



**2024 We the People Convening:
Be Bold. Be Change**

A New Path Forward with Local Community Service Delivery Partners



Panel members:

- Rafael Colón – Panel Moderator, Navigator Program Manager
- Nino Gray – Executive Outreach Officer, Employment Security Dept.
- Synthia Hernandez – Chief Operation Office, La Oficina LLC, Yakima
- Martin Garibay, E&T Operations Manager, People For People, Yakima

Navigator purpose



- Aims to reduce barriers to unemployment benefits by helping unemployed workers learn about, apply for, and, if eligible, receive UI benefits and related services (i.e., navigate the UI program).
- Focus is on workers who are from historically underserved and marginalized communities and adversely affected by persistent poverty and inequality, and available to serve all.

Navigator role



Navigators provide outreach, education, and support services to their communities, which may include, but are not limited to;

- helping individuals understand the claims filing process
- educating them on where to locate information
- providing general information about claimant responsibilities
- directing claimants to online tools and local resources
- providing assistance with navigating technology
- collaborating with workforce system partners
- leveraging existing local relationships expanding messaging
- communicating with the other CBO navigators

Navigator context



Phase 1

June 2023 – Dec. 2024

- Late start up
- Program charter
- All hands-on deck
- Pilot with partner
- Request For Agreement
- Evaluate, interview select and awarded contracts to 9 CBOs \$2.1M
- Celebrated and announce selections
- Announced Summit

Phase 2

Jan. 2024 – Dec. 2024

- Hosted summit/launched project
- Strengthened relations with US DOL Region 6
- US DOL onsite visit to 4 CBOs
- Transitioned project to program operations
- Developed decision package
- Continuous outreach, education and support to gain insights and capture learnings
- Winter summit planned

Phase 3

Jan. 2025 – June 2025

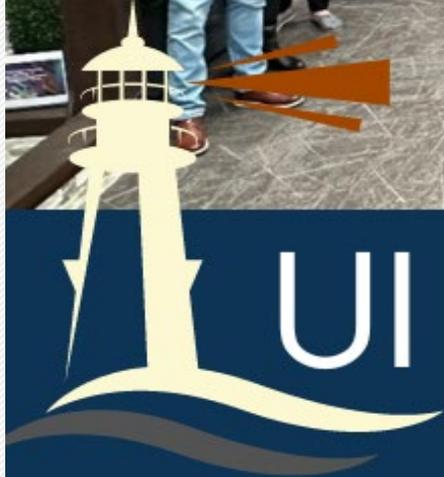
- Host CBO summit
- Track decision package
- Continuous outreach, education and support... Develop a strategic outreach framework
- Develop and implement the new path forward
- Stay tuned...

Navigator Partners Working Together



- Chinese Information and Service Center
- Drivers Union
- Korean Community Service Center
- **La Oficina, LLC**
- Native Action Network
- Neighborhood House
- **People For People**
- TRAC Associates
- Washington State Labor Council

Washington State Navigator Team



UI Navigator Program



PEOPLE FOR PEOPLE

Working Together,
Changing Lives



STRENGTHENING COMMUNITIES

**with resources and opportunities to
empower people and enrich lives**

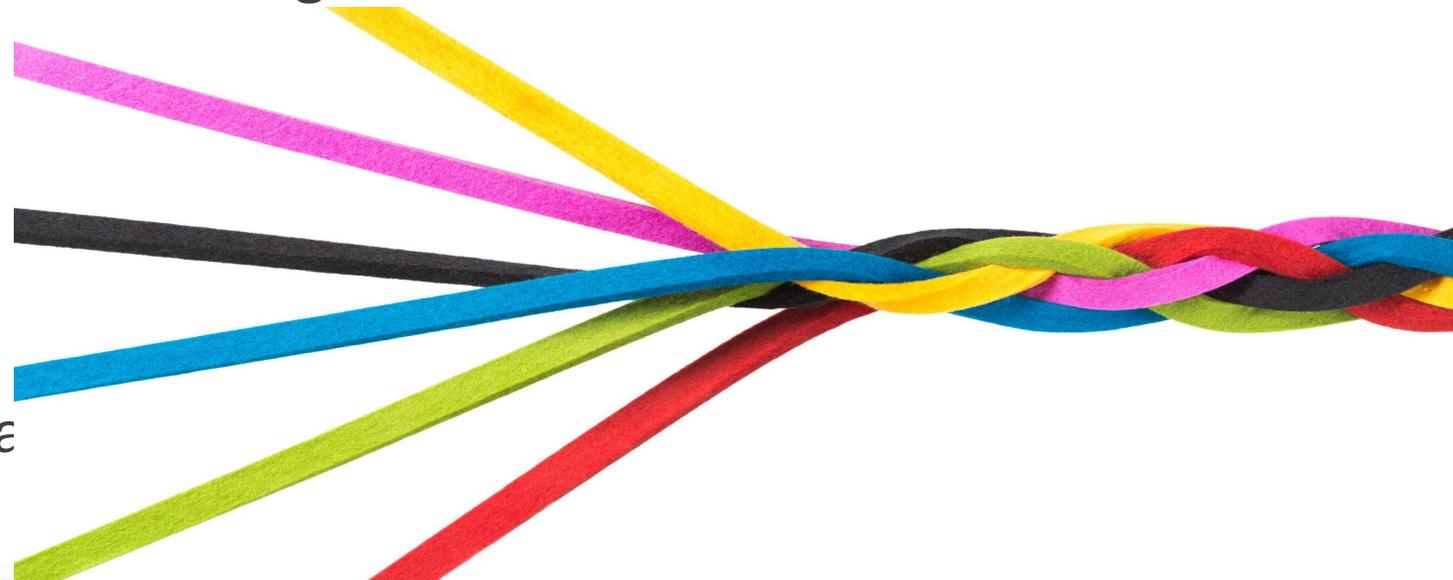
www.pfp.org

STRENGTHENING COMMUNITIES

People For People is dedicated to fostering positive change within the communities it serves through a multifaceted approach that emphasizes empowerment, collaboration, and inclusivity.

Key Principles

- Empowerment through Employment & Training
- Community-Centered Services
- Collaboration & Partnerships
- Cultural Competency & Inclusivity
- Holistic Support services
- Continuous Improvement & Feedback
- Focused on Long-Term Success



COLLABORATION BETWEEN PFP & ESD

People For People (PFP) has established a robust partnership with the Employment Security Department (ESD) to enhance workforce development services across Yakima, Kittitas, Klickitat, and Skamania counties. This collaboration also helps to bridge the gap between underserved communities and employment benefits.



Key Areas of Collaboration

- Co-Location of Services
- Joint Community Outreach
- Training & Workshops
- Advocacy & Creating Positive Changes
- Addressing Social Determinants of Health

SERVICE AREA MAP



-  Greater Columbia 2-1-1
-  Employment and Training
-  Meals On Wheels
-  Non-Emergency Medical Transportation
-  Transportation
-  Long-term Ombudsman Program
-  Basic Food Outreach Program

Contact Information:

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2-1-1

View counties and services at
pfp.org

WHO WE ARE - LA OFICINA

EMPOWERING COMMUNITIES, ONE BUSINESS, ONE PERSON AT A TIME



Established in 2011, La Oficina's roots in activism began when the founder was young, providing translation and basic technical assistance for parents and family members. Growing up with Spanish-speaking parents and knowing the challenges of being a single mother, she understood firsthand the struggles faced by many in the community.



We aren't just a resource center—we are a lifeline for those who might not know where to turn too. Whether it's a business trying to get off the ground or a person needing a hand with paperwork, we're here because we understand the struggle.



Our mission is simple: to help people. We empower both individuals and businesses by giving them tools and support in a way that respects their culture, their values, their language, and their experience.



Over the years, we've supported multiple businesses, including construction, retail, food services, and local vendors, while also offering critical resources to individuals navigating their personal and professional challenges, making sure they don't feel alone on their journey.



OUR APPROACH TO POSITIVE CHANGE

UNDERSTANDING FIRST, ACTION SECOND

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At La Oficina, we don't just provide support or resources. We take the time to really understand the people we're helping—where they come from, what they value, and what challenges they face.
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Our approach is all about cultural understanding. We know what it feels like to be unheard or overlooked, and we're here to make sure no one in our community feels that way.
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Whether it's helping someone start a business or guiding them through unemployment services, we believe that change starts with truly listening to people's stories and needs.
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Our programs aren't one-size-fits-all; they are tailored to fit the real-life situations our community members and businesses face, helping them move forward in a way that's sustainable and meaningful.



OUR COLLABORATION WITH ESD

WORKING TOGETHER, SIDE BY SIDE



Working with the Employment Security Department (ESD) has been a game-changer for us. They don't act like they're above us—they work alongside us, treating us like true partners.



ESD gives us the space to be creative, to reach people in ways that make sense for our community. They understand that our community members and businesses need more than just paperwork—they need real support.



Together, we've been able to help people not just navigate unemployment, but also find ways to improve their lives, grow their businesses, and create opportunities for themselves and their families.



This isn't just collaboration—it's partnership in the truest sense, and it's making a real difference in the lives of the people we serve.



OUR PEOPLE REACH

- ✔ One-on-one – walk-in and appointments
- ✔ Tabling at community events, conferences...
- ✔ Hosting in-person UI education seminars at two locations
- ✔ Social media channels –

Where do you need La Oficina? Tell us.

Contact information:
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Chief Operating Officer
509-225-9921

Questions

Insights and take away's to apply



- Seek out and engage community by using Covey's 5TH Habit – **Seek FIRST to UNDERSTAND**, then to be *understood*. Listen 2 learn.
- Trusted partnerships are successfully made with continuous and transparent communications and decision making. Co-create the journey.
- Identify, inform and align with existing networks in your business ecosystem.
- Leverage existing and new structures to expand people reach. Thank the naysayers.
- Align with your strategic plan, related initiatives and existing grants, if any.
- Put systems in place for open-ended feedback from the CBOs and their clients and follow up with reply.

Navigator sustainability



Potential Decision Package

- State appropriation request: \$3.3M
- Allocation: July 1, 2025
 - Transition to Outreach Office with expanded messaging of resources, programs and services.
- Funding period: Biennium (through June 30, 2027)

Stay tuned...



Thank YOU!