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**MAYOR BLOOMBERG ANNOUNCES RECORD 10,500
JOB PLACEMENTS THROUGH FIRST HALF OF 2009**

Providing More Workforce Training for New Yorkers and Increasing Services to Help Them Get Jobs is Part of the Bloomberg Administration's Five Borough Economic Opportunity Plan

Mayor Michael R. Bloomberg, Deputy Mayor for Economic Development Robert C. Lieber and Department of Small Business Services Commissioner Robert W. Walsh today announced that more than 10,500 New Yorkers were placed in jobs through NYC Workforce1 Career Centers during the first half of 2009 - a 26 percent increase compared to the first half of 2008. The pace of placements puts the Administration on track to meet the goal Mayor Bloomberg set in the State of the City address to place 20,000 New Yorkers in jobs in 2009, despite the national recession. The record number of placements was achieved largely because of the City's initiatives to open more Workforce1 Career Centers, extend their hours on nights and weekends and focus on industries with potential for growth. Providing additional workforce training for New Yorkers and increasing free services to help them get jobs is part of the Bloomberg Administration's *Five Borough Economic Opportunity Plan* to create jobs for New Yorkers today, implement a vision for long-term economic growth, and build affordable, attractive neighborhoods.

"Last year, we provided free training to more New Yorkers and placed more of them in jobs than ever before," said Mayor Bloomberg. "This year, recognizing that the needs would be even greater, we set out not only to replicate that success but to top it. By extending the hours of operation of our Workforce1 Career Centers and targeting industries like health care, where employment is still strong, we have done just that. A record 10,500 New Yorkers got jobs through our Centers so far this year, and we're continuing to do everything we can to keep up that pace."

Despite the economic climate, Workforce1 Career Center specialists are placing more New Yorkers in jobs due largely to increasing job placement services, expanding hours at the centers, focusing on industries that have potential for growth, and training more New Yorkers to enhance their skills. To date in 2009, New Yorkers have been connected to jobs in retail, healthcare, transportation, food services and other fields, including 2,602 job placements in the Bronx; 2,129 placements in Brooklyn; 1,676 placements in Manhattan; 3,120 placements in Queens; and 979 placements in Staten Island.

(more)

“The efforts we’ve made to increase and improve our job training and placement services are paying off,” said Deputy Mayor Lieber. “We have a responsibility to do everything we can to maintain a strong workforce and keep New York City working, and – while we have a lot left to do – we’re continuing to make strides in that regard.”

“Mayor Bloomberg transformed the City’s workforce system six years ago by merging the Department of Employment with Small Business Services,” said Commissioner Walsh. “By working with both businesses and jobseekers, we are helping thousands of New Yorkers find jobs, enhance their careers and receive occupational training. This milestone of making more than 10,500 job placements since January demonstrates that our approach has created a workforce model that works for New Yorkers.”

In December, the hours of operation at the career centers in all five boroughs were extended, significantly increasing the availability of services during evenings and weekends. The Centers are now open until 8:00 p.m. three days a week, and also on the first and third Saturdays of each month. Over 20,000 New Yorkers have visited the centers during the expanded hours.

Workforce1 Career Centers’ staff focuses on getting individuals into jobs in industries that have potential for growth. In February, Small Business Services worked with the NYC Labor Market Information Service, NYC Workforce Investment Board and the Center for Urban Research at The Graduate Center of the CUNY on a report, Gauging Employment Prospects for Employment in New York City, 2009, which examines the largest employment industries according to five criteria relevant to placing workers. Small Business Services is using this and other information to place New Yorkers in high-demand industries, such as healthcare and social assistance; retail, administrative support; waste management, and remediation services; accommodation and food services; and transportation and warehousing.

“Despite these tough economic times, there remain industries and occupations in New York City that show promise,” said New York City Workforce Investment Board President Philip M. Weinberg. “By using labor market data and closely partnering with businesses, City agencies are identifying pockets of opportunity and targeting our training and job placement resources accordingly.”

Working with businesses has also been an integral part of the City’s approach towards workforce development. Through Small Business Services’ NYC Business Solutions, account managers are working with local businesses to recruit and screen candidates to match New Yorkers with job opportunities.

New Yorkers are also benefiting from new job training programs that started this month as a result of the nearly \$32 million of funding received under the American Recovery and Reinvestment Act (ARRA) to provide additional job training and placement services over the next two years. The funding is being directed to new and existing programs offered through the Workforce1 Career Centers in all five boroughs.

New York City’s Workforce1 Career Centers reach New Yorkers across the City’s five boroughs. New Yorkers can find and prepare for employment with free services including career counseling; advice on how to interview for a job; assistance creating resumes and cover letters;

job placement services; career workshops; employer recruitment events; and connection to occupational skills training. New Yorkers can find their nearest Workforce1 Career Center by calling 311.

The Bloomberg Administration's *Five Borough Economic Opportunity Plan* is a comprehensive strategy to bring New York City through the current economic downturn as fast as possible. It focuses on three major areas: creating jobs for New Yorkers today, implementing a long-term vision for growing the city's economy, and building affordable, attractive neighborhoods in every borough. Taken together, the initiatives that the City has launched to achieve these goals will generate thousands of jobs and put New York City on a path to economic recovery and growth. To learn more about the plan, visit nyc.gov. Recently, the City has announced:

- A plan to convert unoccupied apartments and stalled sites into affordable housing.
- Eight initiatives to strengthen the media industry in New York City.
- The opening of New Mount Hope Community Center in the Bronx.
- The purchase of the Hunter's Point South site to create a new, affordable neighborhood.
- New initiatives to help support Hispanic-owned small businesses.
- A public campaign to help more New Yorkers get free foreclosure prevention services.
- The start of services of the Park Slope 5th Avenue Business Improvement District.
- A stimulus-funded bond program to spur commercial and industrial projects citywide.
- The opening of China Construction Bank's New York City office.
- The opening of the first section of the High Line.
- The opening of West Harlem Piers Park.
- The City will use nearly \$32 million to train 10,000 New Yorkers for jobs.
- New space for 20 small businesses in Bushwick, creating more than 80 industrial jobs.
- The citywide "Fashion's Night Out" event to support retailers in all five boroughs.
- The start to construction of the International Gem Tower, which will house 3,000 jobs.
- Start of review process for Kingsbridge Armory project creating 1,200 permanent jobs.
- City's Workforce1 Centers in Harlem and Jamaica received awards for innovation.
- Food Retail Expansion to Support Health (FRESH) program to encourage grocery stores.
- City-supported loans unavailable from banks to help small businesses stay in operation.
- Three new Financial Empowerment Centers offering free, one-on-one financial coaching.
- Stimulus funding to help the City provide summer jobs for 51,000 young New Yorkers.
- The opening of New Hope Walton Project, housing for low-income residents in Harlem
- New affordable housing at Gateway Building, a long-vacant structure in the South Bronx.
- The Harlem Business Assistance Fund to help businesses relocate to the 125th Street area.
- The expansion of NYC Business Express to help businesses obtain permits and licenses.
- New international cruise activity, growing New York City's 13,000-job cruise industry.
- Steps to help New York City's bioscience companies compete for Federal funding.
- The "Nine in '09" campaign to promote economic activity in diverse neighborhoods.
- A Center for Economic Opportunity program put 4,000 low-income New Yorkers in jobs.
- Stimulus-funded community development projects that will strengthen neighborhoods.
- Stimulus-funded Housing Authority projects that will create jobs for 3,255 New Yorkers.
- The start of construction of 103 units of affordable housing in Brownsville.

