JobTrain services and significant time for participant input on the new Employment Development Center. Seven PCRC facilitators were there and eleven JobTrain staff supported the event.

### **Key Findings:**

Across three input groups and three key questions 5 themes emerged:

- The unique experience of EPA and the need for customized programming and services, including: experiencing discrimination, learning the community and identifying strategies to meet needs
- Accessing Jobs: Removing barriers to access and increasing information flow regarding job opportunities, including: networking and job searching tools
- Training/Skills Building and Support Programs including mentorship, volunteer opportunities and technical skills training
- Partnerships including working with other community agencies and employers
- Promotion and Accessibility: Including hours of operation and outreach strategies

### **Meeting Evaluation**

Participants evaluated the meeting in the areas of facilitation, content, location and overall satisfaction. Average ratings were: Facilitation 4.4, Content 4.3, Location 4.5, Overall Satisfaction 4.3. Comments and written feedback were also collected and outlined in this report.

### **Facilitators' Observations**

PCRC staff observed the climate and pulse of the participants and identified key observations including: Participants were excited to hear from one and other and share perspectives, participants were cautiously optimistic regarding the potential of the Employment Development Center, many people left still not fully understanding JobTrain services.

### **About PCRC**

PCRC partners with individuals, groups and institutions to empower people, build relationships, and reduce violence through collaborative and innovative processes. We use our core skills of mediation, training, facilitation, coaching and consultation to build community.

## Full Report

### Context

Per the City of East Palo Alto's First Source Hiring agreement with Amazon and the Sobrato Organization, Amazon and Sobrato will provide, fund and staff an Employment Development Center to help East Palo Alto residents prepare for, find, secure and retain jobs. The City designated JobTrain to run the Employment Development Center. JobTrain decided to hold a community meeting to get input from the East Palo Alto community on what services should be provided at the center. Based on this input and JobTrain's years of experience in providing training and employment services, JobTrain will present a plan to the community on what services they propose to offer and will then survey community members to get their feedback on the plan.

In April, 2017, Nora Sobolov, CEO of JobTrain, reached out to Michelle Vilchez, PCRC Executive Director, to express interest in hiring PCRC to facilitate the community input meeting in East Palo Alto (EPA) on May 23, 2017. JobTrain acknowledged the value of having a third party facilitator for a few key reasons. Many residents and stakeholders were concerned about the choice of the Council to allow Amazon to fund the Employment Development Center instead of requiring the % residents be hired. Additionally, JobTrain wanted to ensure they could receive as much input as possible and understood the value of having a third party gather and interpret the input.

JobTrain's key interests and areas of concern included:

- Ensuring people understand what JobTrain already offers and getting robust guidance regarding the needs of the EPA community as it relates to job services.
- Clarifying any misinformation regarding their services, their limitations and the funding they received. JobTrain staff had heard people reference that they were being paid 1.5 million dollars for the center because people were assessing the value of the space over a period of time. JobTrain's concern is that this gave the misconception that they had 1.5 million dollars to provide new services to EPA.
- There was some concern that calling it a Employment Development Center might be misleading as the actual physical space being provided is just an office of 1500 sq. ft.

Official collaboration between the two agencies started on April 26, 2017 when Michelle Vilchez and Debbie Schechter, Facilitation Associate, met with Nora Sobolov and other JobTrain leaders to further discuss the community meeting and its objectives.

**Meeting Purpose:** Community members provide input on programs and services needed and desired at the planned Employment Development Center in East Palo Alto

### Objectives:

- Community members provide input on what they would like to see at the Employment Development Center
- Community members understand:
  - Employment services currently provided by JobTrain
  - JobTrain's role at the planned Employment Development Center on University Ave.
  - Future opportunities for input

## Process and Methodology Overview

### Planning and Preparation Summary:

To ensure a deep understanding of the needs of the residents, City, stakeholders and JobTrain, PCRC's lead facilitator and additional staff attended the City Council meeting on May 2, 2017. At this meeting, Council and the community provided guidance to JobTrain regarding the expectation for community input and involvement in the proposed Employment Development Center.

PCRC and JobTrain staff met five times to define meeting objectives, develop meeting agenda and coordinate logistics for an effective community meeting. Key decision making points included:

- Defining the objectives of the meeting: In order to ensure a productive meeting it is first important to ensure that the convener/hosts clearly define their goals for the meeting and what they hope to get out of it. This process is iterative as needs are identified and concerns are unpacked.
- Determining meeting flow: To reach the objectives of the meeting, the flow is crucial to provide a positive and cohesive experience for participants.
- Determining Agenda Items/Activities: To reach objectives, each activity chosen for the valuable time people are together must contribute towards achieving the meeting goals. This involves prioritizing what is most important and ensuring people have the information they need to provide appropriate input.
- Addressing location constraints: PCRC staff visited the meeting location ahead of time to inform the best set up of the space to maximize participation.
- Language services needed: In order to ensure effective participation and input from all segments of the community, PCRC and JobTrain staff jointly identified the language services needed, including providing materials and simultaneous translation in multiple languages.
- Determining which decision makers and key involved parties should or should not be present. The goal in this discussion/decision was to increase safety of participants to give input and ensure that the focus of the meeting stays on its purpose of JobTrain receiving feedback on the proposed Employment Development Center.

### Outreach

PCRC's public participation philosophy is based the idea that when all voices are represented, more robust and sustainable community solutions are developed. PCRC, therefore, takes a "whole community" approach considering all sectors and stakeholders valuable and necessary for any conversation in which they have a stake. Certain perspectives are harder to bring to the collaboration table as a result of many factors including historical harm, marginalization, fear of authority, etc. PCRC strives to remove barriers, encourage participation and make public participation accessible to all individuals in a community.

It is important to utilize diverse methods of outreach to ensure higher participation. This means both having an overall strategy plan that targets "meeting people where they are at" and ensuring communication where people live, work, play and pray, as well as trying multiple methodologies ranging from large-scale, electronic information blasts to individual personalized calls. Building on PCRC's pre-existing relationships in East Palo Alto, PCRC employed proven

practices in its outreach efforts for the Job Development Center Community Meeting. In addition to PCRC's efforts, JobTrain also conducted outreach for the meeting. The key outreach strategies employed included the following:

- **Flyers and Posters:** JobTrain prepared flyers and posters advertising the meeting and distributed them to key businesses and institutions in EPA.
- **Personal phone calls:** Calling individuals to invite them to the meeting offers a personalized touch that tells people their opinion is valuable. Both JobTrain and PCRC made phone calls to targeted individuals and organizations.
- **Email Blasts:** Many people read their emails daily and look to email communication as a method for invitation to key community events such as this meeting. Often the more times/touches we have with an individual the higher likelihood that they will participate.
- **Targeting community leaders and stakeholders:** Every community has both the visible leaders and the emerging leaders-folks who others trust and have influence in their community.
- **Targeting community-based organizations:** A key proven practice is contacting community-based organizations that have high touch with stakeholders in the community you are reaching out to. They have access and promote the event to many people maximizing the promotional reach. Additionally, they often have the trust and respect of residents and can support those who may have fear of offering input to feel safe and comfortable participating.

### **Community Input Meeting**

On Tuesday, May 23, a two-hour input meeting was convened by JobTrain and facilitated by PCRC at the East Palo Alto YMCA (agenda attached).

Steven Schmidbauer, JobTrain Chief Operating Officer, welcomed participants and shared the context for the input session. Michelle Vilchez, PCRC's Executive Director, set the climate by conducting a brief welcome and a community building activity. JobTrain then offered a short presentation of their current services and an introduction to the new Employment Development Center space. Following the presentation, Michelle facilitated a Q&A session. The questions asked were primarily focused on the TAC group and Council decisions. After this participants were moved into small groups for input.

The three input groups met for 45 minutes responding to the same series of questions and then came back to the large group for a report out of highlights. One input group discussed in Spanish and the other two in English. Spanish and Tongan simultaneous interpretation was provided during plenary session and language specific facilitation was available for input, although the Tongan interpretation offering was not utilized.

After the meeting, participants had the opportunity to visit a JobTrain information table and work with staff to learn about and sign up for current JobTrain services.

### **Participant Overview**

Forty-five participants signed in at the meeting. After careful consideration the planning team, including PCRC and JobTrain staff decided not to collect demographic information from participants in the effort to be as inclusive as possible. From observation and individual sharing, however, it appeared that participants spanned a range of age diversity, ethnic diversity, language diversity, professional background and stake in the community. Participants included residents, a

City Council member, a Planning Commissioner, Community Legal Services, Rotary Club, representatives from the school community and more. During the large group report out, two youth reported out the themes from their group. There were 10-11 Spanish speakers present. Despite offering interpretation and facilitation services in Tongan as well, there were no participants who were monolingual Tongan speakers.

### **Key Findings: (Notes Attached)**

Participants were broken into three groups and each group was asked for input with the same guiding questions. There were two groups of 15-18 facilitated in English and one group of 11-12 facilitated in Spanish. The three questions asked were the following

**Q1:** (Think about your experience searching for work. Answer this question based on your experience.) *What barriers to employment have you experienced and what tools have you found to be helpful in finding a job?*

**Q2:** (In reflecting on what's available now) *What employment resources are missing in East Palo Alto?* (Be specific as possible)

**Q3:** (Given what you've heard and seen about the new Employment Development Center, realistically) *What does success for the Employment Development Center look like for the first year and in the longer term (three to five years)?*

Throughout the three input groups and spanning all three questions, five key themes emerged. Below is an explanation of these five topics and supporting comments participants shared.

1. The unique experience of EPA and need for customized programming and services
2. Accessing Jobs
3. Support Programs and Skills Building/Training and Programs
4. Partnerships and Relationship Building
5. Promotion and Accessibility: Including hours of operation and outreach strategies

#### ✓ **The unique experience of EPA and need for customized programming and services:**

Participants shared the unique experience, barriers and needs specific to being an East Palo Alto resident. For many this indicated the desire for programs to be customized to meet their unique needs. It is paramount to the residents that JobTrain staff deeply immerses themselves within the community to ensure programming is built on a deep understanding of community members' experience.

The prominent experience highlighted was of employers' stereotypes of what it means to be from East Palo Alto and the discrimination this leads to. Multiple individuals referred to this as "discrimination based on zip code."

Highlighted was discrimination based on:

- Race
- Disabilities
- Gender
- Age

Other community factors that create barriers to employment include history of incarceration and fear associated with immigration status. Participants encouraged JobTrain to consider this in all aspects of their work ranging from recruitment/promotion to programming decisions.

Example strategies based on their community included door-to-door promotion of the Employment Development Center and working with employers to ensure “fair choice” practices in which employers don’t conduct background checks until after they have determined qualification for the position (more details in the “Programs” section below).

✓ **Accessing Jobs: Removing barriers to access and increasing information flow regarding job opportunities:**

The community identified not knowing about jobs as a main barrier to accessing them. Not having the network/connections or not knowing where to go to get information about jobs. Not being reached out to or recruited for jobs or job promotions.

They then suggested many tools and strategies to connect them to job announcements and information to connect them to available jobs. Such strategies included:

Relationships:

People recognized that relationships are a key tool in getting jobs and building the capacity to get jobs. This manifests itself in connections/access. In order to identify jobs and career opportunities, one needs to have access to an entire network.

- Network
- Find out about jobs
- Mentors
- Cohort of people in similar situations
- Must have access to other people. People in EPA lack access to resources and connections.

Employment Tools to Find Jobs

People shared tools that have helped them in the past and ideas for tools that offer more access to jobs including:

- Nextdoor.com
- Job Fairs
- Social Media
- Create a resume bank
- Create an online social platform to connect people with mentors who can answer questions

✓ **Customized Programming and Skills building/Training:**

Participants identified significant programming opportunities for the Employment Development Center to implement. There was creative energy and deep support for thinking beyond just skills building to more robust support programs.

As important as identifying specific training needs, the participants highlighted support programs they believe to be best practices and/or would like to see offered at the Employment Development Center. Key programs included were:

- Mentorship programs, resume coaching/development support
- Support for preparing documentation
- Support for job application process--how to fill out job applications
- Opportunities to showcase skills to local employers-especially youth
- Night school options
- Employer subsidized education
- Support to start your own business and business administration (including community loans)
- Fair chance employers: Don't do a background check until they are far enough into the process to first be evaluated based on skills and that becomes a secondary thing (incarceration)
- Volunteer programs that allow people to volunteer that then leads to employment
- Paid internship opportunities that then lead to employment
- Employment programs for Veterans
- Mentorship programs utilizing a cohort model
- JobTrain providing professional licensing

A key challenge shared is that people don't always have the formal degrees required by employers, however, it often appears that the required qualifications do not meet the job responsibilities. Participants would like to see different ways of skills being assessed than simply having certain degrees. That being said, some participants expressed a desire for more opportunities to gain certifications and higher education degrees.

A variety of skills building and training desires were identified including:

- Technical and computer skills training
- Communication skills
- Promoting yourself and highlighting skills
- Coaching on how to highlight skills other than degrees
- Have different entry and training levels-customized, not just one size fits all including Basic, Intermediate, Advanced
- Have training in Spanish and English
- Business development and learning to start your own business
- Coding
- Low cost certificate programs
- Training on-site at local tech companies

### ✓ **Partnerships and Relationships**

Participants expressed the desire for JobTrain to develop partnerships in order to strengthen the Employment Development Center. Local partnerships with other resources in the area create a more inclusive and robust support system for job-seekers and allow for JobTrain staff to increase their understanding of community needs. Some suggestions for partnerships included:

- Collaborate with companies to provide training and understand skills other than degrees
- Chamber of Commerce
- Partnerships with regional organizations

Participants talked about the importance of relationships between employers (especially hiring managers) and community not only to access jobs but so that there is a deeper understanding on the part of the companies/employers of the value and skills that EPA residents bring. They also expressed the need for JobTrain to build strong relationships with the community and other community-based organizations.

✓ **Promotion and Accessibility: Including hours of operation and outreach strategies**

Participants focused on the need for the Employment Development Center to be well promoted and be readily accessible to the community in their promotion, programmatic and service offerings and their operations. Participants brainstormed creative ways to make the center effective and unique to reflect the community. For example, having Amazon employees volunteer at the Employment Development Center. Other highlighted suggestions were:

- Open hours in the evenings
- Ambassadors in the community to do outreach for the Employment Development Center
- Have volunteers to support the center (specifically admin and direct client support)
- Build the center into a hub for workers
- Have the opportunity for workers to affordably work at the center
- Have good technology on-site for job seekers to use

**Summary of Questions**

After JobTrain staff gave a presentation reviewing the context of the Employment Development Center and the current programs JobTrain offers there was a period of question and answers. The majority of questions were focused on the Technical Advisory Committee (TAC). Other questions were specific to the council decision and the clarifying information. For example “Does JobTrain have certain industries or companies in mind?”

In general, there was not feel like enough time to get all questions answered as it was important to prioritize time for input. This means there continues to be an opportunity for JobTrain to educate and share their services with the community (as discussed in the above section on “Promotion”).

## Meeting Evaluation Results Summary

<i>1. How satisfied were you with...</i>	<i>Very Dissatisfied</i>	<i>Dissatisfied</i>	<i>Neutral</i>	<i>Satisfied</i>	<i>Very Satisfied</i>	<b>AVG. RATING</b>
The meeting content	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>4.3</b>
The meeting facilitation	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>4.4</b>
The meeting location	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>4.5</b>
The overall experience of the meeting	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>4.3</b>

### What was the most useful part of the meeting?

- Proud East Palo Alto residents still proving that it's great that we are a City.
- Holding most accountable/facilitation of group agreements.
- Breakout groups/small group discussion
- I enjoyed the small groups. It's a great time to give your personal opinion and be heard.
- Having all the notes on big posters to keep reading during the meeting. Meeting in Spanish for small group.
- All the different points mentioned to create the best possible center. Many residents brought and shared valuable ideas.
- Meeting other representatives from community groups from EPA, not just JobTrain.

### What was the least useful part of the meeting?

- Attempts to try and summarize/repeat back what people said. Sometimes it's not necessary.
- Too much rhetoric/pie in the sky
- Too many upfront questions
- Quicker intro please
- Hollering at people to be quiet
- JobTrain presentation
- Time usage

### Additional Comments:

- Recommend that future events have enough room for break-out groups.
- Sobrato not doing enough. The deal is not fair.
- Would have been helpful to explain a bit more the location/size of the building to be able to contextualize better.
- I would have liked to hear more about JobTrain's role and how they were selected to do this.
- Eager for follow-up.
- Thank you for everything you do. You are making a difference in our community and changing people's lives for the better. Thank you!
- I look forward to the report.
- Thank you for having this meeting.
- Very sad event wasn't announced to community through church announcements and flyers at local market and services.
- Thank you for food.

## Facilitator Observations and Future Process Suggestions

PCRC facilitators are in a unique position to observe dynamics of a convening and identify climate and diverse needs of all participants. Below are outlined key observations and suggestions for future process for the Employment Development Center.

- The convening provided a great exchange between community, City and JobTrain
- More lead time for planning would have increased productivity and allowed for more in-depth outreach
- Observed a sense of cautious optimism about the Employment Development Center and its potential impact on the community
- Folks still left with uneasiness/uncertainty that their suggestions will be taken seriously and implemented
- Overall there was a diversity of perspectives on how effective JobTrain is and how connected they are/aren't to the needs of EPA community
- People enjoyed the opportunity to share their perspective and hear from one and other. People came from diverse perspectives and people learned from one and other
- Space chosen was not effective for the meeting as there was not one space that was big enough for the whole group. The meeting room was not set up when PCRC arrived and did not have enough chairs. Coordination between JobTrain, YMCA and the City based on space requirements and set-up needed improvement.

Future Process Suggestions:

- Identify opportunities to increase understanding of JobTrain services in the future
- Continue to promote and share what you do. Not everyone was starting from same page regarding their familiarity with JobTrain. People had more questions than time to answer.
- If you have future input meetings, ensure more effective space to hold all participants.
- Engage Street Code and other agencies in finding a name for the Employment Development Center. Use the name and/or logo as a community building opportunity and a way to respond to participants suggestion to really make the center meet the unique needs of the community.

## About PCRC

Peninsula Conflict Resolution Center (PCRC) has served San Mateo County, building on the collective strengths of individuals, families and organizations around us since 1986. While striving for a future where all members of society engage and collaborate to create a strong vibrant community, we are working to create new ways forward as a collective. PCRC partners with individuals, groups and institutions to empower people, build relationships, and reduce violence through collaborative and innovative processes. We use our core skills of mediation, training, facilitation, coaching and consultation to build community.

PCRC has a staff of 25 people from diverse backgrounds, experiences, skill sets and educational focus, of which 21 are bilingual (Spanish, Tongan, Samoan, among others). PCRC has 16 board members and nearly 200 trained volunteers, who along with staff, are responsible for supporting services and programs to 14,000 – 16,000 residents throughout San Mateo County annually

## About The Facilitation Team

Planning Team:

- Michelle Vilchez, Executive Director
- Debbie Schechter, Facilitation Associate
- AddieRose Mayer, Director of Core Programs

### **Facilitators:**

In PCRC's effort to ensure diverse perspectives are shared at each community input engagement we maintain a diverse staff. Staff chosen for this meeting were matched based on skill set, expertise, experience and representation of language and with an attempt to reflect rich diversity of community demographics. Given JobTrain's expected turnout was over 50 participants, PCRC provided a team of seven facilitators and recorders to ensure maximum participation of all and thorough capturing of input.

**Lead facilitator:** Michelle Vilchez, Executive Director

Throughout her 16 years at PCRC, her passion for community engagement has guided her work and helped PCRC become recognized as an organization that empowers people and builds relationships. She brings to her role extensive community engagement experience, from her work helping First 5 complete its strategic plan guided by community priorities, to co-authoring PCRC's Community Engagement Resource Guide and helping to launch a violence prevention network and the Fatherhood Collaborative in San Mateo County.

### **Additional Facilitators:**

To ensure that all ideas were accurately captured and to ensure the highest quality of public input facilitation, six additional professional facilitators were provided so that each group had a facilitator and recorder. Bilingual Spanish/English and Tongan/English were provided in order to offer facilitation in the languages individuals were most comfortable speaking in.

## Appendix A

### East Palo Alto Employment Development Center Community Meeting

Lewis and Joan Platt East Palo Alto Family YMCA  
550 Bell Street, East Palo Alto  
May 23, 2017, 6:30pm-8:30pm

Convened by JobTrain  
Facilitated by the Peninsula Conflict Resolution Center

**Meeting Purpose:** Community members provide input on programs and services needed and desired at the planned Job Center in East Palo Alto

**Objectives:**

- Community members provide input on what they would like to see at the Job Center
- Community members understand:
  - Employment services currently provided by JobTrain
  - JobTrain's role at the planned Job Center on University Ave.
  - Future opportunities for input

**Agenda:**

- **Welcome**
- **Introductions and Meeting Overview**  
*To introduce who is in the room. To ensure everyone is on the same page regarding meeting flow, process and expectations.*
- **JobTrain Presentation: Context and Services Overview**  
*To share a brief context of what led to today's meeting and a brief overview of JobTrain services*
- **Community Input (facilitated small group discussions)**  
*An opportunity for participants to share their ideas, needs and wishes for the JobTrain center*
- **Report Out (large group sharing)**  
*To share main themes and ideas from small groups with the large group*
- **Next Steps**  
*To identify next steps and future opportunities for input*
- **Close and Evaluate**

\*After the meeting closes at 8:30 there will be time to visit the JobTrain resource table to learn about and sign up for JobTrain Services

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**Group Agreements:**

- Speak one at a time with respect
- Share the Air
- Welcome diverse perspectives
- Listen for understanding
- Speak from your own experience
- Be solution-oriented
- Let the facilitator guide the process
- Silence devices

## Centro para el Desarrollo de Empleo de East Palo Alto Reunión de la Comunidad

Lewis and Joan Platt East Palo Alto Family YMCA  
550 Bell Street, East Palo Alto  
23 de mayo de 2017, 6:30pm-8:30pm

Convocada por JobTrain

Facilitada por el Centro de Resolución de Conflictos de la Península (PCRC, por sus siglas en inglés)

**Propósito de la reunión:** Los miembros de la comunidad aportan ideas sobre los programas y servicios necesarios y deseados en el Centro de Empleo planificado en East Palo Alto.

**Objetivos:**

- Los miembros de la comunidad aportan ideas en lo que les gustaría ver en el Centro de Empleo.
- Los miembros de la comunidad entienden:
  - Los servicios de empleo provistos actualmente por JobTrain
  - El rol de JobTrain en el Centro de Empleo ubicado en University Avenue
  - Futuras oportunidades para aportar ideas

**Agenda:**

- **Bienvenida**
- **Presentación y visión general de la reunión**  
*Presentar las personas presentes. Asegurar que todos los participantes entienden el curso y el contenido de la reunión, así como su proceso y las expectativas.*
- **Presentación por JobTrain: Visión general del contexto y los servicios**  
*Compartir un breve contexto sobre eventos que condujeron a esta reunión, así como una visión general de los servicios provistos por JobTrain.*
- **Aportación de ideas por parte de la comunidad (facilitado en pequeños grupos de discusión)**  
*Oportunidad para que los participantes compartan sus ideas, necesidades y deseos para el centro de empleo.*
- **Informe (reflexión en grupo grande)**  
*Compartir temas e ideas principales desarrollados en los pequeños grupos de discusión*
- **Próximos pasos**  
*Identificar los próximos pasos y futuras oportunidades para aportar ideas.*
- **Cierre y evaluación**

\*Luego del cierre de la reunión a las 8:30 p.m., habrá tiempo para visitar la mesa de recursos de JobTrain para conocer sobre los servicios y apuntarse, si alguno es de su interés.

**Acuerdos de grupo:**

- Hablar uno a la vez y con respeto.
- Compartir el aire.
- Dar la bienvenida a diversas perspectivas.
- Escuchar para comprender.
- Hablar desde su propia experiencia.
- Estar orientados a la solución de problemas.
- Dejar que las facilitadoras guíen el proceso.
- Silenciar aparatos electrónicos.

**East Palo Alto Employment Development Center**

## Appendix B

### Community Meeting May 23, 2017 Q&A and Community Input Notes

#### **Questions and Comments on JobTrain's Presentation on Services and the New Job Center**

**Q:** JobTrain stated that there will be 10 members of the Technical Advisory Committee (TAC) and that five of these representatives will be selected by JobTrain and five will be selected by the City. How did you arrive at this breakdown? Shouldn't the City be able to select more representatives?

*A: The breakdown of representatives was determined by mutual agreement with City. The goal is to have a group of advisors with the right expertise related to employment and hiring and representing the appropriate employment sectors. The expectation is that the City will appoint mainly residents to the TAC. JobTrain would like to have employers and hiring managers as TAC representatives also.*

**Q:** Shouldn't JobTrain already have been working with employers and advisors to give JobTrain guidance on what employment services are needed in the area?

*A: Yes, JobTrain has been doing this.*

**Q:** What is the timeframe, budget, and source of funds for the new Job Center?

*A: The timeframe is fluid as the building that will house the job center is still under construction. The job center is required to be operating eight weeks before Amazon is operational. As far as the budget, there is funding for one staff person at the job center. JobTrain will also invite partners into provide services at the center and will advocate for more staff. There is an agreement between the developer, John Sobrato, and the City to provide and fund the job center. The funding is coming from John Sobrato, the developer.*

**Q:** Is Amazon giving jobs to EPA residents?

*A: (Marie McKenzie, City of EPA) Amazon is happy to hire residents. The City would like to get your ideas on how to best make this happen.*

**Q:** Will TAC only meet once a quarter? They should meet more often.

*A: JobTrain expects that the TAC would meet more frequently at the beginning and then would meet quarterly but they will assess if there's a need for more frequent meetings.*

**Q:** Why don't TAC members know more about what's going on with the Job Center?

*A: The TAC has not been fully formed yet. Only some members have been identified by JobTrain. The City Council has to nominate TAC members in a public session.*

**Q:** When will Council select the City's TAC representatives?

*A: (Marie McKenzie) This may happen at the June 6<sup>th</sup> City Council meeting. Check the City Council agendas to see the exact date.*

**Q:** What is JobTrain's recruitment process for the TAC?

*A: JobTrain wants employers who can give information on the job market and trends. PCRC and JobTrain will put out a report on this meeting and if people have other suggestions for TAC recruitment, they can provide their comments on the report.*

**Q:** Does JobTrain have certain industries or companies in mind that the job center will focus on?

*A: That's what JobTrain wants your input on—what industries or companies are you interested in? JobTrain would like to focus on employers that will pay a livable wage.*

**Comments**

- Concerned about connection between JobTrain and residents. People need to get out there to help people get jobs.
- Don't depend on big companies. Allow young people to use the market and land to make a living. Why can't we do that?

**Community Input**

**Q1:** (Think about your experience searching for work. Answer this question based on your experience.)  
*What barriers to employment have you experienced and what tools have you found to be helpful in finding a job?*

**Barriers to Employment**

- Nonprofit field: lack of resources and full-time jobs
- Requirement to be "culturally fit"
  - May be qualified for the job, but don't fit into the environment
  - Companies express desire for a culturally diverse workforce, but board/executive level is not diverse
- Getting the response of "not being fit for the position"
- Previously incarcerated face barriers
- People who have been incarcerated "do the time forever"
- Black men need to fight against the stereotypes they face; they aren't given a chance
- Racial bias/racial discrimination
- Ageism/Age discrimination
- Sex discrimination
- Culture of discrimination against women
- Lack of education and certifications
- Employers validate ability based on a degree
  - Lack of college education can act as barrier
  - Need to have opportunities to show what one knows
- Lack of specific skills required by a technical job
- Lack of technical and computer skills
- Outdated skills and not being able to keep up with the asks of the market
- Being a woman and having kids
- Youth having only about 20 hours a week to work because of school
- Legal documentation
- Transportation barriers
- Lack of resources
- EPA residents don't have access to/don't know about the opportunities that may be offered to those that don't have a degree
- Bias based on zip code on resume
- Can't make own job
- Training does not lead to employment (experience does)
- Community stigma
- Connects/internet doesn't help
- Not having personal connections
- Developmental disability
- Security (job type: nonprofit, service, school)
- Inability to change
- Big facilities don't welcome people and feel dehumanized

- Not paying enough
  - Wage
  - Childcare
  - Work outside of EPA

**Tools**

- Create cohort/assign mentors to those being trained
- Knowing someone familiar with your skillset
- Having personal connections
- Find ways to show abilities outside of a degree
- People living in EPA don't have a commute—highlight this as an advantage to companies in the area
- Very bright young people – need opportunity to showcase what they know
- Education
- Social media
- Nextdoor.com
- Resume coaching, building, writing/help developing a resume
- Outreach in community about employment services: door to door
- Having skills
- Ability to communicate with confidence
- Using the market to work the land and make a living
- Local policy – 1<sup>st</sup> source hiring policy
- On the job training
- Internships
- Summer jobs for youth
- Partnership w/other regional organizations
- Mentorship/mentors who guide process from personal experience/mentor program
- Networking
- Job fairs
- Technology
- Having free resources available in and for the community
- Volunteer programs
- Real networking opportunities focused on creating relationships
- Community projects
- Employer scholarships for their employees' kids
- Employment programs for veterans
- Linda.com

**Employment Resources Missing**

**Q2:** (In reflecting on what's available now) *What employment resources are missing in East Palo Alto?* (Be specific as possible)

- Employment centers
- Computer classes
- Support in knowing available jobs and where to find them
- Support for navigating the Internet to search for employment
- Support in preparing and having necessary documentation, including the application process
- Support in programs that help develop skills required by the current market
- Subsidized education and continued education by employers
- Human support (not only technical)
- Night school

- Trainings
- Internships from “large” companies, such as Facebook
- Vocational trainings
- Possibility of stable job after internship experience
- Access to opportunities
  - Lots of jobs are accessed through networks
  - Need to create networks and get to know people
- Training resources, technology, Wi-Fi
- Skills cost lots of money – need to provide low cost training with certification in order to get jobs, e.g., coding
- Workforce Innovation Opportunities Act (WIOA) framework
  - Job center would be the perfect place to incubate the WIOA framework. Job ready and college ready.
- JobTrain should require employers to be “fair chance employers: applications do not require background checks until later phases
- On the job training
- Volunteer for the job you want
  - See the need and fill it
  - Show young people the value of volunteering
- Affordable working space
- Opportunities and training for entrepreneurship
- Access to training opportunities at tech companies in the area
- Opportunities for PAID internships
- Having opportunity to be mentored
- Create environment
  - Internship to job
    - Ex: fellowships at Stanford
- Job shadowing with youth
  - Exposure to different jobs
- Assistance in marketing yourself
- Chamber of Commerce presence
- Need more businesses to apply to
- People offer support for people to create own business
  - Supplement business license
- Small business administration
  - Make community presentations about business loans
- Business incubation center/Renaissance Center (Expand)

### **Job Center Success**

**Q3:** (Given what you’ve heard and seen about the new job center, realistically) *What does success for the Job Center look like for the first year and in the longer term (three to five years)?*

#### Success in one year:

- Residents being hired and keeping jobs
- Jobs at different levels at Amazon
  - Internships
- Worker power
  - Job center as a place to meet for workers
  - Have center to be open in evening/weekends for the community to talk about job struggles and to network
- Ongoing training to update skills – short term
- More collaboration with companies in the area for trainings

- First year focus on gaining access to company training after basic skills training
- Online social platform to connect with mentors to answer questions
- Training should provide services for all ages, not just youth
- More than one staff member; more than three staff people
- Significant number of EPA residents using the Job Center
- Amazon workers volunteer at Center
- Amazon, Google, Facebook workers are on the board
- Be more accessible; not having so many requirements in order to receive help
- Have different entry and training levels; not just a one size fits all model
  - Basic
  - Intermediate
  - Advanced
  - Spanish
  - English
- Volunteer to help in the center, that way more people can benefit
  - 1 admin
  - 1 person for direct client support
- Outreach ambassador to inform and educate the community about the available services.
- Reduction in unemployment rates
- Availability evening hours
- Jobs in Tech (Amazon)
- Two partnerships
  - Local
  - New partner
- All other Job Centers know about it on the map
- Job Center provides residents with quarterly data and reports so community knows how they are doing (no less than 6 months)
- 30% of people Amazon would have hired / place 400 people in a job
- JobTrain provide license
- Job fair
  - First dibs in EPA
- Measurable outcome in numbers of those employed
- Provide privacy policy in writing
- Put something in place to enforce these policies
- Crate resume bank/database

#### Success in 3-5 years

- Hub of information
- Tech. training
- Tech. entry level jobs for youth
- Envy of all cities
- Go to for jobs and training
- Consistent decrease in unemployment
- Have goals for employment
- Job Fair just for EPA residents
- Job Train will be Amazon's global job training center
- Outreach in EPA by EPA residents
- JobTrain--outgrow and new space in EPA
- No income requirements
- Week long tech. expo kicked off by job fair

- Presentations
- Equity in hiring across demographics
- Regular networking
- Not just jobs, want careers
- Constant update in offered classes, such as technology classes
- Updated variety of classes related to market requirements
- Prepared community members
- Diverse population prepared for recruitment, regardless of appearance, background and experience
- Eliminate discrimination against ex incarcerated people
- At least 5 employees working at the center
- Connections to resources in the community
- Partnership with other organizations (ex. Community colleges)
- Residents ability to start own jobs

**Next Steps/Report**

- JobTrain will look at starting a page on Next Door so community can access information and other relevant information
- Will provide a report on the meeting on JobTrain website
- Report will be sent out to those who came out to meeting and left their email address
- There may be an opportunity for a report out of this meeting at the City Council meeting on June 6, 2017

## Appendix C

**Peninsula Conflict Resolution Center  
East Palo Alto Employment Development Center Community Meeting  
Centro para el Desarrollo de Empleo de East Palo Alto Reunion de la Comunidad**  
May/Mayo 23, 2017 6:30pm-8:30pm

### EVALUATION/HOJA DE EVALUACIÓN

The goal of this evaluation is to gather information from participants about this meeting. PCRC uses this information to better our services.

*El propósito de esta evaluación es obtener información sobre la reunión de parte de los participantes. Usaremos esta información para mejorar los servicios de PCRC.*

Please evaluate each one of the following parts of the meeting to the best of your ability by circling the appropriate number.

*Por favor, evalúe cada uno de los siguientes componentes de la capacitación haciendo un círculo alrededor del número que usted considere más adecuado.*

<b>1. How satisfied were you with... Cuán satisfecha está usted con...</b>	<b>Very Dissatisfied Muy Insatisfecha</b>	<b>Dissatisfied Insatisfecha</b>	<b>Neutral Neutral</b>	<b>Satisfied Satisfecha</b>	<b>Very Satisfied Muy Satisfecha</b>	<b>AVG. RATING</b>
The meeting content El contenido de la reunión	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>4.3</b>
The meeting facilitation La facilitación de la reunion	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>4.4</b>
The meeting location El lugar de la reunion	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>4.5</b>
The overall experience of the meeting La experiencia de la reunion (EN GENERAL)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>4.3</b>

**What was the most useful part of the meeting?**

**¿Cuál fue la parte más útil o que más le gustó de la reunión?**

- Proud East Palo Alto residents still proving that it's great that we are a City.
- Holding most accountable/facilitation of group agreements.
- Breakout groups/small group discussion
- I enjoyed the small groups. It's a great time to give your personal opinion and be heard.
- Having all the notes on big posters to keep reading during the meeting. Meeting in Spanish for small group.
- All the different points mentioned to create the best possible center. Many residents brought and shared valuable ideas.
- Meeting other representatives from community groups from EPA, not just JobTrain.

**What was the least useful part of the meeting?****¿Cuál fue la parte menos útil o que menos le gusto de la reunión?**

- Attempts to try and summarize/repeat back what people said. Sometimes it's not necessary.
- Too much rhetoric/pie in the sky
- Too many upfront questions
- Quicker intro please
- Hollering at people to be quiet
- JobTrain presentation
- Time usage

**Additional Comments: Comentarios Adicionales:**

- Recommend that future events have enough room for break-out groups.
- Sobrato not doing enough. The deal is not fair.
- Would have been helpful to explain a bit more the location/size of the building to be able to contextualize better.
- I would have liked to hear more about JobTrain's role and how they were selected to do this.
- Eager for followup.
- Thank you for everything you do. You are making a difference in our community and changing peoples lives for the better. Thank you!
- I look forward to the report.
- Thank you for having this meeting.
- Very sad event wasn't announced to community through church announcements and flyers at local market and services.
- Thank you for food.

**¡MUCHAS GRACIAS POR SU TIEMPO! THANK YOU FOR YOUR TIME!**