BUILDING WORKERS

WASHINGTON STREET PRODUCTIONS

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Introductions & House Keeping

- Presenters
- Presentation Materials
- Raffle
Context

- Established with AB 98 and AB 74 programs in place
- Originally seeking a way to target the E2Lite list
  - Improve WPR
- Idea originated with the convening through CWDA for ESE-AB 74
  - Fiscal
  - Program
- One county discussed targeting the E2Lite list as a strategy
The Plan

- Internal CalWORKs Employment Services staff developed initial plan ideas
- Met with WIOA partner to brainstorm and request feedback
- Initially, met resistance with the terms of the contract
- RFP: Plan was presented during the next round of RFP’s
The Partner

- Job Training Center, a NorTEC WIOA partner
- Negotiated within their own insurance and legal processes to make sure they could accommodate our criteria for hiring
- Changed their payday schedules
- Suggested integrating behavior modification in the work environment
The Project

- No drug tests
- Payday on a day that incentivizes attendance
- Regular small “wins” and “rewards”
- Everyone can be invited back to work after a poor day on the job
- Encouragement – behavior modification – support
The Project

- Employment Training Workers (ETWs) “work” the E2Lite list
  - 2-4 day turn around
- 30 days, 40 hours per week
- More than minimum wage
- Meaningful and productive work

- No drug testing? And you let them use power tools?
  - Use the long term SE program to promote 30 day workers to “leads” who are drug tested and can operate machinery
The Results - All Family - WPR Comparison

<table>
<thead>
<tr>
<th>Month</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>25.1%</td>
<td>15.8%</td>
</tr>
<tr>
<td>February</td>
<td>27.7%</td>
<td>16.9%</td>
</tr>
<tr>
<td>April</td>
<td>38.7%</td>
<td>16.1%</td>
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<tr>
<td>May</td>
<td>35.3%</td>
<td>18.6%</td>
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<tr>
<td>June</td>
<td>32.2%</td>
<td>19.4%</td>
</tr>
<tr>
<td>July</td>
<td>30.2%</td>
<td>18.2%</td>
</tr>
<tr>
<td>August</td>
<td>28.4%</td>
<td>30.9%</td>
</tr>
<tr>
<td>September</td>
<td>30.9%</td>
<td>26.7%</td>
</tr>
<tr>
<td>October</td>
<td>26.7%</td>
<td>26.5%</td>
</tr>
<tr>
<td>November</td>
<td>25.1%</td>
<td>16.9%</td>
</tr>
</tbody>
</table>
The Results - Two Parent - WPR Comparison

January February April May July August October November

2016

48.7%
33.8%
46.9%
45.8%
31%
44.8%
31%
20.9%
29.2%
12.3%

2015

33.8%
31.6%
44.8%
30.7%
25.8%
27.4%
29.2%
20.9%
15.2%
9.1%
The Results - Internal WPR Impacts

- Not Completed: 14%
- Total Completed: 86%
- Not Met WPR: 32%
- Met WPR: 68%
Results - Summary

- WPR Impacts
- WPR Participant Data
- Other Data
  - Referrals
  - Completion Rates
  - Post Employment Data
  - Off Aid
- Future of Data Collection

![SE vs UE Comparison](image)

- 44.4% % in SE after completion
- 55.6% % in UE after completion
## Changing Need

<table>
<thead>
<tr>
<th>Before</th>
<th>Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ WPR focus</td>
<td>□ High Barrier participants</td>
</tr>
<tr>
<td>□ CalWORKs 1.0</td>
<td>□ CalWORKs 2.0</td>
</tr>
<tr>
<td>- Achieve hours</td>
<td>- Engaging long term sanctioned cases</td>
</tr>
<tr>
<td>- Unanticipated income</td>
<td>- DV, School, Cure Sanctions</td>
</tr>
<tr>
<td>- Short term</td>
<td>- “Meet them where they are at”</td>
</tr>
<tr>
<td>- Not repeating</td>
<td>- Inevitable some will be re-pulled for the E2Lite sample</td>
</tr>
</tbody>
</table>
Customers

- Primarily for the money
  - Unanticipated income
- Cohort, support, behavior changes
- Participants ask to go back

then

now

- Primarily for the money
  - Unanticipated income
  - PILOT → Home visits (3 mo.)
  - Want to go back
  - Engagement, unsubsidized work
Community Impacts

- County Board of Supervisors
- Rotary, Chamber, Patriots
- CSAC Challenge Award 2016
- Job Training Center
- Partnership
- Word of Mouth! Sales are Great!
Agency

Branch impacts

- Increased engagement
- Reengagement
  - Engagement in BH, school or work
- Opportunity for a different type of interaction

Program impacts

- Provides customers another way to share their needs
  - Not a Government Office
  - Working side by side with others
  - Professional behavior modification specialist as a coach
The Challenge

- Provide 30 days of meaningful work
- Workers with unknown experience and skill set
- No drug screening
- Limited Budget for materials and supplies
JTC’s Response: Washington St. Productions

- Existing shop space, tools and equipment
- Previous experience operating work crews
- Understanding of workplace expectations
- Took advantage of DIY, Pinterest, refurbishing trend
- Sources for donated materials
What We Make
Where we started:

“Create Your Own Space“
Where we are today:

“Directed Work”
Directed Work

- Teach primary techniques
- Set guidelines and expectations
- Safety training
- Practice and repeat
Staffing For 10-15 Participants

- Program Supervisor: Full-time
- Program Assistant: Part-time
- 2-4 Lead Production Workers: Full-time; 6 months ESE
Lead Production Worker Roles

- Use saw and power tools
- Assist with completion
- Build projects
- Teach techniques
- Role models
Employment Structure

- Employer of record – Job Training Center
- New group each month starting on 1st of month
- 30 days of employment; 40 hrs week
- Paid weekly
- 2 months on; 1 month off
Open House Sale

- Merchandising
- Advertising
- Pricing
- Sales and the future
- Open House
Program Development

Initial Concerns
- Artistic ability
- Resistance
- Engagement

Reality
- Therapeutic
- Calming
- Esteem Building

Challenges
- Hard skills vs soft skills
- Getting a job vs keeping a job
Behavior Modification

- Program Supervisor with training and experience
- Access to BCBA (Board Certified Behavior Analyst) for program design

**Evidence Based**

- Psychologist B.F. Skinner
- Behavior can be modified by consequences and through reinforcement.
- Goal of behavior modification, replace undesirable behaviors with acceptable ones
- ABCs (Antecedent, Behavior, Consequence)
Behavior Modification VS Work First

**Behavior Modification (CalWORKs 2.0)**
- Ask and explore issues
- Mistakes = Teaching opportunities
- Help identify true issues and services needed
- Increased engagement and participation
- Tap into self motivation
- Longer term impact on behaviors

**Work First (CalWORKs 1.0)**
- No excuses allowed
- Reprimands, warnings, termination
- Participation wanes
- Motivation declines
- Little to no change in behavior
Recognizing The Real Issues

Misconceptions
- Doesn’t want to work, using system, no initiative, etc.

Actual Findings
- Undisclosed crisis and issues
- Fears
- Anxiety/Mental Health
- Low self esteem/self worth
- DV
- Trauma
- Homeless
Day to Day Strategies

- Individual feedback sessions
- Finding or creating teachable moments
- Positive Reinforcement; incentives for work appropriate behaviors; variable schedule
- Social Recognition; set schedule
Collaboration

- Open communication with ETWs and Family Stabilization Staff
- Client successes
- Identified barriers
- Provides a Support Team
Contact Information

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