



PARKS OPPORTUNITY PROGRAM

What is the Parks Opportunity Program (POP)?

Now in its ninth year, POP is one of the nation's largest transitional employment programs, in which participants work in NYC's parks, playgrounds, and recreation centers.

POP employees learn transferable skills in maintenance, security, horticulture, administration, and customer service while receiving employment services and career counseling.



History of the Parks Opportunity Program

2001

-In March 2001, Parks began operating a subsidized employment program , funded by the city's Human Resources Administration (HRA). In the Parks Opportunity Program (POP), employees work 6 months, with one day each week devoted to employment skills training. In response to the September 11, 2001 World Trade Center attack, POP referrals were frozen.

2003

-With the creation of the Job Training Participant (JTP) title in April, POP began hiring JTPs through HRA's Grant Diversion program.

- POP participants:

- worked 40 hours per week on 6-month seasonal lines,
- earned \$7.50 per hour in the JTP title,
- received job search, employment counseling, and training through POP.
- Participants' public assistance cases remained open, with paid childcare and active Medicaid (health) benefits.

2005

-In November 2005, the City of New York and labor union DC37 agreed upon the JTP title. Per this agreement, the salary increased to \$8.00 (with incremental increases thereafter). In addition, after ninety (90) consecutive calendar days of service, each JTP received:

- One (1) paid "personal business" (vacation day).
- One (1) paid "excused absence" (for sick leave or emergency).

History of the Parks Opportunity Program

2006

- In October 2006, POP began a new program, Youth Engagement Services (YES), for JTPs between the ages of 18 and 20 who are parenting. This was the first specialized program pioneered by POP to tailor services to different segments of NYC's unemployed population.
- In November 2006, collective bargaining raised the JTP salary to \$8.16 per hour.

2007

- In February 2007, JTP salaries increased to \$8.49 per hour.

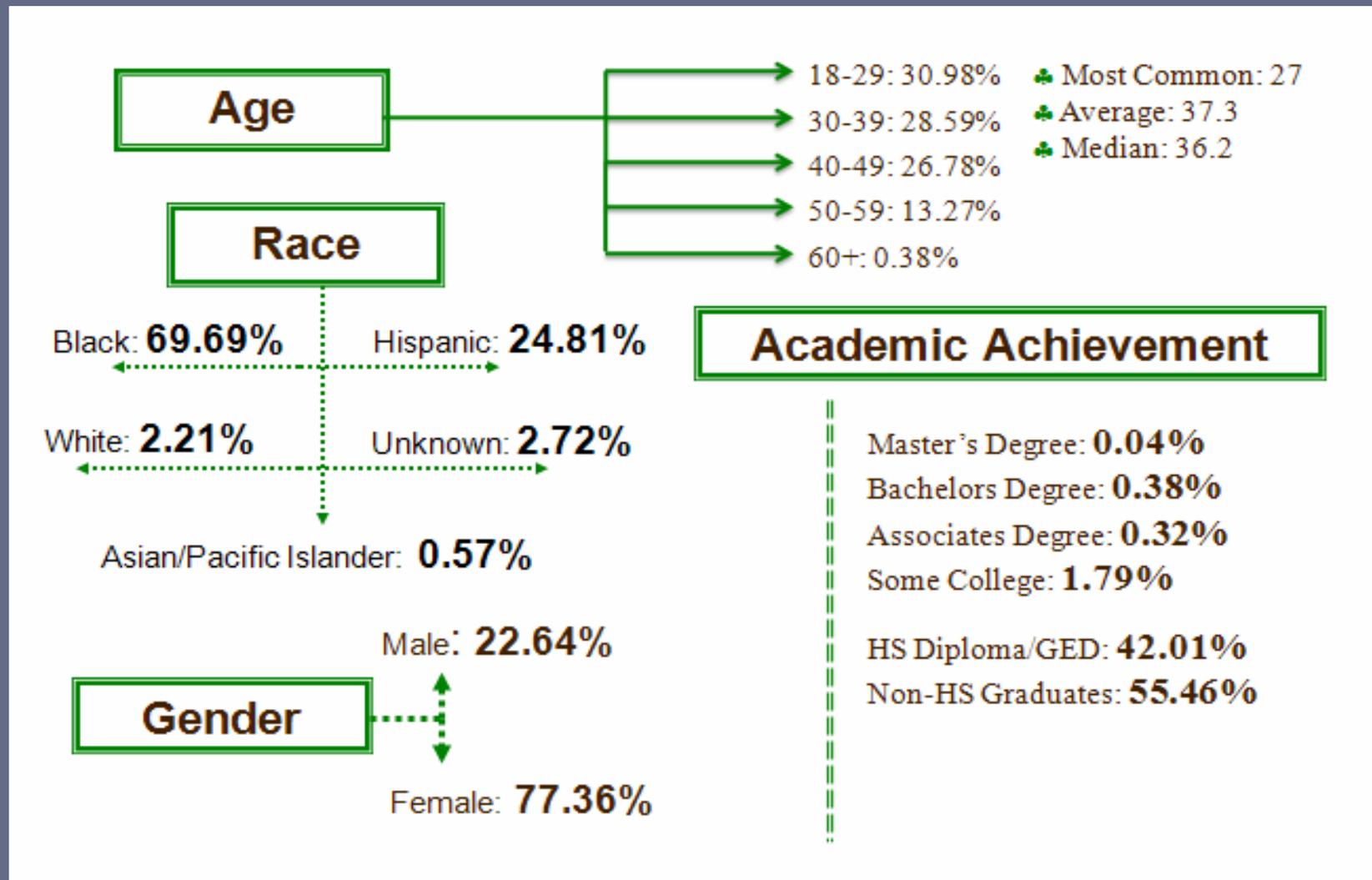
2008

- POP implemented more innovative pilot programs such as POP Plus and POP Ed/Hort.
- In February 2008, JTP salaries increased to \$8.52 per hour.

2009

- In January 2009, POP placed its 10,000th participant into employment!
- In March 2009, JTP salaries increased to \$9.21 per hour.

Who are our trainees?



Hiring and Orientation

Administrative & Field Orientations:

- Appropriate Workplace Conduct
- Right-to-Know Training
- Equal Employment Opportunity Policy
- Uniforms
- Policies and Procedures
- Timekeeping
- Parks Inspection Program (PIP) Procedures



On-the-Job Experience

POP participants contribute invaluable to the maintenance of parks and recreation centers and to the quality of life in New York City.



POP work assignments include:

- Cleaning and landscaping parks
- Maintaining comfort stations
- Repairing and restoring facilities
- Staffing recreation centers
- Office administration
- Providing security at facilities and events



Specialized Assignments

POP specialized assignments provide on-the-job training and classes to trainees each year in specific fields. JTPs provide Maintenance and Operations Divisions with crucial support through the work orders they complete.



SECURITY

CLERICAL



CUSTODIAL



FIX-IT

DRIVER TRAINING



HORTICULTURE

Partnership with NYC's Human Resources Administration (HRA)

Through POP's partnership with HRA, clients have access to the following opportunities designed to help them succeed in the workplace:

- Individual Training Account (ITA) Vouchers
- Healthcare
- Housing Assistance
- Childcare
- Transportation Reimbursement
- Public Assistance Re-Budgeting

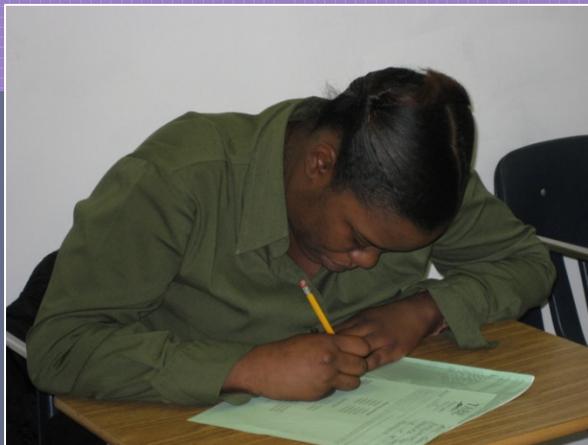


Employment Skills Counseling

Months 1-3

Employment Counselors meet with POP participants weekly. These sessions offer the following:

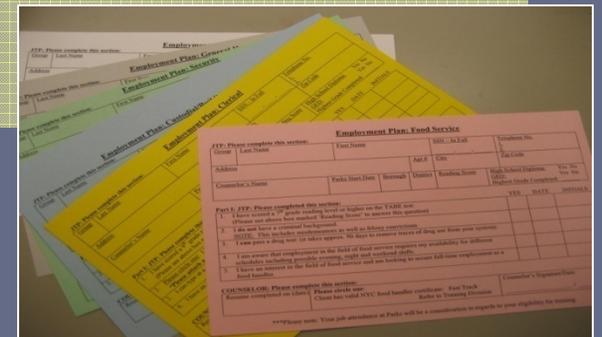
- Public Assistance case re-budgeting
- Parks Academy training
- Employment planning
- Interviewing skills
- Writing résumés
- Applications
- Cold calling
- Job maintenance skills



Months 3-6

Participants meet with Job Developers and Employment Counselors on a bi-weekly basis as well as conduct independent job search and interviews. These sessions offer the following:

- Review of application writing and résumés
- Creating a job search plan
- Phone etiquette
- Networking
- Employment retention
- Training and skill completion
- Exit counseling



Training and Education



EDUCATION classes

- General Equivalency Diploma (GED)
- Pre-GED
- Adult Basic Education (ABE)
- English as a Second Language (ESL)
- Online Education Tutorials

VOCATIONAL TRAINING courses

- Security
- Food Service
- Building Maintenance
- Clerical/Office Skills
- Driver Training
- Certified Nurse's Aide
- Patient Care Technician
- Pharmacy Technician
- A+ Certification
- Diesel/Automotive Preventative Maintenance
- Forestry Career Training
- Horticulture



COMPUTER classes

- Basic Computing
- Advanced Computing
- Graphic Design
- IBM's Web-based Curriculum
- Houghton Mifflin's Skills Tutor

Training and Education

Certifications

NYS GED

National Restaurant Association - ServSafe and ManageFirst

Pharmacy Technician Certification Board

NYS Certified HHA and CNA

CompTIA A+ (computer networking)

Patient Care Technician

Citizen Pruner Certification

Licenses

NYC Food Handler's License

NYS Security Guard

NYS Driver's License



Training and Education Partnerships



THE NEW YORK BOTANICAL GARDEN



How do we build relationships with companies?

Prescreen

POP Job Developers evaluate trainees' skills and qualifications and refer only those who match an employer's specific job requirements.

Recruitment Days

When a company has multiple available positions, POP conducts sessions to recruit among many potential candidates.

Career-Specific Training

If an employer requires candidates with specific skills, POP can design a training program.

Market-Driven Job Preparation

By forecasting the market through studying employment trends, POP is able to prepare candidates for various fields before the positions become available.

How do we build relationships with companies?

Internship/Apprenticeship Programs

POP can recruit prospective candidates and have them train at an organization before hire.

Networking Events

Each summer POP hosts an event designed to strengthen our existing partnerships and create new relationships.

Job Fairs

POP hosts semi-annual job fairs to connect over 100 employers to job seekers!

Employment Tax Credits

Employers may be eligible for tax credits through the New York State Department of Labor.

Mailings

POP sends press packets to prospective employers regularly.

What Do Employers Say About POP?



“[POP] has become an extension of our organization due to their ability to effectively recruit, screen and refer applicants that fully meet our hiring requirements.”

-Nereida Morales, Area Shared Services Manager



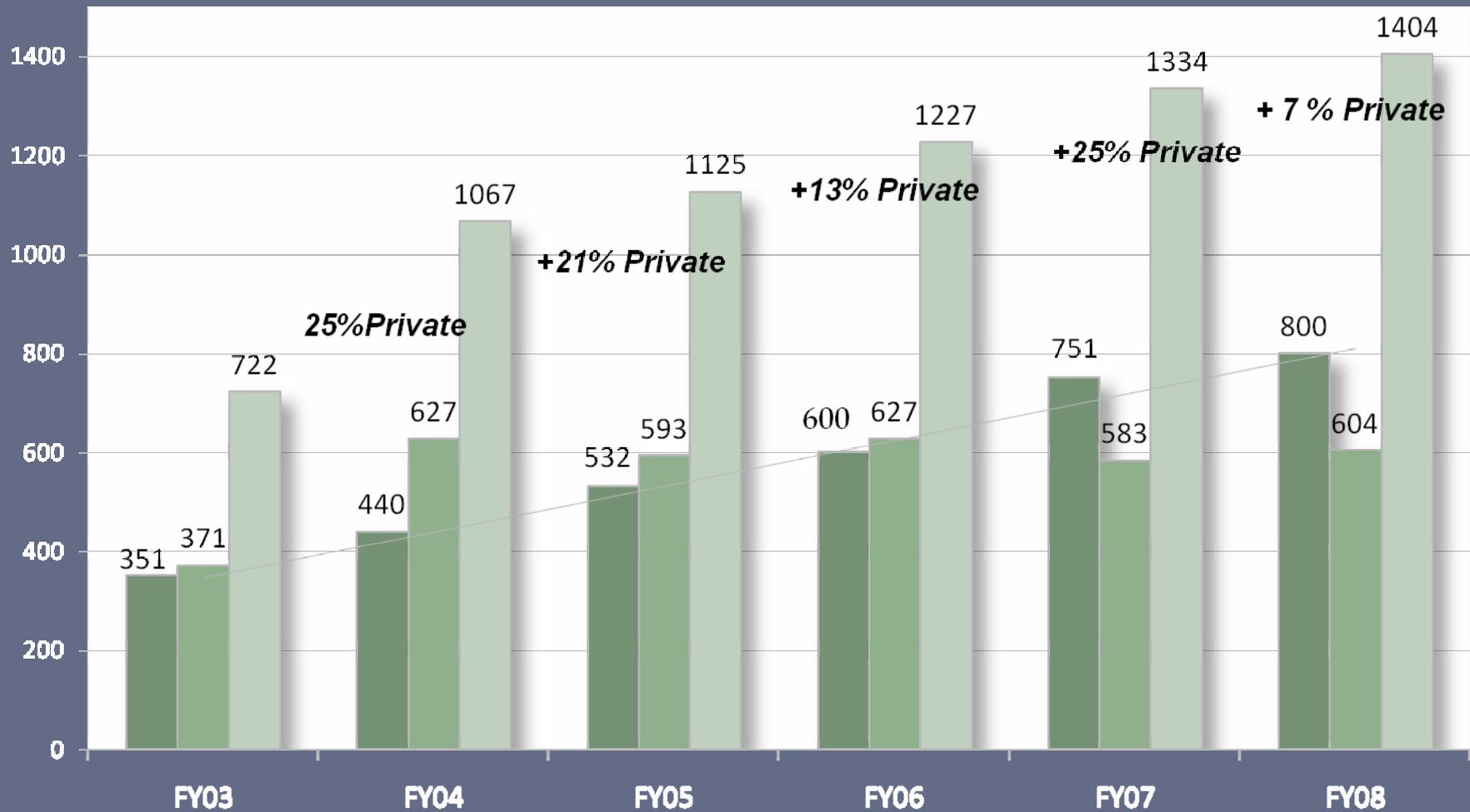
“[POP] is willing to go the extra mile to fully understand the hiring needs of its business partners.” Prospective job candidates have proven to be conscientious, motivated, focused, reliable, and hard-working. ”

-David A. Boxill, Associate Director of Human Resources

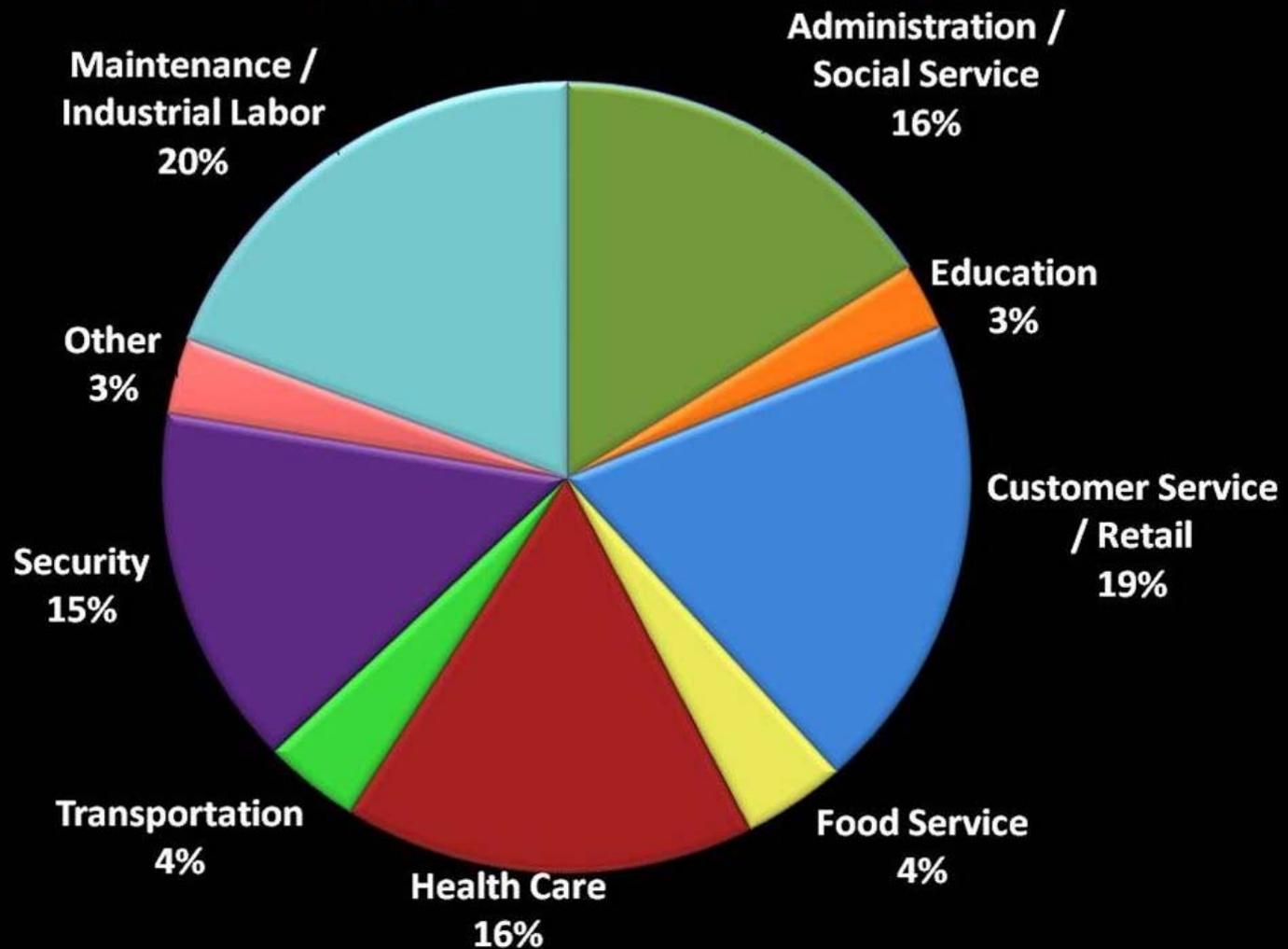
6-Year Job Placement Comparison

**128 % 5-year
Increase in Private
Placements
(FY 03 - FY 08)**

Private Parks Total Linear (Private)



Private Sector Job Placements by Industry for Fiscal Year 2008



Client Services and Retention

Increased Access to Services such as:

- Childcare
- Health Care
- Transportation Assistance through HRA
- Dress for Success
- Career Gear
- Continuing Education

POP is Here for You!

If you have any questions about:

- Adult education & training
- Afterschool programs
- Benefits
- Case status
- Child care payments
- Domestic violence
- Drug abuse
- Housing/Shelter issues
- HRA case assistance
- Interview Clothing
- Jiggetts, HSP, FEPS, Work Advantage
- Landlord/Tenant court
- Location of HRA's Parks Centers
- POP Phase II
- Resignation/Termination
- Starting a new job
- Voicemail

Please contact POP Central
at 212-830-7708 or 212-830-7781.

Dedicated Pilot Programs

POP Education/Horticulture

A year-long program focused on horticulture education.



POP ED Hort.

POP Plus

A year-long program for JTPs ages 18-25 which emphasizes personal development and features a mentoring component.



POP Works

A year-long program for trainees who are non-custodial fathers.





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