



Central 70 Workforce Development Program

Quarterly Report Submission (QR #16)

**Q2 2020:
April 2020-June 2020**

Submitted: December 2020

Quarterly Overview

In mid-March with the onset of COVID-19, WORKNOW partners quickly adapted many operations to implement social distancing. Many training programs moved classes to virtual platforms and distribution of supportive services was limited to essential workers while enacting strict social distancing. These social distancing measures continued and evolved through Q2 in accordance with local capacity and social distancing restrictions.

The partnerships continued to grow between WORKNOW and the Central 70 Project. Although there were fewer in-person events due to COVID-19, six WORKNOW members were hired on Central 70 directly, and eight more were hired by Central 70 subcontractors on other local projects.

In partnership with WORKNOW and Black Business Initiative, the Central 70 Project hosted a virtual Hiring Fair in June 2020. The event was streamed live on Facebook and YouTube, and nearly 200 individuals tuned in to learn about hiring opportunities from four contractors and three unions. The link stayed up on the Central 70 Facebook and was viewed over 1,100 times before the end of June.

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, 135 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 1,731 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*

WORKNOW developed virtual Information Sessions for virtual industry introductions during COVID-19. These sessions are advertised with all WORKNOW and CORE partners, as well as the Central 70

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Key Accomplishments

- *146 Central 70 employees have been placed and/or supported by WORKNOW through Q2.*
- *67 WORKNOW members have worked for Central 70 subcontractors on local infrastructure projects other than Central 70.*
- *23% of WORKNOW members were women.*
- *70% of WORKNOW members were people of color.*

outreach team members and the Central 70 website. Sessions this quarter continued in both English and Spanish. 71 participated in virtual information sessions throughout the quarter and from that number, 49 applied and enrolled.

Outreach and Recruitment Events*

Due to COVID-19, most outreach and recruitment occurred through word-of-mouth referrals. No in-person outreach and recruitment events were hosted during Q2.

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 (in Q2, WORKNOW navigators continued working with members in a virtual setting), 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. Community workforce outreach slowed down significantly during Q2 due to COVID-19. The Central 70 and WORKNOW teams attended some virtual community meetings.

2. Training and Job Readiness

Supportive Services*

62% of members accessed supportive resources in Q2. The most sought after resource was help with dues and fees, followed by tools an PPE. Nearly one-third of members accessing supportive resources accessed stabilization services. While offices were closed due to COVID-19, WORKNOW offered resource delivery twice a week at a central location adjacent to the C70 project, so members could continue accessing supportive services in a safe way.

Career Coaching*

WORKNOW restructured its navigator team to improve consistency and effectiveness of referrals. This grant supports the new position that analyzes overall WORKNOW navigator activities, aligning processes and digitizing forms. Navigators used Zoom and Teams accounts with extended hour services and staggered schedules to support navigators in continuing to connect with members.

Training Referrals

In Q2 2020, the majority of training partners shifted to virtual learning, but decreased in-person training activity did not impact training completions. 77 members earned an industry certification—an increase of

from 49 in Q1. 52 members completed basic training certifications and 25 members completed advanced upgrades.

The WORKNOW Learn portal launched in Q2, which provides work readiness videos and short courses through digital formats to support partners shifting to remote learning and members looking to build skills and confidence from home. Active WORKNOW member can access WORKNOW | LEARN with a free member code.

Training Partner Programs:

Despite over half of planned training activities being postponed due to COVID-19, 52 members completed basic training certifications and 25 members completed advanced upgrades. An additional four members successfully enrolled in registered apprenticeship programs in Q2.

3. Placement and Retention

WORKNOW is now supporting 3 primary projects in the Denver Metro area, including Central 70, the National Western Center, 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.

48 participants secured new construction positions, with an average starting wage of \$20.34. The average income gain for job seekers enrolled in Q2 was an increase from \$11.98 to \$17.76. Across WORKNOW, the position retention rate for 30 days was 81% and for six months it was 80%. This slight decrease from previous quarters is attributed to COVID 19 impacts on businesses' retention of workers.

In Q2 2020, 6 WORKNOW members were placed on C70 with project contractors and 1 enrolled as a new incumbent worker. An additional 9 WORKNOW members were hired or employed by project contractors this quarter but were not yet working on C70: 8 were placed and 1 enrolled as an incumbent.

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. Design on these additional pathways documents began in Quarter 10. The final product was expected to be complete this quarter, but production was delayed.
- **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	Cumulative
Overall	Number of WORKNOW* Participants	172	541	728	155	135	1,018
	Number of WORKNOW* Participants Utilizing Supportive Services [§]	66	390	352	90	85	527
	Number of WorkNow: Central 70† Participants Utilizing Supportive Services [§]	60	157	134	16	13	163
Targeted Outreach and Recruitment	Number of Individuals Attending WorkNow: Central 70† Construction Outreach Sessions	106	529	205	20	41	266
	Number of Individuals Attending WORKNOW* Construction Outreach Sessions	106	529	205	20	41	266
	Number of WORKNOW* Construction Outreach Sessions	7	60	58	6	4	68
Training and Job Readiness	Number of Individuals Enrolled in WorkNow: Central 70† training programs	78	125	185	42	45	272
	Number of Individuals Completing WorkNow: Central 70† training programs (60 Annual Goal)	71	117	172	39	44	255
	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	29
	Number of Individuals Enrolled in WORKNOW* training programs	114	326	334	44	83	461
	Number of Individuals Completing WORKNOW* training programs	110	287	299	49	77	425
	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	65	42	361
	Number of WORKNOW* Placements in Construction Industry OJT trainee/apprenticeships	19	42	41	10	4	55
	Average WORKNOW* Participant Starting Wage	\$15.62			\$19.01	\$20.34	
	Number of WORKNOW* Placements in Jobs on Central 70	N/A	14	44	5	6	55
	Number of WORKNOW* Placements in Central 70 OJT trainee/apprenticeships on Central 70	N/A	3		1	2	
	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				79%	
Demographic Breakdown of WORKNOW* Participants	Gender: Percentage of Female Participants				14%	23%	
	Veteran: Percentage of Participants who are Vets				8%	3%	
	Race: Percentage of Non-White Participants				62%	69%	
	Education: Percentage of Participants with HS/GED or less				50%	48%	

* **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 \$10,836.11 under task order #3 in March 2020 through June 2020. To date, \$247,049.21 has been paid under task order #3, and the remaining balance on this FHWA grant is \$69,670.29.