



**Workforce Development Board
Simpkins Swim Center
979 17th Avenue, Santa Cruz
Wednesday, February 22, 2017, 8:30 a.m.**

18 W. Beach Street
Watsonville, CA 95076
(831) 763-8900
www.santacruzwb.com

Agenda

- I. Call to Order/Welcome**
- II. Approval of Agenda**
- III. Public Comment**
- IV. Approval of Minutes from October 26, 2016 meeting..... 2-6**
- V. Consent Items**
 - C.1 Common Measure Performance Updates PY 2016-17 Q1 **7-8**
 - C.2 PY16-17 Budget Modification: High Performing WDB Award **9**
- VI. Guest Presentations 10**
 - P.1 Matt Weis, Cabrillo College- Cooperative Work Experience Education Program
- VII. Administration**
 - A.1 Data Dashboard **11**
 - A.2 Strategic Plan Report Update **12-13**
 - A.3 Procurement Status PY 2017-18 **14-15**
 - A.4 Technology Sector Initiative..... **16**
 - A.5 2017-20 WIOA Local Plan Approval..... **17-18**
 - A.6 2017-20 WIOA Regional Plan Approval **19**
 - A.7 National Workforce Development Overview, John Chamberlin,
WDB Consultant **20**
- VIII. Committee Reports**
- IX. Chairperson’s Report**
- X. Adjournment**

MEMBERS:

- Carol Siegel, Chair
Santa Cruz Seaside Company
- Rob Morse, Vice Chair
Pacific Gas and Electric Company
- Alan Aman, Chief Operating Officer
PAMF Santa Cruz
- Alia Ayyad, Director
Center for Employment Training
- Diane Berry-Wahrer, Supervisor
California Department of Rehabilitation
- Jack Carroll, Chair,
Career and Technical Education
Watsonville/Aptos Adult Education
- Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
- MaríaElena De La Garza
Executive Director
Community Action Board
- Marshall Delk, Vice President
Santa Cruz County Bank
- Elyse Destout, Owner
Photography by Elyse Destout
- VACANT
Employment Program Manager
Employment Development Department
- Andy Hartmann, Business Manager/
Financial Secretary
IBEW Union, Local 234
- Sean Hebard
Carpenters Local 505
- Mark Hodges, Director,
Regional Occupational Program
Santa Cruz County Office of Education
- Dave Hood, President
First Alarm
- Julie Lambert, Director,
Finance & Human Resources
S. Martinelli and Company
- Barbara Mason,
Economic Development Coordinator
Santa Cruz County Economic Development
- Bill Miller, Director of Human Resources
Graniterock
- Francisco Rodriguez, President
PVFT Union, Local 1936
- Shaz Roth, President/CEO
Pajaro Valley Chamber of Commerce
and Agriculture
- Glen Schaller, Political Coordinator
Monterey Bay Central Labor Council, AFL-CIO
- Ron Slack, Owner
Fine Print Graphic Design
- William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce
- Andy Van Valer, Founder
SlingShotSV
- DIRECTOR:
Andy Stone

**Next Meeting: Executive Committee Meeting
Wednesday, April 5, 2017 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060**

**Workforce Development Board Meeting
Wednesday, June 7, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Avenue
Santa Cruz, CA 95062**

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefit of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please call (831) 763-8900 (TDD/TTY- 711) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.



**Workforce Development Board
Full Board Meeting
Simpkins Swim Center
979 17th Avenue, Santa Cruz
Wednesday, October 26, 2016, 8:30 a.m.**

18 W. Beach Street
Watsonville, CA 95076
(831) 763-8900
www.santacruzwb.com

The Chair called the meeting to order at 8:38 a.m., and a quorum was established.

Board Members in Attendance

Ayyad, Alia
Berry-Wahrer, Diane
Carroll, Jack
Cuevas, Christina
De La Garza, MariaElena
Delk, Marshall
Destout, Elyse
Dion, James
Hodges, Mark
Mason, Barbara
Morse, Rob
Rodriguez, Francisco
Schaller, Glen
Siegel, Carol – Chair

Board Members Absent

Aman, Alan
Hartmann, Andy
Hebard, Sean
Hood, Dave
Lambert, Julie
Slack, Ron
Tysseling, Bill
Van Valer, Andy

Staff in Attendance

Gray, Lacie – WDB Sr. Human Services Analyst
Paz-Nethercutt, Sara – WDB St. Human Services Analyst
Stone, Andy – WDB Director
Hinojosa, Teresita – WDB Sr. Human Services Analyst
Zeller, Brenda – WDB Administrative Coordinator

Guests

Brady, Gerlinde – Cabrillo College
Constable, Andy – County of Santa Cruz Economic Development
Dunton, Tamara – County of Santa Cruz HSD
Gaukel Forster, Mary – Your Future is Our Business
Guthrie, Anne – Workforce Santa Cruz County/Goodwill Central Coast
Livingstone, Todd – Watsonville Aptos Santa Cruz Adult Education

MEMBERS:

Carol Siegel, Chair
Santa Cruz Seaside Company
Rob Morse, Vice Chair
Pacific Gas and Electric Company
Alan Aman, Chief Operating Officer
PAMF Santa Cruz
Alia Ayyad, Director
Center for Employment Training
Diane Berry-Wahrer, Supervisor
California Department of Rehabilitation
Jack Carroll, Chair,
Career and Technical Education
Watsonville/Aptos Adult Education
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
MariaElena De La Garza,
Executive Director
Community Action Board
Marshall Delk, Vice President
Santa Cruz County Bank
Elyse Destout, Owner
Photography by Elyse Destout
James Dion,
Employment Program Manager
Employment Development Department
Andy Hartmann, Business Manager/
Financial Secretary
IBEW Union, Local 234
Sean Hebard
Carpenters Local 505
Mark Hodges, Director,
Regional Occupational Program
Santa Cruz County Office of Education
Dave Hood, President
First Alarm
Julie Lambert, Director,
Finance & Human Resources
S. Martinelli and Company
Barbara Mason,
Economic Development Coordinator
Santa Cruz County Economic Development
Francisco Rodriguez, President
PVFT Union, Local 1936
Glen Schaller, Political Coordinator
Monterey Bay Central Labor Council, AFL-CIO
Ron Slack, Owner
Fine Print Graphic Design
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce
Andy Van Valer, Founder
SlingShotSV
DIRECTOR:
Andy Stone

Macias, Nohemi – Santa Cruz County Office of Education
Manrik, Teal – Santa Cruz County Office of Education
McLay, Mike – County of Santa Cruz HSD
Paynter, Michael – Santa Cruz County Office of Education
Putnam, Heather – Santa Cruz Works
Roth, Shaz – Pajaro Valley Chamber of Commerce
Ullestad, Sharolynn – Workforce Santa Cruz County
Zayas, Sarai – Santa Cruz County Office of Education

Subject: Call to Order/Welcome

Discussion: Chair Carol Siegel called the meeting to order and welcomed members, staff, and guests.

Subject: Approval of Agenda

Action: It was moved to approve the agenda.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: Public Comment

There was no public comment.

Subject: Approval of June 8, 2016 Meeting Minutes

Discussion: Chair Carol Siegel called for the June 8, 2016 minutes to be approved.

Action: It was moved to approve the June 8, 2016 Meeting Minutes.

Status: Motion to Approve: Christina Cuevas
Motion Seconded: Diane Berry-Wahrer
Abstentions: MariaElena De La Garza, Glen Schaller
Committee Action: All in favor, minus noted abstentions, motion passed.

Subject: V. Consent Items:

- C.1 – Common Measure Performance Update PY 2015-16 Q4**
- C.2 – Eligible Training Provider Lists (ETPL) Annual Report PY 2015-16**
- C.3 – RFP Center/Program Services PY 2017-18**
- C.4 – WIOA Partner MOU Phase II**
- C.5 – WIOA Final Budget PY 2016-17**
- C.6 – Youth Contract and Budget PY 2016-17**
- C.7 – Youth Program Annual Report PY 2015-16**

C.8 – Slingshot Meeting Recap

C.9 – Proposition 39 Pre-Apprenticeship Training Agreement with Monterey County

Action: It was moved to approve Consent Items C.1 through C.9

Status: Motion to Approve: Marshall Delk
Motion Seconded: Elyse Destout
Abstentions: MariaElena De La Garza (Items C.6 & C.7)
Committee Action: All in favor, minus noted abstentions, motion passed.

Subject: VI. Presentation Items:

P.1 – WIOA Youth Services Video—Sueños Program

Nohemi Macias, Coordinator for the Sueños Program presented a video produced for the program to show the services it provides and participants' experiences in working with the program. Following the video, a former Sueños participant and additional staff members were introduced.

P.2 – Gerlinde Brady, Interim Dean of CTE and Workforce Development, Cabrillo College

Gerlinde Brady gave an overview of the Cabrillo College Career Technical Education program and stated it is seeking new funding, new programs, new students, and new collaborations with partners like the WDB.

P.3 0 Heather Putnam, Executive Director, Santa Cruz Works

Heather Putnam spoke about the mission of Santa Cruz Works and its focus on raising visibility around science and technology companies and employment opportunities in Santa Cruz County.

Subject: VII. Administration Items:

A.1 – Data Dashboard

Director Andy Stone went over the Data Dashboard, noting that the unemployment rate in the city of Watsonville was 6.9% for the month of September, compared to 4.8% for the city of Santa Cruz. He also explained that expenditures were low because not all invoices for Q1 had been received.

A.2 – Strategic Plan Report (Action)

Director Andy Stone reviewed the goals for the WDB Strategic Plan for Program Years (PY) 2014-17 and gave an update on the status of each goal. He stated that the Proposition 39 Pre-Apprenticeship Program is on track to launch in January 2017; the second phase of the Slingshot grant is in progress and the WDB is working with the Health Improvement Partnership

(HIP); a Tech Partnership is in discussion with Santa Cruz Works to identify the needs of tech employers; Business U provided a Business Engagement Bootcamp training to WDB and partners; the Hot Jobs Report is set to release in early November; Purchase Orders are being prepared to obtain assistance in developing the WDB Scholarship List and for marketing services to update WDB marketing collateral and provide talking points for board members; a contractor has been hired to develop and provide training for WDB board members; and a full review of WDB Policies is in progress with the assistance of a contractor.

Action: It was moved to accept the WDB Strategic Plan Report as presented.

Status: Motion to Approve: MariaElena De La Garza
Motion Seconded: Rob Morse
Abstentions: None
Committee Action: All in favor, motion passed.

A.3 – WDB Overview – John Chamberlin

WDB Consultant John Chamberlin of Chamberlin and Associates, Portland, OR provided an overview of the current workforce development system, including the impact of the Workforce Innovation and Opportunity Act (WIOA) and the evolving role of Workforce Development Boards. Mr. Chamberlin identified goals, responsibilities, and functions for Local Governances, Local Chief Elected Officials, and Local Workforce Boards in regards to WIOA requirements and gave examples of program development and collaboration between Local Workforce Boards and community partners in different areas throughout the United States.

VIII. Committee Reports

Elyse Destout, Youth Council Chair, gave an update on the Work4Youth (W4Y) Program and reviewed three possible options for continuing the program. First, the disbanded W4Y board could be reinstated to accept proposals for funding students and/or programs not currently able to receive funding from Sueños or other existing programs. Second, W4Y could continue on a smaller scale, funding an Administrator to steer the program. Third, the W4Y board could combine with the board for Your Future Is Our Business (YFIQB) and combine resources to pursue funding to unify efforts to provide services to the target age group.

Marshall Delk, Business Services Committee (BSC) Chair, updated the WDB on BSC efforts to redefine and refocus business service efforts, including reconstituting the committee and seeking new members. He stated there would be a strategic planning session held during the November 16, 2016 BSC meeting.

IX. Chairperson's Report

WDB Chair Carol Siegel expressed her excitement about working with John Chamberlin to provide training for the WDB and develop a WDB “elevator speech”. She thanked board members, staff, and guests for attending.

Meeting adjourned at 10:34 a.m.

**Next Meeting: Executive Committee Meeting
Wednesday, February 1, 2017 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060**

**Workforce Investment Board Meeting
Wednesday, February 22, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062**

DRAFT



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

C.1 Common Measure Performance PY 16-17 Q1

COMMITTEE: Workforce Development Board	MEETING DATE: February 22, 2017
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STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, WDB Sr. Analyst; Teresita Hinojosa, WDB Sr. Analyst

SUMMARY:

The attached Performance Update for 1st Quarter PY 2016-17 gives an indication of local performance as of September 30, 2016 for Adult, Dislocated Worker and Youth program services. The state only considers annual performance and requires local areas meet 80% of the assigned goal. Although the Workforce Innovation and Opportunity Act (WIOA) was enacted effective July 1, 2015, the performance measures used under WIA will remain in effect until June 30, 2017. The LWIA has met or exceeded all the goals.

As a reminder, this is preliminary data through 1st Quarter and includes data on up to 25 Adults, 21 Dislocated Workers, and 78 Youth depending on the specific measure. The State will review the data for validation of WIOA numbers and provide FINAL actual program year performance results after the program year ends.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the WIOA Common Measure Performance for 1st Quarter for PY 2016-17.

COMMITTEE DATE 02/01/16	COMMITTEE APPROVAL: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other: Executive Committee
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

C.1 Attachment

Performance Update for 1st Quarter PY 2016-17

Adult and Dislocated Worker Formula 1st Quarter Performance (as of 9/30/16)						
Adult and DW Performance Goals	Participant Categories	PY 2016-17 Santa Cruz LWIA Goal	Performance Level through 9/30/16	Met Goal	Met 80% Target? *80% of goal	Success Rate % of goal met
Entered Employment Rate	Adult	72.0%	100%	YES	YES	138.8%
	Dislocated Worker	70.5%	90%	YES	YES	127.6%
Retention Rate – 9 months 1, 2, & 3 Qtrs after exit	Adult	85.0%	68%	NO	YES	80%
	Dislocated Worker	84.0%	85.7%	YES	YES	102%
Average Earnings: 2 nd and 3 rd Qtr after exit to 2 nd and 3 rd Qtr prior to WIA participation	Adult	\$16,500	\$16,820	YES	YES	101.9%
	Dislocated Worker	\$15,050	\$20,654	YES	YES	137.2%

WIA Youth Formula 1 st Quarter Performance (as of 9/30/16)					
Youth Performance Goals	PY 16-17 Goals	Performance Level through 9/30/16	Met Goal	Met 80% Target?	Success Rate (% of goal met)
Entered Education or Employment Rate	70.5%	77.27%	YES	YES	109.60%
Attained Degree or Certificate	64.0%	85%	YES	YES	132.81%
Literacy & Numeracy Gains	72.0%	27.27%	YES	YES	37.87%

***The State of California requires local areas meet 80% of the assigned goal.**



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

C.2 PY 16-17 Budget Modification: HPB Award

COMMITTEE: Workforce Development Board	MEETING DATE: February 22, 2017
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STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst

SUMMARY:

As you may recall, Senate Bill (SB) 698 passed in October 2011 requiring the Governor, through the California Workforce Investment Board to establish criteria/standards for local Workforce Investment Boards (WIBs) to be deemed "high performing" during the certification process. Santa Cruz WIB approved the local plan at that time, which included, among other updates, the formation of the Business Services Committee. Additionally, a key piece of the legislation required the Governor and the Legislature, in consultation with the California Workforce Investment Board to reserve specified federal discretionary funds for the designated high performing WIBs.

On February 12, 2014, this board achieved High-Performance Local Board (HPB) certification and became eligible to receive a monetary award. Program Year 2016-17 will be the first year local boards receive a monetary award as the Governor's discretionary fund has been restored to the full 15 percent this program year. On December 27, 2016, we were made aware of the local award of \$54,838.

Note: The Workforce Investment Board became the Workforce Development Board effective July 1, 2016 so reference to WIB are appropriate for the above board item.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the monetary award for having been designated a high-performing board and direct the WDB director to exercise his discretion for expenditure as allowed in the WIOA.

COMMITTEE DATE 02/01/17	COMMITTEE APPROVAL: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other: Executive Committee
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



**Workforce Development Board
Guest Presenters
February 22, 2017**

18 W. Beach Street
Watsonville, CA 95076
(831) 763-8900
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Cabrillo College

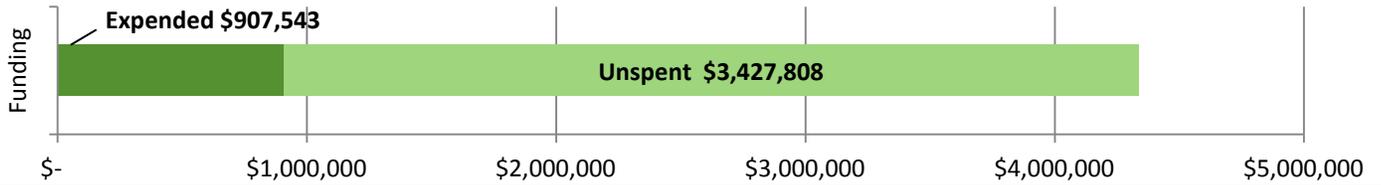
Matt Weis
*Program Coordinator
Cooperative Work Experience Education
Cabrillo College*

A.1 Dashboard

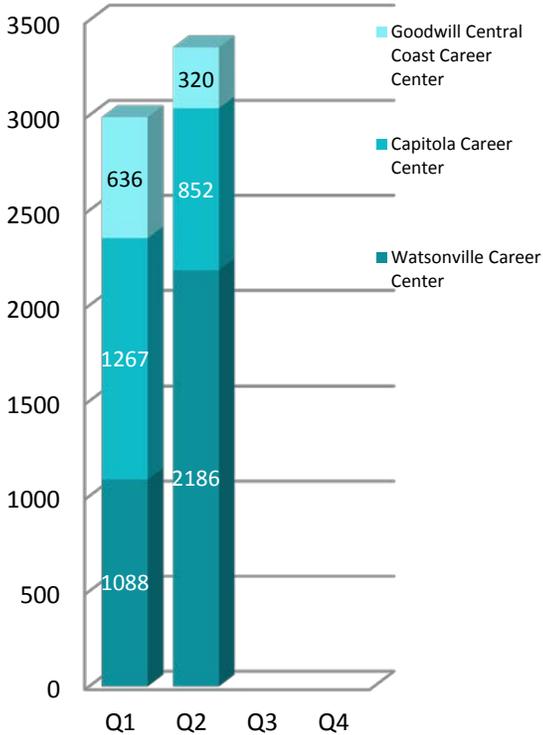
July 1, 2016 to December 31, 2016



PY 16/17 Budget: \$4,335,351



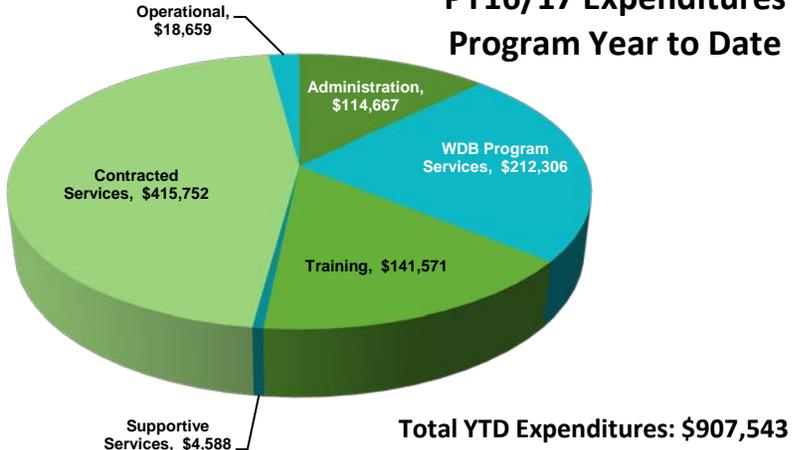
PY 16/17 Jobseeker Visits
Total Visits by Quarter



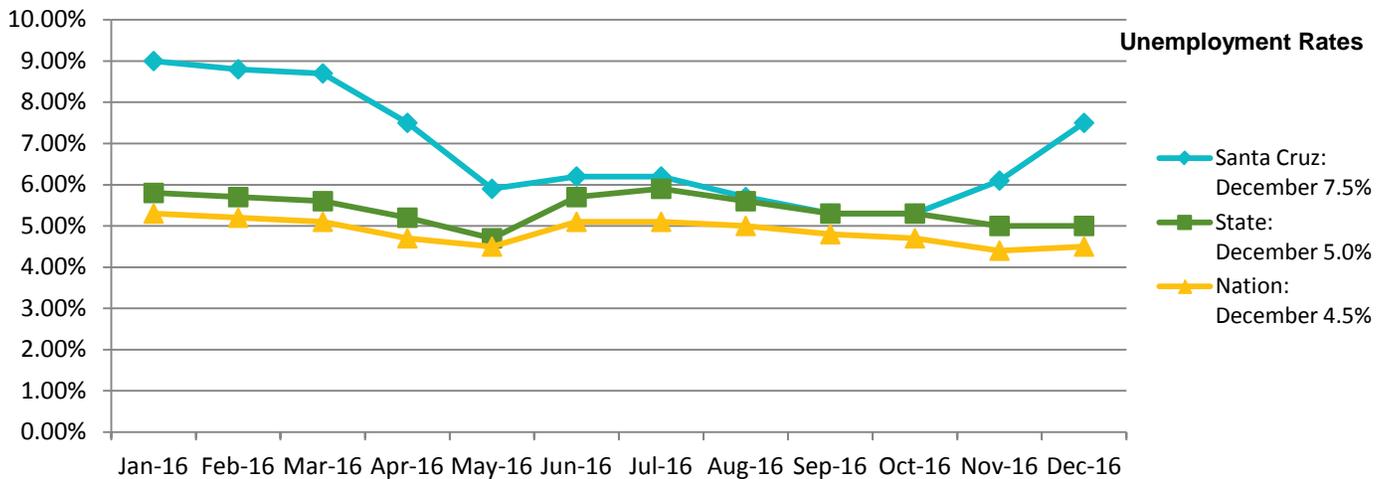
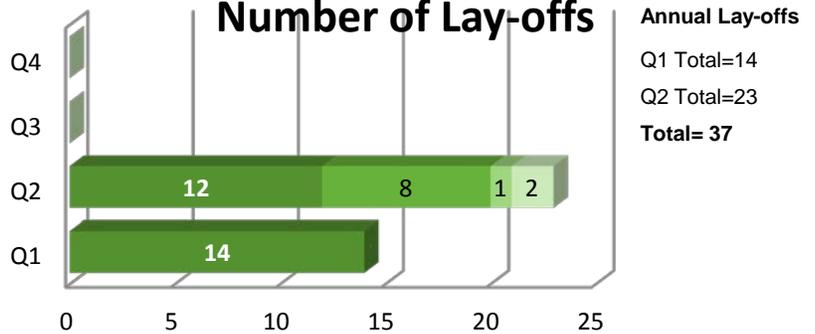
Year to Date Unique Visitors:

Watsonville: 1,781
 Capitola: 799
 Goodwill: 378
TOTAL: 2,958

PY16/17 Expenditures
Program Year to Date



PY16/17 Rapid Response:
Number of Lay-offs





Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.2 Strategic Plan Report

COMMITTEE: Workforce Development Board	MEETING DATE: February 22, 2017
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

On October 8, 2015 the WIB approved the WDB Director's PY 2015-16 Operational Plan which lays out the specific actions for the program year designed to ensure that the Strategic Plan's goals are met. The attached scorecard represents the updated PY 2016-17 outcomes for the approved goals and action steps.

Both the Strategic Plan and the WDB Director's Operational Plan incorporate the 2014-17 Strategic Goals referenced below.

2014-2017 Strategic Goals for Workforce Santa Cruz County

Goal 1: Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs

Goal 2: Align workforce development strategies to support local economic development

Goal 3: Develop strategic relationships with educators, employers and community partners to:

- Increase the skill levels of youth and adult job seekers, and
- Create opportunities for employment, career mobility, and self-sufficiency

Goal 4: Increase Board (WDB) Effectiveness

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to adopt the WDB Director's Operational Plan update for PY 16-17.

COMMITTEE DATE 02/01/17	COMMITTEE APPROVAL: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other: Executive Committee
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

**A.2 Attachment - Workforce Development Board of Santa Cruz County
STRATEGIC PLAN STATUS REPORT PY 2016-2017**

	Benchmark (2015-16)	2016-17 Target	2016-17 Operational Goals to meet Target	YTD
<u>Goal 1</u> Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs	Regional Strategies implemented in 2015-16: • Awarded Proposition 39 Pre-Apprenticeship Grant • Awarded Slingshot Grant for Health Care	In 2016-17: Deliver three WDB approved projects	<ul style="list-style-type: none"> Implement regional pre-apprenticeship training program Obtain and implement second round Slingshot grant for Health Care Sector Launch Local Tech Industry Partnership 	<p>Prop 39: Classes started in January, 17 students enrolled</p> <p>Slingshot: Regional meeting planned for March, focus on care coordination and talent</p> <p>Tech Partnership: Contract out for approval. Work to begin in April</p>
<u>Goal 2</u> Align workforce development strategies to support local economic development	In 2015-16, transitioned CEDS Committee management to the County's Economic Development Office	In 2016-17: Partner with economic development to help employers attract and retain talent	<ul style="list-style-type: none"> Create a county asset map of employment related business incentives Provide staff/partner training on business engagement practices Adopt Business Engagement Plan 	<p>Asset Map: Working w/ County Economic Development</p> <p>Training: Provided by Business U on 9/26</p> <p>Business Engagement Plan: Assigned to Business Services Committee</p>
<u>Goal 3</u> Develop strategic relationships with educators, employers and community partners to: • Increase the skill levels of youth and adult job seekers, and • Create opportunities for employment, career mobility, and self-sufficiency	In 2015-16, launched WDB Scholarship list/pilot program	In 2016-17: Use data and messaging to strategically target employers and job seekers	<ul style="list-style-type: none"> Release Initial County Hot Jobs Report Formalize the WDB Scholarship process with WDB input Establish new WDB messaging and update website content and materials 	<p>Hot Jobs Report: Initial report completed</p> <p>WDB Scholarship List: Have completed purchase order with Chmura Economics & Analytics</p> <p>WDB Messaging: Completing PO w/ Studio Holladay for marketing services</p>
<u>Goal 4</u> Increase Board (WDB) Effectiveness	In 2015-16, approved new 25 member board	In 2016-2017: Establish the WDB as Workforce Development Experts	<ul style="list-style-type: none"> Provide development opportunities for every WDB member Establish a new WDB member on-boarding process Conduct a full WDB policy review and update to meet WDB goals and comply with WIOA 	<p>Development Opportunities: Consultant provided WIOA overview at 10/26 WDB Meeting.</p> <p>New WDB Orientation: Consultant to meet w/ WDB chair in February</p> <p>WDB Policy Review: Will begin in February</p>

Benchmark = beginning of the strategic plan

Target = planned to be at the end of the year

Green	on track to meet planned target for the year
Yellow	needs to be watched
Red	in danger of not meeting target for the year.



SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

Action Consent Information Discussion

A.3 Procurement Status PY 2017-18

COMMITTEE: Workforce Development Board	MEETING DATE: February 22, 2017
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst	

SUMMARY:

As you know, this board approved the issuance of a Request for Proposal (RFP) for WIOA Adult, Dislocated Worker and Career Center Operator program services at the June 8, 2016 meeting. The RFP was subsequently released at the Board of Supervisors (BOS) meeting on November 15, 2016.

As part of the process, the WDB worked with the County's General Services Department's Purchasing Division (GSD) to conduct the RFP procurement process. GSD requirements for RFP contracting allow for a one-year contract with three additional one-year options for renewal, for a total possible term of four years. This procurement process provides for a potential contract that could extend from PY 2017-18 through PY 2020-21 based on a contractor cost analysis. Regardless of the results of the cost analysis, a new RFP process will need to be conducted every four years as required by utilizing the County procurement process.

Results of Competitive Process

As a result of the RFP process managed by GSD three (3) proposals were received as follows: Eckerd Youth Alternatives, Inc., Goodwill Central Coast, and KRA Corporation. GSD exercised its right to withdraw the procurement due to a consequential technical error. GSD outlines the issue and recommendation in the memo attached to this item.

Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE 02/01/17	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other: Executive Committee
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



County of Santa Cruz

GENERAL SERVICES DEPARTMENT (GSD)

701 OCEAN STREET, SUITE 330, SANTA CRUZ, CA 95060-4073

(831) 454-2210 FAX: (831) 454-2710 TDD: (831) 454-2123

NANCY GORDON, DIRECTOR

**TO: Andy Stone, Workforce Development Board Director,
Sara Paz-Nethercutt, Workforce Development Board Sr. Analyst**

FROM: Phil Santaluce, General Services Department (GSD), Purchasing, Senior Buyer

DATE: February 1, 2017

**SUBJECT: EVALUATION RESULTS FOR REQUEST FOR PROPOSAL 16P2-002,
WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) ONE-STOP OPERATOR
AND ADULT AND DISLOCATED WORKER PROGRAM SERVICES PROGRAM**

The five-member Evaluation Committee evaluated and scored three (3) Request for Proposals (RFP) received from: 1) Goodwill Central Coast; 2) Eckerd Workforce; and 3) KRA Corporation. During this evaluation process, it was observed by one of the evaluators that the RFP was allowing for points to be awarded for a local vendor preference on this federally funded project. Federal Procurement Standard 200.319(b) prohibits the use of local geographical preferences in the evaluation of proposals. As a result of this error, in accordance with RFP Section 2.14, Reservations, GSD Purchasing is exercising its right to withdraw RFP 16P2-002.

GSD Purchasing recommends Human Services Department extend its current contract with Goodwill Central Coast for an additional year and request a new RFP in September 2017 for services to begin July 1, 2018.

Contact me at (831) 454-2723 if you have any questions on the process or any information contained in the proposal. Thank you for your assistance in this process.

Phil Santaluce
Senior Buyer



Action Consent Information Discussion



A.4 Technology Sector Initiative

COMMITTEE: Workforce Development Board	MEETING DATE: February 22, 2017
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

As you know, Workforce Development Boards are the key conveners of industry sector strategies connecting workers to relevant training and education, and connecting employers to a skilled workforce. Industry sector strategies are critical to promoting regional partnerships of employers, educators, workforce developers and other stakeholders that address the skill needs of high-demand occupations in a region. An industry sector strategy is typically focused on one critical industry; is led by a strategic partner who coordinates dialogue and action; and results in customized solutions aligned with the workforce needs of employers in the industry. Industry sector strategies are a proven mechanism for meeting the needs of workers for high-quality jobs and the needs of employers for skilled workers.

Santa Cruz Works members in the technology sector have identified a need to attract and retain a skilled tech workforce to be competitive with Silicon Valley. In response to this identified technology sector talent shortage, your Board issued a Request for Proposal (RFP) to develop a business-led sector initiative to attract and retain skilled tech workers locally. Two vendors responded and a team of WDB and Economic Development staff, along with the Executive Director of the initiative's key partner, Santa Cruz Works, which will host the Partnership, reviewed and rated proposals. The successful vendor was Collaborative Economics which will launch the Technology Sector Partnership in Santa Cruz County, including recruiting employers to provide leadership and to ultimately sustain the Partnership at the conclusion of the contract, facilitate a Partnership launch meeting, assist the Partnership in identifying short term and long term strategies to address the local technology talent shortage, coordinate and facilitate up to three follow up meetings to build a plan to sustain the Partnership, and train and coach business people who will be the leadership that continues the Partnership.

The Executive Committee, at its February 1, 2017, meeting, recommended approval of a contract with Collaborative Economics along with forwarding to your Board for consideration today. Your Board's recommendation will be forwarded to the Santa Cruz County Board of Supervisors for final consideration of approval of the contract at its March 21, 2017, meeting.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the award of the Technology Sector Initiative contract to Collaborative Economics and to forward this recommendation to the Board of Supervisors on March 21, 2017 (or thereabouts) for final approval.

COMMITTEE DATE 02/01/17	COMMITTEE APPROVAL: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other: Executive Committee
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action Consent Information Discussion



A.5 2017-20 WIOA Local Plan Approval

COMMITTEE: Workforce Development Board	MEETING DATE: February 22, 2017
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

As you may recall, the California Workforce Development Board has developed a State Workforce Innovation and Opportunity Act (WIOA) Plan, which is the controlling state policy document for regional and local plans. It sets the state's policy direction for these plans, and serves as a conceptual map for Local Boards and their partners as they jointly develop the regional and local plans required by WIOA.

Under the State Plan, the primary purpose of local plans and partnerships is to facilitate access to workforce services at the local level. While regional plans and partnerships are specifically focused on constructing a regional training and education architecture that aligns with regional labor markets, individuals will access and experience this regional workforce architecture primarily through local service delivery efforts, principally those of WIOA partners operating in the America's Job Center of California (AJCC) system, formally known as One-Stop Career Centers, but potentially through other partners of the workforce system as well. In this regard, it is typically at the local level where services will be integrated, resources coordinated, and supportive services provided to individuals being served by the partners.

On September 16, 2016, the State issued instructions for guidance for the preparation of both local and regional plans required by the WIOA. The Local Plan was prepared in accordance with the requirements and planning guidance provided by the State of California, including the mandated public notice, public comment and review period. The Draft Local Plan was released on January 18, 2017. The public was invited to the Executive Committee's February 1, 2017, meeting to provide in-person public comment. There were no comments received at the meeting. The public comment period will close at your Board's meeting today, February 22, 2017. The Board of Supervisors, as the Chief Elected Local Official for the WDB, will consider the Draft Plan at its March 14, 2017 meeting. The Local Plan must be submitted to the State by March 15, 2017.

The proposed Local Plan may be viewed at www.santacruzwb.com under Reports and Publications.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to close the public comment period on the 2017-20 WIOA Local Plan and to recommend that the Local Plan be forwarded to the Santa Cruz County Board of Supervisors for final approval and to meet the due date of March 15, 2017.

COMMITTEE DATE 02/01/17	COMMITTEE APPROVAL: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other: Executive Committee
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

A.5 and A.6 Attachment
Santa Cruz County WIOA Local And Regional Plans 2017-20 Timeline

Local Plan (Santa Cruz County)		Regional Plan (Monterey, San Benito, San Luis Obispo, Santa Cruz)	
Date	Benchmark	Date	Benchmark
2016			
December 31, 2016	Complete Draft Local Plan		
2017			
January 18, 2017	30 Day Public Comment Period Opens	January 18, 2017	30 Day Public Comment Period Opens
February 1, 2017	WDB Executive Committee Meeting- Public Invited to Attend and Comment	February 1, 2017	Monterey County WDB review/approval - Regional Plan and Monterey WDB Local Plan WDB Executive Committee Meeting- Public Invited to Attend and Comment
		February 17, 2017	30 Day Public Comment Period Closes
February 22, 2017	Full Board Meeting –Close Public Comment Period	February 22, 2017	Full Board (Santa Cruz County) Meeting
		February 28, 2017	Monterey County BOS review/approve Regional Plan and Monterey WDB's Local Plan
March 14, 2017	Board of Supervisors memo to ask for approval of the Local Plan	March 14, 2017	Santa Cruz County Board of Supervisors memo to ask for approval of the Regional Plan
March 15, 2017	WIOA Local Plan due to the State	March 15, 2017	Regional WIOA Plan due to the State
April 30, 2017	State Board approves or conditionally approves Local Plan		
May 15, 2017	State Board notifies local boards of any Local Plan deficiencies		
		June 15, 2017	State Board approves or conditionally approves Regional Plan
		July 1, 2017	State Board notifies regions of any plan deficiencies
August 1, 2017	Final Local Plans due to the State	August 1, 2017	Final Local Plans due to the State
September 1, 2017	State scheduled to issue final approval of all Local Plans	September 1, 2017	State scheduled to issue final approval of all Local Plans



Action Consent Information Discussion



A.6 2017-20 WIOA Regional Plan Approval

COMMITTEE: Workforce Development Board	MEETING DATE: February 22, 2017
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

As you may know, the Monterey County Workforce Development Board (WDB), as a member of the Coastal Region, is in the process of developing a Four-Year Regional Plan as required under the Workforce Innovation and Opportunity Act (WIOA) of 2014. Regional Plans and partnerships required by the WIOA function under the WIOA State Plan for the State of California as the primary mechanisms for aligning educational and training provider services with regional industry sector needs in California's 14 WIOA Regional Planning Units (RPU). The Coastal RPU includes the Santa Cruz, Monterey, San Luis Obispo, and Santa Barbara Counties workforce development areas.

The public comment period for the Plan has closed (January 18-February 17). The Executive Committee hosted in person public comment at its February 1, 2017 meeting. No comments were received at that meeting. The Executive Committee recommended that the Plan be forwarded to your Board for approval and that your Board forward the Plan to the Santa Cruz County Board of Supervisors for approval. Other counties in the region will be following a similar process, culminating with the Coastal RPU's Regional Plan being submitted by the Monterey County WDB on behalf of the RPU to the California Workforce Development Board on March 15, 2017, for review and approval.

The Monterey County WDB is collecting input from a variety of sources including research reports, interviews, and public meetings as part of the development of the Regional Plan to ensure the Plan addresses the following goals and objectives: Collection and analysis of regional labor market data; Establishing regional service strategies; Developing and implementing sector initiatives for in-demand industry sectors and occupations; Promoting industry-valued secondary credential attainment; Understanding job quality considerations for the region; and Ensuring accessibility and inclusivity in regional programs and services.

For more information and/or to review the plan, please visit Monterey County WDB's website at www.montereycountywib.org. Questions may be directed to 831-796-6434 although the public comment period is now closed and comments and questions will not be included in the official record.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to recommend that the Regional WIOA Plan be forwarded to the Santa Cruz County Board of Supervisors for approval and that this information be provided to the Monterey County Workforce Development Board which will be submitting the Plan to the state.

COMMITTEE DATE 02/01/17	COMMITTEE APPROVAL: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other: Executive Committee
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.7 Nat'l Workforce Development Overview

COMMITTEE: Workforce Development Board	MEETING DATE: February 22, 2017
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

WDB Consultant: John Chamberlin, Chamberlin and Associates, Portland, OR

John Chamberlin is a workforce development consultant and attorney with over thirty years of experience in designing and managing workforce development, education reform, economic development and welfare reform initiatives. He has consulted with hundreds of local boards, governments, agencies and partnerships. His written work has been circulated nationally by the United States Department of Labor, the National Governors Association, The National Association of Counties, The United States Conference of Mayors and the National Association of Workforce Boards.

At this meeting, Mr. Chamberlin will provide an update on the current state of the nation's workforce development system, including any impact the new administration may have.

Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other: