

# CITY OF ALLENTOWN

## PHASE 2 RECOMPETE PLAN

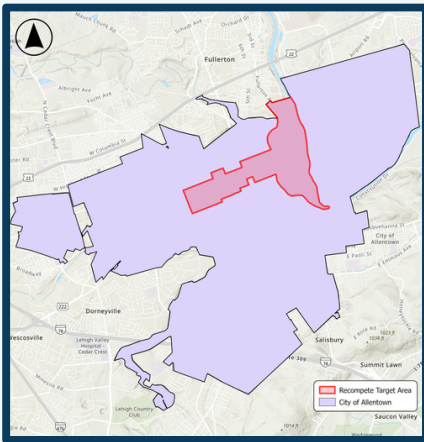
Submitted 04.25.2024

anticipated notice of award  
by end of Summer 2024

The City of Allentown Recompete Plan will grow a diverse, expanded, and trained workforce in order to ensure greater, more equitable participation in citywide and regional economic growth.

**\$20M**  
funding  
request

### RECOMPETE AREA



Census Tracts: 4, 5, 9, 10, 18, 20  
Population: 23,152  
Latino/Hispanic: 70.7%  
Median Household Income: \$43.0k  
Per-capita Income: \$17.5k

US CENSUS ACS 5YR, 2022

### RECOMPETE IS A PLACE-BASED INVESTMENT THAT WILL:

Recompete centers Allentown's most vulnerable in our capacity-building interventions. **Franklin Park, Center City, and the 1st and 6th Wards** are Recompete priority neighborhoods.

Recompete initiates new partnerships between service providers and industries. **38 local and regional partners** have contributed to this plan's development. Partners supplement Recompete dollars with **136 commitments and leveraged assets**.

Recompete removes primary barriers to prime-age employment and builds connections to high opportunity industries. Priority industries for this plan are **healthcare** and **manufacturing**.

Recompete puts Allentown workers in a stronger position to **earn higher wages**, travel **shorter distances** to work, and create **new chapters of opportunity** for our communities.

PAEG Population (est.)  
**1,122**

**12.1**  
PAEG %

— **PAEG REDUCTION GOAL** → **SUB-5%**

This Plan will employ a minimum of **659** Recompete Area residents by 2030. Recompete investments will cut the localized PAEG by **60%**.

The **PAEG, Prime-age Employment Gap**, is one way that the EDA determines "economic distress". Prime-age adults are between 25-54 years old. The gap counts an area's difference from the national prime-age employment average.

### TRANSCENDING ECONOMIC DISTRESS

By 2030, the City of Allentown PAEG will be less than **4.75%**, and therefore, no longer classified as an economically distressed local community.



**READ THE  
FULL PLAN  
HERE:**

[www.allentownpa.gov/recompete](http://www.allentownpa.gov/recompete)



**4** STRATEGIES  
**8** COMPONENT  
PROJECTS

## STRATEGY I — FACILITATE LOCAL EMPLOYMENT

1

Create a Diverse, Connected Continuum of Career Readiness

2

Grow Careers in High-Demand Professions

3

Redesign Reentry Workforce Programming

**Skills and education gaps and language barriers** are keeping folks in Allentown out of the workforce. **1-of-3** prime-age Latino residents within the Recompete Area have not completed high school. Facilitating local employment requires an inclusive community and economic development strategy. These projects invest in ESL training, youth (pre-prime-age, HS) development, pre-apprenticeships, credentialing, and reentry programming. **Resource Navigators** will connect residents with providers, programming, and more. Recompete investments will support partners to deepen their connection in the community and tailor their services to the prime-age unemployed population.

## STRATEGY II — EXPAND ACCESS TO NEEDS RESPONSIVE CHILDCARE

4

Support Higher Capacity, Needs-Responsive Childcare

5

Support Economic Mobility through Affordable Childcare

**Provider capacity** is at the root of childcare access. This strategy builds provider strength, promotes workforce diversity, and empowers caretakers to pursue employment opportunities while ensuring the well-being of their children. Investments will lift Recompete Area providers' **Keystone STARS** ratings, in turn, boosting the quality of care and generating higher subsidy rates for low-income, working families. We will pilot a **Coordinated Care Network** to deliver a shared-services approach to families within the Recompete Area.

## STRATEGY III — INVEST IN TRANSPORTATION OPTIONS

6

Supplement LANTA Service with Expanded Transportation Options

**80%** of Allentown residents work outside of the city. We will build first-and-last mile connections to public transit, support modal choice, and invest in safer streets with Public Works. Long-term goals support the **power of proximity**, bringing jobs, education, and opportunity closer to Allentown residents.

## STRATEGY IV — BUILD CONNECTIONS TO HIGH OPPORTUNITY INDUSTRIES

7

Accelerate AEDC Urban Sites Program

8

Integrate Regional Health Network Career Pathways

**Healthcare** and **Manufacturing** sectors compose nearly **one-third** of the Lehigh Valley's workforce, employing over 96,000 workers. These industries produce a combined GDP output of **+\$15B** and drive our area's economy. Building connections to these good-paying, local jobs is the key to unlocking **more equitable participation** in regional growth. This plan will bring small footprint, urban manufacturing sites online, and engage local facilities of our premier health networks.