



# City of Cambridge

Committee Report #5

IN CITY COUNCIL

October 16, 2000

COUNCILLOR DAVIS

ORDERED: That the City Manager be and hereby is requested to investigate the feasibility of adding additional clean-up to the city squares with particular attention to Sunday afternoons.

In City Council October 16, 2000.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script that reads "D. Margaret Drury".

D. Margaret Drury  
City Clerk

Richard Rossi, Deputy City Manager, outlined the distributed literature on the cleaning of city squares. (ATTACHMENT A) The city, he said, has not had the luxury of a lot of personnel assigned to this task. A variety of cleaning goes on seven days a week from 4:00 a.m. through the evening hours. Cooperation from the business community is the key. Kendall Square businesses cooperate to the maximum. He will meet with the business leaders to enlist their help with supplementing the city personnel to clean up the squares and to outline their responsibility. If this effort does not work, enforcement will be more aggressive and violations will be tracked by the city. Data will be computerized to track the successes and failures. A meeting has been scheduled with the business district leaders for October 11, 2000 to discuss this issue. Awards will be given to businesses who maintain their property.

Mr. Rossi did list a problem. That being the use of trash receptacles on the sidewalk for the use of the public being used by the business community. Steam cleaners will be purchased to clean the trash receptacles. Tree grates, he said, will be removed and the area around the trees will be cleaned. The area will be filled in with stone in Central Square and if this proves successful, Harvard and Kendall Square will be done.

Councillor Davis asked if the property owners will get a copy of the ordinance. Mr. Rossi stated that the ordinance will be attached to the letter addressed to the property owner as contained in Attachment A. Councillor Davis suggested that the snow removal regulation be attached also. Mr. Rossi responded that this is a great idea.

Councillor Davis complained about the pigeon droppings at Western and Massachusetts Avenues. Mr. Rossi stated that the city does have the right to enforce the Sanitary Code if the building owners are doing nothing about the pigeons whose droppings are falling from their buildings onto the city sidewalk. Piano wire needs to be installed on these buildings, he said. Mr. Bersani stated that his department will investigate this situation. Councillor Davis suggested a product called "tangle foot."

Mr. Rossi stated that the cleanliness of McDonald's on Massachusetts Avenue is a prime example to review the cleanliness of a business. Debris from Dunkin Donuts and cigarette products are the worst offenders. Due to the fact that there is no database, there is no way to see who the constant offenders are and who is cooperating.

Councillor Davis stated that the condition of Central Square at 4:00 p.m. on Sundays is like walking through snow ankle deep. Bus and transit riders travel through Central Square and this does not project a good image for the city. At this time, Councillor Davis made the following motion:

**ORDERED:**           **That the City Manager be and hereby is requested to investigate the feasibility of adding additional clean-up to the city squares with particular attention to Sunday afternoons.**

The motion carried on a voice vote.

The committee heard from Arnold Goldstein, Central Square Business Association, who informed the committee of a plan to establish a "business improvement district." The business improvement district will tax businesses to provide money for the clean up of the business district. Time Square is an example of a business improvement district, he said. There are 2,000 business districts in the country. Massachusetts has two; one in Springfield and one in Hyannis. The Massachusetts Legislation on business improvement districts allows property owners to "opt out" of becoming a member. Those businesses who "opt out" pay nothing and businesses who commit end up paying for the whole project. A petition, he said, will be distributed to the city agencies and the property owners. An implementation plan will be distributed to the city and to property owners to sign up. There has been a positive response from the business community, he said. Mr. Rossi informed the committee that cities are not allowed to use this plan to cut their budget; cities can only supplement their work with this plan.

Councillor Davis suggested the "Golden Broom" Award for display in the business windows. Councillor Davis thanked all the city staff who attended the hearing. The meeting turned to the employment issues of the meeting.

Ellen Semonoff, Deputy Director of Human Services, stated that a report will be given on the issue of the possibility of providing links to the city's web page. She was informed by the City Manager that the link is already in place, there is a minor barrier because there is no Web Master. Approval has been received from the City Manager, she said, to make the link. A commitment has been received from the MIS Department to make the link without the Web Master. The issue now is to figure out what links will be made. The 25 top employers appear on the Community Development Web site.

Councillor Davis stated that there needs to be a publicity effort to let the public know that there is a link. When a link is made are employers told there is a link.

Ms. Bowker, Deputy Director of Community Development, stated that out of courtesy, the city would let the employer know that contact has been made. Vice Mayor Maher asked where does the information come from. Ms. Elaine Madden, Economic Development Division of the Community Development Department, responded that historical lists do exist. Ms. Jennifer James, Economic Development intern, stated that the American Business Index was also queried. This information is last year's information asked Vice Mayor Maher. Ms. James stated that this is the baseline. Ms. Madden stated that newspapers are also reviewed.

Councillor Davis requested that the list of the employers be provided for the City Council. New businesses need to be greeted as they come into Cambridge, she said. The city, she said, needs to be proactive in reaching businesses when they move into the city. Ms. Semonoff stated that survey work is done by the Community Development Department. Ms. Bowker stated that the survey is done to target the hot section of the city. The data from 1993 and 1998 was reviewed and the growth rate was looked at and several sections were identified to survey. There are 2,000 businesses with 50,000 employees. The questions that are asked in the survey are:

- Kinds of jobs
- Salary
- Educational requirements
- Are the employers willing to train
- Hiring sources where employers get employees
- Number of employees that are Cambridge residents
- Where growth will be anticipated.

One-third of the businesses are surveyed. Then a follow-up survey is mailed. The surveys will be distributed by the end of October and responses will be due by the end of the year. The three sections that will be surveyed will be business and finance, information and technology and science and health.

Ms. Susan Mintz, Office of Workforce Development, stated that the hospitality industry has more opportunity. She is trying to do a small survey of smaller hotels in Cambridge in an effort to show that there are career opportunities for people in this area. Ms. Semonoff stated that historically this area has a large turn over each year. People have assumed that there is no room for growth, but there is an opportunity for a career ladder in this industry. Ms. Susan Walsh, Office of Workforce Development, stated that the barrier in the hotel industry is that employees must be willing to move or relocate. Prospective employees want to work in the hospitality industry as long as they do not have to clean rooms.

Vice Mayor Maher stated that Hyatt and Howard Johnson's are doing interesting things with kids in the schools to expose them to the different jobs available. A culinary arts internship was developed last year that also included special needs students stated Ms. Walsh. Vice Mayor Maher stated that Bill Sage, owner of Howard Johnson's now known as Radisson, is very active in the community.

Ms. Mintz distributed an **ANALYSIS OF CAMBRIDGE RESIDENTS SERVED BY LOCAL WORKFORCE DEVELOPEMNT PROGRAMS (ATTACHMENT B)**. She gave the committee an overview of Career Source, a state and federally funded entity charged with providing employment services. **(ATTACHMENT C)** Cambridge is one of 22 cities involved with Career Source. People who use Career Source are:

- Low income;
- Persons of color; and
- Education level equal = GED or high school level.

Ms. Semonoff stated that the Cambridge Employment Plan's focus on providing counseling and job placement and then referral is made to a training program. Other agencies - the focus is on career training.

Councillor Davis asked where does the program at Bunker Hill fit in. Ms. Mintz responded that it is a certificate program. Ms. Semonoff stated that the Bunker Hill Program and educational programs are a subject that would be worth more discussion. Ms. Semonoff informed the committee of a Medical Interpreter Program presently being conducted at Cambridge College. Medical Interpreters is a service that must be provided by medical facilities. Vice Mayor Maher asked about the funding for these programs. He was informed that scholarships are available. Ms. Semonoff stated that employers have offered to pay for this training. Vice Mayor Maher asked what is the salary of a medical interpreter. Ms. Herald responded that Cambridge Hospital is known for its interpreter services. The salary range is \$27,000 to \$29,000. There are three levels of interpreters she said:

- Full-time budgeted positions;
- On-call positions; and
- Interpreter Services provided through telephone service (ATT).

Mr. Jason Marshall, Project Manager, Assistant to the Mayor, stated that the medical Interpreter Service Program at Cambridge College is a very intense program. Applicants to the program are screened before accepted to the program. Ms. Mintz stated that three additional classes are being added to the Medical Interpreter Program because of the high demand. Language skills, she said, must be strong in both languages.

A discussion ensued regarding the services provided to the city by Career Source. Councillor Davis asked what services is the city requesting from Career Source. Ms. Walsh stated that guidelines need to be provided to this agency. Ms. Madden stated that the city needs to check to ensure that there is a link to Career Source. Ms. James stated that the downfall with Career Source is there is no relationship with businesses.


Vice Mayor Maher stated that private business is unlikely to opt to use a temporary agency to secure employees. The School Department, he said needs to be included in this process.

Councillor Davis stated that the next meeting of the committee will be to brainstorm the following issues:

- Outline service needs as they relate to career placement agencies;
- Identify other stakeholders;
- Discuss educational programs/institutions;
- Outline the agenda for the committee; and
- Any other matter that may come before the committee.

The meeting adjourned at 1:45 p. m.

For the Committee,



Councillor Henrietta Davis,  
Chair

**CLEANING SCHEDULE  
CENTRAL, HARVARD, PORTER & KENDALL SQUARES  
CAMBRIDGE STREET (INMAN SQ TO LECHMERE)**

Street and sidewalk cleaning in our major Squares and Business Districts is done by both hand crews and by mechanical street and sidewalk sweepers. Adjacent streets are also cleaned in these areas.

The Department has had some successes with encouraging property owners and tenants to supplement the work done by City crews. City staff is planning to visit all abutters in these areas to both inform them of this legal responsibility and to encourage them to take pride in having a cleaner business/shopping area.

It is our plan to become much more aggressive with enforcement and to seek publicity for greater cooperation. A news story and meetings with the various business associations and leaders will be planned this Fall.

Listed below is a brief description of the cleaning schedule provided by Public Works.

**Central Square**

- Cleaned daily from 4AM-8AM by a mechanical sweeper and from 7AM-3PM by a two-person crew with the "Green Machine". Weekends (Saturdays & Sundays), this Square is cleaned from 6AM-10AM by a two person crew with the "Green Machine" and from 4AM-8AM by the mechanical street sweeper. Streets in and around the Square (including Bishop Allen, Green, Sydney and Pearl) are also swept daily.
- Truck 24 picks up litter baskets in Central Square seven days a week between 7AM-3PM and again between 3PM-11PM. Business rubbish pick-ups are done on Monday, Wednesday, and Friday, after 10AM.
- Public Work's contractors steam clean Carl Barron Plaza and the Central Square Library once a month and remove graffiti from the mural in the alley as needed.
- All poles with stickers are scraped, litter barrels washed and broken barrels replaced as required.
- Abandoned bikes are removed from racks, bush shelters are cleaned and electrical boxes and traffic poles are painted.
- Tree wells are cleaned, but in the past, not very thoroughly. This year, all tree wells will be filled with pea stone for a better cleaning.

## Harvard Square

- Cleaned daily from 4AM-8AM by a mechanical sweeper and from 7AM-3PM by a two-person crew with the "Green Machine". Weekends (Saturdays & Sundays), this Square is cleaned from 6AM-10AM by a two person crew with the "Green Machine" and from 4AM-8AM by the mechanical street sweeper.
- Public Works contractor's steam clean the Kiosk and Deguglielmo Plaza twice a month and graffiti is removed when required.
- All barrels are cleaned once a month.
- Poles and electrical boxes are painted as needed.
- Abandoned bikes are removed from racks and other illegal areas.
- We will schedule pea stone for the tree wells in Harvard Square upon positive results in the Central Square area.

Public works has received very good cooperation from the Harvard Square Business Association. The use of a common contractor for graffiti removal and steam cleaning has enhanced the cleanliness of this Square. The Parks Division along with the business community are keeping Winthrop Park in great shape.

## Porter Square

- Cleaned daily (seven days a week) by crews from the Harvard Square schedule.

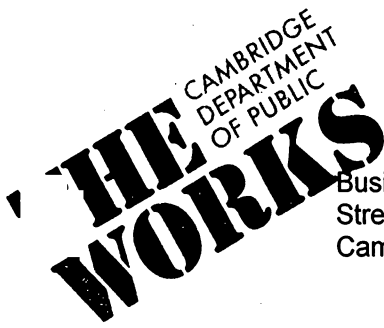
## Kendall Square

- This Square is swept 3 days a week on weekdays and on weekends 4AM-8AM by our contracted mechanical sweeper.

The business community also helps keep the sidewalks clean in Kendall Square.

## Cambridge Street (Inman Sq to Lechmere)

- A 2 two-person hand crew sweeps this area daily.
- Mechanical sweeper cleans street three times per week.



Fall, 2000

Business  
Street Address  
Cambridge MA 02139

Dear \_\_\_\_\_ Square Business Proprietor:

Richard C. Rossi  
Acting Commissioner

Lisa Peterson  
Acting Deputy Commissioner

147 Hampshire Street  
Cambridge  
Massachusetts 02139  
617 349-4800  
TDD 617 349-4805

As part of the City's ongoing effort to make our Squares and Commercial Districts a better and cleaner place for businesses and residents, a City representative recently visited the businesses in your area to discuss trash and litter issues. The City has invested in significant improvements in its Squares and Commercial Districts, and the Department of Public Works has made a commitment to keep your area clean.

In order to accomplish this, a collaborative effort is needed. It is part of DPW's job to help you maintain the image of your area as an attractive and safe place to work, shop, and live. Therefore:

- If you see graffiti, call DPW at 349-4800 and we will take care of it.
- If handbills are posted in a public area, call DPW at 349-4800 and we will remove them. Please note it is illegal to post handbills on public property.
- If you see a street light that is out, please call us at 349-4800 and we will see that it is properly reported.

For your part, we ask you to please:

- Sweep the sidewalk in front of your store at least once a day. We sweep every morning, so it is up to you to keep your part of the Square clean.
- If you have a public litter receptacle in front of your business, please remember it has been placed there for the convenience of passers by. If your business would like to add more receptacles, please call us at 349-4800 for information and authorization.
- If you must put rubbish out in front of your store, please put it out as close to pick-up time as possible so it does not become an eyesore on the sidewalk. Rubbish is not only unsightly, but can also be a public health hazard and an impediment to pedestrians.

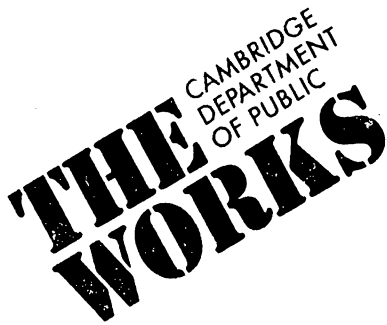
Together we can make your area a beautiful and vibrant business center. We expect you to hold us responsible to do our part, and we will hold you responsible to do yours.

If you have any questions about any aspect of living or working in your area, please call me at 349-4806.

Sincerely,

Richard Rossi  
Acting Commissioner





Fall, 2000

Richard C. Rossi  
Acting Commissioner

**Subject: Keeping Premises Free of Litter**

Lisa Peterson  
Acting Deputy Commissioner

Dear Citizen of Cambridge:

147 Hampshire Street  
Cambridge  
Massachusetts 02139  
617 349-4800  
TDD 617 349-4805

All private property owners/occupants whose property abuts public or private sidewalks or footways are responsible for keeping the premises free of litter. City of Cambridge Ordinance 8.24.040 states "Every owner or occupant of private property bordering on a street where there is a public or private sidewalk or footway shall maintain such sidewalk or footway and the adjoining gutter to the center of the street free of litter". Litter is defined as all refuse including fallen leaves, twigs and other miscellaneous debris.

This Ordinance further states "Litter from commercial or non-profit establishments shall not be thrown or deposited in any public litter receptacles by the owners, occupants, employees or agents of the commercial or non-profit establishments.

The City of Cambridge Ordinance 8.24.040 as described in the paragraphs above will be strictly enforced by the Department of Public Works.

Thank you for your cooperation in helping us make the City of Cambridge a cleaner and safer place to live and work.

Sincerely,

Richard Rossi  
Acting Commissioner



## **Chapter 8.24 REFUSE AND LITTER**

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### **Section 8.24.040 Private property owners and occupants--Keeping premises and adjacent areas free of litter.**

#### **A. Maintenance of Private Property.**

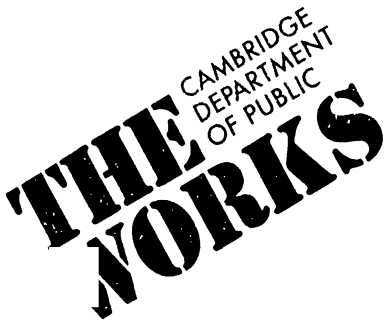
Every owner or occupant of private property shall maintain his property free of any accumulation of litter, and shall prevent any litter from escaping to any other public or private property.

#### **B. Maintenance of Sidewalks.**

1. Every owner or occupant of private property bordering on a street where there is a public or private sidewalk or footway shall maintain such sidewalk or footway and the adjoining gutter to the center of the street free of litter.
2. Every owner or occupant of private property shall cut and dispose of weeds in any yard area or vacant lot, or around any public or private property.
3. No person shall sweep into or deposit in any gutter, street, square or other public place the accumulation of litter from any building or lot, or from any public or private sidewalk, footway or driveway.

#### **C. Litter From Commercial or Nonprofit Establishments.**

1. Litter from commercial or nonprofit establishments shall not be thrown or deposited in any public litter receptacles by the owners, occupants, employees or agents of the commercial or non-profit establishments.
2. Commercial or nonprofit establishments may maintain authorized litter receptacles for the use of the general public outdoors on private property or on the adjoining sidewalk in a manner not to inconvenience the use of the sidewalk by pedestrians. The establishments are encouraged to identify such authorized litter receptacles as described in Section 8.24.020 of this chapter and the establishment shall cause the receptacles to be emptied regularly. (Ord. 1152 (part), 1993: prior code § 17-75)



Richard C. Rossi  
Acting Commissioner

Lisa Peterson  
Acting Deputy Commissioner

Fall, 2000

147 Hampshire Street  
Cambridge  
Massachusetts 02139  
617 349-4800  
TDD 617 349-4805

Property Owner  
\*\*\* Elm Street  
Cambridge, MA 02139

Dear Property Owner:

Your property at \_\_\_\_\_ has been observed to be strewn with litter and debris. According to City Ordinance 8.24.040, you are responsible for clearing your property from the back of the sidewalk to the center of the street (copy enclosed). Please see that your property is properly cleaned. Cleaning is both sweeping up and then placing the debris in an appropriate rubbish container, not merely sweeping debris into the gutter.

City Ordinance 8.24.260 (also enclosed) clearly spells out enforcement and penalties for failure to comply. Thank you for your cooperation in helping us make the City of Cambridge a cleaner and safer place to live and work.

Sincerely,

Richard Rossi  
Acting Commissioner



## Chapter 8.24 REFUSE AND LITTER

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### **Section 8.24.040 Private property owners and occupants--Keeping premises and adjacent areas free of litter.**

#### **A. Maintenance of Private Property.**

Every owner or occupant of private property shall maintain his property free of any accumulation of litter, and shall prevent any litter from escaping to any other public or private property.

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### **Section 8.24.260 Violation--Penalty**

#### **A. Criminal Penalty.**

Any person who violates any section of this chapter shall be subject to a fine not exceeding fifty dollars. Each day's violation shall constitute a separate offense.

#### **B. Noncriminal Disposition.**

Whoever violates any provision of this chapter may be penalized by a non-criminal disposition as provided in G.L. c. 40, § 21D. For purposes of this section, the Commissioner of Public Works shall be the enforcing officer, except that the Commissioner may delegate his enforcing authority to designated Public Works Enforcement Officers. The penalty for each violation will be twenty-five dollars. Each day's violation shall constitute a separate violation. (Ord. 1152 (part), 1993; Ord. 1084 § 3, 1989)



## CITY OF CAMBRIDGE

INSPECTIONAL SERVICES DEPARTMENT 831 MASS. AVE.  
CAMBRIDGE, MASSACHUSETTS 02139 (617) 349-6100ROBERT R. BERSANI  
Commissioner

September 25, 2000

To: R. Rossi, Deputy City Manager/ Acting Public Works Commissioner

From: Bob Bersani, Inspectional Services

Subject: Cleanliness of Squares

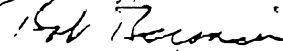
The routine procedures followed by ISD inspectors as pertains to cleanliness and appearance of City Squares(as well as other areas within the City) include the following:

- inspect carefully exterior conditions as part of the routine restaurant inspections which are conducted at least two times per year.
- take appropriate action on all citizen complaints and referrals from City Departments concerning cleanliness and sanitary conditions.
- monitor construction projects on a regular basis to insure that construction debris does not create a nuisance.

With the approaching winter season, ISD will coordinate closely with the Public Works Department to insure that the Squares and similar areas in the City are maintained at a high level of cleanliness. An inspector will be assigned 2 days per week for the next several weeks to survey the squares focusing on proper storage of trash and garbage, litter in alleys and at the rear of businesses and restaurants, and control of weeds and vegetation. The priority will be Central, Inman, Harvard, Porter, and Kendall. The attached letter, which is similar to the letter being distributed by Public Works, will be provided to the owners of property requiring attention. If action is not taken within a reasonable period of time, a citation will be issued and aggressively pursued.

If there are any particular areas that you or PWD personnel want to bring to ISD's attention, please don't hesitate to contact me or Senior Inspector John Fallon or Inspector Bob Bracey at 349-6100.

Sincerely,

  
R. R. Bersani



# CITY OF CAMBRIDGE

INSPECTIONAL SERVICES DEPARTMENT 831 MASS. AVE.  
CAMBRIDGE, MASSACHUSETTS 02139 (617) 349-6100

ROBERT R. BERSANI  
Commissioner

September 22, 2000

## Subject: Owners Responsibility for Control of Litter

Dear Cambridge Property Owner:

The City of Cambridge Refuse and Litter Ordinance(Ch. 8.24) requires property owners to maintain their property free of any accumulation of litter and of preventing litter from escaping to public or other private property. Garbage receptacles for rubbish and litter are required to be insect proof, rodent proof and covered securely at all times.

This Ordinance further requires property owners/occupants to cut and dispose of weeds and to refrain from sweeping or depositing litter or debris from private property into the public way.

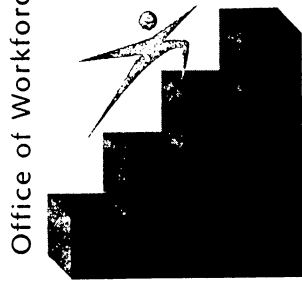
The Inspectional Services Department is coordinating closely with the Public Works Department in the strict enforcement of this Ordinance.

Thank you for your cooperation in assisting us in helping to make the City of Cambridge a cleaner, safer, and more enjoyable place to live and work.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bob Bersani".

R. R. Bersani  
Commissioner



## An Analysis of Cambridge Residents Served by Local Workforce Development Programs

In an attempt to determine who is receiving employment and training services in Cambridge, the Office of Workforce Development contacted eight local agencies running eleven different training programs. Most of the agencies serve people who have barriers to employment, but some of the agencies serve a narrowly defined clientele (such as individuals with psychiatric disabilities) while other organizations serve the general population.

We asked these agencies to provide us with the following information about individuals they served over the preceding year: number of Cambridge residents, age, gender, income level, education level, and race. Since each agency collects data differently, not every program was able to provide us with the information we were looking for. Although the data is incomplete and it is difficult to compare figures from different agencies, the numbers suggest that the majority of people being served by these programs are low income and people of color. With the exception of three programs, two of which include an education component, most programs serve people with at least a GED or High School diploma.

The data from each agency is attached, and the agencies are described below:

**Career Source** (185 Alewife Book Parkway) is a one-stop career center that provides training, counseling and other resources for job seekers within the MetroNorth Region. In FY00, Career Source, supported by several different sources of public and private funding, served 817 Cambridge residents. Career Source was unable to separate out income levels for Cambridge residents, but aggregate data for the career center shows us that 83% of Career Source clients are unemployed and 9% are receiving public assistance at the time of intake.

**The Cambridge Employment Program** (51 Inman Street), overseen by the Office of Workforce Development with City of Cambridge funding, offers job-matching services for job-ready Cambridge residents. Out of 548 Cambridge people served during FY00, the staff estimates that about 75% were low-income, although more than half had attended college and 30% had earned a degree. (Through a partnership with the Cambridge Housing Authority, CHA residents are also eligible to take computer classes.)



## *Employment Education Related*

**The CASCAP Consumer Provider Program** (678 Massachusetts Avenue) is a small educational and job-training program which helps individuals with psychiatric disabilities secure employment in human services. Most of the participants are white and have attended college and all are low-income

**Just-A-Start** operates a number of different training programs:

**YouthBuild** (432 Columbia Street) provides classes, counseling, career planning, training, life skills and community service work experience for out-of-school youth. Of the thirteen Cambridge participants in FY00, ten were between 19 and 24 years old. Most were male and all were low-income.

**The Biomedical Careers Program** (142 Cambridge Street, Charlestown) prepares adults for entry-level jobs in the biomedical field. Of the sixteen Cambridge participants in FY00, most were people of color and all had at least a high school diploma or some college. Several were educated in other countries.

**The Job Connection Program** (142 Cambridge Street, Charlestown) is a Supported Work Program, funded by the Department of Transitional Assistance to assist TAFDC recipients in gaining full-time employment. Ten Cambridge residents, all of whom were low-income women, participated in FY00.

**BASICS** (142 Cambridge Street, Charlestown), a training program that prepares TAFDC recipients for clerical, customer service and retail jobs, served just two Cambridge residents in FY00.

**The Adult Career Pathways Program** (19 Brookline Street), operated by the Community Learning Center, offers job preparation, academics and computer instruction. Many of the 23 Cambridge residents participating during the last school year were low-income, immigrant women, but a recent change in funding will mean that this year's participants will not have to meet any income guidelines.

**North Charles Community Career Links Program** (260 Beacon Street, Somerville) provides training, counseling, referrals and other services for Cambridge and Somerville residents with a major mental illness. About 84 low-income Cambridge residents received services during FY00; 75% of these individuals were white and had a high school diploma or some college.

\* **The Massachusetts Rehabilitation Commission** (5 Middlesex Avenue, Somerville) offers an employment-focused program for people with disabilities. State funding provides individualized job training and employment-oriented services. Although MRC was unable to provide annual data, they offered a snapshot of people receiving services. As of August 1, 2000, there were about 469 Cambridge residents with open cases who had an average age of 33 and an average of 11.7 years of education.

**Career Source  
FY00**

<b>Cambridge Residents</b>	817	100%
<b>Age Range</b>		
under 18	9	1%
18-24	137	17%
25-34	223	27%
35-44	207	25%
45-54	155	19%
55 & up	76	9%
No record	10	1%
<b>Gender</b>		
Female	471	58%
Male	338	41%
No record	8	1%
<b>Income Level</b>		
Low		
Moderate		
No record		
<b>Education Level</b>		
Less than HS	205	25%
HS or GED	244	30%
Some college/AA	138	17%
BA/BS	143	18%
Some grad or MA	87	11%
<b>Race</b>		
Asian	60	7%
Black	291	36%
Hispanic	100	12%
White	299	37%
Native American	3	0%
Other/No Record	64	8%

**CEP  
FY00**

<b>Cambridge Residents</b>	548	100%
<b>Age Range</b>		
17-19	19	3%
20-29	123	22%
30-39	147	27%
40-49	146	27%
50-59	87	16%
60+	17	3%
unknown	9	2%
<b>Gender</b>		
Female	340	62%
Male	208	38%
<b>Income Level</b>		
Low		
Moderate		
No record		
<b>Education Level</b>		
No HS, No GED	31	6%
HS non-completer	37	7%
GED	37	7%
HS Diploma	108	20%
Some College	122	22%
AA	36	7%
BA/BS	88	16%
Grad Degree	45	8%
No record	44	8%
<b>Race</b>		
Asian	38	7%
Black	252	46%
Hispanic	65	12%
White	145	26%
Other	41	7%
No record	7	1%

## CASCAP Consumer Provider Program

<b>Cambridge Residents</b>		8	100%
<b>Age Range</b>			
	18-24	1	13%
	25-34	1	13%
	35-44	2	25%
	45 & up	4	50%
<b>Gender</b>			
	Female	5	63%
	Male	3	38%
<b>Income Level</b>			
	Low	8	100%
	Moderate		
	No record		
<b>Education Level</b>			
	HS non-completer		
	GED	1	13%
	HS Diploma		
	Some College	5	63%
	AA		
	BA/BS	2	25%
	No record		
<b>Race</b>			
	Asian		
	Black	1	13%
	Hispanic		
	White	7	88%
	Multiracial		
	Other		
	No record		

**Just-A-Start YouthBuild  
FY00**

<b>Cambridge Residents</b>		13	100%
<b>Age Range</b>			
	17-18	3	23%
	19-21	6	46%
	22-24	4	31%
	25-35		
	36-45		
	46-55		
	56-65		
	No record		
<b>Gender</b>			
	Female	3	23%
	Male	10	77%
<b>Income Level</b>			
	Low	13	100%
	Moderate		
	No record		
<b>Education Level</b>			
	HS non-completer	13	100%
	HS Diploma		
	Some college		
	Foreign College Grad		
	Comm College Grad		
	4 Yr College Grad		
	No record		
<b>Race</b>			
	Asian		
	Black	10	77%
	Hispanic	1	8%
	Native American		
	White	1	8%
	Multiracial	1	8%
	Other/No Record		

**Just-A-Start BioMedical  
FY00**

<b>Cambridge Residents</b>	16	100%
<b>Age Range</b>		
17-18	1	6%
19-21	2	13%
22-24	2	13%
25-35	6	38%
36-45	3	19%
46-55	2	13%
56-65		
No record		
<b>Gender</b>		
Female	8	50%
Male	8	50%
<b>Income Level</b>		
Low	15	94%
Moderate	1	6%
No record		
<b>Education Level</b>		
HS non-completer		
HS Diploma	7	44%
Some college	4	25%
Foreign College Grad	5	31%
Comm College Grad		
4 Yr College Grad		
No record		
<b>Race</b>		
Asian	5	31%
Black	9	56%
Hispanic		
Native American		
White	1	6%
Multiracial	1	6%
Other/No Record		

**Just-A-Start Job Connection  
FY00**

**Cambridge Residents** 10 100%

**Age Range**

17-18		
19-21		
22-24		
25-35		
36-45		
46-55		
56-65		
No record	10	100%

**Gender**

Female	10	100%
Male	0	

**Income Level**

Low	10	100%
Moderate		
No record		

**Education Level**

HS non-completer	3	30%
HS Diploma	4	40%
Some college	2	20%
Foreign College Grad		
Comm College Grad		
4 Yr College Grad		
No record	1	10%

**Race**

Asian		
Black	6	60%
Hispanic	3	30%
Native American		
White	1	10%
Multiracial		
Other/No Record		

**Just-A-Start BASICS**  
FY00

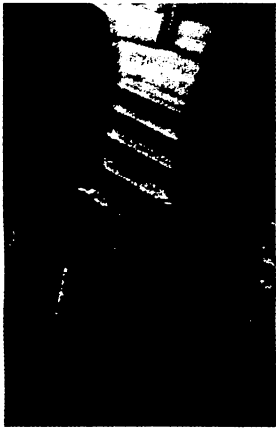
<b>Cambridge Residents</b>		2	100%
<b>Age Range</b>			
	17-18		
	19-21	1	50%
	22-24		
	25-35		
	36-45	1	50%
	46-55		
	56-65		
	No record		
<b>Gender</b>			
	Female	2	100%
	Male		
<b>Income Level</b>			
	Low	2	100%
	Moderate		
	No record		
<b>Education Level</b>			
	HS non-completer		
	HS Diploma	1	50%
	Some college	1	50%
	Foreign College Grad		
	Comm College Grad		
	4 Yr College Grad		
	No record		
<b>Race</b>			
	Asian		
	Black	1	50%
	Hispanic		
	Native American		
	White	1	50%
	Multiracial		
	Other/No Record		

**Adult Career Pathways Program**  
Year = '99-'00 School Year

<b>Cambridge Residents</b>		23	100%
<b>Age Range</b>			
	18-24	6	26%
	25-34	8	35%
	35-44	7	30%
	45 & up	2	9%
<b>Gender</b>			
	Female	17	74%
	Male	6	26%
<b>Income Level</b>			
	Low	20	87%
	Moderate		
	No record	3	13%
<b>Education Level</b>			
	HS non-completer	14	61%
	GED		
	HS Diploma	2	(not sure about my interpretation of CLC's numbers)
	Some College	6	
	AA		
	BA/BS	1	4%
	No record		
<b>Race</b>			
	Asian	6	26%
	Black	13	57%
	Hispanic	1	4%
	White	2	9%
	Multiracial	1	4%
	Other		
	No record		



# Career Source's History



One-stop career centers in Massachusetts combine employment and training resources under one roof and offer services to both employers and job seekers. Based on the results of frequent satisfaction surveys, career centers continuously strive to improve their services for employers and job seekers.

In November 1996, the Metro North Regional Employment Board awarded Employment Resources Incorporated (ERI) a competitive contract to operate *Career Source*, a one-stop career center with offices in Cambridge and Chelsea. Since its opening, *Career Source* has worked with a large number and variety of businesses to recruit qualified workers. For companies who are rightsizing, *Career Source* will assist employers with outplacement services.

*Career Source* has experience working with job seekers. Our staff matches job seekers' skills and experience with current opportunities. *Career Source* knows its job seekers and provides employers with candidates whose qualifications fit employers' requirements.

*Career Source* developed its facilities with employers in mind. *Career Source* organizes recruitment events for employers either at the Center's facilities or at the employer's site. The Cambridge facility has both a resource center and computer lab where an employer can arrange training for its workforce.



185 ALEWIFE BROOK PARKWAY, CAMBRIDGE, MA 02138

121 WEBSTER AVENUE, CHELSEA, MA 02150

TEL: 617 661-7867 FAX: 617 661-7571

TEL: 617 887-1222 FAX: 617 887-1108

# Introduction



The Business Services Representative will listen to your needs, help you select the most appropriate recruitment services that *Career Source* offers, and with other professional staff available at *Career Source*, deliver a recruitment program that results in new hires.

As a one-stop career center, *Career Source* offers a wide range of services, including a set of Standard Services which includes free job vacancy postings. *Career Source's* Enhanced Services offer a unique opportunity for employers to find qualified candidates at very reasonable rates. The Business Services Representative will help you select the recruitment program that best fits your company's needs.

The Business Services Representative works closely with the Center's staff who have daily contact with jobseekers. As a team, they can identify and refer the candidates whose skills and experience match your requirements. Our team approach provides your organization with a continuum of services throughout the recruitment process.

With extensive files that include a diverse candidate group, *Career Source* is prepared to offer your organization full-service, solutions-oriented systems to support your hiring needs. We offer a wide range of recruitment assistance, from filling internships and finding temporary hires to recruiting permanent personnel.

We invite you to participate in this unique employment program, reduce your advertising budget, eliminate time-consuming employment pre-screenings, and successfully recruit the candidate who meets your needs.



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# Standard Services



*Career Source* provides a variety of standard services at no cost. As part of the competitive, one-stop career center system throughout Massachusetts, the center offers services tailored to fill your company's job vacancies.

❖ *Vacancy Postings*

Place your job vacancy announcements at *Career Source*. At no cost to you, your open positions will be included with a listing of available jobs at *Career Source* where thousands of job seekers have access to a description of your vacancy. Job seekers visit both Cambridge and Chelsea sites every day in their search for work. Take advantage of an opportunity to connect with a candidate who meets your needs. Avoid placing expensive newspaper advertising by posting your vacancies at *Career Source*.

❖ *Qualified Candidate Referral*

Our job placement specialists will match qualified candidates with your opening. As job seekers work with our specialists, the specialists send you the résumés of candidates who have the skills, education and experience that you require.

❖ *Labor Market Information*

*Career Source* has current labor market information at its resource center and "on-line." *Career Source* can provide data on prevailing industry wages, employment data by community and other state and national trends regarding employment and the labor market. *Career Source* has information about training programs, community colleges and universities where job candidates obtain the education and specialized skills that your company needs to stay competitive.

❖ *Additional Resources*

*Career Source* has information about publicly funded programs from a variety of sources that focus on incumbent worker training and education. *Career Source* can put you in touch with workforce development and training experts who can help you apply for grants that enable your employees to get work-related training relevant to your business needs. Your Business Services Representative will tell you all about these opportunities.

**CAREER SOURCE** The employment solution

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# Enhanced Services I



*Career Source* provides a variety of services tailored to meet your unique recruitment needs at very competitive rates.

## ❖ *Screen and Interview Candidates*

*Career Source* fills vacancies by finding the right candidate for your opening. Last year *Career Source* added over 4,000 job seekers to its database. Using your criteria for education, experience and skills, *Career Source* screens and interviews the most appropriate candidates for your opening. We save you time and money.

## ❖ *Targeted Mailings to Candidates*

*Career Source* mails a description of your opening to all the candidates in its database of people actively searching for a job and who match your qualifications. Many job seekers in the database are currently working and looking for career advancement. Some are just out of school or have completed specialized training. Others are skilled workers recently laid off and eager to find their next job. *Career Source* works with disabled workers, and has access to former public assistance recipients who have benefited from the Welfare to Work program. *Career Source* case managers work closely with former recipients to help them find child care, transportation and related services.

## ❖ *Custom Workshops*

*Career Source* has experience developing workshops to provide training and information to workers on a variety of issues. Changes in labor laws affect all employers. Ask us about developing workshops to address issues such as sexual harassment or diversity in the workplace. We can help you design the right workshop with the right instructors at your facility or one of ours.

## ❖ *Computer Lab*

Our Cambridge site has a computer lab that an employer can use for customized training. Employers can use the computer lab for testing candidates, updating employees' skills or conducting seminars. Contact *Career Source* for details.

**CAREER SOURCE**  
The employment solution

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# Enhanced Services II

## ❖ *Job Fair*

*Career Source* organizes Job Fairs where four to five employers have an opportunity to discuss their industry and their openings with a group of candidates who are looking for jobs. The Job Fair provides an opportunity for employers to meet a



large number of qualified job seekers at one time in one place. Employers can discuss their industry, their openings, and their benefits. Employers can interview and make offers to candidates at Job Fairs. Efficiency and effectiveness are the Job Fair's most valuable features for both employers and job seekers. Our experience has shown that when twenty or more candidates attend the Job Fair, on average five matches are made. The Job Fair is an efficient and low-cost recruitment tool. Employers save advertising costs and delay by recruiting and hiring on one day. Employers represent different industries, so competition for workers is not a factor. *Career Source* screens its database for candidates who qualify for the jobs.

## ❖ *Employer's Forum*

*Career Source* will organize a recruitment event, *The Employer's Forum*, exclusively for an employer at either the Cambridge or Chelsea office. *Career Source* contacts the candidates who have the qualifications, skills and experience needed to fill your vacancies.

*Career Source* develops, writes and sends letters to job seekers who meet the basic qualifications that the employer requires. *Career Source* has a dynamic database of job seekers. The database is updated constantly since many job seekers use the center to find jobs, whether they are unemployed or seek to improve their careers. Using your criteria for the candidates that you want, *Career Source* screens its job seeker database and invites the candidates who match your requirements for education, training and experience. Typically, *Career Source* attracts between 20 and 40 qualified candidates to the Employer's forum.

*Career Source's* staff manages all of the logistical details. In addition to notifying qualified candidates, staff will make follow-up phone calls to assure a sizeable turnout. On the day of the Employer's Forum, staff registers attendees and provides relevant support services. After the employer makes the presentation, the employer can interview candidates in a separate area. Job offers can be made that day, or résumés can be collected and interviews scheduled afterward. *Career Source* works with the employer to assure the right candidates show up at a place most convenient for the employer at a time that fits the employer's schedule.

# 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 October 16, 2000

The Economic Development, Training and Employment Committee conducted a public meeting on Friday, September 29, 2000 at twelve o'clock and ten minutes p.m. in the Ackermann Room.

The purpose of the meeting was to discuss the cleanliness of the city squares and to continue the discussion on employment in the city including the issue of linking job sites and new businesses to employment in the city.

Present at the meeting were: Councillor Davis, Chair; Vice Mayor Maher; Richard Rossi, Deputy City Manager; Lisa Peterson, Assistant to the City Manager; Robert Bersani, Inspectional Services Commissioner; Bill Fraser, Superintendent of Sanitation, Public Works Department; Lenny Silva, Street Cleaning Division of Public Works; Mary Wajakowski, Inspector and Enforcement, Public Works Department; Jill Herold, Assistant City Manager for Human Services; Ellen Semonoff, Deputy Director of Human Services; Malaina Bowker, Deputy Director for Community Development; Elaine Madden, Project Planner, Economic Development Division of Community Development Department; Jennifer James, Economic Development intern, Community Development Department; Susan Mintz and Susan Walsh, Office of Workforce Development; Jason Marshall, Project Manager, Assistant to the Mayor; and Donna P. Lopez, Deputy City Clerk.

Councillor Davis opened the meeting with the discussion of the cleanliness of city squares. She asked what is expected of the city and private property owners and is there an ordinance to encourage participation by private property owners.

Mr. Bersani, Inspectional Services Commissioner, stated that his department works with the Public Works Department on the issue of cleaning city squares. There is a Refuse and Litter Ordinance. There is a very specific inspection that is done throughout the city on squares. A focus is also given to property rear entrances and alleys to make sure litter is not a problem. If deficiencies are found, a letter is sent to the property owner. The State Sanitary Code can also be utilized, he said.

Committee Report #5

S 344

A report from Councillor Davis,  
Chair of the Economic Development,  
Training and Employment Committee  
for a meeting held on September 29,  
2000 to discuss the cleanliness  
of the city squares and to continue  
the discussion on employment in the  
city including the issue of linking  
job sites and new businesses to  
employment in the city.

In City Council October 16, 2000

*Report Accepted*

**PLACED ON FILE**

**ORDER ADOPTED**