



County of Santa Cruz

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HUMAN RESOURCES AGENCY

CECILIA ESPINOLA, ADMINISTRATOR

1000 EMELINE ST., SANTA CRUZ, CA 95060

(408) 4544130 OR 4544045 FAX: (408) 454-4642

October 28, 1999

Agenda: November 16, 1999

BOARD OF SUPERVISORS

County of Santa Cruz

701 Ocean Street

Santa Cruz, CA 95060

INTERIM WORKFORCE INVESTMENT BOARD REVIEW AND COMMENT ON THE JOB TRAINING TASK FORCE REPORT RECOMMENDATIONS

Dear Members of the Board:

As you know, on February 10, 1998, your Board convened the Job Training Task Force (JTTF) to address the problem of limited liveable wage opportunities in the County for local residents. The JTTF provided a report on its findings, and its recommendations to address them, to your Board on August 10, 1999. At that meeting your Board asked that the Interim Workforce Investment Board review the JTTF Report recommendations and provide comment upon them.

On October 19, 1999, your Board deferred the Interim Workforce Investment Board comments until your November 16, 1999 meeting. The purpose of this letter is to provide your Board with those comments as attached.

The Interim Workforce Investment Board adopted 18 JTTF recommendations for specific consideration in the formation of the local Workforce Investment Act 5-Year Plan. These recommendations focus on the work of the local School-to-Career effort in supporting work based learning, expanding the capacity to train for skills at entry level as well as upgrading skills, surveying employers to ascertain their needs, and identifying barriers to job creation. The Interim Workforce Investment Board noted that direct testimony from the hospitality/restaurant and agriculture industries would have enhanced the information received by JTTF members.

Additionally, the Interim Workforce Investment Board developed comments in regard to the six general areas of recommendations contained within the JTTF Report. Included in the comments are integrating schools and businesses into the process of developing the Workforce Investment Act 5-Year Plan; examining housing issues on a variety of levels, such as looking at the quality of what is affordable; attracting grant funds for entrepreneurial enterprises to assist low-income people with starting their own businesses; exploring ways to encourage employer based training; strongly supporting efforts to provide career ladders to high wage jobs; and building strategies to maximize supportive services resources such as crediting employers for building child care facilities.

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Agenda Date: November 16, 1999

Interim Workforce Investment Board Review and Comment on the Job Training Task Force Report Recommendations

Finally, in response to your Board's request that the Interim Workforce Investment Board pay special attention to the needs of the City of Watsonville, part of the meeting addressing the JTTF Report recommendations was devoted to considering the City's challenges including higher unemployment and a younger, less educated population than Santa Cruz County as a whole. Included in these comments were further exploring growth and land use issues in the City of Watsonville, attracting businesses based on the skill sets available, exploring a range of new business ideas, and looking at where the need is most critical for skills and addressing that need.

IT IS THEREFORE RECOMMENDED that your Board:

1. Accept and file the comments from the Interim Workforce Investment Board; and
2. Direct the Human Resources Agency Administrator to include the JTTF Report recommendations in the attached report and the associated Workforce Investment Board comments in its planning process for the Workforce Investment Act 5-Year Plan.

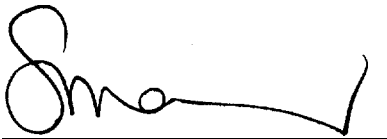
Very truly yours,



Cecilia Espinola
Administrator

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RECOMMENDED



Susan A. Mauriello
County Administrative Officer

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**Interim Workforce Investment Board Ad Hoc Subcommittee Comments
on the
Job Training Task Force Report Recommendations**

Job Training Task Force Report Recommendations to be Included in the Process to Develop the Workforce Investment Act 5-Year Plan

The Interim Workforce Investment Board adopted 18 recommendations from the Job Training Task Force (JTTF) Report for specific inclusion in the process to develop the Workforce Investment Act 5-Year Plan. In cases where the Interim Workforce Investment Board changed or added language to the original JTTF Report recommendation, the change is noted in italics.

Legislative Impacts

- Link the **activities of the** Monterey Bay Regional School-to-Career Partnership with the Workforce Investment Act Youth Council
- Insure that the local 5-Year Strategic Plan required under the Workforce Investment Act incorporates joint planning of youth development organizations (including **but not limited to** the Probation Department, **Foster Care** Independent Living Skills **Program**, and the Department of Parks and Recreation) at both the policy and implementation levels to insure universal access for all youth

What Constitutes a Liveable Wage

- Expand the creation of entry level jobs
- Target the creation of transitional level jobs

Assessment of the Economic Landscape

- Focus training on specific skill sets so the community can use this as an asset to expand business in the preferred wage sectors
- Support the Coalition for Workforce Preparation's LADDERS project to create opportunities for advancement through career ladders, to work that pays family supporting wages

Gap Between High Wage Jobs and Existing Skills

- Expand capacity to train for skills required for technical jobs both at the entry-level and to continuously upgrade existing skills
- Integrate school with work more effectively by supporting the implementation of School-to-Career in the public primary, secondary and post-secondary school systems
- Support the efforts of Your Future is Our Business to provide work-based

learning opportunities for students in our secondary and post-secondary schools

- Conduct a survey of employers to determine their specific needs and challenges; incorporate these needs into public sector programs to enhance employability

Disappearance of Rungs on the Vertical Career Ladder

- Support an Industry Cluster Analysis in cooperation with a Workforce Education Master Plan in an effort to bring all players to the table. The analysis should include cottage industries and emerging careers

Workforce Support Services

- Clearly identify the barriers to job creation (i.e., child care, transportation, land use policies, etc.) and, ***in partnership with appropriate organizations***, look at the opportunities that exist to create jobs while at the same time eliminating these barriers

Other Recommendations from the Job Training Task Force Report Compendium

- Introduce an English tutoring program countywide and link to CalWORKs
- Develop a model for training employers to effectively supervise, train and retain new and more challenging employees
- Provide long-term case management to the CalWORKs workforce through transition stages
- Support technical assistance programs to small business owners including revolving loan funds
- Sponsor events that provide an information exchange for employers
- Support the development of one integrated Workforce Development Master Plan for all programs in the community

Compendium of Interim Workforce Investment Board Comments on the Job Training Task Force Report Recommendations

The Interim Workforce Investment Board developed comments on the six areas of recommendations contained within the body of the Job Training Task Force Report as follows:

Legislative Impact

- Integrate schools and businesses into the Workforce Investment Act 5-Year Plan planning process
- Maximize the utilization of the local School-to-Career partnership and Your Future is Our Business as a means to address youth education/workforce issues specifically as they relate to the JTTF Report recommendations to

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include joint planning of youth development organizations in the Workforce Investment 5-Year Plan development and integrate school with work more effectively

- In regard to the recommendation to conduct a survey of employers to determine their specific needs **and** challenges, provide a feedback loop for the information obtained through the survey to the school-to-career effort

What Constitutes a Liveable Wage

- Maximize use of available resources including tax credits such as the Work Opportunity Tax Credit (WOTC), Earned Income Tax Credits, Healthy Families program, etc., by educating businesses and individuals about them
- In order to insure that individuals are learning the most marketable skills, integrate employer input on current skill set needs into training plans
- In order to support the JTTF Report recommendation to expand the creation of entry and transitional level jobs, encourage growth and expansion of existing businesses because their expansion means more opportunities at all levels

Economic Landscape

- In order to encourage employer based training, develop resources to fund continuous education through employers, including passing legislation or local tax credits, etc.
- Convene a County/4-city Task Force to look at economic development as a collaborative effort. This effort should include employers
- Partner with Monterey County on issues when appropriate
- To support more low-income individuals in starting small businesses, attract more local and grant funds for entrepreneurial enterprises and develop effective entrepreneurial programs for low-income individuals
- Promote/expand vocational/technical training options

Disappearance of Rungs on the Vertical Career Ladder

- Strongly support LADDERS and Clusters projects to provide information on which jobs in our county are on a career ladder, including those in the hospitality/restaurant, agriculture and high technology industries, and what the specific education and training needs are at the various rungs on the ladder

Workforce Support Services

- Examine the quality of housing considered affordable and determine what is available to individuals not yet making a liveable wage
- Increase affordable housing pool and enlarge the range of sources available to meet the need
- Explore avenues to draw down government funding for housing,

transportation, child care, etc., to build an infrastructure that increases resources, accessibility, availability, etc. Develop policies for maximizing these opportunities

- Develop a means to credit employers to build child care facilities
- Encourage training strategies that also meet individual needs such as developing a program where individuals learn automotive mechanics working on donated automobiles that may retain after training

The City of Watsonville

The City of Watsonville has area-specific issues that are critical when considering liveable wage opportunities for residents. These include a younger and less educated population, a lower median income, overcrowded housing and a higher unemployment rate than the County of Santa Cruz as a whole.

The Interim Workforce Investment Board developed comments on workforce issues affecting the City as follows:

What Constitutes a Liveable Wage

- Supports the revitalization of the downtown area and the Pajaro Valley visioning process currently underway
- Explore new industry for the area including native plant nurseries, partnerships with higher education to build software incubators in such areas as bilingual programming, attracting high technology satellite campuses and recycling enterprises
- Undergo an assessment of the skill base available in the area and attract businesses which require these skill sets
- Develop a means to disseminate information on the advantages of doing business (i.e. tax credits) in Watsonville to attract and retain businesses
- Use information from the survey of employers to determine specific needs and challenges (as recommended by the JTTF) to help retain businesses in Watsonville
- To both retain and attract employers as well as provide housing for residents, explore land use and growth issues further

Gap Between High Wage Jobs and Existing Skills

- Create an environment where populations with special needs, such as teenage moms, can stay in school and also learn job skills
- Determine which individuals have the most critical need for skills and support to move toward a liveable wage and address those needs specifically