



Workforce Development Board of Sullivan, Inc.

Robert Green, Chair
Laura Quigley, Executive Director

Minutes December 14, 2021 - Full Board Meeting

Members Attending: Robert Green- Chairman, Jacob Lerner – Vice Chairman, Claire Taggart-Secretary, Dory Alport - Treasurer, Gene Kelly-At Large, Denise Burgio, Olga Campos, Christopher Cerrone, Dawn Ciorciari, Stacy Cohen, Linda Dexheimer, Freda Eisenberg, Loreen Gebelein, Christine Knickerbocker, Peggy Marchese, Richard Riseling, Chris Schmidt, Jaime Schmeiser, Donna Willi.

Others Attending: Laura Quigley- WDB/ Executive Director, Klu Padu- Sullivan County Community College, Sharon Ferber- Community Resources/Administrative Assistant, Lyle Mincheff – CWD.

This is a ZOOM meeting called to order at 8:05am. A required quorum of 14 was met with 19 voting members present.

Board Business:

1. Approval of December 14, 2021 minutes.

Motion: Dory Alport
Second: Dick Riseling
All in Favor

2. **Resolution:** Catskill Hudson Bank and Jeff Bank – This resolution is to remove existing signatories and add the following new signatories to the Board accounts:

Catskill Hudson Bank – Remove existing signatories and replace with the following:

Chairman: Robert Green
Vice- Chairman: Jacob Lerner
Secretary: Claire Taggart
Treasurer: Dory Alport
Executive At- Large Member: Gene Kelly
Executive Director – Laura Quigley

Jeff Bank – Remove Judy Balaban and replace with Claire Taggart - Secretary

These accounts are to remain with two signatories for all circumstances.

Motion: Donna Willi
Seconded: Stacy Cohen
All in favor

Resolution: Changes to WIOA Adult, Dislocated Worker and Youth policies. (see attached)

Motion: Freda Eisenberg
Seconded: Jaime Schmeiser
All in favor

3. Director's Report – Laura Quigley

Highlights:

- ✓ The Governor announced on January 28th, that \$70 million in grant funding will be available to newly licensed, registered or permitted child care programs in areas of the state without sufficient child care slots, known as child care deserts. The funds are being made available through the American Rescue Plan Act (ARPA) and will be administered by the NYS Office of Children and Family Services. The grant provides funds for help with operational startup costs, not capital costs. The grant portal will be open from April 11 – May 30, 2022. Building capital assistance may be available through the Sullivan County Land Bank or other small business loan programs through the Planning Department.
- ✓ Johnson Technical College did get their application to the NYSDOL to be approved and included on the NYSDOL Eligible Training Provider List (ETPL).
- ✓ The Sullivan County Community College was successful in finding an Instructor for the Certified Nursing Assistant (CNA) program. These classes will be starting in March.
- ✓ Received approval from the Legislature to create a Youth Internship Coordinator position. The person hired for this position would work with school districts and the Chamber of Commerce to develop internship model that can be replicated throughout school districts. This will maximize opportunities for young people to gain work skills and knowledge of the local industries and occupations.
- ✓ We are working on the expansion of the Move Sullivan public transit service. Early planning stages include one route that will cover Wurtsboro and Bloomingburg and the other route will increase coverage of Liberty and extend to Swan Lake, Kauneonga Lake and Bethel. If approved, the new routes will start in early summer.
- ✓ Ms. Quigley has been elected to serve as President of the SC Childcare Council Board of Directors.
- ✓ The Community Assistance Center has been coordinating the distribution of mask and test kits throughout the county. We are working with towns, villages, libraries, pharmacies, food pantries, housing complexes, community-based organizations and businesses to help with the distribution to their communities. We have distributed over 40,000 masks and over 11,000 test kits.
- ✓ The NYSDOL has issued guidance (Technical Advisory 20-2) for the renewal of the workforce system Memorandum of Understanding (MOU). The MOU was completed and signed by all members and submitted on February 26, 2021. We are awaiting approval.
- ✓ NYSDOL will be requesting an extension of the Disaster Recovery National Dislocated Worker grant (DR-NDWG). This grant provided for up to 13 temporary positions for Dislocated workers in Public Health, Social Services, and other departments through March 31, 2022.
- ✓ Partnering with Garnet Health Medical Center on a US Health Resources and Services (HRSA) Rural Health Network planning grant to create a comprehensive plan to increase healthcare transportation access to county residents especially those who do not have insurance coverage. Transportation is the major reason for not following through on medical appointments. The plan would develop healthcare transportation solutions that would align with Move Sullivan and other county transport efforts.
- ✓ Sullivan County's unemployment rate was 3.1% for December 2021 down from 6.7% in December 2020.

4. Board Work Groups – Robert Green/Laura Quigley

Ms. Quigley is asking the board members for assistance for two upcoming workforce projects:

- a. Employer Engagement – CWD would like assistance in developing a new Business Services model. Input from members, especially private sector businesses, is important so we can provide the right services to your business. Jaime Schmeiser, Denise Burgio, Donna Willi and Dick Riseling volunteered for this project.
- b. Youth Internship Program – We recently received funding for a Youth Internship Coordinator. This position would work with school districts to develop youth internship programs that would provide opportunities across the county, in businesses and service organizations. We would like assistance to develop a framework to the internship program. Freda Eisenberg, Jaime Schmeiser, Gene Kelly, Chris Cerrone and Dory Alport volunteered for this project.

5. Loreen Gebelein – Director, Center for Workforce Development, presented the attached Power Point the Center for Workforce Development’s Annual Report.

Mr. Green adjourned the meeting at 8:54 am

Motion: Stacey Cohen

Seconded: Donna Willi

All in favor – meeting adjourned.

The next meeting will be Tuesday, May 10, 2022 at 8:00 am and hopefully will be in person.



February 8, 2022

Resolution for Changes to WIOA program policies

Due to increases in wages and costs of goods and services the following changes are being made to the Adult, Dislocated Worker and Youth program policies:

Adult & Dislocated Worker Programs:

1. The self-sufficiency wage for training eligibility will be increased from \$15.01/hr. to \$17.01/hr.
Therefore, an individual who is employed and who earns \$17.01/hr. or less is considered not self-sufficient and would be eligible for consideration for training services.
2. Raise the cap for Individual Training Accounts (ITA) from \$5,000 to \$6,000.
3. Training must be for an occupation that pays at least \$13/hr. Raise the hourly wage from \$13/hr to \$15/hr.
4. Supportive Services: for eligible individuals to complete training and/or successfully find and retain employment. These are expenditure caps.
 - Raise the income threshold for eligibility from a household income of 200% of poverty to 300% of poverty.
 - Transportation:
 - ✓ Car insurance assistance from \$500 to \$1,000
 - ✓ Car repairs from \$500 to \$1,000
 - Tools and/or equipment necessary for employment raise from \$250 to \$500
 - Clothing/uniforms necessary for employment raise from \$250 to \$500
 - Books and tools/equipment necessary for training raise for \$250 to \$500

Youth Program:

Supportive Service caps for enrolled youth to successfully complete training and/or education and find and retain employment:

- Assistance with car repairs raise from \$750 to \$1,000
- Clothing for Interviews and Job Fairs – set a cap of \$300

Motion to accept by Freda Eisenberg

Seconded by Jaime Schmeiser



February 8, 2022

Resolution
Jeff Bank – Board Account
Change of signatories

This resolution is to make the following change to the signatories to the Board account:

Remove: Judy Balaban, Secretary

Add: Claire Taggart, Secretary

The account is to remain with two signatories for all circumstances.

Motion made by Donna Willi

Seconded by Stacy Cohen

All in Favor



February 8, 2022

Resolution
Catskill Hudson Bank – Board Account
Change of signatories

This resolution is to remove existing signatories and add the following new signatories to the Board account:

Robert Green – Chairman
Jacob Lerner – Vice Chairman
Dory Alport – Treasurer
Claire Taggart – Secretary
Gene Kelly – At-Large- Member
Laura Quigley – Executive Director

The account is to remain with two signatories for all circumstances.

Motion made by Donna Willi

Seconded by Stacy Cohen

All in favor



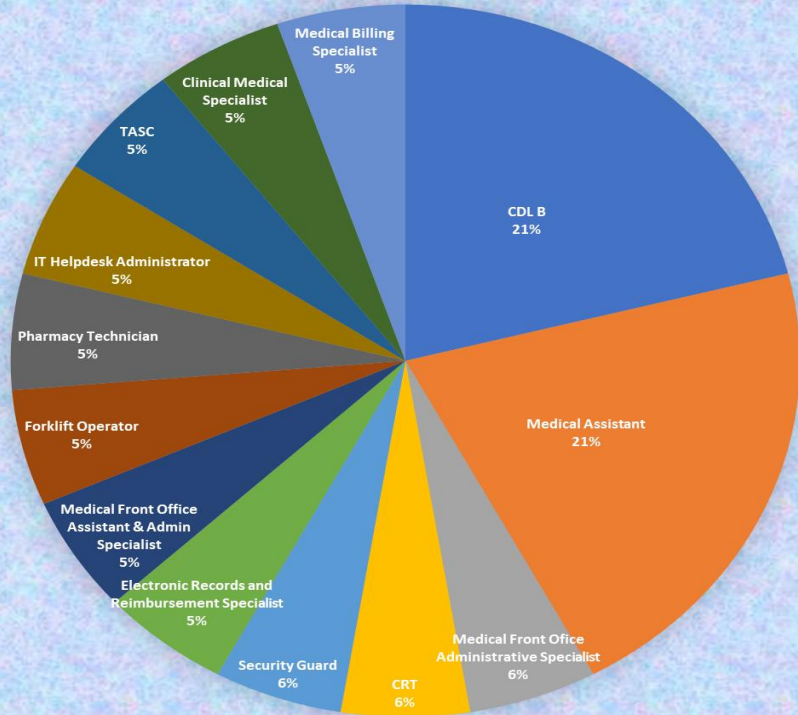
Center for Workforce Development Annual Report 2021

LOREEN J GEBELEIN, DIRECTOR

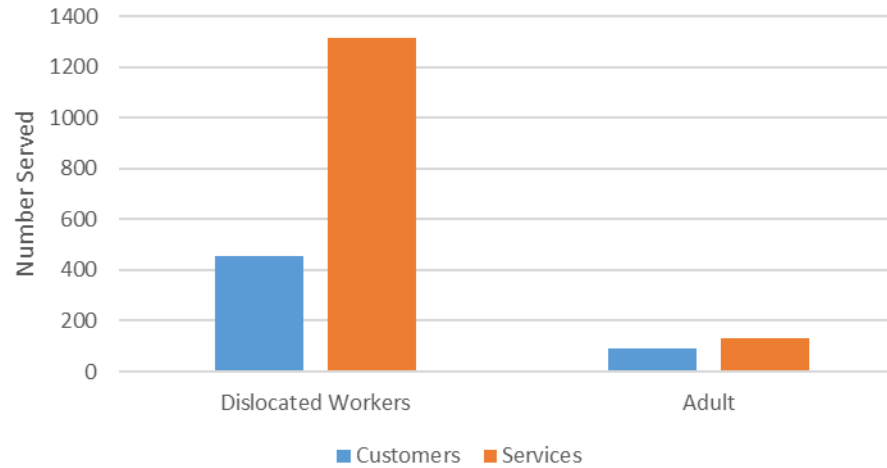


WIOA Adult and Dislocated Workers

TOTAL 2021 WIOA ADULT/DW TRAININGS PROVIDED TO PARTICIPANTS



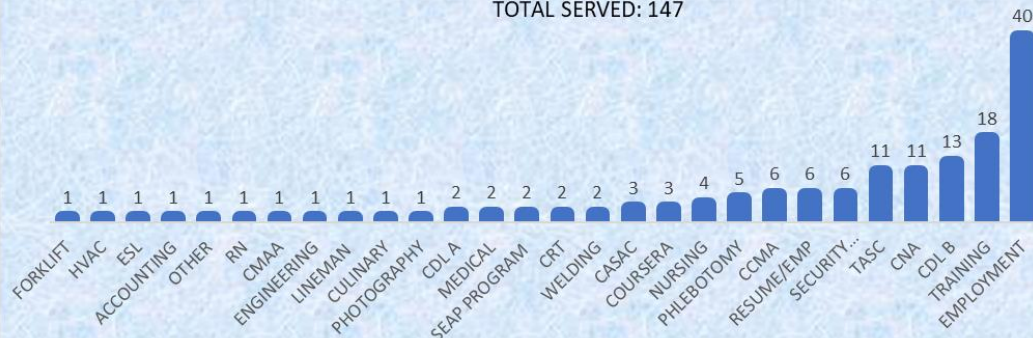
Total of Other Services Provided In 2021



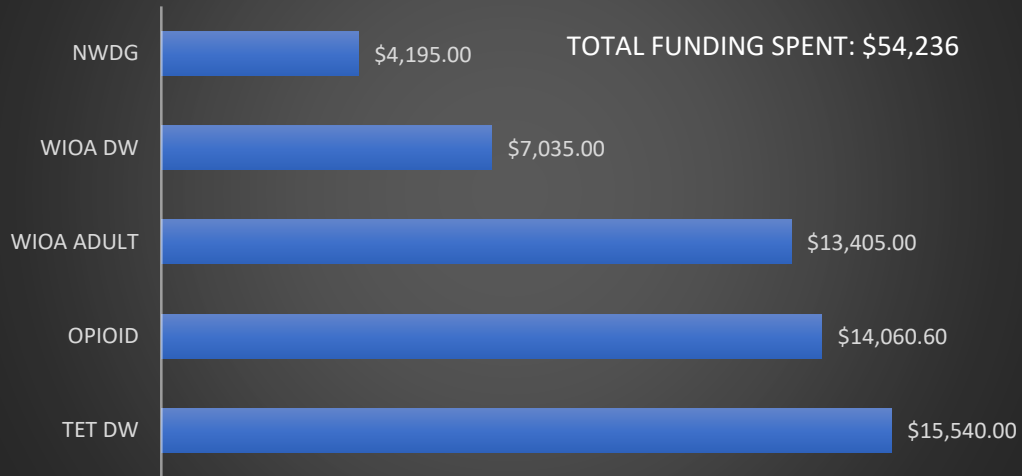
- ▶ Total participants served in-house, even though office was closed and by appointment only
- ▶ Eligibility requirements through COVID identified most individuals as Dislocated Workers due to high unemployment rates. These services include use of Career Center computers, Resume assistance, job search support, layoffs and rapid response, reentry to the workforce, etc.

WIOA ADULT/DW PARTICIPANTS SERVED IN-HOUSE 2021

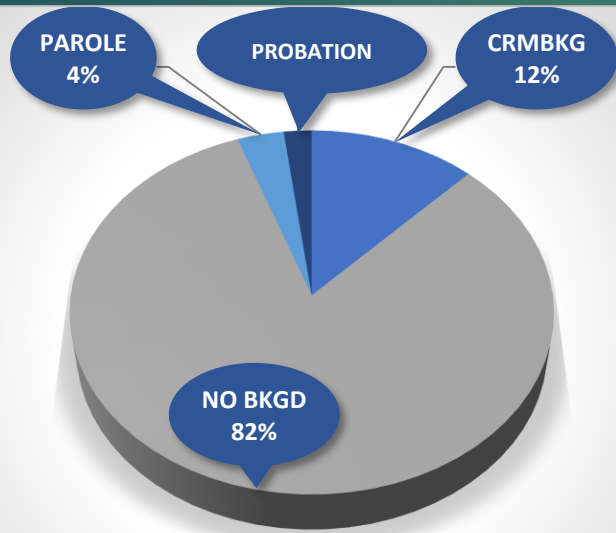
TOTAL SERVED: 147



2021 WIOA ADULT/DW FUNDING SPENT PER GRANT ELIGIBILITY



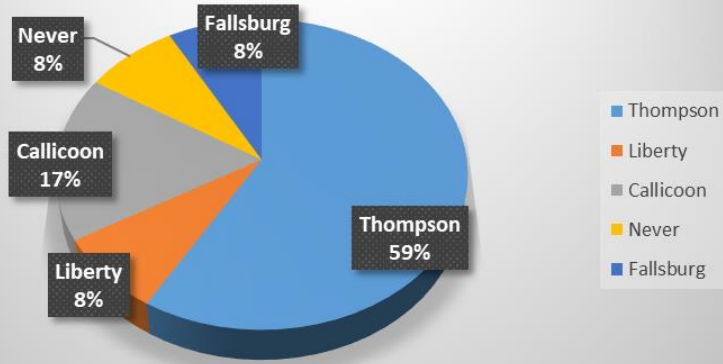
▶ ***Due to COVID funding was low as services were limited**



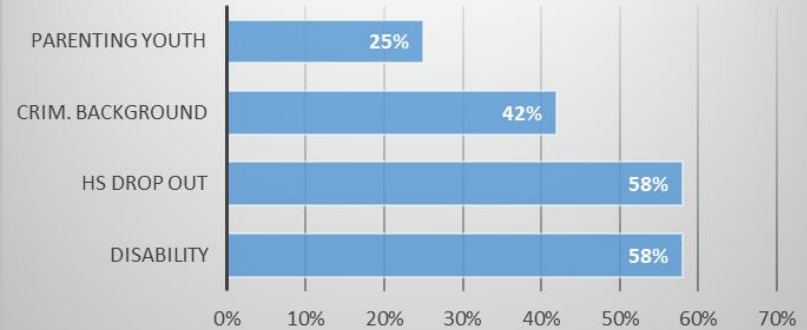
PARTICIPANTS SERVED WITH A CRIMINAL BACKGROUND 2021

WIOA Youth

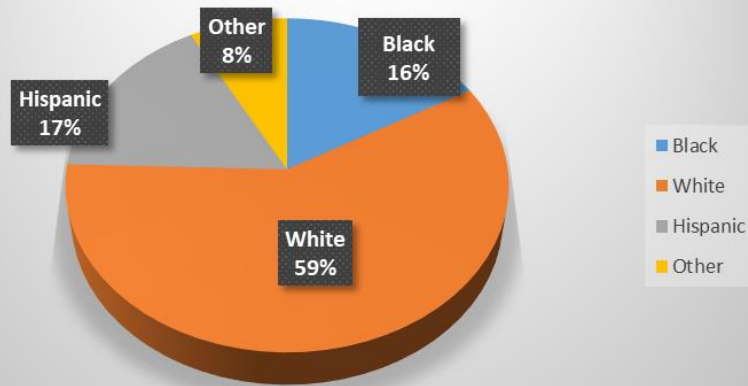
Enrolled Youth By Town 2021



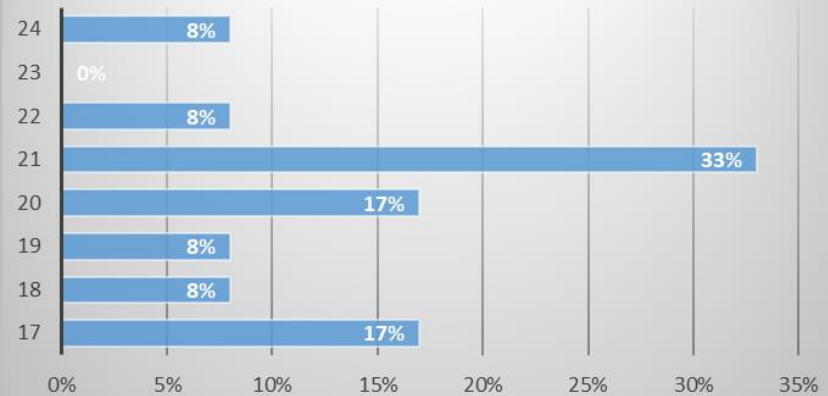
Enrolled Youth Eligibility Determinations 2021




Enrolled Youth Diversity 2021



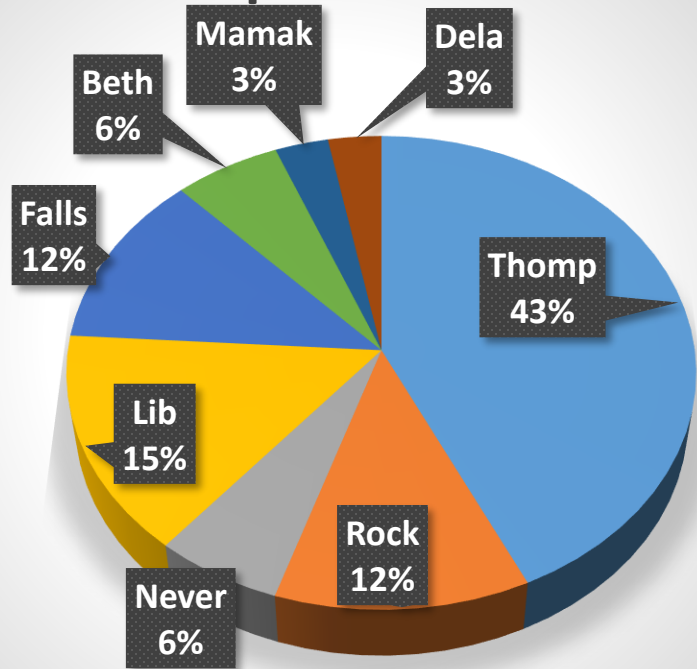
Enrolled Youth Age Range 2021



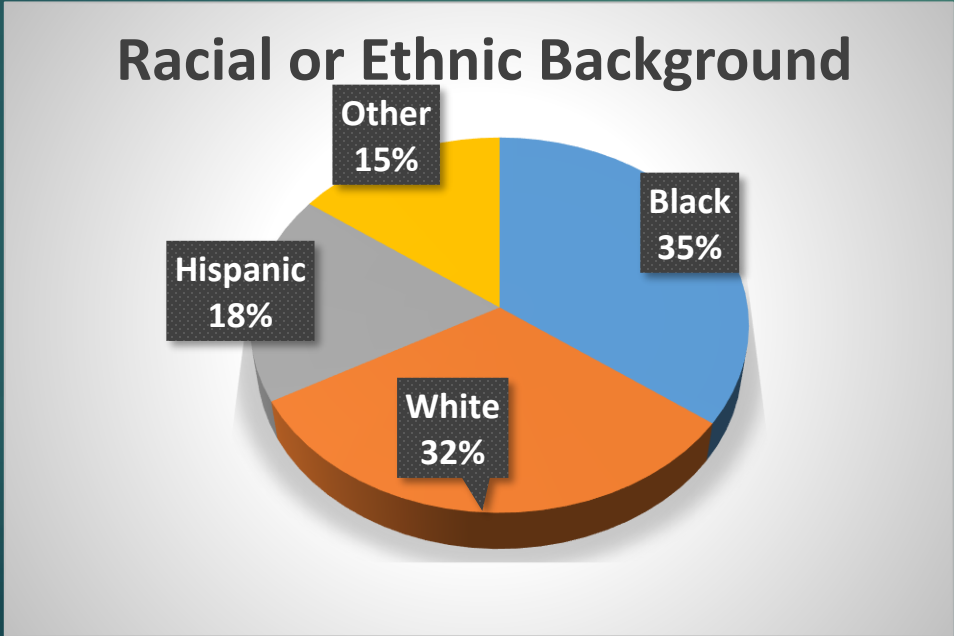
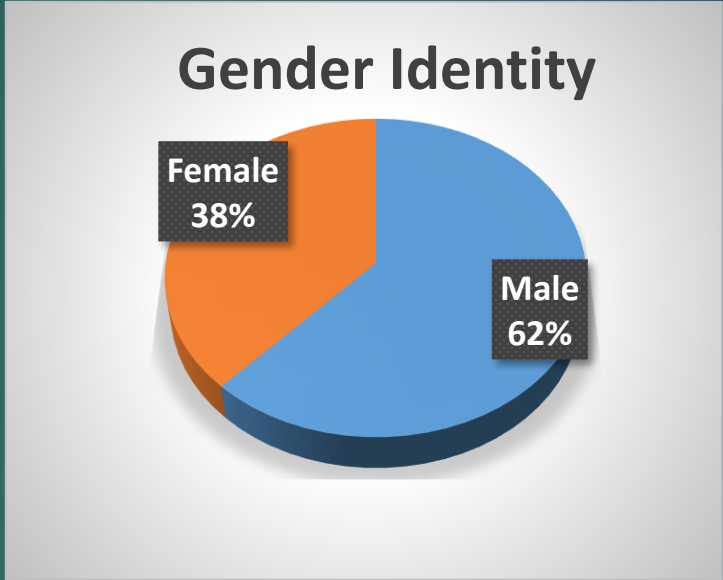
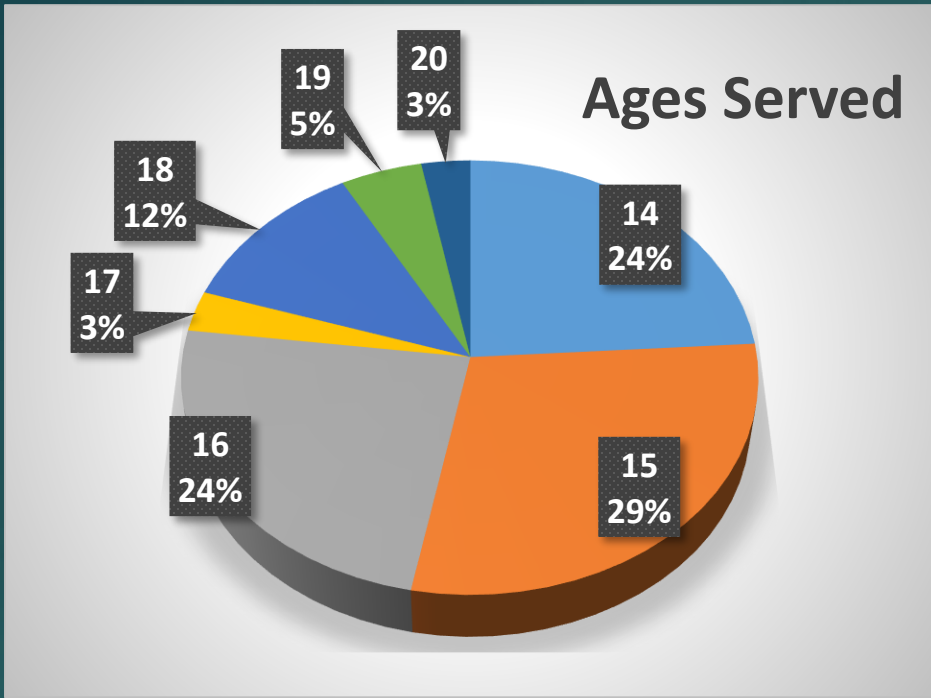


Summer Youth Employment Program (SYEP)

Township of Residence



- ▶ A total of 34 Youth were employed and paid in our Summer Youth Employment Program (SYEP), which CWD administers through the Office of Temporary and Disability Assistance (OTDA) for the 2021 season. Through cooperative efforts with the Liberty Partnership Program and SUNY Sullivan, all SYEP participants were offered an opportunity to attend a financial literacy seminar. Offerings related to education activities were woven into this paid work responsibility and education components are topical and worksite specific. Worksites for the 2021 season included remote work with Albany Can Code for marketing and front end web design, Upper Delaware Campgrounds, Monticello & Livingston Manor Schools, Literacy Volunteers, Rolling Stone Ranch, Veterans Association, Cornell Cooperative and Department of Environmental Protection.

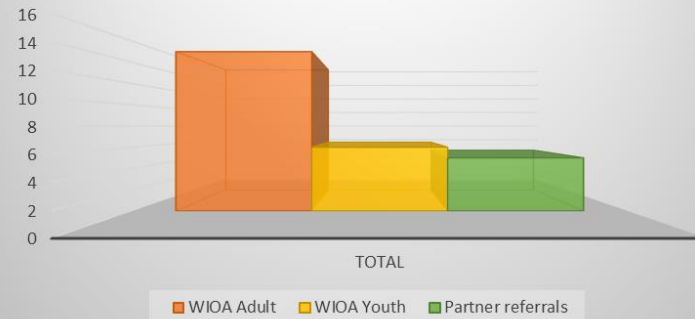


Welfare to Work Program

Caseload 2021

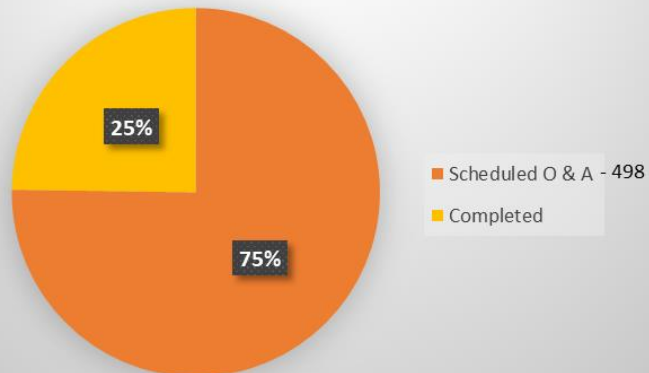


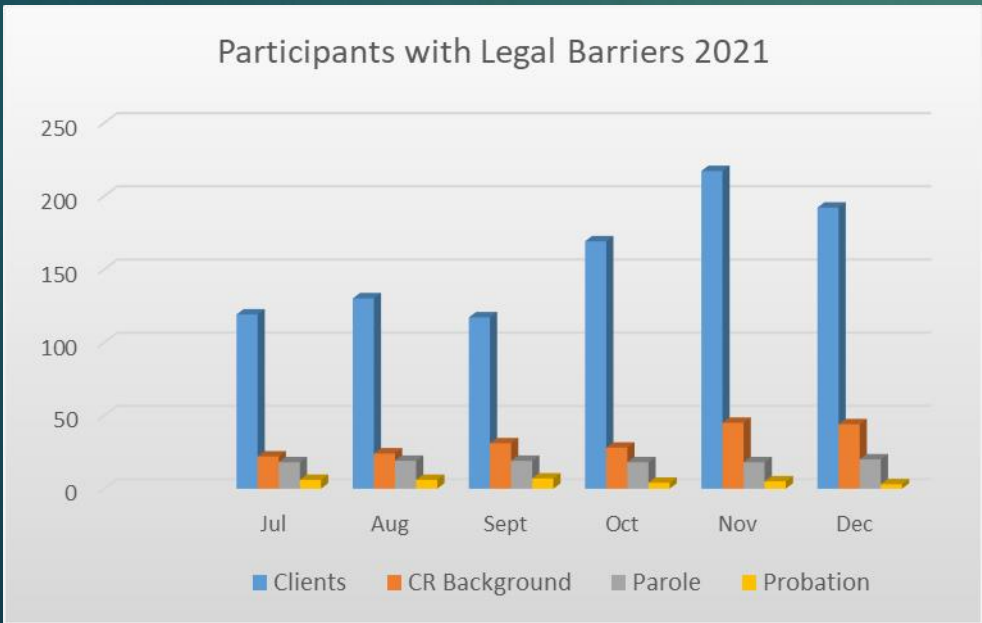
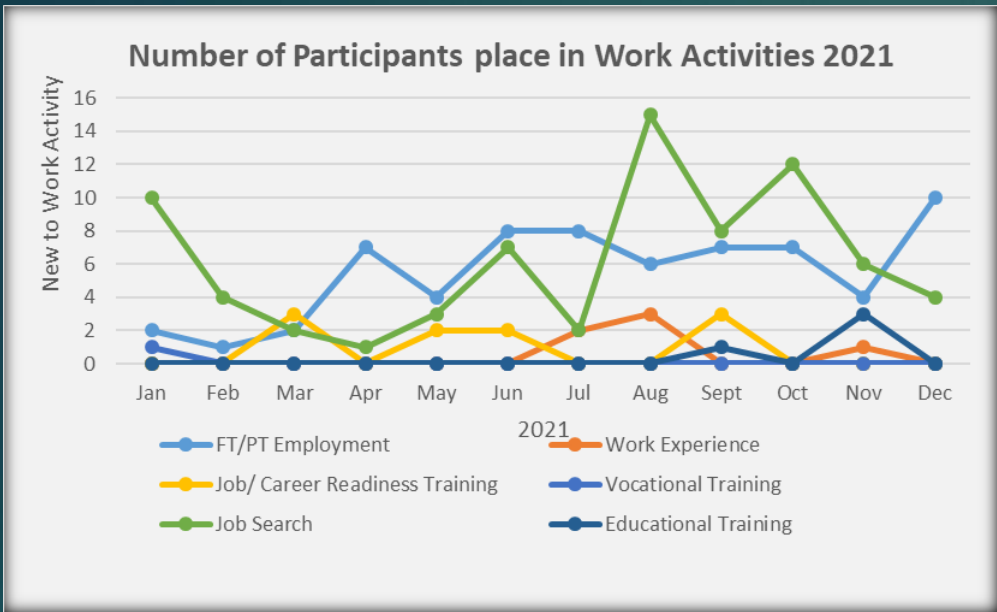
Referrals made from TANF/SN to WIOA



- ▶ TANF = Temporary Assistance for Needy Families
- ▶ SN = Safety Net

Orientation/ Assessment (new clients) 2021

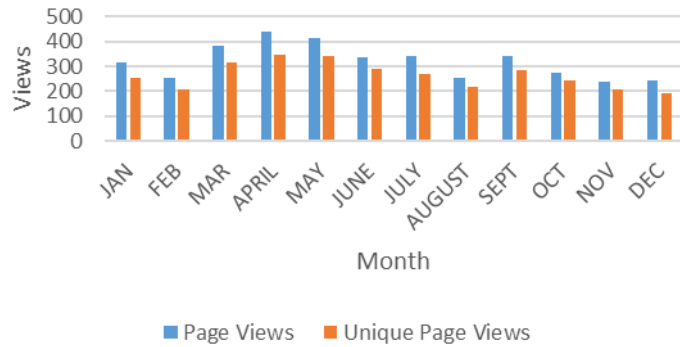




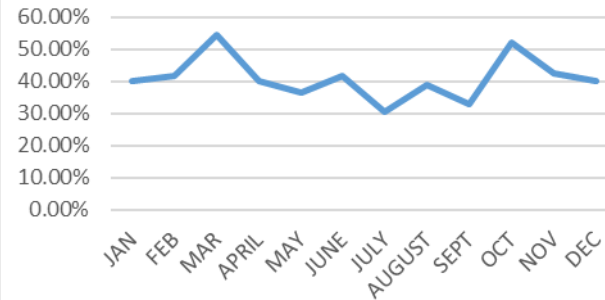
- ▶ Educational training opportunities were limited due to COVID. Online training requires a computer for access which many participants don't have, and in person training opportunities were very limited.
- ▶ January 2021- TANF/SN still under restrictions of employment requirements due to COVID
- ▶ April 2021-Assessment requirement were now enforceable after three attempted appointments and phone calls
- ▶ July 2021-Assessment requirements changed and enforceable after two attempts
- ▶ August 2021-All restrictions were lifted and participants now require new assessment prior to enrollment
- ▶ September through December 2021-major emphasis given to homeless and SN in getting employment due to higher cost to the County. Orientation & Assessments were brought in-house once weekly allowing for a faster turnaround on an average of five new participants daily
- ▶ Two full time positions are budgeted for the WTW Program and both employees resigned in the month of December 2021 only allowing maintenance of the current caseloads

Website and Facebook Analytics

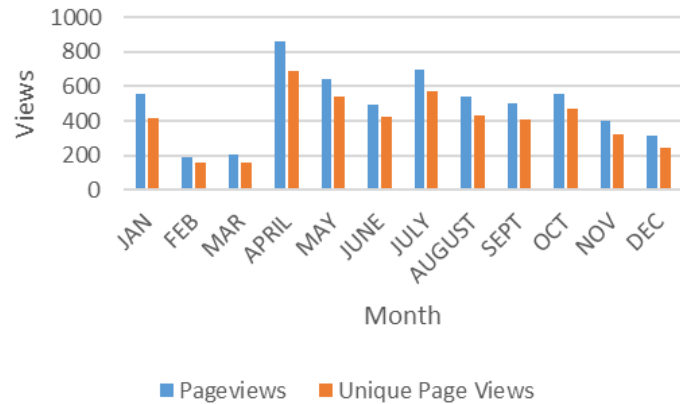
Main Webpage Page Views 2021



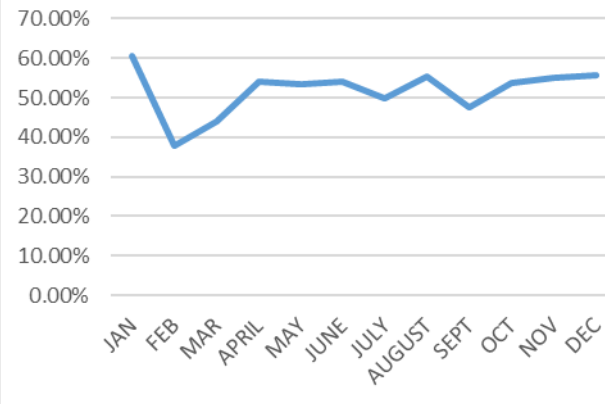
Main Webpage Bounce Rate 2021



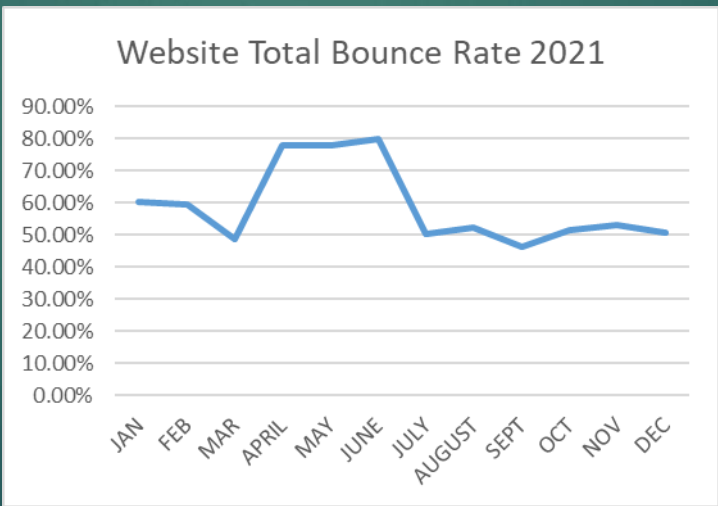
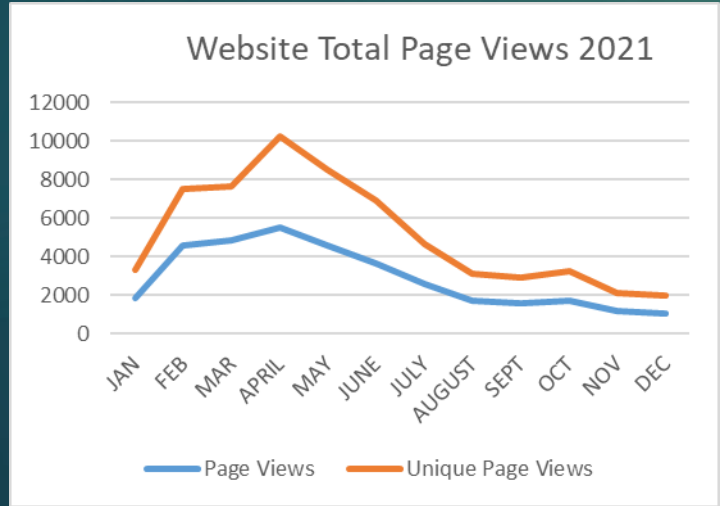
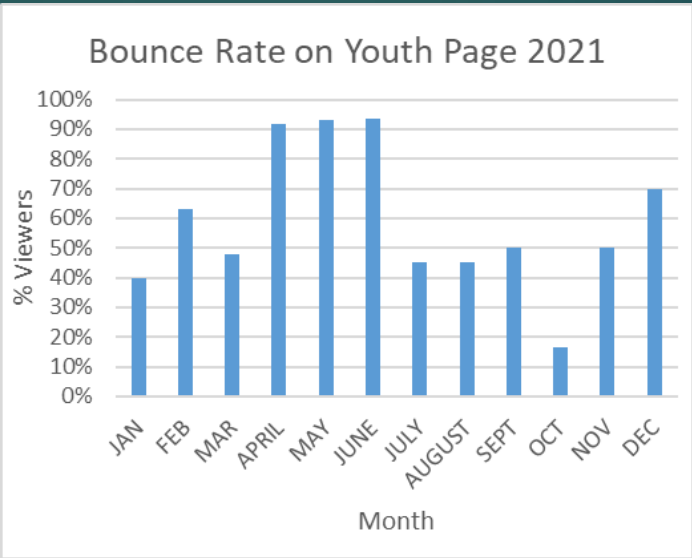
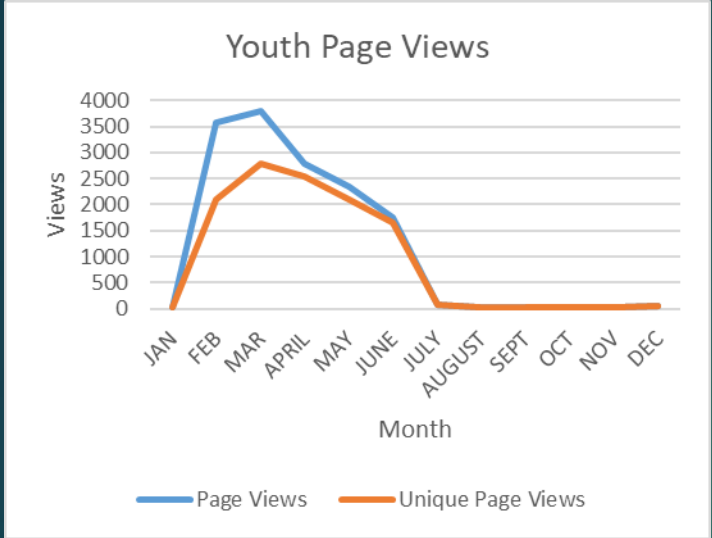
Page Views Hot Jobs 2021



Hot Jobs Bounce Rate 2021



- ▶ January 2021 CWD launched a “Hot Jobs” posting board on the County Website
- ▶ April 2021 CWD landed our own Facebook page www.facebook.com/SullivanCSD and domain name www.sullivanworks.org. Our “Hot Jobs” page was revamped to be more user friendly which shows the increase in page views.



▶ In February 2021, CWD started a Youth Digital Advertising campaign, which explains the increase in the page views and bounce rate and the decrease in July 2021 as the campaign ended.

Results

Facebook Page Reach ⓘ

18,512 ↑ 100%



- ▶ Page reach is the total number of people who have seen, including through shares, and/or engaged with posts on CWD's Facebook page. Reach includes users who have shared, their friends, sharing on main county page, and sharing within other groups on the Facebook platform. Increased reach correlates to increased follower count. Reach started at 0 on April 4th, 2021.

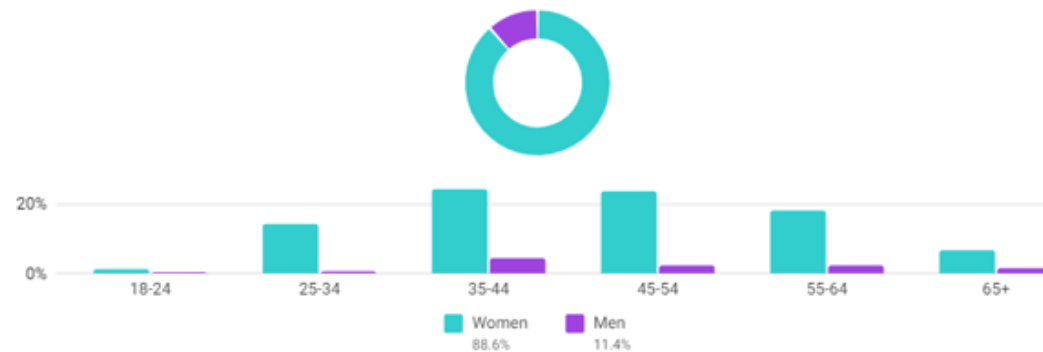
Audience

Current audience Potential audience

Facebook Page followers ⓘ

374

Age & Gender ⓘ



- ▶ Audience indicates the total number of users following our page on Facebook. The Facebook page debuted April 4th, 2021.
- ▶ The audience has grown organically (unpaid) from 0 followers on April 4th of 2021 to 374 followers by December 31st of 2021.



Workforce Development Board of Sullivan, Inc.

Robert Green, Chair
Laura Quigley, Executive Director

Minutes May 10, 2022 - Full Board Meeting

Members Attending: Robert Green- Chairman, Jacob Lerner – Vice Chairman, Claire Taggart-Secretary, Dory Alport – Treasurer, Jim Boxberger, Matt Bliefertich, Denise Burgio, Dawn Ciorciari, Stacy Cohen, Freda Eisenberg, John Emminger, Loreen Gebelein, Stephen Gida, Christine Knickerbocker, Tom O’Connell, Jay Quaintance, Richard Riseling, Jaime Schmeiser, Susan Schmidt, Donna Willi.

Others Attending: Laura Quigley- WDB/ Executive Director, Klu Padu- Sullivan County Community College, Sharon Ferber- Community Resources/Administrative Assistant.

This meeting called to order at 8:05am. A required quorum of 14 was met with 19 voting members present.

Board Business:

1. Approval of February 8, 2022 minutes.

Motion: Jaime Schmeiser

Second: Jim Boxberger

All in Favor

2. **Resolution:** Approval of Youth Digital Marketing contract –To provide professional services to include Geo Targeted Digital Video Marketing, Social Media Digital Marketing and Video Production to create awareness and desire for CWD’s youth program, to determine what services and trainings are needed to put our youth to work and build the future of our local area. (see attached)

Motion: Jay Quaintance

Seconded: Stacy Cohen

All in favor * Dawn Ciorari, Bold Gold Media abstained from voting.

Resolution: RFP issued for a One Stop Operator. RFP states no funding is available. One reply from Community Builder in Beckett, Massachusetts received included a budget of \$9000.00. Board rejects the response from Community Builder because of cost. (see attached)

Motion: Denise Burgio

Seconded: Donna Willi

All in favor

Resolution: Due to cost, One Stop Operator services will be provided internally. WDB will designate Center for Workforce Development as the One Stop Operator for a cost not to exceed \$3000.00 annually. The agreement will be in effect from July 1, 2021 thru June 30, 2022, with an option of renewal through June 3, 2025.

Motion: Denise Burgio

Seconded: Donna Willi

All in favor

3. Director's Report – Laura Quigley

Highlights:

- ✓ WIOA requires that the WDB competitively procure youth services that are not provided by the grant recipient. At least 75% of the funds must be spent on services to out of school youth. We have served out of school youth exclusively for the past 12 years. This year we are looking to use 25% of the funding to serve in school youth. A Request for Proposal (RFP) was released on April 30th with responses due by May 27th. The RFP is attached.
- ✓ Ms. Quigley was able to get a Youth Internship Coordinator position approved in the county budget. Interviews were conducted and two applicants are being considered. Once a decision is made, Ms. Quigley will be conferring with the Board members to determine the best approach to developing internships between the Chamber of Commerce business members and the school districts.
- ✓ We did have an Employer Engagement Zoom meeting. We will be working with businesses not only to help with recruiting but also through our other supports to retain current staff. The Internship Coordinator will be focused on the in school youth and the up and coming workforce.
- ✓ Still waiting on approval of the NYSDOL renewal of the system Memorandum of Understanding (MOU).
- ✓ Planning has begun for the Summer Youth Employment Program. The Youth Coordinator recently resigned so we are actively searching for a person to fill that position. Crew Leader positions have been posted and applications are being made available to county youth. The worksites are being developed. The annual allocation was in the State budget was recently passed. We are hoping to employ between 35 and 50 people this summer.
- ✓ Still waiting on approval to expand the Move Sullivan public transit route to include Wurtsburo, Blooming burg and the second to include Liberty, Swan Lake, Kauneonga Lake and Bethel.
- ✓ Sullivan County unemployment rate for March 2022 is at 3.9%.

4. Loreen Gebelein – One Stop Operator report.

- As of Thursday, May 12, 2022 NYSDOL will fully allow the opening of the Career Center.
- A Job Fair was held on April 6, 2022 at the Kartrite Resort and Indoor Waterpark. There were 51 businesses present and 162 job seekers. Statistical graphing is attached.
- Johnson College has received all the necessary approvals from NYS. A meeting was held between Johnson College and SC BOCES to secure space and set up an agreement. The first training is Diesel Mechanic/Automotive and is scheduled for June/July.
- Disaster Recovery Grant has provided employment for 13 dislocated workers in clerk positions within the County. Three have been hired permanently with the County, two of those are in Center for Workforce Development and one is at the Chamber of Commerce.
- Katherine Poitras has been hired to fill the NY SCION position. She started on April 25, 2022.
- CWD is working to become part of the Administrative Employment Network(AEN) which would allow us to participate in the Ticket to Work Program. Also working with NYSDOL and the New

York Employment Services Systems to allow a tab in the OSOS system. These will allow CWD to generate some unrestricted income.

- NYSDOL Audit of Financial and Programs showed no findings.
5. Freda Eisenberg, Commissioner of Planning and Community Development gave the attached power point presentation on the Sullivan County Trail Town Economic Development Initiative.

Mr. Green adjourned the meeting at 9:12am

Motion: Stacey Cohen

Seconded: Donna Willi

All in favor – meeting adjourned.

The next meeting will be Tuesday, September 13, 2022.



May 10, 2022

Resolution

WHEREAS, the Center for Workforce Development is responsible for the administration and implementation of the federal Workforce Innovation and Opportunities Act (WIOA) Title 1B Youth funds; and

WHEREAS, the Center for Workforce Development issued a Request for Proposal RFP #21-25 for Professional services to include Geo Targeted Digital Video Marketing, Social Media Digital Marketing and Video Production to create awareness and desire for CWD's youth program, to determine what services and trainings are needed to put our youth to work and build the future of our local area; and

WHEREAS, there were three respondents: Capacity Marketing, Bold Gold Media and Media Solstice, and

WHEREAS, Bold Gold will all requested services at the lowest cost, and

WHEREAS, Bold Gold Media Group was chosen out of the three respondents to provide the services sought after; and

WHEREAS, Bold Gold Media will provide the services from August 1, 2021 through July 31, 2022 in an amount not to exceed \$35,000. The Contract may be renewable for an additional one (1) year based on availability of funds, success with deliverables, and quality of products.

The WDB approves the contract with Bold old Media.

Motion made by Jay Quaintance

Seconded by Stacey Cohen

Unanimous vote in favor.



May 10, 2022

Resolution

A Request for Proposal (RFP) was issued June 4 for a One Stop System Operator. The RFP stated that there was no funding available to support the role. One response was received from The Community Builder located in Becket Massachusetts who included a budget of \$9,000.

The Board rejects the response from Community Builder because of cost.

Motion made by Denise Burgio

Seconded by Donna Willi

Unanimous vote in favor.



May 10, 2022

Resolution

Whereas, The WIOA section 121(d)(2)(a) requires that a One Stop Operator be selected through a competitive process,

Whereas, The County, as grant recipient, issued a Request for Proposal, #R-21-21, and there was one respondent, and

Whereas, it was determined that due to costs this service would be provided internally, and

Whereas, the WDB will designate the County's Center for Workforce Development as the One Stop Operator, and

Whereas, the County agrees to support this function in an amount not to exceed \$3,000 annually, and

Whereas, the agreement will be in effective form July 1, 2021 through June 30, 2022, with the option of annual renewals through June 30, 2025.

Motion made by Denise Burgio

Seconded by Donna Willi

Unanimous vote in favor.



Project Overview, Trail Towns Initiative

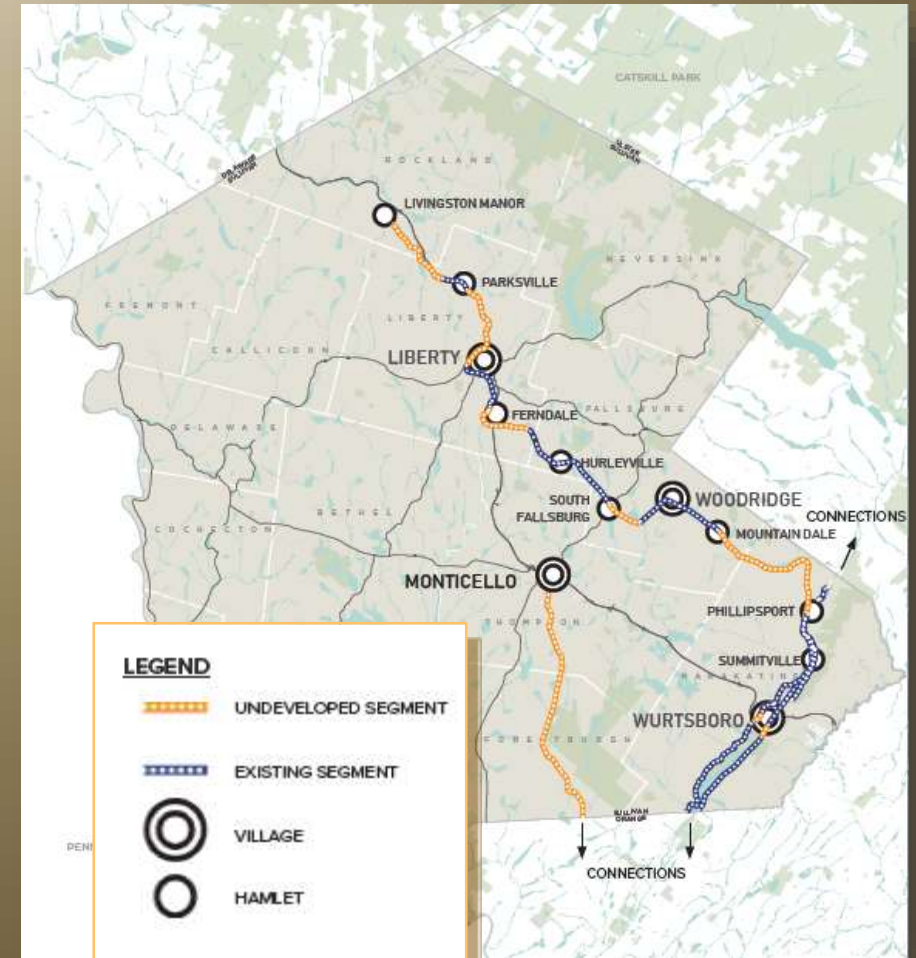
Presentation to SC Workforce Development Board

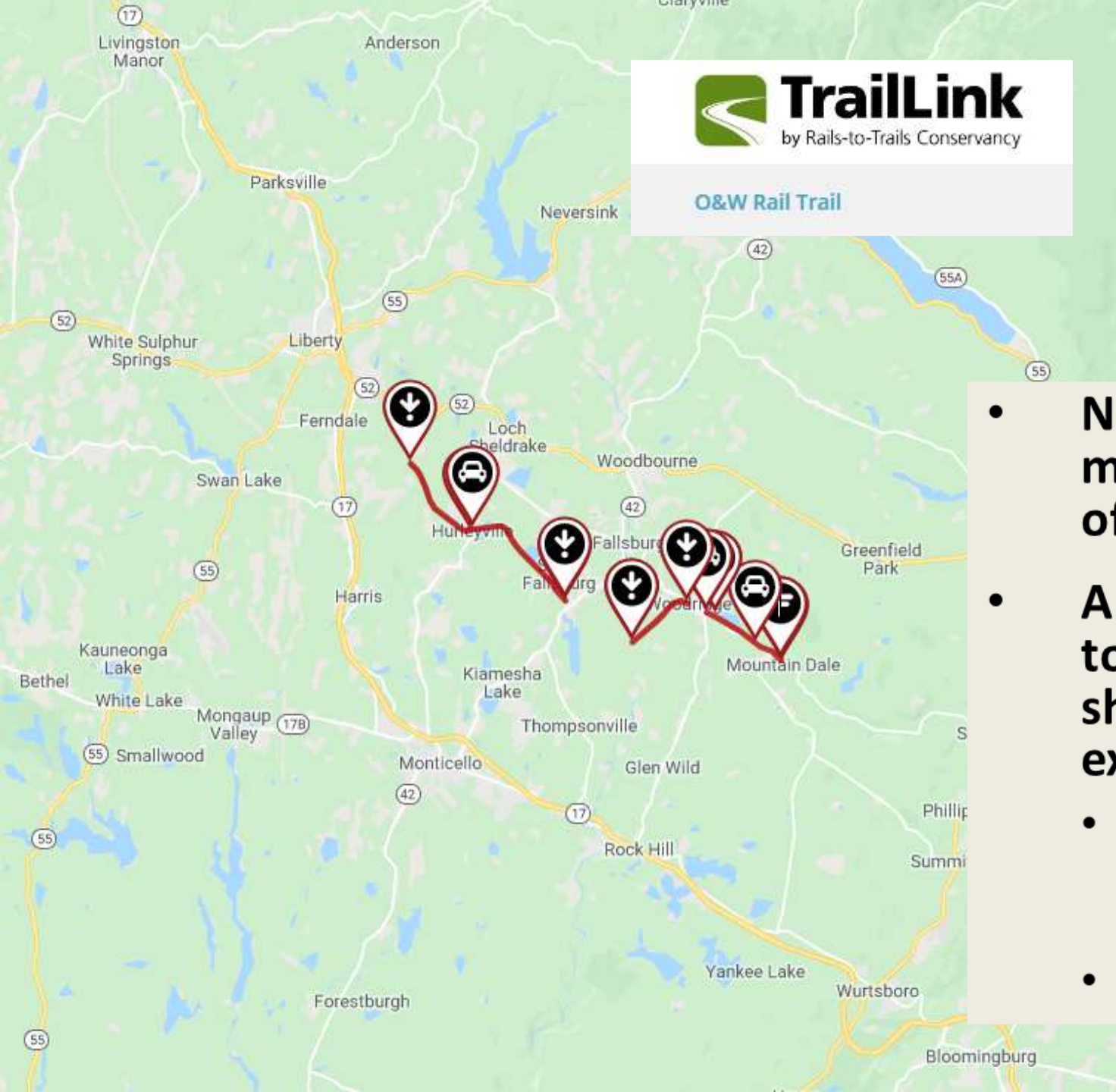
May 2022

Background & Project History



- County legislature established trail committee in 2015
- Trail committee identified O&W rail trail build out as highest priority
- Five independent trails developed along the former O&W rail line that ran through Sullivan County:
 - Parksville Rail Trail
 - Liberty Rail Trail
 - Hurleyville Milk Train Trail
 - Woodridge Rails to Trails
 - Mamakating O&W Rail Trail
- Lengths, conditions, signage, parking and available amenities vary





O&W Rail Trail



- **No coordinated identity, or marketing of segments as part of a larger O&W system**
- **A search for O&W on the Rails-to-Trails Conservancy website shows only a portion of the existing segments**
 - **Liberty and Parksville are on the website, but not shown as part of the O&W corridor**
 - **Mamakating not shown**

Reasons to Prioritize Rail Trail Build-out



- Trails address Sullivan County's major needs – economic development and improved public health
- The five existing trails provide opportunity to build on
- Longer trails deliver more benefits
 - Attract more users from greater distances
 - Generate more local spending and sales tax revenues
 - Increase property values, revitalize communities
 - Increase the ability to reduce disease



The Vision



- A regionally scaled trail able to provide excursion-length experiences
 - Up to 50 miles on the O&W main line through Sullivan County
 - 10 miles on spur line from Monticello to Port Jervis
 - Connections to existing O&W rail trail segments in Ulster and Orange Counties and to the planned Empire Trail system
- A unifying brand: The Sullivan O&W Rail Trail
 - Conceptually links trail segments together
 - Allows for coordinated marketing
 - Longer trails attract more users
 - Regional trails are better positioned to compete for funding
 - Sullivan O&W connects with area history
 - Promotes county identity and connection to the Sullivan Catskills tourism brand

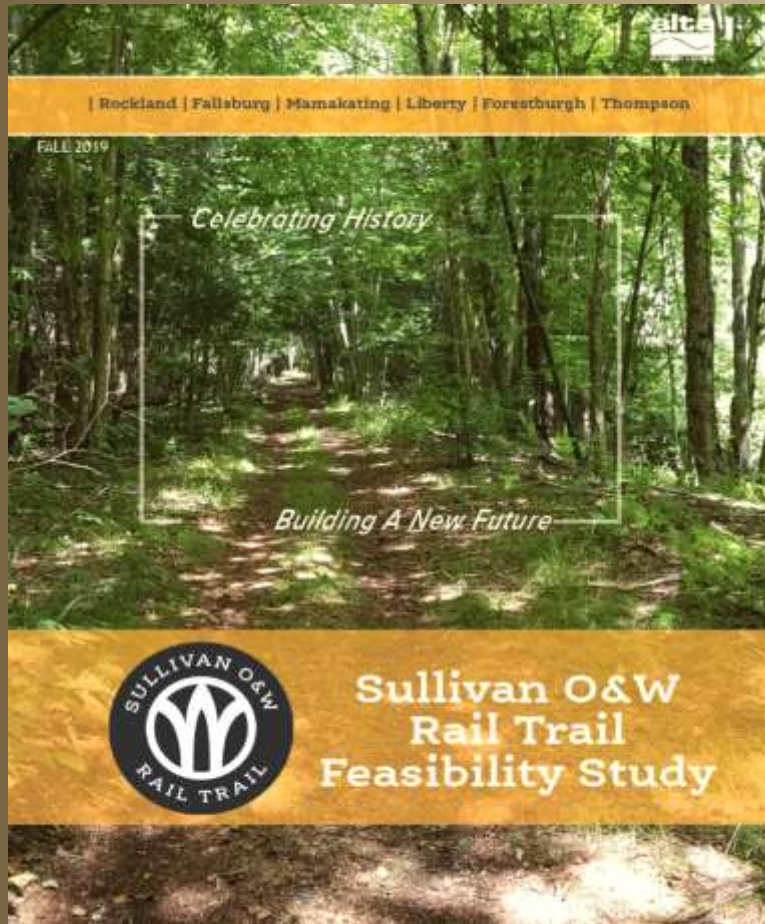
The Vision



- Broad knowledge and awareness of the trail by residents and visitors
- A coordinated system of trailheads, parking and amenities
- Trail to remain in municipal ownership
 - Each municipality to own the segment of trail within its borders
 - Inter-municipal agreements on management and maintenance
- A Sullivan O&W Rail Trail entity to:
 - Coordinate management and maintenance, signage, branding, etc.
 - Market and promote the trail and its communities
 - Generate support for trail
 - Develop grant applications and raise funds through other means



The Feasibility Study



- NYS and Sullivan County funded a feasibility study for the trail to look at:
 - **Connecting the existing trails** along the O&W Main Line
 - **Developing a new multi-use trail along the Spur Line** from Monticello through Forestburgh, eventually connecting with Port Jervis
 - **Branding** the full trail system
 - Establishing **standards for trail development** and improvements
 - Creating a **structure for collaborative development, operations and maintenance**

The Sullivan O&W Rail Trail Alliance



- The Feasibility Study was prepared with oversight from an advisory group comprised of stakeholders from all trail municipalities plus partner organizations and businesses
- Since the Study's completion in early 2020, the stakeholder group has continued to meet regularly to advance the project.
- The intent is to incorporate as a not-for-profit entity capable of fundraising, and coordinating build out and maintenance projects as well as outreach and events.

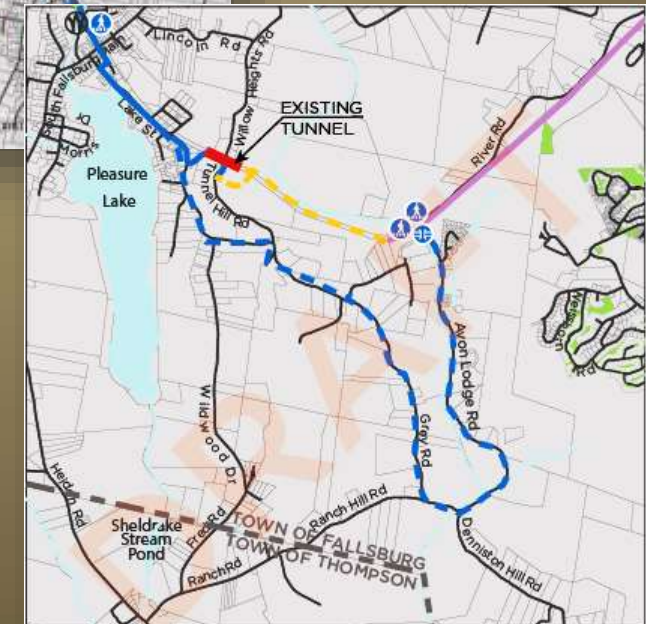
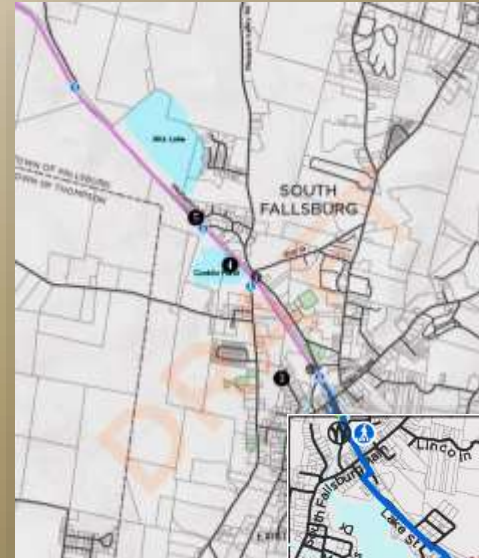


What's Been Happening: Projects



Current focus is on Neversink River crossing

- There is a 1 mile gap between where the Hurleyville trail ends in South Fallsburg and the existing trail Woodridge
- Connecting these two trails yields an excursion length trail of 13 miles
- An on-road connection from Hurleyville to Liberty will result in 18 miles of trail linking 6 village and hamlet centers



What's Been Happening: Projects



- National Fish and Wildlife Foundation is funding trail culvert improvements in Woodridge to Neversink section
 - Pilot project to promote aquatic passage in the Neversink watershed may be replicated elsewhere
- Connecting the existing Parksville trail north to Livingston Manor is the next buildout priority





What's Been Happening: Funding

- Alliance group working with the Community Foundations of Orange and Sullivan Counties for fiscal sponsorship
- Funds are being sought through variety of grant opportunities, including:
 - 2022 federal DOT RAISE program application (pending)
 - 2022 Congressional member-directed spending requests (pending)
 - 2022 CFA applications (in development)
 - Hazard mitigation funding for trail segments with drainage issues (in development)
 - Sullivan County 5-year capital budget (secured; reauthorization requested)



What's Been Happening: Marketing



- Feasibility Study project resulted in development of:
 - a brand, logo, and usage guide
 - a printed system map
 - a trail website
 - Instagram and Facebook accounts
 - a marketing plan

COLOR VERSIONS
Badge Logo

Recommended for many print applications: report covers, letterhead, and collat such as T-shirts, water bottles, caps, and buttons; also suitable for websites and ap

FULL COLOR ON WHITE BACKGROUND

1-COLOR ON WHITE BACKGROUND

SIGN ELEMENTS

This diagram illustrates the main graphic components of an example informational trail sign. These guidelines are intended to provide framework that allows local communities to use the Sullivan O&W Rail Trail logo consistently in the creation of custom signs, that meet their needs, consistent with best practices for accessibility. This document does not contain a comprehensive summary of all relevant federal or local requirements for community signs. Please refer to the Manual for Traffic Control Devices (MUTCD), Americans with Disabilities ACT (ADA), and local jurisdiction for additional guidance.

WOODRIDGE

Woodridge Section

DESIGN
The logo and design elements are consistent with the trail.

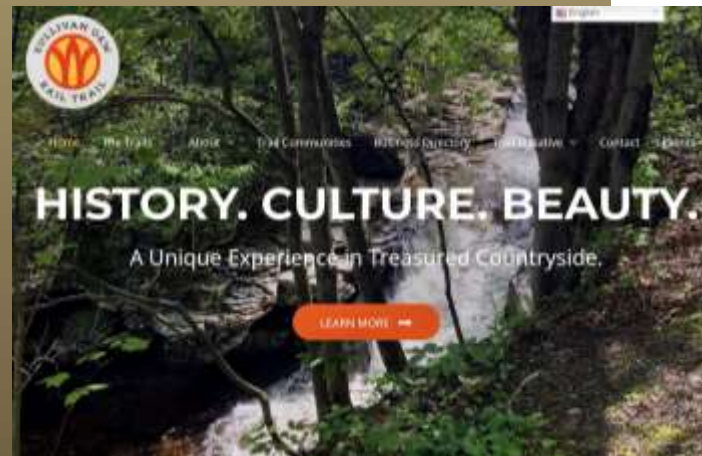
LOGO
Always use the greatest number of colors possible. Do not use a color that is not in the logo. Do not use a color that is not in the logo. Do not use a color that is not in the logo.

TEXT
Use a sans-serif font. Use a font size that is legible. Use a font size that is legible. Use a font size that is legible.

INFORMATION ON PANELS
Use a scale of 1:1000. Use a scale of 1:1000. Use a scale of 1:1000.

LOCAL IDENTIFY
Local maps and signs. Local maps and signs. Local maps and signs.

social media posts for Instagram and Facebook, including a post for "Sullivan O&W Fun Run/Walk" and a post for "SN&W".



What's Been Happening: Outreach



• Events

- Annual SnO&W walk
- National Trail Day clean up
- Bold Gold Movement Mondays
- Conductors Clambake
- History Walks
- Sullivan Renaissance webinars and Trail Town conference



Join the Sullivan O&W Rail Trail Alliance as we celebrate **NATIONAL TRAILS DAY**

| Saturday June 5 th | Sunday June 6 th |
|--|--|
| <p>Time: National Trails Day Kick Off Hickoryville Rail Trail Open House 10am - Liberty Rotary Antiques Hickoryville Art Auction</p> <p>11:30am - 1pm Trail Cleanup & Service Project Visit your favorite O&W Rail Trail More info at www.snoandw.com Free O&W Trail Mix for all volunteers!</p> <p>1:30pm - 3pm Liberty Rotary Renaissance Walk for Clean Water Hickoryville Rail Trail</p> | <p>Time: Educational Trail Walks Visit your favorite O&W Rail Trail More info at www.snoandw.com</p> <p>1pm: Elders Hit the Trail! Visit your favorite O&W Rail Trail More info at www.snoandw.com Free O&W Trail Mix & Trail Mixies for the kids!</p> |

Trail locations and more information at www.snoandw.com
Music and social dancing will be offered at all locations.
Tag your great photos all weekend with #liveandwalk to win great prizes!



Trail Town Initiative



- The Trail Town Program® revitalizes rural communities by growing outdoor tourism and small businesses.
- Initiated in 2007 by The Progress Fund to spur economic development in southwestern Pennsylvania communities along the 150-mile Great Allegheny Passage trail



Trail Town Initiative

- Sullivan Renaissance hosted a 2-day event on April 7-8



Sullivan Renaissance and the O&W Rail Trail Alliance invite you to attend the

TRAIL TOWNS CONFERENCE

Unleash and leverage the financial potential of trails in your community!

Featuring
MR. DAVID A. KAHLEY

Mr. Kahley is the Co-founder and President & CEO of The Picocean Fund, a nonprofit Community Development Financial Institution (CDFI) that founded the TRAIL TOWN PROGRAM® – the first economic development program in the nation to capture the potential of rail-trail based recreation.

David will speak about the GREAT ALLIENBY PASSAGE – a 150-mile rail-trail in Pennsylvania – and how the Trail Town Program® has helped dozens of communities benefit from the trail by increasing visitation and visitor spending, and supporting business growth and investment.

Presented by

With additional support from

Register today for this FREE event at <https://www.sullivanrenaissance.org/events-seminars/>

THURSDAY, APRIL 7, 2022
5:30PM: Networking Reception featuring a Taste of the Trails
6:30PM: Program Starts
Michael Ritchie Big Barn, 103 Milar Road, Hurleyville

Me and mingle with other trail enthusiasts, then stay to hear about the basics of the Trail Town Program® and examples of easy to implement projects that can help you maximize the recreational and economic benefits from existing trail networks. Curious about the trails? Join in to learn more.

FRIDAY, APRIL 8, 2022
8:30AM: Program Starts
10:30AM: Guided Trail Hike
Marketing Town Hall, 2612 Route 209, Wurtsboro

Hungry for more? Join us for a deeper dive into how the Trail Town Program® works. Learn how your community can work toward backing larger projects and establish longer term goals. Stick around for an optional hike along the newly completed trail connecting Marketing Town Hall to the Shawangunk Ridge Trail and downtown Wurtsboro!



Trail Town Initiative

What is a Trail town?

“A Trail Town is a community through which [a trail] passes that supports [trail users] with services, promotes the Trail to its citizens and embraces the Trail as a resource to be protected and celebrated. Trail Towns are built on a relationship between a town, the Trail and its volunteers.”

Adapted from the North Country Trail Association





Trail Town Initiative

Why become a trail town?

Trails can be valuable community assets and attractive destinations for visitors, drawing them into neighboring communities and stimulating local businesses through spending on meals, lodging and gear.

However, the mere presence of a trail is usually not enough to reap such returns; strategies to maximize their economic potential need to be employed. Enticing people off the trail and into adjacent communities, where they can spend money and stimulate local economies, is the impetus behind the concept of trail towns.



Trail Town Initiative

Take-aways from 2021 Economic Impact Report and 2014-2015 Trail User & Business Survey

- **Over ½** of trail users said it was their first trip on the GAP
- **62%** were planning an overnight stay
- Overnighters spent **\$496 during trip** (up from \$294 in 2008)
- Day user spent **\$90** (up from \$18 in 2015)
- Businesses reported trail users were:
 - ✓ **34%** in 2013
 - ✓ **41%** in 2014
- **63%** of businesses offer goods/services to GAP users in 2019
- **27%** of businesses plan to expand due to the trail



Trail Town Initiative

How can a community become a trail town?

Trail Town Programs have emerged to organize stakeholders around maximizing the benefits of having a trail in their vicinity. They seek to:

Improve connectivity between the trail and the towns along its route

Improve services and amenities available in trail communities, ensuring that those investments are in the best interest of residents

Promote a culture of hospitality, stewardship and inclusivity in trail communities

BONUS: Having a Trail Town Program can increase the competitiveness of grant applications by demonstrating a structure for delivering trail benefits.

Trail Town Initiative

Community Connection Projects

- Bike Racks & Fix-It Stations
- Trailhead & Park Improvements
- Bike access to businesses
- Landscaping and viewsheds
- Public Art
- Signage improvements
 - Directional
 - Interpretive
 - Business





Trail Town Initiative



Economic Research makes the case for continued investments

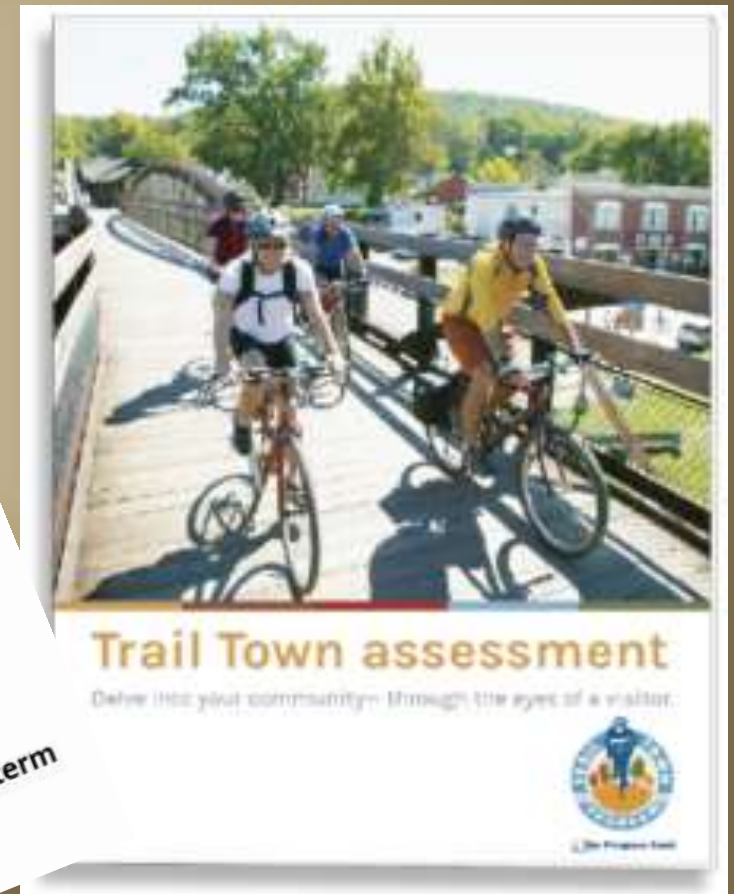
- Trail Counts
 - Electronic
 - Manual
 - Synchronized
- Research Studies
- Monitor Business Opening/Closings



Trail Town Initiative

What's ahead for Sullivan trail towns?

- Follow up Community Assessments
- Annual Taste of the Trail event
- Loan program and training opportunities geared toward trail businesses



- See your town like a visitor
 - Traffic & Access
 - Businesses
 - Design
- Identify strengths
- Set short and long-term priorities



How you can help

- Follow the Sullivan O&W Rail Trail on Social Media
- Write a support letter for funding
- Spread the word
- Volunteer to help with events, marketing and programming





Help Build-Out the Sullivan O&W Rail Trail! PLEASE WRITE US A SUPPORT LETTER.

*Build-out of the rail trail on the 50+/- long main O&W line in Sullivan County running from Mamakating to Rockland, and the 10+/- spur line running south from Monticello to Orange County, is a large and long-term project. The Sullivan O&W Rail Trail Alliance is pursuing multiple funding opportunities throughout the year, with applications to New York State's Office of Parks, Recreation and Historic Preservation, the federal DOT's RAISE program, Congressional member directed spending, and more. **All our funding applications require letters of support, and the more we have, the more consideration will be given to our requests.***

*To help improve our funding requests, please write us a generic letter of support that we can use as needed over the next year. A sample is given below. There are some talking points listed on the reverse to help with adapting it – funders want to see letters that are different, individual and, if possible, personal. **Please return as soon as possible to planning@sullivanny.us.***

The Sullivan O&W Rail Trail Alliance
c/o Sullivan County Division of Planning
100 North Street
Monticello, NY, 12701

I'm writing to express strong support for your efforts to seek funding for the Sullivan O&W Rail Trail build out project. [Business/organization name] [have benefitted/expects to benefit] from the increase in trail use and visitation associated with trail expansion and improvement. [If applicable, note which of the village and hamlet centers on the trail [you are located in or near.]

I am/we are excited about the prospect of rail trail expansion here because [please note:

- how you have or expect to benefit personally, and/or
- how you or your business/organization expects to benefit directly (note expansion, job creation if applicable), and/or
- what community benefits associated with the trail are most important to you. In addition to the direct positive impacts on area businesses, the rail trail project is a community priority because of the project's ability to revitalize downtowns, improve public health, provide alternative transportation between business districts and major employers, improve quality of life, boost property values and municipal tax revenue, attract commercial investment, promote appreciation of local history, provide a place for health community gatherings and events, support mental health, provide a safe place for children to walk and bicycle, etc.]

The rail trail buildout project is an important priority for our area, and I wish the Alliance and its trail communities success in securing the public investment so necessary to realize the vision of a regionally-scaled facility connecting 10 village and hamlet centers.

Benefits of trail expansion.

SUPPORT LETTER TALKING POINTS.



- Sullivan County needs to expand its rail trail system in order to:
 - support the area's tourism dependent economy by providing a facility to add to visitor itineraries and increase stays
 - bring people into distressed downtowns to spur revitalization
 - fully deliver on the benefits of trails by increasing the Sullivan O&W's ability to attract trail visitors, generate use, and provide community connection
 - provide a safe place for people to walk and ride
 - improve public health -- Robert Wood Johnson Foundation ranks Sullivan at the bottom (61) of NYS's 62 counties
 - prevent environmental degradation from over use of existing outdoor recreational facilities
 - mitigate conflicts with pedestrians, cyclists and vehicles on local roads
- Value of project for alternative/multi-modal transportation
 - Trail connects rural population centers in hamlets and villages with major employers (TCFD, Ideal Snacks, Murray's Chicken, etc.), commercial downtowns
 - Most Sullivan households have just one car; US average is 2
 - Distressed communities on the trail have significant percentages of household with no car at all -- >20% for Monticello; 8% in Fallsburg
 - Trail connects with new Sullivan Move transit system; potentially with Metro North in Port Jervis, and Shortline/Coach Bus
- Overall project readiness:
 - Feasibility study has recommended alignments, details improvements needed, provides opinion of probable costs
 - Sullivan O&W Rail Trail Alliance formed to bring trail communities together around implementation; partner groups also engaged
 - County and local governments fully supportive; trail buildout is a priority; public enthusiasm and momentum
 - "Trail Towns" initiative forming to engage business community in providing services to, and benefitting from, their proximity to the trail
- Economic Benefits of Trails include:
 - Spending at local businesses such as restaurants, lodging, and shops -- day users travelling to use trails spend around \$15-35 per visit; overnight visitors much more; In 2012, estimated economic return for the O&W trail in the Ulster County Town of Hurley was close to \$2 million
 - Businesses directly benefit; communities benefit from sale tax revenue
 - Increased value of nearby properties -- various studies put the boost at between 6% and 32%
 - Revitalize depressed neighborhoods, creating a demand for space in what were once vacant buildings
 - Attract new residents -- walking and biking paths are ranked as one of the most important features in a new community; houses near trails have been shown to sell nearly twice as fast as homes farther from the facility
 - Provide a much desired quality of life amenity to help attract new business investment
 - Reduce medical costs by promoting regular exercise and other healthy outdoor activities -- NYS reports that every \$1 invested in recreational trails yields \$3 in direct medical benefit
- Longer trails bring more benefits
 - The NYS Greenways Plan reports that trail length is the number one factor people consider when deciding on a trail visit.



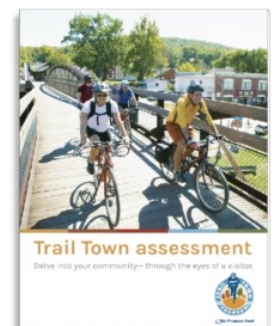
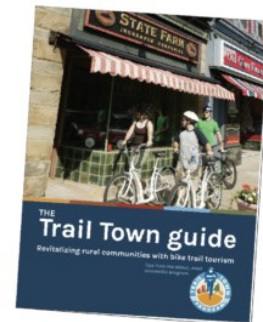
The Progress Fund has online resources from 10+ years supporting trail-based economic development. Go to:

trailtowns.org/guide/ &
trailtowns.org/assessment/

to download the Trail Town Guide and Assessment Workbook.

Both offer trail community with tips on:

- Assessing your community's bike-friendliness
- Growing (and funding) business development
- Marketing to bring in more trail tourism
- Evaluating your community from the visitors' perspective.
- Thinking about little questions that might be overlooked



AND go to these links for Sullivan County trail information:

trailkeeper.org
sullivannoandw.com





Workforce Development Board of Sullivan, Inc.

Robert Green, Chair
Laura Quigley, Executive Director

Minutes September 13, 2022 - Full Board Meeting

Members Attending: Robert Green- Chairman, Jacob Lerner – Vice Chairman, Claire Taggart-Secretary, Dory Alport – Treasurer, Matt Bliefernich, Jim Boxberger, Denise Burgio, Olga Campos, Freda Eisenberg, Loreen Gebelein, Christine Knickerbocker, Tom O’Connell, Jaime Schmeiser, Christ Schmidt, Susan Schmidt, Donna Willi.

Others Attending: Laura Quigley- WDB/ Executive Director, Klu Padu- Sullivan County Community College, Sharon Ferber- Community Resources/Administrative Assistant, Megan Yelekli – Center for Workforce Development/Employment Center Coordinator.

This meeting called to order at 8:01am. A required quorum of 14 was met with 16 voting members present.

Board Business:

1. Approval of May 10, 2022 minutes.

Motion: Jaime Schmeiser
Second: Susan Schmidt
All in Favor

2. **Resolution:** The County of Sullivan has in place a formal policy for the use of credit cards (P-Cards) for procurement of goods and services. This policy is in response to the rising need for credit card transactions pushed by online demands. The WIOA requires that a policy be in place outlining the specific procedures for use of WIOA funds. Therefore, the attached policies and procedures for the use of WIOA funds are approved. (see attached)

Motion: Donna Willi
Seconded: Freda Eisenberg
All in favor

Resolution: The WIOA allows for 25% of Youth funding to be used to provide one or more of the 14 program elements to youth who are enrolled in secondary school. A request for Proposal was issued in May 2022 and one response was received from Work Readiness Training LLC (formerly known as Hospitality Green). The proposal will provide leadership development to 30 WIOA eligible students.

The contract will be from July1, 2022 through June 30, 2023. Based upon program monitoring report, the contract can be renewed annually for four additional years. The amount of the contract will not exceed \$77,600.00.

The contract with Work Readiness Training LLC is approved.

Motion: Jaime Schmeiser
Seconded: Claire Taggart
All in favor

3. Director's Report – Laura Quigley Highlights:

- ✓ We received our final allocation for the WIOA Program Year 2022 (July 1, 2022 – June 30, 2023). It represents a slight increase of 1.12% (\$6,125.00) over the planning estimates.
- ✓ The Youth Internship Program is underway and a Coordinator was hired. A meeting was held with the Chamber businesses and staff to gather input from businesses on their experiences, needs and ideas to ensure a successful internship program.
- ✓ Still waiting on approval of the NYSDOL renewal of the system Memorandum of Understanding (MOU). 911)
- ✓ The 2022 Summer Youth Employment Program Successfully ran from July 11th through August 19th. There were 43 youth who worked at eleven (11) sites throughout the County. These sites included Bold Gold Media, United Way, Monticello School, Livingston Manor School, Department of Environmental Protection, Youth Economic Group, Center for Workforce Development, Upper Delaware Campground, Lake Superior Park, SC Visitors Association and the Veterans Department. The end of season picnic was held with presentations and an awards ceremony with several local businesses donating food and supplies. Final reports are due by October and associated cost and all financials are due by December.
- ✓ Disaster Recovery Grant has been granted an extension to NYSDOL from USDOL. To date, 20 people have participated in the program. There are 7 people currently enrolled as Clerks, 10 have found employment outside the program and 3 were referred for other services
- ✓ Johnson College has received all the necessary approvals from NYS and was working with BOCES to utilize BOCES space for training. In July they informed us that they were not able to follow through and provide training. Conversations are underway with the college.
- ✓ The individual hired as the Disability Resource Coordinator has completed the training necessary to be a Certified Work Incentive Practitioner. All documentation has been signed by the County to work with NYESS who will be the administrator of the revenue for the Ticket to Work Program. We are awaiting instructions for the FBI fingerprinting and background checks to be completed for three staff members essential to this program.
- ✓ A Worker Adjustment and Retraining Notification (WARN) letter has been received from the NYSDOL that Garnett Medical Doctors is closing several practices permanently effective November 9, 2022. This will impact 29 Employees. Rapid response services are being provided.
- ✓ *According to press release:* "Governor Kathy Hochul announced that the New York State Office for People with Developmental Disabilities (OPWDD) has entered into a \$10million partnership with National Alliance for Direct Support Professionals to expand opportunities for professional credentialing for direct support professionals in the developmental disabilities field throughout NYS. The three-year agreement will help professionalize the direct support professional workforce and address worker shortages. OPWDD's partnership with the National Alliance will provide access to three levels of direct support professional credentialing and its frontline supervisor certification through participation in its E-Badge Academy. The project is supported by federal funds OPWDD is receiving through the American Rescue Plan Act of 2021. The National Alliance credential is competency-based and modeled on the Centers for Medicaid

and Medicare Services' Direct Service Workforce Core Competencies and the National Alliance code of Ethics.”

- ✓ Garnet Health was awarded a planning grant from US Health Resources and Services Administration Rural Health Network to create a comprehensive plan to increase healthcare access to county residents, especially those who do not have insurance coverage. The plan would develop healthcare transportation solutions that would align with Move Sullivan and other county transportation efforts.
- ✓ Submitted application to Regional Economic Development Council for Community Development Block Grant funding. If awarded the grant will support a Senior needs assessment and resulting plan to support senior citizens and their families.
- ✓ Move Sullivan expansion began on September 1st. The new schedules are attached.
- ✓ Sullivan County unemployment rate for July 2022 is at 3.2%.

4. Board Discussion- Workforce Development Board of Sullivan Inc. Strategic Plan.

The Board entered in to a discussion regarding the need to update the strategic plan and what goals the Board would like to set for the future. It was decided that Ms. Quigley, Executive Director of the Board, would supply the Board members with a copy of the last strategic plan for their review as well as some questions to ascertain what direction the Board members would like to go. The members can submit their answers and comments to Ms. Quigley via e-mail and a larger discussion is planned for the next board meeting in December.

5. Presentation: Megan Yelekli, Center for Workforce Development, Employment Center Coordinator gave a video presentation on the 2022 Summer Youth Employment Program.

Mr. Green adjourned the meeting at 9:51am
Motion: Donna Willi
Seconded: Susan Schmidt
All in favor – meeting adjourned.

The next meeting will be on Tuesday, December 13, 2022.



Workforce Development Board of Sullivan, Inc.

Robert Green, Chair
Laura Quigley, Executive Director

Minutes September 13, 2022 - Full Board Meeting

Members Attending: Robert Green- Chairman, Jacob Lerner – Vice Chairman, Claire Taggart-Secretary, Gene Kelly – Board At Large, Jim Boxberger, Denise Burgio, Loreen Gebelein, Christine Knickerbocker, Tom O’Connell, Angela Patella, Jay Quaintance, Richard Riseling, Susan Schmidt, Donna Willi.

Others Attending: Laura Quigley- WDB/ Executive Director, Klu Padu- Sullivan County Community College, Jennifer Wrage-Sullivan County Community College, Sharon Ferber- Community Resources/Administrative Assistant, Kathleen Poitras – Center for Workforce Development/Disability Resource Coordinator.

This meeting called to order at 8:05am. Quorum is met.

Board Business:

1. Approval of September 13, 2022 minutes.

Motion: Jacob Lerner

Second: Loreen Gebelein

All in Favor

2. Director’s Report – Laura Quigley

Highlights:

- ✓ We negotiated the performance measures for Program Year 2022 (7/1/22-6/30/2023) and Program Year 2023(7/1/2023-6/30/2024). Training has been provided to CWD Staff on WIOA performance measures. All staff regardless of program received the training with the goal of cross education and improved collaboration.
- ✓ The Youth Internship Program is underway and running. There are eight students from Monticello Central school participating. They have been going through work and internship preparation training so they will be ready for their internships. The internships are in partnership with the Chamber of Commerce.
- ✓ Still waiting on approval of the NYSDOL renewal of the system Memorandum of Understanding (MOU).
- ✓ Work Readiness Training, LLC was awarded a contract to provide leadership development services to WIOA eligible sophomores, juniors and seniors at Fallsburg High school starting in January 2023. The program will provide 6 to 8 experiential learning leadership activities incorporating nonprofit and business opportunities for civic engagement, service learning and work readiness programs. Students will present to the Fallsburg Board of Education and the Workforce Development Board at the end of the school year.

- ✓ Disaster Recovery Grant has been granted an extension to NYSDOL from USDOL. As of November 2022, the positions are getting harder to fill to meet eligibility requirements since the worst of COVID has passed. Twenty-one (21) participants have been hired under this grant, with thirteen (13) retaining full time employment; eleven (11) working for the County of Sullivan and two (2) hired by local businesses. The program has been extended thru March of 2023, and recruitment continues.
- ✓ A meeting was held on November 14th with SUNY Sullivan and BOCES to continue working on a pilot for our upcoming Trades Programs. Our focus is on short term, non-credit training in trades that can lead to employment. A meeting was held on December 12, 2022 at BOCES to tour the facility and further develop framework for the Trade Program. By scheduling the program at night and possibly on Saturday it would allow the use of the BOCES Facility. The program will begin in the spring with a Carpentry program. Further plans will be revealed as they develop.
- ✓ The required fingerprinting for the Disability Resources Coordinator pilot program has been completed and we are awaiting the background checks to be completed. Referrals are now in process and participants are being seen.
- ✓ Garnet Health was awarded a planning grant from US Health Resources and Services Administration Rural Health Network to create a comprehensive plan to increase healthcare access to county residents, especially those who do not have insurance coverage. The plan would develop healthcare transportation solutions that would align with Move Sullivan and other county transportation efforts. A consultant was chosen and once the contract is executed the work will ramp up.
- ✓ Move Sullivan expansion began on September 1st and has been well received. In October Move Sullivan averaged 200 rides per day.
- ✓ Sullivan County unemployment rate for October 2022 was 2.4% down from 3.7% in October of 2021.

3. One Stop Operator Report – Loreen Gebelein

- ✓ Traffic at the Career Center has increased with 407 clients being served in October and 364 in November.
- ✓ Bi-Weekly recruitment events have been scheduled at the Career center. Businesses booked include Resorts World, Old Navy, Kohl's, Achieve Rehab, Delaware Valley Job Corps, Catholic Charities and the Care Center at Sunset Lake. Recruitment events are booked and will continue in to the new year.
- ✓ Financial and Program Audits have been completed with no significant findings.
- ✓ Peggy Marchese, Assistant Director of Center for Workforce has retired and Alana McGinnes, Business Services has moved on to a new position. A Job Developer title is being developed to encompass the duties of these positions. Christopher DiBartolo has been hired as our new Junior Accountant.
- ✓ Training and Development Committee, consisting of many local businesses, agencies and the Chamber of Commerce have been meeting monthly. Virtual and in-person trainings are being put together by these groups for areas in need such as soft skills training, public speaking, etc. A small business assistance workshop for Entrepreneur training has been put together and the Director of CWD will be presenting on "*Finding, Hiring and Managing Employees*". This event is scheduled for January and February

2023. An event is being developed for February on how to create an inclusive and diverse work environment.

- ✓ DOL Updates – DOL Manager John Emminger has resigned and Pamela Miller is Acting Manager until a new person is hired. Virtual Career Centers will be rolling out soon. Coursera for online learning is in place with two CWD staff assigned as administrators. Virtual Reality Training and Solutions Is also being rolled out by DOL.

4. Presentation: Kathleen Poitras, Center for Workforce Development, Disability Resource Coordinator gave a presentation on NY Systems Change and Inclusive Opportunities Network (SCION).
5. Board Discussion- Workforce Development Board of Sullivan Inc. Strategic Plan.

The Board entered in to a discussion regarding the need to update the strategic plan and what goals the Board would like to institute. A copy of the Strategic plan along with a list of discussion question was sent to all members of the Board. It was decided that at the February meeting the Board would discuss the Vision and Mission statement and a half- day session will be scheduled in the future with a Facilitator to develop the future goals of the Workforce Development Board.

Mr. Green adjourned the meeting at 9:04 AM

Motion: Jim Boxberger

Seconded: Susan Schmidt

All in favor – meeting adjourned.

The next meeting will be on Tuesday, February 14, 2023



Center for Workforce Development

Kathleen Poitras
Disability Resource Coordinator
Work Incentive Practitioner

The New York Systems Change and Inclusive Opportunities Network (NY SCION)



NY SCION is helping to expand the capacity of the New York Career Center System to provide services that will assist job seekers and workers with disabilities along their career path.

Disability Services



20% of Americans live with at least one disability



35% of working-age people with disabilities are employed



15% of people worldwide live with disabilities

Why Hire Those with Disabilities?

- Less turnover - people with disabilities tend to research the company and the position to find a good fit
- More diversity - expands the company culture
- It's Required - if you are a Federal Contractor
- An untapped pool of applicants - qualified individuals ready to return to work!

What are the options for a return to work?

Let's talk about the options:

Flexible Hours

Hybrid schedule

Fully Remote

What about job sharing?

Work Opportunity Tax Credit (WOTC)

The Work Opportunity Tax Credit (WOTC) offers employers up to \$2,400 in federal tax savings for hiring individuals with barriers to employment.

Qualified individuals must complete at least 120 hours of work to qualify for the partial WOTC credit of \$1,500, and over 400 hours for the full \$2,400 credit.

To qualify businesses for the credit, individuals must be verified as members of a targeted group.

Workers (with Disabilities) Employment Tax Credit (WETC)

Businesses that employ people with disabilities who currently receive vocational rehabilitation services (or people who received them up to two years prior to hire) may earn \$2,100 more in state tax credits.

You get the credit during the second year of employment and can combine it with the Work Opportunity Tax Credit (WOTC).

Here is the link to our DRC page

<https://sullivanvny.us/Departments/Workforcedevelopment/disabilityservices>

Kathleen Poitras, SHRM-CP, WIP-C

Disability Resource Coordinator

Work Incentive Practitioner

Center for Workforce Development

Division of Community Resources

County of Sullivan

50 North Street

Monticello, NY 12701

office: 845-807-0587 | fax: 845-791-6851

kathleen.poitras@sullivanvny.us | <https://sullivanvny.us/Departments/Workforcedevelopment>

