



Meeting Minutes – Workforce Working Group

Date: September 12, 2017

Time: 11 AM – 12:30 PM

Location: Prior Lake City Hall – Parkview Conference

Workforce Readiness (WR) Work Group Members:

Michelle Choudek (Chair)	X	Lee Foley		Kathryn Reeder	X
Darren Kermes (Chair)	X	Madelyn Hertaus	X	Nick Slavik	
Mike Beard	X	Kellie McElroy Hooper	X	Patricia Timmons	X
Heather Fitzloff		Brenda Lieske	X	Tim Wynes	

Transportation (T) Work Group Members:

Troy Beam	X	Richard Crawford	X	Jon Ulrich	X
Bob Crawford	X	Alan Hermann	X	Jane Wiley	X

Guests:

Bethany Tjornhom (Steering Committee)	X				
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Staff Members:

Stacy Crakes (WR)	X	Mark Jacobs (WR)	X	Jean Sinell (WR)	
Barb Dahl (WR)	X	Brad Larson (T)	X	Angie Stenson (T)	X
Jo Foust (WR)	X	Kathy Nielsen	X		
Lisa Freese (T)	X	Tim O’Neill (WR)	X		

The meeting was called to order at 11:05 a.m. by Dahl.

Introductions were made by attendees.

Agenda Item 1: Transportation Background Information. Brad Larson provided a recap of the 50 by 30 Vision Statement. He then shared the Transportation Vision Statement, which is to, “Ensure access to safe, reliable, and affordable transportation options that connect people to jobs, goods and services.”

Scott County is a place where people are stable, connected, educated, and contributing

An overview of where the Transportation Committee has been and what they have learned was shared including:

- We are an outer-ring suburb with lower densities, affecting the types of transit offered.
- Scott County roads and highways are safe, with lower crash statistics than the metro area.
- There are gaps in pedestrian connections.
- SmartLink is an efficient and well used transit service; with most denials previously occurring during evenings and weekends.
- MVTA provides “fixed route” services that connect north Scott Co. with the rest of the Metro. New MVTA routes cost money and time to be proven. There are more employees (73,414) than jobs (40,369) in Scott County.
- 44.4% of jobs in Scott County are filled by residents (17,935).
- River crossing will continue to be at service level F during peak hours.
- Large employers are recruiting in the north metro for employees.
- The Transportation Committee does not have user-centric information such as why residents are having transportation issues or why they use transit.

Transportation Committee Accomplishments were shared including:

- Smartlink has increased evening and weekend hours; and
- MVTA’s new 495 route has steadily increased ridership, with a partnership with Mystic and use of vouchers.

Agenda Item 2: Workforce Readiness Background Information. Barb Dahl shared the Workforce Readiness Vision Statement, which is to, “Elevate each person’s contribution to the community through a rich variety of local employment opportunities and career pathways.”

She noted the Workforce Readiness Group has learned:

- There has been significant local job growth, with a 19% increase in jobs since 2009.
- There is record low unemployment, but higher unemployment for the age groups 16 to 24 years of age and among black and African American residents.
- There are changing demographics/disparities with baby boomers leaving the workforce

In order to further study potential reasons there is a higher unemployment rate among those 18 to 24 years old, the Workforce Readiness Group worked with a MNCAPS group to conduct a youth survey. There were 380 responses from those 18-24 years of age. Recommendations made by the MNCAPS group included:

1. Develop a website which lists jobs available in Scott County.
2. Use of social media; use SnapChat and Instagram versus Facebook.
3. Use paid social media utilizing filters to target various age groups.
4. Explore post-secondary options within the county, as transportation to out-of-county facilities poses challenges.

Dahl reported the next steps for the Workforce Readiness Group include conducting an employer survey, looking further into reasons 18-24 year olds have a higher unemployment rate; sharing

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information on current spending and programs relating to employment and education in the county to identify opportunities to partner/develop new solutions.

The Workforce Readiness Group will be developing an action agenda for 2017 which may include working with the MNCAPS program on website/marketing ideas for the program, identifying grant programs and working with MNSCU on higher education offerings in the county.

Agenda Item 3: Group Synergies Discussion (Joint Action Items between Transportation and Workforce Readiness).

Areas identified in which the Workforce Readiness Group and Transportation Group have synergy included:

- Developing a pilot program to identify ride-share options, transit and other transportation options for students to travel to higher educational facilities, and residents to work, etc.
- Educating parents and youth about how the transit system works and where it goes, ride sharing options, Met Council van pools, etc. through a web site and other means.
- Surveying Employers. The Workforce Readiness Group will be completing a workforce survey of employers, with input from the other 50 by 30 committees, to obtain their input on transportation, housing and education and how it affects their workforce.
- Creating a Comprehensive Scott County Job website which could include a link to transportation options.
- The Transportation Group to be conducting a community engagement exercise.

Cross pillar action items identified included:

- Transportation connections to post-secondary education for 18-24 year olds
- Transportation needs for students wanting to enroll in Academy/MNCAPS
- Would more 18-24 year olds work if they had a better way to get there?
- If we develop a new website, can transportation help with who businesses market to for local jobs (can traffic pattern inform us)?
- Have there been conversations with small employers about their needs for getting people to work?

The next meeting will be held on Tuesday, October 10, 2017 at 11:00 a.m.

The meeting adjourned at 12:30 p.m.