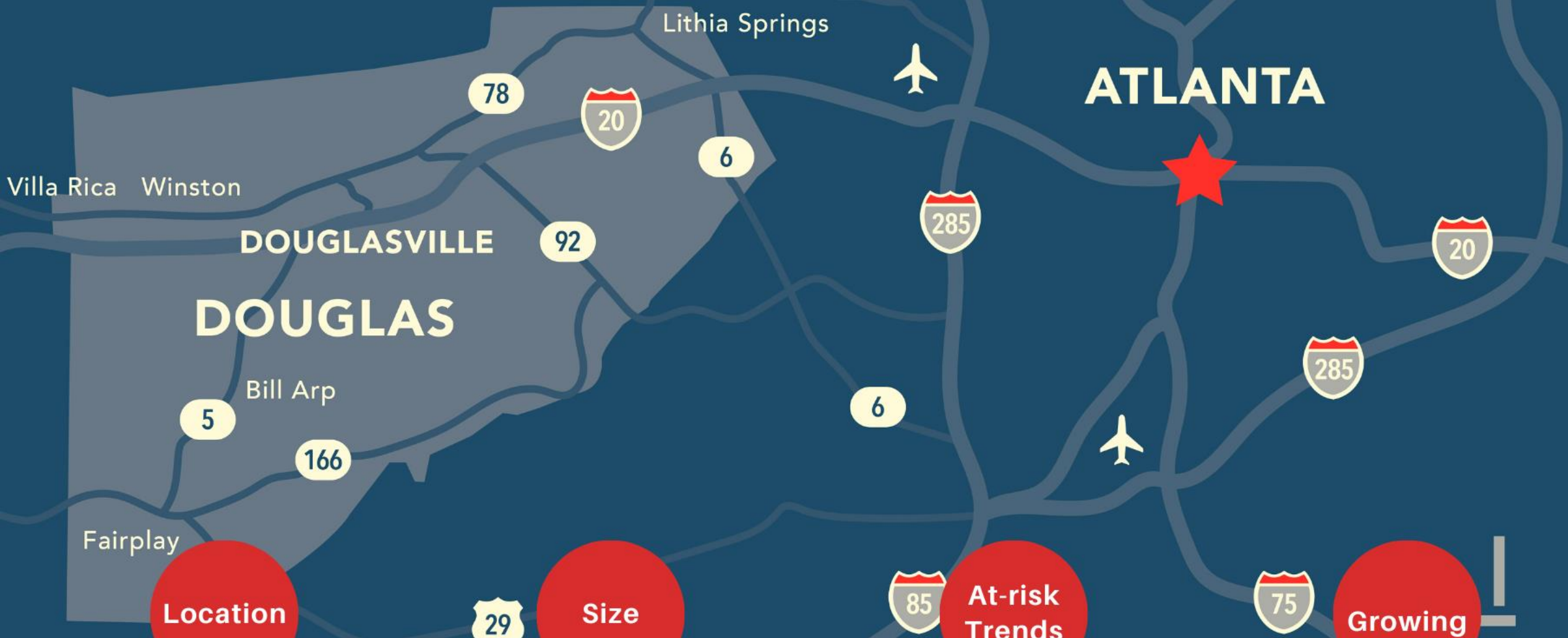




Making the Case for Social Impact in Economic Development

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

DOUGLAS COUNTY
Economic Development
DOUGLASVILLE, GA



Location

15 Miles west of Atlanta's City Center - 30 minutes from Hartsfield-Jackson International Airport.

Size

145,000 people and 201 square miles

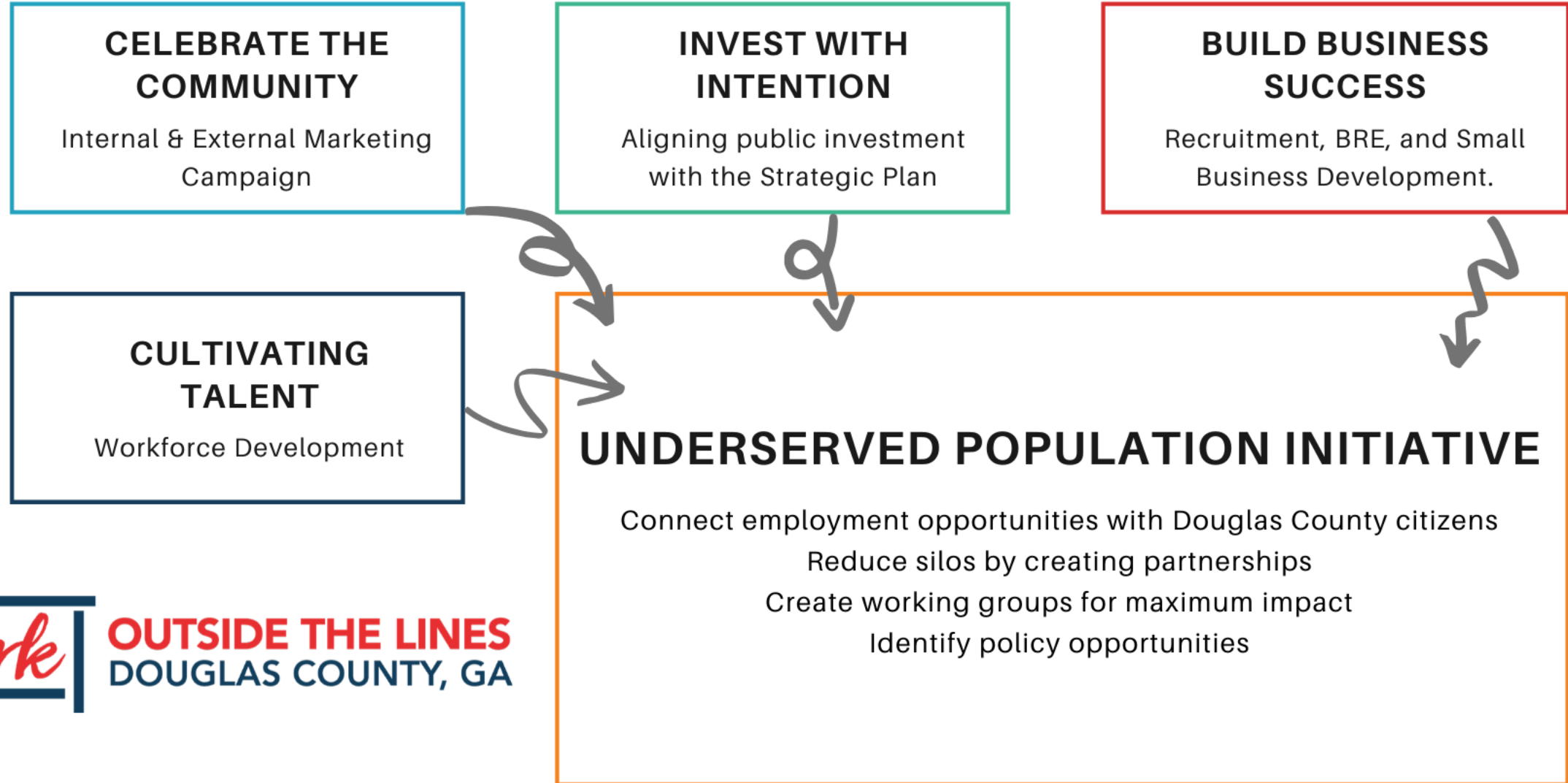
At-risk Trends

Since the recession the unemployment rate has dropped significantly but the poverty rate has remained the same.

Growing

In the last 5 years, we have secured over \$4billion in investment and added 3500 jobs.

Community and Economic Development Strategic Plan



01

INDUSTRY NEEDS TRAINED AND QUALIFIED CANDIDATES FOR OPEN POSITIONS

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

02

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

03

ELIMINATING OBSTACLES FOR UNDERSERVED POPULATIONS

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

04

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
 - Cohort 1 - 79.1%
 - Cohort 2 - 80.0%
 - Cohort 3 - April 2020

