



CITY OF CAMBRIDGE

COMMUNITY DEVELOPMENT DEPARTMENT

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617-349-4600

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TO: Mr. Robert W. Healy, City Manager
FROM: Michael H. Rosenberg, Assistant City Manager for
Community Development
DATE: 4/1/91
RE: Cambridge Employment Plan,
CambridgeSide Galleria

Relative to Council #4 April 1, 1991, public hearings were held by the Cambridge City Council Economic Development & Employment Committee on the Cambridge Employment Program on 10/3/90 and 3/14/91. Data presented to the Council Committee at these hearings is summarized below.

CambridgeSide Galleria

A census of Employment at the CambridgeSide Galleria was compiled for 64 stores as of 10/31/90. At the time of this census the results were:

Cambridge Residents Hired	316
Total of Hires	1,369

Percent Cambridge residents of total 23%

Unemployment

Unemployment in Cambridge has been rising since last summer:

June 1990	3.8%
September 1990	4.1%
December 1990	4.3%
January 1991	5.3%

By way of comparison, the unemployment rate in Massachusetts has risen to 9.3% as of March 1991.

Ongoing activities - Cambridge Employment Program

See attached update from E.R.I. dated 2/28/91

The CEP was budgeted so as to reach a target of placing 150 unemployed Cambridge residents in jobs during FY'91.

As of the reporting date of 2/28 the program had placed 124 Cambridge residents and is expected to meet and exceed the target. Referrals to the Galleria by the CEP staff accounted for 52 placements among the 124 identified above.

Robert W. Healy

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Outreach

The emphasis of the employment program has had to shift from job referral to job development. Brochures were printed and mailed to all employers employing over 20 persons. This was a mailing of 500 made in cooperation with the Cambridge Chamber of Commerce.

Youth Employment Office

Community Development staff have assisted with the setting up and operation of the City's youth employment office. This effort includes advising committees, developing survey matter for students on youth employment needs, and helping solicit summer employment positions.

Employment & Training Report

Together with Cambridge Community Services, CDD staff published a report on employment and training needs and obstacles.

Research

Community Development is conducting research on the central fact that the 100,000 jobs available in Cambridge are increasingly technical and require an ever increasing level of knowledge among residents to get these jobs.

Part of our research is a survey of 100 Cambridge firms which represent a cross section of the total employment base in the City. Approximately 85 of the 100 surveys have been completed and coding of results has begun. A report is expected to be completed in June.

Preliminary results indicate that Cambridge Employers are extensively involved in job training to and are highly motivated to upgrade the skills of the work force so as to stay competitive.

Planned Activities

As currently planned, future activities will involve working with a joint partnership among employers, schools, and non profit agencies on additional efforts to upgrade the skills of the work force. Several areas are being identified where there is extensive interest among Cambridge employers to participate in future training partnerships. Once surveys are completed a program will be determined to begin such a training partnership.

Grant Resources

Certain foundations and agencies are very concerned about the same future work force issues we are exploring in Cambridge. City staff are targeting these issues and trying to determine which foundations and agencies might fund pilot programs for innovative partnerships in Cambridge.

E·R·I

EMPLOYMENT RESOURCES INC.
432 COLUMBIA STREET
CAMBRIDGE, MA 02141
(617) 494-1154

UPDATECAMBRIDGE EMPLOYMENT PROGRAM7/1/91 - 2/28/91

o	Total Residents Served since July	223
o	Total Residents Referred to Jobs since July	182
o	Total Referrals Made to Jobs	278
o	Total Resident Hires to Date	124
o	Average Wage of Hires	\$6.67
o	Number of Companies listed with ERI	268
o	Number of Cambridge Companies listed	185
o	Percent of Companies that are Cambridge	69%



CITY OF CAMBRIDGE
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EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

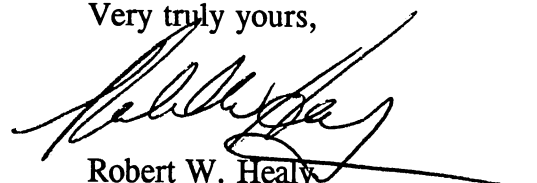
RICHARD C. ROSSI
Deputy City Manager

April 22, 1991

To The Honorable, The City Council:

In response to Awaiting Report Item No. 28, regarding reports on the progress of the CambridgeSide Galleria Job Program, please find attached a report from Michael H. Rosenberg, Assistant City Manager for Community Development.

Very truly yours,



Robert W. Healy
City Manager

RWH/mev
attachment

Consent Agenda # 6

S 517

Awaiting Report Item Number 28
regarding report on the progress of the
CambridgeSide Galleria Job program.

In City Council,

April 22, 1991

Placed on file