

Opportunities & Barriers Analysis

I. Traditional Barriers

Unconnected or disconnected job seekers

- Mobility – transportation to and from jobs
- Qualification – valid driver’s license
- Skills – knowledge of what’s required versus desired
- Access – connection to those who do the hiring: who and how

Small and minority business are unaware of or not ready for opportunities

- No education or training on how to do business
- Certification requirements are unclear, many agencies, acronyms
- Contracts too large

Starting from scratch syndrome, “failure to acknowledge existing programs/services with same goal”

- Impracticality/inefficiency of ignoring other workforce development efforts
- Workforce development community and job seekers get misinformation or “run around”
- Lack of understanding of roles and parameters: government, contractor, CBOs, stakeholders
- WisDOT does not understand the communities in which the project takes place

Project opportunities and community expectations are not the same

- Misunderstanding/misrepresentation of project opportunities
- Communicating information when it is too late for people to benefit
- Contractors not wanting to hire from the community

II. Group Exercise

Stakeholder Priorities

1. Fill in the blank: “As long as WisDOT does something about _____, I will consider the project positive and successful.”

Resources

2. What are you (individual, organization, firm) able and/or willing to contribute to this effort (*stakeholder committee*) to compel WisDOT to implement actions or programs for Dane County to benefit from our transportation-related opportunities?
3. Identify key people or resources that WisDOT needs to include (communicate with, correspond with, meet with, report to, etc.) to ensure that the barriers and challenges to fulfilling construction-related opportunities are addressed in a way that benefits Rock County?

Opportunities and Strengths – Labor

4. Please list the opportunities and strengths that WisDOT must build upon to facilitate labor opportunities for Dane County (examples: construction trainers, jobseeker resources, employer advocates)?
5. Where, in Rock County, would Wisconsin DOT find (a) people who are interested in construction careers (b) people who are ready for construction careers?

Opportunities and Strengths – Business

6. Please note the opportunities and strengths that WisDOT must build upon to facilitate business opportunities?
7. What organizations should WisDOT exchange business opportunity information with?