



West Philadelphia Skills Initiative

A background image showing a group of people in a workshop or classroom setting. They are wearing work clothes and are engaged in various activities, possibly learning or working on projects. The image is overlaid with a semi-transparent blue filter.

Changing Places...Changing Lives

A Place Based Approach to Workforce Development

Sheila Ireland

Vice President, Workforce Solutions



30th Street Station - Before





40th Street Trolley Portal - Before

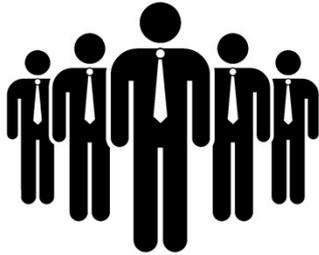


Pavilion City Center

Local
Business
Center



Opportunities



77,000

jobs in University City,
a thriving economic engine



\$3.9 billion

in construction activity
in University City since 2015,
with billions of dollars
of activity on the horizon



\$1 billion

invested in annual research
and development by
University City institutions

Opportunities



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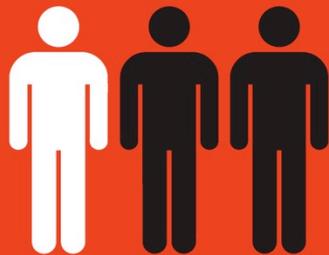
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in University City since 2015,
with billions of dollars
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\$1 billion

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Challenges



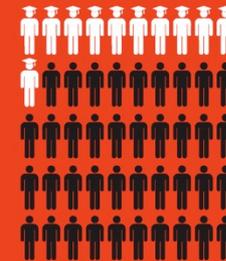
Over 1 in 3

West Philadelphians
lives below
the poverty level



47%

of households
have incomes
below \$25,000 a year

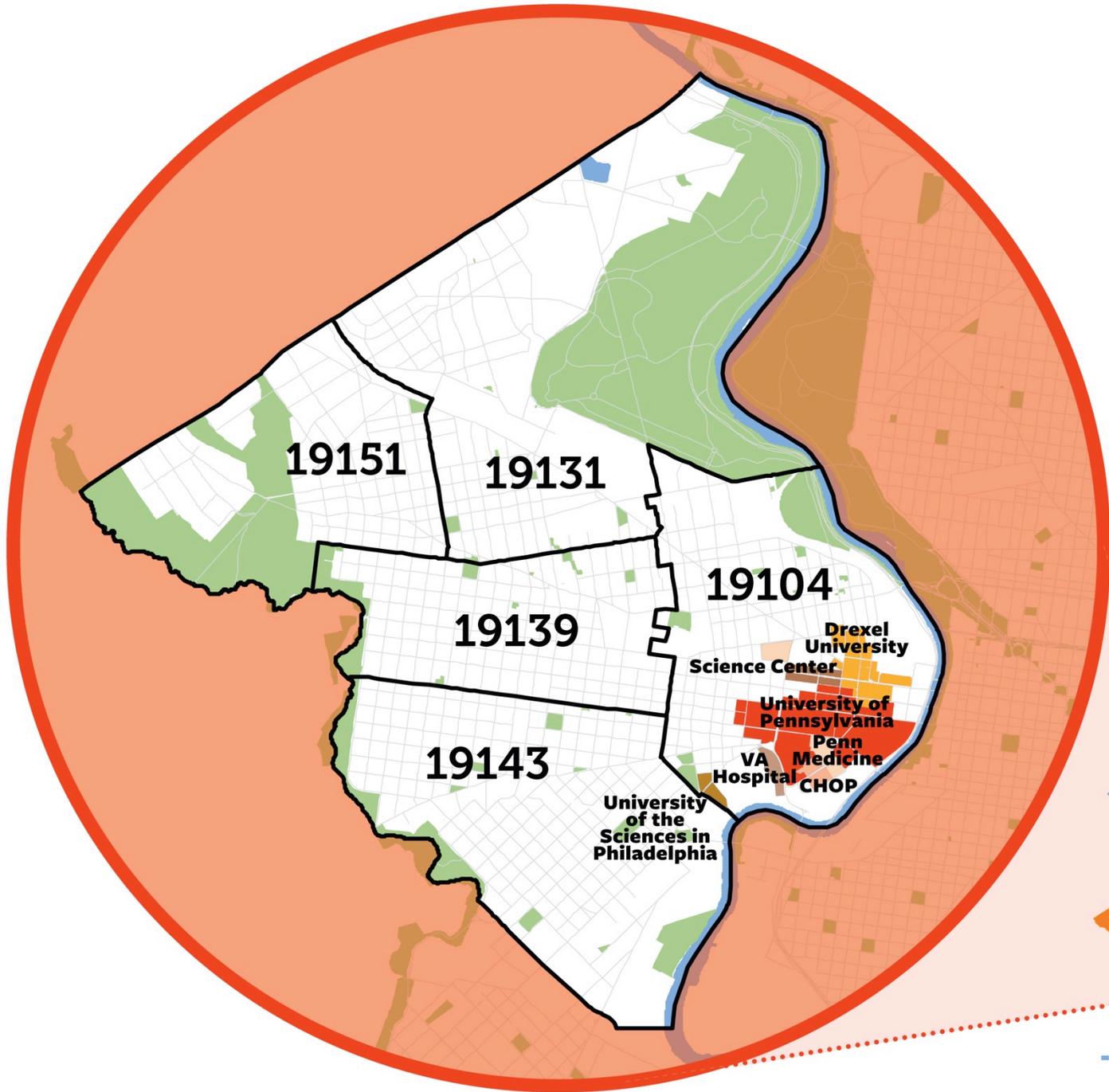


Only 22%

of the population
aged 25 or older
has a bachelor's degree

Partnerships at the Heart of University City District

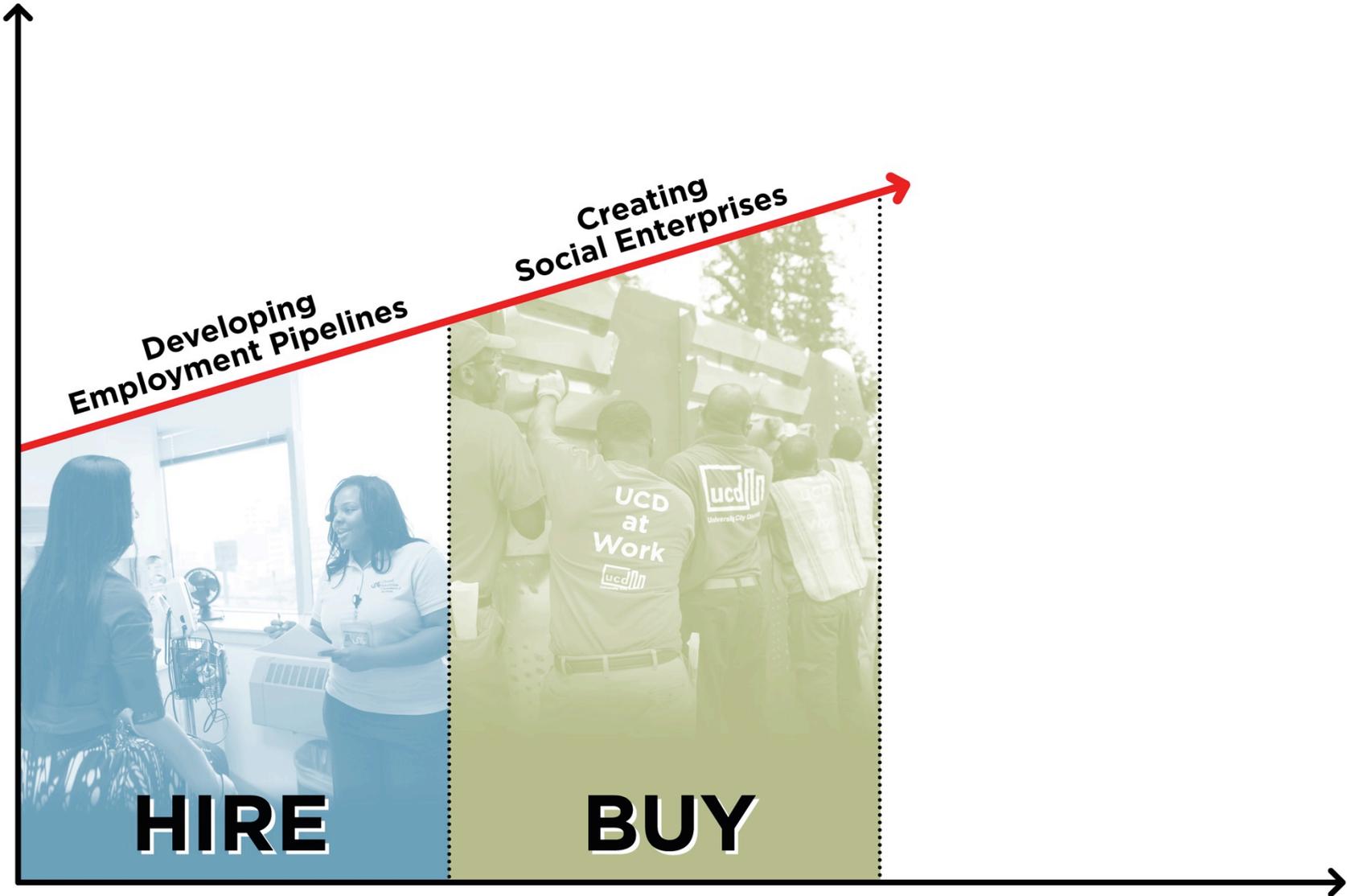




University City's Opportunity Ecosystem



University City's Opportunity Ecosystem



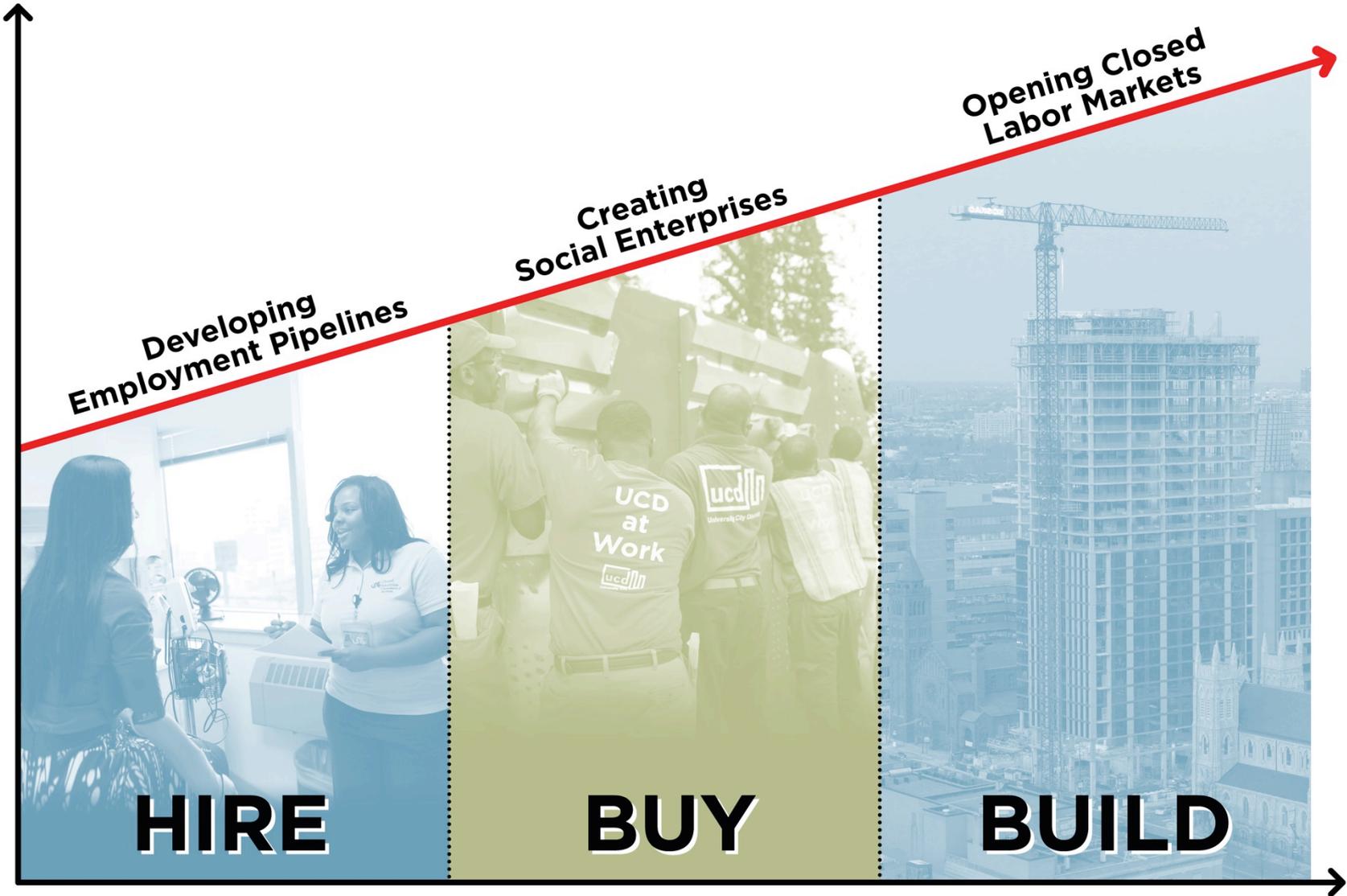
Developing
Employment Pipelines

Creating
Social Enterprises

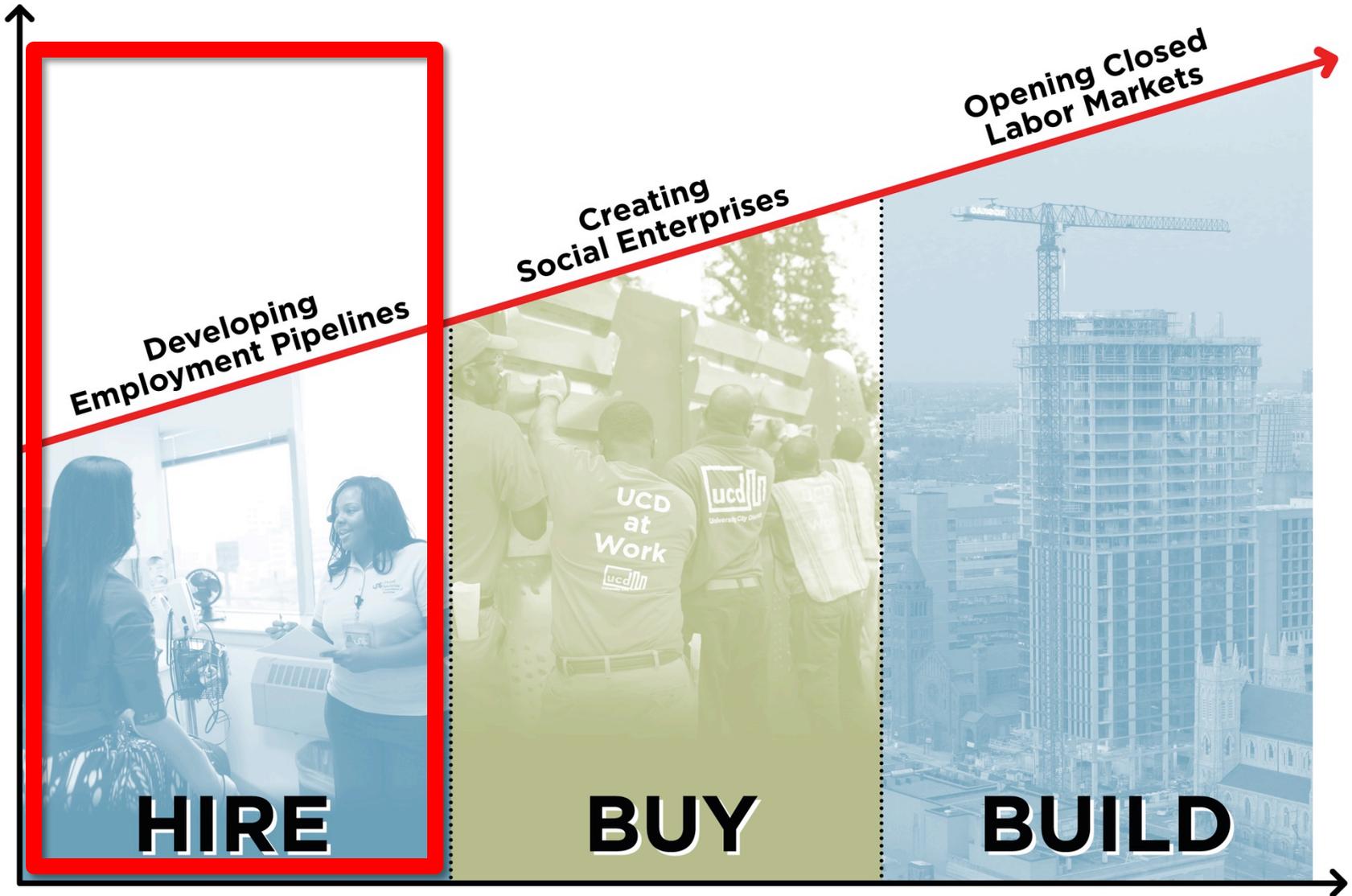
HIRE

BUY

University City's Opportunity Ecosystem

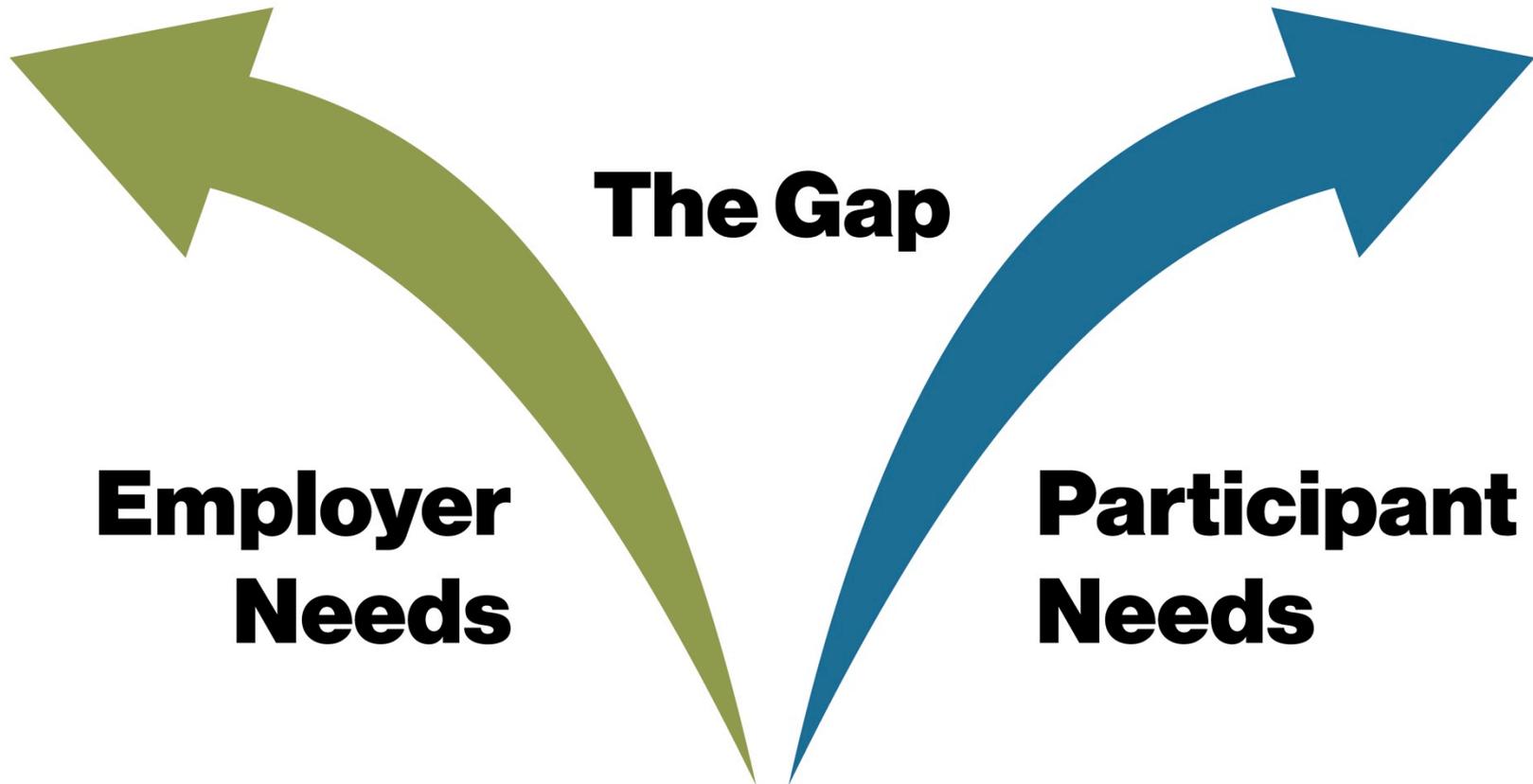


University City's Opportunity Ecosystem

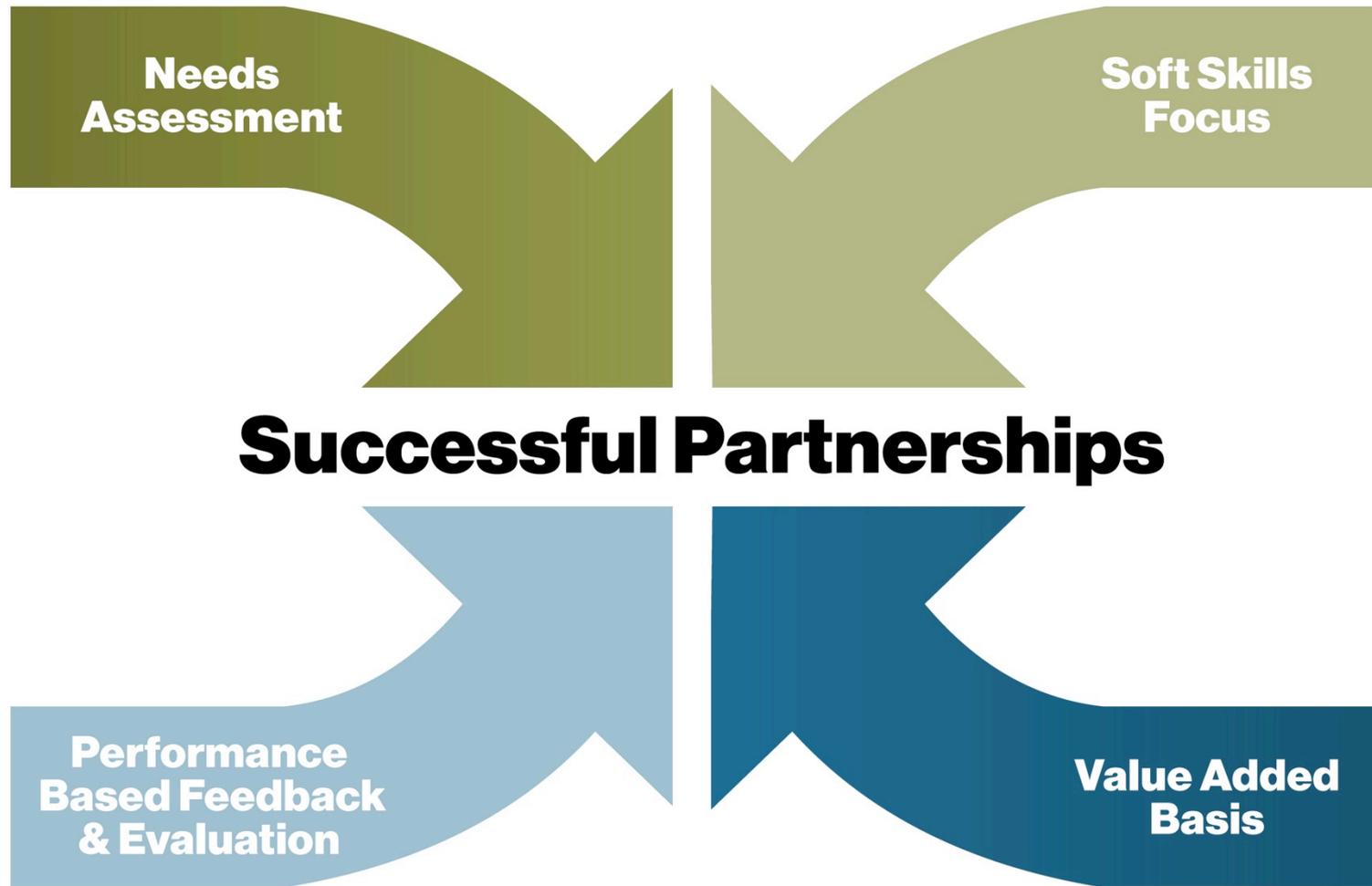


The West Philadelphia Skills Initiative





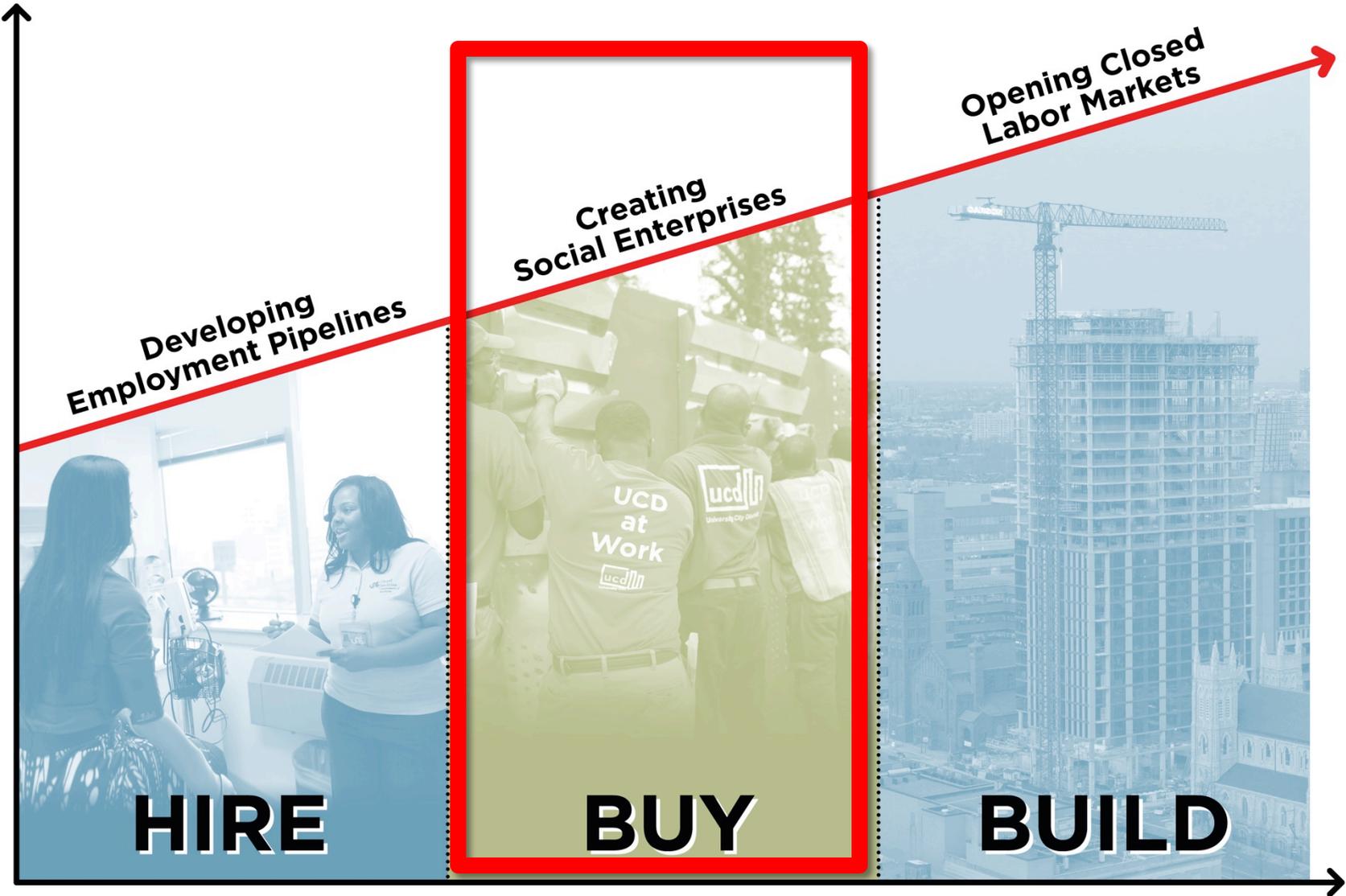






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University City's Opportunity Ecosystem





**University of the Sciences
Rain Garden**

Seasonal Employment  Year-Round Employment

Seasonal Employment  Year-Round Employment

Minimum Wage  \$13.50 / Hour

Seasonal Employment → Year-Round Employment

Minimum Wage → \$13.50 / Hour

No Safety Net → Comprehensive Benefits

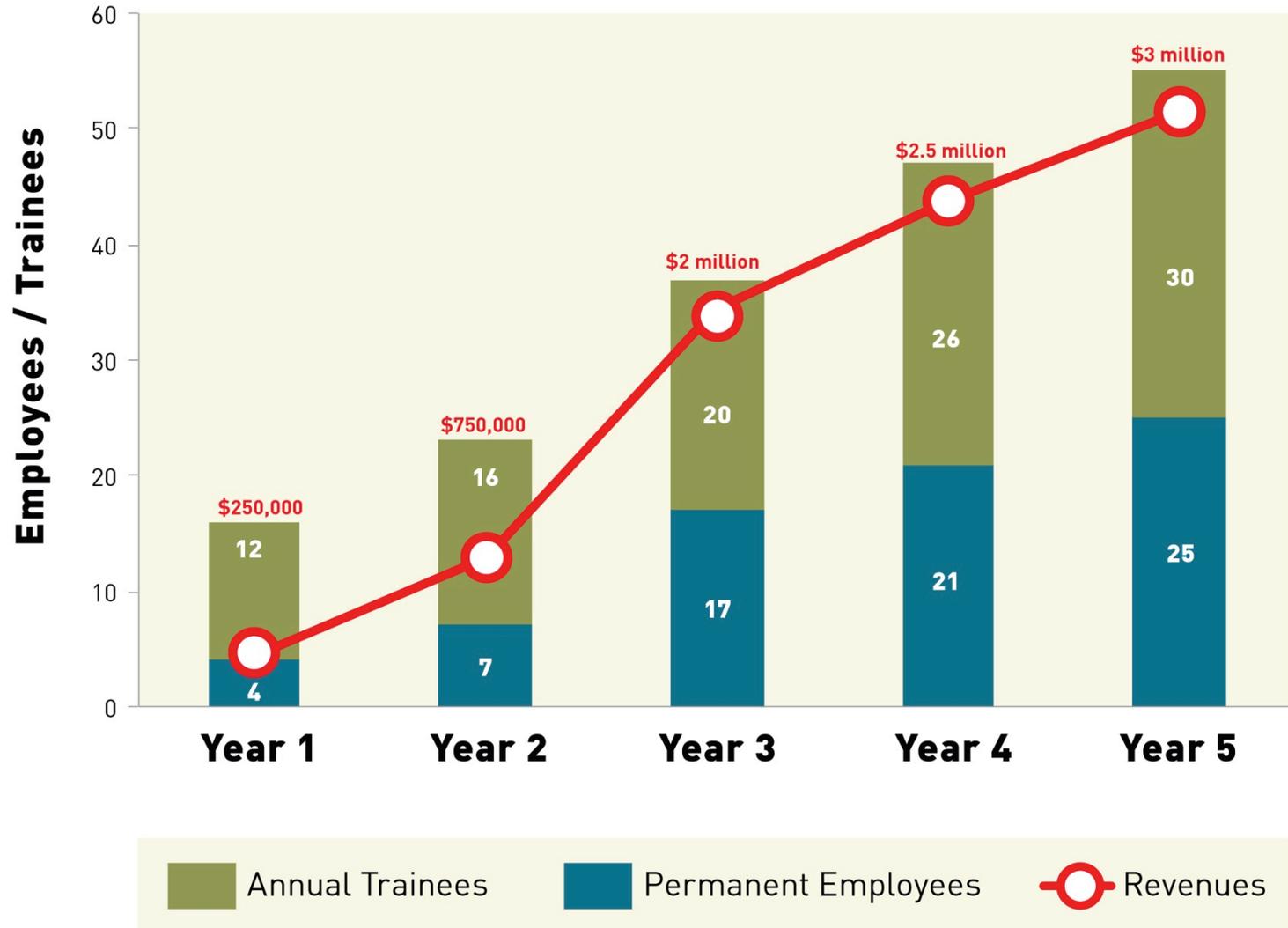
Seasonal Employment → Year-Round Employment

Minimum Wage → \$13.50 / Hour

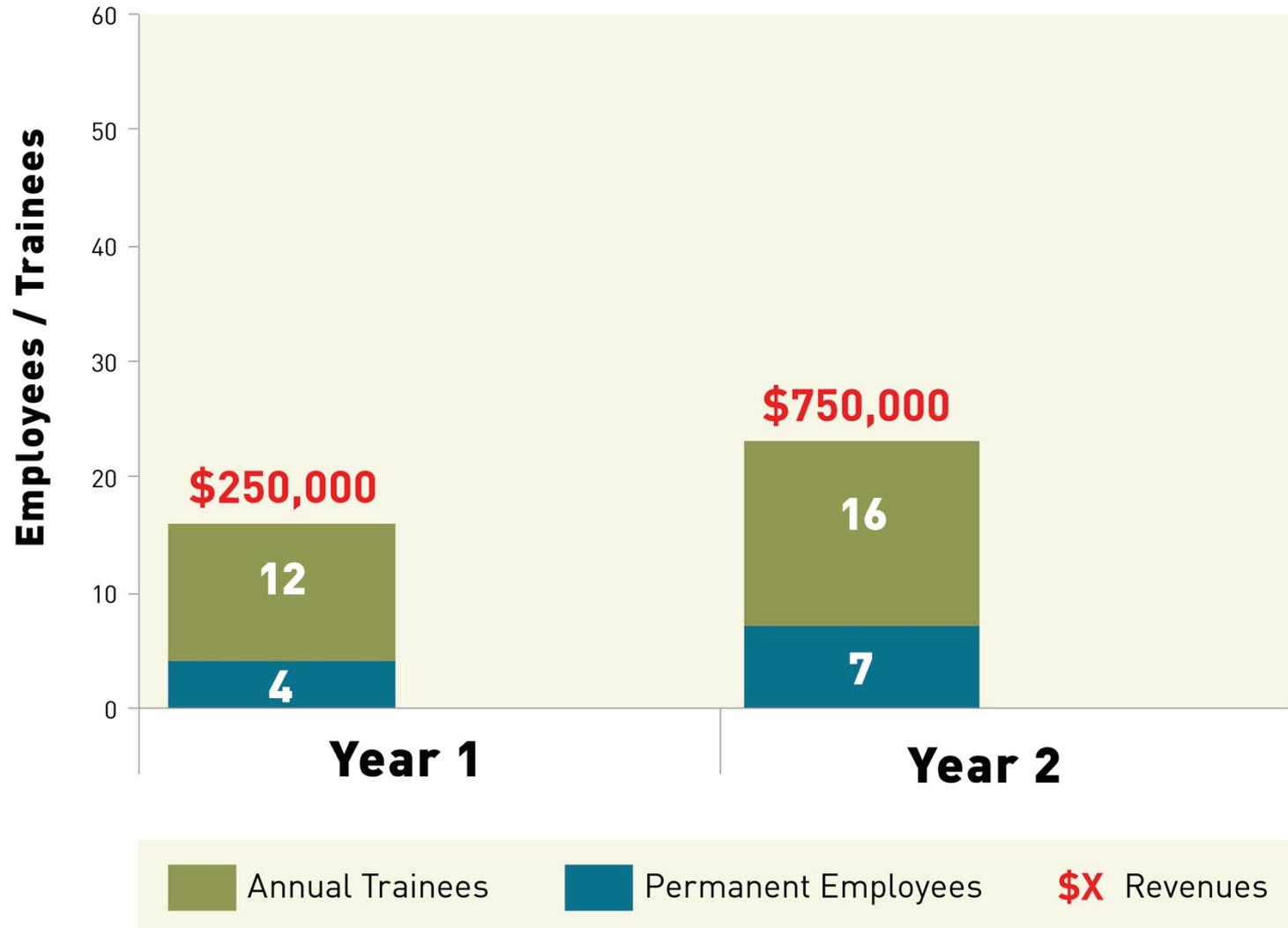
No Safety Net → Comprehensive Benefits

Dead End Job → Invest in Growth

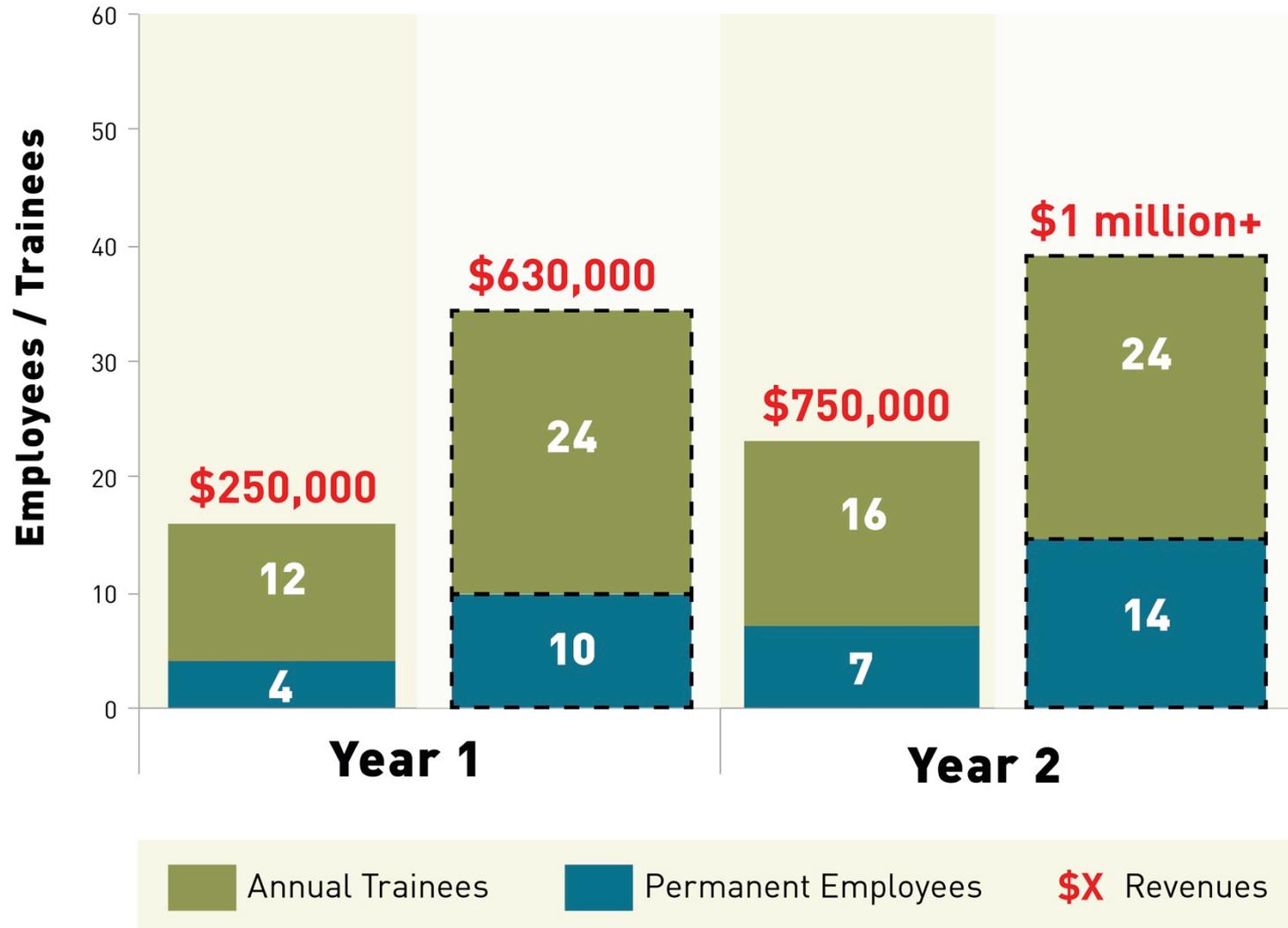
Green City Works Growth and Employment Vision



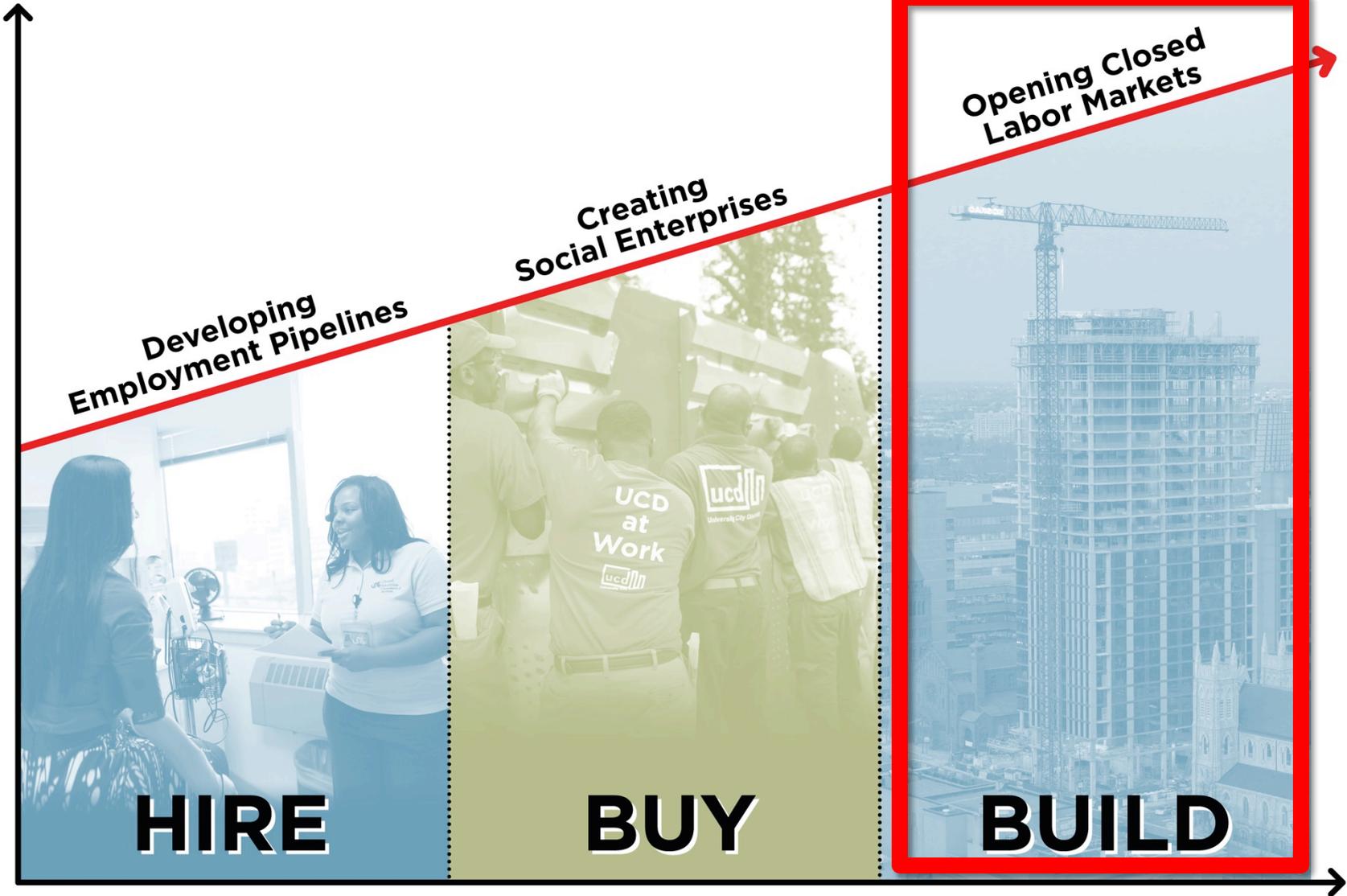
Green City Works Growth and Employment Vision



Green City Works Growth and Employment Vision



University City's Opportunity Ecosystem





Creating a Ladder to Skilled Trades





53

average number
of weeks
unemployed
prior to WPSI

53

.....

average number
of weeks
unemployed
prior to WPSI

\$13 MILLION

.....

in wages for
previously
unemployed West
Philadelphians

53

.....

average number
of weeks
unemployed
prior to WPSI

\$13 MILLION

.....

in wages for
previously
unemployed West
Philadelphians

Last Year...

.....

96%

of our graduates
connected to employment

\$13.56

average starting wage





Federal Reserve Chair Janet Yellen





“After her speech, Yellen met in a roundtable with training participants and graduates at the West Philadelphia Skills Initiative, a program that connects local residents with job opportunities in the area.”

Bloomberg



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Bloomberg

“The percentage of [WPSI participants] finding jobs has climbed steadily over the last five years to about 95 percent, and demand from potential employers now exceeds the supply of workers the program can offer.”

The New York Times



University City District

**West Philadelphia
Skills Initiative**