



Marin City Community Development Corporation

**Building Sustainable Neighborhoods Through
Community Economic Development**

Federal Reserve Bank

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

441 Drake Avenue
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.*



Meeting the Needs of Workers

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



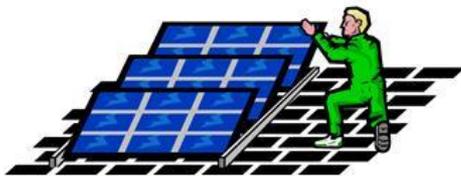
Workers

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:
*Building Sustainable
Neighborhoods Through
Community Economic
Development*

Industry Sectors MCCDC Workforce Services focus on:



Renewable Energy & Energy Efficiency

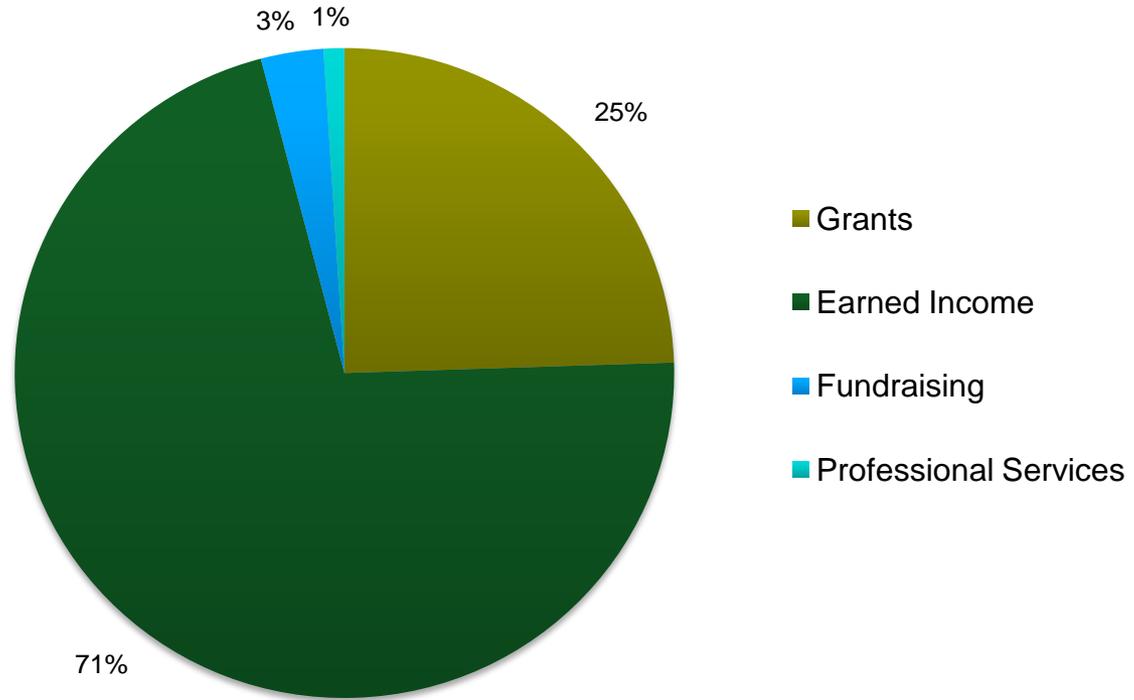
Construction



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

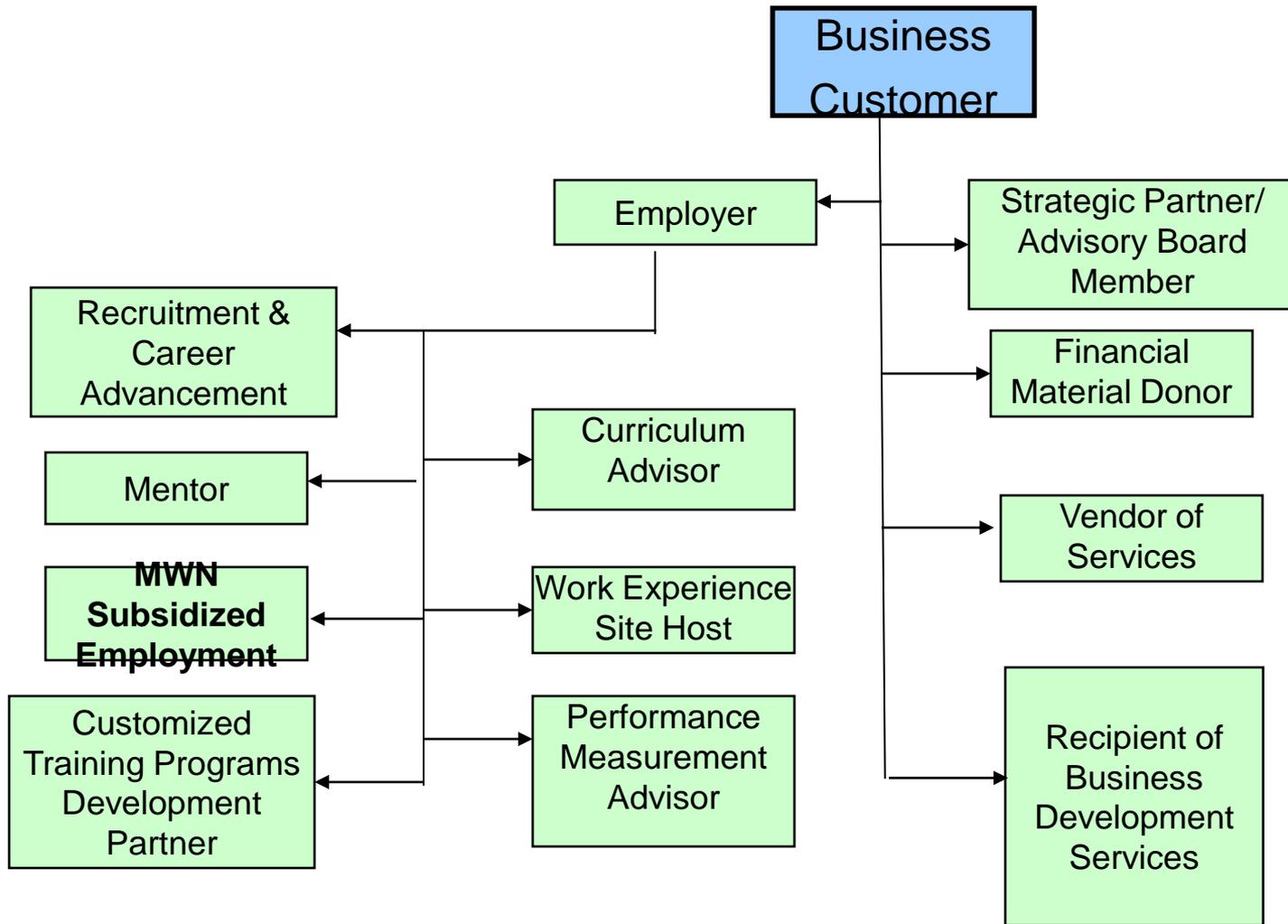
Key Features of Employer Strategies

- 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.