

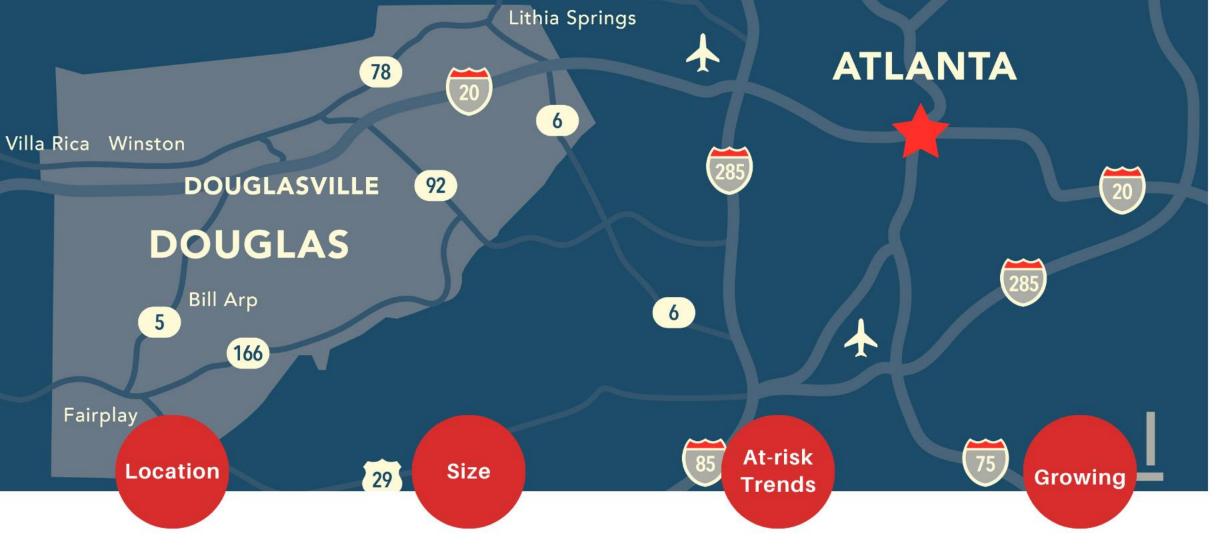
# Making the Case for Social Impact in Economic Development

Breezy Straton, MPA
Deputy Director
Douglas County Economic Development Authority, GA

DOUGLAS COUNTY

Economic Pevelopment

DOUGLASVILLE, GA



15 Miles west of Atlanta's City Center -30 minutes from Hartsfield-Jackson International Airport. 145,000 people and 201 square miles

Since the recession the unemployment rate has dropped significantly but the poverty rate has remained the same. In the last 5 years, we have secured over \$4billion in investment and added 3500 jobs.

# Community and Economic Development Strategic Plan

# CELEBRATE THE COMMUNITY

Internal & External Marketing
Campaign

# INVEST WITH INTENTION

Aligning public investment with the Strategic Plan

# BUILD BUSINESS SUCCESS

Recruitment, BRE, and Small Business Development.

### CULTIVATING TALENT

Workforce Development

### **UNDERSERVED POPULATION INITIATIVE**

Connect employment opportunities with Douglas County citizens
Reduce silos by creating partnerships
Create working groups for maximum impact
Identify policy opportunities









### INDUSTRY NEEDS TRAINED AND QUALIFIED CANDIDATES FOR OPEN POSITIONS

Traditional ways of connecting candidates with opportunities do not always work for underserved populations.



## UPSKILLING/RESKILLING IDENTIFIED AS THE TOP PRIORITY FOR INDUSTRY IN HIRING UNDERSERVED POPULATIONS

Potential candidates with limited experience require essential skills training including introductory industry recognized certifications



### **ELIMINATING OBSTICLES FOR UNDERSERVED POPULATIONS**

Partnering with the non-profit community to support those transitioning to full-employment, primiarily transportation and child-care



### POLICY WORK TO ENHANCE WORKFORCE DEVELOPMENT INITIATIVES

Statewide - Criminal Justice Reform; Federal - additional funding to support community led workforce development programs (JOBS and PARTNERS Act)

### **GOALS**

- Reduce Poverty to 10% by 2025
  - · 2016 14.32%
  - · 2018 13.48%
  - · 2020 13.00%
- 75% Placement Rate of Career Ready Training Program Graduates within 30 days
  - Cohort 1 93.7%
  - Cohort 2 85%
  - Cohort 3 79.4%
- 50 % Retention Rate of Career Ready Training Program Graduates after 6 months
  - o Cohort 1 79.1%
  - Cohort 2 80.0%
  - o Cohort 3 April 2020

DOUGLAS COUNTY

Economic Nevelopment

DOUGLASVILLE, GA















