

Memorandum



Date: March 10, 2022

To: Honorable Chairman Jose “Pepe” Diaz
and Members, Board of County Commissioners

Agenda Item No. 2(B)(4)
May 3, 2022

From: Daniella Levine Cava
Mayor

A handwritten signature in blue ink that reads "Daniella Levine Cava".

Subject: Report on Designing a Vocational Training Pilot Program for Current and Future Tenants, Participants and Applicants in the County’s Public Housing, Rental Assistance Demonstration and Section 8 Programs - Directive 211676

This report is submitted in response to the directive associated with File No. 211676, sponsored by Commissioner Raquel A. Regalado, and directing the County Mayor or County Mayor’s designee to design a vocational training pilot program for current and future eligible tenants, participants, and applicants in the Public Housing, Rental Assistance Demonstration, and Section 8 programs. PHCD has long had vocational training and identified the opportunity to partner with Google in advance of this directive. The report includes the following: (i) possible partners for implementing the program; (ii) time frame for implementation; (iii) legally available funding source(s); and (iv) a plan to ensure that each current and future tenants, participants, and applicants in the County’s public housing, Rental Assistance Demonstration, and Section 8 Housing Choice Voucher programs be provided with information concerning the pilot program established pursuant to this resolution, for the duration of said program.

I. Vocational Training Pilot Program - Pre-planning Information

- A. PHCD created a resource list of local organizations which provide educational, vocational training and job-related services to distribute to all public housing, Section 8, and RAD residents.
- B. PHCD has partnered with “Grow with Google” (GwG) and Miami-Dade Career Source of South Florida to offer the Google Career Certificates Program to our Public Housing, Section 8 and RAD residents and eligible applicants of our housing programs.
- C. With this program, residents and applicants can receive professional training in job-ready skills with flexible hours, to get jobs in high growth fields in technology, retail, finance, energy, etc. Positions in fields such as IT Support, Data Analytics, Project Management, and more. Google will connect the participant with over 160 employers who are hiring.
- D. To support low-income participants in the GwG program, PHCD is partnering with the Miami Dade Public Library System to promote and utilize their newly acquired technology hardware (Chromebooks and Hotspots). The Library received a technology grant funded by the Federal Communications Commission Emergency Connectivity Fund and Florida CARES Act to provide tablets with built-in wireless internet access

and provide hotspots in all libraries. This will provide access to our residents to use this technology. With our partners in Google and CareerSourceFL, those pursuing the “Grow with Google” certification will be able to use the libraries to take advantage of the Vocational Training Program. We will encourage all our residents to obtain a library card and access this technology.

- E. GwG has existing partnership with Florida International University (FIU) and Miami-Dade College (MDC) and more than 35 Community Partners, such as Suited for Success and others. The program is based on a proven model adopted in cities such as New York, Atlanta, and Washington, DC.

II. Implementation Plan

- A. Resource Guide: Palm cards to be printed for initial and ongoing distribution to all housing participants by end of March 2022. The list of resources will be added to PHCD’s website for electronic access and printing.
- B. Professional Property Management Training Program: PHCD in collaboration with the Related Urban Development Group and Miami-Dade College, has a pilot program in place at the Liberty Square Community. The Property Management curriculum teaches the needed skills for professionals in property management with a specific focus on the affordable housing industry. Upon completion of the fourteen classes and passing of the state exam, participants will obtain a Community Association Manager License through the State of Florida. PHCD will continue efforts and provide support to Miami-Dade College for the expansion of this training program to multiple housing sites throughout the county.
- C. Grow with Google (GwG) program: Collective impact program designed to connect low-income individuals and families to living wage jobs by enabling them to earn industry IT certificates and develop digital skills. It includes two core service offerings, an online, self-paced, certificate curriculum that can be accessed via the web or mobile device and a digital skills workshops component that includes work preparedness (resume writing, mock interviews, networking, and training), mentorships, job/employee connections and recruitments. Participants who successfully complete the certificate program can also receive college credit. The Google Career Certificates program offers a recommendation from the American Council of Education (ACE®) of up to 12 college credits, the equivalent of four college courses at the Bachelor’s degree level.

The cost of the program for classes is \$39.00 per month while other courses are free, and participants pay the official exam fee of \$149. PHCD does not anticipate either fee will present a challenge for participants because financial assistance and scholarships are available through CareerSource South Florida and Google

Coursera, an online learning platform that offers access to online courses. County funding will not be required.

- i. Outreach: Google marketing will create flyers and surveys and will send to local employment partners, and social media. PHCD will publicize flyers of the Vocational Training Program through our Public Housing Resident Councils by posting, and disseminating information in the management offices, Section 8 offices, and to the eligible applicants at the Applicant Leasing Center.
- ii. Events – to be funded by Google
 - a) Launch (Proposed): Miami-Dade County- PHCD and Grow with Google Kick-Off event
Miami-Dade Main Public Library
March 9, 2022 at 4:15 p.m.
 - b) Four sessions per year with support group and mentoring sessions with motivational guest speakers (April, June, August, October).
 - c) Student Accomplishment Acknowledgement Event - July 2022.
 - d) Holiday networking and recruitment events; continue program support- October – December 2022.

III. Continued Efforts

Public Housing and Community Development, through its Resident Services Program, will continue to monitor existing and newly implemented programs to track outcomes. As programs are accessed, adjustments will be made to continue meeting resident needs as best as possible. Feedback from Resident Council leaders as well as direct feedback from participants will be obtained for continual growth of this vocational initiative.

For other resident needs in PHCD communities, PHCD will continue to partner with Miami Dade Community Action and Human Services Department to refer families and residents in need of individuals services, food distribution programs, and early childhood programs.

Should you require additional information, please contact PHCD Director Michael Liu at (786)469-4106.

- c: Geri Bonzon-Keenan, County Attorney
Gerald Sanchez, First Assistant County Attorney
Jess McCarty, Executive Assistant County Attorney
Office of the Mayor Senior Staff
Morris Copeland, Chief Community Services Officer

Honorable Chairman Jose “Pepe” Diaz
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Page 4

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