

**C. CPC - Pre-Employment Preparation and Placement 2 Workforce Development
(W637)**

November 19, 2009

Grantee: Chinese-American Planning Council, Inc. (“CPC” or the “Organization”)

ESD Investment: A grant of up to \$125,000 to be used for the Organization’s Pre-Employment Preparation and Placement Program (“PEPP”).

Project Location: New York City, New York County

NYS Empire Zone: N/A

Project Completion: December 2010

Grantee Contact: Allen B. Cohen, Senior Advisor
150 Elizabeth Street
New York, NY 10012
Phone: 212-941-0920 Ext.138 Fax: 212-966-8581

Project Team: Project Management Grace Padmore
Affirmative Action Denise Ross
Environmental Soo Kang

Project Description:

Background

The Chinese-American Planning Council, Inc. is a not-for-profit multi-service organization that provides social service, economic development, educational, and community development programs to the Chinese-American community in Lower Manhattan and throughout New York City. CPC’s mission is to establish services that will enable Chinese immigrants to acclimate to their new country and develop the skills and resources they need to become part of the American mainstream. Founded in 1965 with initial capital of \$86 and donated space, CPC has grown into the largest organization of its kind in New York State, which provides assistance to over 8,000 people per day city-wide, through over fifty-eight programs, some operating on a 24/7 basis. In order to assist the community in economic development, CPC developed a strategy for purchasing goods and services through local vendors whenever possible. In addition, CPC eventually created over 2,000 jobs to assist in the provision of services to its clients. CPC is the parent company of the Chinese-American Local Development Corporation (the “LDC”), which spearheads its economic development efforts through community housing and job training/creation initiatives.

CPC played a leading role in a community-wide effort to create the only mixed-use, commercial/residential facility in the nation to be funded by HUD. The development, known as Chung Pak, contains a residential tower, housing eighty-six units of affordable housing for senior citizens. Condo fees from commercial tenants helped to construct a community health clinic and day care center that are both located above the retail stores. In 2008, CPC

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participated in NYC's Inclusionary Housing program, resulting in the addition of twenty-six units of affordable housing in the heart of Wall Street.

CPC has made significant strides in advancing economic development projects and in meeting its objectives towards improving the quality of life of its constituents through job creation and diversification of industries situated in Chinatown, while continuing to provide a wide range of social and educational services designed to help individuals and families to gain and tools and knowledge they need to move up the social and economic ladder.

CPC operates one of the most successful job readiness and placement programs in the city, offering counseling, ESL, job referral, and placement services. In 1982, CPC created BASICS (Basic Adult Skills Institute and Career Services), an adult skills institute which provides ongoing educational courses for working adults. Since its inception, the program has trained and placed over 800 individuals in non-subsidized jobs.

Since March 2004, the ESD Directors have approved \$625,000 in assistance for CPC's adult skills training efforts. CPC has focused its workforce employment program in the areas of teaching practical English, job development, placement/retention job readiness skills, and individual counseling, while forming referral linkages with approved private and publicly funded training programs. Overall, the program has performed very strongly, particularly in case management activities (which includes the individual employment plan process). Cumulatively, from the start of the program in January 2008 through December 2008, 163 out of 273 clients who completed the program through the job search/referral process have found unsubsidized employment, translating into a total placement of nearly 60% of qualified job seekers, which represents a robust performance against a backdrop of slower economic activities. All previous projects were completed and ESD funds were fully disbursed.

The Project

The goals of the PEPP are to provide displaced, dislocated minority workers with employment opportunities consistent with their skills and aptitude. The ESL tutoring and workshops will consist of group sessions on survival and job-oriented English. The basic job readiness training consists of English tutoring, dressing for an interview, searching for jobs through both the Chinese and English language press, applying to licensed training programs, and using the Internet and the public transportation system. Other workshops involve helping students understand the American work environment, including how to get along with non-Chinese employers and workers, labor rights and obligations, the role of unions, and how to find and join unions.

The objective is to place 70% of the enrolled into meaningful jobs at prevailing wages. The Organization also intends to place Asian Americans into jobs in the cruise line, movie and production industries, and to find more jobs for older displaced workers. Despite the recession, more cruise ships are using New York as a home port, and several are using dock space in close proximity to New York's largest Chinatown in Brooklyn. Over the past several years, dozens of feature films, promos and TV show have been filmed in and around

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Chinatown, yet few Chinese faces are seen among the production crews, caterers or truckers. Based on its experience, CPC anticipates that older workers are more likely to apply for jobs in the following areas: health care, as home attendants and/or home health aides; laundry, cleaning industries; and the security industry. The Organization anticipates that the older worker population, given its size and prominence within the communities served, and the fact that marketing will be done in a uniform and inclusive way, may benefit from the services offered under the project, which is appropriate for all ages.

Upon completion of the project, the Grantee will furnish a final report, describing the impact and effectiveness of the project, including the number of employees trained and older workers served.

Financing Uses	Amount	Financing Sources	Amount	Percent
Salaries and Fringes	\$105,370	ESD Grant	\$125,000	100%
OTPS including Rent, Utilities, Phone, Sanitation, Office/Teaching Supplies, Postage, Printing, Computer Maintenance, Misc./Travel Expenses	10,638			
Administrative Overhead	8,992			
Total Project Costs	\$125,000	Total Project Financing	\$125,000	100%

Statutory Basis – Community Projects Fund:

The project is reappropriated in the 2009-2010 New York State budget. No residential relocation is required as there are no families or individuals residing on the site.

Disclosure and Accountability Certifications:

The Grantee has provided ESDC with the required Disclosure and Accountability Certifications. Grantee's certifications indicate that Grantee has no conflict of interest of good standing violations.

Grantee disclosed the following good standing violation:

“The Chinese-American Planning council was alleged by the New York State Education Department to have violated Article 1 of the Education Law and Part 126 of the Regulations of the Commissioner of Education (i.e., offering unapproved curriculum and the use of unlicensed teachers), while its application for a license was under review. These violations have since been settled without admission upon payment of a fine on June 24, 2009”.

Grantee has no other good standing violations and, therefore, staff recommends that the Corporation authorize the grant to the Grantee as described in these materials.