

THE FATTAH PLAN TO DEVELOP PHILADELPHIA'S WORKFORCE AND GROW JOBS

Chaka Fattah believes that education is central to expanding job opportunities for all Philadelphians. Just 20 percent of Philadelphians have a college degree, ranking us 92nd out of the 100 largest U.S. cities. Additionally, Philadelphia ranks 96th out of the 100 largest U.S. cities in terms of workforce participation, which is one of the root causes of crime in our city. The result is that too many Philadelphians are in low-wage jobs or not working at all. Philadelphia needs a sustained, coordinated effort on the part of our political, business and educational communities to increase the educational attainment for adult Philadelphians, raising wages and helping Philadelphians into well-paying jobs. This effort will reduce crime by getting Philadelphians off the street and back to work.

Chaka Fattah has set forth his Opportunity Agenda, focusing on improving education for our city's youth and breaking cycles of poverty in which too many are caught. However, the life chances of adults -- many of whom are parents and grandparents -- must also be improved to truly change our city. The policy below, in conjunction with Fattah's Opportunity Agenda, will give adults in our city the tools they need to succeed in the knowledge economy. Acknowledging the disproportionate numbers of unemployed and underemployed in minority communities, the Fattah Administration's efforts will focus on those communities most in need.

In his Fiscal Plan, Fattah laid out plans to streamline taxes, including replacing the Business Privilege Tax with a simple Net Profits Charge and continuing to reduce the wage tax. In an effort to attract new businesses to our city, Fattah has laid out a plan to allow established businesses relocating to Philadelphia to pay the business taxes of their former jurisdiction for the first five years that they are in Philadelphia. He has also called for new support mechanisms for small business development in order to improve our competitiveness and create jobs. However, without a well-trained workforce, Philadelphia will not be able to live up to its economic potential. The Fattah plan for jobs, in conjunction with the other facets of his platform, will ensure that that potential is fulfilled.

EXPAND CONTINUING EDUCATION

Increase Adult Education. As a major part of his Opportunity Agenda, Chaka Fattah will work to implement a strategy to help Philadelphia adults who have some college credits complete their degrees. According to a study by Graduate! Philadelphia, the Pennsylvania Economy League and the Philadelphia Workforce Investment Board, 80,000 Philadelphia adults between the ages of 25 and 45 have earned some college credits but have not finished their Bachelor's or Associate's degree. If just 10,000 of these adults finished their degrees -- and were paid according to their qualifications -- city tax revenues could increase by \$272.3 million over 30 years, social service expenditures would be reduced by \$300 million over 30 years and Philadelphia's purchasing power would be increased by \$1.05 billion. We cannot afford not to educate our workforce. The

Fattah Administration will work with employers, unions and area colleges to increase financial aid for returning students, bolster aid for students attending school less than half time, establish flexible class scheduling and provide need-based discounts on online courses. The Fattah Administration will also provide incentives for employers that provide tuition aid and reimbursement or flexible workweek scheduling to allow time for course work. Finally, Fattah will work with unions to develop their continuing education offerings. There are a number of outstanding programs on which to model future programs. The International Brotherhood of Electrical Workers' Applied Studies Program offers members of the union's Apprenticeship Training Program a chance to earn college credits from the Community College of Philadelphia while they are training to become electricians. Another example is Health Care Workers 1199C's Training and Upgrading Fund which offers tuition reimbursement, scholarships and stipends and courses at Breslin Learning Center to help workers acquire new skills, better jobs and higher wages.

- **Create a Re-Enrollment Center for Philadelphians Returning to Education.** For workers who wish to complete their college studies, the Fattah Administration will create a re-enrollment center to assist adult learners in recovering transcripts, navigating their student loan options, and tailoring their future studies towards their career goals. This center will mount an aggressive outreach campaign and provide individual academic, financial, career, and logistical counseling to returning students.

Fully Fund Philadelphia's Share to Community College of Philadelphia. Currently, Philadelphia spends \$22.4 million on The Community College of Philadelphia (CCP), which is almost \$15 million short of its expected 33 percent contribution under a cost-sharing arrangement between the city, the state and the students. Chaka Fattah will increase the city's contribution to CCP over the course of four years to fully fund the College by the end of his first term, providing CCP with the fiscal stability it needs to fulfill its mission.

Make an Active Investment in the CCP's 'Gateway to College' Program. The Fattah Administration will draw up an investment plan with the Community College of Philadelphia to provide additional public and private funding to the Gateway to College program. Gateway to College is a scholarship program that gives 16-20 year olds who left high school before graduation the opportunity to earn their diplomas while also studying for college credits. 40 students were enrolled in the first class in September 2006, and 60 more began classes in January. The Fattah Administration will make a significant investment so that CCP can commit to more ambitious targets for student retention and graduation rates.

Create a Revolving Loan Pool to Help City Employees Complete College. Chaka Fattah believes that helping city workers finish their education is a valuable investment in the life of our community, and will create a revolving loan to finance workers' ambitions of completing their unfinished studies. City workers are among the 80,000 Philadelphians between 25 and 45 years of age identified by Graduate Philadelphia as having some

college credits, but lacking an Associates or Bachelors degree. The Fattah Administration will make sure the city helps expand the knowledge base of Philadelphia by giving its employees the financial tools to finish their education.

Create an Adult Literacy Office to Connect Remedial Readers with Literacy Organizations. A root cause of joblessness in Philadelphia is the fact that motivated, hardworking candidates for work often fail to meet employers' literacy requirements. The Fattah Administration will create a well-publicized city office dedicated to connecting adults to opportunities for improving their literacy. The most conservative estimate of adults needing intensive remedial literacy help is 138,000, but there are only 21,000 student placements available per year. Placements are scattered throughout the city and outreach is uncoordinated and insufficient. The Fattah Administration's Literacy Office will create a clearinghouse for all literacy information and services, connecting motivated students to educators and helping literacy organizations serve their populations more effectively. The Mayor's Commission on Literacy, which was established in 1983, has been instrumental in improving the quantity and quality of adult literacy learning sites, but a more expansive approach must be taken. Fattah will also work with employers and unions to help identify those 'near-misses' in the hiring process: good candidates for employment who would have been offered work were it not for their literacy barrier. With candidates' permission, the Fattah Administration will help employers refer these individuals to the Literacy Office. This office will look at providing literacy training options online and on public access television. The Literacy Office will also reach out to the faith community, asking them to expand their tutoring efforts.

Support Ex-Offenders Seeking Jobs Upon Re-Entry. In order to rejoin society, ex-offenders must have access to jobs. But many ex-offenders lack the skills and networking relationships necessary to gain sound, well-paying employment following their release from incarceration. The Fattah Administration will work with the Ex-Offenders Association, the Comprehensive Center for Fathers, Men United, the faith-community and others to work with ex-offenders to give them the skills training they need to find employment in careers that can lead to economic self-sufficiency. In particular, the Fattah Administration will work with these groups to create a program, modeled on YouthBuild U.S.A. that allows ex-offenders to work toward achieving educational goals while working to rebuild local communities and gaining job skills. This program will give ex-offenders employment in basic construction on affordable housing in Philadelphia while and helping them gain the skills they need for stable employment.

ESTABLISH NEW STRUCTURES TO ENHANCE COORDINATION IN WORKFORCE DEVELOPMENT

Designate a Senior Administration Official to Coordinate Workforce Development. Mayor Fattah would designate a senior administration official, on loan from the corporate sector with extensive experience in human resources and workforce development, to manage, oversee and coordinate the city's workforce development efforts. This senior official will focus on coordinating training efforts in growth industries, working with colleges and universities to expand their workforce development course offerings,

looking to partner area employers with high schools and working to increase funding for workforce development from state, federal and private sources. This individual will lead city efforts to promote continuing education and workforce development resources like PA CareerLink Philadelphia and others. This official will work collaboratively with the Philadelphia Workforce Investment Board (PWIB) and the Philadelphia Workforce Development Corporation (PWDC), state organizations and programs, unions, the business and educational communities and organizations like Philadelphia OIC to serve as a coordinator across these and other entities involved with workforce development to ensure that workforce development is targeting the right industries in Philadelphia. The Mayor will convene regular meetings of a Workforce Development Roundtable, comprised of representatives from these different communities to plan for business and job growth with the purpose of creating pipelines of workforce development.

EXPAND WORKFORCE DEVELOPMENT IN TARGETED INDUSTRIES

Expand Access to Apprenticeships in the Building Trades. Building trades provide good-paying jobs without requiring a college degree, but recent studies have shown that minorities and women encounter extensive barriers to entering apprenticeship programs, costing minority communities billions on lost wages. Historically, graduates of the largely minority School District of Philadelphia are underrepresented in the local construction trades. The recent partnership established between the School District of Philadelphia and the Building and Construction Trades Council to provide apprenticeship opportunities for Philadelphia public school graduates is an innovative way to expand opportunities in the trades for more Philadelphia public school graduates. In Chicago, local unions have partnered with Community Colleges of Chicago to offer dual apprenticeship/degree programs in particularly trades as well as apprenticeship prep and skills training courses. As Mayor, Chaka Fattah will work with the Community College of Philadelphia and the building trade unions to create these dual apprenticeship/degree programs to enhance minority access to building trade apprenticeships.

Build Industry Partnerships to Foster Workforce Development. The Fattah Administration will focus its workforce development efforts on building strategic industry partnerships between employers and workers in targeted, growing industries in the City of Philadelphia and throughout the region. These partnerships will design and deliver training, in conjunction with educational institutions, in targeted industries -- based on extensive labor market research -- that will ultimately create not just more jobs, but high-wage jobs to grow Philadelphia's middle class.

- **Increase Training Programs for Chemical Workers.** One example of strategic workforce development is in the chemical industry. Research shows that Philadelphia has an advantage in the chemical industry. In order to build on this advantage, Mayor Fattah will work to expand training in the chemical industry, so that Philadelphia can produce the skilled workers necessary to meet the demands of this industry. Sunoco has successfully partnered with Philadelphia Academies and the School District of Philadelphia to create the Academy of Process Technology at Bok Technical High School. This program produces graduates

ready to enter the field of chemical processing. The Fattah Administration will work with other area chemical companies to form similar partnerships with both high schools and the Community College of Philadelphia to provide access to this training to students and workers across Philadelphia.

Build Simulated Training Environments for Growth Industries. Too often, young people lack the workplace experience necessary to gain employment. Working with leading workforce development organizations, the city will build simulated training spaces in which these organizations can conduct training courses. These simulations will target growth industries and build lifelike environments to get job applicants comfortable and trained in their surroundings. Mayor Fattah will work with the private sector to secure funding for simulated casinos, pharmacies, banks and other workplaces used by private and non-profit workforce development entities to give job applicants hands-on experience.

Support Workforce Development Programs with a Proven Track-Record of Success. The Fattah Administration will focus workforce development resources on programs with a proven track-record of success like the Tradeswomen of Purpose/Women in Non-Traditional Work Inc., which trains women in construction and other trades not traditionally performed by women. The group has been recognized as a leader in the field and won a variety of awards for its work in promoting workplace diversity. Chaka Fattah will continue to support the outstanding training provided by A.P. Orleans in the fields of construction and culinary arts, and to work with others in the field of job training, like Physicians Billing Solutions Inc., which train and place enrollees in the health care billing field, to prepare workers for jobs in growing industries. Finally, Chaka Fattah will support the training efforts of the Metropolitan Career Center, which has helped more than 11,000 adults and young people gain the skills and vocational training they need to attain economic self-sufficiency, offering programs in health care, pharmacy work, office assistance, and computer technology.

PROVIDE NEW TAX INCENTIVES FOR JOB CREATION

Create an EDGE Tax Credit to Lure Job-Creating Business to Philadelphia. Building on the work of Councilman W. Wilson Goode Jr., the Fattah Administration will create an expanded tax credit designed to bring firms back to the city of Philadelphia. The Economic Development for a Growing Economy credit (EDGE) will allow companies creating five or more full-time Philadelphia jobs to receive a Business Privilege Tax (BPT) rebate equal to the wage taxes of those new employees. The non-refundable credits can be used against any part of the BPT to be paid over a period of 10 years. To qualify for the Philadelphia EDGE, large firms (100 or more employees) will have to make a minimum investment of at least \$5 million in capital improvements and create a minimum of 25 new full time jobs in Philadelphia. Firms with 100 or fewer employees must make a capital investment of at least \$1 million and create at least 5 new full time jobs. To be eligible, the firm's new jobs must be based in an expansion of an existing operation or in a new location. EDGE credits have been hailed as a success in Indianapolis, Charlotte and Chicago. These credits have helped Chicago become the top

metropolitan destination in the country for new and expanded corporate facilities, and pushed the creation of 103,700 net new jobs in Illinois between 2003 and 2006.

PROVIDE NEW RESOURCES FOR THOSE SEEKING WORK

Create Job Clubs for Those Looking for Work. The Fattah Administration will encourage the creation of neighborhood job clubs, organized by Councilmanic District, for those looking for work. These clubs will provide support and information to unemployed Philadelphians and help them learn about employment and training opportunities through word of mouth and formal information sessions. They will also provide a ready job pool for Philadelphia employers. Job clubs will also be equipped with a hotline for local businesses to call when they have positions open, and will maximize job-seekers' word-of-mouth contact networks.

Create a Web-Based System to Link Young People with Philadelphia Careers. Chaka Fattah will create an information clearinghouse to advise young people who start their careers in Philadelphia, modeled after New Jersey's NJNextstop.org, the Garden State's exemplary career education site. Philadelphia offers an enormous range of careers for workers at all educational levels. However, young people and their teachers and counselors lack a clear source for accurate, accessible information about Philadelphia opportunities and the job skills needed to take advantage of them.

HELP COMMUTERS GET TO WORK

Grow Our Inter-City Commuters. As mentioned in his transportation plan, Chaka Fattah will work to provide a tax credit to Philadelphia residents who use Amtrak to commute to work in other cities. Each day, thousands of Philadelphians take Amtrak to work in New York, Wilmington, Washington and other East Coast cities. In 2006, an average 510 monthly passes were purchased between New York and Philadelphia. However, recent fare hikes have caused some commuters to find other routes to work, to change jobs or to move out of Philadelphia. Fattah believes that these rate hikes are unnecessary. Fattah will provide a tax credit to these residents to help them defray their transportation costs.

Expand Philadelphia Residents' Access to Suburban Jobs. As mentioned in Chaka Fattah's small business agenda, the Fattah Administration will expand the Philadelphia Unemployment Project's Commuter Options Program, and other programs such as the reverse-commute services program provided by the Greater Philadelphia Urban Affairs Coalition. These programs will serve 2,000 workers by the end of Fattah's first term in office. The Philadelphia Unemployment Project program helps low-income inner-city residents travel to suburban jobs. In 2006, the program operated 20 vanpools servicing 100 individuals. The cost is shared among employers, riders, and the Philadelphia Unemployment Project to make transportation much more affordable. It is a collaborative effort that Chaka Fattah will encourage and expand upon as Mayor.