Jobenomics: The economics of job and small business creation.

Jobenomics New York City Goal: Create 500,000 net new private sector jobs in New York City within the next 10 years with emphasis on minorities, women and new workforce entrants.

Rev. Michel Faulkner & Chuck Vollmer
14 August 2016
Increase NYC’s historical job creation rate from 220,000 to **500,000 new jobs per decade**, with a stretch goal of 1,000,000 new jobs by 2026.
Jobenomics National Grassroots Movement

Plan for America (Book, Research, Initiatives & Blog)
- Focused on the economics of small and self-employed businesses and job creation for women, minorities, new workforce entrants and other hopefuls who want to work.
- Provides detailed plans for American business and jobs creation

Bipartisan National Grassroots Movement
- Following of over 2 million people nationwide
- Highly scalable business generation projects underway in numerous cities and states.

U.S. Goal: 20 million new U.S. private sector jobs every 10 years.
Jobenomics New York City (JNYC)

Leadership
- Rev. Michel Faulkner, Candidate for Mayor of New York City, and Chuck Vollmer, Jobenomics Founder and President
- Develop a Jobenomics New York City initiative with active participation of community leaders and decision-makers

JNYC Goal: 500,000 Net New Jobs for the Five Boroughs of NYC
- Implement Jobenomics Community-Based Business Generators to mass-produce startup businesses and skills-based training
- Concentrate on local small business and workforce development

Current status: Developing strategic plan and determining interest
JNYC Plan Key Points

- Jobs do not create jobs, businesses do. Small businesses employ 80% of all Americans and created 80% of all new jobs this decade.

- JNYC will focus on mass-producing small businesses with emphasis on the demographics with the highest need and potential: women, minorities, new workforce entrants and other hopefuls.

- Manhattan provides the vast majority of jobs in NYC. JNYC will tailor its business and job creation efforts across all five NYC boroughs according to their needs and employment opportunities.

- NYC per capita income is at or below national average for every borough except Manhattan, which is well above average. NYC unemployment rates are also above the national average.

- JNYC is implementing a Jobenomics Community-Based Business Generator in Harlem with plans to expand citywide to fill current open jobs, as well as new high growth employment areas and new Jobenomics NYC initiatives such as direct-care and urban mining.

Focus on highly-scalable business and job creation opportunities.
Goal: 500,000 Net New Jobs in 10-Years

NYC Job Creation Comparison

<table>
<thead>
<tr>
<th>Category</th>
<th>Historical Average Per Decade 1990-2016</th>
<th>Next Decade 2016-2025 JNYC Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manhattan</td>
<td>45,702</td>
<td>50,000</td>
</tr>
<tr>
<td>The Bronx</td>
<td>44,802</td>
<td>125,000</td>
</tr>
<tr>
<td>Brooklyn</td>
<td>48,358</td>
<td>125,000</td>
</tr>
<tr>
<td>Queens</td>
<td>68,629</td>
<td>150,000</td>
</tr>
<tr>
<td>Staten Island</td>
<td>12,956</td>
<td>50,000</td>
</tr>
<tr>
<td>NYC Total</td>
<td>220,447</td>
<td>500,000</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics

JNYC Initial Job Creation Plan

<table>
<thead>
<tr>
<th>Category</th>
<th>New Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filling Current Open Jobs</td>
<td>25,000</td>
</tr>
<tr>
<td>New High Growth Jobs</td>
<td>225,000</td>
</tr>
<tr>
<td>Healthcare &amp; Social Assistance</td>
<td>125,000</td>
</tr>
<tr>
<td>Other High Growth Occupinations</td>
<td>100,000</td>
</tr>
<tr>
<td>New &amp; Emerging Areas</td>
<td>150,000</td>
</tr>
<tr>
<td>Digital Economy/E-Commerce</td>
<td>100,000</td>
</tr>
<tr>
<td>Energy Technology Revolution</td>
<td>50,000</td>
</tr>
<tr>
<td>J-NYC Initiatives (Examples)</td>
<td>100,000</td>
</tr>
<tr>
<td>Direct Care Center</td>
<td>50,000</td>
</tr>
<tr>
<td>Urban Mining</td>
<td>25,000</td>
</tr>
<tr>
<td>Construction, Renovation</td>
<td>25,000</td>
</tr>
</tbody>
</table>

500,000 100%

Jobenomics New York City plan is still in the development phase. Consensus building, participation and sponsorship is underway.
Jobenomics Community-Based Business Generator (JCBBG) Process

Labor Pool of People Interested In Workfare

Top Candidates Selected By Schools, Non-Profits, Churches, Sports Teams, Etc.

Top Candidates

JCBBG Candidate Interviews, Aptitude Testing and Counseling

Sent To Other Educational and Training Centers for Career Development

JCBBG Leadership, Skills-Based Training and Certification Programs

Hired by Existing Companies Looking For Pre-Qualified Employees

Start Small Business

A Unique Community-Based Business And Workforce Development Process
Presentation Outline

NYC Labor Force and Income Analysis

NYC Borough Statistics

Jobenomics Community-Based Business Generators

JNYC Initial Job Creation Plan

Concluding Thoughts and Contact Information
New York Metro Population At A Glance

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New York-Newark, NY-NJ-CT-PA Combined Statistical Area</td>
<td>23,723,696</td>
<td>1,781</td>
</tr>
<tr>
<td>New York-Newark-Jersey City, NY-NJ-PA Metropolitan Statistical Area</td>
<td>20,182,305</td>
<td>1,346</td>
</tr>
<tr>
<td>New York–Jersey City–White Plains, NY–NJ Metropolitan Division</td>
<td>14,413,079</td>
<td>N/A</td>
</tr>
<tr>
<td>New York City (5 Boroughs)</td>
<td>8,550,405</td>
<td>27,858</td>
</tr>
<tr>
<td>Brooklyn (Kings County, NY)</td>
<td>2,636,735</td>
<td>37,137</td>
</tr>
<tr>
<td>Queens (Queens County, NY)</td>
<td>2,339,150</td>
<td>21,460</td>
</tr>
<tr>
<td>Manhattan (New York County, NY)</td>
<td>1,644,518</td>
<td>72,033</td>
</tr>
<tr>
<td>The Bronx (Bronx County, NY)</td>
<td>1,455,444</td>
<td>34,653</td>
</tr>
<tr>
<td>Staten Island (Richmond County, NY)</td>
<td>474,558</td>
<td>8,112</td>
</tr>
</tbody>
</table>

- Primary focus of JNYC is on New York City and its five boroughs with emphasis on job and small business creation.
- The New York Metropolitan Division and Statistical Areas require workers and skills that can be sourced from the NYC labor pool.
- Population density is a key consideration for business creation.

New York City is home of 9 million people and 4 million employees.
New York City

- Population 8.5 million
  - White: 2.74 million (32.3%)
  - Hispanic: 2.46 million (29.0%)
  - Black: 1.89 million (22.3%)
  - Asian: 1.16 million (13.7%)
- Median income: $52,996 (National average: $54,964) 4% Below
- Poverty level (National average: 15.5%)
  - Hispanic: 698,697 (percent of race/ethnicity: 28.4%)
  - Black: 476,124 (percent of race/ethnicity: 25.2%)
  - Asian: 241,639 (percent of race/ethnicity: 20.8%)
  - White: 540,869 (percent of race/ethnicity: 19.7%)

Source: www.dataUSA.io
NYC Job Growth: A Mixed Picture

NYC Borough Employment Growth Last Decade

1 January 2006 to 1 April 2016
Source: U.S. Bureau of Labor Statistics

Brooklyn: 179,379 New Jobs, 17.8% Growth
(Kings County)

Queens: 105,454 New Jobs, 10.2% Growth

Manhattan: 37,251 New Jobs, 4.3% Growth
(New York County)

The Bronx: 108,672 New Jobs, 23.3% Growth

Staten Island: 9,029 Lost Jobs, -4.0% Growth
(Richmond County)

Average Employment Growth Last Decade: U.S.=7.2%, New York State=3.5%, NY-NJ MSA=7.2%, NYC=11.8%, Staten Island=-4.0%
Unemployment: Mixed Picture

NYC
Average
5.1%

7.0%
Bronx

4.4%
New York

5.1%
Kings

5.2%
Richmond

June 2016
Source: NY State Department of Labor

U.S. Unemployment rate = 4.9%, New York State = 4.5%, The Bronx is the 3rd worst county out of 62 counties in NY State.
Personal Income: Below Average (Except Manhattan)

Per Capita Personal Income

- Manhattan: $148,000 (2014), Growth Rate 31%
- New York-Newark-Jersey City Metropolitan Statistical Area: $61,440 (2014), Growth Rate 22%
- Staten Island: $47,360 (2014), Growth Rate 19%
- New York State: $57,705 (2015), Growth Rate 30%
- U.S. Average: $47,669 (2015), Growth Rate 25%

Four boroughs have below average and slow growing income.
Cost-of-living is an important JNYC consideration. More local jobs and homebased businesses could significantly enhance quality-of-life.
NYC Industry: Services Dominant

New York City Jobs By Industry

March 2016
Source: U.S. Bureau of Labor Statistics

Service-Providing Industries = 82%,
Goods-Producing Industries = 5%
Government = 13%

JNYC will examine each of these industries for lost as well as emerging opportunities.
NYC Industry Dynamics: Not Intuitive

New York City Industry Employment Trends Last Decade
2006 Through Q1 2016
Source: U.S. Bureau of Labor Statistics

- Education & Health Services: Growth Rate 30%
- Professional & Business Services: Growth Rate 24%
- Trade, Transportation & Utilities: Growth Rate 12%
- Government: Growth Rate -2%
- Financial Activities: Growth Rate 0%
- Leisure & Hospitality: Growth Rate 47%
- Information: Growth Rate 16%
- Other Services: Growth Rate 21%
- Construction: Growth Rate 16%
- Manufacturing: Growth Rate -25%

Workforce and growth rates generally not well understood.
Presentation Outline

NYC Labor Force and Income Analysis

NYC Borough Statistics

Jobenomics Community-Based Business Generators

JNYC Initial Job Creation Plan

Concluding Thoughts and Contact Information
Manhattan (New York County)

- Population 1.6 million
  - White: 766,937 (46.9%)
  - Black: 423,963 (25.9%)
  - Hispanic: 205,503 (12.6%)
  - Asian: 191,248 (11.7%)

- Median income: $76,089 (National average: $54,964) \( \checkmark \) 38% Above

- Poverty level (National average: 15.5%)
  - Hispanic: 117,621 (percent of race/ethnicity: 57.2%) \( \checkmark \) Over ½ in Poverty
  - Asian: 35,827 (percent of race/ethnicity: 18.7%)
  - Black: 72,109 (percent of race/ethnicity: 17.0%)
  - White: 95,839 (percent of race/ethnicity: 12.5%)

\( \checkmark \) Minority Majority Borough

Source: www.dataUSA.io

Earned Income
Not including welfare
Or underground economy

Low
$12,479

High
$232,266
Manhattan Neighborhoods (Earned Income)


Low $12,479

High $232,266
Manhattan Labor Force

Manhattan (New York County) Labor Force

Source: New York State, Department of Labor, Q3 2015


<table>
<thead>
<tr>
<th>Industry</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, Scientific and Technical Services</td>
<td>342,580</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>289,372</td>
</tr>
<tr>
<td>Government</td>
<td>259,581</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>221,374</td>
</tr>
<tr>
<td>Food Services and Drinking Places</td>
<td>179,415</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>161,122</td>
</tr>
<tr>
<td>Information</td>
<td>152,582</td>
</tr>
<tr>
<td>Administrative and Support and Waste Management</td>
<td>142,944</td>
</tr>
<tr>
<td>Educational Services</td>
<td>102,656</td>
</tr>
<tr>
<td>Other Services</td>
<td>99,593</td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>82,615</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>75,301</td>
</tr>
<tr>
<td>Management of Companies and Enterprises</td>
<td>61,179</td>
</tr>
<tr>
<td>Arts, Entertainment and Recreation</td>
<td>59,365</td>
</tr>
<tr>
<td>All Other</td>
<td>142,531</td>
</tr>
</tbody>
</table>

Manhattan’s employment exceeds its population, which provides opportunities for surrounding counties and the region.
Brooklyn (Kings County)

- Population 2.6 million
  - White: 932,867 (35.6%)
  - Black: 814,814 (31.1%)
  - Hispanic: 512,181 (19.5%)
  - Asian: 307,115 (11.7%)
- Median income: $47,966 (National average: $54,964) √ 13% Below
- Poverty level (National average: 15.5%)
  - Hispanic: 157,089 (percent of race/ethnicity: 30.1%)
  - Asian: 80,098 (percent of race/ethnicity: 26.1%)
  - White: 231,458 (percent of race/ethnicity: 24.8%)
  - Black: 196,201 (percent of race/ethnicity: 24.1%)

√ Minority Majority Borough

Earned Income
Not including welfare
Or underground economy

Low $11,012
High $204,205

Source: www.dataUSA.io
Brooklyn Labor Force

Brooklyn (Kings County) Labor Force

Source: New York State, Department of Labor, Q3 2015

Percent of Population Employed: 25% versus national average of 47%.

- Health Care and Social Assistance: 176,478
- Government: 97,014
- Retail Trade: 73,645
- Food Services and Drinking Places: 42,347
- Construction: 29,689
- Administrative and Support and Waste Management: 29,167
- Other Services: 27,210
- Educational Services: 25,522
- Wholesale Trade: 24,854
- Manufacturing: 21,117
- Professional, Scientific, and Technical Services: 20,048
- Transportation and Warehousing: 17,348
- Real Estate and Rental and Leasing: 17,006
- Transportation and Warehousing: 17,348
- All Other: 36,866

57% of local Brooklyn jobs involve healthcare, welfare, government, shopping, eating and drinking. JNYC will focus on diversification.
The Bronx (Bronx County)

- Population 1.4 million
  - Hispanic: 788,575 (54.8%)
  - Black: 425,047 (29.6%)
  - White: 146,059 (10.2%)
  - Asian: 53,951 (3.8%)

- Median income: $33,712 (National average: $54,964) 39% Below
- Poverty level (National average: 15.5%)
  - White: 60,952 (percent of race/ethnicity: 41.7%)
  - Hispanic: 288,327 (percent of race/ethnicity: 36.6%)
  - Asian: 13,881 (percent of race/ethnicity: 25.7%)
  - Black: 103,518 (percent of race/ethnicity: 24.4%)

- Only Hispanic Majority Borough

Earned Income
Not including welfare
Or underground economy

Low
$9,327

High
$106,563

Source: www.dataUSA.io
Bronx Neighborhoods (Earned Income)

Source: www.dataUSA.io,
http://www.baruch.cuny.edu/nycdata/population-geography/maps-boroughs.htm

Low $9,327
High $106,563
The Bronx Labor Force

The Bronx (Bronx County) Labor Force

*Source: New York State, Department of Labor, Q3 2015*

Percent of Population Employed: **20%** versus national average of **47%**.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care and Social Assistance</td>
<td>89,809</td>
</tr>
<tr>
<td>Government</td>
<td>59,990</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>30,498</td>
</tr>
<tr>
<td>Food Services and Drinking Places</td>
<td>17,547</td>
</tr>
<tr>
<td>Educational Services</td>
<td>14,794</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>11,077</td>
</tr>
<tr>
<td>Construction</td>
<td>10,627</td>
</tr>
<tr>
<td>Other Services</td>
<td>9,103</td>
</tr>
<tr>
<td>Administrative and Support and Waste Management</td>
<td>8,088</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>7,189</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>6,454</td>
</tr>
<tr>
<td>All Other</td>
<td>29,880</td>
</tr>
</tbody>
</table>

65% of local Bronx jobs involve healthcare, welfare, government, shopping, eating and drinking. JNYC will focus on diversification.
Queens (Queens County)

- Population 2.3 million
  - Hispanic: 650,576 (28.0%)
  - White: 596,952 (25.7%)
  - Asian: 573,391 (24.7%)
  - Black: 403,058 (17.4%)
  - Minority Majority Borough

- Median income: $57,241 (National average: $54,964) 4% Above

- Poverty level (National average: 15.5%)
  - White: 112,819 (percent of race/ethnicity: 18.9%)
  - Asian: 107,665 (percent of race/ethnicity: 18.8%)
  - Hispanic: 114,527 (percent of race/ethnicity: 17.6%)
  - Black: 64,533 million (percent of race/ethnicity: 16.0%)

Earned Income
Not including welfare
Or underground economy

Low
$18,088

High
$130,114

Source: www.dataUSA.io
Queens Neighborhoods (Earned Income)


Low $18,088
High $130,114
51% of local Queens jobs involve healthcare, welfare, government, shopping, eating and drinking. However, 18% of the top occupations involve major airports and construction, which could be leveraged.
Staten Island (Richmond County)

- Population 473,279
  - White: 295,732 (62.5%)
  - Hispanic: 85,603 (18.1%)
  - Black: 42,965 (9.1%)
  - Asian: 37,427 (7.9%)

- Median income: $71,121 (National average: $54,964) ✓ 29% Above
- Poverty level (National average: 15.5%)
  - Black: 12,763 (percent of race/ethnicity: 29.7%) ✓ Poorest Black Borough
  - Hispanic: 21,133 (percent of race/ethnicity: 24.7%)
  - White: 39,801 (percent of race/ethnicity: 13.5%)
  - Asian: 4,168 (percent of race/ethnicity: 11.1%)

Earned Income
Not including welfare
Or underground economy

Low
$15,285

High
$250,001

Source: www.dataUSA.io

✓ Only White Majority Borough

✓ Poorest Black Borough

√ Poorest Borough

- Only White Majority Borough
Staten Island Neighborhoods (Earned Income)

Low $15,285
High $250,001

### Staten Island Labor Force

**Staten Island (Richmond County) Labor Force**

*Source: New York State, Department of Labor, Q3 2015*

**Employment All Industries:** 112,503.  **Population:** 474,558.  
**Percent of Population Employed:** 24% versus national average of 47%.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care and Social Assistance</td>
<td>29,055 *</td>
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<tr>
<td>Government</td>
<td>18,076 *</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>15,433 *</td>
</tr>
<tr>
<td>Construction</td>
<td>9,358</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>8,042 *</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>4,966</td>
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<tr>
<td>Other Services</td>
<td>4,678</td>
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<tr>
<td>Administrative and Support and Waste Management</td>
<td>4,380</td>
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<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>3,261</td>
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<tr>
<td>Educational Services</td>
<td>3,152</td>
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<td>Finance and Insurance</td>
<td>2,080</td>
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<tr>
<td>Wholesale Trade</td>
<td>1,666</td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>1,367</td>
</tr>
<tr>
<td>All Others</td>
<td>6,989</td>
</tr>
</tbody>
</table>

*63%*

Staten Island’s declining workforce and low population density makes it an ideal location for manufacturing and light industrial expansion.
Presentation Outline

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U.S. small businesses employ more than 5 times as many American workers than large corporations. U.S. micro and self-employed businesses (less than 19 employees) employ 69% more workers than large corporations (31.0 versus 18.3 million).

50% of all small business startups last five years and 30% remain in business over ten years. In addition, small business growth has outperformed medium and large businesses during the recovery from the Great Recession.

JNYC’s main goal is to maximize small business creation that will in turn create significant numbers of new jobs for NYC.
Incubators, Accelerators & Generators

- Business incubators focus high-tech, silver bullet innovations.
- Business accelerators focus on expanding existing businesses.
- Jobenomics business generators involve mass-producing small and self-employed business with emphasis on lower-tech businesses at the base of the U.S. economic pyramid.

The key to economic growth is to increase the number of small business births (startups) and minimize deaths (closures).

The U.S. averages 250,000 startups per quarter in an ad hoc process. The Jobenomics Community-Based Business Generator is a standardized process designed to mass-produce startups.
Jobenomics Community-Based Business Generator Concept

**Initial Candidate Assessment and Screening**
- Non-Profits
- Churches
- Schools
- Veterans
- Sports Teams

**Secondary Candidate Assessment and Screening**

**Community-Based Business Generator (CBBG)**

**Testing, Evaluation and Triage**
- High Potential Business Owners
- High Potential Employees and Workers
- Certification Programs
- Skills Training
- Workforce Prep
- Other

**Startups:**
- Independent contractors;
- franchise owners;
- self-employed, home-based,
- women-/minority/Gen Y-
  owned businesses

**Workforce Entry:**
- Join CBBG startup businesses.
- Arrange for entry-level internships and part-time work.
- Assist in applying for open jobs in fast growing industries.
- Position for next generation jobs (e.g., NTR, ETR).
- Reapply to CBBG to startup a business.

**CBBG post-startup/employment training, mentoring and financial support services**

**Sponsors & Financial Institutions**
- Corporations
- Impact Investors
- Associations
- Civic Groups
- Government

**Goal is to mass-produce startup businesses and jobs**
Community-Based Business Generators

A Jobenomics Community-Based Business Generator (JCBBG) mass-produces startups by:

- Working with community leaders to identify high-potential business owners and employees,
- Training and certifying owners and employees in targeted occupations,
- Creating highly repeatable and highly scalable “turn-key” small and self-employed businesses,
- Establishing sources of startup funding, recurring funding and contracts to provide a consistent source of revenue for new businesses after incorporation, and,
- Providing mentoring and support services to extend the life span and profitability of businesses created by the JCBBG as well as other local businesses that require attention as support.

Michel Faulkner is collocating a JCBBG with his Institute for Leadership in Harlem in association with other community leaders.
JCBBG’s 24-Hour NYC Job & Small Business Creation Television Channel

- A 24-hour NYC Job and Small Business TV Channel should be implemented to reach, tantalize, inform and educate New Yorkers who are interested starting their own business or joining a startup business.

- Jobenomics is already working with Emerald Planet TV that focuses on Green Jobs creation. TV programs are simulcast to 532 stations around the United States and then overseas by the Internet and C-SPAN television from a state-of-the-art facilities.

Goal: Develop a local Jobs/Business Channel for NYC outreach.
Big Business JCBBG Sponsorship

JNYC will seek sponsorship from these types of organizations:

- **Partnership for New York City** that represents NYC’s business leadership and its largest private sector employers to promote modernization, growth, innovation and job creation.
- **Wall Street** for startup financing and micro-business loans.
- **Hospitals** (6 of the top 10 NYC employers) for nursing and personal care aid (top 2 fastest growing occupations) jobs.
- **Non-Profit Organizations** and **Religious Institutions** to supply high-potential workforce and business startup candidates.
- **Educational Institutions**, with emphasis on community colleges and high schools, to certify and provide turnkey startup services.
- **Utilities** for Energy Technology Revolution implementation.
- **IT Firms** for Network Technology Revolution, e-commerce, e-business and the emerging digital economy.
- **Entertainment Industry** for motivation and promotion of the arts.

JCBBG would provide high-quality employees and independent contractors to big business as well as government.
**JCBBG Focus On Women, Minority & Entry Level Worker Job and Business Creation**

**2014 U.S. Labor Force Income Earnings**

*By Gender, Race, Ethnicity & New Workforce Entrants*

*Source: U.S. Census Bureau 2015 Annual Social and Economic Supplement, Jobenomics Analysis*

<table>
<thead>
<tr>
<th>U.S. Workers With Earnings</th>
<th>Below Mean Income &gt;$55K</th>
<th>Population Millions</th>
<th>Above Mean Income &gt;$55K</th>
<th>Population Millions</th>
<th>Total Population Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Both Sexes</td>
<td>72%</td>
<td>115.2</td>
<td>28%</td>
<td>44.9</td>
<td>160.1</td>
</tr>
<tr>
<td>Males</td>
<td>65%</td>
<td>54.8</td>
<td>35%</td>
<td>29.7</td>
<td>84.5</td>
</tr>
<tr>
<td>Females</td>
<td>80%</td>
<td>60.4</td>
<td>20%</td>
<td>15.2</td>
<td>75.6</td>
</tr>
<tr>
<td>By Race &amp; Ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White Non-Hispanic</td>
<td>68%</td>
<td>70.7</td>
<td>32%</td>
<td>33.6</td>
<td>104.3</td>
</tr>
<tr>
<td>Black</td>
<td>82%</td>
<td>15.4</td>
<td>18%</td>
<td>3.4</td>
<td>18.8</td>
</tr>
<tr>
<td>Hispanic</td>
<td>85%</td>
<td>21.7</td>
<td>15%</td>
<td>3.8</td>
<td>25.5</td>
</tr>
<tr>
<td>Asian</td>
<td>60%</td>
<td>5.0</td>
<td>40%</td>
<td>3.3</td>
<td>8.3</td>
</tr>
<tr>
<td>Entry 15-24 Year Olds</td>
<td>96%</td>
<td>21.4</td>
<td>4%</td>
<td>0.8</td>
<td>22.2</td>
</tr>
</tbody>
</table>

Women-Owned, Minority-Owned and Generation Y/Z-Owned Business development will be a high priority for the JNYC plan to address the NYC income opportunity and inequality issues.
JCBBG Focus On Contingent Workforce

U.S. Labor Force Employed Workforce in 2016

Source: GAO, BLS, NORC, Jobenomics

Contingent Workforce: 40% (60 Million Workers)

- Part-Time Workers: 16%
- Self-Employed Workers: 3%
- Independent Contractors: 13%
- Core Contingent Workers: 8%

Full-Time Standard Workforce: 60% (90 Million Workers)

By 2030, contingent workforce will be the dominant (over 50%) form of labor in the United States. JNYC will help prepare and maximize the NYC labor force for this transition.
Contingent Work Is Going Mainstream

Most Desirable Companies With Flexible Jobs

Source: Flexjobs Database

<table>
<thead>
<tr>
<th>Company</th>
<th>Company</th>
<th>Company</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>McKinsey &amp; Company</td>
<td>Pfizer</td>
<td>Electronic Arts – EA</td>
</tr>
<tr>
<td>Apple</td>
<td>General Electric – GE</td>
<td>Unilever</td>
<td>L-3 Communications</td>
</tr>
<tr>
<td>Facebook</td>
<td>Johnson &amp; Johnson</td>
<td>Fox</td>
<td>NBC Universal</td>
</tr>
<tr>
<td>Microsoft</td>
<td>Netflix</td>
<td>Sephora</td>
<td>Forbes Media</td>
</tr>
<tr>
<td>Nike</td>
<td>Bloomberg</td>
<td>Lockheed Martin</td>
<td>Hilton Worldwide</td>
</tr>
<tr>
<td>Walt Disney Company</td>
<td>Twitter</td>
<td>Samsung Electronics</td>
<td>Whole Foods Market</td>
</tr>
<tr>
<td>Tesla Motors</td>
<td>Yahoo</td>
<td>Boeing</td>
<td>IBM</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td>Under Armour</td>
<td>The New York Times</td>
<td>Oracle</td>
</tr>
<tr>
<td>Starbucks</td>
<td>Adobe</td>
<td>Warner Bros.</td>
<td>Exxon Mobil</td>
</tr>
<tr>
<td>Shell</td>
<td>Salesforce</td>
<td>Coca-Cola</td>
<td>Airbnb</td>
</tr>
<tr>
<td>Amazon</td>
<td>ESPN</td>
<td>Goldman Sachs</td>
<td>Sony Pictures</td>
</tr>
</tbody>
</table>

- Via modern technology, jobs will increasingly be dissected into discrete tasks and performed by contingency workers.
- Collaborative management tools will further create “contextual” contingent work environments that rapidly form, perform, and then reform to address subsequent tasks.
- Websites like Amazon Turk, Task Rabbit, Flex Jobs, Fiverr, and Micro Workers make “on-demand” contingent tasks easier to find.

NYC Contingent Work Info Center and Semantic Web are needed.
There are currently 5.7 million open U.S. jobs that are vacant largely due to a gap in workforce skills and work habits.

Employers are looking to automation to fill the gap and reduce costs.

Manhattan is the principle supplier of jobs for the five NYC boroughs. Automation of the Manhattan workforce has already begun. A million jobs could be at risk by 2030.

JCBBGs would focus on filling open NYC jobs and diversifying the labor force especially in the boroughs that depend on Manhattan.

NY-NJ MSA has approximately 150,000 open jobs.
Jobenomics can help match high growth U.S. employment areas to New York City needs and opportunities.
Presentation Outline

NYC Labor Force and Income Analysis

NYC Borough Statistics

Jobenomics Community-Based Business Generators

**JNYC Initial Job Creation Plan**

Concluding Thoughts and Contact Information
Goal: 500,000 Net New Jobs in 10-Years

NYC Job Creation Comparison

<table>
<thead>
<tr>
<th>Category</th>
<th>Historical Average Per Decade 1990-2016</th>
<th>Next Decade 2016-2025 JNYC Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manhatten</td>
<td>45,702</td>
<td>50,000</td>
</tr>
<tr>
<td>The Bronx</td>
<td>44,802</td>
<td>125,000</td>
</tr>
<tr>
<td>Brooklyn</td>
<td>48,358</td>
<td>125,000</td>
</tr>
<tr>
<td>Queens</td>
<td>68,629</td>
<td>150,000</td>
</tr>
<tr>
<td>Staten Island</td>
<td>12,956</td>
<td>50,000</td>
</tr>
<tr>
<td><strong>NYC Total</strong></td>
<td><strong>220,447</strong></td>
<td><strong>500,000</strong></td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics

JNYC Initial Job Creation Plan

<table>
<thead>
<tr>
<th>Category</th>
<th>New Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filling Current Open Jobs</td>
<td>25,000</td>
</tr>
<tr>
<td>New High Growth Jobs</td>
<td>225,000</td>
</tr>
<tr>
<td>Healthcare &amp; Social Assistance</td>
<td>125,000</td>
</tr>
<tr>
<td>Other High Growth Occupations</td>
<td>100,000</td>
</tr>
<tr>
<td>New &amp; Emerging Areas</td>
<td>150,000</td>
</tr>
<tr>
<td>Digital Economy/E-Commerce</td>
<td>100,000</td>
</tr>
<tr>
<td>Energy Technology Revolution</td>
<td>50,000</td>
</tr>
<tr>
<td>J-NYC Initiatives (Examples)</td>
<td>100,000</td>
</tr>
<tr>
<td>Direct Care Center</td>
<td>50,000</td>
</tr>
<tr>
<td>Urban Mining</td>
<td>25,000</td>
</tr>
<tr>
<td>Construction, Renovation</td>
<td>25,000</td>
</tr>
</tbody>
</table>

500,000 100%

Jobenomics New York City plan is still in the development phase. Consensus building, participation and sponsorship is underway.
New York City Has 41,448 Open Jobs

41,448 Open NYC Jobs
Source: NY Department of Labor, May 2016
New York City Region
Bronx, Kings, New York, Queens, Richmond Counties

The New York State Job Bank does excellent work identifying open job opportunities by employer in NYC and the State. JNYC will target 25,000 open jobs for fulfillment.
# NY Employment Projections: 2012 to 2022

*Source: New York Department of Labor*

<table>
<thead>
<tr>
<th>Industries Ranked Best to Worst</th>
<th>New York State</th>
<th>New York City</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012 to 2022 Employment Change</td>
<td></td>
</tr>
<tr>
<td>Total All Industries</td>
<td>11.1%</td>
<td>13.2%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>24.6%</td>
<td>30.1%</td>
</tr>
<tr>
<td>Arts, Entertainment and Recreation</td>
<td>25.1%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Professional and Business Services</td>
<td>23.0%</td>
<td>24.4%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>20.8%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Construction</td>
<td>18.4%</td>
<td>19.4%</td>
</tr>
<tr>
<td>Other Services</td>
<td>16.7%</td>
<td>17.9%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>8.3%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>7.0%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Agriculture, Forestry, Fishing and Hunting</td>
<td>7.0%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>7.2%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>4.1%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Information</td>
<td>2.0%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>0.1%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>0.7%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Government</td>
<td>-2.7%</td>
<td>-2.5%</td>
</tr>
<tr>
<td>Utilities</td>
<td>-4.9%</td>
<td>-5.0%</td>
</tr>
<tr>
<td>Mining (Including Oil &amp; Gas Extraction)</td>
<td>-7.2%</td>
<td>-25.0%</td>
</tr>
</tbody>
</table>

*Color Key: Positive Change  Negative Change*

High growth occupations should provide 125,000 new NYC jobs.
# Fastest Growing Occupations

## Projected Top 10 Growth Occupations (No College) Next Decade

*Data Sources: BLS, Occupational Outlook Handbook, Employment Projections, Table 1.3*

<table>
<thead>
<tr>
<th>No College Degree</th>
<th>Occupation</th>
<th>Number of Jobs In 2014</th>
<th>Number of New Jobs</th>
<th>Growth Rate</th>
<th>2014 Median Pay</th>
<th>$/Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personal care aides</td>
<td>1,768,400</td>
<td>458,100</td>
<td>26%</td>
<td>$20,440</td>
<td>$9.83</td>
</tr>
<tr>
<td>2</td>
<td>Food and beverage serving workers</td>
<td>4,731,800</td>
<td>451,800</td>
<td>10%</td>
<td>$18,550</td>
<td>$8.92</td>
</tr>
<tr>
<td>3</td>
<td>Home health aides</td>
<td>913,500</td>
<td>348,400</td>
<td>38%</td>
<td>$21,380</td>
<td>$10.28</td>
</tr>
<tr>
<td>4</td>
<td>Retail salespersons</td>
<td>4,859,600</td>
<td>331,000</td>
<td>7%</td>
<td>$21,670</td>
<td>$10.42</td>
</tr>
<tr>
<td>5</td>
<td>Nursing assistants</td>
<td>1,545,200</td>
<td>267,800</td>
<td>17%</td>
<td>$25,090</td>
<td>$12.06</td>
</tr>
<tr>
<td>6</td>
<td>Customer service representatives</td>
<td>1,581,800</td>
<td>252,900</td>
<td>10%</td>
<td>$31,200</td>
<td>$15.00</td>
</tr>
<tr>
<td>7</td>
<td>Construction laborers</td>
<td>1,386,400</td>
<td>180,100</td>
<td>13%</td>
<td>$30,190</td>
<td>$14.51</td>
</tr>
<tr>
<td>8</td>
<td>Laborers and freight, stock, and material movers</td>
<td>3,719,300</td>
<td>175,500</td>
<td>5%</td>
<td>$23,560</td>
<td>$11.33</td>
</tr>
<tr>
<td>9</td>
<td>Medical assistants</td>
<td>591,300</td>
<td>138,900</td>
<td>23%</td>
<td>$29,960</td>
<td>$14.41</td>
</tr>
<tr>
<td>10</td>
<td>Janitors and cleaners</td>
<td>2,360,600</td>
<td>136,300</td>
<td>6%</td>
<td>$22,840</td>
<td>$10.98</td>
</tr>
</tbody>
</table>

## Projected Top 10 Growth Occupations (With College) Next Decade

<table>
<thead>
<tr>
<th>College Degree</th>
<th>Occupation</th>
<th>Number of Jobs In 2014</th>
<th>Number of New Jobs</th>
<th>Growth Rate</th>
<th>2014 Median Pay</th>
<th>$/Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Registered nurses</td>
<td>2,751,000</td>
<td>439,300</td>
<td>16%</td>
<td>$66,640</td>
<td>$32.04</td>
</tr>
<tr>
<td>2</td>
<td>Software developers</td>
<td>2,228,000</td>
<td>373,200</td>
<td>17%</td>
<td>$97,990</td>
<td>$47.11</td>
</tr>
<tr>
<td>3</td>
<td>General and operations managers</td>
<td>2,467,500</td>
<td>147,000</td>
<td>6%</td>
<td>$102,750</td>
<td>$49.90</td>
</tr>
<tr>
<td>4</td>
<td>Accountants and auditors</td>
<td>1,332,700</td>
<td>142,400</td>
<td>11%</td>
<td>$69,940</td>
<td>$31.70</td>
</tr>
<tr>
<td>5</td>
<td>Management analysts</td>
<td>758,000</td>
<td>103,400</td>
<td>14%</td>
<td>$80,880</td>
<td>$38.89</td>
</tr>
<tr>
<td>6</td>
<td>Computer systems analysts</td>
<td>567,800</td>
<td>118,600</td>
<td>21%</td>
<td>$82,710</td>
<td>$39.76</td>
</tr>
<tr>
<td>7</td>
<td>Physicians and surgeons</td>
<td>708,300</td>
<td>99,300</td>
<td>14%</td>
<td>$187,200</td>
<td>$90.00</td>
</tr>
<tr>
<td>8</td>
<td>Market research analysts and marketing specialists</td>
<td>495,500</td>
<td>92,300</td>
<td>19%</td>
<td>$61,290</td>
<td>$28.47</td>
</tr>
<tr>
<td>9</td>
<td>Elementary school teachers</td>
<td>1,517,400</td>
<td>87,800</td>
<td>6%</td>
<td>$53,760</td>
<td>$25.84</td>
</tr>
<tr>
<td>10</td>
<td>Personal financial advisors</td>
<td>249,400</td>
<td>73,900</td>
<td>30%</td>
<td>$81,060</td>
<td>$38.97</td>
</tr>
</tbody>
</table>

New York’s labor force needs to be prepared for these jobs.
Six of the top 10 NYC private sector employers are hospitals.

While inpatient hospital jobs have not grown, NYC added 83,127 new outpatient jobs (56% growth) over the last decade.

Many outpatient jobs were related to diagnosis, observation, consultation, treatment, intervention and rehabilitation services provided outside of hospitals and are projected to grow markedly.

Given an aging population and NYC becoming a healthcare center of excellence, Jobenomics forecasts that NYC healthcare employment could double creating at least 100,000 new direct and indirect jobs.
The social assistance subsector consists of: Individual and Family Services; Community Food and Housing, and Emergency and Other Relief Services, Vocational Rehabilitation Services; and Child Day Care Services.

According the U.S. Census Bureau, 50% of all Americans regularly receive one or more welfare/social assistance payments.

According to the Wall Street Journal, New York is the 7th most generous welfare state worth a pretax wage of $43,700.

Nationwide, since year 2000, 17 million more people departed the U.S. labor force (many to welfare) than joined the workforce.

JNYC forecasts that NYC Social Assistance growth could double next decade creating 25,000 new direct and indirect jobs.
The **Energy Technology Revolution** (ETR) involves emerging energy technologies, processes and systems that will transform the global energy mix and create hundreds of millions of new jobs around the world. Communities that have an ETR strategy will claim the bulk of these jobs and can reengineer their communities to be much more energy efficient.

The **Network Technology Revolution** (NTR) is the next generation in network and digital technology that will transform economies and the way we live, work and play. The NTR could produce tens of millions of net new U.S. jobs and millions of small businesses. On the other hand, via automation, the NTR has the potential to obsolete tens of millions of existing jobs.

A New York City ETR and NTR strategy is needed to maximize labor force gains and minimize labor force losses.

- NYC has been forward looking in terms of its Green Bank and renewable energy projects (solar, wind and tidal energy).

- JNYC will work with NYC energy experts to maximize local energy business creation as well as incorporating international best practices not only in technology but processes, products and systems like the Japanese ENE-FARM fuel cells that will provide heat and electricity for 2,500,000 homes and apartments by 2030.

- JNYC will work on the emerging energy service sector (energy efficiency, conservation, assurance, security, preparedness and energy-as-a-service) that could create millions of jobs. Energy efficiency alone is slated for 1.3 million U.S. jobs by 2030.

- JNYC will also position NYC for next generation technologies, like 3rd generation solar, electric vehicles, hydrogen economy and exotic systems) and collaborative efforts with leading institutions.

The ETR offers NYC areas of high employment potential.
NYC NTR: Tens of Thousands of Jobs?

Network Technology Revolution (NTR):

Is a Perfect Storm of Network Technologies, Processes and Systems including:


Will Revolutionize Economies, Labor Forces and Nations Via the:

Digital Economy, Internet Economy, Apps Economy, Gig Economy, Uber Economy, On Demand/Sharing Economy, e-Commerce, m-Commerce, e-Business, m-Health, Third Industrial Revolution (Manufacturing), and/or the Internet of Things (IoT).

JNYC will focus on maximizing NTR jobs by NYC’s “digital natives” (Millennials and Screenagers) to thrive in the emerging digital economy and to engineer the types of new jobs and careers that will define the NYC economy in subsequent generations.
Emerging Digital Economy

- The U.S. economy is approximately 95% traditional and 5% digital and is growing at an annual rate of 20%.
- Digital economy permeates banking, retail, energy, entertainment, education, transportation, publishing, media and health industries.
- In 2016, global digital trade has reach $8 trillion per year and annual e-commerce business-to-consumer sales $1.9 trillion.
- The digital economy provides a global network that allows small and self-employed NYC businesses to provide products and services in the same manner as larger organizations.

JNYC’s goal is 100,000 new direct and indirect digital economy/e-commerce jobs over the next decade.
100,000 New NYC Digital Economy Jobs?

- 100,000 digital economy jobs should be a minimum number.
- The McKinsey Global Institute forecasts the potential global economic value of the Internet of Things (sensors/actuators connected by networks to computing systems) from a low of $4 trillion to a of $11 trillion per year in 2025.

$11 trillion is equivalent to about 11% of the world’s economy.

If New Yorkers do not exploit the NTR and the digital economy, New York City’s role as the economic epicenter could be at risk.

JNYC’s goal is to make NYC a digital economy center of excellence.
Urban Mining reclaims raw materials and metals from municipal waste streams. New York City urban mining would reclaim valuable raw materials and metals, reduce landfilling and exporting and produce revenue for local business and job creation.

A typical e-waste system can generate $50 million/year profit or $200M/year if the exported e-waste from the New York Port Authority was diverted and processed locally.

Staten Island would be an ideal location for urban mining. JNYC’s urban mining goal is 25,000 direct and indirect jobs.
Direct-Care Centers

- Direct-Care Centers involves providing in-home care services provided by mainly small business and the self-employed via a community-based, direct-care information and call center(s).

- In-home and community direct-care positions are projected to increase by many millions of new jobs, due to an aging US population and the need for in-home elder-care, child-care and other caring services (such as handy-man services).
  - Nationwide, by 2020 older Americans are projected to need 20 million assisted- or managed-care beds. Today, only 3 million beds are available.
  - Childcare is also a major limiting factor for women head of households. The average annual cost of infant care in the city is $16,250 and is rising at a rate of $1,600 per year.

- The main goal of the NYC Direct-Care Centers would be identify, certify individuals that could become employees of larger organizations (like New Partners Inc., one of the top 10 largest NYC private sector employers) or operate independently.

  JNYC’s Direct-Care goal is 50,000 direct and indirect jobs.
Construction, Renovation & Maintenance

- Doubling the rate of new jobs in NYC and shifting the emphasis from Manhattan-based employment to the other boroughs and home-based businesses will create revenue and opportunity for construction and renovation of residential and commercial buildings.

- The rise of the digital economy and the contingent workforce (self-employed, independent and contract workers, and part-time workers) will also change the workplace dynamic placing a greater emphasis on the smart homes and buildings as well as the information and e-business infrastructure.

JNYC’s CRM goal is 25,000 direct and indirect jobs.
Presentation Outline

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JNYC Initial Job Creation Plan

Concluding Thoughts and Contact Information
Concluding Thoughts

- Jobenomics New York City still is in the conceptual phase.

- 500,000 net new jobs is our initial goal and will be defined in greater detail as more citizens join the JNYC movement.

- Unleashing the entrepreneurial spirit of New Yorkers, especially those at the base of the NYC economic pyramid, will not only increase prosperity but hope for a better future.

- The demographics with the greatest need and potential in NYC include women, minorities and new workforce entrants.

- Jobs do not create jobs. Businesses do. Small business employs the vast majority of Americans and New Yorkers.

- Jobenomics Community-Based Business Generators will be implemented across NYC to mass-produce startup businesses.

Your support and involvement are needed.
Contact Information

Reverend Michel J. Faulkner
Email: exjet98@gmail.com
Telephone: 559-MFEXJET (633-9538)
Website: http://faulknerfornewyork.com

Charles D. (Chuck) Vollmer
Email: cvollmer@Jobenomics.com
Telephone: 703-319-2090 Direct
Website: http://Jobenomics.com