University City: The Economic Context

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
University City: The Economic Context

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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
- Opening Closed Labor Markets

HIRE
BUY
BUILD
University City’s Opportunity Ecosystem

- **Developing Employment Pipelines**
- **Creating Social Enterprises**
- **Opening Closed Labor Markets**

**HIRE**

**BUY**

**BUILD**
The Launch of an Employer-Driven Workforce Intermediary

The West Philadelphia Skills Initiative
Traditional Approaches

The Gap

Employer Needs

Participant Needs
The Skills Initiative Difference

WPSI

Employer Needs

Participant Needs
The Tools That Work

Successful Partnerships

Needs Assessment

Soft Skills Focus

Performance Based Feedback & Evaluation

Value Added Basis
The Children's Hospital of Philadelphia
Seasonal Employment  ➔  Year-Round Employment
The Good Jobs Strategy

Seasonal Employment $\rightarrow$ Year-Round Employment

Minimum Wage $\rightarrow$ $13.50 / Hour
The Good Jobs Strategy

Seasonal Employment → Year-Round Employment

Minimum Wage → $13.50 / Hour

No Safety Net → Comprehensive Benefits
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Dead End Job → Invest in Growth
Green City Works Growth and Employment Vision

Year 1
- Annual Trainees: 12
- Permanent Employees: 4
- Revenues: $250,000

Year 2
- Annual Trainees: 16
- Permanent Employees: 7
- Revenues: $750,000
Green City Works Growth and Employment Vision

Year 1:
- Annual Trainees: 12
- Permanent Employees: 4
- Revenue: $250,000

Year 2:
- Annual Trainees: 16
- Permanent Employees: 14
- Revenue: $750,000

Year 3:
- Annual Trainees: 24
- Permanent Employees: 24
- Revenue: $1 million+
Creating a Ladder to Skilled Trades
53
average number of weeks unemployed prior to WPSI
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$13 MILLION in wages for previously unemployed West Philadelphians
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$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
“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

“...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