

hiring when outside employees are hired over residents who live in the city because these employees are not being nurtured.

The committee heard from Jason Marshall, Project Manager – Assistant to the Mayor, who stated that the Mayor's Office has received calls from high school to college-aged students looking for employment. He stated that job fairs and internships should be established in the City.

Councillor Decker stated that she has received calls for jobs from persons who possess low level to high level skills. She asked where should these inquires for employment be sent for jobs. She further stated that she is match people outside the City with jobs.

The committee heard from Ellen Semonoff, Deputy Director of Human Services, who stated that there were two problems on the state and federal level. There was a program disconnection at the local level. The federal goal, she stated, was to pool the funding and give money to the states to establish a program. This provided access at one place. Massachusetts, as part of the twenty-city region, was a large recipient of this funding, but it has declined over the last five years. Cambridge is the lead city in this region and has the lowest unemployment rate. One Stop career centers, such as Career Place in Woburn and Career Source at 185 Alewife, Cambridge were set up to match core service needs. These centers do not provide individual one to one service and low-income people do not have to pay for these services. The Career Place in Woburn serves people who have a higher level of education and a less diverse population and the Career Source in Cambridge serves people who are 50% high school graduates or below with some college education.

Vice Mayor Maher asked what would be done for an unskilled mother with a high school diploma and three children. Ms. Semonoff suggested sending her to the Cambridge Employment Program. She is eligible for services at the Career Source, she said.

Councillor Decker stated that she has received complaints about the Career Source. Payment for classes is a problem. Ms. Semonoff responded that she believes that the City provides high quality service to Cambridge Housing Authority residents. The gamut of services, she said, ranges from high to low skill individuals, with a focus on providing high level services to employers, which would provide jobs to Cambridge residents. This program operates under federal and state regulations, she said. Councillor Decker stated that she was interested in who is served by the program, the demographics and how many are Cambridge residents. Ms. Semonoff responded that this information would be provided to Councillor Decker.

The committee heard from Sue Walsh from the Cambridge Employment Program who stated that it is difficult and frustrating for people who are looking for public funds to pay for training and to get the required training. The City of

Cambridge funds the Cambridge Workforce Development Office located at 51 Inman Street, she said. The staffing has increased to 3.5 due to funding received from HUD, an addition of one staff person. Computers are available for resume development, she said. The Workforce Development Office discovered that their clients were unwilling to visit Career Source. Our clients, she stated, have language and work history barriers. She urged the committee to refer calls to the Workforce Development Office. Councillor Davis stated that maybe it is not well known about the office at 51 Inman Street; maybe there is a problem with outreach. Ms. Semonoff stated that last year 500 clients were served with 1/3 being placed in jobs. She further stated there is an issue of how well known the office is, but it is also a capacity issue. The Workforce Development Office does do outreach

Vice Mayor Maher asked how long are the cases followed. Ms. Walsh responded that there is no long-term follow up done because there is insufficient staff; however, the office would like to do follow up. The office has developed a survey and contact is made within thirty days, she said.

Councillor Davis asked how does the city connect the new jobs in new companies. Ms. Walsh responded that there is a long-standing relationship with employers. Job matching is done to match employees with jobs.

Vice Mayor Maher again asked about the mother of three children. Ms. Walsh responded that if a person is willing to work the office could place this person.

Councillor Davis asked if the new jobs in the city are in the service industry. Ms. Walsh stated that it varies. She further stated that the Office of Workforce Development does not have people to place in new jobs, there is a placement mismatch.

Vice Mayor Maher stated that the Web Site could have links to companies to list jobs and encourage residents to apply. Councillor Davis stated that a career ladder is needed.

Councillor Decker asked where do people go who are intelligent, but not college educated. Is the city reaching out to new businesses for jobs, she inquired. She further asked if there is collaboration on this issue and where are these people going to find jobs.

Councillor Davis stated that the opportunities are here, but connections are not easily made.

Vice Mayor Maher told another example of a person who was homeless with a high school education. The person worked in CVS and was placed in a lab tech job at Beth Israel and ended up going to Nursing School. Councillor Decker told of another example of a person who got a job in government and received additional skills and her world of job opportunities increased.

The committee heard from Jason Marshall, Project Manager, Assistant to the Mayor, who suggested tapping the high tech industry to do in-house training.

The committee heard from Jeanne Strain, Director of Economic Development in the Community Development Department, who stated that there has been a 1-% employment growth since 1980. Expensive housing is a constraint, she said. It is an entrepreneurial-based economy. Twenty-five percent of jobs are based in the institutions. The cuts in federal research and development will impact the universities, she said. In general, she said, universities and hospitals do not move from Cambridge; this is a stable base. Manufacturing jobs represent 7%. Cambridge, she said, will not be a major manufacturing sector. Manufacturing creates good jobs for people with high school education. The pilot program in high tech is very important to Cambridge, she said. Landscaping and janitorial are areas where small businesses could be started, she said. Training is needed for skills in how to develop a small business. The hospitality industry hires immigrants and some hotels provide career training. Ms. Strain stated that cost out of goods is different in Cambridge than in other areas and apprenticeship service is needed.

Councillor Decker asked why are people going to Community Development and not to the Workforce Development Office. Ms. Strain responded because these people want to start their own business. Ms. Rubenstein, Assistant City Manager for Community Development, stated that Community Development has a small business loan program. Councillor Decker asked if the program provides technical assistance. Ms. Strain responded in the affirmative. She informed the committee that Just A Start has a high tech training program.

Ms. Stain stated that the Internet industry is hyped and in so much flux that it is hard time within this market.

Ms. Rubenstein stated that a survey would be done by the Economic Development of the labor market. The biotech, software Internet snapshot will be done this summer, said Ms. Strain. An update will be done in 2002.

Vice Mayor Maher stated that Councillor Born received a report on financial services and looked at companies that receive venture capital in Cambridge—nine out of ten of the companies no one had ever heard of. Ms. Rubenstein stated that some of these jobs are not in Cambridge, they are global.

A discussion arose regarding linking the city's web site to the top twenty-five employer job board sites. Ms. Walsh stated that a business liaison works on job development and could work on the web page.

Councillor Davis requested the staff to report on the issue of linking job sites in the city, in particularly the top 25 employer job board sites.

Councillor Decker requested information on how the city is identifying and looking at new businesses and how is the city linking these to the employment of the city. She also requested information on where are senior citizens referred to in the city. Ms. Walsh responded that she has only seen about 16 senior citizens looking for employment information.

Vice Mayor Maher stated that the complexities of Plan E do not lend itself to building links with businesses. There is no access to power by businesses to encourage businesses to come to the table, he said. Fundamentally, he stated change needs to take place in the City Council in order to create change in the business world. He further stated that start up companies have ties to universities to host something like a business round table at City Hall. This will create an initial interaction. Councillor Davis asked if outreach is going on for philanthropic reasons. Vice Mayor Maher stated that philanthropic giving does not happen because you bring businesses to the table. People can buy into the community and then see the benefits. Ms. Rubenstein stated that jobs and the idea of a roundtable is a good way to build relationships.

Councillor Davis stated that she felt additional meetings are needed. To create linkage to high tech firms, an agenda is needed. The city needs to know where the jobs are and mentors are needed. Linkage is also needed to the School Department, she said. She further stated that she would like the Cambridge Chamber of Commerce involved in this process. Creating access to jobs with career ladders and a future is where she would like to go, she stated.

Councillor Davis stated that the topic for the next meeting would be linking to new businesses.

Councillor Davis thanked those present for their attendance.

The meeting adjourned at one o'clock and twenty minutes p. m.

For the Committee,


Councillor Henrietta Davis,
Chair 

ATTACHMENT A

(8) Manage the City to maintain high quality services and stability using fiscally sound principles and reserving a generous free cash pool.

City Manager's Key Implementation Goals:

- Maintain a comfortable excess levy capacity, an unreserved fund balance equal to 8-10% of the City's budget, and an expenditure program that is measured through quantifiable goals and performance measures. Continue to recognize the importance of predictability and stability to the City's tax base.
- Maintain City's AAA municipal credit ratings. Cambridge is one of six cities in the nation that has achieved AAA ratings from three independent financial rating agencies. The high credit rating allows the City to finance capital projects with low interest rates, ultimately saving the City millions of dollars.
- Increase the efficiency and functionality of the financial system through the installation of new software and hardware; complete installation of Purchasing, Accounts Payable, General Ledger, and Budget modules. Select Real Estate and Utilities receivable system. Continue implementation and installation of management software to assist departments in customer service, inventory/asset management, work order and permit and license tracking.
- Foster a strong property tax base; support and enhance a healthy business climate.

(9) Support training and other workforce development strategies that match citizens with the employment opportunities in Cambridge.

City Manager's Key Implementation Goals:

- Through the Cambridge Employment Program, continue to provide job search assistance and employment and training referrals to Cambridge residents and provide residents with formal and informal opportunities to meet with Cambridge employers to enhance residents' employability.
- As lead local official for the twenty cities and towns in the Metro North Region, provide leadership in the implementation of the new federal Workforce Investment Act so as to complement and enhance the workforce development strategies in the City of Cambridge.
- Enhance the basic education and work readiness skills of residents through continuation of Work Place Literacy programs with Cambridge employers, through expansion of the collaboration with Bunker Hill Community College, and through continuation of the Bridge Program to assist residents in transitioning to post secondary education opportunities.

City of Cambridge

**ECONOMIC DEVELOPMENT, TRAINING
AND EMPLOYMENT COMMITTEE MEMBERS**

*Councillor Henrietta Davis, Chair
Councillor Marjorie C. Decker
Vice Mayor David P. Maher*

In City Council July 31, 2000

The Economic Development, Training and Employment Committee held a public hearing on Thursday, June 15, 2000, beginning at eleven o'clock and forty-five minutes A. M. in the Sullivan Chamber.

The purpose of the meeting was to discuss monitoring of the goal of promoting opportunities for Cambridge residents to get good jobs in the City.

Present at the hearing were: Councillor Henrietta Davis, Chair of the Committee, Councillor Marjorie C. Decker, Vice Mayor David P. Maher, Ellen Semonoff, Deputy Director of Human Services, Susan Walsh and Susan Mintz, Office of Workforce Development, Beth Rubenstein, Assistant City Manager for Community Development, Jean Strain, Director of Economic Development, Jason Marshall Project Manager – Assistant to the Mayor, Sarah Klipfel from the Cambridge Chamber of Commerce and Donna P. Lopez, Deputy City Clerk.

Councillor Davis convened the hearing and read City Council Goal Number Nine and the City Manager's Key Implementation Goals. **(ATTACHMENT A)** Councillor Davis stated that the City needs to find out if the new high tech companies are offering jobs to Cambridge residents. One goal is to get more people to reside in the City and not use automobiles. A link is needed to the City's web site to outline what the jobs are in the City.

Vice Mayor Maher spoke on the philanthropic aspects of investment opportunities. On the High School for the 21st Century Committee he worked on matching up students with jobs. School Committee members, he said, visited companies to outline the needs of the workforce. He stated that he comes from the non-profit sector and non-profits do not have money to advertise jobs. The City needs to align the school curriculum with the changing needs of the workforce requirements, he said.

Councillor Decker stated that she has toured small businesses in Cambridge and met employers who have advertised jobs where College degrees are not required and small companies are not getting Cambridge residents to fill the vacancies. This needs to be addressed, she said. A task force should review job opportunities in the City. The City does not have a handle on the jobs available and communication needs to be established with the companies. She stated that the City does an injustice in its own

Committee Report #2

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A communication was received from Donna P. Lopez, Deputy City Clerk, for a report from Councillor Henrietta Davis, Chair of the Economic Development, Training and Employment Committee, for a public meeting held on June 5, 2000, for the purpose of monitoring the opportunity of Cambridge residents to get good jobs in the City.

In City Council July 31, 2000

Report Accepted
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