

AWARD LIST AND PROJECT SUMMARIES

On June 21, 2023, \$9,927,164 million of *Workforce Innovation and Opportunity Act (WIOA)* Governor's Discretionary funds were awarded to seven organizations under the Employment Social Enterprise (ESE) for Program Year 2022-23 (PY 22-23) solicitation for proposals (SFP). Awardees and project summaries are listed below. Funding decisions are final.

Project List

Applicant Name	County	Award
Able-Disabled Advocacy, Inc.	San Diego	\$1,186,652.00
Coalition For Responsible Community Development	Los Angeles	\$1,572,562.00
Down Streets Team	San Francisco, Sonoma, Napa, Solano, Santa Clara, Alameda, San Mateo	\$1,994,890.00
Goodwill of Southern California	Los Angeles, San Bernardino	\$1,020,000.00
Makes Projects	San Diego	\$1,053,059.73
The Chrysalis Center	San Bernardino, Riverside	\$2,000,000.00
New Earth	Los Angeles	\$1,100,000.00

Project Summaries

APPLICANT	Able-Disabled Advocacy, Inc. (A-DA) 4283 El Cajon Blvd., Ste 110 San Diego, CA 92105
CONTACT	Elaine Cooluris 619-231-5990, Ext. 319 ada@able2work.org
AWARD	\$1,186,652.00
INDUSTRY FOCUS	Business services, construction, and information technology
TARGETED PARTICIPANTS	Veterans; people with disabilities; long-term unemployed; and disconnected young adults
KEY PARTNERS	<ul style="list-style-type: none"> • San Diego Workforce Partnership • CA Employment Development Department • San Diego Building & Construction Trades Council • CA Department of Rehabilitation • University of California San Diego Extension • San Diego County Office of Education • Skillsoft • Association of Rehabilitation Programs in Computer Technology • A-DA's 19-member Business Advisory Council • East County Economic Development Council • CA Division of Apprenticeship Standards • Sentek Global • ODME • Apex Systems • synED • Intuit • San Diego Cyber Center of Excellence • Association of IT Professionals • San Diego Veterans Coalition
PROJECT DESCRIPTION	A-DA was founded in 1976 and is a 501 (c)(3), community-based organization (CBO), ESE, and a Registered Apprenticeship Program (RAP) for computer support specialists. A-DA serves 220 participants including 80 veterans, 80 persons with disabilities, 40 long-term unemployed, and 20 disconnected young adults through this project.

The program activities offered include ongoing vocational assessments and career counseling, computer literacy, alternative education services, occupational skills training leading to attainment of industry credentials, work readiness/soft skills training, financial management training, on the job training and paid internships, career advancement services, mentoring, leadership development, community service, and extensive follow-up/retention services. A-ADA also provides mental health and substance abuse counseling, housing, childcare assistance, and women's support groups, along with a wide range of other personal, professional, and financial support services that include accommodations and assistive technology.

Training will result in the following credentials: AFL-CIO Multi-Craft Core Curriculum (MC3), Microsoft Office Specialist, Salesforce, Data Analytics, Internet Core Competency Certification (IC3), CompTIA A+, Network+ and Security+. Advanced technology training will include Server+, Cloud+, Linux and Project Management Professional. Best practices include: (1) co-location of services at the Metro AJCC; (2) employer mentoring; (3) academic advising; (4) customer service excellence training; (5) cohort training courses conducted open entry/exit based on proficiency achievement, with many activities running concurrently; and (6) the distribution of customer satisfaction surveys to measure program impact on participants and employers.

EXPECTED OUTCOMES

The project outcomes include: 1) developing quality jobs that pay family-supporting wages, offer benefits and opportunities for career advancement; 2) promoting income equity for the target populations; 3) addressing inequality in earnings for women; and 4) tapping into existing programs and developing new and innovative programs to address the workforce needs of both participants and employers. These topics will be addressed during technical assistance venues and employer focus groups.

Of the 220 individuals to be served, primary performance outcomes include the following:

- 176 (80%) will participate in training
- 72% will enter employment
- 70% will be employed 2nd quarter after exit
- 68% will be employed at 4th quarter after exit
- 70% will attain credentials
- 70% will achieve measurable skill gains
- Median wage will be \$10,920

APPLICANT	Coalition For Responsible Community Development (CRCDD) 3101 S Grand Ave Los Angeles, CA 90604
CONTACT	Mark Wilson 213-743-6193 mwilson@coalitionrccd.org
AWARD	\$1,572,562.00
INDUSTRY FOCUS	Construction, street & sidewalk maintenance
TARGETED PARTICIPANTS	Justice-involved individuals and disconnected young adults
KEY PARTNERS	<ul style="list-style-type: none"> • LA/Orange County Building and Construction Trades Council • Los Angeles Trade Technical College • America Job’s Center • CRCDD Enterprise Supportive Services (Life Skills) • CRCDD’s Youth Source Center • CRCDD Enterprise Education Navigators (ESL language courses, GED courses, funds for tuition and other education fees and supplies) • CRCDD Academy (alternative high school run in partnership with YouthBuild Charter School of California) • Compton College • Los Angeles Trade Technical College • City of Los Angeles • CRCDD Partners: employment opportunities on new construction. • LA/Orange County Building and Construction Trades Council Member Organizations: job placement in construction jobs that lead to union and career advancement. • CRCDD Enterprises: on-the-job (OJT) training and placement in construction sites and beautification projects.
PROJECT DESCRIPTION	CRCDD is a significant job creation project which increases self-sufficiency among low-income residents in South Los Angeles (LA). CRCDD’s goal is to expand its social enterprise subsidiary, CRCDD Enterprises, to create 32 full-time, sustainable positions. These positions will take advantage of robust business opportunities generated by large-scale public investments in urban infrastructure and housing. These jobs will put service area residents to work renovating housing, building new apartments, and maintaining private housing and public streets and sidewalks. The target population for this program are individuals living in South LA who are experiencing extreme poverty, are at risk of or experiencing homelessness, are justice-involved, foster care-involved, and are unhoused young adults between the ages of 18-24. The

population currently served by CRCD is 49% male, 50% female, 1% Other; and 41% Latino, 50% Black, 6% Multi-racial, and 3% White.

Job creation will occur over a 2-year period and will be sustained for at least 1 year beyond the grant period, through CRCD contracts from public investment in infrastructure. Participant experience will be transferable to construction and maintenance jobs, not just in the service area but across LA and Orange Counties. An alliance with the LA/Orange County Building and Construction Trades Council will be a pathway option for cement mason and decorative painter participants which provides starts with workers making apprentice wages at \$28/hour then moves to the journeyman level after three years, with wages between \$42-46/hour with union membership. This program expansion is in response to robust opportunities presented by new and existing regional funding for government investment in streetscape, mobility, transit, and homeless services. The positions will initially deliver mainly entry-level wages but over time will facilitate full financial independence by ensuring employees grow in their positions, establish long-term careers, and sustain a quality standard of living above the poverty levels in the area.

**EXPECTED
OUTCOMES**

To expand CRCD's social enterprise to create 32 full-time, sustainable positions. Participants expected to enter employment in the ESE program: 32; participants who will transition to higher education: 40%; average number of hours worked during ESE program: 200; ESE retention rates at 3 months: 95%, at 6 months: 98%, at 99%; participants receiving job benefits during employment: 100%; participants transitioning into jobs at a higher wage than ESE: 85%; hourly wages that meet or exceed local MIT living wage: 95%; hourly wages that will meet/exceed earnings compared to MIT's living wage during employment at the ESE or in "next step" jobs: 100%; participants completing higher education during the grant period: 50%; participants enrolling in credential programs: 30%; participants receiving credential attainment at/or above 55% during grant period: 65%.

APPLICANT	Down Street Teams 1671 The Alameda, No 306 San Jose, CA 95126
CONTACT	Chris Lockhart 408-502-2842 c.lockhart@streetsteam.org
AWARD	\$1,994,890.00
INDUSTRY FOCUS	Construction industry (highway maintenance work) and business service industry (janitorial work)
TARGETED PARTICIPANTS	Long-term unemployed, and justice-involved individuals
KEY PARTNERS	Butte County Office of Education (with CalTrans) <ul style="list-style-type: none"> • SolTrans • OSHA • RAMS • ADOBE • Diversion and Reentry Services of Santa Clara County (with REDF) • CDCR
PROJECT DESCRIPTION	The goal of this project is to provide long-term unemployed and justice-involved individuals who are facing housing insecurity and are low- or no-income with integrated transitional employment and wrap-around support services so they can achieve economic self-sufficiency and life stability. The project will support individuals with a transitional job, associated training and accreditation, case management and other supportive services as they transition into permanent, living wage jobs in their communities. The specific employment initiatives focus on highway maintenance/roadside construction and janitorial/custodian work and are being implemented in the following counties: Sonoma, Napa, Solano, Santa Clara, San Francisco, Alameda, and San Mateo. The project is led by STE, the social enterprise division of DST, with major partners including BCOE and REDF.
EXPECTED OUTCOMES	A total of 281 individuals will enter employment in the ESE program over the project period. At least 75% of participants will have transitioned out of the program and into the next good job at a higher wage than ESE employment (this includes wages plus benefits). At least 90% of these jobs will provide long-term, sustainable, living wage employment, thus helping these individuals achieve economic self-sufficiency and life stability.

APPLICANT	Goodwill of Southern California 342 N San Fernando Rd. Los Angeles, CA 90031
CONTACT	Margaret Frericks 323-383-8018 mfrericks@goodwillsocal.org
AWARD	\$1,020,000.00
INDUSTRY FOCUS	Retail, janitorial
TARGETED PARTICIPANTS	Justice-involved individuals, disconnected young adults, homeless individuals, and long-term unemployed
KEY PARTNERS	<ul style="list-style-type: none"> • ESGV AJCC • NE LA WorkSource Center • NE San Fernando Valley Work Source Center • Santa Clarita AJCC • San Bernadino Employment Center • Victor Valley Employment Center • Riverside Employment Center
PROJECT DESCRIPTION	Using the LA-RISE model, Goodwill Southern California will expand its current program in LA county to include the Inland Empire. The program provides those with the most barriers to employment the opportunity to begin on a path to good jobs with a living wage through training, paid work experience and support services.
EXPECTED OUTCOMES	200 individuals including formerly incarcerated, homeless, disconnected youth and long-term unemployed will receive training, paid work experience, support services and transition to next step in their employment journey.

APPLICANT	MAKE Projects (Project ABC-D) 3725 30th St San Diego, CA 92104
CONTACT	Amber Rizalla, Director of Employment and Economic Development 760-708-6830 arizkalla@interfaithservices.org
AWARD	\$1,053,059.73
INDUSTRY FOCUS	Hospitality and culinary arts
TARGETED PARTICIPANTS	Low-income refugee & immigrant women, and English language learners
KEY PARTNERS	<ul style="list-style-type: none"> • San Diego College of Continuing Education (SDCCE) • San Diego Community College District Dining Services • San Diego Unified School District’s Food and Nutrition Department • San Diego State University • San Diego Workforce Partnership
PROJECT DESCRIPTION	<p>Project ABC-D will offer a one-of-a-kind “work and learn” workforce development program that not only addresses all the challenges the challenge of refugee and immigrant women and presents a living wage career pathways for this target population. Project ABC-D will deliver a feasible, exciting pathway forward while building community integration, strengthening San Diego’s economy in a scalable, sustainable model for all communities seeking to uplift immigrant women.</p> <p>Project ABC-D addresses the skill gaps through a phased, wrap-around and supportive services model outlined as follows: 1) transitional employment at MAKE Projects; 2) employment services through a part-time employer partner to earn unsubsidized wages while continuing to improve English languages on-the-job; 3) continuation of SDCCE ESL classes that include hospitality and culinary arts vocational ESL classes in beginner and intermediate levels; 4) each program graduate can “earn and learn” until they reach English proficiency and pursue a career certificate (CTE) of their own choice in one of nine fields at SDCCE; 5) those who are still committed to hospitality and/or foodservice can continue to an AA program at SDCCD in hospitality or culinary arts and earn MIT living wage salaries; 6) others who want to continue onwards to higher financial success and management can be automatically admitted into SDSU (through the Transfer Admissions Guarantee program) and obtain a bachelor’s degree in hotel or restaurant management from SDSU’s Payne School of Hospitality and Tourism.</p>

**EXPECTED
OUTCOMES**

88 low-income refugee and immigrant women with high English language barriers provided transitional jobs, employment services and job readiness skills training at MAKE Projects' restaurant and farm social enterprise; at least 80% job placement rate with good second job employer partners after MAKE Projects while continuing ESL classes at least 40% of participants continue into career certificates scalability, replicability, and sustainability of MAKE Projects as a social enterprise.

APPLICANT	The Chrysalis Center 522 S Main St Los Angeles, CA 90013
CONTACT	Michael Graff-Weisner 213-806-6341 michaelgw@changelives.org
AWARD	\$2,000,000.00
INDUSTRY FOCUS	Logistics & transportation, maintenance
TARGETED PARTICIPANTS	Justice-involved individuals
KEY PARTNERS	<ul style="list-style-type: none"> ● San Bernardino County Workforce Development Department ● Riverside County Workforce Development Department ● Butte County Office of Education ● California Department of Transportation (Caltrans) ● San Bernardino Valley College ● IE Rebound ● COPE ● Tayba Foundation ● California Department of Corrections and Rehabilitation ● San Bernardino Probation Department ● Riverside Probation Department
PROJECT DESCRIPTION	<p>Chrysalis provides trauma-informed supportive services to justice-involved individuals. Chrysalis will expand its Chrysalis Roads Inland Empire program into San Bernardino and Riverside counties where individuals serving Caltrans will gain the skills and experience to prepare them for the jobs of their choice.</p> <p>Each participant will be enrolled in the Chrysalis core program of case management and supportive services coupled with their employment preparation, and participants will have paid work experience in the Roads (Caltrans) ESE, which can be leveraged to obtain permanent employment on a career path of the individual’s choice. Participants will identify a career path through the Chrysalis case management process and consider the abundant job opportunities in the transportation and logistics sector. Preparation for these jobs may include forklift certification, OSHA training, IT training, or truck driving school. Throughout the individual’s enrollment, a Chrysalis employment specialist will monitor participant progress and provide support to mitigate challenges.</p>

During employment, the participant will meet with their employment specialist monthly and more often if needed to track success and address challenges. If the participant is required to meet with a parole/probation officer, mental health clinician, or other connection, the employment specialist will help the participant maintain compliance with requirements.

As the individual approaches the end of their Roads employment, they will prepare for their desired job goal and enroll in any training relevant to that career, with training paid for with project funds. Chrysalis will help identify job opportunities and work with employers to make opportunities available to those who complete Roads.

**EXPECTED
OUTCOMES**

Chrysalis' Roads Inland Empire project will employ 250 people with justice system involvement in jobs paying \$18/hour maintaining Caltrans properties. Employees of the Roads Inland Empire project will earn an average of \$14,976 during their employment in the social enterprise, and 75% will maintain employment for at least three months. Participants will identify career goals and plan for employment after Chrysalis Roads and will enroll in training or certification if needed for their next job.

APPLICANT	New Earth 12100 W Washington Blvd Los Angeles, CA 90066
CONTACT	Yana Simone Grammar 1-310-455-2847 ysimone@newearthlife.org
AWARD	\$1,100,000
INDUSTRY FOCUS	App Design, content creation, digital media and technology, drone operation, film editing, graphic design, information technology, social media marketing, and web development
TARGETED PARTICIPANTS	Justice-involved in, and disconnected young adults
KEY PARTNERS	<ul style="list-style-type: none"> • Los Angeles Economic and Workforce Development Department (EWDD) • UCLA Youth source Center • Collab Inc. • The Hidden Genius Project • iStar • NPower • Didi Hirsch Mental Health Services • A Safe Place for Youth • Open Paths
PROJECT DESCRIPTION	New Earth Digital is a digital media and technology-focused ESE program which serves justice-involved and disconnected young adults. Their program encompasses a work readiness and job training curriculum in digital and technology disciplines such as web development, IT support, and content creation, paid on-the-job training at New Earth Digital or an employer partner that culminates in permanent job placement. Supportive and care management services are provided through the entire process. New Earth Digital is an innovative program that effectively provides on-the-job training, paid employment, and support services to system-involved young adults. The products and services created by New Earth Digital participants are sold to clients and employer partners, providing a source of earned revenue for the organization which is then reinvested in the young adults served.
EXPECTED OUTCOMES	New Earth Digital will expand their program to serve more participants and effect meaningful change in the workforce system. The number of participants served in each cohort will be increased in a stepwise fashion from 15 to 30 participants for a total of 135 participants served during

the grant period. Young adults will be provided the soft skills and technical training necessary to prepare them to succeed in the digital and technology field in LA. The number of soft skills and technical training and certification options available will be expanded to include additional disciplines such as drone operation, gaming development, cyber security, data analytics, and network engineering. Leaning on New Earth Digital's existence as a social enterprise, young adults will be provided the space to work at a prestigious digital agency, interact and network with professionals daily, and gain valuable professional experience. New Earth Digital will build relationships with additional workforce partners providing on-the-job training opportunities, including other ESE and/or social enterprises. Upon program completion, young adults will be placed into a stable job earning family-supporting wages with benefits and the potential for significant growth and advancement. The number of digital media and technology companies employing their program participants will be expanded to 25 companies. Care management and wrap-around support services provided by New Earth will allow the young adults to focus primarily on their professional learning and growth and provide life stability both during and after participation in the program.