



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, November 5, 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: August 27, 2025 2-8
2. WIOA Program Services Procurement Results/PY2026/27 Award Recommendations 9-11
3. Workforce Innovation & Opportunity Act Local Policies: New/Revised Fiscal Policies 12
4. WDB December 3, 2025 Meeting Planning 13

Report Items (no vote required):

5. WDB PY2025/2026 Operational Plan and CI Plan Updates 14-15
6. WDB Staff Updates 16

Adjournment

**Next Meetings: Workforce Development Board
December 3, 2025 @ 8:30 am
Location: 500 Westridge Dr. – Community Room**

**Workforce Development Board – Executive Committee
February 4, 2026 @ 8:30 am
Location: 500 Westridge Dr. – Career Center Classroom**

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Action Item 1: Approval of Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the August 27, 2025 Executive Committee meeting minutes.

Suggested motion

I move to approve the August 27, 2025 Executive Committee meeting minutes.

**Workforce Development Board
Executive Committee
500 Westridge Dr, Watsonville CA 95076
Wednesday, August 27, 2025 8:30 a.m.**

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

The Vice Chair called the meeting to order at 8:34 a.m., and a quorum was established. All participants attended in-person.

Committee Members in Attendance

Adolfo, Tracey
Ayyad, Alia
Bartels, Elyse
Siegel, Carol
Vereker, Dustin

Committee Members Excused

Morse, Rob

Staff in Attendance

Diaz-Rivas, Brenda – Associate Human Services Analyst
Gray, Lacie – Sr. 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
Vaiz, Mary Lou – WDB Clerical Support

Guests

There were no guests

Subject: Public Comment

It was mentioned that the Watsonville Academy is offering a free nine-week program designed to teach participants how local government operates.

Subject: Chairperson's Report

No Chairperson's Report was provided.

Subject: Action Items:

Item 1 – Approval of the July 23, 2025 Meeting Minutes

Action: It was moved to approve the July 23, 2025 Executive Committee meeting minutes.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Tracey Adolfo

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

Frances Corpuz
Sprouting and Company

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

Isidro Rodriguez
Watsonville, Aptos, Santa Cruz Adult Education

Alexander Pedersen
Santa Cruz County Small Business Development Center

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

Oppositions: None
 Abstentions: Dustin Vereker

Committee Action: All in favor; motion passed.

Item 2 – WIOA FY25/26 Revised Budget

An update was provided on the actual allocation for the WIOA budget. The total available funding for PY 2025–26, including carry-in funds, was reported as \$4,503,221. It was noted that the training allocation for On-the-Job Training (OJT) remains at \$140,000.

Action: It was moved to recommend that the Workforce Development Board (WDB) approve the updated WIOA budget of \$4,503,221 for PY 2025-26.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Dustin Vereker
 Oppositions: None
 Abstentions: None

Committee Action: All in favor; motion passed.

Item 3 – Local Program Services Policy Revisions

The following WIOA local policies were identified for revision in preparation for State monitoring in September:

- **Adult/Dislocated Worker ITA Policy:** Payment timeframes revised to 50% at enrollment and 50% at midpoint.
- **Youth Eligibility Policy:** Specific timeframes added to ensure timely service delivery and prevent application expiration.
- **Incumbent Worker Training Policy:** Clarified use of Rapid Response 25% funds as an allowable source.
- A new **Eligible Training Provider List Policy** was introduced to establish training service types, outline consumer choice, and define eligibility criteria for CA ETPL providers.

Action: It was moved to recommend the WDB accept the PY 2024-2025 local ETPL monitoring report as drafted by WDB staff.

Status: Motion to Approve: Dustin Vereker
 Motion Seconded: Carol Siegel
 Oppositions: None
 Abstentions: None

Committee Action: All in favor; motion passed.

Item 4 – Top Ten (10) Occupations for PY 2025-2026

It was reported that, to meet the strategic priority of Skills Gaps and Training Alignment, a percentage of enrollments must align with the Top Ten Occupations annually. Staff reviewed regional job data and developed a demand score to identify the following occupations:

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
10. First-Line Supervisors of Construction Trades and Extraction Workers

Action: It was moved to recommend the WDB approve the Top Ten Occupations for Program Year 2025–2026, as identified by staff. Upon WDB approval, staff will track and report on training enrollments in these occupations.

Status: Motion to Approve: Tracey Adolfo
 Motion Seconded: Carol Siegel
 Oppositions: None
 Abstentions: None

Committee Action: All in favor; motion passed.

Item 5 – WDB Bylaws Update

It was reported that adjustments to the WDB's operating practices include:

- Simplifying the committee structure by eliminating several standing committees (e.g., Youth Council) and retaining only two: the Executive Committee and the Comprehensive Economic Development Strategy (CEDS) Committee.
- Establishing a new process for electing 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."

The composition of board member categories was reviewed.

Action: It was moved to recommend that the WDB approve the staff-recommended updates to the WDB Bylaws, including any recommended revisions for which there were no revisions.

Status: Motion to Approve: Tracey Adolfo
 Motion Seconded: Dustin Vereker
 Oppositions: None

Abstentions: None

Committee Action: All in favor; motion passed.

Item 6 – WDB September 24, 2025 Meeting Planning

The Executive Committee proposed adding the following item to the September 24, 2025 WDB meeting agenda:

- A deeper dive into the Strategic Plan.

A discussion was held regarding the meeting location, as the Community Room was no longer available. It was determined that the meeting would be held in the Career Center Computer Lab.

Action: It was moved to recommend that the WDB staff include a deeper dive into the new Strategic Plan at the September 24, 2025 WDB meeting.

Status: Motion to Approve: Tracey Adolfo
 Motion Seconded: Dustin Vereker
 Oppositions: None
 Abstentions: None

Committee Action: All in favor; motion passed.

Subject: Report Items:

Item – 7 Plan Updates

Operational Plan Update:

It was shared that, through a comprehensive strategic planning process in 2025, the WDB identified three strategic priorities:

- Job Quality & Economic Mobility
- Employer & Small Business Engagement
- Skills Gaps & Training Alignment These priorities replace the previous Operational Plan.

The PY 2025–26 Operational Plan Status Report chart was reviewed.

No action; report item only.

Item 8 – Workforce Development Board Staff Updates

WIOA Career Services – Sara Paz-Nethercutt reported:

- The WIOA Program Services Procurement was released on July 14, 2025. A bidders' conference was held with six interested parties. Bids are due by September 30, 2025.

Business Services – Nathan Kieu reported:

- The Comprehensive Economic Development Strategy (CEDS) was approved by the Board of Supervisors with minor updates and is ready for submission to the Economic Development Agency.
- Workforce Achievement Awards are in production for two participants.
- A Board Agenda Management System is being procured to streamline and modernize agenda processes, with a planned launch in November.
- Multiple requests for State of the Workforce presentations have been received, following the release of a QR code.
- Joby is currently recruiting three participants for its Aircraft Maintenance Technician apprenticeship program.

Community Engagement / ETPL – Brenda Diaz-Rivas reported:

- The James Irvine Foundation Public Workforce Capacity Fund is in the planning phase for Human-Centered Design training scheduled for September 17, 2025. Two WDB staff members are participating in a five-month Peer Learning Group, where Irvine-funded partners share insights, best practices, and challenges. Approval was obtained from the Program Officer to allocate \$43,000 toward innovative Human-Centered Design projects.
- Under the Community Engagement Initiative, a presentation will be delivered to PVUSD staff about available services and the MENtors program, which supports justice-involved fathers in becoming mentors to others.

No action; report item only.

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

The five attachments were shared.

Overall Training Outcomes for PY 2024–25:

- Total Participants: 96 enrolled in WIOA-funded training programs
- Completion Rate: 65% (62 completions)
- Successful Completions: 45 met performance measures
- Employment Outcomes: 12 entered employment post-training
- Average Wage: \$36.55 per hour across all completions

It was noted that vendor-specific completion percentages will be added for future reference.

No action; report item only.

Subject: Committee Member Announcements:

No announcements were made.

Meeting Adjournment

The meeting was adjourned at 10:03 a.m.

Next Meeting: **Workforce Development Board**
September 24, 2025 @ 8:30 am
Location: 500 Westridge Dr.,
Career Center Lab,
Watsonville, CA 95076

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

DRAFT

Action Item 2: WIOA Program Services Procurement Results/ PY26/27 Award Recommendations

(Action required)

Recommendation

Recommend that the full Workforce Development Board accept the Workforce Innovation and Opportunity Act (WIOA) award recommendations and authorize the Workforce Development Board (WDB) Staff to proceed with next steps in the procurement process.

Background

At its' March 19, 2025 meeting, the WDB approved the timeline and issuance of a Request for Proposal (RFP) for the following WIOA services areas:

Service Area 1: Adult & Dislocated Worker, Rapid Response program services

Service Area 2: Youth services

The RFP was subsequently released on July 14, 2025.

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.

This RFP contracting allows 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 2026-27 through PY 2029-30 based on a contractor cost analysis and overall performance. A new procurement process will need to be conducted every four years as required by the WIOA, utilizing the County procurement process.

Results of Competitive Process

As a result of the RFP process managed by GSD two (2) service areas were scored from the following bidders: America Works of California; Arbor E & T, LLC, dba Equus Workforce Solutions; DB Grant Associates; Goodwill Central Coast; Myndhack, and Santa Cruz County Office of Education.

GSD has outlined the evaluation committee results in the attached memo dated October 30, 2025 . The following outcome has been certified by GSD:

Service Area 1-Adult, Dislocated Worker Program Services: Goodwill Central Coast

Service Area 2-Youth Services: Santa Cruz County Office of Education

Next Steps

1. WDB Staff will enter into contract negotiations with the recommended vendors for PY 26/27.
2. WDB staff will request contract approvals from the Board of Supervisors no later than May 27, 2026.

Suggested motion

I move to recommend to the full Workforce Development Board to accept the award recommendations from the Procurement and authorize the WDB Staff to enter into contract negotiations with the recommended vendors for PY 26-27.



County of Santa Cruz

General Services Department Purchasing Division

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

(831) 454-2210 Fax: (831) 454-2710

Purchasing@santacruzcountyca.gov

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

FROM: Shauna Soldate, GSD Central Purchasing, Purchasing & Logistics Manager

DATE: October 30, 2025

**SUBJECT: EVALUATION RESULTS FOR REQUEST FOR PROPOSAL 25P1-001,
WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA)
Service Area 1: Adult Dislocated Worker Program Services
Service Area 2: Youth Program Services**

25P1-001 for the Workforce Innovation and Opportunity Act (WIOA) RFP was released 07/14/2025. Within this solicitation, two Service Areas were identified. The County identified two sub-committees made up of three evaluators per sub-committee to evaluate the service areas as follows:

Service Area 1: Adult Dislocated Worker Program Services

A three-member Evaluation Committee evaluated and scored four (4) submittals received from

- America Works of California, Inc.
- Arbor E&T LLC DBA Equus Workforce Solutions
- DB Grant Associates, Inc.
- Goodwill Central Coast

Service Area 2: Youth Program Services

A three-member Evaluation Committee evaluated and scored four (4) submittals received from:

- Arbor E&T LLC DBA Equus Workforce Solutions
- DB Grant Associates, Inc.
- Myndhack
- Santa Cruz County Office of Education

The sub-committee for **Service Area 1: Adult Dislocated Worker Program Services**, scored the proposal response from **Goodwill Central Coast** the highest at **93.17** points out of a possible 105 points. The second-place score was **Arbor E&T LLC DBA Equus Workforce Solutions**, who scored **89.33** points.

The sub-committee for **Service Area 2: Youth Program Services**, scored the proposal response from **Santa Cruz County Office of Education** the highest at **96.67** points out of a possible 105 points. The second-place score was **Arbor E&T LLC DBA Equus Workforce Solutions** who scored **81.67** points.

GSD Central Purchasing considers any score in the 90%-100% percentile range to be excellent; 80% to 89% range to be good; 70% to 79% range to be fair; and anything below 70% to be unacceptable. The highest scored proposal response for each modality was at 84% or higher. GSD Central Purchasing deems these proposal responses as good quality that meet or exceed the basic needs set forth in this RFP.

GSD Purchasing recommends awards to the following vendors:

- Service Area 1: Adult Dislocated Worker Program Services: **Goodwill Central Coast**
- Service Area 2: Youth Program Services: **Santa Cruz County Office of Education**

Your department may proceed with contract negotiations with the vendors as stated above. Please be advised that the commencement of any resulting contract is contingent upon County of Santa Cruz Board of Supervisors approval.

Contact me at (831) 454-2526 if you have any questions on the solicitation process or any information contained therein. Thank you for your assistance in this process.

Sincerely,



Shauna Soldate
Shauna.Soldate@santacruzcountycalifornia.gov

10/30/2025
Date

Action Item 3: Local Program Services Policy Revisions

(Action required) – Sara Paz-Nethercutt

Recommendation

Recommend that the full Workforce Development Board approve the Workforce Innovation and Opportunity Act (WIOA) local program services, and fiscal policy revisions, as drafted by staff.

Background

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

1. 16-01, rev. 4, Adult/Dislocated Worker (A/DW) Priority of Service and Wait List Policy [implementing Veterans Priority of Service updates, as per new EDD Directive WSD24-15]

To ensure WIOA compliance the following County Fiscal policies need to be updated:

2. Fiscal 25-01, Property Management, Inventory Control, and Disposition Policy
3. Fiscal 25-02, Payroll and Time Distribution Policy
4. Fiscal 25-03, Audits and Audit Resolution Policy

The link to view the policies is found here: <https://bit.ly/4ntdQbM>

Next Steps

Policy revisions will go in effect upon approval by the Workforce Development Board at its December 3, 2025 meeting.

Suggested motion

I move to recommend that the full Workforce Development Board approve the WIOA revised local program services and fiscal policies, as drafted by staff.

Action Item 4: WDB December 3, 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 December 3, 2025 WDB Full Board meeting agenda.

Suggested motion

I move to direct that the WDB staff include the following items in the December 3, 2025 WDB meeting agenda.

Report Item 5: 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 September 24, 2025, Workforce Development Board meeting, direction was provided to inform the strategic plan activities and operational 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/3JnKj5C>

Next Steps

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

**Item 5 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
Priority 1: Job Quality and Economic Mobility 2030 Goal: Thirty percent (30%) of all WDB assisted placements meet or exceed the county living wage. Champion: Sara Paz-Nethercutt	2025-26 Goal: Sixteen percent (16%) of placements meet the living wage standard (\$38.99/hr). Progress: Annual Work Plan created; Outreach materials, resources and promotions in progress.	✓ Make Living Wage Target Visible ✓ Promote Living-Wage Job Opportunities. ✓ Build Career Ladders That Result in Living Wage Jobs
Priority 2: Employer and Small Business Engagement 2030 Goal: Two industry sector partnerships and deliver value-added services to at least 500 unique businesses by 2030. Champion: Nathan Kieu	2025-26 Goal: - Maintain active healthcare sector council. - Deliver value-added services to at least 75 businesses. Progress: Attending health sector council events. Established CRM to maintain outreach efforts, and connected with 10/75 businesses to date.	✓ Identify Host an Industry Sector Roundtable (Hospitality Focus) ✓ Setup a Customer Relationship Management (CRM) system to track business engagement and establish Outreach Calendar ✓ Identify Develop a Business Services Toolkit
Priority 3: Skills Gaps and Training Alignment 2030 Goal: Fifty percent of training enrollments support the top 10 high demand occupations by 2030. Champion: Andy Stone	2025-26 Goal: Forty percent of training enrollments support the top 10 high demand occupations. Progress: WDB approved Top 10 Local Occupations. Identifying grant opportunities for short-term training and bridge programs.	✓ Eliminate Barriers to Training Success by Expanding Support Services and Creating Bridge Programs ✓ Draft Publish Annual Labor Market Snapshot Featuring Board's Top 10 Occupations ✓ Proactively Identify and Add Training Programs for Top 10 Local Occupations.

- ✓ on track to meet planned target for the year
- ✗ not on track to meet planned target for the year

Report Item 6: Workforce Development Board Staff Updates

(No vote required)

WIOA Career Services – Sara Paz-Nethercutt:

1. Regional Equity and Recovery Partnerships (RERP) grant concluded- September 30, 2025
2. Prison to Employment (P2E) grant extended through December 31, 2026 - funding amount unchanged
3. Local WIOA Contractor monitoring underway

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

1. The James Irvine Foundation - Public Workforce Capacity Grant