

EDB Committee

From: Linda Puppolo <lpmindeze@gmail.com>
Sent: Thursday, September 10, 2020 1:25 PM
To: EDB Committee
Subject: Testimony for 9-10-20 EDB-85
Attachments: L Puppolo Testimony-EDB-85 9-10-2020.pdf

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TESTIMONY OF LINDA PUPPOLO

SEPTEMBER 10, 2020

Linda Puppolo
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RE: EDB-85

Aloha Members of the Economic Development and Budget Committee,

Thank you for this opportunity to testify and provide information about our newly created mauicountyvirtualjobfair.com website funded through Cares Act Funding. As you know, the COVID-19 pandemic has created an unemployment disaster in Maui County; especially in the remote communities of Moloka'i, Hana, and Lanai.

In February of this year, the unemployment rate for Maui County was 2.6% (Maui Island 2.6%, Lanai Island 2.2%, and Moloka'i Island 4.3%). As of August 29th, 2020, sixty-one thousand (61,000) Maui County residents have filed initial claims for unemployment. That is approximately sixty-six percent (66%) of the Maui County workforce. Maui County is by far the hardest hit county in the state.

In the beginning of the crisis, we quickly recognized the need to have virtual tools and developed a website to help the community file for unemployment, information about training and education, and direct links to relief funding. The website is mauiamericanjobcenter.com.

In June, the Office of Economic Development Workforce Development Division and the Maui County Workforce Development Board began a strategic collaboration with the University of Hawaii and Maui County American Job Center Partners to develop another virtual tool to assist Maui County residents, businesses, and Workforce Career Counselors in job searches, career guidance, educational opportunities and funding, short term training, on-the-job training opportunities, training certifications, and assistance with TANF, Medicaid, and SNAP. The website, mauicountyvirtualjobfair.com, launched on August 1st, 2020 and has presently, 23,272 page views. (attached stats for only one month before direct marketing)

The following **NO-CHARGE** services are available by computer or smartphone from the safety of the participant's homes and businesses:

- Opportunity to better assist remote communities through virtual tools
- Businesses may post jobs and profiles
- Residents may job search and create a unique profile to attract employers
- Career Counselors are available
- Assessments of competencies and job interests may be performed
- Information on Programs of Study, Educational Certificates, and Apprenticeship Programs
- Educational funding information and fiscal counseling including a link to the FAFSA application

- Educational opportunities for residents with barriers to employment such as disabilities, English language learners, chronic unemployment, post incarceration, aging out of foster care, victims of domestic violence, and employment programs for aging residents and farm workers
- Veteran services are a priority

We want you to know that the Cares Act funding made this tool and a robust collaboration possible. The University of Hawaii while closed to the public, was able to register new students and virtually assist their needs. The American Job Center and the Maui County Rapid Response Program continue to assist the needs of dislocated workers and struggling businesses without the problem of social distancing large groups of people.

Mahalo to Mayor Victorino, OED Director Inamasu, and the Maui County Council for the assistance the Cares Act funding has provided to the residents of our Maui County Community.



Linda Puppolo

Attachments:

DLIR Unemployment Statistics

Mauicountyvirtualjobfair.com Audience Overview statistics

Unemployment Claims - Maui County

STATE-WIDE COMPARISON UNEMPLOYMENT CLAIMS VS. STATE POPULATION

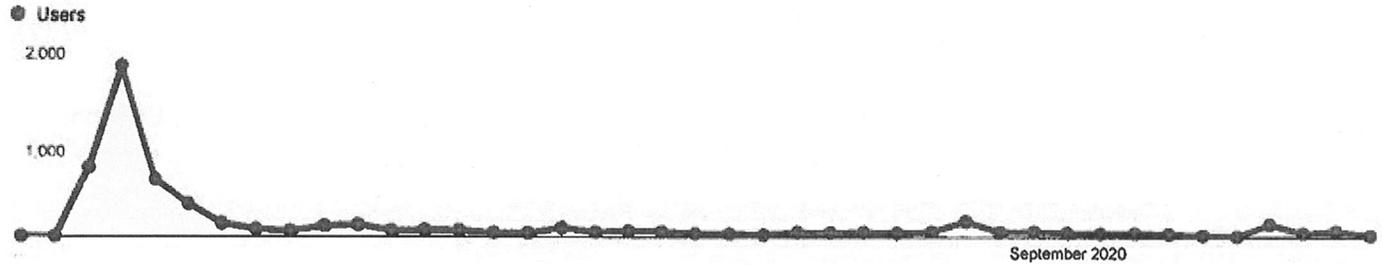
	MAUI & LANAI	MOLOKAI	MAUI	STATE	% of STATE CLAIMS		WARN LETTERS	7/11-9/4	OAHU	KAUAI	HAWAII ISLE	AGENT	MAUI	STATE TOTALS BY COUNTY
4-Jan	223	14	237	1,833	12.93%				1,091	98	378	29	237	1,833
11-Jan	250	18	268	1,838	14.58%				1,104	98	344	24	268	1,838
18-Jan	161	5	166	1,246	13.32%				777	89	189	25	166	1,246
25-Jan	136	1	137	1,022	13.41%		CARE RESOURCE	25	650	72	145	18	137	1,022
1-Feb	159	1	160	1,141	14.02%		HYATT REGENCY	684	750	75	133	23	160	1,141
8-Feb	156	4	160	1,149	13.93%		DA KITCHEN-KAHULUI	50	736	58	170	25	160	1,149
15-Feb	159	5	164	1,212	13.53%		UNITED AIRLINES	54	804	57	162	25	164	1,212
22-Feb	128	9	137	1,027	13.34%		TRAVAASA MAUI	50	672	46	154	18	137	1,027
29-Feb	112	1	113	1,055	10.71%		MONTAGE KAPULUA BAY	252	710	48	165	19	113	1,055
7-Mar	133	5	138	1,281	10.77%		**FAIRMONT KEALANI	625	866	63	196	18	138	1,281
14-Mar	165	1	166	1,595	10.41%		**TRAVAASA HANA (rehire under new Company in October-Green Tea, LLC)	0	1,108	84	217	20	166	1,595
21-Mar	2,203	10	2,213	8,823	25.08%		**Hawaiian Airlines (statewide)	2,018	4,837	698	1,019	56	2,213	8,823
28-Mar	10,849	84	10,933	48,639	22.48%		**Royal Lahaina Resort	98	27,020	4,037	6,467	182	10,933	48,639
4-Apr	10,274	120	10,394	53,112	19.57%		**Aqua-Aston Kaanapali Shores	120	30,958	4,476	7,063	221	10,394	53,112
11-Apr	5,902	94	5,996	34,723	17.27%		**Kaanapali Beach Resort	73	21,548	2,589	4,384	206	5,996	34,723
18-Apr	4,074	76	4,150	26,599	15.60%		**Marriotts/Maui Ocean/Westin/Nanea	312	16,790	2,046	3,373	240	4,150	26,599
25-Apr	3,519	60	3,579	22,497	15.91%		many of these above may not have filed claims and some have layoffs in Oct/Nov		14,327	1,566	2,797	228	3,579	22,497
2-May	2,544	32	2,576	15,183	16.97%		**NEW		9,559	1,002	1,744	302	2,576	15,183
9-May	1,911	24	1,935	12,331	15.69%				7,969	775	1,389	263	1,935	12,331
15-May	1,747	39	1,786	10,986	16.26%				7,014	706	1,284	196	1,786	10,986
23-May	1,306	43	1,349	9,160	14.73%				5,851	611	1,148	201	1,349	9,160
30-May	1,137	16	1,153	7,736	14.90%				4,830	550	1,044	159	1,153	7,736
6-Jun	1,050	23	1,073	7,370	14.56%				4,683	507	930	177	1,073	7,370
13-Jun	1,113	21	1,134	7,272	15.59%				4,555	485	901	197	1,134	7,272
20-Jun	1,143	30	1,173	7,199	16.29%				4,352	545	970	159	1,173	7,199
27-Jun	1,212	29	1,241	8,220	15.10%				5,090	537	1,153	199	1,241	8,220
5-Jul	1,166	25	1,191	7,675	15.52%				4,810	546	988	140	1,191	7,675
11-Jul	1,300	23	1,323	7,696	17.19%				4,667	475	1,060	171	1,323	7,696
18-Jul	1,086	16	1,102	7,627	14.45%				4,908	489	996	132	1,102	7,627
25-Jul	904	23	927	5,919	15.66%				3,733	404	698	157	927	5,919
1-Aug	720	14	734	5,069	14.48%				3,166	339	703	127	734	5,069
8-Aug	752	18	770	5,314	14.49%				3,310	738	350	146	770	5,314
15-Aug	813	19	832	5,537	15.03%				3,577	656	341	131	832	5,537
22-Aug	918	23	941	5,795	16.24%				3,741	646	340	127	941	5,795
29-Aug	888	23	911	6,782	13.43%				4,716	655	338	162	911	6,782
TOTALS	60,313	949	61,262	351,663	17.42%	66.28%	OF THE WORKFORCE IN MAUI COUNTY HAVE FILED A UI CLAIM		215,279	26,866	43,733	4,523	61,262	351,663
Compare Maui 2019 Jan-June	3,990	MAUI WORKFORCE IS		87,023				% UI CL	61.22%	7.64%	12.44%	1.29%	17.42%	100.00%
Compare State 2019 Jan - June	31,429	APPROX # of GIG WORKERS		5,400				POP.	974,563	72,293	201,513	0	167,503	1,415,872
% of State vs. Maui Claims	12.70%	TOTAL		92,423.00				% POP.	68.83%	5.11%	14.23%	0.00%	11.83%	100.00%
								% ABOVE/BELOW	-7.61%	2.53%	-1.80%	0.00%	5.59%	

Audience Overview

Aug 1, 2020 - Sep 10, 2020

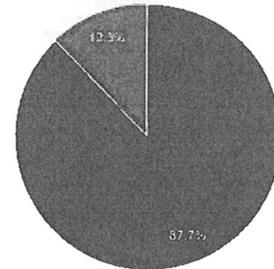
○ All Users
100.00% Users

Overview



Users 4,618	New Users 4,616	Sessions 6,198
Number of Sessions per User 1.34	Pageviews 23,272	Pages / Session 3.75
Avg. Session Duration 00:03:30	Bounce Rate 33.64%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	2,555	55.32%
2. en	1,968	42.61%
3. en-gb	22	0.48%
4. haw	20	0.43%
5. ja	12	0.26%
6. ja-jp	7	0.15%
7. en-au	4	0.09%
8. en-ca	3	0.06%
9. haw-us	3	0.06%
10. ro-ro	3	0.06%