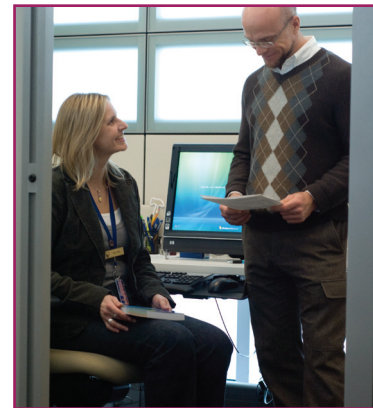
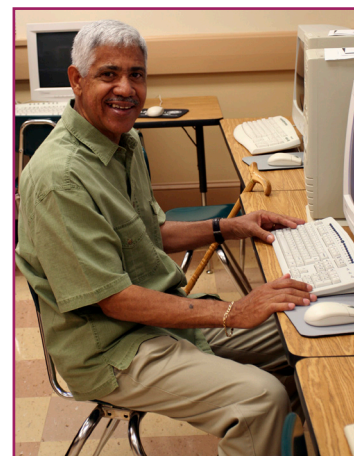


March 2010

Employment Initiatives

across Toronto



Building on our commitment to a prosperous city



○○○ Improving Access to Employment Opportunities

Create mechanisms and partnerships that connect unemployed and underemployed residents to employment opportunities.

○○○ Partnership to Advance Youth Employment (PAYE)

A joint initiative between private sector employers and the City, PAYE increases access to good jobs for youth from Toronto's priority communities through community-focussed recruitment initiatives. City staff provide ground-level support for these initiatives and match qualified youth to employment opportunities. Youth receive individual support, guidance and interviews with top-rated employers.

Partners: TESS, SDFA, TPL, YEP, Private Sector Employers

○○○ Investing in Neighbourhoods

Investing in Neighbourhoods provides employment opportunities by funding non-profit organizations to create positions for Torontonians receiving Ontario Works or ODSP. Residents develop contacts with employers and obtain current employment skills and references leading to sustainable job opportunities. Non-profit organizations also increase their capacity to deliver services to city residents.

Partners: TESS, Non-profit Organizations

○○○ Job and Community Fairs

These events provide thousands of residents with access to employment opportunities involving over a hundred employers and community partners. Some of these events result from partnerships with associations and sector councils and are tailored to meet their specific labour market needs.

Partners: HR, SDFA, TESS, PF&R, TCHC, TFS, TPL, YEP

○○○ Hammerheads

The Central Ontario Building Trades (COBT) developed this program which provides construction trades training and apprenticeship opportunities for youth from priority neighbourhoods to enter the building trades.

Partners: SDFA, TESS, COBT, Youth Challenge Fund

○○○ Social Purpose Enterprise

Social enterprises are social mission-driven organizations which apply market-based strategies to achieve a social purpose. The movement includes both non-profits that use business models to pursue their mission and for-profits whose primary purposes are social.

The City supports a number of social enterprise initiatives. An example of one initiative is the Toronto Enterprise Fund: a unique funding partnership between the City, Homeless Partnership Initiative, United Way Toronto and the Ministry of Community and Social Services, that supports the establishment of social purpose enterprises that provide transitional or permanent employment for residents who are homeless or at-risk.

Partners: SSHA, TCHC, EDC, Community Partners

○○○ Improving Access to Employment Opportunities

Create mechanisms and partnerships that connect unemployed and underemployed residents to employment opportunities.

○○○ Value-based Procurement

To support local hiring objectives the City has been piloting approaches to adding specific employment requirements to the tendering process and the vendor's terms of agreement. Examples include Regent Park, For Youth Initiative (FYI) under the Youth Build Toronto, and TPL Security Guard contract.

Partners: SDFA, TCHC, TPL, TESS, Youth Challenge Fund

○○○ Shelter Employability Support Project

Provides employment assessment and action planning supports to Torontonians accessing City-operated and community shelters as well as those accessing the Streets to Homes program.

Partners: SSHA, TESS

○○○ Job Creation Program

The Job Creation Program (JCP) is a unique partnership that provides job placement opportunities for residents that are receiving Employment Insurance. The program offers work placements with partner organizations such as Business Improvement Areas and festival and event organizations across the city. JCP provides opportunities to upgrade job skills and make new business connections while assisting partner organizations in the areas of research, administration, tourism development, public and media relations and community development.

Partners: EDC, TESS, MTCU

○○○ Self-Employment

Employment services staff help individuals assess their readiness for self-employment and provide support as they develop relevant business skills. Community partners develop self-employment training programs, such as those funded by TESS, and provide business incubation spaces. Enterprise Toronto assists thousands of self-employed individuals every year as they develop viable business plans and launch new businesses in the community.

Partners: EDC, TESS, Community Partners

Creating Opportunities

○○○ Increasing access to Toronto Public Service Employment and Work Experience

Developing a City workforce that reflects the community it serves and demonstrates its leadership as an employer.

○○○ TTC Recruitment Initiative

A customized outreach and recruitment strategy for youth in priority neighbourhoods. Over the past three years this initiative has made available 100 summer employment opportunities with the TTC each year.

Partners: TTC, SDFA, TESS, YEP

○○○ Toronto Fire Services – Firefighter Recruitment Initiative

A joint outreach and recruitment initiative that provides a range of employment and fitness supports to potential candidates to help prepare for the firefighter recruitment process.

Partners: TFS, TESS, PF&R, SDFA, EMS

○○○ Profession to Profession City Mentoring Program

The Mentoring Immigrants Program matches members of the Toronto Public Service in various professional groups with new-to-Canada, internationally-trained professionals who are seeking employment in their professions.

Partners: HR, Community Partners

○○○ Street Involved Work Engagement Project (SIWEP)

A City hiring pilot initiative makes available posted City positions (e.g. Heavy-Duty Cleaner) to clients with support from the Employability Support Team. Involves collaboration with various City divisions.

Partners: SSHA, TESS, HR, PF&R

○○○ Human Resources Youth Employment Strategy

This hiring strategy focuses on maximizing employment opportunities in the Toronto Public Service for youth in priority neighbourhoods. This includes targeting specific positions across the city.

Division: Human Resources

○○○ Metro Hall Employment Services

The centre provides city residents with information to support career planning and work search, focusing specifically on City career opportunities. Enterprise Toronto will also be providing on-site self-employment information sessions. The YMCA delivers its basic culinary skills program in the adjacent space.

Partners: TESS, HR, EDC, YMCA

○○○ Summer Employment Supports

This program provides support to youth applying for jobs with PF&R. Youth are coached and supported through the application and interview process. The program assisted approximately 100 people in 2009.

Partners: PF&R, SDFA, TESS, HR, Community Partners

○○○ Increasing access to Toronto Public Service Employment and Work Experience

Developing a City workforce that reflects the community it serves and demonstrates its leadership as an employer.

○○○ Toronto Public Service – Job Incentive Project

This initiative will provide unpaid work experience opportunities in the Toronto Public Service (TPS) to enable people to maintain a connection to the labour market, develop new skills and contacts while enhancing the delivery of services and programs to city residents.

Partners: TESS, City Divisions

○○○ Youth in Policing

This initiative creates meaningful work experiences for youth between 14–17 years old, who reside in priority neighbourhoods. Positions promote youth participation in and exposure to the work environment through diverse, educational and productive work assignments.

Partners: Toronto Police Service, Toronto Police Services Board, Ministry of Children and Youth Services

Increasing Access

○○○ Building Cities, Revitalizing Communities

To capitalize on skill building and employment opportunities that result through large scale projects and to make these opportunities accessible to underemployed and unemployed residents.

○○○ Regent Park Employment Services

In addition to the physical changes, successful revitalization includes reaching out to and investing in Regent Park residents. A long-term goal of the employment plan involves the creation of an employment hub. The hub will provide a focal point for all employment and enterprise services within the neighbourhood.

Career and Employment Information Specialists offer residents job search assistance, connections to jobs available through Regent Park revitalization and access to other labour market opportunities in the city. The Regent Park Employment Services office also supports The Daniels Corporation and other commercial partners to meet TCHC's revitalization requirements to hire local residents.

Partners: TCHC, TESS, SDFA, EDC, The Daniels Corporation

○○○ Woodbine Live!

This major project, under the city-wide Community Improvement Plan, includes the development of an entertainment complex that will provide employment opportunities for local residents. The City-led local hiring and training strategy includes:

- An on-site employment centre to facilitate priority hiring of local residents
- Development of a local training plan which includes a construction pre-apprenticeship program

Partners: EDC, TESS, SDFA, Woodbine Entertainment

○○○ Tower Renewal Strategy

In addition to improving the energy efficiency of the many high rise residential buildings in Toronto, the Tower Renewal project will also create jobs. An employment strategy is being developed that will ensure employers involved in the Tower Renewal project have access to a skilled workforce and can connect with qualified candidates.

Partners: Tower Renewal Office, TESS, EDC, SDFA

○○○ Waterfront Toronto

The revitalization of Toronto's waterfront presents a significant opportunity to work collaboratively on an employment and training strategy. The strategy will examine the hiring and skill development needs of Waterfront Toronto and its development partners.

Partners: TESS, Waterfront Toronto, George Brown College, Community Partners

○○○ Lawrence Heights

Drawing on the Regent Park experience, a social development plan for Lawrence Heights will include the creation of an integrated employment service framework as a key component. One of the key goals of this framework will be to identify and capitalize on employment for training opportunities for residents that are created as the community is revitalized.

Partners: TCHC, SDFA, TESS, TPL, Community Partners

○○○ Business Services

Creating and supporting business development in Toronto which result in the creation of new jobs.

○○○ Business Incubation Program

To accelerate business formation, EDC is working to expand the business incubation program, including priority neighbourhoods. This expansion will occur through partnerships in the community, including colleges, universities, not-for-profit organizations and Toronto Public Library.

Partners: EDC, TPL, Community Partners

○○○ Enterprise Toronto

Enterprise Toronto is an innovative public and private sector alliance created to provide one-stop sourcing of services and programs tailored to meet the needs of Toronto's entrepreneurs and small businesses. This service helps people at the early and initial growth stages of their businesses by helping them develop their management capabilities and link to marketing information and sources of financing. Enterprise Toronto also connects residents to business incubation programs, self-employment programs and micro-finance providers.

Division: EDC

○○○ Micro-finance Initiative

Micro-finance pilots that combine enterprise, business training, mentorship, access to micro-loans and a range of social supports are being developed in Weston-Mount Dennis and Regent Park.

Partners: EDC, SDFA, TCHC, TESS, Community Partners

○○○ Business Retention and Expansion

Through the EDC corporate care program for local employers, staff facilitate investment and job growth. In 2009 staff conducted over 300 company site visits and worked with firms to help retain 5,500 jobs and create 700 new jobs.

Partners: EDC

○○○ Live Arts Inc.

Cultural Services will implement a new pilot program "Live Arts Inc." as an innovative first-step virtual incubator for artists in the city's under-served neighbourhoods and populations. This program will provide customized assistance and professional mentors to artists and art entrepreneurs who are at the first stage in their careers.

Partners: Toronto Culture, EDC

○○○ Tax Increment Equivalent Grants (TIEG)

This tax incentive program provides an opportunity to further integrate the economic and social goals of the City. In order to qualify, property owners agree to meet the minimum requirements of the Toronto Green Standard and participate in a City-endorsed hiring initiative.

Partners: EDC, TESS

○○○ Intergovernmental Collaboration

Recognizing the need for all orders of government to work together to support inclusion and prosperity for the city and its residents.

○○○ Integrated Local Labour Market Focused Planning

This is a joint planning initiative with MTCU and several City Divisions. The process is aimed at understanding, identifying and linking the employment needs of residents (job seekers) to the needs of employers and employment opportunities (existing and emerging). This includes identifying the systems and supports that are necessary to sustain the linkage and deliver the relevant services.

Partners: TESS, SDFA, EDC, MTCU

○○○ Labour Market Information Web Portal

A wide range of labour market information focusing on local data made available through a web portal: Toronto Employment and Labour Market Information (TELMI). TELMI is for a range of stakeholders including job seekers, employers and researchers as well as City staff involved in planning and providing labour market integration services.

Partners: TESS, EDC, City Planning, SDFA, MCSS

○○○ Local Immigration Partnerships

These partnerships provide a collaborative framework for, and facilitate the development and implementation of, sustainable local and regional solutions for successful integration of immigrants to Ontario.

Partners: CMO, SDFA, TESS, MCI, CIC, TPL, Community Partners

○○○ Prevention Intervention Toronto

This program is an integrated, targeted and evidence-based community program that reduces and prevents the proliferation of gangs in vulnerable Toronto neighbourhoods. The project focuses on youth ages 13–24 and targets gang-involved youth and youth at risk of gang attachment or affiliation.

Partners: SDFA, University of Toronto, Public Safety Canada, Community Partners

Working Together