



# RAMSEY COUNTY

## **Ramsey County Board Workshop:**

### **Community and Economic Development (CED) and Workforce Solutions (WFS) Joint Update**

Economic Growth and Community Investment (EGCI) Service Team  
Community and Economic Development Department  
Workforce Solutions Department

November 5, 2019

Start time: 1:30 p.m.

220 Courthouse, Large Conference Room

## **Agenda**

- |                 |   |
|-----------------|---|
| 1. Introduction | Johanna Berg,<br>EGCI Deputy County Manager |
| 2. CED Update   | Kari Collins, CED Director                  |
| 3. WFS Update   | Ling Becker, WFS Director                   |
| 4. Questions    |   |

# Community & Economic Development (CED) & Workforce Solutions (WFS) Joint Update

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Board Workshop, November 5, 2019

## Sponsors

Johanna Berg, Deputy County Manager  
Economic Growth and Community Investment

## Presenters

Kari Collins  
Director of Community &  
Economic Development

Ling Becker  
Director of Workforce  
Solutions

## Workshop Outline

- Community & Economic Development (CED)  
Department Update
- Workforce Solution Department Update
- Economic Growth & Community Investment (EGCI)  
Strength & Opportunities
- County Visibility

# **Community & Economic Development -A Brief Year In Review**

## CED Year In Review...

**4** Economic Development Summits (and CED first E-news to 1100 subscribers)

Workshops, executive sessions or Board discussions as lead or supporting department **15**

**2** New program offerings  
• *Corridor Revitalization*  
• *Open to Business*

Acres that will be remediated with help from Environmental Response Fund (ERF) **24**

**5** Community and Economic Department (CED) Staff

Units of new and/or preserved affordable housing  
*(either completed or financing closed and in process)* **286**

**3** Properties CED is leading major redevelopment activities

Development value in MILLIONS leveraged from \$1.1 Million award in ERF Funds **136**

# Regional Competitiveness

County Program Comparison	Ramsey	Anoka	Dakota	Hennepin	Washington
Economic Gardening	✓	✓	✓	✓	✓
Community Development Block Grants (CDBG)	✓	✓	✓	✓	✓
HOME Funds	✓	✓	✓	✓	✓
GreaterMSP	✓	✓	✓	✓	✓
Property Assessed Clean Energy	✓	✓	✓	✓	✓
Environmental Response Funds	✓		✓	✓	
Open To Business	✓	✓	✓	✓	✓
Transit Oriented Development				✓	
Predevelopment/Redevelopment Finance Fund			✓	✓	✓
Corridor Planning Fund	✓			✓	
Business District Initiate Grant				✓	
Affordable Housing Gap Financing/Incentive Fund			✓	✓	✓
Lead Program				✓	
County Owned Affordable/Senior Housing		✓	✓		✓
Levy?		✓	✓	✓	✓
Source of Levy	HRA	HRA	CDA	HRA/Gen Levy/CIP	CDA

# Economic Competitiveness & Inclusion

## Vision Plan

*Vision Plan Areas of Focus in Alignment with Greater MSP Strategic Objectives*

- Job Growth/Fiscal Health
- Housing
- Innovation
- Transit Oriented Development
- Resiliency

Consultant Team(s) Being Selected



# Workforce Solutions (WFS) Department Update

# Year in Review: Workforce Solutions

- New Director
- Department Re-organization
- CareerForce Launch
- Collaboration and partnership
- Accessible delivery of services with collocation
- County Contracting and Workforce Inclusion efforts for construction and development projects
- Greater Metropolitan Workforce Council (GMWC)



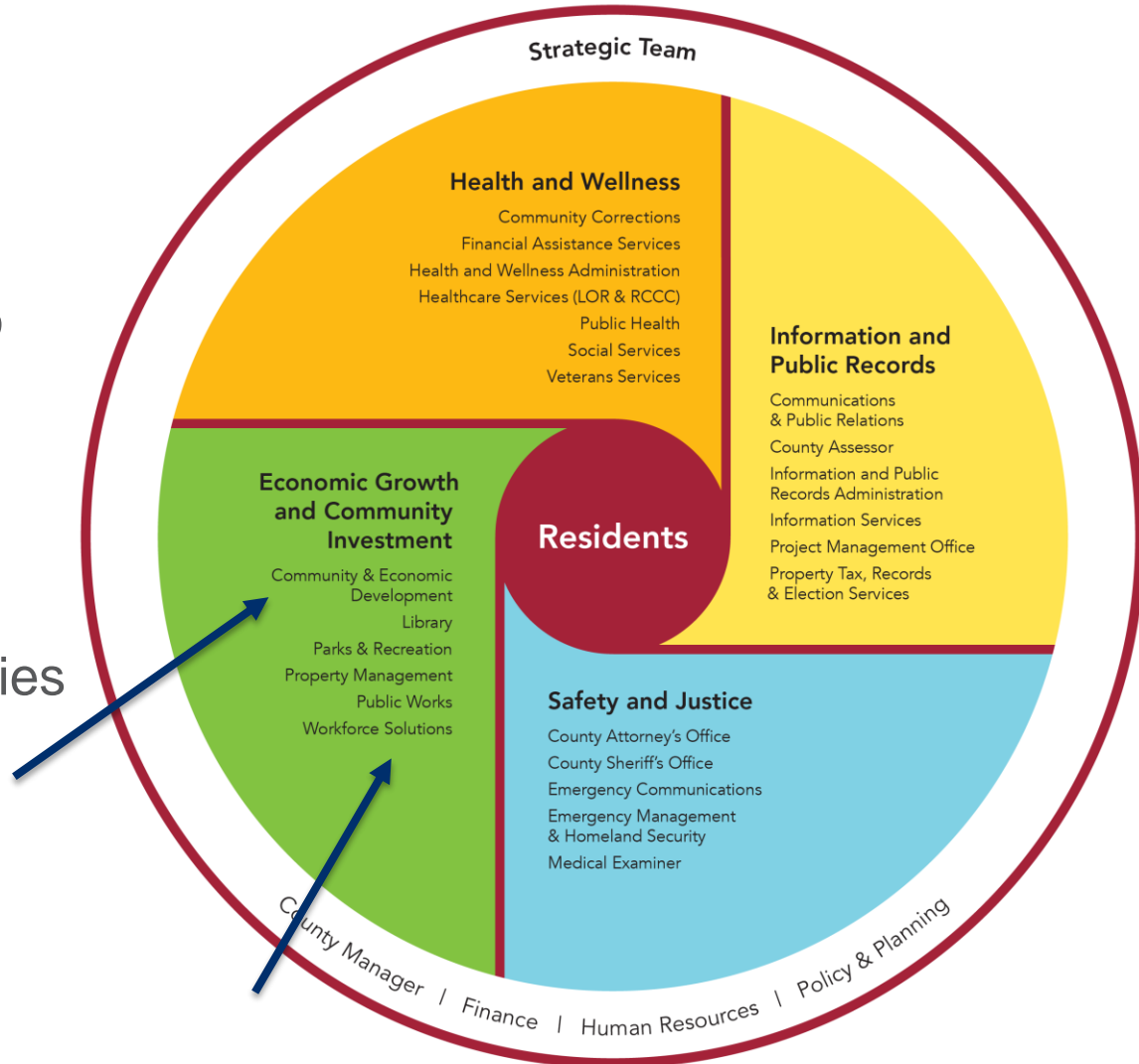
# Innovation

Program	Description
<b>Invest in growing wages</b> Incumbent Worker Training	Funding to help eligible Ramsey County businesses train and retain employees by providing skills upgrades and process improvement training for existing, full-time employees. Must demonstrate wage increases.
<b>Job support helps families</b> ROADS Program	Reliable Opportunities Advance Dads Support (ROADS) is a Ramsey County interdepartmental collaboration between Workforce Solutions (WFS) and the Child Support Services (CSS) Office. Using MFIP dollars to provide employment support to non-custodial parents.
<b>Wrap around service delivery</b> FAST Model	FAST has provided +300 Ramsey County extended MFIP families experiencing multiple barriers with culturally informed services on wellness, wellbeing and employment. Delivered on-site and in partnership with Goodwill Easter Seals.
<b>Neighborhood Collaboration</b> The Peoples Fellowship	<ul style="list-style-type: none"> <li>Two-generation partnership: Saint Paul Promise Neighborhood (SPPN), the Network for the Development of Children of African Descent (NdCAD), and Ramsey County to support African American families.</li> <li>Parent can earn up to \$3,000 in an “Invest In Your Future” account that can be used to make specific asset purchases and children can earn up to \$600 in a college savings account.</li> </ul>
<b>Braid program dollars</b> TANF/WIOA Integration	Coordination across the two programs aims to improve efficiency in service delivery and increase the effectiveness of the provided services.
More data driven	<ul style="list-style-type: none"> <li>Align indicators and metrics between department and with regional stakeholders</li> <li>Workforce Innovation Board strategic plan</li> </ul>

# **Service Team Strength & Collaboration Advantage**

# Service Team Strength

- Strategic alignment
- Focus on human capital development in addition to infrastructure
- Maximize efficiencies
- See gaps
- Deeper engagement with businesses and communities



# Workforce as a driver of economic development

Human capital has a direct impact on the level of economic development in that area.

## Economic Developers

- Creating Jobs
- Land Acquisition/Building infrastructure
- Creating economic growth
- High end talent recruitment

## Workforce Development

- Getting people into jobs
- Helping people keep jobs
- Develop skills
- Increase earnings
- Training and recruitment at all levels
- Career Pathways

### Challenges to align two sides due to:

- State agency structures
- Perspectives on workforce and economic development goals and activities
- Funding mechanisms, and
- Performance accountability and metrics

# Collaboration Opportunities

Opportunity	Description
East Team	Collaboration of organizations aligned to attract and retain businesses in Saint Paul led by City and Saint Paul Area Chamber of Commerce.
BRE Business Visits	WFS effort to survey HR leaders of Ramsey County businesses.
Community Outreach	Joint updates to communities and organizations in Ramsey County.
Shared Work	<ul style="list-style-type: none"> <li>• Monthly meetings of department staff to discuss projects</li> <li>• Leveraging communications</li> </ul>
Innovative Use of Grant Funding	Corridor grant funding → Labor market and local workforce deep dive
Use of technology	Shared portal targeted to attract and retain businesses in Ramsey County.

# Ramsey County Visibility



## Now Introducing...



[www.RamseyCountyMeansBusiness.com](http://www.RamseyCountyMeansBusiness.com)

- Incentives Dashboard Created in partnership with GreaterMSP
- The Site is fluid and will continue to evolve for needed changes and improvements.
- Anticipated Live Date scheduled for November 7.



*A county of excellence working with  
you to enhance our quality of life.*

## **Kari Collins**

Director of Economic Development

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