

North Sarasota Workforce Initiative (NSWI)

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2008 - ongoing

The North Sarasota Workforce Initiative (NSWI) represents a strategic alliance between the community, City of Sarasota, Sarasota County, Sarasota County School Board, Sarasota Housing Authority, Suncoast Workforce, and the various construction companies. The primary goal is to create job and training opportunities for *local area residents**. As a result, local hiring goals were far exceeded and for many new hires career laddering opportunities were presented. NSWI has now become a model for local area hiring practices. Below are our partners and a brief history of this initiative.



History, Partnership, & Structure:

Disparities in the hiring practices were identified during the 2008 development of **Janie's Garden Phase I**, a Sarasota Housing Authority redevelopment project, in which a number of low-income housing units were transformed into 86 modernized mixed-income units. The hiring concerns resulted in the establishment of a community taskforce for both the Janie's Garden and Robert L. Taylor Community Complex redevelopment projects. The task force played a vital component toward the monitoring of job placement opportunities for qualified local residents.



Key Points:

- ◆ Suncoast Workforce provided dedicated staff to assist Newtown-North Sarasota area residents with job readiness skills which resulted in an increase of applicants and hires living within the 34234 zip code. The facility also helped to track job placement and hiring statistics of registered individuals. A mobile bus for application submission was also provided.
- ◆ The actual hiring of local residents was done specifically by willing construction companies and/or subcontractors and/or based on the requirements set forth within their contracts.
- ◆ The project included hands-on involvement by the City of Sarasota's Summer Employment program in which about 25 teens were hired to paint the newly renovated SCTI Newtown satellite building.
- ◆ This initiative is a model in Manatee and Sarasota County as well as being considered in St. Petersburg.
- ◆ A "How To" Guide has been developed to be used by other parties who are seeking to achieve local hiring inclusiveness in their communities.



Results from final report provided by Suncoast Workforce

For the five main redevelopment projects taking place during the North Sarasota Workforce Initiative, the chart below shows the number of Local Hires (Manatee, Desoto, Sarasota County), the hires residing from the target area (with the zip code 34234), and the percentage of hours worked by Local Area Residents living within the Newtown boundaries.*

<u>Construction Company</u>	<u>Total Local Hires</u>	<u>34234 Hires</u>	<u>Local Area Residents Percentage hrs. worked</u>
Tandem (<i>Janie's Phase II</i>)	48	42	20.9%
Manhattan Kraft (<i>RLT Complex</i>)	32	20	29.8%
Suffolk (<i>Palm Ave Garage</i>)	28	10	N/A
W.G. Mills (<i>Ed Smith Stadium</i>)	4	2	N/A
Willis A. Smith (<i>Booker High</i>)	55	52	23.6%
TOTAL	167	126	23.8%

*Local Area Residents - a person who resides within the Newtown boundaries, which are from the North: Myrtle St., from the East: Tuttle, from the South 17th Street, from the West: Orange Ave., then back South: 10th Street to the West: U.S. Highway 41 (Tamiami Trail)