



Central 70 Workforce Development Program

Quarterly Report Submission (QR #17)

**Q3 2020:
July 2020-Sept 2020**

Submitted: January 2021

Quarterly Overview

WORKNOW's Q3 coordination with C70 and other projects continued in a primarily virtual setting. Meetings and trainings were held on virtual platforms with a few training programs meeting face-to-face following socially distance capacity requirements.

COVID-19 resulted in WORKNOW seeing changes to general training and employment trends. Strategies for addressing these changes are addressed in the report below.

- Member requests for re-skilling and up-skilling to enhance transferrable skills nearly doubled over previous quarters.
- Partners and navigator organizations received a 30% increase in support service requests to supplement reductions in family income.
- Multiple CORE partners reported increased challenges in connecting members with barriers to employment.

Strategic Partnership

WORKNOW activities are separated into three major categories: 1) Targeted Outreach and Recruitment, 2) Training and Job Readiness, and 3) Placement and Retention.

This quarter, 114 individuals were enrolled in WORKNOW's intensive services, including training and work readiness, career planning, resource assistance, and employment, in support of the Central 70 Project. This brings the total to 1,845 WORKNOW enrollees.

This report includes all WORKNOW participants and activities. Activities funded partially or entirely by Central 70 are denoted by an asterisk (); even WORKNOW participants who have not received services directly funded by Central 70 will be eligible for recruitment on the Project, thus leveraging funds to increase placement, retention, and advancement of workers on infrastructure projects, including Central 70.*

1. Targeted Outreach and Recruitment

WORKNOW Information Sessions*

In Q3 2020, all partnership information sessions switched to virtual formats and safe in person sites including a WORKNOW informational video, and a monthly virtual live stream to address program questions or concerns. Denver Workforce Services began hosting sessions again as well. 85 participated in virtual information sessions and from that number, 70 applied and enrolled. Session sites adhering to

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Key Accomplishments

- *156 Central 70 employees have been placed and/or supported by WORKNOW through Q3.*
- *63 WORKNOW members have worked for Central 70 subcontractors on local infrastructure projects other than Central 70.*
- *31% of WORKNOW members were women, likely a result of increased strategies to enroll women.*
- *58% of WORKNOW members were people of*

COVID 19 safety protocols included Independence House Pecos (80216), Montbello Workforce Center (80249) and Centro San Juan Diego in Spanish (80205).

Outreach and Recruitment Events*

Hosted a drive through member resource event in early August to support member networking and to highlight new resources and up-skilling opportunities from CORE partners; 60 individuals attended, picking up burritos from a local women-owned business and goodie gift bags from contractors (*supporting C70 and all partner projects*)

Digital literacy support classes to help members navigate through interviews for jobs in virtual platforms such as Zoom, teams and Google Meets. Courses offered in English and Spanish in partnership with CWI at Community College of Denver, Centro San Juan Diego, Focus Points and the Denver Public Library (for computer “checkouts” if needed). WORKNOW will consider raising funds in Q4 2020 to support increased “hot spot” access for CORE partners to share with members to address increase digital equity concerns shared across partnership navigators (*supporting all partner projects*)

Friends and Family Referrals

There are incentives for WORKNOW members to share WORKNOW cards with interested individuals within their own personal networks. WORKNOW cards are also provided to current Central 70 employees to help refer friends a family as well.

Additional WORKNOW Community Outreach

Additional WORKNOW services information is provided through: (1) the website www.work-now.org, (2) the Facebook page <https://www.facebook.com/WORKNOWColorado>, (3) information shared at all partner locations in neighborhoods across the Central 70 corridor, and (4) through peer participants who attend neighborhood association meetings, church services, local retailers including barber shops and markets to share information with friends, family members and neighbors on how to apply and access services. CORE partners received program talking points training and marketing toolkits prepared by the Outreach and Recruitment committee in order to facilitate partner referral and intake.

2. Training and Job Readiness

Supportive Services*

Partners and navigator organizations received a 30% increase in support service requests to supplement reductions in family income, task teams developed two solutions in Q3 including:

- Expansion of available support services through contractor investment dollars (the fund launched with an initial contribution of \$20,000 from a local prime contractor); this expansion fund will support increased supportive services for first and second-year apprentices
- Peer networking activities re-launched with a Q3 “drive through resource fair” to connect members with critical emergency support services –65 members and their families attended the two-hour event

Career Coaching*

WORKNOW navigators continued used Zoom and Teams accounts with extended hour services and staggered schedules to support navigators in continuing to connect with members. As the number of

employment connections through WORKNOW decreased 15% from Q1 to Q2 and another 12% from Q2 to Q3. In a tightening labor market, multiple CORE partners reported increased challenges in connecting members with barriers to employment.

As a result, peer navigators (alumni members working in construction) and navigators decided to shift the focus for “Tool Box Talks” in Q3 to problem solving sessions with employers and training/resource programs to consider and implement creative solutions. The first shift in the series focused on solutions to help re-entry individuals retain employment.

Training Referrals

91 members completed skills upgrade during Q3, an increase of 18% over previous quarters. With increased virtual and in-person skills-building options to select from, 75 members completed basic training certifications and 16 members completed advanced upgrades.

WORKNOW saw a 44% increase in member access of WORKNOW Learn online portal classes; the most accessed courses included “construction resume updating” followed by “power tool overview”

Training Partner Programs:

In Q3, 91 members earned an industry certification—an increase of from 75 in Q2. 75 members completed basic training certifications and 16 members completed advanced upgrades.

With increased training requests, two new affiliate partners offering environmental health and safety industry upgrades were added to the WORKNOW partnership, and WORKNOW supported new partnership resources including a women’s specific pre-apprenticeship program through affiliate partner CHIC launching in November

3. Placement and Retention

WORKNOW is now supporting multiple projects and contractors in the Denver Metro area, including Central 70, the National Western Center, the DEN Great Hall expansion and city of Denver’s Elevate Denver Bond projects, including the Denver Art Museum, the Denver Botanic Gardens, the Denver Museum of Nature and Science, the Denver Zoo, the Denver Center for the Performing Arts, and the 47th and York pedestrian bridge project. In late September WORKNOW secured it’s first private partner project, the redevelopment at 48th and Race by Urban Land Conservancy. The business services team will engage in a series of planning meetings through Q4 to launch workforce and community benefit activities focused on community members living in 80216 and 80207. These significant expansions of project partnerships ensure that employment opportunities will continue for WORKNOW members and partner organizations, in spite of a tightening labor market.

45 participants secured new construction positions, with an average starting wage of \$19.05. An additional 9 members secured new non-industry positions for a total of 54 new jobs this quarter and an employment rate of 67% (hiring activity continues to show slight declines due to industry impacts from COVID-19). Across WORKNOW, the position retention rate for 30 days was 86% and for six months it was 85%.

In Q3 2020, 5 WORKNOW members were hired on C70 with project contractors and 4 enrolled as a new incumbent workers. An additional 7 WORKNOW members were hired or employed by project contractors this quarter but were not yet working on C70.

Registered Apprenticeship remains a key priority career development pathway across the WORKNOW partnership. Of the 114 members in Q3, 11 enrolled as current registered apprentices seeking retention support and six members applied and successfully enrolled in a partner Registered Apprenticeship programs. The current total of WORKNOW members working as registered apprentices is 256.

In addition to large hiring events and general navigator education about Project pathways, KMP and WORKNOW continue using the jointly developed tools and processes included below:

- Direct connections between Central 70 contractors (KMP, Kiewit Infrastructure Co., and subcontractors) and signatory unions with WORKNOW business navigators,
- Central 70 subcontractor training and workforce materials provided at monthly project meetings and contract kick-off meetings.
- Provide information about signatory unions, subcontractors, and upcoming hiring events on the Central 70 jobs website: c70jobs.codot.gov

Full WORKNOW data, beyond the Central 70 Project reporting, can be found at <https://work-now.org/accomplishments-to-date/>.

Status of Activities and Deliverables

- **Community Job Readiness and Workforce Needs Assessment:** Completed in Aug. 2016.
- **Training Sessions/Supportive Services:** Task order #3 was executed with the Community College of Denver on June 14, 2018. Activities under task order #3 include supportive resources, such as transportation and PPE, training for individuals entering and/or advancing in the construction industry, and coaching support.
- **Targeted Outreach and Networking Activities:** CDOT and CWI completed the first round of “Peer Pathway” training materials. Materials are being used by WORKNOW, CDOT, and KMP to inform and educate local residents about construction craft and professional service pathways. Based on success of initial materials, Gary Community Investments has committed to partnering with CDOT for the development of a second round of Peer Pathway materials. (See earlier Quarterly Reports to see how Gary Community Investments has played a crucial role in the creation of WORKNOW.) CWI initiated a second contract to produce five additional civil construction pathway documents including a photo shoot.
- **Workforce Development Website and Smartphone Application:**
Workforce Development Website: Completed Fall 2017. Direct links to the WORKNOW website have been updated and all quarterly reports are also accessible via the website. The website was updated in Quarter 9, and continues to be updated regularly to reflect hiring pathways as construction ramps up. The site also has a new shortened url to increase accessibility: c70jobs.codot.gov

Job App: CDOT proceeded with a license agreement for a trade skills matching app, which will allow contractors to search for and request applications from potential employees based solely on the individuals’ previous job experience, training certifications, and skills.
- **Understanding Marijuana & Drug Free Work Zones Brochure:** Completed in Jan. 2018. Digital version attached to Quarterly Report 6.

Tracking Outcomes

Training programs were officially launched in Q3 2017, and annual goals are being tracked accordingly.

Objectives	Key Metrics	2017 Total	2018 Total	2019 Total	Q1 2020	Q2 2020	Q3 2020	Cumulative
Overall	Number of WORKNOW* Participants	172	541	728	155	135	114	1845
	Number of WORKNOW* Participants Utilizing Supportive Services [§]	66	390	352	90	85	72	599
	Number of WorkNow: Central 70† Participants Utilizing Supportive Services [§]	60	157	134	16	13	14	394
Targeted Outreach and Recruitment	Number of Individuals Attending WorkNow: Central 70† Construction Outreach Sessions	106	529	205	20	41	85	986
	Number of Individuals Attending WORKNOW* Construction Outreach Sessions	106	529	205	20	41	85	986
	Number of WORKNOW* Construction Outreach Sessions (inc. virtual)	7	60	58	6	4	8	143
Training and Job Readiness	Number of Individuals Enrolled in WorkNow: Central 70† training programs	78	125	185	42	45	50	525
	Number of Individuals Completing WorkNow: Central 70† training programs (60 Annual Goal)	71	117	172	39	44	47	490
	Percent of Individuals Completing WorkNow: Central 70† training programs (Annual Only)	91%	94%	93%				
	Number of WorkNow: Central 70† Training/Certificate Courses Offered	8	11	24	2	3	4	45
	Number of Individuals Enrolled in WORKNOW* training programs	114	326	334	54	83	99	1010
	Number of Individuals Completing WORKNOW* training programs	110	287	299	49	77	91	913
	Percent of Individuals Completing WORKNOW* training programs (Annual Only)	89%	88%	90%				
Placement and Retention	Number of WORKNOW* Placements in Construction Industry Jobs, not Central 70 (40 Annual Goal)	124	208	254	60	42	40	728
	Number of WORKNOW* Placements in Construction Industry OJT trainee/apprenticeships	19	42	41	10	4	6	122
	Average WORKNOW* Participant Starting Wage	\$15.62			\$19.01	\$20.34	\$19.05	
	Number of WORKNOW* Placements in Jobs on Central 70	N/A	14	44	5	6	5	74
	Number of WORKNOW* Placements in Central 70 OJT trainee/apprenticeships on Central 70	N/A	3		1	2	2	26
	Average Starting Wage for WORKNOW* Individuals Placed on Central 70	N/A						
	Percentage of WORKNOW* Individuals Retained after 90 days (75% Annual Goal)	N/A			81%	79%	85%	
Demographic Breakdown of WORKNOW: Participants	Gender: Percentage of Female Participants				14%	23%	31%	
	Veteran: Percentage of Participants who are Vets				8%	3%	4%	
	Race: Percentage of Non-White Participants				62%	69%	58%	
	Education: Percentage of Participants with HS/GED or less				50%	48%	51%	

* **WORKNOW** Participants are all individuals accessing training and/or supportive service resources through the **WORKNOW** construction workforce collaborative, which focuses on helping individuals find and keep good jobs in construction, including but not limited to the Central 70 Project.

† Reference to “**WORKNOW: Central 70**” means **WORKNOW** activities funded fully or in part by this federal grant, inclusive of individuals working on Central 70. The Central 70 Project is both a funder and key beneficiary of **WORKNOW**. **WORKNOW** participants who have not received services funded by the Central 70 project will still be recruited to work on Central 70, funds from multiple partners is being leveraged to increase overall impact.

§ **WORKNOW** supportive services include transportation support, PPE, and other wrap-around services, such as childcare resources, needed for individuals to access training and/or job opportunities. **WORKNOW: Central 70** funding is used only for those supportive services approved by FHWA.

Green = Goal is met or on-track.

Yellow = Goal is not on-track to be met

Budget Update

The Community College of Denver (CCD) invoiced CDOT \$82,988.70 under task order #2. Task order #3 was executed on June 14, 2018 to account for additional training and supportive resources that will accompany the start of construction. Task Order #3 has been executed for all activities in the following quarters.

CCD invoiced CDOT \$8,242.56 under task order #3 from July through September 2020. To date, \$255,291.77 has been paid under task order #3, and the remaining balance on this FHWA grant is \$61,427.73.