



Hallandale Beach Community Redevelopment Agency Board of Directors Meeting Agenda Cover Memo

Meeting Date:	October 17, 2016	Item Type:	Resolution	Ordinance	Other X
Fiscal Impact:	Yes	No	Ordinance Reading:		1st Reading
		X	Public Hearing:		2nd Reading
				Yes	No
Funding Source:	HBCRA and General Fund		Advertising Requirement:		Yes No X
Account Balance:	FY 17 Budget \$353,000				
Project Number :	MUHOP		RFP/RFQ/Bid Number:		RFP 2014-2015-002
Contract/P.O. Required:	Yes	No	Strategic Priority (Enter X in box):		
	X		<p>Capital Improvements <input checked="" type="checkbox"/></p> <p>Goal 1 - Undertake Total Improvements of Public Realm <input type="checkbox"/></p> <p>Goal 2 - Promote Public/Public and Public/Private Partnership <input checked="" type="checkbox"/></p> <p>Promote Projects with Large-Scale Impacts <input type="checkbox"/></p> <p>Goal 1 - Issue a Request for Proposals (RFP) for NW infill Housing <input type="checkbox"/></p> <p>Goal 2 - Issue a Request for Qualifications (RFQ) for Dixie Highway/Foster Road parcel <input type="checkbox"/></p> <p>Priority Area:</p> <p>North West Quadrant <input type="checkbox"/></p> <p>FEC Corridor <input type="checkbox"/></p> <p>Southwest Quadrant <input type="checkbox"/></p> <p>Northeast Quadrant <input type="checkbox"/></p> <p>Southeast Quadrant <input type="checkbox"/></p>		
Sponsor Name:	Daniel A. Rosemond, HBCRA Executive Director		Department:		Jennifer Frastai, Deputy City Manager



Short Title:

DISCUSSION OF THE HALLANDALE OPPORTUNITY PROJECT (HOP) PROPOSED CHANGES

Staff Summary:

Background:

On August 5, 2015, the City Commission approved Resolution No. 2015-30 authorizing the City Manager to execute an agreement with M.D. Stewart and Associates, Inc. for an amount not to exceed \$154,480. The agreement outlines specific deliverables from M.D. Stewart and Associates, Inc. As of September 6th, the following tables provide a current status the contracts deliverables and outcomes, as well as, what documentation is provided to verify the deliverables.

Table 1: Deliverables vs. Outcomes

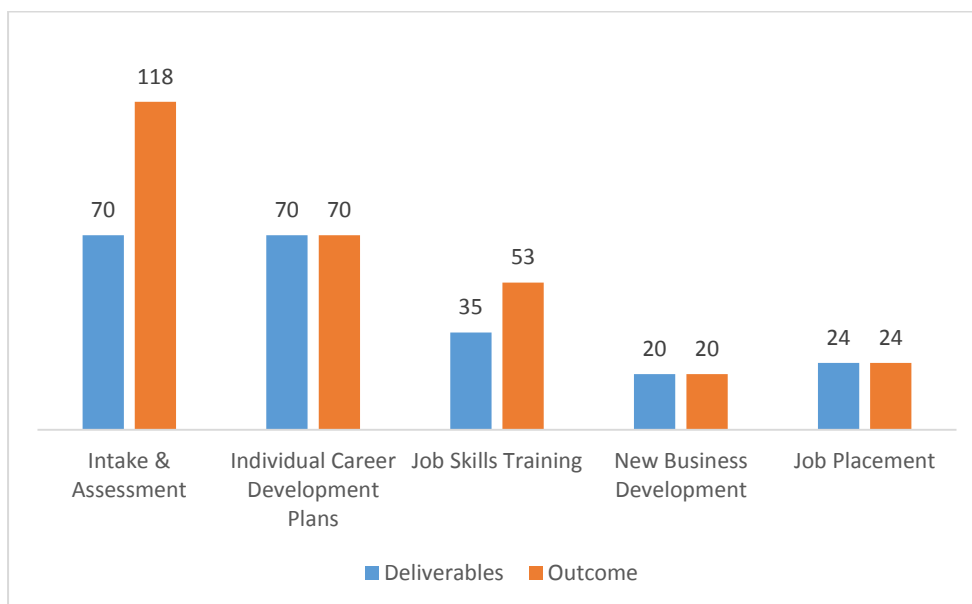


Table 2: Documentation collected/reviewed to verify deliverables

DELIVERABLE/OUTCOME	DOCUMENTATION
Intake & Assessment	HOP Application and Job Assessment
Individual Career Development Plans	Career Plan
Job Skills Training	Enrollment Forms, Sign-in Sheets, School Ledger and/or Certificates of Completion
New Business Development	Monthly Reporting
Job Placement	Employment Verification Form and/or Paystub



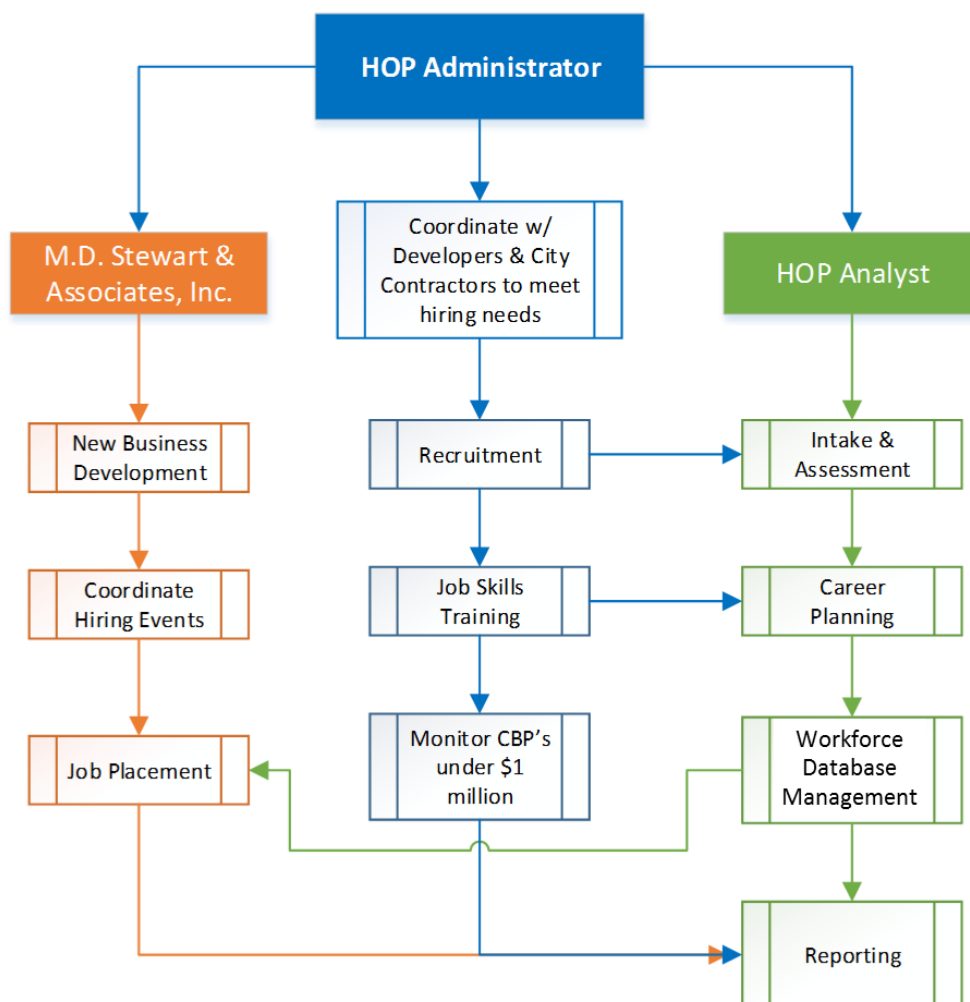
Current Situation:

HOP is a workforce development and training initiative, created to address unemployment within the City, as well as, facilitate the bridge between jobs and vendor opportunities as a result of the upswing in development activities within the City. The intention of HOP was to be a fluid program whose model would have the ability to change, based on information and need.

At the onset of HOP, its major emphasis was to develop a workforce database of residents to meet the increasing employment needs from development activity. This was accomplished through efforts from both providers and the City's HOP staff through intake, data collection, and various outreach efforts. The current resident database has over 200 residents who are seeking, or in need of, employment. This past year, HOP's primary focus was centered around creating the foundation of the resident database, establishing the connection between the City's Community Benefit Program and private development opportunities, as well as, forming the system for reporting and data collection to begin to gather the necessary information to continue to make the necessary adjustments to HOP to meet the needs of the Community.

The proposed change in the HOP service structure will transition to less emphasis on recruitment with more concentrated efforts on connecting residents to employment opportunities that are created by private development and City projects. In addition, the changes will focus more on establishing of relationships with businesses, primarily within the City, to provide employment opportunities to the residents in the HOP workforce database. M.D. Stewart & Associates, Inc. has demonstrated strength in connecting residents to employment and establishing relationships with businesses to fill their job vacancies, as shown by the "*Deliverables and Outcomes Table*" above.

The proposed change of the HOP model **does not** reduce the level of service, but rather allows for better efficiency and resident access ("one-stop") as both the HOP staff and provider will be housed at the new OB Johnson Park building. Below is a chart that shows the proposed organizational structure, what services will be provided, and by whom:



The following provides a high level summary of the proposed change to the HOP model:

- M.D. Stewart & Associates, Inc.** – Reduces the number of activities to be performed from the five (5) to three (3), thus reducing the contract value from \$154,480 to \$43,200. Restructured focus will be strictly on job placement of residents, developing relationships for business within the City to meet hiring needs and coordinating job/hiring events.
- HOP Administrator** – This position has evolved since the onset, thus giving merit to formally assigning additional tasks within the job's scope—such as: securing the training providers needed to prepare residents for development workforce, monitoring CBP's with contract values less than \$1 million (e.g. design, non-construction) and providing grievance assistance for local vendors with the prime contractor/developer on Community Benefit Program projects.
- HOP Analyst** – As with the HOP Administrator, several new tasks will be added to accommodate the proposed HOP change in the service delivery model, including the two (2) activities that have been removed from M.D. Stewart & Associates, Inc.—such as: conducting intake, assessment and career planning for residents and the management of the workforce/vendor database.



The following is a breakdown of how the budget will be itemized under the new **HOP model**:

Proposed FY 16-17 HOP Budget		
Salaries	\$	%
HOP Administrator	118,577.56	33.59%
HOP Analyst	73,175.39	20.73%
	\$191,752.95	54.32%
Contracts		
Monitoring & Compliance (<i>S. Davis</i>)	32,000.00	9.05%
Job Development (<i>M.D. Stewart</i>)	43,200.00	12.24%
	\$75,200.00	21.30%
HOP Services		
Job Skills Training	50,000.00	14.16%
Other HOP Services (support services, tools, ancillary vendors)	16,947.05	4.80%
	\$66,947.05	18.97%
Administrative		
Marketing & Events	7,500.00	2.12%
Events	3,600.00	1.02%
Office Supplies	2,000.00	0.57%
Technology Needs	3,000.00	0.85%
Staff Training/Prof. Development (1%)	3,000.00	0.85%
	\$19,100.00	5.41%
TOTAL BUDGET	\$353,000.00	100.00%

Next Steps:

Upon approval of the changes to the HOP model, staff will prepare a contract amendment to the M.D. Stewart and Associates agreement for the City Commission's approval. Staff does not anticipate any gaps in services based on the changes.

Fiscal Impact:

None.



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Hallandale Beach, FL 33009

Proposed Action:

Staff seeks to reach consensus on the changes to the Hallandale Opportunity Project model.

Attachment(s):

Exhibit 1 – Presentation - Proposal for HOP Model Change