



County of Santa Cruz

0103

BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069
(831) 454-2200 FAX: (831) 454-3262 TDD: (831) 454-2123

JANET K. BEAUTZ
FIRST DISTRICT

WALTER J. SYMONS
SECOND DISTRICT

MARDI WORMHOUDT
THIRD DISTRICT

TONY CAMPOS
FOURTH DISTRICT

JEFF ALMQUIST
FIFTH DISTRICT

AGENDA: 2/1/00

January 24, 2000

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

RE: ANNUAL REPORT OF THE PRIVATE INDUSTRY COUNCIL

Dear Members of the Board:

Attached is the Annual Report of the Private Industry Council for calendar year 1999. I recommend that the Board accept and file this report and direct the Chair to thank the members of the Council for their efforts on the County's behalf.

Sincerely,

MARDI WORMHOUDT, Chair
Board of Supervisors

MW:ted

cc: Private Industry Council

01165A6

SANTA CRUZ COUNTY PRIVATE INDUSTRY COUNCIL

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

The PIC/IWIB meets on the fourth Thursday of every month at 1400 Emeline Avenue, Room 206, Santa Cruz, and most recently, at the Workforce Santa Cruz County Career Center at 2045 40th Avenue, Suite B, Capitola. Meeting notices and agendas are posted for public review and mailed to interested parties at least one week in advance. The Council is currently comprised of fifteen members representing private sector employers (7), secondary and post-secondary education (2), the non-profit community and/or labor unions (3), vocational rehabilitation organizations (1), public employment service (1) and welfare agencies (1). There are currently vacancies for private sector employers and economic development. The Human Resources Agency's (HRA) CareerWorks Division Director and/or Assistant Director act as PIC/IWIB staff.

Every two years the PIC/IWIB develops a Job Training Plan, which details how HRA's CareerWorks Division and its vendors will deliver workforce preparation services to displaced workers and economically disadvantaged youth and adults. The U.S. Department of Labor (DOL), which funds the programs, mandates the JTPA goals of obtaining unsubsidized employment and long-term self-sufficiency.

The PIC/IWIB and Board of Supervisors jointly accept annual allocations from DOL, via the California Employment Development Department's Job Training Partnership Division, to fund JTPA programs. Santa Cruz County's level of JTPA funding takes into account local population, unemployment and income statistics. HRA's CareerWorks Division and the various vendors are responsible for meeting federally prescribed performance standards. Failure to do so will result in funding sanctions while exceptional achievement may trigger supplemental or incentive awards.

A matrix of member attendance of PIC/IWIB meetings during calendar year 1999 is attached.

1999 PRIVATE INDUSTRY COUNCIL/INTERIM WORKFORCE INVESTMENT BOARD ACCOMPLISHMENTS

On April 27, 1999, your Board designated the Private Industry Council (PIC) as the Interim Workforce Investment Board (IWIB) in preparation for the end of the Job Training Partnership Act, effective June 30, 2000, and the beginning of the Workforce Investment Act (WIA), effective July 1, 2000. The Workforce Investment Act consolidates more than 60 federal training programs through three block grants to the states; Adult Employment and Training, Youth Employment and Training and Adult Education and Literacy. The IWIB formed a governance structure of task forces in order to consider the critical elements of the legislation and its local implementation as follows:

- The IWIB Transition Task Force will consider the overall implementation of the WIA, including the composition and recruitments of the local Workforce Investment Board, service delivery, the use of funds, and how to most fully utilize the One-Stop Career Center system. The Transition Task Force held meetings on October 28, 1999 and November 23, 1999.
- The IWIB Youth Task Force will consider the composition and recruitments of the Youth Council which is required under the WIA, coordination of community services to youth and the WIA Youth Program design. The Youth Task Force held its first meeting on December 9, 1999.

The IWIB amended its structure, including adding an Executive Committee, and meeting schedule to meet the needs of the larger governance body, the Workforce Investment Board (WIB), required under the WIA. The Executive Committee will consist of the Chair and Co-Chair of each of the Task Forces (Transition and Youth), together with the IWIB Chair and Vice-chair. This Committee will meet monthly to carry out the bulk of the work of the IWIB/WIB. The full IWIB/WIB will meet quarterly to review the Committee's recommendations and work in the interim months.

The full IWIB began planning for implementation of the WIA by holding strategic planning sessions to develop a mission, vision and goals for the WIB, the first on November 18, 1999. Follow-up sessions are scheduled for January 20 and 21, 2000.

In the 1998/99 Program Year, with the PIC/IWIB's guidance, local Job Training Partnership Act (JTPA) programs once again exceeded expected outcomes in the performance categories of placement, entry wage/benefit and job retention rates for adult participants, and skills enhancement and educational achievement levels for youth. As a result of exceeding federal and state performance standards, the Human Resources Agency (HRA) CareerWorks Division was

awarded \$125,816 in incentive funds. For exceeding all four adult core standards and the rates for hard-to-serve adult participants and for employed with benefits, the SDA was awarded an additional \$7,331. The PIUIWIB used this additional funding to expand case management to JTPA participants with barriers including basic skills deficient, economically disadvantaged, ex-offenders and dropouts at the Career Centers.

On February 10, 1998, your Board formally convened the Job Training Task Force, to address the problem of limited livable wages opportunities that exist throughout the County. CareerWorks staffed the Task Force which included members from the business community, local government, economic development agencies, social service organizations, community based organizations, the local labor council, community development corporations, the education community, the local workforce preparation community, and the PIUIWIB. The Task Force held a series of meetings over nine months time, hearing from panels of speakers relevant to the issues of pockets of high unemployment/underemployment and attainment of liveable wages faced in our County. Extensive research and analysis of relevant local, state and national data were conducted in order to formally report the Task Force's conclusions and recommendations to your Board on August 10, 1999. At your Board's request, the Job Training Task Force Report was then forwarded to the full PIC/IWIB for comments. On November 16, 1999, the PIC/IWIB provided comments to your Board which included recommending that specific Job Training Task Force Recommendations be considered in the development of the local WIA 5-Year Strategic Plan.

The PIC/IWIB, through CareerWorks, has played a lead role in the implementation of the One-Stop Career Centers. One-Stop Career Centers, known locally as Workforce Santa Cruz County, and welfare reform build on community and employment service linkages mandated by the JTPA and reinforced in the 1992 JTPA reform amendments. In September, 1999, CareerWorks, HRA and partners completed work on the mid-county One-Stop Career Center at 2045 40th Avenue, Capitola. CareerWorks employees officially moved in on September 27, 1999. The Center specializes in services for employers, including providing workshop and interview rooms. The Center is still developing its menu of services which may eventually include workshops for employers and use of the computer labs to train staff. Rapid Response activities are also a key part of the services provided to both employers and employees at the newly remodeled Center. Since moving in over 10 businesses, with over 150 affected employees, have been provided various services to help the businesses transition and help affected employees get the services they need. The PIUIWIB officially toured the new community facility at their October 28, 1999, meeting held in its new conference room.

As with the North and South County Career Centers, the Mid-County Career Center contains a comprehensive Career Resource Center Library which is universally accessible, embracing the vision of the Workforce Investment Act and the IWIB that key components of the One-Stop be available to all customers. The Resource Center contains hundreds of books, videos, and

computer software programs designed to assist with career planning, career changes, job finding, labor market information and occupational exploration. Many of the materials are specifically designed to meet the needs of employers/businesses.

As you may recall, the President signed HR 2015, the federal Balanced Budget Act of 1997, in August of that year. The HR 2015 supplements the Temporary Assistance for Needy Families Program (TANF) with an additional \$3 billion to states to create Welfare-to-Work (WtW) Programs. Eighty five percent of California's WtW funds are formula allocated by the Governor to Service Delivery Areas (SDAs) for local programs administered by PICs. Santa Cruz County was awarded \$8,170,001 for Fiscal Year (FY) 1999 in addition to the first year grant (FY 98) of \$872,717. Each grant is awarded for three years, resulting in \$1,689,718 combined WtW funds for FY 99 to provide work experience and training to the hardest to employ welfare recipients. In order to accept the FY 99 allocation, the Department of Labor (DOL) required a plan modification incorporating the FY 1999 WtW formula grants funds into the existing FY 1998 local plan. This plan modification was approved by the PIC/IWIB and your Board in April, 1999, and May, 1999, respectively.

The PIC/IWIB and partner agencies encouraged the application for Governor's Discretionary Welfare-to-Work funds granted to HRA CareerWorks Division in 1998 and accepted into the County's budget by your Board in January, 1999. These monies complement the WtW funds received by JTPA as highlighted above. With this grant, local non-profit and public agencies were contracted to carry out job retention services as specified by the grant. They included:

- Food and Nutrition Services for the Connections Shuttle which not only carries CalWORKs participants to their jobs and training and their children to their child care and schools, but also trains participants to be shuttle drivers;
- The Santa Cruz Community Counseling Center for Employee Assistance Program services and a 24-hour a day Job Keeper Hotline;
- The Community Action Board to provide work-related emergency payments to CalWORKs participants;
- The Employment Development Department for job-search activities for the non-custodial parents of CalWORKs children;
- and the Santa Cruz County Regional Transportation Commission to enhance ridematching services for CalWORKs participants through the Neighbors Helping Neighbors project.

Additionally, contracts with the Health Services Agency were amended to provide additional

substance abuse and mental health job retention services.

The PIC/IWIB, in partnership with EDD's State/Local Cooperative Labor Market Information Program (CCOIS), annually produces the Occupational Outlook Report (OOR). The report aims to improve the match between employers' labor needs and the skills of job seekers by providing targeted, community-specific, and timely information for use in making labor market decisions. In order to develop the report, CareerWorks hired a Welfare-to-Work participant to survey 800 county employers representing 20 demand occupations. In 1999 these included bus and truck mechanics, cooks and bakers. The survey data was then analyzed and compiled into a user-friendly format for distribution. The report is widely disseminated to public, private non-profit and educational agencies, including high schools, the community college, social service agencies and One-Stop Career Centers state-wide for use in establishing policies regarding the delivery of employment services and to over 100 private sector businesses for formulating workforce decisions.

The David and Lucile Packard Foundation funded a cooperative project between the Santa Cruz County PIC/IWIB and the NOVA Private Industry Council. The partnership resulted in the production of a Career Ladders Report released in February 1999. The Report is a practical, tangible tool to aid in the welfare to work transition providing 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 report contains sections with job descriptions, education requirements, training, wages, growth expectations by occupation and soft skills that are helpful for the position. It also includes "career ladders" in each occupation and various job paths enabling the reader to see that with appropriate training and/or education, self-sufficiency and success are attainable goals.

On May 27, 1999, the PIC/IWIB approved a contract with Cabrillo College to provide Fast Track to work services to both CareerWorks adult program participants, ages 22 and above, and laid off workers. These services included early and priority registration assistance, individual and career guidance counseling, attendance tracking, academic progress reporting and tutoring. To make the services easily accessible to these participant customers, Cabrillo maintained regular office hours at the One-Stop Career Centers.

With the PIC/IWIB's endorsement, CareerWorks, in partnership with the City of Santa Cruz Redevelopment Agency, the County of Santa Cruz Redevelopment Agency, the County of Santa Cruz Administrative Office, the Human Resources Agency CalWORKs and Cabrillo College, contracted with Collaborative Economics, Inc., to conduct a cluster analysis. The goal of the collaborative county-wide process is to organize business, education, community and government leaders around specific action initiatives that will promote the long term quality of life and economic vitality of the County. The project is being conducted in two phases: Phase I will

focus on understanding the trends, opportunities and requirements of the primary industry clusters in the region so that these clusters can be retained. Phase II will engage cluster businesses collaboratively with leaders from education, government and the community to develop action plans that address the cluster's priority requirements, especially as they relate to a productive, trained workforce. Phase I is currently underway. The Leadership Team comprised of local Chief Executive Officers from industries in the clusters being studied has been selected. The four clusters for study are being selected from industries that include Software/Multimedia, Agriculture/Food, Electronic Manufacturing, Electronic Research and Development, Recreation/Sports Equipment and Healthy Lifestyles.

During the summer of 1999, the CareerWorks' Summer Youth Employment and Training Program/Hire-A-Youth, with oversight by the PIC/IWIB, served 14-21 year old youth using an innovative funding approach. HRA augmented Department of Labor JTPA Title IIB funding for the program with CalWORKs funds allowing 642 youth to be served. These youth participated in work experience at non-profit, private and public worksites located throughout the County. They were instructed by their worksite supervisors/mentors, learning on the job skills from a caring adult. For many youth, this is their first job and the volunteer efforts of these community members is truly an asset to not only the program and the community by extension but particularly to the individual youth under their tutelage. CareerWorks provides the vast majority of these youth workshops on how to obtain and keep a job, including how to present themselves, how to complete an application, how to write a resume, and appropriate interactions with co-workers. Additionally, over 100 of these youth were provided academic enrichment services through contract with a host of community providers, including Arbor Inc., City of Santa Cruz/Community Action Board, City of Watsonville Enterprise Community, the Pajaro Valley Unified School District's New School, Santa Cruz Adult School, and the YMCA of the Redwoods. These activities build the connection between work and education for disadvantaged youth and are engaging in their teaching approaches. Youth could earn up to 15 units of academic credit.

Due to natural disasters in the winter of 1997-98, the Santa Cruz County Private Industry Council received a total of \$855,996 in JTPA Title III National Reserve Account Funds to develop and implement a local Storm Disaster Assistance Program (SDAP). The SDAP mitigated the extensive damage and economic dislocation caused by torrential El Nino rain storms. The primary service strategy was to assist JTPA Title III eligible dislocated workers by establishing special temporary jobs that would benefit the community by providing cleanup activities. 58 local long-term unemployed individuals and CalWORKs participants were temporarily employed at the County Public Works Department, Parks, Open Space and Cultural Services and in related departments in the local cities. This year was uniquely successful in that in addition to providing the employers provided relief in their work to alleviate the storm damage, the temporary arrangements resulted in many permanent hires for the dislocated workers as well.

PRIVATE INDUSTRY COUNCIL/INTERIM WORKFORCE INVESTMENT BOARD

Roll Call of Members1 9 9 9

NAME.	1/ 2 8	2/ 2 5	3/ 25	4/ 22	5/ 27	7/ 29	9/ 23	10/ 28	III 18
1. Jim Booth (Chair)	✓	✓	✓	✓	✓	Resigned 6/30/99			
2. Bill Gutzwiller (Vice-Chair)	✓	✓	✓	✓	✓	✓	✓	✓	✓
3. Leslie Andrews	x	✓	✓	x	✓	✓	✓	✓	✓
4. Claire Biancalana	✓	✓	x	✓	x	Resigned 6/30/99			
5. John Collins	x	x	✓	✓	✓	✓	✓	✓	✓
6. Joanne Dlott (Appointed Chair 10/28/99)	✓	✓	x	x	✓	✓	✓	✓	✓
7. Don Masik	x	x	✓	✓	✓	✓	x	x	✓
8. Chris Matthews	x	x	x	✓	✓	✓	✓	x	✓
9. Carol Maurer			✓	✓	x	✓	Resigned 9/14/99		
10. Lynn Miller	✓	✓	✓	✓	x	✓	✓	✓	✓
11. Terry Moriarty	✓	✓	✓	x		x	✓	✓	✓
12. Melissa Pedroza	✓	✓	✓	x	✓	✓	✓	✓	✓
13. Rock Pfothenauer			Appointed 8/10/99				x	x	✓
14. Michael Schmidt (Appointed Vice-Chair 10/28/99)		✓	✓	✓	✓	✓	✓	✓	✓
15. Alice Talnack			✓	✓	✓	✓	✓	✓	x
16. Cliff Tillman, Jr.	✓	✓	✓	x	✓	✓	x	✓	✓
17. Mark Van Den Heuvel	x	x	x	✓	✓	✓	✓	✓	x
18. Bill Wagy	✓	x	x	✓	✓	✓	✓	✓	✓
19. Jeff Wells	✓	✓	✓	x	✓	Resigned 6/30/99			

✓ Attended Meetings

x Unable to attend meeting due to scheduling conflicts