

An Initiative of the California Workforce Development Board

Designed by workers, this project proposes the creation of an alternative staffing agency (ASA) for hospitality workers in San Diego County that will serve as a mechanism for consistent training and skills across the workforce, offering an equitable, low-barrier entry into hospitality work and career advancement in the industry. The model is based on the traditional temporary worker staffing agency to fill immediate needs for workers. Under this model the worker is employed by the staffing agency to meet the employer’s needs, giving the employer flexibility to staff up and down and the ASA will operate as a union-model hiring hall rather than as a temp agency, offering living wage jobs to employees who are available to work.

San Diego Hospitality Alternative Staffing Agency will support the transformation of the hospitality and leisure industry to meet the needs of High Road employers and workers. At any time among the largest unionized hotels in San Diego there are more than 500 open positions ranging from dishwashers and housekeepers to engineers and chefs. The ASA will provide training leading to industry-accepted certifications that will qualify workers for open career positions and quickly connect qualified workers to quality hospitality jobs in union-represented workplaces.

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## PROJECT HIGHLIGHTS

- Establish a High Road training program for the hospitality industry in San Diego for 100 participants over the span of two years that provides training for industry-accepted certifications, which will qualify workers for open career positions.
- Target low-income individuals, immigrants, and/or people of color to train and deploy to living wage jobs.
- Provide case management, job coaching, and technology training.
- Implement an innovative, automated dispatch system for hospitality workers created by Big Sky I.T., Inc that uses artificial intelligence to allocate work fairly, filling shifts and covering absences according to standard procedures, labor laws, and collective bargaining agreement rules.
- Implement the Win Dues Dispatcher staffing application and train at least 200 workers on its use.

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## KEY PARTNERS

- The San Diego Hospitality Alternative Staffing Agency
  - San Diego & Imperial Counties Labor Council
  - Unite Here Local 30
  - DoubleTree by Hilton San Diego-Mission Valley
  - Hilton San Diego Bayfront Hotel
  - Hotel Del Coronado
  - Humphrey’s Half Moon Inn & Suites
  - Hyatt Regency
  - Kona Kai Resort and Spa
  - Loews Coronado Bay Resort
  - San Diego Marriott La Jolla
  - The Westin Gaslamp Quarter San Diego
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