

# Building Futures and Strengthening Communities

**Workforce Growth and Community  
Impact from COMIDA's Workforce  
Development Fund 2022-2025**



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## Dear Partners and Stakeholders,

I am pleased to share with you this overview of the County of Monroe Industrial Development Agency (COMIDA) Workforce Development Fund—a bold and forward-looking initiative that continues to transform our local talent pipeline.

Launched in 2022 as a key outcome of the COMIDA Modernization Initiative, the Workforce Development Fund represents our community's shared commitment to aligning economic development with opportunity for Monroe County residents. To date, COMIDA has invested over \$8 million of high-impact workforce training and support programs. These investments have already resulted in industry-led training, career advancement, and new employment opportunities for more than 1,000 local workers across sectors as diverse as advanced manufacturing, healthcare, construction, and childcare.

These successes are only possible thanks to our outstanding partners—including Monroe Community College, YAMTEP, UNiCON Rochester, RochesterWorks, and the Rochester ChildFirst Network—who are on the front lines of preparing our neighbors for meaningful and rewarding careers. Together, we are building a stronger, more inclusive regional economy where employers have the skilled workforce they need and workers have the pathways they deserve.

We are proud of the progress reflected in this prospectus, and even more excited about the future. Thank you for your continued partnership as we work to make Monroe County a place where people can live, work, and thrive.

Sincerely,



*Ana J. Liss*

Executive Director,  
County of Monroe Industrial  
Development Agency

## Friends and Colleagues,

When we created the Workforce Development Fund in 2022 in partnership with the COMIDA Board of Directors, our goal was simple yet ambitious: to ensure that Monroe County's economic development strategy put people first. We recognized that sustainable growth depends not only on attracting and retaining businesses, but also on preparing residents to succeed in good-paying jobs.

Today, I am proud to say that the Workforce Development Fund is delivering on that promise. By investing in innovative training programs and community-based support services, the Fund has expanded opportunity for over 1,000 workers while strengthening industries that drive our local economy.

This initiative is a testament to what happens when government, educators, employers, and community organizations come together around a shared vision for inclusive prosperity. I am grateful to the COMIDA Board of Directors, Executive Director Ana Liss, and all of our dedicated workforce partners for making this vision a reality.

As you review this prospectus, I invite you to celebrate these achievements—and to see them as a foundation for even greater impact in the years ahead.

Sincerely,



**ADAM J. BELLO**

Monroe County Executive

## ABOUT COMIDA

# Creating Jobs. Growing Our Economy.

Monroe County's Workforce Development Fund is a cornerstone of our economic growth strategy, built on the vision of investing in people first to ensure residents have access to good-paying jobs, long-term career success, and the training needed to thrive in high-demand industries. Through strong partnerships with employers, educators, nonprofits, and government, the fund builds a resilient talent pipeline that strengthens the industries driving our local economy. It also complements Monroe County's broader economic development initiatives, which COMIDA-assisted projects have supported over **\$180 million in capital investment, retained 466 jobs, and created 433 new jobs in 2025.**

A minimum of 10% of all fee revenue from these projects is reinvested directly into the Workforce Development Fund. This reinvestment fuels COMIDA's plan to put people at the center of economic development by prioritizing pathways to good-paying jobs and long-term career success. It also expands opportunity through innovative training and support, preparing more than 1,000 workers for high-demand sectors such as manufacturing, healthcare, construction, and childcare. Finally, it fosters inclusive prosperity through cross-sector collaboration that unites government, educators, employers, and nonprofits to strengthen the industries that drive our regional economy.

## VISION

Monroe County's future depends on the strength of its people. By equipping residents with the skills, resources, and opportunities they need, not only filling jobs, building careers, supporting families, and ensuring that every community shares in the benefits of growth. COMIDA has also supported the Multi-Craft Apprenticeship Preparation Program (MAPP), Monroe Community College's Optics Program, the Rochester Building and Construction Trades Council's Workforce Development Campaign, and NextCorps' Embark Program.

## IMPACT



**Investing in People:** From 2022-2025 Over 1,000 residents supported annually through training and career pathways.



**Strengthening Industries:** Targeted support for sectors critical to Monroe County's economy.



**Building Community:** Programs designed to reach urban neighborhoods, rural towns, and suburban communities alike.



**Driving Growth:** Aligning workforce development with business expansion to ensure sustainable prosperity.

## OUR IMPACT BY THE NUMBERS

# \$8 Million

Invested since 2022

# \$1,900,000

Funded by  
year-end 2022

# \$1,970,000

Funded by  
year-end 2023

# \$2,470,000

Funded by  
year-end 2024

# \$1,610,800

Committed by  
year-end 2025

# 15 Programs

Supported



# Training Rochester Adults in Construction Skills (TRACS) Program

## Rochester Careers in Construction LLC

Since 2024, COMIDA has committed \$750,000 to TRACS over 3 years.

Rochester Careers in Construction, Inc. (RCCI) operates the TRACS program as part of its mission to connect residents with long-term, family-sustaining careers in construction. TRACS provides hands-on training, industry-recognized certifications such as OSHA 30, and direct exposure to multiple building trades. By targeting motivated adults, especially women and people of color who are underrepresented in the trades, RCCI ensures that participants are equipped with the skills, knowledge, and confidence to succeed. Graduates are placed into registered union apprenticeships, addressing regional workforce demand, filling gaps created by retirements, and promoting diversity in Monroe County's construction industry.

### INDUSTRY PARTNERS

TRACS works closely with industry and community partners to offer hands-on learning, union tours, and real-world exposure to construction careers. Partners including Milwaukee Tools, Joint Apprenticeship and Training Council, and organizations across the region help expand access to the trades and promote diversity.

The National Urban League and Rochester Urban League are key supporters, providing recruitment and transportation so participants can travel to union halls for tours and connect directly to career pathways in construction.



### SUCCESS STORY

Darryl Jefferson, age 39, graduated from TRACS in the summer of 2024 as part of the program's third class. Motivated to build a stable future for his growing family, he completed the program and transitioned into the skilled trades. Darryl is now a second-year apprentice with Bricklayers and Allied Craftworkers Local 3 and has earned more than \$50,000 in the past 10 months. He describes TRACS as a turning point that changed the direction of his life and career.

### PARTICIPANT METRICS

**158**

participants served since program began

**94%**

graduation rate

**99%**

reside in Monroe County

**91%**

underserved communities

**55**

current apprentices



## Monroe Community College Mpower Program

**Since 2017, COMIDA has committed over \$5 million to Mpower.\***

The MCC Mpower program, launched by Monroe Community College in partnership with Monroe County, provides short-term, industry-aligned training that equips residents with the skills and credentials needed for high-demand careers in fields such as healthcare, advanced manufacturing, construction, IT, and energy. Designed to support displaced workers, career changers, and underemployed residents, Mpower connects participants directly with local employers, offering pathways to stable, family-sustaining jobs while strengthening Monroe County's talent pipeline and driving inclusive economic growth.

*\*workforce development funds began in 2024*

### PERFORMANCE METRICS

**1,300+**  
residents trained  
*(across all Mpower programs 2020–2025)*

**480+**  
healthcare workers  
*(trained or upskilled—the region's largest workforce pipeline.)*

**20**  
long-term care facilities served by CNA Program

## MPOWER'S APPROACH FOR MONROE COUNTY RESIDENTS



### Industry-Aligned Training

Programs target the region's most in-demand careers: healthcare, welding, IT, and advanced manufacturing.



### Hands-On Learning

Practical, skills-based instruction prepares participants for real-world job requirements.



### Flexible Program Options

Short-term workforce certificates and academic credentials tailored to diverse career goals.



### Guided Navigation

Support in understanding program choices, application steps, and career pathways.



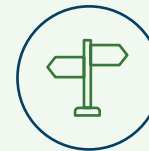
### Holistic Support

Assistance with life challenges that may impact training and employment success.



### Job Placement Assistance

Direct connections to employers and industries seeking skilled talent.



### Career Pathway Navigation

Ongoing guidance to help participants build long-term, family-sustaining careers.

## PERFORMANCE METRICS

**3,391**

employees impacted since 2017

**20+**

industry sectors across Monroe County

**110**

businesses served

## Building a Stronger Healthcare Workforce

Healthcare is Monroe County's most in-demand sector, making workforce training and advancement essential. MCC Healthcare Programs address this need by partnering with students, nursing facilities, and hospitals to strengthen recruitment and retention pipelines. With support and Mpower Healthcare funds, much of students' tuition is covered, allowing them to earn industry-recognized credentials without debt. Notably, 85% of students are employed while enrolled, earning wages as they train. Together with employer partners, MCC continues to create clear career pathways for entry-level healthcare workers, supporting both economic recovery and a stronger local healthcare system.

## SUCCESS STORIES



### Mother and Daughter Walk Nursing Journey Together

Brandi Pittman and her daughter, Brianna Muhammad, graduated 1-2 in their class in MCC's Licensed Practical Nurse program in 2024—training supported in part by Mpower. Today, both serve as nurses at St. John's Senior Living, proving that opportunity and education can uplift families and strengthen local healthcare.

*"I've known since I was young that I wanted to be a nurse practitioner," Muhammad said. "I want to open my own clinic. I put everything on my vision board—we even made them together—so now I'm setting it into motion."*

### A New Class of Caregivers

A recent cohort of 27 CNA graduates, supported by Mpower, joined a growing network of 1,300+ MCC-trained CNAs now serving the region's healthcare needs.

**Their success reflects Mpower's mission, connecting education, opportunity, and community prosperity.**



# Enhanced Recovery Services Program

**Since 2023, COMIDA has contributed \$400,000.**

The RochesterWorks Enhanced Recovery Services (ERS) Program has earned statewide recognition for its innovative role in addressing the opioid health crisis in Monroe County. Launched in July 2019, ERS helps individuals in substance use disorder recovery and those facing mental health challenges build pathways to economic independence. By supporting participants in achieving professional credentials and employment, the program not only empowers individuals but also helps alleviate the critical shortage of certified professionals in recovery, mental health, and prevention fields.

ERS operates in close collaboration with 14 clinical providers across Rochester, ensuring participants receive comprehensive support. Services include individualized career coaching, soft skill development, and, when required, funding for up to 500 hours of paid work experience to meet certificate-level training requirements. This holistic approach strengthens both the local workforce and the community's capacity to respond to pressing public health needs.

## SUCCESS STORIES

*"After completing my internship, I passed my state exam and am now a full CRPA working at FLACRA as a COTI Peer Advocate and began work on June 9, 2025. I love my job!*

*I could not have done any of this without the help of RochesterWorks (Clark, Jill and Tom) and the grant they helped me secure. I whole-heartedly hope that they are able to continue doing this for many years to come.*

*I cannot thank them enough for all of their help and support along my journey."*

*-Will, A U.S. Navy veteran in recovery who completed multiple certifications through ERS, gained paid internship experience, and is now a Certified Recovery Peer Advocate at the Finger Lakes Area Counseling & Recovery Agency, FLACRA™.*

## PERFORMANCE METRICS

**74**

job seekers served

**100%**

training completion rate

**89%**

job placement rate

**34**

participants placed in unsubsidized employment

*"I will now have the financial means to provide for myself and my family and get debt free. I could not have done this without the ongoing support and I am forever grateful to the continued support of Enhanced Recovery Services.*

*Every day the work RochesterWorks and especially Clark and Jill do touches thousands of lives through their direct support or the people they have put in roles like mine."*

*-Daniel, U.S. Army veteran, Youth Support Specialist with the Office of Children and Family Services.*

# Business Services Grants Program

**Since 2023, COMIDA has committed \$250,000.**

With support from COMIDA, RochesterWorks expanded its Business Services Grants to help Monroe County employers strengthen their workforce. Through On-the-Job Training and Incumbent Worker Training programs, businesses were able to train new hires and upgrade the skills of current employees. These grants not only improve employee retention but also enhance business competitiveness across key industries such as advanced manufacturing, IT, optics/imaging, construction trades, and nonprofit services.

## On-The-Job Training Grant Program

**35** new hires trained

**19** employers participated

Job titles included electrician apprentice, HVAC installer, IT support technician, optics manufacturing associate, production supervisor, and more.

## The Incumbent Worker Training Grant Program

**201** employees upskilled

**8** employers participated

Training included blueprint reading, geometric dimensions & tolerancing, ISO 9001 internal auditing, Lean Six Sigma Yellow Belt, SHRM certification, supply chain fundamentals, and specialized production skills.

## SUCCESS STORY



### IT INSIGHTS

As a managed service provider for small/mid-sized businesses, IT Insights has partnered with RochesterWorks since 2021. Their experience with the On the Job Training Grant Program to train staff in IT support, personal computer repair, and marketing has demonstrated long-term value in employee development, helping to expand their team and meet client needs.

*"If you're a business looking to grow, RochesterWorks can be a valuable partner in helping you get there. They provide the resources you need to find the right talent to drive your success."*

**-Christopher Sirianni, President & Founder, IT Insights of Rochester, LLC**



# Monroe 2-Orleans BOCES Center for Workforce Development Program

Since 2024, COMIDA has committed \$225,000.

With support from the Monroe County Industrial Development Corporation and COMIDA, the Monroe 2–Orleans BOCES Center for Workforce Development delivers CDL Class B training to meet the region’s growing demand for drivers. The program offers flexible scheduling, online coursework, and a low 5:1 student-to-teacher ratio, and is the only option in Monroe County open to outside trainees.

In 2025, the Center launched a certified CDL Testing Center, allowing participants to train and test locally while reducing wait times and costs. With transportation jobs on the rise, the program connects graduates to employers and continues to expand to help close critical workforce gaps.

## SUCCESS STORY

A student who initially failed the CDL road test returned the following week to our 3rd Party Site, feeling more confident and familiar with the examiner. He passed on his second attempt, keeping his job and earning a promotion.



*“Anthony & Julie are great instructors. They worked with me on and off hours to make sure I met my ability to obtain my Class B. The biggest thing you have to do in class is pay attention and verbiage. Listen to everything they say because it helps a lot. I also got the chance to work with Tammi and Holly and they are also great instructors too. 10/10.”*

### PERFORMANCE METRICS

2022-2023

**81%**  
students passed CDL road tests

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**71%**  
students employed

2023-2024

**93%**  
students passed CDL road tests

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**69%**  
students employed



Rochester Childfirst Network

SERVING CHILDREN SINCE 1857

# Family Child Care Satellites of Greater Rochester Program Rochester Childfirst Network

**Since 2023, COMIDA has committed \$300,000.**

Childcare is a major barrier to workforce participation, with high costs and limited availability forcing many parents to reduce hours or leave their jobs. Rochester Childfirst Network (RCN) works to address this challenge by ensuring equitable access to early care and education.

Through its Family Child Care Satellites of Greater Rochester, RCN supports in-home providers serving thousands of children, helping parents work with confidence while strengthening Monroe County's workforce. The program offers licensure workshops, business support, meal reimbursements, and member benefits, with a focus on economically distressed neighborhoods. RCN has expanded outreach, supported new childcare centers, and improved stability and quality across the childcare system, empowering families and keeping parents in the workforce.

## SUCCESS STORIES

### Investments in At Home Daycares.

**Genesis Family Child Care** invested in outdoor play equipment, giving children access to a taxi bike, water table, and caterpillar climber.

**Ranikka Hill** received supplies that opened new learning opportunities and helped maintain quality care.

**Suellen Witkop** purchased items like a double-seater bike, road signs, and a caterpillar climber, which inspired creative play and themed activities.

**Antonina Enright** replaced mulch with playground tiles, improving safety for all ages and reducing maintenance.

**Trinity Roulo** at Monarch Montessori Daycare added educational games, developmental toys, and outdoor equipment that enhanced both learning and play spaces.

## PERFORMANCE METRICS

**12**

new family child care businesses

**120+**

families supported (new access)

**100**

providers receiving supplies

**~1,600**

children and families supported



# Above the Line Program

## Young CEO



Since 2024, COMIDA has committed \$100,000.

The Young CEO Program empowers teens ages 15–18 to become generational wealth builders by equipping them with the knowledge, skills, and resources to launch their own businesses. Designed especially for motivated young people in underserved communities, the program provides a positive outlet, builds entrepreneurial capacity, and creates pathways toward long-term success. The program's mission is to help teens envision and achieve a brighter future, expand nationally, and partner with schools to offer the program as a post-secondary option.



**Jireh**, age 16, entered the program with big ideas but no clear starting point. Through hands-on training and supportive mentors, Jireh gained the skills and confidence to launch a business and discovered new strengths in leadership and self-belief.



**Kah'mya**, age 17, always dreamed of owning her own business but didn't know how to begin. The program guided her in building and legally establishing her beauty business while still in high school. With increased confidence, she enrolled in cosmetology school in the summer of 2025 and continues to grow her brand, aiming to inspire other young entrepreneurs.

### PERFORMANCE METRICS

**27**  
graduates

**29**  
businesses established



# RETAIN

DEVELOPMENT. CONNECTION. COMMUNITY.  
A GREATER ROCHESTER CHAMBER AND MONROE COUNTY PROGRAM

## Greater Rochester Chamber RETAIN Program

Since 2024, COMIDA has committed \$135,000.

Led by the Greater Rochester Chamber through the CampusROC initiative, the RETAIN Program is an early-career professional development and community engagement experience for individuals in their first year after completing trade school, community college, a four-year degree, or graduate school.

The program's mission is to ensure participants graduate with a deeper connection to Greater Rochester—equipped with the resources, relationships, and confidence to thrive professionally and personally, and ultimately choose to build their future in the region. RETAIN graduates represent a wide range of fields, including engineering and technical roles; business, finance, and operations; marketing, communications, and creative; human resources and talent; healthcare and wellness; and education, culture, and public engagement.

### PERFORMANCE METRICS

**2024-2025**

**21**  
participants graduated

**2025-2026**

**35**  
anticipated graduates



# Young Adults Manufacturing Training Employment Program

**Since 2022, COMIDA has committed \$1,640,000 in funding to YAMTEP and \$300,000 in transportation.**

YAMTEP is a nonprofit organization dedicated to advancing economic opportunity for individuals in underserved communities by helping them secure sustainable careers. The organization delivers a comprehensive training curriculum that includes resume development, conflict management, career literacy, and foundational manufacturing math. By partnering with local employers and community agencies, YAMTEP connects participants to career pathways and resources that might otherwise be inaccessible. To further reduce barriers to employment, the organization provides reliable transportation to and from job sites, ensuring participants can obtain and retain positions even when opportunities are located beyond public transit routes.

## SUCCESS STORY

When **Michael Schimek** joined YAMTEP, he had no experience in manufacturing or blueprint reading. Through YAMTEP's training, he learned to read blueprints, manufacture parts, and use precision measuring tools, while also building workplace professionalism. With the guidance of instructors and staff, Michael was placed in a manufacturing position where he remains employed and has advanced in his role. He credits YAMTEP for providing the technical skills, connections, and confidence needed to succeed.

YAMTEP's impact extends beyond training rooms as students receive hands-on instruction from industry professionals, engage with employers at job fairs, and gain real-world experience in workplaces. Program alumni often return as instructors or mentors, fostering a cycle of community-based growth.

## PERFORMANCE METRICS

# 82%

**job placement**

*with graduates moving directly into positions in manufacturing and related fields. Employer partnerships and targeted skill-building ensure participants are workforce-ready and positioned for career growth.*





# Ibero Workforce and Entrepreneurial Connections Program

## Ibero-American Action League

Since 2023, COMIDA has committed \$1,000,000.

The Ibero Workforce & Entrepreneurial Connections Program provides bilingual and bicultural pathways for community members to access employment and entrepreneurship opportunities. Operating from Ibero's Community Resource Center, the program serves underserved neighborhoods in Monroe County, linking residents to job training, placement, and small business support. With COMIDA support, the program has expanded outreach and strengthened infrastructure to ensure families can access reliable childcare while community members pursue training and employment.

### SUCCESS STORY

Everlydis arrived in the United States from Puerto Rico in 2021 without knowing any English. Determined to overcome communication barriers, she taught herself English through YouTube videos and is now fully proficient despite never attending a formal English class. Her personal journey includes significant trauma, including child sexual abuse, domestic violence, and substance use as a coping mechanism. During COVID-19, she completed a drug treatment program that set her on the path to recovery and kept her family together. She has now been drug-free for five years.

As a mother of three, she overcame homelessness, depression, and repeated violence, yet transformed her experience into resilience and purpose. Today, she volunteers in a city school supporting 10th and 11th graders with behavioral challenges. Her compassion and lived experience motivate her to help youth experiencing trauma and instability.

After learning about the CHW Training Program, she applied, fully engaged in the coursework, and immersed herself in community service events. She shares:

*"I attended the Community Health Workers Training because I am a person with many lived experiences. Whatever you want from life you can do it. I want to help the community the same way I received help in my bad moments. I want to help people make the change they want to make in their life."*

### PERFORMANCE METRICS

**160**  
job training and placement participants

**120**  
community health worker apprenticeships

**120**  
MWBE business enterprise participants

**75%**  
completion rates across all components

**60%**  
job placement rates across all components





# Healthcare Career Pathways Program

## 1199SEIU

**Since 2023, COMIDA has committed \$300,000.**

The Healthcare Career Pathways Program, supported by COMIDA and led by the 1199SEIU Training and Upgrading Fund, expands access to union-supported healthcare careers while addressing staffing shortages across Monroe County. This one-year initiative provided unemployed, underemployed, and incumbent workers, primarily from underserved communities, with training, certification, and job placement in high-demand roles such as CNA, LPN, Phlebotomy Technician, and Pharmacy Technician. Participants receive a \$500 monthly stipend and placement into 1199 union jobs offering \$35K+ starting salaries, benefits, and career advancement.

In addition to academic and financial support, case managers guided individuals through the certification and employment process, ensuring participants had the resources and encouragement needed to succeed. Looking ahead, the program will continue to re-connect with participants to inform them of new opportunities for further development in healthcare through additional funding, thereby maintaining ongoing follow-up and support.

By targeting communities hardest hit by poverty and COVID-19, the program strengthens the healthcare workforce, builds economic resilience, and creates scalable pathways to

### SUCCESS STORY

In early 2024, a change in state regulations required all Nursing Assistants to hold official certification. Many employees at the Rochester Center for Nursing and Rehabilitation risked losing their jobs. With support from COMIDA, these workers enrolled in certification programs, completed their training, and kept their positions. The program not only preserved their jobs but also helped the facility maintain essential staffing and continue delivering quality care to residents.

## PERFORMANCE METRICS

**66**

participants enrolled

**86%**

completion rate

**36%**

employed in healthcare roles such as Patient Care Technician, Phlebotomist, Pharmacy Technician, and Certified Nurse Assistant.





COUNTY OF MONROE  
**COMIDA**  
INDUSTRIAL DEVELOPMENT AGENCY



**ADAM J. BELLO**  
COUNTY EXECUTIVE



MONROE COUNTY  
**ECONOMIC  
DEVELOPMENT**

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