



## Case Study of OnwardCA

Putting American Workers Displaced  
by COVID-19 Back to Work

[www.onwardca.org](http://www.onwardca.org)



# What is OnwardUS?

OnwardUS is an initiative established to build and deploy a solution that shortens the length of time of unemployment for workers displaced by the COVID-19 pandemic and connects them to essential life services.

Created and launched by Kapur Center and Bitwise Industries and powered by Shift3 Technologies, Microsoft and Salesforce, OnwardUS is built from a Coalition of companies, foundations and governments. Their first mission was to launch in California (OnwardCA), then progressively roll out a nationwide solution for displaced workers in each state.

## The OnwardUS Solution

OnwardUS is a platform powered by Salesforce, Twilio, Microsoft, Google and Facebook to connect workers displaced by COVID-19 to the resources they need to get back to work fast. The web-based solution dynamically matches displaced workers to three categories of critical resources:

1. Life Essential Services (e.g. money, food, shelter)
2. Retraining Opportunities
3. A Next Job

OnwardUS wants to provide this solution to each state at no cost.





With the support and leadership of Governor Gavin Newsom, California is serving as the flagship launch of OnwardUS. OnwardCA will provide support for Californians impacted by job loss by creating a digital destination connecting them with services, funds and living measures, essential to surviving this crisis further.

This will provide pathways to a rapid redeployment of workers to needed industries and the reskilling of workers to help offset the impact of displacement on California's economy.

## The Coalition Behind OnwardCA

Onward was launched by the Kapor Center and Bitwise Industries, powered by Shift3 Technologies and Salesforce, alongside a coalition of companies, foundations and cities. Here are just a few of the entities involved in helping coordinate OnwardCA:

"OnwardCA is an example of private and public sectors working together to meet a challenge by using the best and the brightest from across the state to support all Californians in their time of need."

- Gavin Newsom, Governor of California





# The Problem

Due to the COVID-19 pandemic, our country is suffering from a crippling economic freeze, causing record unemployment nationwide. Social Distancing and local/statewide “shelter in place” orders have brought retail consumerism to a deafening standstill.

Nearly one-in-four U.S. workers – 38.1 million out of 157.5 million – are employed in the industries most likely to feel an immediate impact from the COVID-19 outbreak, according to a Pew Research Center analysis of government data.

In California alone, 186,809 unemployment claims were filed the month of March 2020. Due to this job loss, unemployed Californians are unable to afford basic living expenses, such as rent, food, childcare and other expenses.

This pandemic hit our country fast, overloading existing online employment resources; additionally, most digital tools aren’t prepared for the workforce that will need to learn new skills to get through this employment crisis. Finding a job can be an overwhelming and challenging process for Americans already under duress from financial strain and frustration.

# The Solution

Working in direct coordination with Governor Gavin Newsom's office, the OnwardCA initiative is leading the effort to centralize an online clearinghouse; a digital resource for California's displaced workers. Why is this digital resource special? Because this particular tool dynamically matches those seeking employment with available jobs nationwide.

How does it work?

1. Visit [www.onwardca.org](http://www.onwardca.org) on any mobile or desktop browser
2. Enter your information (location, family unit, income level, skills)
3. The system will dynamically match displaced workers to the resources most relevant to them.

What does a dynamic match mean exactly?

**For example:** John from California used to work as a busser for a local restaurant, but was laid off due to the economic slowdown brought on by COVID-19. When John visits OnwardCA.org, he enters his information. The system dynamically matches John with a warehouse job where the only qualification is he can lift 25 lbs or more. Having lifted heavy boxes to stock the bar, John would have never thought to apply for a job in that particular industry until the system matched his skills to that available job.



# The Benefits

OnwardCA aims to connect emergency resources to California workers displaced by COVID-19. This initiative is expected to make an impact on unemployed Californians almost immediately.

Original Goal	Actual
10,000 individuals in month one	100,000 in first 24 hours and 250,000 in first week
100,000 individuals in month two	
1 million individuals in month three	

This solution will help to significantly shorten the length of unemployment statewide and reduce the strain on the State's unemployment funds.

Through OnwardCA, more Californians will be able to bring income into their households and fewer families will lose their homes. Additionally, OnwardCA is easily accessible online from any mobile device or desktop computer with a browser.

## Lasting Impact

During this uncertain time, this initiative will provide help for those who continue to be displaced due to the COVID-19 pandemic. The goal is to connect as many Americans as possible to life sustaining resources and new employment opportunities with dynamic matching via OnwardCA's online tool.

Nobody knows how long this pandemic will last ... or how far and wide it's going to continue to wreak havoc, but OnwardCA will strive to help decrease overall unemployment numbers throughout California during this health crisis and well after.



## We Want to Help

To learn more about OnwardUS and how to implement this initiative in your state, call **559.618.1279** or email **[info@onwardus.org](mailto:info@onwardus.org)**