

Date:
From:
Re: Launch of the City of Gainesville's Landscape & Lawn Care Academy
Cc:

In the current approved FY19 budget there is recommended increment of \$50,000 for a "BOLD" pilot program. As you may recall from previous budget discussions, this program is designed to test the effectiveness of a workforce development strategy with multiple objectives including, but not limited to, decreasing the City of Gainesville's dependence on inmate labor for public landscaping projects. The program additionally aims to provide an intensive apprenticeship opportunity for young men currently enrolled in the City's BOLD program managed by Gainesville Police Department and Project YouthBuild, a federally-funded initiative of the US Department of Labor and the Institute for Workforce Innovation (IWI).

Our staff has been meeting for months now to design and plan for a comprehensive pilot that will include an education and work readiness component through our partnership with Santa Fe Community College as well as a hands on apprenticeship cohort that run 25 weeks in length. The program is set to launch next month, and the purpose of this memo is to provide with you with an executive summary, which follows below.

Pilot Program Overview: Gainesville Landscape and Lawncare Academy

Launch date: Mid-October with program start on November 18th through April 30, 2019

Length of pilot: 25 weeks

Partners: Project YouthBuild via IWI; Santa Fe College; Gainesville Police Department; Local Private Landscaping Company (to be identified and secured by IWI); CareerSource NCFL

Program Participants:

- Target of 5-6 participants
- Must be 18 to qualify
- Enrolled in BOLD
- Successful graduates of YouthBuild*
- Enrolled in CareerSources NCFL's WIOA Youth Program

Pilot Revenue Sources:

- City of Gainesville = \$50,000
- CareerSource NCFL (WIOA) 300-hour internships = \$24,570
- Additional Anticipated Leveraged Funds:
 - Project YouthBuild NCCER Core and OSHA Training = \$8,220
 - Project YouthBuild First Aid/CPR = \$510.00
 - CareerSource NCFL Individual Training Accounts for SFC Course = \$18,000
 - Bus Pass = \$1,260

Total Leveraged Funds: \$27,990
Leveraged funds per participant: \$4,665

Apprenticeship Details: Monday through Thursday “on-the-job training,” 8 a.m. to 5 p.m.

Classroom Instruction: Fridays only, 9 a.m. to Noon

Coursework to include “Business Fundamentals, Customer Service and Landscape Architecture” with emphasis on:

- Bookkeeping Best Practices
- Marketing and Outreach
- Risk Management and Licensure
- Personnel Management
- Customer Service and Engagement
- Entrepreneurship
- Leadership, Employability, Communications, and Human Relations skills
- Safety Procedures in the Workplace
- Principles of Landscape Design and Maintenance
- Plant Identification and Handling
- Irrigation System Installation and Maintenance... among other topics

Additional Support Services for Participants include costs for equipment (i.e. steel toed boots, protective gear) at \$900 per participant.

Participant Employment Retention Incentives are as follows:

May-June job retention = \$200.00 incentive (\$1,200)

July-August job retention = \$225.00 incentive (\$1,350)

September job retention = \$250.00 incentive (\$1,500)

<p>Total Incentive Funds: \$4,050</p> <p>Total Support Services: \$900 per participant</p> <p>City of Gainesville Revenue Contribution: \$50,000</p> <p>Total Leveraged Funds from Partners: \$27,990</p>

Footnotes:

- Successful graduates of YouthBuild must have OSHA 10 Card, CPR & First Aid certifications to qualify
- Case Management Support to run length of program
- Participants will be paid in five incremental phases that include incentive pay toward completion of pilot. First phase at 300 hours is \$10.50/hr with the program participant receiving \$12.50/hr toward graduation.