



# County of Santa Cruz 71

## BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069

(831) 454-2200 FAX: (831) 454-3262 TDD: (831) 454-2123

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AGENDA: 2/9/99

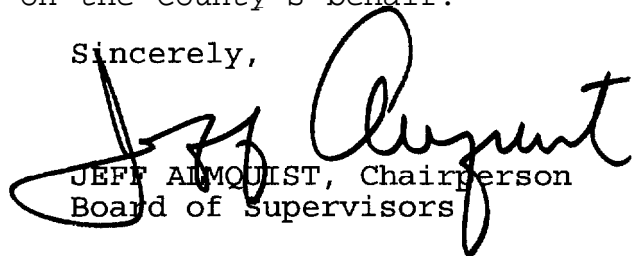
February 1, 1999

BOARD OF SUPERVISORS  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 95060

RE: ANNUAL REPORT OF THE PRIVATE INDUSTRY COUNCIL

Attached is the Annual Report of the Private Industry Council for calendar year 1998. I recommend that the Board accept and file this report and direct the Chairperson to thank the members of the Council for their efforts on the County's behalf.

Sincerely,

  
JEFF ALMQUIST, Chairperson  
Board of Supervisors

JA:ted

cc: Private Industry Council

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## **SANTA CRUZ COUNTY PRIVATE INDUSTRY COUNCIL**

Under a written agreement with the Board of Supervisors, the Private Industry Council is responsible for overseeing and determining the efficiency and effectiveness of the County's Job Training Partnership Act (JTPA) programs.

The Council meets on the fourth Thursday of every other month at 1400 Emeline Avenue, Room 206, Santa Cruz. Meeting notices and agendas are posted for public review and mailed to interested parties at least one week in advance. The Council is comprised of nineteen members representing private sector employers (10), secondary and post-secondary education (2), the non-profit community and/or labor unions (3), vocational rehabilitation organizations (1), the employment service (1), economic development entities (1) and welfare agencies (1). The Human Resources Agency's (HRA) CareerWorks Division Director acts as Council staff.

The Council develops a Two-Year Job Training Plan, which is a blueprint for the delivery of workforce preparation services to displaced workers and economically disadvantaged youth and adults by HRA's CareerWorks Division and for-profit and non-profit vendors. Attainment of unsubsidized employment and long-term self-sufficiency are the goals of all JTPA programs as per the directives of the funding source, the U.S. Department of Labor.

The Council and Board of Supervisors jointly accept annual allocations from DOL, via the California Employment Development Department's Job Training Partnership Division, to underwrite JTPA programs. Santa Cruz County's level of JTPA funding takes into account local population, unemployment and income statistics. Any failure by HRA's CareerWorks Division and the various vendors to meet federally prescribed performance standards will trigger sanctions and adversely impact future allocations. Supplemental grants or incentive awards are customarily made available for exceptional achievement.

A copy of the attendance of members at Council meetings during calendar year 1998 is attached.

## 1998 PRIVATE INDUSTRY COUNCIL ACCOMPLISHMENTS

Under the Private Industry Council's (PIC) guidance, local Job Training Partnership Act (JTPA) programs produced exceptional outcomes in the 1997/98 program year. The placement, entry wage/benefit and job retention rates for adult participants, and skills enhancement and educational achievement levels for youth participants increased significantly from the previous year. As a result of exceeding federal and state performance standards, the Human Resources Agency (HRA) CareerWorks Division was allocated a \$127,862 Incentive Award. An additional \$5,650 award was granted for exceeding job placement goals in jobs which offer employer-assisted benefits. This supplemental funding was used by the PIC to expand case management activities at the One-Stop Centers in north and south county for the benefit of barriered (e.g., basic skills deficient, economically disadvantaged, ex-offenders, dropouts, etc.) recipients of JTPA services.

The PIC, through CareerWorks, the JTPA service delivery system, is sharing a lead role in implementing One-Stop Career Center efforts. One-Stops and welfare reform build on community and employment service linkages mandated by the JTPA and reinforced in the 1992 JTPA reform amendments. In 1998, CareerWorks, HRA and partners completed work on the south county One-Stop Center known locally as Workforce Santa Cruz County. The community celebrated the opening of the One-Stop at 18 West Beach Street, Watsonville, on January 23, 1998. Congressman Sam Farr made the keynote address. The event celebrated the culmination of multi-agency efforts to open the One-Stop, and officially opened the doors to our customers. The One-Stop Career Center, as evidenced by customer satisfaction and usage, is proving a tremendous asset to the community. Additionally, a mid-county One-Stop is currently in progress for Capitola. It is tentatively scheduled to open its doors in June of 1999.

Each Workforce Santa Cruz County Career Center contains a comprehensive Career Resource Center Library. The PIC authorized a contract with Cabrillo College providing a librarian to design and order the library materials, develop a cataloging system, and prepare a training package that facilitates library maintenance and future enhancement activities. Available to all One-Stop customers, the Resource Centers contain hundreds of books, videos, and computer software programs designed to assist with career planning, career changes, job finding, labor market information and occupational exploration. The Capitola One-Stop Center, when operational, will specialize in materials designed to meet employer/business needs as well as for general public use. The Watsonville Resource Center houses the largest Spanish language career resource collection in Santa Cruz County.

In August 1997, the President signed HR 20 15, the federal Balanced Budget Act of 1997. The HR 20 15 supplements the Temporary Assistance for Needy Families Program (TANF) with an additional \$3 billion to states to create Welfare-to-Work (WtW) Programs. The Governor was required to allocate at least 85% of the state's formula grant to the Service Delivery Areas (SDAs) for local programs to be administered by the PICs. Santa Cruz County was awarded a first year grant allocation of \$872,717. The Department of Labor (DOL) requires a locally designed plan reflective of the demographic and workforce needs of the community. Under the

PIC's direction and with public input, a WtW plan was developed jointly between the CareerWorks and CalWORKs Divisions of the HRA. The purpose of the WtW program plan is to identify, obtain employment for and increase the earnings of CalWORKs recipients who are least likely to become self-sufficient prior to reaching the 60-month lifetime limit upon cash welfare receipt; and develop and field test innovative approaches for welfare prevention and transitioning individuals from welfare to work.

At the behest of the PIC and partner agencies, HRA CareerWorks Division applied for and received a grant of \$785,280 from the Governor's Discretionary Welfare-to-Work funds. These funds are intended to complement the WtW funds received by JTPA as highlighted above. The Governor's Discretionary WtW funds will provide a job retention program for CalWORKs program participants who find work, and will include an employee assistance program, counseling and drug/alcohol relapse prevention services, transportation solutions, and paid work experience, as well as job search assistance for non-custodial parents of CalWORKs children. The grant is part of discretionary funds for WtW programs allocated on a competitive basis by the Governor. A total of \$23 million was allocated statewide to 24 agencies from a pool of 182 applications.

Each year the PIC publishes an Occupational Outlook Report (OOR) in partnership with EDD's State/Local Cooperative Labor Market Information Program (CCOIS). The goal of the partnership is to improve the match between employers' labor needs and the skills of job seekers. This is accomplished by providing specific, localized, and current information for use in making better training and labor market decisions. As the local partner, CareerWorks' role each year is to survey 800 county employers representing 20 occupations. The survey results are condensed, analyzed, and published in the OOR. The report is distributed to high schools, community colleges, economic development corporations, social service agencies, one-stop centers statewide, and over 100 businesses. Public agencies use the data for establishing policies regarding the delivery of employment services, and the private sector, for formulating workforce decisions.

To further enhance local labor market information, the Santa Cruz County PIC in cooperation with the NOVA Private Industry Council and funded by the David and Lucile Packard Foundation produced a Career Ladders report for release in February 1999. The Career Ladders report is a practical, tangible tool to aid in the welfare to work transition. The information contained in the report will provide clear and accurate data to employment training counselors, their clients and service providers to enable welfare recipients to make effective career and training decisions. The information in this report will include job descriptions, education requirements, training, wages, growth expectations per occupations and soft skills that are helpful for the position. The study also includes in each occupation "career ladders" and various job paths. The project will clearly show WtW participants that with proper training and/or education, self-sufficiency and success are attainable goals.

The PIC provides oversight to CareerWorks' Summer Youth Employment and Training Program (SYETP) and thus influences one of the most rewarding programs in the County. During the summer of 1998, 573 youth, ages 14-21 worked and earned paychecks. For many youth, it was

the first paycheck in their lives. The essential elements of the program, often unrecognized, are the over 130 work sites comprised primarily of public and private non-profit agencies and local government offices that support the summer program by offering the youth supervision and mentoring. Work site supervisors are a critical community resource, annually introducing several hundred youth to the world of work. Increasingly important each year for SYETP is building the connection between work and education for disadvantaged youth. The PIC awarded contracts for Academic Enrichment Activities to Arbor Inc., Cabrillo College, City of Watsonville Enterprise Community, and Santa Cruz Adult and Community Education. Over 80 youth benefited from the creative and non-traditional approaches to learning designed by the service providers to actively engage and teach. Participants could earn up to 15 units of academic credit.

On April 21, 1998, the Private Industry Council received a \$350,000 award in JTPA Title III National Reserve Account funds to develop a local Storm Disaster Assistance Program (SDAP). In July 1998, the DOL provided supplemental SDAP funding to the State of California. Santa Cruz County's share of the additional funding was \$505,996, for a total allocation of \$855,996. The additional allocation proved a welcome relief for the County Public Works Department, Parks, Open Space and Cultural Services and the various cities needing assistance with storm damage remediation activities. Through December 31, 1998, over 53 long term unemployed individuals and CalWORKs participants have been employed in temporary jobs designed to address storm damage to local roads, parks and related infrastructure.

## PRIVATE INDUSTRY COUNCIL

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Roll Call of Members1 9 9 8

NAME	1/ 29	2/ 26	5/ 28	6/ 25	9/ 24	10/ 22
1. Jim Booth (Chair)	x	x	x	x	x	x
2. Bill Gutzwiller (Vice-Chair)	x	x	-	-	x	x
3. Leslie Andrews *			x	x	-	-
4. Claire Biancalana	x	-	x	x	-	x
5. John Collins	x	x	-	x	x	x
6. Joanne Dlott	x	x	x	x	-	x
7. Caroline Keller (Resigned 10/26/98)	x	x	x	x	x	-
8. Don Masik **			x	x	x	x
9. Chris Matthews	x	-	x	x	x	x
10. Dianne Maynez	x	x	On Medical Leave			
11. Tim McCormick (Resigned 6/25/98)	-	-	x	-	-	-
12. Lynn Miller*** (Replaced Dianne Maynez)					x	x
13. Terry Moriarty	x	x	x	x	x	x
14. Melissa Pedroza	x	x	x	x	x	x
15. Louis Rittenhouse						
16. Michael Schmidt ****			x		x	x
17. Cliff Tillman*****						x
18. Mark Van Den Heuvel	x		x	x	x	x
19. Bill Wagy		x	x	x		x
20. Jeff Wells	x	x	x	x		

x Attended Meetings

- Unable to attend meeting due to scheduling conflicts

\* Appointed to PIC 4/14/98

\*\* Appointed to PIC 4/14/98

\*\*\* Appointed to PIC 9/01/98

\*\*\*\* Appointed to PIC 4/14/98

\*\*\*\*\* Appointed to PIC 8/11/98