

**CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Office of Economic Development
AGENDA DATE: November 18, 2008 - Regular Agenda
CONTACT PERSON/PHONE: Kathryn Dodson, PhD, Director 541-4670
DISTRICT(S) AFFECTED: ALL

SUBJECT:

Presentation by Roman Ortiz, Chief Executive Officer of Project ARRIBA - Advanced Retraining and Redevelopment Initiative in Border Areas, Inc. final report on the outcomes of performance measures of the Grant Agreement in the amount of \$250,000 executed on October 2 2007.

BACKGROUND/DISCUSSION:

The City of El Paso has supported Project Arriba with funding to address the critical shortages in demand occupations in nursing, information technology and education (teachers). Their contract requires a comprehensive annual report at the end of the grant period.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?

The Grant Agreement was approved by Council on October 2, 2007.

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

Funded by Economic Development budget FY 08 #72010268

BOARD/COMMISSION ACTION:

Enter appropriate comments or N/A.

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) _____ **FINANCE:** (if required) _____

DEPARTMENT HEAD: *Luis Portocarrero*, Economic Dev. Mgr. For Kathryn Dodson, Dir.
(Example: If RCA is initiated by Purchasing, client department should sign also). Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: _____ **DATE:** _____

Presentation of Outcomes & Performance

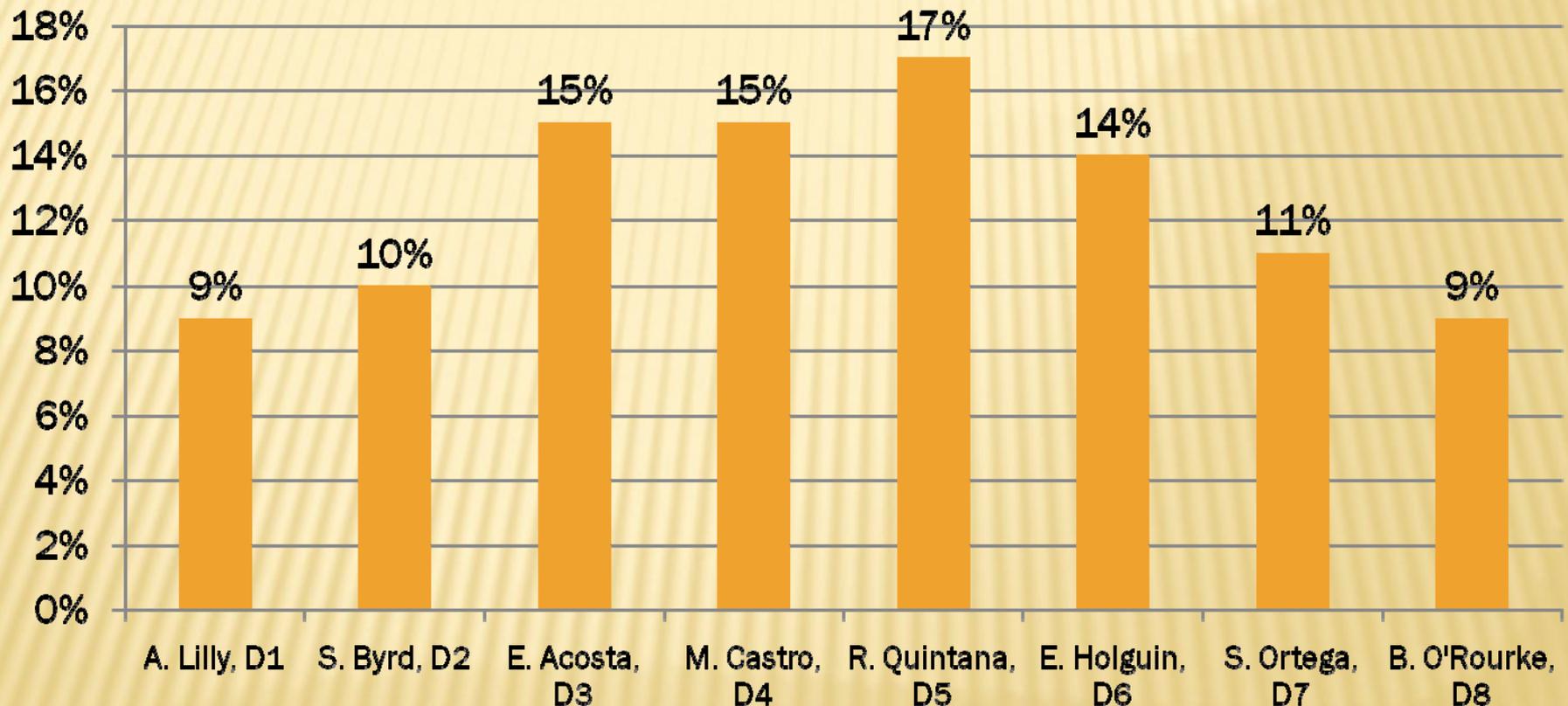
For Contract Period September 2007 to September 2008

PROJECT ARRIBA

NOVEMBER 18, 2008

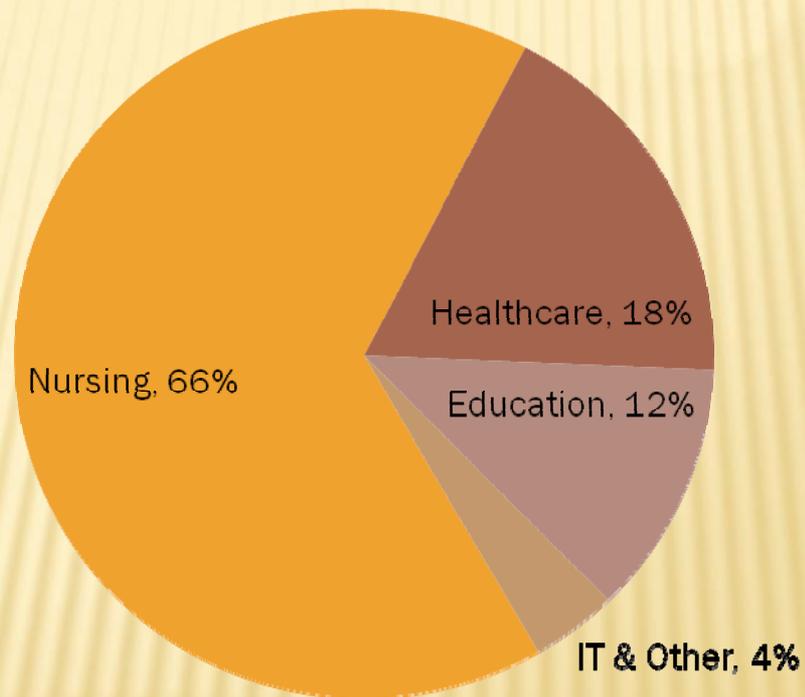
SERVED 356 CITY PARTICIPANTS

Total City Participants Served by District



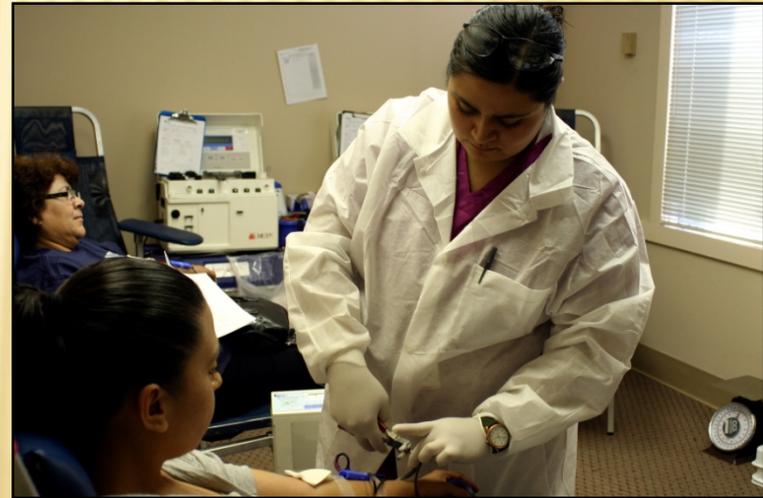
CAREERS SPONSORED & TRAINED

In-Demand Careers



AWARD SPECIFIC REQUIREMENTS

- ✘ Maintained a 96% Academic Retention Rate
- ✘ Communicated w/Employers which is the key to training El Pasoans in demand occupations.



ACTIVITIES & PERFORMANCE MEASURES

- ✘ We exceeded our contractual obligation in the following areas:
 - + Served 356 Participants (of the 300 proposed).
 - + Of the 356, 76% were at or below HHS Poverty Guidelines (of the 60% proposed).
 - + Of the 356, 91 Participants graduated (of the 80 proposed).
 - + Of those graduated, 74 were job placed (of the 60 proposed) at \$19.96/hr, above the living wage goal of \$11/hour as of September 30, 2008.
- ✘ We saw over 500 people regarding our ESL to Living Wage Pilot program and enrolled 8 of the 20 proposed.

REPORTING REQUIREMENTS

- ✘ Project ARRIBA submitted performance reports on the 20th of each month.
- ✘ Project ARRIBA submit 4 late quarterly reports on September 20, 2008.

SUMMARY OF CITY PARTICIPANTS 07/08

- ✘ Of the 356 El Pasoan's Project ARRIBA served with Economic Development Funding:
 - + 85% Female
 - + 72% Parents
 - + 51% Single
 - + 90% Hispanic
 - + 84% High School Diplomas
 - + 76% Below HHS Poverty Guidelines
 - + 44% Food Stamps

SUMMARY OF CITY PARTICIPANTS 07/08

- ✘ Of the 91 graduates, 74 participants have been job placed into living wage jobs here in this region (as of September 30, 2008).
 - + The average wage for these job placements is \$19.96/hour or over \$41,500/yearly.
 - + 78% of these graduates are now in nursing, 9% in healthcare and 13% are in teaching.
 - + 35% of these graduates were on Food Stamps and are now off of this aid.
 - + 82% of these graduates were at or below Poverty and are now at living wages or above.
 - + 14% of all Project ARRIBA graduates (627) are new homeowners as of 9/30/08, (82% are in the City Limits).



On Behalf of the Participants, Staff & Board of Directors...

**WE THANK YOU,
FOR YOUR CONTINUED SUPPORT!**