

# Workforce Innovation and Opportunity Act

# Employment Social Enterprise Technical Assistance PY 24-25

# Award List and Project Summary

On May 9, 2025, $978,735.71 of Workforce Innovation and Opportunity Act 15% Governor’s Discretionary funds were awarded to one organization under the Employment Social Enterprise (ESE) Technical Assistance (TA) grant for Program Year 2024-25 (PY 24-25) Solicitation for Proposals. The awardee and project summary are listed below. Funding decisions are final.

## Award List

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| **Applicant Name** | **County** | **Award** |
| REDF | Statewide | $978,735.71 |

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| Project Summary |

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| **Applicant** | REDF150 Sutter Street, #267 San Francisco, CA 94104 |
| **Contact** | Greg Ericksen, Senior Director, Government Partnerships & Policy1-415-510-6024 gericksen@redf.org |
| **Award** | $978,735.71 |
| **Expertise Serving the Target Populations** | Over 25 years of experience serving populations facing significant employment barriers and providing targeted TA to ESEs. |
| **Key Partners****Service Model** | * California Workforce Association (CWA)
* Institute for American Apprenticeships (IAA)
* SPR

REDF delivers customized capacity-building support alongside capital investments and community-building work to amplify the success of our partners. REDF will use a tiered system of Group TA (Technical Assistance), Individual TA, and Self-Guided Resources, allowing for flexibility based on each ESE's specific needs. An initial assessment of WIOA-related topics and key ESE areas will evaluate each grantees’ capacity and establish a baseline for group and individualized TA. Group TA will include bi-monthly virtual TA sessions focusing on topics beneficial to multiple ESEs. TA sessions will address specific business needs, target populations, or industries for 2-3 ESEs. For individual TA, REDF will conduct a 1:1 meeting with ESEs to co-design a TA work plan, discuss progress, and provide customized TA project options. Finally, REDF will leverage its repository of self-guided resources, including WIOA-specific training, virtual courses, and a library of tools and resources. To support sustainability, REDF will chart employer partnerships and high-impact occupational pathways and help ESEs build relationships with key industry and workforce partners. REDF will also support upskilling and identify competitive employment opportunities to promote long-term opportunities for ESE grantees. Lastly, REDF has obtained eight partnership agreements from workforce development boards (LWDBs) to support grantees developing robust business partnerships and sharing workforce development learnings, among other supports.Building on the program design, REDF will ensure thorough tracking and documentation of all activities, progress, and participation, sharing quarterly reports with EDD. Social Policy Research Associates (SPR) will aggregate program data and activities into a final report, assessing the program's effectiveness and leveraging insights from the first round of grantees. This evaluation will build on previous results and incorporate findings from both cohorts. |
| **Technical Assistance Plan** | Leveraging its experience as the current WIOA ESE TA provider, REDF will continue to offer a customized, human-centered approach to support Employment Social Enterprises (ESEs). This approach aims to help ESEs achieve their project goals, improve participant outcomes, and enhance program sustainability. REDF will use a tiered system of Group TA, Individualized TA, and Self-Guided Resources to cater to up to 20 grantees, allowing for flexibility based on each ESE's specific needs. |
| **Expected Outcomes** | The goals of the REDF WIOA ESE TA Project are to provide meaningful and individualized TA that leads to meeting or exceeding performance goals, increased operational capacity and knowledge, innovative service strategies for target populations, and highly developed partnerships with LWDBs and businesses. The TA provided will lead to better outcomes for WIOA program participants, especially those with high barriers. WIOA funded ESEs will create a meaningful change in the workforce system by bridging the gap between the need for work experience (transitional jobs) for adults with barriers, providing additional in-demand credentials or work-based training, and trauma-informed wrap around case management and supportive services that drives opportunities for participants towards competitive employment and earn a living wage. The goals of the TA project are tailored to meet those outcomes. |

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