



Report to Economic Development Subcommittee

TO: Economic Development Subcommittee

FROM: Mike Lee, Economic Development Director

AGENDA DATE: February 13, 2018

TITLE: **EMPLOYMENT RESOURCE CENTER UPDATE – 2017 YEAR END REPORT**

RECOMMENDED ACTION

Staff recommends that the Economic Development Subcommittee receive and file this Moreno Valley Employment Resource Center (ERC) program update.

BACKGROUND

The award winning Moreno Valley Employment Resource Center is a joint use facility operated in partnership with the Riverside County Workforce Development Center. Program activities can be divided into two main categories: employment services for job seekers and business services for Moreno Valley based businesses. The following report provides an overview for the 2017 calendar year:



Program Highlights:

In 2017, the Economic Development Department made improvements to transform and modernize the ERC into a mega one-stop shop that proactively responds to the needs of Moreno Valley job seekers and the business community. During this time, staff has greatly expanded operations in the following ways:

- Outreach: At the ERC, outreach to businesses and jobs seekers is key to the City's success. In 2017, staff increased the pathways to reach customers both internally and externally. Strategies include: targeted email marketing with the

Hire MoVal job seekers list, new and better job board postings, digital sign communications, social media posts, website integration, new and better signage and participation in more community events like the Moreno Valley College job fair and El Grito community event.

- Education Partners: At the ERC, the City of Moreno Valley strengthened its partnerships with several key education partners.
 - California Baptist University: In 2017, CBU launched its Moreno Valley Education Center with a move that include paint, classroom furniture, and two new projectors with sound systems. The move also include new on-site counsellors at the ERC to better serve and recruit Moreno Valley students. The move also included the creation of a new
 - Moreno Valley College: In 2017, MVC began to better promote their Career and Technical Education (CTE) program and services at the ERC creating a pathway for site users to pursue degree and certificate programs. This partnership is also creating avenues for business to better interact with the college and influence curriculum decisions.
 - Moreno Valley Adult School: As a key partner at the ERC, Moreno Valley Adult tables on a monthly basis to advertise GED, High School completion and the new logistics programs.
- Staff: As part of the Momentum MoVal: The City has added a full time, management level staff member to the ERC to take over the day-to-day operations. This staff member has been tasked with modernizing the facility, overseeing outreach, partner relations and making sure that the facility meets the needs of those it serves.
- Riverside County Workforce Development Center: In 2017, the City has worked in partnership with the County to enforce the MOU.
- Moreno Valley Businesses: In 2017, Moreno Valley businesses from mom and pops to international companies have utilized the ERC to connect to top talent. Companies such as: Jerome's, UC Riverside, Riverside County Waste Management, Proctor and Gamble/DB Schenker, Amazon, Moreno Valley College, UNFI, IHOP and Moreno Valley (Value) Windows and Doors, Floor and Décor, Churrito Loco and UNFI.
- Funding: In 2017, ERC oversaw the application and management of the CDBG program grant of \$66,000 and the ramp down of the Western Riverside Council of Governments (WRCOG) \$53,000 technology grant. Staff has also been tasked with identifying additional funding.
- Lease Agreement: The ERC is located in the TownGate shopping Center, now one of the busiest in the City. In 2017, the Center ownership began charging the

ERC rent for the first time in the ERC's history. Staff has overseen that lease and ensured timely payments.

- **Volunteers:** City sponsored volunteers remain an important resource at the ERC. In 2017, the ERC staff increased its volunteer program to allow Moreno Valley based residents to give back in a meaningful way at the center.
- **Career Assessment Software:** In 2017, the ERC increased its service offerings with new programs like the Focus2 software suite which allows users to test their aptitude for a whole battery of job options.
- **Hiring Events:** In 2017, the ERC held 77 hiring events and increased attendance at these hiring events.
- **Hire MoVal:** More and more the ERC is associated with the award winning Hire MoVal program. It is the place where job seekers connect to jobs and the where businesses connect to the resources to Hire A Grad. At the ERC the benefits and merits of the Hire MoVal program is communicated to businesses and job seekers through e-blasts, digital sign boards, flyers, a dedicated pop-up banner and in-depth staff interaction.

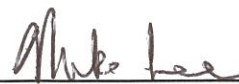
Together these program enhancements help to ensure that all Moreno Valley residents have a pathway towards a better of quality of life for themselves and their families.

ACTIVITY REPORT

Activity	2017
Number of ERC Monthly Users – Sign-in Sheets	11,482
Number of unemployed persons assisted	7,961
Number of persons from Moreno Valley Assisted	9,023
Number of Workshops, Trainings	32
Number of Hiring Events	77
Hire MoVal Job Seekers List	4,312



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