



Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs to train, educate, and support the workforce to develop key and timely skills. We assist Business to secure the talent they need to thrive now, and into the future.

Workforce Development Board-Executive Committee
Wednesday, August 27, 2025 @ 8:30am

Location: Workforce Santa Cruz County
500 Westridge Dr. – Career Center Classroom
Watsonville, CA 95076

Call to Order/Welcome

Non-agenda Public Comment

Chairperson's Report

Action Items (vote required):

1. Approval of Minutes: July 23, 2025 2-5
2. WIOA FY25/26 Revised Budget..... 6-7
3. Workforce Innovation & Opportunity Act Local Policies: Revised Policies..... 8
4. Top Ten (10) Occupations for Program Year 2025-2026..... 9
5. WDB Bylaws Update..... 10-23
6. WDB September 24, 2025 Meeting Planning 24

Report Items (no vote required):

7. WDB PY2025/2026 Operational Plan and CI Plan Updates 25-26
8. WDB Staff Updates..... 27
9. ETPL Annual Report..... 28-33

Adjournment

Next Meeting: Workforce Development Board
September 24, 2025 @ 8:30 am
Location: Community Room
500 Westridge Dr., Watsonville, CA 95076

Workforce Development Board-Executive Committee
November 5, 2025 @ 8:30 am
Location: Workforce Santa Cruz County, Career Center Classroom
500 Westridge Dr., Watsonville, CA 95076

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Action Item 1: Approval of Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the July 23, 2025 Executive Committee meeting minutes.

Suggested motion

I move to approve the July 23, 2025 Executive Committee meeting minutes.

**Workforce Development Board
SPECIAL Executive Committee
500 Westridge Dr, Watsonville CA 95076
Wednesday, July 23, 2025 8:30 a.m.**

**500 Westridge Drive
Watsonville, CA 95076
(831) 763-8900**

MEMBERS:

Rob Morse, Chair
Monterey Bay Epic Adventures

Elyse Bartels, Vice Chair
Business Owner

Alia Ayyad
Center for Employment Training

Kristen Brown
Santa Cruz Chamber of Commerce

MariaElena De La Garza
Community Action Board

Marshall Delk
West Coast Community Bank

Peter Detlefs
County of Santa Cruz

Alma Diaz
Employment Development Department

Daniel Dodge
Cabrillo College Federation of Teachers

Felipe Hernandez
Fourth District Supervisor

Carmen Herrera-Mansir
El Pajaro CDC

Laura Holmquist-Gomez
Five Star Catering

LeNae Liebetrau
Department of Rehabilitation

Annabelle Rodriguez
Cabrillo College

Francisco Rodriguez
Monterey Bay Labor Council

Shaz Roth
Pajaro Valley Chamber of Commerce
and Agriculture

Katie Setzler
Palo Alto Medical Foundation

Carol Siegel
Santa Cruz Seaside Company

Bryan Shields
Carpenters Local 646

Raymundo Sumano
Sumano's Bakery

Casey Van Den Heuvel
Sheet Metal Workers Local 104

Dustin Vereker
Discretion Brewing

DIRECTOR:
Andy Stone

The Chair called the meeting to order at 8:38 a.m., and a quorum was established. All participants attended in-person.

Committee Members in Attendance

Adolfo, Tracey
Ayyad Alia
Bartels, Elyse
Morse, Rob
Siegel, Carol

Committee Members Excused

Vereker, Dustin

Staff in Attendance

Diaz-Rivas, Brenda – Associate Human Services Analyst
Gutierrez Elizabeth- WDB Administrative Aide
Kieu, Nathan – Business Services Manager
Paz-Nethercutt, Sara – WDB Sr. Human Services Analyst
Stone, Andy – WDB Director

Guests

Delk, Marshall
Sumano, Raymundo

**Subject: Public Comment
 None**

Subject: Vice Chairperson's Report

Chair Rob Morse announced three (3) board members stepped down, Eric Saavedra, Janet Nagamine and Chris Miller. Four (4) new Board Members are pending appointment to the Full Board in August by the County Board of Supervisors.

Presentations

Brenda Diaz-Rivas gave a presentation on the Community Engagement Initiative results for PY 24-25. The Community Engagement Initiative was created to build awareness of all the different programs that train, educate and support the local Workforce and understand what the local workforce needs are in the community. WIOA partners, Community Based Organizations and WIOA participants had a part in providing feedback on Local Workforce needs and how to improve services. There were eleven (11) Workforce Development Services

presentations to Community Based Organizations and WIOA mandated partners. Brenda shared results of the Follow-up Survey from staff who attended the presentations.

Nathan Kieu shared the State of the Workforce Report produced by the Workforce Development Board and BW Research.

Topics covered included:

- Employment and job growth trends
- Unemployment rates
- Population changes
- Wage distribution
- Industry sector performance
- Educational attainment
- Opportunities for economic and workforce development

The State of the Workforce report is available to view on the Workforce Santa Cruz County website.

Subject: **Action Items:**

Item 1 – Approval of the May 7, 2025 Executive Meeting Minutes

Action: It was moved to approve the May 7, 2025 Executive Committee meeting minutes.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Elyse Bartels
 Abstentions: Alia Ayyad

Committee Action: All in favor, motion passed.

Item 2 – WDB Strategic Plan 2025-2030

The Full Board conducted a prioritization session on April 16, 2025, to identify key areas for strategic focus.

Through this inclusive and data-driven approach, three (3) strategic priorities were identified:

- **Job Quality & Economic Mobility:** Ensuring individuals gain access to stable, well-paying jobs with clear opportunities for growth.
- **Employer and Small Business Engagement:** Strengthening relationships with local businesses, particularly small to mid-sized employers, to better align workforce services.
- **Skills Gaps & Training Alignment:** Closing the gap between available training programs and the skills employers need, especially within growing industries.

The resulting Strategic Plan includes measurable goals to guide implementation and ongoing evaluation through 2030.

The full Strategic Plan is available for review here: <https://bit.ly/3lvRbNg>

Action: It was moved to recommend that the Full Workforce Development Board approve the Strategic Plan for 2025-2030

Status: Motion to Approve: Carol Siegel
Motion Seconded: Alia Ayyad
Abstentions: None

Committee Action: All in favor, motion passed

Item 3 – WDB Operational Plan for PY 2025-2026

The Executive Committee participated in a facilitated discussion to identify the operational objectives that directly support the strategic plan priority goals for the current program year PY2025/26. For each of the three (3) goals, the priority objectives selected are as follows:

1. **Job Quality & Economic Mobility:** By 2030, increase the percentage of all WDB-assisted placements that meet or exceed the county self-sufficiency wage to 30%
 - Promote Living-Wage Jobs by Highlighting Employers, Job Listings, and Trainings; Build more career ladders into our training strategy; Make living wage visible and actionable
2. **Employer and Small Business Engagement:** By 2030, establish & maintain two active industry sector councils & provide value added workforce services to at least 500 unique businesses.
 - Develop a Business Services Toolkit; Set up a CRM “Launchpad” and outreach calendar; Host an Industry Sector roundtable
3. **Skills Gaps & Training Alignment:** By 2030, 50% of all WIOA training enrollments will support the top ten high-demand occupations identified each year.
 - Productively Identify and Add Training Programs for Top 10 Local Occupations; Publish annual labor market snapshot, featuring Board’s Top 10 occupations; Eliminate barriers to training success by expanding support services and creating bridge programs

Action: It was moved to recommend that the Full Workforce Development Board adopt the selected operational objectives for Program Year 2025-2026

Status: Motion to Approve: Carol Siegel
Motion Seconded: Alia Ayyad
Abstentions: None

Committee Action: All in favor, motion passed

Meeting adjourned at 10:48 a.m.

Next Meeting: Workforce Development Board Executive Committee
August 27, 2025 @ 8:30am
Location: 500 Westridge Drive, Watsonville, CA 95076
Career Center Classroom

Workforce Development Board
September 24, 2025 @ 8:30am
Location: 500 Westridge Drive, Watsonville, CA 95076
Community Room

Action Item 2: WIOA Program Year 2025-26 Budget

(Action required) – Andy Stone

Recommendation

Recommend that the Full Workforce Development Board (WDB) approve the updated WIOA budget of **\$4,503,221** for Program Year (PY) 2025-26.

Background

Each year, the California Employment Development Department (EDD) issues Workforce Innovation and Opportunity Act (WIOA) formula allocations for Adult, Dislocated Worker (DW), and Youth programs, as well as Rapid Response and Layoff Aversion funding. These allocations are typically released in June; however, the County's budget process begins earlier, requiring planning assumptions.

At its May 28, 2025 meeting, the Workforce Development Board reviewed and approved a provisional budget of \$3,844,934 for PY 2025-26. EDD has now released the final allocations, allowing staff to present the updated WIOA budget for approval. Based on financial reporting for PY 2024-25, the total available WIOA funding for PY 2025-26, including carry-in funds, is **\$4,503,221**, comprised of:

- Adult: \$1,289,673
- Dislocated Worker (DW): \$1,279,369
- Youth: \$1,633,385
- Rapid Response: \$300,793

Of this amount, \$877,497 is budgeted for Adult and Dislocated Worker training services. Staff recommends that \$140,000 of this training allocation be dedicated specifically for On-the-Job Training (OJT) supporting apprenticeships, based on interest from employers such as Dientes Community Dental and Joby Aviation.

A copy of the financial report, supporting these assumptions, is attached for reference.

Staff Analysis

Current WIOA-funded service providers include Goodwill Central Coast, Santa Cruz County Office of Education, and Racy Ming Associates (One-Stop Operator services).

Next Steps

Staff will update the Executive Committee and Full Board throughout PY 2025-26 on expenditures, obligations, and any budget modifications that may be required.

Suggested Motion

I move to recommend that the Full Workforce Development Board approve the updated WIOA budget of \$4,503,221 for PY 2025-26.

Workforce Development Board Financial Report

	Fiscal Year 25/26 Activities		
	FY 25/26 Grant Allocations	Carried in from FY 24/25 Allocations	Total Funds Available for FY 25/26
ADULT			
Budget / Expenditure Categories			
Administration	116,400	5,355	121,755
Program Services	257,829	5,000	262,829
Contracts	349,901	18,761	368,662
Operational	60,000	284	60,284
Training	349,370	89,892	439,262
Supportive Services	16,000	5,881	21,881
Incentives	15,000	-	15,000
Subtotal	1,164,500	125,173	1,289,673
DW			
Administration	114,941	5,126	120,067
Program Services	259,072	8,906	267,978
Contracts	349,901	12,870	362,771
Operational	50,000	6,186	56,186
Training	344,992	93,243	438,235
Supportive Services	16,000	3,132	19,132
Incentives	15,000	-	15,000
Subtotal	1,149,905	129,464	1,279,369
Youth			
Administration	152,755	23,551	176,306
Program Services	400,125	28,487	428,612
Contracts	760,000	15,000	775,000
Operational	165,169	38,298	203,467
Training	50,000	-	50,000
Subtotal	1,528,049	105,336	1,633,385
RR			
Administration	25,196	250	25,445
Program Services	194,566	18,088	212,654
Contracts	12,696	28,685	41,381
Operational	20,000	1,313	21,313
Subtotal	252,458	48,335	300,793
Grand Total	4,094,912	408,309	4,503,221

Action Item 3: Local Program Services Policy Revisions

(Action required) – Sara Paz-Nethercutt, Brenda Diaz-Rivas and Nathan Kieu

Recommendation

Recommend that the Full Workforce Development Board (WDB) accept the Workforce Innovation and Opportunity Act (WIOA) local program services policy revisions and new program services policy, as drafted by WDB staff.

Background

From time to time, Workforce Innovation and Opportunity Act (WIOA) local policies need to be updated. The following local policies require revisions:

1. 16-02, rev. 3, Adult/Dislocated Worker (A/DW) Individual Training Account (ITA) Policy [payment timeframes changed to 50% at enrollment/50% at mid-point for all training vendors; update Demand Occupation List]
2. 19-01, rev.2, Youth Eligibility Policy [application processing time limits]
3. 18-05, rev.3, Incumbent Worker Training Policy [clarifies and adds Rapid Response 25% funds as an allowable funding source]

To ensure WIOA compliance new program services policies are developed and include:

1. 25-02, Eligible Training Provider List Policy

The link to view the policies is found here: <https://bit.ly/47b5Qlh>

Next Steps

Revisions and new policies will go in effect upon approval by the Workforce Development Board at its September 24, 2025 meeting.

Suggested motion

I move to recommend that the Full Workforce Development Board (WDB) approve the revised and new local program services policies, as drafted by WDB staff.

Action Item 4: Top Ten (10) Occupations for Program Year 2025-2026

(Action required) - Andy Stone

Recommendation

Recommend that the Workforce Development Board approve the following Top Ten Occupations for Program Year 2025–2026, as identified by staff.

Background

To ensure our training investments meet real workforce needs and align with the [Draft Strategic Plan's](#) Skills Gaps and Training Alignment priority, staff reviewed local job data for occupations that don't require a bachelor's degree and have available regional training programs. We then created a single "demand score" for each occupation made up of five weighted parts: pay level (35 percent), current number of job openings (30 percent), projected growth rate (10 percent), total new jobs expected (10 percent), and whether the occupation is already on California's Eligible Training Provider List (15 percent). The ten occupations with the highest overall demand scores comprise our proposed Top Ten list.

The resulting Top Ten Occupations are (1) Registered Nurses, (2) Medical Assistants, (3) Dental Hygienists, (4) Carpenters, (5) Plumbers, Pipefitters & Steamfitters, (6) Dental Assistants, (7) Heavy and Tractor-Trailer Truck Drivers, (8) Electricians, (9) Police and Sheriff's Patrol Officers, and (10) First-Line Supervisors of Construction Trades and Extraction Workers.

Next Steps

- Discuss and confirm the proposed Top Ten list.
- Forward this Committee's recommendation to the Full Board.
- On Full Board approval, direct staff to track and report on training enrollments in these occupations.

Suggested Motion

I move to recommend that the Workforce Development Board approve the Top Ten Occupations for Program Year 2025–2026, as identified by staff.

Action Item 5: WDB Bylaws Update

(Action required) – Andy Stone

Recommendation

That the Executive Committee review and recommend approval by the Full Workforce Development Board (WDB) of staff-recommended updates to the WDB Bylaws, including any additional revisions proposed by the Committee.

Background

The Workforce Innovation and Opportunity Act (WIOA) was implemented on July 1, 2015, establishing new requirements for local Workforce Development Boards. On June 28, 2016, the Santa Cruz County Board of Supervisors approved an updated ordinance and bylaws to establish the WDB.

Since that time, the WDB has adjusted its operating practices, including:

- Simplifying its committee structure by eliminating several standing committees (e.g., Youth Council) and retaining only two standing committees: the Executive Committee and the Comprehensive Economic Development Strategy (CEDS) Committee.
- Establishing a new process for selecting Executive Committee members, as committee chairs are no longer automatically seated.
- Allowing the WDB Chair to appoint business representatives as Chair and Vice-Chair of the CEDS Committee, rather than assigning those roles to the WDB Chair and Vice-Chair.
- Modifying one at-large membership category to be included within “Workforce Representatives.”

Staff has updated the bylaws in accordance with your Board's current practices.

Next Steps

Following Executive Committee review and incorporation of any recommended revisions, staff will:

- Present the updated draft bylaws to the Full WDB at its October 2025 meeting;
- Submit the updated bylaws to County Counsel for legal review; and
- Forward the final bylaws to the Board of Supervisors for consideration and approval.

Suggested Motion

I move that the Executive Committee recommend approval by the Full Workforce Development Board of staff-recommended updates to the WDB Bylaws, including any additional revisions proposed by the Executive Committee.

7-1-2025 version

- WDB review and suggested edits
- Exec and WDB suggested edits
 - Exec: August 27, 2025
 - WDB: September 24, 2025
- County Counsel review
- Review and approval in this order:
 - Executive
 - WDB
 - BOS.

Online version of WDB Bylaws

[Chapter 2.111 WORKFORCE DEVELOPMENT BOARD \(codepublishing.com\)](http://codepublishing.com)

**Chapter 2.111
WORKFORCE DEVELOPMENT BOARD**

Sections:

- 2.111.010 Established—Statutory authority.**
- 2.111.020 Membership.**
- 2.111.030 Term of office.**
- 2.111.040 Powers and duties.**
- 2.111.050 Organization and procedures.**

2.111.010 Established—Statutory authority.

The local workforce development board for Santa Cruz County, hereinafter the Workforce Development Board or the WDB, is established pursuant to the authority of the Federal Workforce Innovation and Opportunity Act of 2014, Public Law 113-128 (hereinafter WIOA), as it may be amended from time to time, and in compliance with SCCC 2.38.060. [Ord. 5279 § 17, 2018; Ord. 5226 § 2, 2016].

2.111.020 Membership.

(A) Appointments. Members of the WDB shall be appointed by the Board of Supervisors. Whenever possible, the appointment process shall consider the geographic, demographic and industrial makeup of the business community and workforce of the Workforce Development Area.

(B) Number and Composition. The number of members and composition of the WDB shall be determined by the Board of Supervisors, subject to the requirements set forth below.

(1) The WDB membership must represent all geographical areas of the County, whenever possible. The WDB must include all representatives required by the WIOA, as amended from time to time. The WDB must include all representatives required by the Governor and the State of California Workforce Development Board and the California State Legislature, including, but not limited to, those individuals required under the provisions of WIOA Section 107.

(2) The WDB shall consist of up to 25 at-large voting members, the majority of whom shall be residents of the County of Santa Cruz. In order to meet the Federal and State criteria concerning membership, members of the WDB shall be appointed by the Board of Supervisors as follows:

(a) Two representatives of local educational agencies (including one eligible provider administering adult education and literacy activities under WIOA Title II and one representative from an institution of higher education providing workforce investment activities, including community colleges).

(b) Three representatives of governmental and economic and community development entities, with:

(i) One representative of economic and community development entities;

(ii) One representative from the State Employment Service Office (EDD) under the Wagner-Peyser Act (29 U.S.C. 49 et seq.) serving the local area; and

(iii) One representative from programs carried out under Title I of the Rehabilitation Act of 1973, other than Section 112 or Part C of that title, serving the local area.

~~(c) One at-large representative nominated by the WDB.~~

~~(d)~~ One member of the Board of Supervisors or its designee.

~~(e)~~ ~~(d)~~ ~~Four~~ **Five** Workforce Representatives. Consistent with the requirements of WIOA Section 107(b)(2)(B) and Unemployment Insurance Code Section 14202(c), the ~~four~~ **five** workforce representatives shall include the following:

- (i) Two representatives of labor organizations, where such organizations exist in the local area. Where labor organizations do not exist, representatives must be selected from other employee representatives.
 - (ii) One representative of a joint labor-management, or union affiliated, registered apprenticeship program within the area who must be a training director or a member of a labor organization. If no union affiliated registered apprenticeship programs exist in the area, a representative of a registered apprenticeship program with no union affiliation must be appointed, if one exists.
 - (iii) ~~One~~ **Two** representatives of community-based organizations that serve displaced workers, youth, veterans or disabled individuals.
- (f) A minimum of 51 percent of WDB membership must be representatives of business, at least two of which represent small business as defined by the U.S. Small Business Administration. The representatives shall be nominated by local business organizations and business trade associations and shall include persons who:
- (i) Are owners of businesses, chief executives or operating officers of businesses, or other business executives or employers with optimum policymaking or hiring authority;
 - (ii) Represent businesses, including small businesses, or organizations representing businesses described in this clause, that provide employment opportunities that, at a minimum, include high-quality, work-relevant training and development in in-demand industry sectors or occupations in the local area; and
 - (iii) Are appointed from among individuals nominated by local business organizations and business trade associations.

Where appropriate, one person may represent more than one category of membership. [Ord. 5279 § 17, 2018; Ord. 5226 § 2, 2016].

2.111.030 Term of office.

(A) Term of Office. Each member shall serve for a term of four years. However, the terms of 13 of the initial members of the board shall instead be two years, to be determined by lot. Thereafter the membership terms shall be for staggered four-year terms. There are no term limits. Members may serve as many terms as they are appointed by the Board of Supervisors.

(B) Resignation. Any WDB or WDB committee member may resign by submitting written or oral notice to the WDB Chairperson and WDB Director. The WDB Director shall provide written notice of all resignations to the Board of Supervisors and Clerk of the Board.

(C) Removal of Members. Any WDB or WDB committee member's appointment may be terminated by resignation, death, incapacity, or removal by the Board of Supervisors.

(D) Failure to Regularly Attend Meetings. Any WDB or WDB committee member may be terminated by the WDB Chairperson for failure to attend three consecutive meetings without good cause entered into the meeting minutes. [Ord. 5279 § 17, 2018; Ord. 5226 § 2, 2016].

2.111.040 Powers and duties.

The WDB shall have the powers and duties specified by Congress in the enabling act and by the State of California through applicable statutes or regulations. Its goals relating to workforce development for Santa Cruz County and its role toward that end are more fully set out in the WDB's Strategic Local Plan ("Local Plan"). The purpose of the WDB shall be to provide oversight of Santa Cruz County's comprehensive workforce development system consisting of workforce education and training, workforce preparation services, and economic development. The WDB shall:

(A) Develop the Local Plan; in partnership with the chief elected official for the local area involved, develop a comprehensive Local Plan to implement WIOA.

(B) Conduct workforce research and regional labor market analysis.

(C) Convene with local workforce development system stakeholders to assist in developing the Local Plan and identifying non-Federal expertise and resources to leverage support for workforce development activities.

(D) Lead efforts to engage with a diverse range of employers and entities in the region to promote business representation; to develop effective linkages with employers to support utilization of the workforce system; to ensure that workforce investment activities meet the needs of employers and support economic growth in the region; and to implement proven or promising strategies for meeting the employment and skill needs of workers and employers (such as establishment of industry/sector partnerships).

- (E) Provide program oversight, which includes developing Memorandums of Understanding (MOUs) with required one-stop partners.
- (F) Negotiate local performance accountability measures.
- (G) Designate and/or certify one-stop operators.
- (H) Identify eligible training providers.
- (I) Conduct oversight for local youth workforce investment activities, including identifying eligible providers of youth program elements in the local area by awarding grants or contracts on a competitive basis.
- (J) Develop a budget (in conjunction with the designated local grant recipient) for the activities in the local area, consistent with the Local Plan and duties of the local board.
- (K) Develop career pathways – lead efforts, with representatives of secondary and postsecondary education programs, in the local area to develop and implement career pathways within the local area.
- (L) Lead efforts in the local area to identify, promote, and disseminate proven and promising strategies and initiatives to meet the needs of employers and workers with disabilities.
- (M) Develop strategies for using technology to maximize the accessibility and effectiveness of the local workforce development system for employers, workers and jobseekers.
- (N) Coordinate activities with education and training providers in the local area, including workforce, adult education and literacy, career and technical education, and vocational rehabilitation activities. Specifically, this includes reviewing applications to provide adult and literacy activities under Title II of the WIOA for the local area to determine whether applications are consistent with the Local Plan and implementing cooperative agreements with vocational rehabilitation agencies to enhance provision of services to individuals with disabilities.
- (O) Assess one-stop accessibility for individuals with disabilities.
- (P) Comply with applicable Federal and State laws and regulations.

(Q) Establish and sunset standing committees not required by Federal, State or local (Board of Supervisors) mandate, such as ~~an Business Services Committee~~, Executive Committee, ~~Youth Council~~ and others as needed. A maximum of four standing committees not mandated by Federal, State or local law may be convened at any time.

(R) **Each standing committee must include other individuals appointed by the Local WDB who are not members of the Local WDB and who have demonstrated experience and expertise in accordance with Title 20 of the Code of Federal Regulations, Section 679.340, subsection (b) and as determined by the Local WDB.**

~~(R)~~ (S) Establish and sunset other ad hoc committees as necessary, with a maximum of three ad hoc committees convened at any one time.

~~(S)~~ (T) Allow the Chairperson and Vice-Chairperson of each committee to establish its schedule of meetings, and require that each committee submit regular attendance and activity reports to the WDB. [Ord. 5279 § 17, 2018; Ord. 5226 § 2, 2016].

2.111.050 Organization and procedures.

(A) Certification. The WDB shall be subject to certification by the Governor as set forth in the WIOA at Sections 106 and 107.

(B) WDB Membership. The WDB shall recommend candidates for the WDB to the Board of Supervisors.

(C) WDB Officers. The WDB shall elect as its officers a Chairperson and Vice-Chairperson from among the business representatives on the WDB. The Chairperson shall preside over all regular and special meetings except that in the Chairperson's absence the Vice-Chairperson shall preside. The officers of the WDB and committees are elected annually by the WDB at the last scheduled WDB meeting of the fiscal year.

(D) WDB Executive Committee.

(1) WDB Executive Committee Officers. The Chairperson and Vice-Chairperson of the WDB shall also function as the Chairperson and Vice-Chairperson of the Executive Committee. ~~Vice-Chairpersons of WDB committees shall serve as alternates to their specific committee's Chairperson on the Executive Committee. They may attend meetings but only vote in the case where their specific committee Chairperson is absent.~~

(2) WDB Executive Committee Composition. The composition of the WDB Executive Committee shall include:

- (a) The WDB Chairperson and Vice-Chairperson;
- (b) ~~The Chairpersons of each WDB standing committee~~ **Two at-large members from the WDB membership;** and
- (c) ~~A seat for the immediate past Chairperson of the WDB providing that person remains a member of the WDB. If the immediate past Chairperson is no longer a member of the WDB, then an at-large member may be appointed.~~ **One other individual who is not a member of the Local WDB and who has demonstrated experience and expertise in the field of workforce development, human resources, training and development, or a core program function expertise in accordance with Title 20 of the Code of Federal Regulations, Section 679.360 and as determined by the Local WDB.**

(3) WDB Executive Committee Duties. The Executive Committee shall:

- (a) Analyze information from standing and ad hoc committees, and their work.
- (b) Set agendas for WDB meetings.
- (c) Participate on ad hoc committees and work-groups as needed.
- (d) Guide and direct the activities of committees established by the WDB.
- (e) **May review matters within the WDB's scope and develop recommendations for action by the full WDB. These recommendations may include policy proposals, funding decisions, or other items requiring WDB approval. All recommendations must be presented to the full WDB at a regular or special meeting for discussion and possible action.**

(E) Comprehensive Economic Development Strategy (CEDS) Committee.

(1) ~~The Chair of the WDB shall appoint a Chair and a Vice-Chair for the CEDS Committee from the business membership of the WDB.~~

~~(1)~~ (2) ~~The Chair and Vice-Chair of the CEDS Committee, in~~ conjunction with representatives of the Cities of Capitola, Santa Cruz, Scotts Valley and Watsonville and the County ~~of Santa Cruz Economic Development Department~~, the WDB shall function as the Comprehensive Economic Development Strategy (CEDS) Committee pursuant to Section 302 of the Public Works and Economic Development Act of 1965 (~~42~~ U.S.C. Section ~~3162~~) and the Economic Development Administration (EDA) regulations at ~~13~~ C.F.R. Part ~~303~~.

~~(2) The Chairperson and Vice-Chairperson of the WDB shall also function as the Chairperson and Vice-Chairperson of the CEDS Committee.~~

(3) To meet EDA requirements for CEDS Committee membership, WDB members who also serve as members of the CEDS Committee, to the extent possible, should represent the main economic interests of the region, including the private sector, public officials, community leaders, private individuals, institutions of higher education, minority and labor groups, and others who can contribute to and benefit from improved economic development in the region. If the above CEDS Committee requirements are not met with WDB members who also sit on the CEDS Committee, the CEDS Committee must also contain non-WDB members who meet the requirements noted above.

(F) Procedures. The following procedures shall apply to the WDB. Except as otherwise provided herein, the WDB shall comply with Chapter 2.38 SCCC:

(1) Quorum. A quorum shall consist of a majority of those persons who have been appointed to the WDB. For WDB committees, a quorum shall be the number of members equal to 40 percent of the appointed voting members of the specific WDB committee provided that no fewer than three members are present.

(2) Vacancies. A vacancy shall exist and be reported to the Board of Supervisors, Clerk of the Board, and the member vacating their seat when a

WDB member fails to attend three regular meetings within a calendar year without good cause.

(3) Residence. Nonresidents of the County of Santa Cruz may be appointed as WDB members in the following circumstances:

(a) Representing businesses: Nonresidents may be appointed who have a business located and headquartered in Santa Cruz County, provided that a majority of business representatives are County residents.

(b) Representing all other categories: Nonresidents may be appointed as WDB members when the WDB determines that residents are unavailable to represent specific required categories.

(4) WDB Committee Structure. The WDB shall have the authority to:

(a) Establish and sunset standing and ad hoc committees as provided in SCCC 2.111.040.

(b) Allow a standing committee to go on hiatus for not more than one year where good cause exists. During the hiatus the WDB may convene an additional time limited committee which must disband upon the end of the standing committee's hiatus.

~~(5) Committee Service. WDB members are strongly encouraged to serve on WDB committees. They may also recommend a designee on their behalf to serve on a specific committee, except the Executive Committee. The WDB Chairperson may approve these designee recommendations on a case-by-case basis. Designees may vote on the committee to which they are assigned but will not be WDB members. The WDB, or acting on its behalf, the Chairperson, may also seat, as needed and as appropriate, other committee members who are not also seated WDB members as long as these members do not constitute more than half the specific committee membership. These non-WDB committee members may vote on the specific committee on which they are seated only.~~

(6) ~~(5)~~ Change in Status. WDB members are responsible for notifying the WDB and County of any changes in their status relative to the category of

membership to which they were appointed. A member who no longer fills a position in the category to which they were appointed shall resign their membership, though, at the discretion of the WDB, may remain on the WDB for a period not to exceed 90 days pending reemployment in a similar position in the same membership category. For those members for whom the WDB extends the membership for 90 days but who did not obtain reemployment in the same category, the resignation will be effective at the end of the 90-day period. No more than two members may be in this “pending” status at any one time.

If reemployed in another WDB membership category (not the one to which they were originally appointed), the member may apply to fill a vacant seat in that category should there be one. If not reemployed within 90 days in the same category, or if reemployed in a category for which there is no vacant seat, the member’s position will be automatically vacated.

(7) Meetings of the WDB.

(a) Regular meetings of the WDB shall be held no fewer than three times per year on a schedule adopted at the first calendar meeting of each year. Special meetings may be called by the Chairperson.

(b) All meetings of the WDB shall be duly noticed and conducted in compliance with the Ralph M. Brown Act (California Government Code Section 54950 et seq.), including the following:

(i) At least 72 hours prior to each regular meeting, an agenda for the regular meeting shall be forwarded to each WDB member, representatives of the news media, and to each other person who has submitted a written request to the WDB for notification of meetings, and the agenda shall be posted at a location that is freely accessible to the public. The agenda shall contain a brief general description of each item of business to be transacted or discussed at the meeting. No action or discussion shall be undertaken on any item not appearing on the posted agenda except that when statements are made or questions are posed by persons exercising their public testimony rights, WDB members may ask a question for clarification,

refer the matter to staff or to other resources for factual information, or request staff to report back at a subsequent meeting concerning any matter. Notwithstanding the foregoing, action may be taken on an item of business not appearing on the posted agenda upon a determination by two-thirds vote of the membership of the WDB, or if less than two-thirds of the members are present, by unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the WDB subsequent to the agenda being posted.

(ii) At least 24 hours prior to each special meeting, an agenda for the special meeting shall be forwarded to each WDB member and to representatives of the news media and to each other person who has submitted a written request to the WDB for notification of meetings; and shall be posted at least 24 hours prior to the special meeting at a location that is freely accessible to members of the public. No business other than that listed on the agenda shall be considered at a special meeting.

(iii) Public participation in WDB meetings shall be allowed in keeping with the Standard Code of Parliamentary Procedure (Sturgis) and the Ralph M. Brown Act.

(iv) All committees shall comply with the notice and agenda requirements otherwise applicable to the WDB in these procedures, except for committees composed solely of less than a quorum of the members of the WDB which are not standing committees of the WDB with either a continuing subject matter jurisdiction or a meeting schedule fixed by resolution or other formal action of the WDB.

(c) The Director of the Santa Cruz County Human Services Department shall designate Department staff to serve as professional, technical and clerical staff to the WDB and the CEDS Committee.

(d) Meetings shall be conducted according to the Standard Code of Parliamentary Procedure (Sturgis).

(8) Conflict of Interest.

- (a) The WDB shall adopt a Conflict of Interest Code for WDB members pursuant to the Political Reform Act (Government Code Section 81000 et seq.).
- (b) No member shall participate in a WDB decision in which they have a financial interest (Government Code Section 87100). Members may consult the Fair Political Practices Commission concerning individual responsibilities and obligations arising under the Political Reform Act.
- (c) A WDB member shall be allowed to enter into a contract with the WDB where allowable by Government Code Section 1090.
- (d) A member may not:
 - (i) Vote on a matter under consideration by the local WDB which:
 - A. Regards the provision of services by such member (or by an entity that such member represents); or
 - B. Would provide direct financial benefit to such member or the immediate family of such member; or
 - (ii) Engage in any other activity determined by the Governor to constitute a conflict of interest as specified in the State plan.
- (e) Concerning matters on which a member may not vote, the member shall not participate in discussions with other WDB members.

(9) Use of Technology.

To the extent possible, technology shall be used to improve board functions, broker relationships with stakeholders, and enhance and facilitate processes associated with the work of the WDB. [Ord. 5279 § 17, 2018; Ord. 5226 § 2, 2016].



The Santa Cruz County Code is current through Ordinance 5449, passed June 25, 2024.

The Santa Cruz County Codes are provided here as a public service. This online version of the County Code should not be relied upon for legal determination. Official Santa Cruz County Codes are on file in the Office of the Clerk of the Board. The County of Santa Cruz is not liable for any omissions or inaccuracies and is not liable for any reliance on these codes by the reader. It is recommended that you consult official Santa Cruz County Codes in the Office of the Clerk of the Board.

County Website: <https://www.santacruzcountyca.gov/>

County Telephone: (831) 454-2323

Codification services provided by [General Code](#)

Action Item 6: WDB September 24, 2025 Meeting Planning

(Action required) - Andy Stone

Background

At this meeting, the Executive Committee will consider if it would like to add any additional agenda items to the September 24, 2025 WDB Full Board meeting agenda.

Suggested motion

I move to direct that the WDB staff include the following items in the September 24, 2025 WDB meeting agenda.

Report Item 7: Plan Updates

(No vote required) – Andy Stone

Background

1. Operational Plan Update:

The Workforce Development Board conducted a comprehensive strategic planning process in 2025, including community engagement, surveys, and labor market analysis. At its April 16, 2025, meeting, the Workforce Development Board conducted a prioritization exercise to identify key areas for focus. The Board identified three strategic priorities:

1. **Job Quality & Economic Mobility:** increasing access to living-wage jobs.
2. **Employer & Small Business Engagement:** strengthening connections with local employers.
3. **Skills Gaps & Training Alignment:** ensuring training matches high-demand occupations.

At the July 23, 2025, Executive Committee meeting, direction was provided to inform the strategic plan activities and goals for the current Program Year. The attached PY 2025–26 Operational Plan Report outlines our progress with meeting these goals.

2. AJCC Continuous Improvement Plan 2025-2027, Q4 Update: <https://bit.ly/45Ebpwg>

Next Steps

The WDB Director will report on the Plans' progress at each Workforce Development Board meeting.

**Item 7 Attachment 1 - Workforce Development Board of Santa Cruz County
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2025-2026**

	2025-26 Goals & Progress	2025-26 Activities
<p>Priority 1: Job Quality and Economic Mobility</p> <p>2030 Goal: Thirty percent (30%) of all WDB assisted placements meet or exceed the county living wage.</p> <p>Champion: Sara Paz-Nethercutt</p>	<p>2025-26 Goal:</p> <ul style="list-style-type: none"> Sixteen percent (16%) of placements meet the living wage standard (\$38.99/hr). <p>Progress:</p>	<p>✓ Make Living Wage Target Visible</p> <p>✓ Promote Living-Wage Job Opportunities.</p> <p>✓ Build Career Ladders That Result in Living Wage Jobs</p>
<p>Priority 2: Employer and Small Business Engagement</p> <p>2030 Goal: Two industry sector partnerships and deliver value-added services to at least 500 unique businesses by 2030.</p> <p>Champion: Nathan Kieu</p>	<p>2025-26 Goal:</p> <ul style="list-style-type: none"> Maintain active healthcare sector council. Deliver value-added services to at least 75 businesses. <p>Progress:</p>	<p>✓ Identify Host an Industry Sector Roundtable (Hospitality Focus)</p> <p>✓ Setup a Customer Relationship Management (CRM) system to track business engagement and establish Outreach Calendar</p> <p>✓ Identify Develop a Business Services Toolkit</p>
<p>Priority 3: Skills Gaps and Training Alignment</p> <p>2030 Goal: Fifty percent of training enrollments support the top 10 high demand occupations by 2030.</p> <p>Champion: Andy Stone</p>	<p>2025-26 Goal:</p> <ul style="list-style-type: none"> Forty percent of training enrollments support the top 10 high demand occupations. <p>Progress:</p>	<p>✓ Eliminate Barriers to Training Success by Expanding Support Services and Creating Bridge Programs</p> <p>✓ Draft Publish Annual Labor Market Snapshot Featuring Board's Top 10 Occupations</p> <p>✓ Proactively Identify and Add Training Programs for Top 10 Local Occupations.</p>



on track to meet planned target for the year



not on track to meet planned target for the year

Report Item 8: Workforce Development Board Staff Updates

(No vote required)

WIOA Career Services – Sara Paz-Nethercutt:

1. WIOA Program Services Procurement Released on July 14, 2025

Business Services- Nathan Kieu:

1. Comprehensive Economic Development Strategy (CEDS) Update
2. Workforce Achievement Awards: Round 1
3. Board Agenda Management System - Procurement
4. State of the Workforce presentations Requests
5. Joby Apprenticeship Update

Community Engagement/Eligible Training Provider List (ETPL) – Brenda Diaz-Rivas:

1. James Irvine Foundation Public Workforce Capacity Fund
2. Community Engagement Initiative

Report Item 9: Eligible Training Provider List (ETPL) 2024-25 Annual Report

(No vote required) – Brenda Diaz Rivas

Recommendation

Accept the annual ETPL Report for Program Year (PY) 2024-25

Background

The Workforce Development Board (WDB) staff has reviewed the training placements from PY 2024-25 in order to gauge the performance of each Eligible Training Provider List (ETPL) vendor (Attachment 1). Although the WDB has 17 schools eligible to provide training, the attached chart (Attachment 2) lists the expenditures for only those schools that were attended during the 2024-25 Program Year. Additionally, the charts (Attachment 3) indicate the top five schools in terms of enrollments, and the top five schools' Individual Training Account expenditures for PY 2024-25.

Further information about the ETPL outcomes, including trainee demographics (Attachment 4) as well as a three-year completion comparison (Attachment 5) are provided.

Staff Analysis

Overall Training Outcomes: PY 2024-25

- **Total Participants:** 96 individuals enrolled in WIOA funded training programs
- **Completion Rate:** 65% completed their training (62 completions out of 96)
- **Successful Completions:** 45 participants successfully completed and met performance measures.
- **Employment Outcomes:** 12 participants entered employment after training.
- **Average Wage:** \$36.55 per hour across all completers, but with substantial variation by provider.

Summary of Attachment 1: PY 2024-25 ETPL Performance by Training Vendors:

- Cabrillo College served the most WIOA training customers in 2024-25: 42 total (31 Adult, 10 Dislocated Workers and 1 Other) or over 43% of those in training.
 - 17 successfully completed.
 - Average wage of \$75.00.
 - The Allied Health field occupations (13 dental hygienist, 14 registered nursing, and 6 radiology technologist) contributed to this relatively high average wage.
- Truck Driver Institute trained 29 individuals (11 Adult, 16 Dislocated Workers and 2 Other).
 - 13 successful completions.
 - Average wage of \$23.80.

Summary of Attachment 2 – PY 2024-25 ETPL Top Five Expenditures:

- 29 people trained at Truck Driver Institute for a total cost of \$212,011 (\$7,310.72 per individual average) WIOA training dollars (or 72% of all expended training funds).

PY 2024-25 ETPL Performance by Training Vendors of Santa Cruz County WDB											
School	Percentage of Total	Provider Activity Participation FY24-25					Completions FY24-25				
		Adult	DW	Other	Total		Successful Completions	Credential Attained	Entered Employment	Training Related	Average Wage
Cabrillo College	43.8%	31	10	1	42		17	0	5	5	\$75.00
Central Coast College	1.0%	1	0	0	1		1	0	1	1	\$23.00
MTS Training Academy	3.1%	0	3	0	3		0	0	0	0	N/A
Santa Cruz County Career Technical Educational Partnership	14.6%	11	3	0	14		10	0	4	4	\$24.38
Truck Driver Institute	30.2%	11	16	2	29		13	0	2	2	\$23.80
UC Davis Continuing and Professional Education	1.0%	0	1	0	1		0	0	0	0	N/A
UCSC Silicon Valley Extension	1.0%	0	1	0	1		0	0	0	0	N/A
Watsonville/Aptos/Santa Cruz Adult Education	5.2%	5	0	0	5		4	0	0	0	N/A
Totals	100.0%	59	34	3	96		45	0	12	12	\$36.55

The top five schools in terms of Individual Training Account (ITA) expenditures for FY2024-25 were:

School/Provider Name	Participants	ITA Expenditures	% of ITA Expenditures	Average cost of training* per participant	Average Wage
TRUCK DRIVER INSTITUTE	29	\$212,011	72%	\$7,310.72	\$23.80
MTS TRAINING ACADEMY INC	3	\$34,266	12%	\$11,422.00	N/A
SANTA CRUZ COUNTY CAREER TECHNICAL EDUCATIONAL PARTNERSHIP (CTEP)	14	\$20,116	7%	\$1,436.86	\$24.38
CABRILLO COMMUNITY COLLEGE DISTRICT	42	\$14,905	5%	\$354.88	\$75.00
CENTRAL COAST COLLEGE	1	\$5,000	2%	\$5,000.00	\$23.00

*Cost to vendors only, does not include supportive services amounts

WIOA Adult and DW Training Expenditures (FY2024-25)

PROVIDER	FY2024-25	% OF TOTAL
CABRILLO COMMUNITY COLLEGE DISTRICT	\$14,905	5.1%
CENTRAL COAST COLLEGE	\$5,000	1.7%
MTS TRAINING ACADEMY INC	\$34,266	11.7%
REGENTS OF THE UNIVERSITY OF CA, DAVIS	\$2,890	1.0%
SANTA CRUZ COUNTY CAREER TECHNICAL EDUCATIONAL PARTNER	\$20,116	6.9%
TRUCK DRIVER INSTITUTE	\$212,011	72.3%
WATSONVILLE/APTOS/SANTA CRUZ ADULT EDUCATION	\$3,897	1.3%
Total Training Providers	\$293,085	100.0%

The top five schools in terms of enrollments for PY 2024-25 were:

School Name	# of Enrollments	% of Total Enrollments
Cabrillo College	42	43.8%
Truck Driver Institute	29	30.2%
Santa Cruz County Career Technical Educational Partnership (CTEP)	14	14.6%
Watsonville/Aptos/Santa Cruz Adult Education	5	5.2%
MTS Training Academy	3	3.1%

PROVIDER	TOTAL	% OF TOTAL
Cabrillo College	42	43.8%
Truck Driver Institute	29	30.2%
Santa Cruz County Career Technical Educational Partnership (CTEP)	14	14.6%
Watsonville/Aptos/Santa Cruz Adult Education	5	5.2%
MTS Training Academy	3	3.1%
Central Coast College	1	1.0%
UC Davis Continuing and Professional Education	1	1.0%
UCSC Silicon Valley Extension	1	1.0%
TOTAL	96	100.0%

ETPL Demographic Details for FY2024-25

Gender	Enrolled	Completions	Successful Completions	Unsuccessful Completions	Continuing Enrollments
Female	60	40	28	12	20
Male	36	22	17	5	14
Unknown	0	0	0	0	0
Total	96	62	45	17	34

Race	Enrolled	Completions	Successful Completions	Unsuccessful Completions	Continuing Enrollments
African/American	2	1	0	1	1
American Indian/Alaskan Native	1	0	0	0	1
Asian	2	2	1	1	0
Hawaiian/Other Pacific Islander	1	1	1	0	0
White	35	23	18	5	12
Unknown	55	35	25	10	20
Total	96	62	45	17	34

Ethnicity (Hispanic/Non-Hispanic)	Enrolled	Completions	Successful Completions	Unsuccessful Completions	Continuing Enrollments
Non-Hispanic	25	18	12	6	7
Hispanic	70	43	32	11	27
Unknown	1	1	1	0	0
Total	96	62	45	17	34

WIOA Program	Enrolled	Completions	Successful Completions	Unsuccessful Completions	Continuing Enrollments
Adult	59	42	29	13	17
Dislocated Worker	34	19	15	4	15
Youth	0	0	0	0	0
Other	3	1	1	0	2
Total	96	62	45	17	34

Age Group	Enrolled	Completions	Successful Completions	Unsuccessful Completions	Continuing Enrollments
Under 18	0	0	0	0	0
18-24	14	8	5	3	6
25-34	38	26	17	9	12
35-44	29	20	17	3	9
45-54	8	4	4	0	4
55-64	5	3	2	1	2
65+	2	1	0	1	1
Unknown	0	0	0	0	0
Total	96	62	45	17	34

Successful Completions	FY24-25	FY23-24	FY22-23
Bay Area Medical Academy	0	0	0
Cabrillo College	17	22	26
Center for Employment Training -Main Campus	0	1	1
Central Coast College	1	1	1
MTS Training Academy	0	9	8
National Holistic Institute	0	1	0
Santa Cruz County Career Technical Education Partnership	10	10	23
Silicon Valley Surgi-Tech Institute dba SVSTI	0	0	2
Truck Driver Institute	13	19	44
UCSC Silicon Valley Extension	0	3	1
Watsonville/Aptos/Santa Cruz Adult Education	4	14	8
Totals	45	80	114