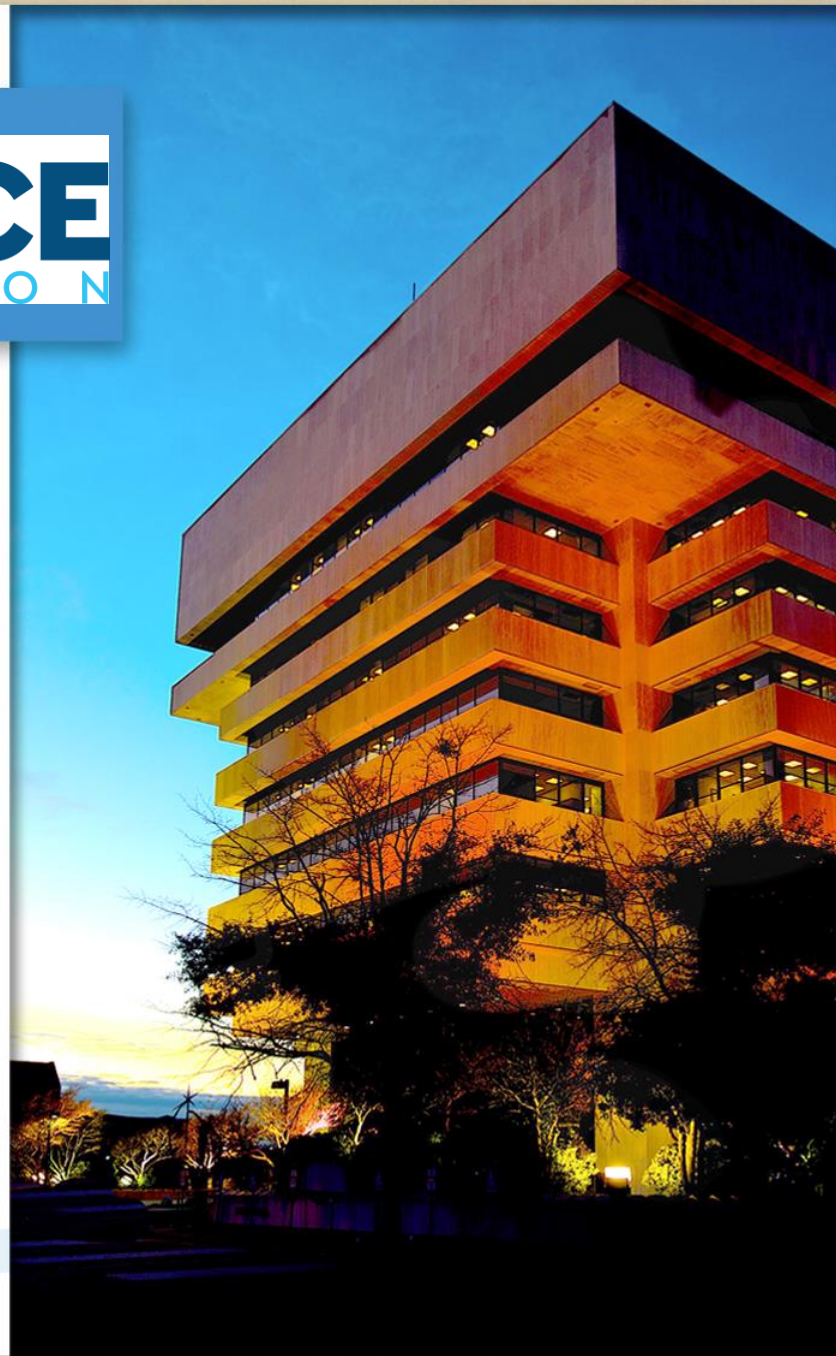




WORKFORCE
HAMPTON

**Family Resilience &
Economic
Empowerment
Presentation**

**City Council Work
Session
April 10, 2024**



Mission

- Grow the skills of the current & future workforce to be part of the region's world-class talent pool
- Meeting the needs of existing and emerging businesses & industry in the city and the region
- Leverage strong community partnerships, to create career pathways, improve economic mobility and remove barriers to employment
- Assist displaced citizen workers in discovering new career paths and training opportunities

Economic Empowerment Values

- Create Economic Empowerment by leveraging opportunities in Education, Training and available Supportive Services throughout the City and the Hampton Roads Region
- Collaborate with Civic and Community Partners, to identify the constant change to occupational and educational requirements that can impact poverty in Hampton

Labor Force, Employment, and Unemployment

(Source: VEC, Labor Market Information)

Time Period	Labor Force	Employed	Unemployed	Unemployment Rate
Jan 2023	65,582	61,843	2,739	4.2%
Feb 2023	65,291	30,706	2,585	4.0%
Mar 2023	66,156	63,659	2,497	3.8%
April 2023	66,138	63,961	2,177	3.3%
May 2023	66,951	64,616	2,335	3.5%
June 2023	67,153	61,769	2,384	3.6%
July 2023	67,269	64,925	2,344	3.5%
Aug 2023	66,721	64,007	2,714	4.1%
Sept 2023	66,545	63,896	2,649	4.0%
Oct 2023	66,219	63,680	2,539	3.8%
Nov 2023	65,961	63,539	2,422	3.7%
Dec 2023	65,414	63,147	2,267	3.5%

City of Hampton Comparative 2023 Unemployment Rates

(Source: VEC, Labor Market Information)

Month	Hampton (%)	Hampton Roads (%)	Virginia (%)	United States (%)
January	4.2	3.5	3.3	3.9
February	4.0	3.2	2.9	3.9
March	3.8	3.1	2.8	3.6
April	3.3	2.7	2.5	3.1
May	3.5	2.9	2.7	3.4
June	3.6	3.0	2.8	3.8
July	3.5	2.9	2.7	3.8
August	4.1	3.3	3.1	3.9
September	4.0	3.4	3.0	3.6
October	3.8	3.3	3.0	3.6
November	3.7	3.1	2.9	3.5
December	3.5	2.9	2.7	3.5

Regional Comparison of Unemployment Rates

(January - December 2023)

Locality	Percentage
Hampton	3.75%
Hampton Roads	3.11%
Virginia	2.87%
Chesapeake	2.92%
James City County	2.83%
Newport News	3.40%
Norfolk	3.38%
Poquoson	2.49%
Portsmouth	3.66%
Suffolk	3.10%
Virginia Beach	2.83%
York County	2.74%



Workforce Center at WorkOne



WORKFORCE
H A M P T O N

- The WorkOne Resource Center offers alternative pathways for meaningful employment - job preparedness, training, skill-building, college or vocational certification, career counseling, placement, job retention, and entrepreneurship opportunities for Hampton residents, especially those that need to up-skill or reskill toward livable wage careers.

WorkOne Services Provided

- Workforce Training and Assistance designed to teach critical work skills, remove barriers and develop professional business relationships
- Job skills analysis, job searching, employer partnerships with knowledge who will have hard to place citizens
- Resumes assistance, job coaching, interview practice, completing job applications and writing cover letters
- Using cell phone to apply for jobs and email assistance
- Assistance in obtaining documents (I9's) needed for employment
- Provides computer education on a 1/1, for all learners.
- Referrals to assistance in housing, healthcare and nutrition resources

Some of the Numbers

- **Skilled Training: 382+ Citizens Assisted**

Life Skills Classes, Computer Classes, Resume Review, Skills Assessments, Referrals to The Good Jobs Grant and the Woman in Skill Careers Grants (The Hampton Roads Workforce Council)

- **Community Engagement: 79 Events**

Connect with Employers and Community Partners at Career Fairs, Community Events, Health Fairs, Resource Fairs; in order to offer Job Search Assistance, Resume Building and Job Application advice to Citizens

- **Reentry Activities: 37 Events**

Attend the Social Justice Conferences and seminars, Hampton Reentry, Prison Resource Fairs, to understand the unique barriers these citizen face, identify and refer to skilled trainings and identify prospective “Second Chance Employers”



Workforce One Computer Classes



Attendance at Community Health Fair



Department of Corrections Job Fair

General Description of Clients

- **Female 55+ Single**
 - No pension, no spouse, small retirement checks / funds, rising rental costs
- **Female**
 - Under 30, children in elementary school or younger, daycare unaffordable
- **Male 60+**
 - Disability, no pension, small retirement checks, looking to make ends meet
- **Justice Impacted Individuals**
 - Released 2- 48 months, range of years incarcerated, many skills but few employers willing to hire
- **Under-employed in need of Skills Training**
 - Working in fast food or the service industry, no High school diploma or GED



Client Barriers Addressed

Frequently Encountered Barriers to Employment Identified

- Females over the age of 55 - Age discrimination
- Single females with young children – Childcare, Schedules around School Hours
- Justice impacted individuals – Second Chance employers
- Individuals without a high school diploma or GED - HCS
- Lack of consistent transportation, access to a driver's license – Jobs too distant from bus lines
- Individuals that do not have I9 documents
 - Birth Certificate, Social Security Card, Selective Service Registration and State Issued Identification

Resource Partners



Encourages and values diversity and promotes personal and professional development in the City. Provide expert Information about the City's hiring process



Provides a broad range of services and programs that empower residents to maintain safe, healthy, and independent lives, as well as assistance through difficulties and emergency situations.



Regional Workforce Training System is a structured workforce system in Hampton Roads focused on developing a qualified workforce. A custom-configured employment engine that leverages knowledge of military training and experiences to provide after service employment guidance to veterans and their families.

Resource Partners



A path to provide information to incarcerated person prior to release.



Acts as an extension of local government in providing community-based programs; services related to mental health, intellectual and developmental disabilities, and substance abuse.



VIRGINIA PAROLE BOARD

Mental Health Guidance to current clients, and introduction to other programs and partners; provide a reentry services



Helps individuals successfully transition from prison to the community through a partnership of private, public, non-profit and faith-based agencies that help educate and/or aid returning citizens.

Resource Partners



**Dominion
Energy®**

Energy provider with assistant programs



U.S. Small Business
Administration

Helps Americans start, grow, and build resilient businesses.



Promote economic growth and stability by delivering and coordinating workforce services to include: policy development; job placement services; temporary income support; workforce information; and transition and training services.



VIRGINIA DEPARTMENT FOR AGING
AND REHABILITATIVE SERVICES

Improve the employment, quality of life, security, and independence of older Virginians, Virginians with disabilities, and their families.

Resource Partners



HUMAN SERVICES

One of the Workforce division's most strategic partners is the Human Services Department in the City of Hampton. We collaborate with this department to support the efforts to achieve their goals that include:

- Empowering families and children to escape the long-term effects of poverty.
- Protecting abused or neglected children and adults.
- Supporting families for healthy development.

The Workforce Center will co-locate with the Human Services Department in their new office at 400 Butler Farm Road. This will provide for enhanced engagement of the department's clients.

Training and Employment Partners



Non - Profit Partners



Catholic
Charities
USA.

The mission of Catholic Charities is to provide service to people in need, to advocate for justice in social structures, and to call the entire church and other people of good will to do the same.



Provide thought leadership in the field of human resources and talent management.



To distribute food effectively through collaborative efforts that minimize hunger, promote nutrition and encourage self-reliance through education. Vision: To inspire hope by leading the effort for a hunger free and properly nourished community.



JOBS *for* **LIFE**TM
UPLIFTING HUMANITY THROUGH THE DIGNITY OF WORK

Creating pathways to meaningful work and entrepreneurial opportunities through community engagement.

Non - Profit Partners



United Way
of South Hampton Roads

Way brings people together to build strong, equitable communities where everyone can thrive.



Hampton Roads
Community Foundation

Make life better in Hampton Roads through leadership, philanthropy, and civic engagement

Workforce Center Future Expansion

- **On August 9, 2023 a lease between NP Hampton Commerce Center, LLC and the City was executed. This lease provides for a new Workforce Center as a component of the warehouse complex located at 700 Shell Road.**
- **The 5,600± facility will provide for the expansion of existing workforce center services, the offering of additional services and the opportunity to develop new training partnerships.**
- **The current workforce center at Y. H. Thomas will be relocated to 400 Butler Farm Road, to be nearer to the Department of Human Services Department.**

Challenges

- Multi-layered problem requiring government and non-government strategic partners and stakeholders
- Capacity/Insufficient Resources
- Alignment of Resources

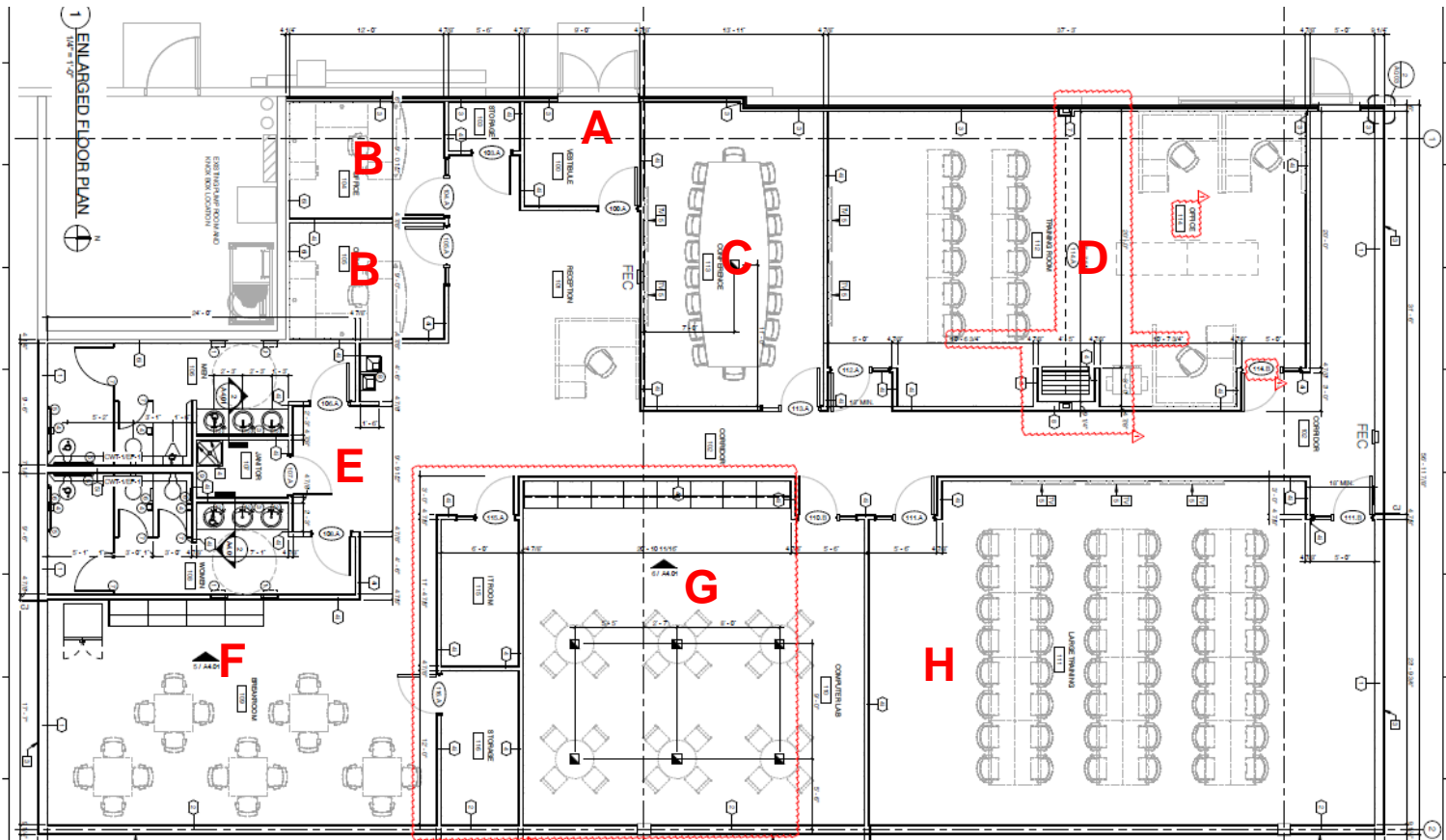
Economic Empowerment and Resource Director

- The position leads the efforts to reduce poverty and grow the middle class in Hampton by implementing strategies to address needs/gaps in employment, education, housing and health. This will be accomplished through a 10-year strategic plan that will utilize the 2020 census data as a baseline.
- Goals:
 1. Assemble a task force made up of city departments, non-profits, faith leaders, business leaders and others to develop a 10 year strategic plan to reduce poverty.
 2. Assess existing economic empowerment and resiliency opportunities
 3. Educate community partners on the impacts of poverty on the entire community

Economic Empowerment and Resource Director

- **Metrics for Determining Efficacy**
 - One of the major responsibilities of this position will be to develop evaluation tools, metrics and schedules to assess the progress in our poverty reduction efforts. These tools, metrics, and schedules should be based on best practices and include short-term, intermediate and long-term outcomes (not just inputs).

Workforce Center Floor Plan 750 Shell Road



“A” Main Entrance, “B” Offices, “C” Conference Room, “D” Innovation Lab,
“E” Restrooms, “F” Breakroom “G” Computer Lab, “H” Main Training Room

Next Steps



Strengthen Existing Partnerships

- Hampton Roads Workforce Council
- Hampton City Schools, Local Universities and Colleges
- Virginia Department of Aging and Rehabilitative Services
- The Virginia Department of Corrections
- Hampton Roads Community Action Program

Building New Partnerships

- Youth and Young Adult Opportunities
- City of Hampton Human Resources
- Hampton Human Services
- AARP
- Hampton City Jail
- Hampton Redevelopment and Housing Authority

Discussion & Questions

