

County of Marin Community Service Fund Program Application Form

Fields labeled as "(public)" will be viewable to the public.

Request is for Fiscal Year: July 1, 2021 - June 30, 2022

Application Date (public) Friday, February 18, 2022

Project Number 8

Organization Information

Full Legal Name (public) Center for Employment Opportunities, Inc (CEO)

Organization URL (public) <https://ceoworks.org/locations/marin>

Mission

What is the mission/purpose of your organization? (Limited to 1000 characters) (public)

The Center for Employment Opportunities (CEO) believes in the transformational power of work. We provide immediate, effective, and comprehensive employment services exclusively to individuals who have recently returned home from incarceration. Our vision is that anyone with a criminal record who wants to work has the preparation and support needed to find a job and stay connected to the labor force. We believe that everyone, regardless of their past, deserves the chance to shape a stronger future for themselves, their family, and their communities.

Grant Request Information

Program/Project Name (public) Providing Justice-Involved Marin County Residents with Employment Services

Provide a very brief summary description of your project. (Limited to 250 characters) (public) CEO Marin will use county funds to create long-term upward mobility and economic mobility for returning citizens by offering job readiness training, transitional employment, individualized job coaching, job placement, and retention services.

Amount Requested Dollar (public) 10000

Total Project Cost (public) 1428731

Being as specific as possible, describe the proposed project/program and its goal(s). Include implementation plans as related to the COVID 19 pandemic and identify what elements of the project would be paid for using County funds. (Limited to 2000 characters) (public)

Proposed Project

CEO's proposed project creates greater opportunities for justice-involved individuals by addressing the multiple barriers they face to maintaining their freedom, achieving economic mobility, and fostering

self-sufficiency. Our program is uniquely designed to create long-term upward mobility and economic mobility for returning citizens by offering the following services.

Job Readiness Training: CEO's program begins with a two day, paid orientation course entitled "Pathway to Employment" (P2E), which prepares participants for CEO's services.

Transitional Employment: After graduating from P2E, participants immediately begin paid transitional employment on our social enterprise work crews.

Job Coaching and Placement: CEO participants receive one-on-one job coaching and development support while working on a transitional work crew to help them become ready for a job and obtain employment outside of CEO.

Retention Services: Once a participant secures employment, CEO continues working with them for a full year to ensure they have the support they need to grow in their careers and remain attached to employment.

Goals

For this proposed project our outcomes and goals will be in relation to enrollments, job placements, and job retention.

120 participants will be enrolled and attend our (P2E) class.

110 participants will be placed into unsubsidized employment.

50 participants will reach their one year milestone.

COVID-19 & Use of Funds

To support our participants during this crisis, we have continued to provide paid transitional employment opportunities. Further, our staff play a key role in helping participants stay engaged in this difficult time to continue pursuing opportunities for advancement and identifying available resources.

100% of the funds for this project will go towards our general operating support, ensuring that our participants are still receiving services during this unprecedented time.

List all community interests that will be affected by the proposed project/program and the public benefit to be derived from it. (Limited to 2000 characters)

CEO focuses on providing justice-involved Marin residents with the support necessary to obtain meaningful employment and remain connected to the workforce. Upon release, returning citizens face a myriad of barriers that negatively affect their wellbeing, with unemployment being among the most detrimental. CEO's Theory of Change posits that if the employment needs of persons with criminal convictions are addressed at their most vulnerable point—when they are first released from incarceration or soon after conviction—by providing job-readiness education, short-term paid transitional employment, full-time job placement, and post-placement services, they will be less likely to become reincarcerated and more likely to build a foundation for a stable, productive life for themselves and their families. CEO's program model provides a road map for participants to achieve a long-term goal of remaining attached to the legitimate workforce and maintaining their freedom.

Further, Marin County, home to San Quentin State Prison, must invest further in services directed toward returning citizen reentry and community reintegration. Even before national unemployment rates spiked due to COVID-19, unemployment for the formerly incarcerated was seven times higher than the national average. Now, the pandemic's economic repercussions are especially deep in communities of color, those already impacted disproportionately by mass incarceration and poverty. By directly addressing employment inequities, CEO catalyzes successful community reintegration and economic mobility for formerly incarcerated individuals.

Has your organization received Community Service funds before? (public)

If Yes, please list the total amount received for the past three fiscal years: (public)

	Amount (\$)	Project
FY 2020-2021	2500	Employment Services for Previously Incarcerated Individuals - COVID Adaptations
FY 2019-2020		
FY 2018-2019		

Is your organization receiving any other County funding for this project or others? (public)

Can you successfully complete your project by June 30, 2021 if you receive less than your requested amount of Community Service funds? (public)

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below.

Please fill in as applicable, and round to the nearest dollar. (public)

	Funding Agency	Funding Requested (\$)	Funding Received (\$)	Notes
County CSF	County of Marin	10,000	0	Currently applying for funding
Federal Grant	Supplemental Nutrition Assistance Program (SNAP)	215,034	37,376	
State Grant	Caltrans (Marin County)	965,700	458,250	
Individual Contributions	Roland Smart, Crankstart	1,182,624	1,182,624	Roland Smart (\$20,000) and Crankstart (1,162,624)
Other Local Agencies	0	0	0	
In kind services	0	0	0	
Other	0	0	0	

Total Funding Requested \$2373358

Total Funding Received \$1678250

Please fill in as applicable, and round to the nearest dollar.

	Budgeted (\$)	Spent to Date(\$)	Notes
Personnel Costs	984,173	464,769	
Services and Supplies	283,251	147,824	
Capital	0	0	
Other	161,307	83,658	

Total Budgeted Expenses (public) \$1428731

Total Spent to Date (public) \$696251

This cycle is funded by proceeds from the American Rescue Plan Act and the following questions are necessary to satisfy federal reporting criteria. All applicants are required to respond to these questions for completion of this application, but the responses will not be used in evaluating whether your project will receive Community Service Fund program funds from the County of Marin:

Has your organization been significantly impacted economically by COVID (such as financial loss due to periods of closure, implementing additional COVID safety precautions, lost fundraising opportunities, or inability to meet payroll, rent or utilities?) (public)

Yes

If Yes, please provide a specific description of the impacts and quantifying impact where possible. (public)

CEO Marin is proud to say we have continued to provide vocational services and transitional work opportunities despite the on-going impacts of the COVID-19 pandemic. Our services - particularly the paid jobs we provide - are integral to formerly incarcerated individuals to support their basic needs (food, housing, transportation) during this dire time.

At the start of the pandemic, CEO faced significant challenges to our organization's operations, including the delivery of our transitional work crews, adjusting to remote service delivery, and navigating staff burnout during a globally stressful time. Specifically, CEO experienced a short-term loss of revenue due to lack of fielding of our transitional work crews and the associated reductions and cancellations of our transitional employment services in response to the increased need for social distancing and COVID-19 exposure risks. For instance, each day we cancel a crew our revenue goes down by \$1,800 causing a \$24,000 deficit to our overall budget. Throughout the COVID-19 pandemic, we've had to downsize our crews from 8 participants to 4 participants to mitigate the risks of COVID-19. Similarly, due to COVID-19 safety protocols, our site increased our expenses for personal protective equipment (PPE) by \$10,000.

To address these barriers, CEO implemented program adjustments including creating work from home procedures; providing training and accessibility for participants to engage in our program services virtually; and negotiating with work crew customers to creatively continue to staff, perform the work, and provide alternative learning assignments that still provided income for our participants. Finally, the pandemic also impacted our referral numbers dramatically, resulting in a significant, persistent decrease in our referral streams since the start of the pandemic. To overcome this challenge, our staff members continue to collaborate with our partners around the community to improve our referral network and ensure a steady stream of individuals are referred to CEO services.

Are you serving disadvantaged, minority or low-income residents who have been negatively impacted by COVID? (public)

Yes

If Yes, please provide a specific description of how the people you serve have been impacted. (public)

The impact of racial inequities on our nation's health negatively affects the mental and physical health of millions of Americans. This prevents them from accessing quality healthcare - especially during the pandemic. According to the CDC, Black/African American, Hispanic/Latino, American Indian and Alaska Native persons in the United States experience higher rates of COVID-19-related hospitalization and death compared with non-Hispanic White populations.

CEO Marin mainly services marginalized populations, with 84% of participants belonging to Black, Indigenous, or People of Color (BIPOC). The systemic racism occurring within these populations deeply affects the opportunities they are able to receive - especially when the pandemic started. Our participants are disadvantaged in many ways due to their record. Many lack access to healthcare, housing, quality employment, experience substance abuse, among other barriers. During the pandemic, these barriers increased in stature. Our program participants often stay in places that cannot abide by social distancing laws, leaving them more likely to contract COVID-19. Our participants also struggle to provide for their families during the pandemic due to a lack of employment opportunities.

Further, the racism endured by these populations both past and present have created a distrust in the healthcare system, extending it to vaccine providers. Often, staff members realize that many participants are unvaccinated, creating an additional barrier to employment now that employers are requiring the vaccine. However, with our Participant Vaccine Campaign, we have been able to successfully encourage 90% of our participants to get vaccinated.

Additionally, because many of our participants were incarcerated in 2018 and 2019, the government stimulus was not disbursed to them as they did not file tax returns for 2019. Not having access to that money is a large barrier, especially during the early days of the pandemic when our work crews were reduced to maintain social distance. With less money in their pockets, and the appointments going virtual or on the phone, some of our participants could not afford their phone bill to stay up to date with the program. People who are released from incarceration are always faced with many barriers to re-entry, but the pandemic made their re-entry even harder.

Does your organization have future plans for improvements needed to mitigate the impacts of COVID or to contain its spread? (public)

Yes

If Yes, please provide a description of your improvement plans with quantifying statements when possible. (public)

To mitigate the impacts of COVID-19, CEO implemented trainings and a campaign aimed to keep our staff and

participants safe. CEO created a Contact Tracing Team responsible for keeping track of any staff member or participant who has COVID-19 like symptoms to contain the spread of the virus. Further, our Operations Team created a mandatory “CEO COVID-19 Safety Training” for all staff that highlights information about the virus, symptoms, preventing the spread of the virus, vaccine information, and the importance of wearing a mask.

For participants, we created a “Participant Vaccine Campaign” to maximize the number of participants receiving the vaccine(s). To do so, we created flyers, sent out mass texts, had conversations with participants about the benefits of the vaccine, and recorded data on our CRM platform, Salesforce. To date, 90% of participants in our Marin office have been vaccinated as a direct result of this campaign. CEO also maintains rigorous cleaning and distancing standards and continues to offer remote services as an alternative. Staff and participants will preserve open communication to ensure that all parties feel safe throughout the process.