**Edgerton, KS – Learning and Career Center – IMCA Narrative Document**

**Problem Assessment:**

The City of **Edgerton, Kansas** defines itself as a unique small town with strong community values, and boasts a world-class inland port with direct connections to the global supply chain.As home to Logistics Park Kansas City (LPKC), Edgerton is forging connections that have global reach with local impact.

Logistics Park Kansas City is a 1,700-acre master-planned distribution and warehouse development. Served by global transportation leader, BNSF Railway, and anchored by its newest intermodal facility, LPKC has attracted national tenants including Amazon Fulfillment, Jet.com, Kubota, Flexsteel Industries and others.

As a result of LPKC locating in Edgerton, the workforce demand in the area has rapidly increased. To meet the demands of the increased job growth, Edgerton Mayor Roberts conceived the idea for a “one-stop-shop” for job seekers looking to gain education and certifications needed for jobs at LPKC. The City established a collaborative partnership between Johnson County Community College (JCCC), the City of Edgerton, NorthPoint Development, Workforce Partnership, BNSF Railway and ElevateEdgerton! Partnership for Economic Advancement to focus on developing a highly trained workforce for the supply chain and logistics industry. Through this partnership, the Learning & Career Center (LCC) at LPKC was created in October of 2015.

The LCC offers education, certifications and other workforce development opportunities that bridge the gap between the needs of LPKC tenants and the education and training of current and future workforce. A collaborative partnership was established The LCC is preeminent example of education and industry working together to prepare individuals for a career path in warehousing and distribution operations. It is also a proactive step toward ensuring a well-qualified labor force exists well into the future.

**Program Implementation and Costs:**

Johnson County Community College (JCCC)

JCCC provided direction, coordination and administrative support for the development and ongoing operations of the training center. JCCC designed the educational program to train the current and future workforce to meet the needs of companies at LPKC and in the surrounding area. CDL certification, forklift operation and basic warehousing are a few of the many skills taught at the LCC.

Other resources JCCC provided are:

* $2,500 in furniture
* $5,000 in computer equipment
* Promotion through campus communications
* Posters and flyers throughout campus
* Social media pushes – Facebook, Twitter and LinkedIn
* Sponsored several direct mail campaigns and signage

BNSF Railway

BNSF Railway supported LCC by providing marketing services for brand/messaging development, brochures and promotional materials and website:

Value of donated services and equipment: $30,500

City of Edgerton

The City of Edgerton acted as an aggregator for the community partners during the creation of the program. Edgerton provided program promotion through the monthly resident newsletter, a call out on the city website, posters and flyers throughout the community. They also sent postcards to every household in the target zip codes 66021 and 66030 (Edgerton population − 2,612 and Gardner− population 20,961) to promote the services offered at the LCC. The City also placed print and online advertisements to promote the new program.

Other promotions efforts donated by the City of Edgerton

* Set up specific event page on Facebook for partner links
* Coordinated and deployed press releases and other public relations needs
* Worked with high school teachers to identify students who may have interest in warehouse and distribution industry
* Worked with Edgerton elementary school to send back pack flyers home

Workforce Partnership

Workforce Partnership staffs the LCC. Since its opening in 2015, the LCC has had four employees. Currently, one full-time employee staffs the LCC.

Other resources provided by Workforce Partnership:

* Open houses posted on website
* Social media posts promoting the LCC - Facebook and Twitter
* Posters and flyers promoting the LCC
* Leverage existing internal communication channels for potential candidates

NorthPoint Development

The LCC is located in first class office space within LPKC. Northpoint Development donated this space rent-free.

Northpoint Development also promoted the LCC via:

* Website posts
* Social media posts – Twitter, LinkedIn and Facebook
* E-blasts to company contacts

ElevateEdgerton! Partnership for Economic Advancement

ElevateEdgerton! (EE!) is currently co-located in the space that the LCC occupies. This allows job seekers the ability to utilize EE! staff as a resource to gain a better understanding of the LPKC tenants and the economic development environment in the community.

**Tangible Results/Measureable Outcome:**

Tenants of LPKC have provided feedback, saying that the addition of the LCC has been a deciding factor when looking at locating a warehouse or distribution center at LPKC. This training resource has been mutually beneficial for both tenants and job seekers. It provides job seekers the opportunity to become a part of the supply chain and join the industry that is driving Edgerton’s local economy while helping the companies within the industry thrive with skilled workforce.

In the last six months (September 2016 – February 2017) an average of 20 job seekers were assisted each month. An average of 240 workers will seek assistance from the LCC annually.

**What lessons were learned during the planning, implementation and analysis of program?**

The most important less that the City of Edgerton learned through the program planning process what that a small community can accomplish great things with the help of enthusiastic partners. By leveraging relationships and keeping the best interests of the community in mind, the City was able to form an alliance of community leaders to make this one-stop-shop for job seekers a reality.

One lesson learned during program implementation was that leveraging the strengths of you partners is paramount. Without the contribution of unique skills, knowledge and resources from the program partners, the LCC would not be operational today.

The LCC is now in its second year of operation and in that time much analysis has been conducted. Through program review, changes such as hours of operation have been implemented to best serve the tenants of LPKC and job seekers. Edgerton has learned that analysis is instrumental in creating a successful program.

**How does program raise awareness of contributions of local government managers?**

To meet the training needs of current companies and to fulfill the employment needs of the future companies locating at LPKC, the City of Edgerton team facilitated a public-private partnership leading to the creation of the Learning & Career Center (LCC) at LPKC. The LCC prepares candidates for a career in warehousing and distribution operations for residents and other jobs seekers throughout the region and is a prime example of how public and private partnerships can advance a community forward.