

CONSIDERATIONS BEFORE HIRING

When working with certain target populations, we recommend partnering with a local CBO or nonprofit organization with experience and expertise working with these populations. For example, if you want to support workforce development for individuals who were formerly incarcerated or unhoused, it is best to work with organizations that have experience with those groups, understand their needs, and know what kind of support or training is helpful. Consider how such programs may be perceived by the community and who needs to be included in the conversation and planning to ensure the program fits the needs and norms of the community.

Consider the following groups that often have additional barriers to employment:

- *Displaced homemakers³*
- *Low-income individuals*
- *Indians, Alaskan Natives and Native Hawaiians*
- *Individuals with disabilities, including youth*
- *Formerly incarcerated individuals*
- *Homeless individuals, homeless children and youth*
- *Youth who are in or have aged out of the foster care system*
- *Individuals who are English language learners, have low levels of literacy, and/or individuals facing substantial cultural barriers*
- *Eligible migrant or seasonal farmworkers*
- *Single parents (including single pregnant women)*
- *Long-term unemployed individuals*
- *High school students*

³ An individual who previously provided unpaid services to the family and home, who is no longer supported by a spouse with unemployment or underemployment challenges.

Projects are unlikely to target all groups. However, you can prioritize one or two groups depending on your specific project needs and your targeted hiring goals. Additionally, you may want to focus on groups that represent your expected mobility service users or have a particular connection or relationship to your expected mobility service users.

Consider the following questions:

- *Who is working in the community? Who is employed, unemployed and underemployed?*
- *What is their income, and could they afford to take this job?*
- *Do they work in the sector that you will be hiring for?*
- *What skills do they have? Will you be providing training?*
- *Do workers travel in or out of the community for work?*
- *Who would benefit the most from employment opportunities available through the mobility project?*
- *Who do we expect will be the users of this mobility project?*
- *Which groups do you predict will have a more difficult time adopting this transportation service?*
- *What issues do you think residents will have using the services?*
- *Who are trusted messengers and stakeholders in the community?*