



# County of Santa Cruz <sup>0067</sup>

## BOARD OF SUPERVISORS

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AGENDA: 2/13/01

February 2, 2001

BOARD OF SUPERVISORS  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 9506.0

RE: ANNUAL REPORT OF THE WORKFORCE INVESTMENT BOARD

Dear Members of the Board:

Attached is the Annual Report of the Workforce Investment Board for calendar year 2000. I recommend that the Board accept and file this report and direct the Chairman to thank the members of the Commission for their efforts on the County's behalf.

Sincerely,

  
TONY CAMPOS, Chairman  
Board of Supervisors

TC:ted

cc: Workforce Investment Board

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# SANTA CRUZ COUNTY WORKFORCE INVESTMENT BOARD

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Under a written agreement with the Board of Supervisors, the Private Industry Council (PIC), designated as the Interim Workforce Investment Board (IWIB) by your Board on April 27, 1999, was responsible for overseeing and determining the efficiency and effectiveness of the County's Job Training Partnership Act (JTPA) programs which sunsetted June 30, 2000 and were superseded by the Workforce Investment Act (WIA) of 1998. WIA was required to be implemented no later than July 1, 2000. WIA principles include universal access to all customers, customer choice, streamlined services, local flexibility, increased accountability, improved youth programs, and coordinated, comprehensive One Stop Career Centers open to the community. The overall goal of the Act is to increase earnings, retention and skills attainment and improve the quality of the local, and ultimately, the national labor force. Achievement of these goals will enhance national productivity and international competitiveness.

Although the Workforce Investment Board (WIB) has a similar agreement with the Board of Supervisors, its role expands beyond that of the PIC. The WIB is responsible for determining local workforce development policy in addition to providing guidance and oversight for the local activities to implement the WIA. The day to day operations and services have been delegated to the One-Stop Career Center management.

The full WIB meets on the fourth Thursday in the months of January, March, June and September at various locations throughout the County which have included the One-Stop Career Centers, the West Coast Santa Cruz Hotel and the Santa Cruz County Office of Education. Meeting notices and agendas are posted for public review and mailed to interested parties at least one week in advance. The WIB is currently comprised of 38 seated members with federally prescribed and locally added membership including:

- a majority of private sector business people (19 plus 1 vacancy);
- community based organizations (2), educational agencies (4), economic development agencies (2), labor organizations (2);
- all required partner agencies including the Department of Rehabilitation (1), the Employment Development Department (1), Community Services Block Grant (1), Title V of the Older Americans Act (1), and Migrant and Seasonal Farmworkers Programs (1); and

- representatives from the County Board of Supervisors and City Councils (4).

The WIA requires a firewall between the One-Stop Operator/service provider and the Workforce Investment Board. Therefore, the Workforce Investment Board staff no longer reports to CareerWorks, which together with the local California Employment Development Department (EDD), comprises the Career Center Consortium/One-Stop Operator. The Human Resources Agency's (HRA) Workforce Investment Board Director staffs the WIB.

The WIA also requires that local areas form a Youth Council with responsibilities to develop portions of the Local Plan relating to youth; recommend eligible providers of youth activities; conduct oversight with respect to the eligible providers of youth activities; and coordinate authorized youth activities. The Youth Council currently contains eight WIB members with interests and expertise in youth issues. The balance of the membership includes both individuals representing entities required to be on the Youth Council as well as individuals representing entities recommended by the Youth Task Force, the precursor to the Youth Council.

In addition to the Youth Council, the WIB has also established both standing committees and time-limited task forces to respond to critical elements of WIA legislation and its local implementation, as well as to address on-going business. Two time limited task forces, Transition and Incentive Task Forces, were established and have now been disbanded as their work was complete.

Five standing subcommittees have been identified -- WIA Executive Committee, Career Center, Budget and Certification/Accountability, Governance, and Marketing. In the future, as appropriate, additional or different subcommittees may be established as others sunset.

A brief description of each standing subcommittee follows:

- The Executive Committee consists of the WIB Chair and Vice-Chair together with the Chair and Co-Chair of each of the other subcommittees. An at-large member will also be included to ensure continuity from past Board functions. This Committee will meet between the WIB quarterly business meetings to provide overall direction to WIB activities.
- The Career Center Committee consists of the One-Stop Career Center (Workforce Santa Cruz County Career Center) partner agencies required in the

**WIA. This Committee will meet every other month to oversee the Workforce Santa Cruz County system operations.**

- **The Marketing/Community Awareness Committee consists of WIB members with an interest and/or expertise in marketing. This Committee will meet as needed to develop and implement a focused marketing strategy to promote the Workforce Santa Cruz County Career Center system and the work of the WIB.**
- **The Budget and Certification/Accountability Committee will consist of WIB members with an interest and/or expertise in this area. This Committee will meet as needed to research and create a framework of quality standards for the local workforce development system; review Federal and Local funding streams to determine the availability of administrative and program funds to finance Board and Career Center activities; and recommend the budget for WIB operations.**
- **The Governance and Membership Committee will consist of WIB members with an interest and/or expertise in this area. This Committee will meet as needed to recruit new WIB and committee members as well as provide Orientation/mentoring for new members.**

**Under the new Act, IWIB developed a Five-Year Local Strategic Plan, which is a blueprint for the delivery of workforce development services through the One-Stop Career Center system to displaced workers, adults and economically disadvantaged youth by HRA's CareerWorks Division and for-profit and non-profit vendors. One of the most important aspects of the Act is its focus on meeting the needs of businesses for skilled workers and the training, education and employment needs of individuals through a customer-focused One-Stop Career Center System. Several new features are included in the Act to ensure the full involvement of business, labor and community organizations in designing and ensuring the quality of the new workforce investment system.**

**The WIB and Board of Supervisors jointly accept annual allocations from the United State Department of Labor (DOL), via the California Employment Development Department, to underwrite WIA programs. Santa Cruz County's level of WIA funding takes into account local population, unemployment and income statistics. Any failure by service providers, including HRA's CareerWorks Division and the various vendors, to meet federally prescribed performance standards will factor into the State of California's overall WIA performance and may trigger sanctions and**

adversely impact future state and/or local allocations. Supplemental grants or incentive awards may be made available for exceptional achievement.

A matrix of member attendance of IWIB/WIB meetings during calendar year 2000 is attached. IWIB/WIB Accomplishments for the Year 2000 also follow.

**Interim Workforce Investment Board  
Roll Call of Members**

**2 0 0 0**

NAME	Meeting Date			
	1/20-21	2/18	3/20	6/22
Joanne Dlott *	x	x	x	x
Michael Schmidt * *	x	x	x	x
Leslie Andrews	x	x	x	x
Luanne Caffee	appointed 3/23			x (resigned 6/26)
John Collins	x		x	x
Bill Gutzwiller	x	x	x	x
Janet M. Heien	appointed 3/20			x
Don Masik		x	x	x
Chris Matthews	x			
Lynn Miller	x		x	x
Terry Moriarty		x		
Melissa Pedroza	x	x	x	resigned 5/31
Rock Pfothenauer	x	x	x	x
Alice Talnack	x	x		
Cliff Tillman, Jr.	x	x		x
Mark Van Den Heuvel		x	x	
Bill Waqy		x		x

\* Chair

\*\* Vice-Chair

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rev. January 29, 2001

**Interim Workforce Investment Board**  
**Roll Call of Members**

**2 0 0 0**

NAME	Meeting Date			
	1/20-21	2/18	3/20	6/22
Joanne Dlott *	x	x	x	x
Michael Schmidt* *	x	x	x	x
Leslie Andrews	x	x	x	x
Luanne Caffee	appointed 3/23			x (resigned 6/26)
John Collins	x		x	x
Bill Gutzwiller	x	x	x	x
Janet M. Heien	appointed 3/20			x
Don Masik		x	x	x
Chris Matthews	x			
Lynn Miller	x		x	x
Terry Moriarty		x		
Melissa Pedroza	x	x	x	resigned 5/31
Rock Pfothauer	x	x	x	x
Alice Talnack	x	x		
Cliff Tillman, Jr.	x	x		x
Mark Van Den Heuvel		x	x	
Bill Wagy		x		x

\* Chair

\*\* Vice-Chair

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rev. January 31, 2001

**Workforce Investment Board #**  
**Roll Call of Members**

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**2 0 0 0**

NAME	Meeting Date: 9/27
Jo Anne Dlott *	x
Michael Schmidt* *	x
Leslie Andrews	x
Alia Ayyad	x
Kathy Bisbee	x
Supervisor Tony Campos	x
Ceil Cirillo	appointed 10/5
Shari Click	x
John Collins	x
John Curry	resigned 9/00
Manuel Dermer	x
Lisa Dobbins	x
Cecilia Espinola	x
Karen Gracida-Ankele	
Claudia Grossi	x
Janet M. Heien	x
Quinton Jay	x
Christine Johnson-Lyons	x
Linda Kennedy	x
Marvin Labrie	
Devi Lanphere	x
Stephenie Loesch	x
Eddie Marquez	appointed 12/5
Don Masik	x
Ginger McNally	
Kathleen Molloy	appointed 10/23
Terry Moriarty	x
Rock Pfothenhauer	x



Tim Powers	appointed 9/20
Emily Reilly	x
Michael S. Schmidt	x
Howard Sherer	x
Deborah Sweeney	x
Alice Talnack	x
Cliff Tillman, Jr.	
Bill Wagy	
Dick Wood	x
Bruce Woolpert	

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- # Initial appointments to the WIB made 9/12/00
- \* Chair
- \* **Vice-Chair**

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 rev. January 31, 2001

**2000 INTERIM WORKFORCE INVESTMENT BOARD/  
WORKFORCE INVESTMENT BOARD ACCOMPLISHMENTS**

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As you may recall, on April 27, 1999, the Board of Supervisors 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.

**Work force Investment Act Five- Year Strategic Local Plan for Santa Cruz County**

The IWIB began planning for implementation of the WIA by holding strategic planning sessions to develop a mission, vision and goals for the WIB, on November 18, 1999 and on January 20 and 21, 2000. The IWIB mission adopted at these sessions is "Building economic prosperity through workforce development". This mission as well as the vision and goals developed at these planning sessions provided the direction and framework for the Workforce Investment Act Five-Year Strategic Local Plan for Santa Cruz County.

In order for local areas to receive funding July 1, 2000 for WIA, they were obligated to complete and submit their plans to the State by March 31, 2000. Requirements in this process included a public hearing and a 30-day public review and comment period following the release of the plan. In order to meet this schedule, the IWIB directed staff to prepare the draft plan in consultation with its subcommittees. The IWIB released the draft local plan for public review and comment on February 18, 2000. Public hearings on the plan were held on February 18 and March 20, 2000. The plan was also available on the Internet through the Workforce Santa Cruz website and in public libraries. Comments on the plan were accepted through March 20, 2000. On March 20, 2000, the IWIB approved the Workforce Investment Act Five Year Strategic Plan (Strategic Plan) for Santa Cruz County, and directed staff to forward the Strategic Plan to the Board of Supervisors for consideration. The final plan, along with public comments and responses to the comments, was submitted to, and approved by, the Board of Supervisors on March 21, 2000. The Strategic Plan was prepared as a general blueprint for workforce investment activities in Santa Cruz County and emphasizes inclusion of all segments of the community, and flexibility to respond to changing needs of both businesses and job seekers.

On June 9, 2000, the Board of Supervisors received notification that the Strategic Plan was conditionally approved. The State commended the County for the Strategic Plan's detailed and thorough responses to federal and state mandates.

The California Workforce Investment Board required that a supplement to the Strategic Plan be completed by September 15, 2000 in order to receive full approval of the Strategic Plan. The supplemental requirements included additional descriptions of Priority of Service, Individual Training Account policies, leveraging of funds, youth activities, and employer services, as well as proposed budget and participant numbers. On July 19, 2000, the IWIB Executive Committee accepted a report on the supplemental requirements for the completion of Strategic Plans. Because of the time line review and approval of the IWIB Executive Committee and the Board of Supervisors occurred concurrently in August, 2000. Final action on the Plan Supplement was taken by the full Workforce Investment Board on September 27, 2000. The County received notice of the approval of the Strategic Plan on December 22, 2000.

**Certification of the Santa Cruz County Workforce Investment Board**

The State of California awarded Santa Cruz County a conditional two-year designation as a Workforce Investment Area. In order to secure the designation, the Local WIB needed certification by the by the California Workforce Investment Board. In order to complete the required application for certification, the WIB had to establish criteria that met the representation requirements of WIA and the California Workforce Investment Board; WIB representatives had to be appointed to the Local WIB; and the Youth Council had to be appointed. The work of the IWIB to accomplish these items is detailed in Establishment of the Workforce Investment Board, Appointments to the Workforce Investment Board, and Appointments to the Youth Council. The Board of Supervisors took action on these items on August 22, 2000, to allow the certification application including these elements to be submitted to the California Workforce Investment Board to meet the October 1, 2000, deadline.

**Establishment of the Work force Investmen t Board**

As a part of the WIA implementation and certification process, the IWIB developed recommendations regarding an ordinance, bylaws and nominations for the WIB. The IWIB worked with County Counsel to develop the ordinance and bylaws establishing the WIB in a manner consistent with Santa Cruz County Code and the requirements of WIA. The ordinance also provided for the repeal of Chapter 2.108 and the elimination of the PIC. On June 22, 2000, the ordinance and bylaws were

unanimously approved by the IWIB for submittal to the Board of Supervisors. The Board of Supervisors initially approved them at its August 22, 2000, meeting with final approval on September 12, 2000.

#### *Appointments to the Work force Investment Board*

On August 22, 2000, the IWIB submitted its recommendations to the Board of Supervisors for appointment to the WIB. The recommendations reflected WIA and California Workforce Investment Board criteria for local WIB representation, including the requirement that a majority of the Local WIB members be private business representatives. In addition, recommended appointments included mandated public sector representatives: education providers, labor organizations, community-based organizations serving disabled individuals and veterans, economic development agencies and One-Stop program partners.

At the Board of Supervisors's direction, the IWIB developed local criteria for business representation, created a recruitment brochure and established a nominating committee to conduct the extensive recruitment effort needed to insure that applications for the WIB were received in all of the required representation categories. The recruitment effort was very successful--32 of the 33 appointments required to achieve the WIA mandated representation were recommended on that day. The Board of Supervisors made the final appointments to the WIB on September 12, 2000.

WIA also provided the opportunity for the Board of Supervisors to appoint additional WIB representatives to reflect local concerns and needs. In April, 2000, a request was made by the Watsonville City Council to include representatives from all County jurisdictions on the WIB. The Board of Supervisors directed the WIB to make these appointments. Accordingly the WIB now includes representatives of the County Board of Supervisors, and the cities of Capitola, Santa Cruz and Watsonville.

#### *Work force Investment Board Member Training*

In order to acquaint WIB Members with the role of the WIB and the highlights of the Workforce Investment Act, WIB staff developed and delivered trainings. Two WIB Trainings were held at the Workforce Santa Cruz County Career Center, 18 West Beach, Watsonville, on November 8 and December 6, 2000. At the end of the training, WIB members were invited to tour the Workforce Santa Cruz County Career Center to get a first-hand look at the services provided through the WIA and its partner agencies.

### Appointments to the Youth Council

As you know, under WIA, the Youth Council is responsible for development of portions of the local plan relating to youth, recommendations regarding eligible providers of youth activities, and coordination of authorized youth activities. The Act specifies that the WIB or interim body must appoint the Youth Council with the concurrence of the Board. Similar to the WIB, the Youth Council is required to include broad community representation in specific categories.

The IWIB Youth Task Force developed a matrix of required members and additional recommended members as well as a recruitment strategy similar to that used by the IWIB to recruit WIB members. The IWIB and IWIB Youth Task Force submitted the resulting applications for appointment to the Youth Council at your August 22, 2000, meeting. These appointments were consistent with the requirements of WIA and the California Workforce Investment Board.

### One-Stop Operations and Services

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. One of the most important aspects of the Act is its focus on meeting the needs of businesses for skilled workers and the training, education and employment needs of individuals, including adult and dislocated workers, through a customer-focused One-Stop Career Center System. Several new features are included in the Act to ensure the full involvement of business, labor and community organizations in designing and ensuring the quality of the new workforce investment system. With the opening of the Mid-County Workforce Santa Cruz County Career Center, the local One-Stop Career Center System was completed, an integral part of implementing WIA.

On April 27, 1999, the Board of Supervisors designated the Human Resources Agency (HRA) as the administrative fiscal agent for grant funds to the Workforce Investment Area, and as the interim One-Stop Operator of Workforce Santa Cruz County Career Centers. Early in the year 2000, the existing partners recommended that HRA, the umbrella for both WIA and CalWORKs funded programs, in partnership with EDD, continue to be designated as the One-Stop Operator in order to build on the success of the local model. Existing partner agreements and Memoranda of Understanding (MOUs) were reviewed and updated to insure that all of the required elements under WIA were incorporated. Part of the MOU update included plans to support One-Stop Career Center activities through a combination of WIA funding as well as costs allocated to partners. As noted earlier in this

report, the County received notice of the approval of the Local Strategic Five-Year Plan, including the MOU, on December 22, 2000.

Through the One-Stop Career Centers, over 400 adults, over 400 dislocated workers and over 170 youth in the year-round youth program, received JTPA funded services in program year 1999-2000 which ended June 30, 2000. As noted in Chancres to Youth Prosrarming, stand alone youth programs, such as the former Title IIB, Summer Youth Employment and Training Program, had to end June 30, 2000. Therefore in 2000, under JTPA, youth services were provided in only the year-round program and youth still receiving services as of June 30, 2000, were transitioned to WIA. As noted in Program Performance and Incentive Funding, outcomes for services provided exceeded expectations.

#### Changes to Youth Programming

On March 7, 2000, the HRA provided the Board of Supervisors an update on local implementation of the Workforce Investment Act (WIA) of 1998 including changes to youth services. The WIA youth program structure differs significantly from the JTPA youth programs. Additionally, the 00/01 WIA youth program allocation was lower than the former JTPA youth allocation. Given this, and the comprehensive, long-term nature of the WIA services structure, approximately 200 youth will be served annually. This is less than half the number served under JTPA. However, youth served will have a rich mix of services to ensure their long-term success.

Because WIA does not offer stand-alone youth activities, the Summer Youth Employment and Training Program (SYETP)/Hire-A-Youth offered through JTPA, ended. SYETP/Hire-A-Youth traditionally provided 500-700 local youth with work experience and related academic enrichment activities each summer. Through the IWIB Youth Task Force meetings, as well as a letter from the HRA Administrator to area youth service providers, the changes in youth programming were disseminated to the community.

These changes affected youth locally since need stayed the same while the WIA numbers that could be served greatly decreased. HRA and the IWIB/WIB supported efforts to address the changes on the national level. In addition to the letters the Board of Supervisors submitted to Senators Boxer and Feinstein and Congressman Farr asking for reinstatement of the Summer Youth Employment and Training Program, the IWIB forwarded a letter in support of an emergency appropriation to reinstate summer work experience, which was not granted, to Senator Diane Feinstein, a member of the Senate Appropriations Committee.

### WIA Youth Services

In order to implement WIA Youth Services in keeping with the timeline for overall WIA implementation, on March 7, 2000, the Board of Supervisors approved the IWIB, through HRA, issuing a Request for Proposal to provide services to include leadership development, basic skills instruction, tutoring, drop out prevention, referrals to alternative schools, and mentoring, that complement those provided by HRA CareerWorks. Proposals in response to this solicitation were due April 14, 2000.

The procurement for the WIA Youth Services was conducted according to Department of Labor regulations for free and open competition including public notification of the Request for Qualifications (RFQ)/RFP; mailing the RFP to interested parties; and holding a bidder's conference.

A Review Team which included members of the IWIB Youth Task Force, a community agency and staff evaluated the three submitted proposals using criteria developed specific to the services. The Santa Cruz County Office of Education (COE) proposal received the highest cumulative score and was recommended by the Review Team for funding. The COE proposed service design provides all the services requested in the RFP to the 400 youth projected to be served over two years. In conjunction with CareerWorks youth services, the contract effectively implemented the youth service strategy outlined in the Workforce Investment Act Local Five-Year Strategic Plan.

On May 8, 2000, the IWIB Youth Task Force approved the Review Team recommendation to fund the COE proposal with a contract not to exceed \$700,000 for the term July 1, 2000 through June 30, 2002. The IWIB Executive Committee approved the Youth Task Force's recommendation at its May 10, 2000 meeting. The Board of Supervisors approved this action at the May 23, 2000, meeting.

Accordingly, WIA Youth Services provided through both HRA CareerWorks and the COE have been implemented and are currently serving over 100 youth in our community.

### Program Performance and Incentive Funding

During the transition from the IWIB to the WIB, the IWIB was responsible for oversight of the JTPA programs through June 30, 2000. In the final year of the JTPA programs (1999/00 Program Year), with the PIC/IWIB's guidance, program performance once again exceeded expected outcomes in the categories of average

wage at placement as well as the entered employment rate for both adults and dislocated workers. In the Youth program, both the positive termination rate and enhancement and educational achievement levels for youth exceeded expected outcomes.

As we noted in the 1999 Annual Report to the Board of Supervisors, for exceeding all four adult core standards and the rates for hard-to-serve adult participants and for employed with benefits, the County was awarded JTPA Incentive funds as a result of exceeding federal and state performance standards. During the 99/00 program year, the IWIB 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. Additionally, the IWIB's time-limited Incentive Task Force recommended, and the WIB Executive Committee approved at its November, 2000, meeting, recommending to the WIB at its January, 2001, meeting, using unexpended Incentive funds to develop a demonstration mechanic training program, funding Phase Two of the Collaborative Economics Cluster Project; and retaining funding for the Community Audit in the event it is not funded by the Department of Labor discretionary grant.

Although our area exceeded performance expectations, due to the end of JTPA, the California Employment Development Department will not award Incentive funds for Program Year 99/00 JTPA program results.

#### JTPA Close-Out

JTPA services had to terminate on or before June 30, 2000, while fiscal and reporting requirements had to be completed by September 30, 2000. Participants enrolled in JTPA who had not completed services by or on June 30, 2000, were transitioned into WIA services. On March 7, 2000, the Board of Supervisors approved the IWIB executing close-out documentation as required by the state. On December 21, 2000, the Board of Supervisors was notified of carry-in funds from JTPA to WIA which would signify our successful completion of JTPA close-out.

#### Welfare to Work

As you may recall in August 1997, the President signed HR 2015, the Balanced Budget Act of 1997. The Act supplemented 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 were formula allocated by the Governor to Service Delivery or Workforce Investment Areas for local programs to be administered by the WIB. Santa Cruz County's FY 1998 and



1999 allocations were \$872,717 and \$817,001, respectively. Because the DOL WtW Grant Program is short-term, the first year federal funds California received must be expended by June 30, 2001. Second year funds must be expended by June 30, 2002.

The WtW Grant's purpose is to provide the hardest to employ welfare recipients with work experience, job training and other services to transition to, and retain participants in, employment.

The Welfare to Work Amendments (H.R. 3424) were passed November 29, 1999, and provide, among other provisions, relief to the program eligibility criteria making it easier to successfully implement the DOL WtW Grant program in California. The most significant change is the removal of the "barriers to employment" requirement. Previously, under the 70 percent provision, long-term welfare recipients and non-custodial parents (NCPs) were required to not only meet the eligibility criteria, but also to have at least two of three "barriers to employment" to participate in the WtW Grant program. The Act includes other important changes, such as expanding eligibility to young adults 18 through 24 who were in foster care at anytime during their life, current welfare recipients with significant barriers to self-sufficiency, the working poor and NCPs whose minor children are eligible for, but not receiving, CalWORKs or TANF assistance.

State-wide there has been a critical underspending of WtW funds. However, this was not the case in Santa Cruz County. Actual service provision for Santa Cruz County greatly exceeded planned service numbers. Additionally, the program provided work experience for the highly successful and recognized Connections Shuttle program, an essential CalWORKs transportation service for families who cannot use the bus and must have reliable transportation to work and child care and developed a successful NCP program which had an entered employment rate of 63% (the goal was 45%).

As a result of the program's success in providing services and to meet the requirements the WtW Amendments, the WIB approved a WtW plan modification on September 27, 2000, which was subsequently approved by the California EDD on November 16, 2000.

#### Occupational Outlook Report

The IWIB/WIB, 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 2000, the IWIB selected 20 demand occupations for study, including Agriculture, Medical, Computer/High Tech, Lifestyle, Highest Growth & Essential Occupations. 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.

### **Fast Track to Work**

On June 22, 2000, the IWIB approved a WIA program year 00-01 funding recommendation for \$58,753 for the Cabrillo College Fast Track to Work services contract. The Board of Supervisors approved this contract at its September 26, 2000, meeting.

Cabrillo College's Fast Track to Work program provides the One Stop Career Center Consortium WIA program participants, ages 18 and above, and laid off workers, with professional and matriculation services that include, but are not limited to: 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.

### **Business Retention**

On February 15, 2000, the Board of Supervisors approved JTPA Rapid Response funded contracts to conduct County-wide business retention surveys with the cities of Santa Cruz, Scotts Valley, and Watsonville and the unincorporated areas of the county. The survey was designed to gather information in selected key economic sectors on business trends, unmet employer labor and employee training needs and to provide information on how best to develop the services for businesses at the Workforce Santa Cruz County Career Centers in Santa Cruz, Mid-County, and Watsonville. HRA and the County's Economic Development Coordinator conducted a series of meetings with the cities' economic development managers to explore their interest in a collaborative survey effort using a business visitation survey model. The preliminary results of this study were presented by a panel representing each of the jurisdictions involved at the September 27, 2000, WIB meeting. Final results will be brought back before the WIB and your Board in 2001.

LADDERS

As you know, the David and Lucile Packard Foundation funded a cooperative project between the Santa Cruz County IWIB/WIB and the NOVA Private Industry Council. As you may recall, on June 9, 1999, and on September 26, 2000, respectively, the Board of Supervisors took actions to continue the LADDERS contract with Cabrillo College. The David and Lucile Packard Foundation granted \$250,000 annually for two years which was matched with \$70,000 from HRA and \$20,000 from Cabrillo College.

Through this grant, LADDERS coordinated with the One-Stop Career Center system agency partners, known locally as Workforce Santa Cruz County, to initiate actions that would improve partner agency efforts to develop a more comprehensive, integrated, employment driven workforce development system. The project identifies and responds to the needs of CalWORKs recipients and other low income persons by creating opportunities for upward mobility, family supporting wages, and increasing work skills.

1000 Local Jobs for Local People

The 1000 Local Jobs for Local People project is the action plan of the Leadership Team of the Santa Cruz Region Cluster Project administered by LADDERS. The Cluster Project is a collaborative effort of Cabrillo College, HRA, the WIB, the Redevelopment Agencies of Santa Cruz and the County, and the County Administrative Office in partnership with the Pajaro Valley Action Group. This plan was in the making in the Year 2000 and will be implemented in 2001. The WIB will consider this project at its January 25, 2001 meeting. The project will design, develop, and implement strategies in coordination with Workforce Santa Cruz County partners and business team leaders for targeted job outreach and placement in specific occupational "strands". The goal is to employ Santa Cruz County residents, including youth, students, and monolingual Spanish speaking individuals, in local jobs and to meet the changing workforce needs of businesses in the county.

Discretionary Funding

During the year 2000, the IWIB/WIB approved pursuing a variety of discretionary funding/grant opportunities including:

- ***Caregivers Training Initiative.*** This regional grant initiative provides for recruitment, training and retention of caregivers. The region includes Santa Cruz, Monterey, San Benito, Santa Clara, Contra Costa and Alameda counties. The proposal was due November 13, 2000. Grant awards have not yet been announced.
- ***Community Audit.*** This proposal submitted to the Department of Labor on December 6, 2000, is to conduct a community audit in the tri-county area of Monterey, San Benito and Santa Cruz counties was submitted to the Department of Labor. This will help the WIB get a broad overview of the local workforce development needs, available services and gaps in services to help the WIB with community planning. An additional feature of the application is the concept of a centralized repository for the local area grant applications that could be posted on a web site. Santa Cruz is the lead entity for this effort.
- ***Youth Development and Crime Prevention.*** The WIB, in coordination with Santa Cruz County Probation, Children's Mental Health and Alcohol and Drug, and several local youth providers submitted a grant on December 1, 2000. If funded, the grant will allow the coalition that applied to provide workforce development, mental health and alcohol and drug related services to youth 12-21 in our community.

Santa Cruz County has been named as one of twelve finalists vying for approximately four grant awards and has been invited to participate in interviews in mid-January, 2001, with the California Department of Health and Human Services.

- ***Governor's 15 % Special Projects*** - The WIB has applied for \$257,000 in DOL funds to provide Rapid Response activities including providing services to laid off employees and their former employers and to provide services that avert layoffs.