Today’s Agenda

After today, you will have an increased understanding of how to implement policy/practices at your organization to create more equitable retention and connections to community resources that can help you overcome common barriers to retention.

(3pm) **Introduction**

(3:15) **Panel**

(4:00) **Choose Your Own Breakout**

(4:40) **Share Out – Resources – Next Steps**

(4:55) **Thank You & Closing**
What is RMAPI?

The Rochester-Monroe Anti-Poverty Initiative (RMAPI) is a collection of individuals and organizations working together in new ways to tackle systemic root causes that contribute to poverty.
You pledged:

“As a participating RMAPI Employer, I pledge to be an employer who enables sustainable employment for individuals seeking to move from poverty to self-sufficiency....”

50+ employers have already taken the pledge in our community, committing to improve practices related to WORKPLACE CULTURE, HIRING, RETENTION, & PROMOTION.
Employer Pledge Signers
You are part of a larger community of practice

Employers:
1199 SEIU United Healthcare Workers East
Action for a Better Community, Inc
Cameron Community Ministries
Catholic Family Center
Causewave Community Partners
Center for Dispute Settlement
Center for Employment Opportunities (CEO)
Center for Governmental Research (CGR)
Children’s Institute
City of Rochester
Common Ground Health
CP Rochester
East High School EPO
Equal Grounds
ESL Federal Credit Union/Foundation
Excellus Bluecross Blue Shield
FLPPS
Foodlink
Greater Rochester Chamber of Commerce
Greater Rochester Health Foundation
Heritage Christian Services
Hillside Family of Agencies
Huther Doyle
Ibero-American Action League, Inc.
Imprintable Solutions
Jewish Senior Life
Lifespan
Lifetime Assistance, Inc.
Mary Cariola Center
Max and Marian Farash Charitable Foundation
Monroe Community College
Nazareth College of Rochester
NYS 7th Judicial District
Office of Congressman Joe Morelle
Planned Parenthood of Central and Western NY
Rochester Area Community Foundation
Rochester City School District
Rochester Educational Opportunity Center (REOC)
Rochester Genesee Regional Transportation Authority
Rochester & Genesee Valley Area Labor Federation
Rochester Institute of Technology
Rochester Public Library
Rochester Regional Health
Rochester Rehabilitation Center
RochesterWorks!
St. John Fisher College

SUNY Geneseo
The Children’s Agenda
Truform Manufacturing
United Way of Greater Rochester
University of Rochester/URMC
Urban League of Rochester
Villa of Hope
Wegmans Food Markets
Women’s Foundation of Genesee Valley

WPOs:
Catholic Family Center
Center for Employment Opportunities (CEO)
Foodlink
Frederick Douglass Initiatives
Greyston
Ibero American Action League
Mount Hope Family Center
Rochester Educational Opportunity Center (REOC)
RochesterWorks!
Villa of Hope
YAMTEP

Reduce poverty, increase self-sufficiency
What we mean by Federal Poverty Limit...

31.3% of City of Rochester residents & 14.4% of Monroe County residents live in poverty

The national average is 13.4%

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<th>Household Size</th>
<th>Poverty Guideline</th>
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<td>$12,880</td>
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What we mean by Self Sufficiency...

Despite working part or full-time, many families fall below ‘self-sufficiency.’

You can learn more about Asset Limited, Income Constrained, Employed at unitedforalice.org

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</table>
Our neighborhoods with highest poverty rates are also neighborhoods that are most racially segregated & most affected by structurally racist policies including red lining.
“I work because I want to get paid, I want to be sustainable.”

- 38% of those ages 16+ living in poverty in Rochester worked at least part of the year yet still fall below the federal poverty level
- Many people working but in poverty work part-time or part-year
- 45% of those living in poverty in Rochester did not work

*Wage Disparities Report, 2017*
Today’s Learning Session: Retention

RMAPI RETENTION BEST PRACTICES:

1. Recognize barriers and common challenges to employment, such as the stress of unpredictable scheduling, and develop policies that provide consistency but allow for flexibility.

2. Develop comprehensive onboarding processes that provide clear expectations, mitigate barriers, and support long-term employee success and retention.
RETENTION & POVERTY:
Why do you leave? Why do you stay?

“Retention begins before someone starts the job. The culture and reputation of the job comes first. The culture of the workplace should come first. If you can’t retain your employees you need to look at that. What kinds of barriers do your applicants face? What can you do to help overcome those barriers?”

“Once you find a job you got to make sure it's on the bus route, they pay you enough money, if the bus is running there. Then you got to factor in sleep time. It takes 16 hours out of your day to work out there on the suburbs that's just done, and you got to sleep”

“Safety is important to me. My last manufacturing job was pretty unsafe, they had a bad reputation”
RETENTION & POVERTY:
Why do you leave? Why do you stay?

“More than half of my jobs I feel discriminated against. As a young black man I have a point to make that I work hard, I care, I'm there to help. I'm always working hard. Plenty of times people come in, doing less than I am, and move right to the top. I've left many of my jobs because of situations like that.”

“When you start a job you’re building your money back up, paying what you need, can you pay RGE or food? There should be a resource - when you get that first paycheck, can RTS give you a discounted rate? Can you get a grant to cover some costs? Give them a time frame - maybe 3 months to help get those bills paid. Have a retention problem that is YOUR problem”

“Companies only offering 2 weeks PTO per year. Your mental stability, your physical stability- 2 weeks? That is sad.”
Today’s Panel

Panelists:
• Todd Butler, President & CEO, Causewave Community Partners
• Cynthia Clay, RMAPI Community Cohort Member
• Tom Miller, Manager of Staffing Services, City of Rochester
• Stephanie Vaiana, Director of Human Resources, Foodlink, Inc.

Moderator:
• Jason DeLooze, RMAPI Community Cohort Member and Flower City Americorps Member with Refugee Resettlement Center
Breakout Session Plans

• Breakout Session Goal: *Introduce employers to resources in the community that can support employee retention and facilitate discussion focused on sharing resources and problem solving together.*

• How it will work:
  • In a few minutes, an option will appear on your screen to choose your own breakout room
  • Each room will have representatives from community resources who will share more about what they do/how they can support retention
  • Notes/resources from all breakouts will be shared with all participants
  • After the resource representatives share their information... Ask questions! Share resources you have used! We are all learning from each other!
Breakout Sessions!

Breakout 1: Child Care
• Strengthening Working Families Initiative (SWFI)
• Child Care Council

Breakout 2: Financial Planning/Literacy
• Financial Empowerment Centers (FECs)
• CASH

Breakout 3: Education/Training
• RochesterWorks!
• Monroe County

Breakout 4: Navigating Services
• 360 Care Collaborative
• Employer Resource Network (ERN)
• PathMaking (Open Hiring)

Breakout 5: Transportation
• Commute with Enterprise
• RTS
Breakout Room 1: Child Care

Strengthening Working Families Initiative (SWFI)

- Clayton Waller, SWFI Program Manager
- The Strengthening Working Families Initiative provides low- to middle-skilled parents opportunities to advance in their careers while addressing barriers related to accessing training and employment faced by those with child care responsibilities.

Child Care Council

- Rachael Teixeira, Child Care Referral and Resource Specialist
- The Council provides free child care resource and referral services for families looking for child care in Livingston, Monroe, and Wayne Counties.
Breakout Room 2: Financial Planning/Literacy

Financial Empowerment Centers (FECs)
• Mina Hatami, FEC Counseling Manager
• Provides highly trained financial counselors to City residents free of charge. Counselors are available to help you develop a plan to pay down your debt, budget and save to buy a car or home, improve your credit score, access low-interest loans, and so much more.

CASH
• Yversha Roman, Director of CASH
• CASH offers free tax return preparation services to low income workers including those eligible for the Earned Income Tax Credit [EITC] to ensure they collect all credits for which they are eligible.
Breakout Room 3: Education/Training

RochesterWorks!

- John Premo, Director of Community and Business Services
- RochesterWorks! has a training grant that can cover the costs of education or training for individuals who need to update their skills to find a job or advance in their careers. The grant can cover training costs at many area colleges, universities, vocational schools, and proprietary training institutions.

Monroe County

- Bridget O’Brien, Monroe County Economic Development
- Monroe County Economic Development offers a variety of workforce development programs that can assist eligible businesses with costs related to employee training. Examples include custom-training programs, reimbursement of training expenses and employer/employee bonus programs.
Breakout Room 4: Navigating Services

360 Care Collaborative
• Erin Bankey, Senior Manager of Program Management
• The 360 Collaborative Network connects people to needed services through electronic referrals. This system is membered by social services, education and health providers that provide services in areas that are barriers to employment retention.

Employer Resource Network (ERN)
• Marianne Durrant, Director, Employment Alliance
• The ERN provides Success Coaches to employers. Success Coaches are a confidential service available to assist employees through difficult work, home, or life issues. The onsite Success Coach is a confidential resource that employees can access on a predictable, ongoing basis.

PathMaking
• Mubarak Bashir, Regional Director, Rochester
• PathMaking is a comprehensive offering of wraparound support that companies can offer to foster retention while having a meaningful impact on the lives of their employees.
Breakout Room 5: Transportation

Commute with Enterprise:

• Joe Traina, Commute Sales Executive
• Commute with Enterprise makes it easy for your employees to save money and get to work on time. The program connects coworkers who live near each other and work the same shifts and provides a vehicle for them to use.

RTS

• Yolanda Allen, Community Outreach Manager
• RTS is the regional transportation provider for Monroe and surrounding Counties.
Choose Your Breakout!

Breakout 1: Child Care

Breakout 2: Financial Planning/Literacy

Breakout 3: Education/Training

Breakout 4: Navigating Services

Breakout 5: Transportation
Breakout Session: Share-Out

Full notes: will be shared!

• Breakout 1: Child Care
  1. Stable, reliable, licensed child care is a need – Child Care Council can provide this support; walk-in hours starting in July; can also go to employers and provide info on site
  2. SWFI: provides child care support for people going through training; grants available

• Breakout 2: Financial Planning/Literacy
  1. CASH: child tax credit changing in July; become a monthly benefit; make sure employees know and are accessing it; eligibility criteria widened
  2. FEC: check their website! Rochesterfec.org; all employers could share with employees; referral basis – savings, bankability, credit, reducing debt

• Breakout 3: Education/Training
  1. Programs and funding available via RochesterWorks and Monroe County; business services at RochesterWorks – grants to help people access skills gap trainings; opportunity to pilot covering costs for training needed to get a promotion
  2. County: grants available for small businesses; example: Monroe on the Job, 50% reimbursement for an industry certified training; Mpower – partnership, customized training, MCC; Monroe Manufacturers Jobs – after 1 year of employment, $1,500 bonus for employer and employee if first job after MCC

• Breakout 4: Navigating Services
  1. Closed loop/warm handoffs: helping connect employees to resources they need to support their time on the job
  2. Wraparound support
  3. 360 Network as a “front door”, regardless of need

• Breakout 5: Transportation
  1. Vanpool stat: helped a company go from 30% turnover to 9%; cost per person per month about $26
  2. RTS new system: consistency all days of the week; on-demand service app within certain zones for $3/day
What Next?

• Today: Post-event survey – how did today’s event go?
  • Link will be in the chat soon!

• Tomorrow: Pledge status survey
  • Will go to main contacts at each employer
  • What best practices are you implementing? What do you want to do next? What help do you need?
  • This feedback helps us track the impact of the Pledge, plan better learning sessions, and identify needed supports in our community!

• Late summer/early fall: Learning session focused on promotion

• Other opportunities to engage: help RMAPI reach our Wildly Important Goal!
RMAPI’s Wildly Important Goal (WIG)

In 2021, RMAPI will lead a new effort that will increase wages to at least $15 per hour for 10,000 Rochester residents.

• Is your organization already at $15/hour? (We want to recognize you!)
• Can you help us meet this goal?
GOAL:
10,000 employees moved to at least $15 an hour

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As of June 9, 2021

Progress to the WIG

# Employees Impacted

Go to the supplemental data: https://www.rmapi.org/wig
Thank You & Closing

Thank you for joining us today!

• Event survey: https://www.surveymonkey.com/r/RMAPIretention6921

• Pledge website: https://rmapipledge.wixsite.com/pledgeforrochchester
  • Recording/resources/notes from today will be added