



County of Santa Cruz

SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER,

701 OCEAN STREET, SUITE 520

SANTA CRUZ, CA 95060

(408) 454-2100 FAX: (408) 454-3420

TDD: (408) 454-2123

May 20, 1998

Agenda: June 2, 1998

BOARD OF SUPERVISORS

County of Santa Cruz

701 Ocean Street

Santa Cruz, California

APPLICATION FOR REGIONAL WORKFORCE PREPARATION AND ECONOMIC DEVELOPMENT ACT FUNDS

Dear Members of the Board:

As you will remember, AB 1542, enacted by the State Legislature in August 1997 to implement welfare reform, included enactment of the Regional Workforce Preparation and Economic Development Act (RWPEDA), designed to develop a regional system for the delivery of employment, training, and educational services for CalWORKs participants and others. The purpose of this letter is to provide you with a report on regional activities to date, and to request approval of a proposal for funds allocated as part of this Act's implementation.

BACKGROUND

Currently, over 25% of the employed residents of Santa Cruz County commute to surrounding counties to work, the majority to southern and central Santa Clara County. A large proportion of Monterey and San Benito County residents also make this commute within the greater Bay Area labor market. The unemployment rates in Santa Clara and San Mateo Counties are 2.3% and 2.4% respectively, while the rates in Santa Cruz and Monterey Counties fluctuate between 9% and 18% on a seasonal basis, even during the best of economic times. If Santa Cruz County residents are to succeed in preparing themselves for the labor market of the 21st century, regional partnerships will become even more important than they are today. Regional issues such as transportation, already identified as a barrier to employment; training and licensing of child care providers; geographic information on employers, education and training sources; and the development of a workforce development master plan with the business sector involvement have become necessary to ensure employment for long-term and low-income Santa Cruz County residents. Regional opportunities and a rapidly changing need for labor will drive the career choices of tomorrow's graduates from local high schools and colleges, particularly from the counties with higher unemployment rates. Conversely, local counties with lower unemployment rates are becoming less attractive to businesses due to the lack of trained workers ready to enter employment. The Bay Regional Collaborative plans to address these issues.

BOARD OF SUPERVISORS

Agenda: June 2, 1998

Application for Workforce Preparation and Economic Development Funds

REGIONAL APPROACH

The Regional Workforce Preparation and Economic Development Act encourages the formation of labor market regions with the State of California for the provision of employment, education and training services. Each regional collaborative, in order to receive funds, must include the following partners:

- County Economic Development offices
- County welfare-to-work programs
- Community colleges
- Local K- 12 school districts
- JTPA Service Delivery Areas
- Employment Development Departments
- Business representatives
- Labor representatives.

The RWPEDA was enacted for a three-year period, beginning July 1, 1998, with \$5 million in funding each year from five sources: 1) Improving America's Schools Act (IASA) Administration Funds, 2) Job Training Partnership (JTPA) 8%/20% Administrative Funds, 3) Community College Economic Development Funds, 4) Governor's Discretionary Welfare to Work 15% Funds, and 5) State Welfare to Work Matching Funds.

Locally, the Coalition for Workforce Preparation, of which County Economic Development and the Human Resources Agency are members, has built on existing relationships to enhance the workforce options for local job seekers and businesses, as part of development of the one-stop career center system. The Monterey County One-Stop Founder's Council includes EDD, the Department of Social Services, and the Monterey County Office of Employment and Training (the Service Delivery Area for JTPA services). However, regional staff are needed to implement the coordinated program development and services which have been envisioned. The RWPEDA Request for Applications represents the possibility of one comprehensive, coordinated, service system for welfare-to-work participants, students, incumbent workers, and employers in Santa Cruz and Monterey Counties, with possible future expansion to other parts of the identified regional labor market, at no additional cost to the counties.

PROPOSED REGIONAL COLLABORATIVE

The Coalition for Workforce Preparation, along with the Monterey County One-Stop Founder's Council, has developed a proposal for \$999,743 for the first year of RWPEDA funding to establish the Bay Regional Collaborative (BRC). The BRC would provide a regional staff to

BOARD OF SUPERVISORS

Agenda: June 2, 1998

Application for Workforce Preparation and Economic Development Funds

coordinate service activities at no additional cost to the respective counties. The joint proposal was submitted to the State on May 15, 1998. Because requirements must be met for all five of the funding sources, Santa Cruz City Schools has agreed to act as the fiscal agent for the IASA funds, Cabrillo College has agreed to act as fiscal agent for the 8%/20% and Economic Development funds, and the Human Resources Agency is proposing to act as fiscal agent for the Governor's Discretionary Welfare to Work 15% and State Welfare to Work Matching Funds. These efforts will coordinate with the efforts of the County Job Training Task Force.

Partners in this proposal agree that education and workforce preparation are critical to California's economic viability in the 21 st century. The development of a shared workforce vision and plan by the Bay Regional Collaborative will help to ensure a competitive workforce for the Monterey Bay Region. This regional collaborative will forge the foundation for a new delivery system which assists local job seekers to move freely within the region to work locations where they are needed, and to provide the changing skill sets needed by today's and tomorrow's economy. The Bay Regional Collaborative will solidify existing bi-county partnerships to create systemic change, facilitate the continuous re-evaluation and improvement of services, and develop a comprehensive system of services meeting the employment needs of the region. While the application **timeline** did not allow the formal inclusion of the newly created Job Training Task Force in the application process, we are pleased to inform your Board that twelve of the twenty-seven members of the Task Force are directly involved as members of the Bay Regional Collaborative.

Due to the tight timelines imposed by the State, which precluded prior approval by your Board, we are, per Section 900-A.1 of the County's Procedures Manual, requesting your Board's retroactive approval of this application. The full proposal has been placed on file with the Clerk of the Board for your information. It is anticipated that notification regarding this grant will be received prior to the end of fiscal year 1997-98, and the County Administrative Office and Human Resources Agency will return to your Board if further action is recommended.

IT IS THEREFORE RECOMMENDED that your Board:

1. Accept and file this report on regional workforce preparation and economic development activities;
2. Approve the application of the Human Resources Agency for Regional Workforce and Economic Development Act funds; and

51

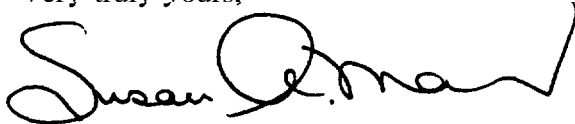
BOARD OF SUPERVISORS

Agenda: June 2, 1998

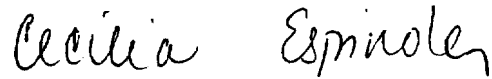
Application for Workforce Preparation and Economic Development Funds

3. Direct the County Administrative Office and Human Resources Agency to return to your Board when notification is received regarding this grant if further action is recommended.

Very truly yours,



SUSAN A. MAURIELLO
County Administrative Officer



CECILIA ESPINOLA
Human Resources Agency Administrator

SAM/CE/GG:gg/workforc.bos

cc: Santa Cruz County Coalition for Workforce Preparation
Monterey County One-Stop Founder's Council