



# Marin City Community Development Corporation

**Building Sustainable Neighborhoods Through  
Community Economic Development**

***Federal Reserve Bank***

*CRA Roundtable:*  
*Workforce Development  
and the Economy*

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Marin City, CA

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## Marin City CDC Mission:

- ***To improve the economic quality of life*** for Marin City, other emerging communities throughout Marin County, and the region through community economic development.
- Toward this end, ***MCCDC promotes business opportunities, creates income generating programs, promotes full employment, builds skills, and promotes the concept of economic self-sufficiency***



# Marin City CDC Profile

- *Agency has been in existence since 1979*
- *Agency has 10 full time staff, 4 part-time staff/contract workers, 30-50 program staff*
- *While the focus of our work is in Marin City and Southern Marin, we serve low income individuals and families throughout Marin and West Contra Costa County.*



## Marin City CDC's Target Population

- ✓ MCCDC serves those who have been chronically unemployed and/or who are low wage earners who have traditional barriers to good jobs, incomes, and careers -- economically disadvantaged individuals, disabled, non-custodial parents, TANF recipients, re-entry, and other underserved or underrepresented populations.
- ✓ Due to the current economic climate and our agency's commitment to initiatives that reduce the cycle of poverty, we have expanded services to low wage earners and those who are recently laid off.



# Meeting the Needs of Workers

- Increased access to high-growth employment
- Industry-specific training
- Support services tailored to needs of each population served



Workers

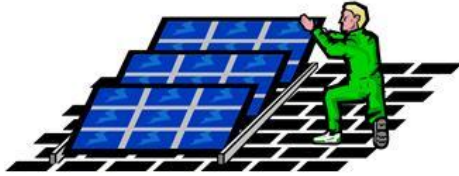
Industry

**As a Workforce Intermediary,  
we support the Agency Mission by providing  
a quality service model that focuses on creating a  
beneficial impact on our residents, businesses,  
and stakeholders.**

**MCCDC Mission:**  
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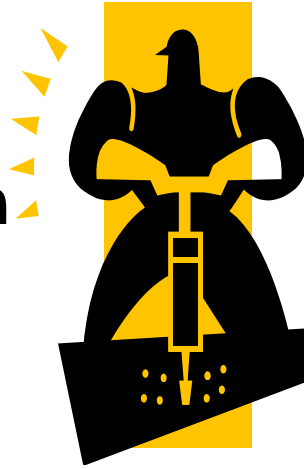


# Industry Sectors MCCDC Workforce Services focus on:



**Renewable Energy & Energy  
Efficiency**

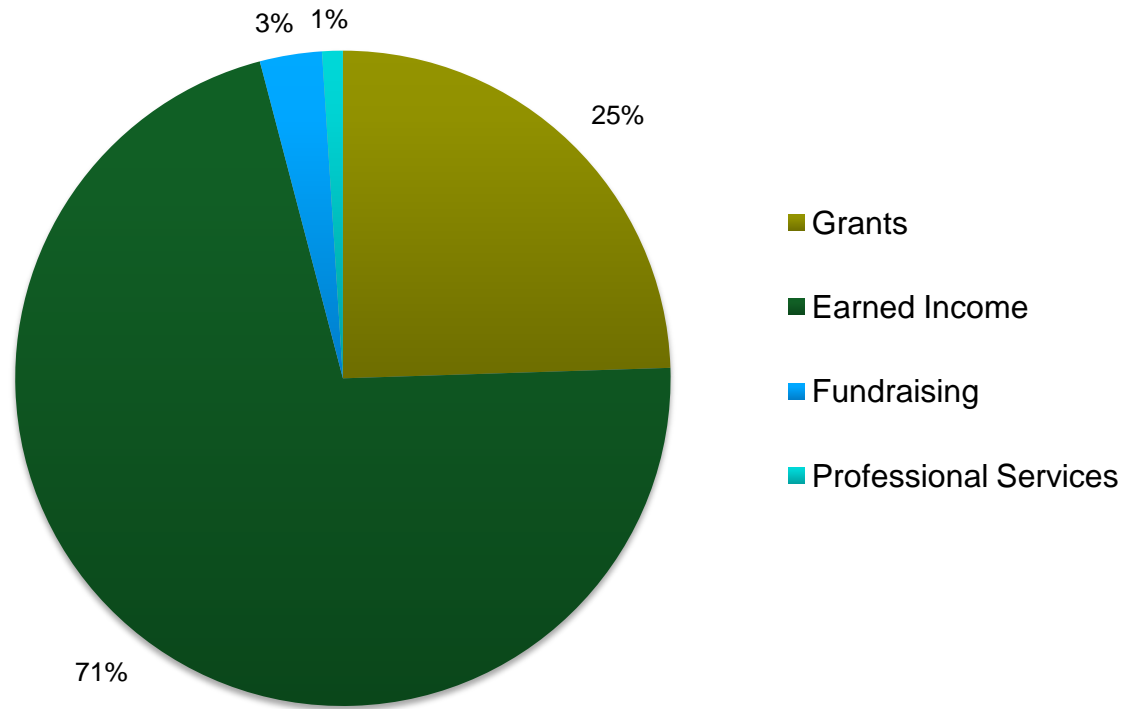
**Construction**



**Medical/Healthcare**



# Sources of Agency Revenue





# Earned Income Business Model Strategy

- ***Fee for Service***
  - *Department of Rehabilitation*
  - *Marin Department of Health & Human Services*
- ***Workforce Intermediary Services***
  - *Energy Efficiency & Renewable Energy Services*
  - *Renovation Services to Public Housing Properties*
  - *Section 3 Concern*
- ***Hire Smart Alternative Staffing Solutions***
  - *Small and medium sized businesses*
  - *Department of Public Works*

# MCCDC Enterprises

- Employers as primary customer
- Understand employers: speak their language, be active in their industry, and participate in their professional associations and groups
- Identify opportunities and provide expertise
- Act with flexibility and responsiveness
- Produce demonstrable business benefits
- Maintain regular contact, involvement, and customer service and solicit feedback on employer satisfaction

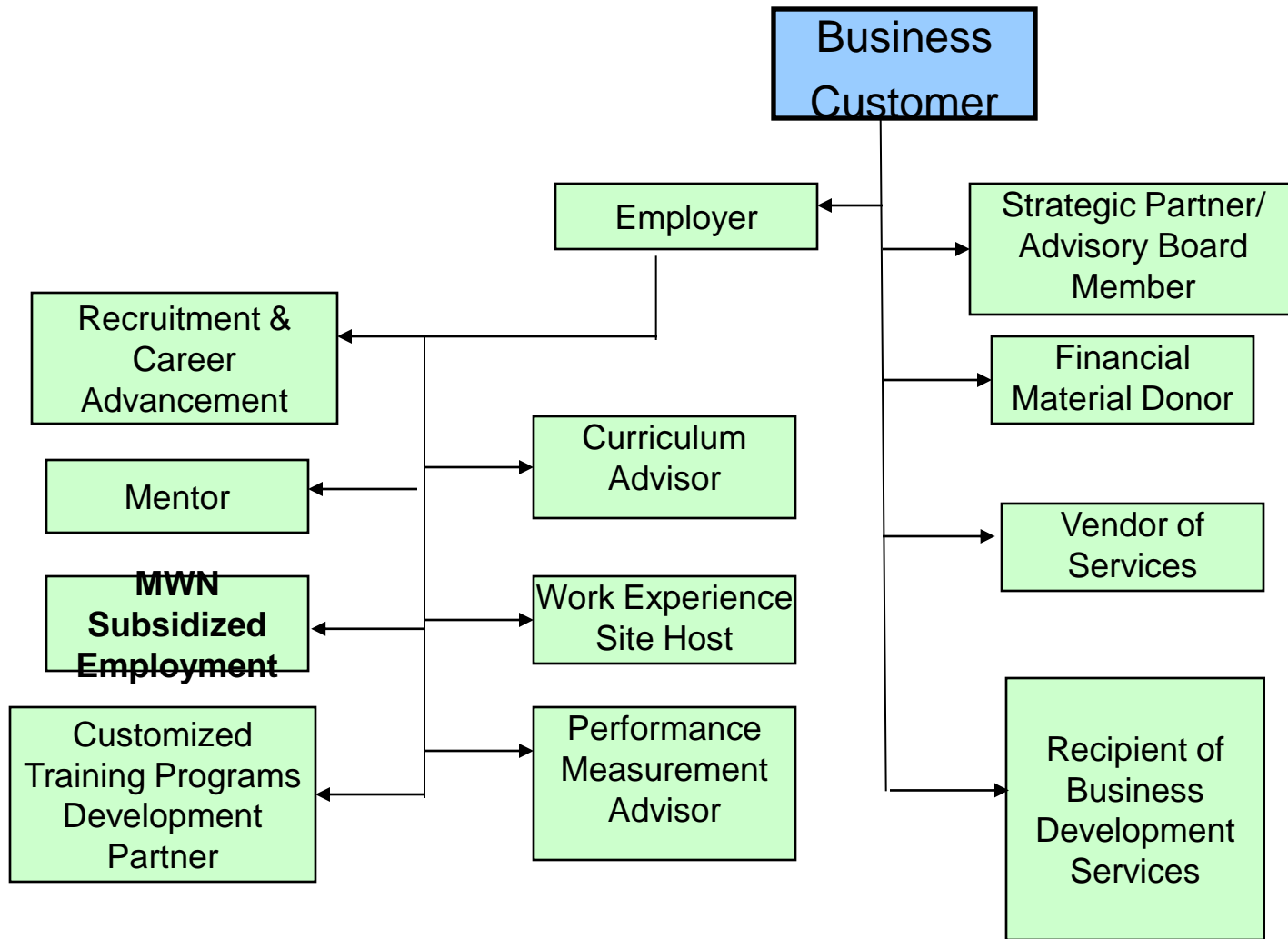
# Key Features of Employer Strategies

- Industry-specific focus *(or occupation-specific)*
- Employer as customer
- Targeting high-growth industries
- Looking for jobs and job clusters
- Assisting low-wage job seekers and dislocated workers
- Systems change strategies



# Industry Engagement and Business Services Flow Model

Business Services are continuous and complimentary to Client Services



Marin City Community Development Corporation

# Newly Acquired 4-Acre Estate in Marin City





## ***Key Goal: To Expand Community Access to Resources that Promote Economic Development***

- ***Venue to Expand Businesses and Programs***
  - *Workforce Intermediary Services*
  - *Hire Smart Business Solutions*
- ***Strategic partners need a location to ensure that the community has access to additional resources***
  - *Non-Profits with aligned services such as Adult School, Community College, and Pre-Apprenticeship Training*
- ***Provision of affordable housing***
  - *Partnership with Habitat for Humanity to pursue development of affordable housing units*



# Systems Change Outcomes

- 1) Higher skilled workforce for local employers.
- 2) Reduced cost of doing business through targeted recruiting, screening, hiring and training.
- 3) Increased access to high growth careers for jobseekers.
- 4) Improved job retention for both employer and jobseeker customers.
- 5) Equilibrium between supply of skilled workers and employer demand through effective sector-based strategies.
- 6) Increased wage progression.