



REGIONAL WORKFORCE DEVELOPMENT BOARD MEETING AGENDA

Thursday, June 11, 2020

10:00 AM – 12:00 PM

WANB Administrative Office

1546 First Street, Second Floor, Napa

Call-in number: +1 669 900 9128, Meeting ID: 732 709 1333 Password: 330750

CALL TO ORDER

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| I. | <ul style="list-style-type: none"> A. Welcome, Introductions, Agenda Review B. Public Comment C. Chair Update – Jeri Hansen D. Executive Director Update – Bruce Wilson <ul style="list-style-type: none"> 1. Form 700 Reminders 2. Finance Department Update 3. May 2020 Advisory Committee Meetings Summary |
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CONSENT CALENDAR

These matters typically include routine financial or administrative **action items** requiring a vote.
Any item will be discussed separately at the request of any member. Items are approved with one single motion.

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| II. | <ul style="list-style-type: none"> A. December 12, 2019 Meeting Minutes [Attachment II.A] B. Ratify WANB Agreements [Board Letter II.B] C. Ratify / Approve Appointment of Subcommittee Nominations [Board Letter II.C] D. Ratify/Accept the following State, Private and Grant Allocations to the WANB [Board Letter II.D] |
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REGULAR CALENDAR / DISCUSSION

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| III. | <ul style="list-style-type: none"> A. COVID 19 and Career Center Updates – Staff will present latest information and activities associated with COVID 19 Response: [Walk-in] <ul style="list-style-type: none"> a. Latest unemployment data for WANB counties b. Rapid Response Activity Update c. Status of Career Center Operations and projected physical reopening of centers. B. Youth Ecological Restoration Program – Staff will present an update on partnership discussions with ecological restoration Industry [Attachment III.B] C. Approval to support the following workforce development legislative initiatives and direct Executive Director to submit letter of support. (Action) [Attachment III.C] |
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ADJOURN

- | | |
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| IV. | <ul style="list-style-type: none"> A. Adjourn |
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**REGIONAL WORKFORCE DEVELOPMENT BOARD
MEETING MINUTES**

Thursday, December 12, 2019

10:00 – 11:00 Public Meeting

11:00 – 2:00 Planning Session

Annadel Room West, 1202 Apollo Way, Santa Rosa

CALL TO ORDER

I. A. Welcome, Introductions, Agenda Review

Chair Jeri Hansen called the meeting to order at 10:12 AM. She welcomed the Regional Workforce Development Board Members as well as Members of the Local Advisory Subcommittees.

In Presence:

Regional Workforce Development Board Members: Chair Jeri Hansen, Marin Advisory Subcommittee Chair Susan Byrne, Policy & Oversight Subcommittee Chair David Tam, Napa Advisory Subcommittee Chair Amar Inalsingh, Mendocino Advisory Subcommittee Chair Lene Vinding, Lake Advisory Subcommittee Chair Monica Rosenthal, Kelley Hartman, Paul Hicks, Robert Eyler, Annette Lee, Christy Smith, Paul Castro, Frank Cuneo, Ken Lippi, Giovanni Flores.

Lake Advisory Subcommittee Members: Mary Wilson.

Marin Advisory Subcommittee Members: Jack Buckhorn, Katheryn Horton, Andrea Lackey.

Napa Advisory Subcommittee Members: Bryan Avila, Marty Flynn, Paula McCray, Elena Toscano, Mark Van Gorder.

Workforce Alliance Staff: Executive Director Bruce Wilson, Chief Strategist Racy Ming, Fiscal Officer Tylor Swain, Operations Officer Laura Davis, Operations Analyst Tamara Ochoa, Business Outreach Stacey Caico, Workforce Development Analyst Sylwia Palczewska.

Guests: Teresa Brown CareerPoint Napa, Cory Lemings Department of Rehabilitation.

Presenter: Matthew Insko Bureau of Labor Statistics.

B. Public Comment

No public comments.

C. Chair Update – Jeri Hansen

1. Ethics Training
2. Conflict of Interest Code update

D. Executive Director Update – Bruce Wilson

1. Regional Conference February 4
2. Organizational updates
3. Prison to Employment Grant updates
4. Grant application updates

CONSENT CALENDAR

These matters typically include routine financial or administrative **action items** requiring a vote. Any item will be discussed separately at the request of any member. Items are approved with one single motion.

II.	<p>A. June 13, 2019 Meeting Minutes [Attachment II.A] B. Ratify WANB Agreements [Board Letter II.B] C. Ratify / Approve Appointment of Subcommittee Nominations [Board Letter II.C, Attachment II.C] D. Ratify / Approve WANB Policies [Board Letter II.D] E. 2020 Meeting Schedule [Attachment II.E] F. Ratify / Approve 2019-20 1st Quarter CareerPoint Dashboard Reports [Board Letter II.F, Attachment II.F] G. Ratify transfer of funds from Dislocated Worker to Adult [Board Letter II.G, Attachment II.G]</p> <p>Motion made to approve the consent calendar items. M/S: Franc Cuneo / Paul Castro Abstentions: Rob Eyer, David Tam, Monica Rosenthal, Geovanni Flores. Passed unanimously.</p>
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I N F O R M A T I O N / D I S C U S S I O N I T E M S

III.	<p>A. Labor Market Trends and the Future of Work – Matthew Insko, a Senior Economist for the U.S. Bureau of Labor Statistics (BLS), will present the latest data from the BLS including national statistics and an overview of the North Bay Area. The impact of recent macroeconomic events and workforce trends for employers and jobseekers will be detailed.</p> <p>The presentation will also include the latest long-term employment projections through the year 2028. Trends and underlying assumptions used to develop the forecast and the expected “hot” and “cold” jobs and industries will be detailed. Characteristics of the changing workforce, the gig economy, and technological impacts will also be discussed.</p>
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A D J O U R N P U B L I C M E E T I N G

IV.	<p>A. Adjourn Chair Jeri Hansen adjourned the meeting at 11:10 AM.</p>
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P L A N N I N G S E S S I O N

V.	<p>Workforce Alliance of the North Bay Members will meet to develop strategies for 2020 and beyond. Members present at the meeting attended discussion facilitated by Racy Ming WANB Chief Strategist. The goal was to develop and agree upon a set of desired characteristics for the job centers/WANB workforce system, which will be used to formulate a set of guiding principles to be included in the 2020 RFP for service providers.</p>
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BOARD LETTER II.B



TO: REGIONAL WORKFORCE DEVELOPMENT BOARD
FROM: STAFF
SUBJECT: BOARD LETTER II.B – RATIFY APPROVAL OF WORKFORCE ALLIANCE AGREEMENTS
DATE: JUNE 11, 2020
CC: FILE

JPA staff solicits Regional Workforce Development Board ratification for the following agreements and amendments enacted by the Executive Committee and Governing Board.:

CONTRACTOR	NEW/ AMENDMENT	AMOUNT	COMMENTS
Napa County Health and Human Services	Amendment	\$595,449	Provision of WIOA Adult, Dislocated Worker and Youth program services for program year 2019-2020 in Napa County. Also includes One-Stop Operator funds and Prison to Employment program services. Amendment decreases total contract maximum by \$36,234
Marin County Health and Human Services	Amendment	\$530,586	Provision of WIOA Adult, Dislocated Worker and Youth services and One-Stop Operator in Marin County for program year 2019-2020. Amendment increases total contract maximum by \$24,043.
County of Marin Treasurer/Auditor Controller	New	\$18,000 per year	Provide services as the Fiscal Agent of the Workforce Alliance Joint Powers Authority.
Marin County Probation Department	New	\$55,800	Provision of Prison to Employment program services in Marin County.
MPIC, Inc.	Amendment	\$48,600	Provision of Prison to Employment program services in Lake County.
Jim Cassio and Associates	New	\$75,000	Provide consulting services on behalf of WIOA/Additional Assistance grant from State of California.
CliftonLarsonAllen LLP	Amendment	\$15,300	Required annual single audit services.
WSI Next Gen Marketing	New	\$21,560	Website and social media services.

Paragraph 10 - Powers/ Responsibilities of the Agency exercised by the Governing Board of the JPA, states that the “Agency shall have the power to exercise any power common to all Member Counties authorized by Chapter 5 of

BOARD LETTER II.B

Division 7 of Title 1 of the Government Code of the State of California (commencing with section 6500) and is hereby authorized to do all acts necessary for the exercise of these common powers, including...:

- (3) Employ agents, employees, consultants, advisors, independent contractors and other staff;
- (4) Make and enter into contracts, including contracts with public and private organizations and individuals;"

STAFF RECOMMENDATION

Ratify agreements with the above noted contractors and partners and authorize board chair and/or executive director to sign final negotiated agreements.

BOARD LETTER II.C



TO: REGIONAL WORKFORCE DEVELOPMENT BOARD
FROM: STAFF
SUBJECT: BOARD LETTER II.C– RATIFY APPOINTMENT OF SUBCOMMITTEE NOMINATIONS
DATE: JUNE 11, 2020
CC: FILE

BACKGROUND

The Workforce Alliance Regional Workforce Development Board (RWDB) is a legislatively mandated business led board. In partnership with the Workforce Alliance Governing Board, the RWDB oversees Lake, Marin, Mendocino and Napa Counties' workforce development activities and establishes programs in response to the workforce needs of those communities. It is the region's only organization that has workforce development as its sole purpose and function.

In accordance with Section 18, item e of the Joint Powers Agreement, signed by each member county's board of supervisors, there will be four standing subcommittees:

1. Lake County
2. Marin County
3. Mendocino County
4. Napa County

The following individuals submitted applications for membership to Lake, Marin, and Napa Advisory Subcommittees:

Subcommittee	Name	Title	Affiliation/Other
Lake	Rebecca Southwick	Loan Officer	Community First Credit Union
Lake & Mendocino	Euline Olinger	Director/Program Manager,	Mendocino Community College District
Marin	Andrea Lackey	Employment Program Manager	EDD
Marin	Keith Dias	Business Representative	Sheet Metal Workers Local #104
Marin	Mary Ann Perrine	Team Manager	Dept. of Rehabilitation
Marin	Mary Kay Sweeney	Executive Director	Homeward Bound of Marin
Marin	Melissa Cadet	Executive Director	Marin Community Development Corporation
Mendocino	Tami Mee	Adult Education Manager	Mendocino County Office of Education
Napa	G Anthony Phillips	Theatrical Stage Technician	IATSE Local 16
Napa	Paula McCray	Employment Program Manager	EDD
Napa	Vin Smith	Community Development Director	City of Napa

SAFF RECOMMENDATION

Ratify/approve the above individuals for appointment to the WANB subcommittees.

BOARD LETTER II.D



TO: REGIONAL WORKFORCE BOARD
FROM: STAFF
SUBJECT: BOARD LETTER II.D – NEW ALLOCATIONS TO THE WANB
DATE: JUNE 11, 2020
CC: FILE

In accordance with the Workforce Innovation and Opportunity Act, the work of the **Regional Board** is performed in partnership with the Governing Board. The role of the Regional Board is to direct federal, state and local funding to workforce development programs within the Regional Area. Additionally, the Regional Board conducts research on these programs and the needs of their regional economy. They also competitively procure and oversee the American Job and Career Center systems (AJCC's), where job seekers can get employment information, find out about career development and training opportunities and connect to various employment and support programs in their area. AJCC's also provide many no-cost services to employers as well.

Below is a summary of the 13 core responsibilities of Regional Board:

- Submission of a local plan
- Workforce research and regional labor market analysis
- Convening, brokering, and leveraging of local stakeholders
- Sector partnerships and employer engagement
- Education partnerships and career pathways development
- Promote and disseminate information on proven and promising practices
- Develop strategies for use of technology to maximize accessibility and effectiveness of the local workforce development system
- Program oversight
- Negotiation of local performance measures
- Competitive selection and ongoing oversight of service providers
- Coordination with education and training providers, including reviewing the applications to provide adult education and literacy activities in the local area to ensure alignment with the local plan
- Budget and administration
- Annual assessment of one stop to ensure accessibility for individuals with disabilities

BOARD LETTER II.D

In May 2020, the Executive Committee and Advisory Committees, reviewed and approved acceptance of the following allocations for the WANB.

NEW ALLOCATIONS

2020-2021 FORMULA FUNDS – YOUTH	\$820,510
2020-2021 FORMULA FUNDS – ADULT	\$857,121
2020-2021 FORMULA FUNDS – DISLOCATED WORKER	\$919,321
COVID19 – NDWG	\$600,000
COVID19 – ADDITIONAL ASSISTANCE ALLOCATION	\$54,000
WELLS FARGO	\$20,000

2020-2021 YOUTH BREAKDOWN

LAKE COUNTY	\$242,887
MARIN COUNTY	\$149,793
MENDOCINO COUNTY	\$227,012
NAPA COUNTY	\$118,768

2020-2021 ADULT BREAKDOWN

LAKE COUNTY	\$244,484
MARIN COUNTY	\$185,599
MENDOCINO COUNTY	\$230,413
NAPA COUNTY	\$110,913

2020-2021 DISLOCATED WORKER BREAKDOWN

LAKE COUNTY	\$168,985
MARIN COUNTY	\$277,085
MENDOCINO COUNTY	\$164,563
NAPA COUNTY	\$216,756

COVID19-NDWG BREAKDOWN (ALLOCATED BY WEEKLY UNEMPLOYMENT CLAIMS)

LAKE COUNTY	\$61,524
MARIN COUNTY	\$229,090
MENDOCINO COUNTY	\$82,530
NAPA COUNTY	\$166,856

COVID19- ADDITIONAL ASSISTANCE BREAKDOWN

LAKE COUNTY	\$8,000
MARIN COUNTY	\$19,000
MENDOCINO COUNTY	\$8,000
NAPA COUNTY	\$19,000

STAFF RECOMMENDATION

Ratify approval of new Allocations to the WANB as shown.



The Case for a More Highly Trained Ecological Restoration Workforce

Growth of Ecological Restoration Funding

As the impacts of climate change become more apparent and as California's natural resources continue to be strained by its growing population, the importance of conservation and restoration efforts is escalating. Ecosystem service projects and mitigation projects for public works infrastructure are increasing in size and complexity as the demand for impactful restoration and resource protection grows. In addition, the need to protect civic infrastructure from climate change has resulted in many traditional public works projects integrating environmental resiliency and contingency measures.

California has demonstrated its commitment to restoring ecological function through a number of large-scale efforts, using a variety of funding mechanisms (bond measures, state and local government contributions, NGO project sponsorship and private donations). Proposition 1 (The Water Quality, Supply, and Infrastructure Improvement Act) passed in 2014 authorized \$7.545 billion in general obligation bonds to fund ecosystems and water supply infrastructure projects, of which \$1.495 billion was specifically directed to watershed protection and restoration. In 2018, Proposition 68 (California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act) passed, authorizing another \$4.1 billion in bond funding for resource conservation, parks and ecosystem restoration work.

These bond measures reflect a growing commitment to ecological restoration and well-being. Public perception of ecosystem services is evolving as economic and scientific data show that restored ecosystems provide economic benefits that often outweigh the benefits of the economy's long-standing resource-extraction model. The perception shift is clearly demonstrated by the voters' willingness to approve the sweeping bond measures mentioned above.

Shortage of Skilled Restoration Workers

Although public support and dedicated funding are positive developments and represent enormous opportunities, several challenges lay ahead for the field of ecological restoration. Chief among these challenges is a shortage in skilled workers. Industry leaders report significant challenges in finding workers with the understanding and skills to work effectively

on ecologically sensitive projects. Ecosystem service projects are primarily constructed within or in close proximity to sensitive resources, including wetlands and streams within resource agencies' jurisdictions, often overlain with critically endangered or threatened species habitat and underlain by precious cultural resources. Without properly trained crews that can work in these environments, construction activities that are intended to 'restore' or 'enhance' the resources can result in environmental degradation, species mortality, and destruction of artifacts instead.

In initial conversations with industry leaders, they report that the extent in which workers are trained in this specialty varies dramatically between contractors, NGO's and government agencies – and is primarily based on on-the-job training, with no set standards across the industry. This represents an enormous strategic opportunity for the ecological restoration industry to elevate itself and position the industry for the future. If industry leaders work with education and workforce development partners to establish training standards and a training model, leading to a standardized curriculum with milestones and an industry-recognized certificate, this could serve to advance the industry on a number of fronts:

- By assisting businesses in accessing more skilled workers to meet the demands of ecological restoration projects,
- By moving more job seekers into these occupations which provide excellent wages and benefits, and
- By more successful restoration projects which benefit the community at large.

Even traditional large civil construction projects have environmentally sensitive aspects to them, and so the need for these skills extends beyond specialty firms. A conservative formula of 10% of the total project cost to design & permitting and 10% to administration, means that 80% of total project cost to go to the contractor, 40% of which goes to the on the ground workforce, resulting in an estimated 32% of total project cost going into labor wages.

According to a Gallup report on How Millennials Want to Work and Live, Millennials want to work for organizations with a mission and purpose. Whereas Baby Boomers worked for a paycheck in order to focus on their families and communities, Millennials are driven by purpose. Their work must have meaning. As more young people identify climate change as the defining issue of their generation, more are seeking careers that will have a positive environmental impact. This comes at a time when a variety of environmental jobs are projected to have above-average growth over the next 10 years, according to the [Bureau of Labor Statistics](#).

Increased Economic Efficiency and Reduction of Regulatory Burden

In an effort to minimize the negative outcomes that can result from untrained personnel working in sensitive habitats, the resource agencies who issue permits for these projects impose stringent regulations and constraints on construction activities such as logistics, work windows

and methods. These constraints increase costs which are not always considered during project conception, budgeting and planning. Furthermore, while the direct interaction with the natural resources is occurring at the trade workers' level, during the procurement process there is no current vetting of their skill sets for working in ecologically sensitive zones nor is there currently any value assigned when planning or evaluating for project success.

Training will provide resource agencies with a reliable metric that they can use to select qualified firms, thereby reducing the need for what will become unnecessary regulations and constraints that are currently intended to avoid the damage caused by under-trained workers. This will lead to lower costs for projects while resulting in better environmental outcomes. The establishment of training benchmarks, leading to a standardized curriculum with milestones and an industry-recognized certificate will result not only in providing jobs with excellent wages and benefits, but will result in more successful restoration project outcomes, benefitting both the community at large and environmental resilience to a changing climate.

Impact on Restoration Industry

The limiting factor for contractors doing restoration work is the availability of trade workers with the requisite training in permitting, endangered species, and working in sensitive environments. This workforce shortage is threatening the long-term viability of the industry at a time when it is on the cusp of exponential growth, with more projects in the pipeline than there are environmentally trained workers to do them.

The potential development of entirely new job classifications will help to elevate these jobs – jobs which do not require college degrees and allow individuals to support their families while doing important work to protect natural resources for future generations. Furthermore, trained ecological restoration construction workers will be a force to promote future projects and ensure laws are passed that further protect and enhance the industry.

The Workforce Alliance and HanfordARC are exploring ways to address these pressing industry issues, including gathering input from other industry leaders, analyzing relevant occupational and economic data, exploring training models and developing strategies to move forward. For more information, or to join the conversation, contact:

Bruce Wilson, Executive Director
Workforce Alliance of the North Bay
bwilson@workforcealliancencorthbay.org

Mark Cederborg, CEO
HanfordARC
m.cederborg@hanfordarc.com

ATTACHMENT III.C



June 8th, 2020

The Honorable
Gavin Newsom
Governor
California State
Capitol
Sacramento, CA

The Honorable
Toni Atkins
President pro
Tempore
California State
Senate
State Capitol
Sacramento, CA

The Honorable
Shannon Grove
Minority Leader,
California State
Senate
State Capitol
Sacramento, CA

The Honorable
Anthony Rendon
Speaker
California State
Assembly
State Capitol
Sacramento, CA

The Honorable
Marie Waldron
Minority Leader,
California State
Assembly State
Capitol
Sacramento, CA

RE: Corporation Tax Law: credits: employment: homelessness

POSITION: Support

Dear Governor Newsom, Senate President pro Tempore Atkins, Leader Grove, Speaker Rendon, and Leader Waldron:

On behalf of the organizations featured above, we are pleased to support the creation of the California Homeless Hiring Tax Credit to support meaningful employment for over 3000 individuals experiencing homelessness. This proposal streamlines and incentivizes the hiring of a critically endangered population, encourages businesses to stimulate employment opportunities for homeless individuals and saves the State significant expenditure on programs for these individuals. Our coalition represents a diverse group of organizations, ranging from Economic and Workforce Development entities, to homelessness and support service organizations, and chambers of commerce and leaders in our States' business community.

Over 151,000 Californians are currently experiencing homelessness. California spends over 1 billion dollars annually to combat homelessness. By investing a modest \$30 million across fiscal

years in a Homeless Hiring Tax Credit the State could save almost 34 million dollars in General Fund expenditures annually.

[Describe what you are proposing}

The benefits of this tax credit far exceed the costs for several reasons:

- Through the CalWORKs Homeless Assistance Program (HAP), a state funded program that pays for motel stays for CalWORKs families experiencing homelessness, the state spends up to \$2,320 per family experiencing homelessness annually, notwithstanding the increased costs as a result of COVID-19. This measure proposes to provide good, family supporting jobs to up to 3,000 individuals experiencing homelessness. **A reduction in 3,000 individuals utilizing this program could save the state up to \$6,960,000.**
- Similarly, through the CalWORKs Housing Support Program (HSP), a state funded program for CalWORKs families that funds shelter, motels, Rapid Re-Housing, and other activities, the state spends \$13,500 per person on Rapid Re-Housing and \$39,600 per person on motels annually, notwithstanding the increased costs as a result of COVID-19. A reduction in 3,000 individuals utilizing this program would save the state \$40,500,000 million towards Rapid Re-Housing and motel vouchers.
- Finally, the State spends between \$4,668 and \$19,597 annually per individual enrolled in Medi-Cal, for a total of 21 billion dollars annually. Averaging these costs across all populations (adults, individuals with disabilities, children, aged), equates to \$5,452 per individual. A reduction of 3,000 enrolled in Medi-Cal and instead receiving employer-sponsored healthcare, would result in a \$16,356,000 savings to the State.

During our State's crisis, it is now more critical than ever to provide tools to serve one of California's most vulnerable populations that face significant barriers to employment. Such a tax credit offers a myriad of opportunities to both assist our State's vulnerable, and brings vital economic recovery to California, including:

- Providing meaningful and sustainable career training and employment pathways that are often out of reach for many homeless individuals as they experience stigma and systemic barriers when attempting to attain full-time employment.
- Providing critical relief for small businesses and entrepreneurs that are worried about keeping their businesses open, especially during the COVID-19 pandemic, but are also looking for ways to contribute and make their city a better place to live.

Furthermore, such a tax credit encourages braiding additional resources designed to support State governments, local economies, and individuals. A Homeless Hire Tax Credit increases the attractiveness of the federal WOTC program, which brings increased federal tax savings to California businesses, and encourages qualified employers that provide family-sustaining career pathways to hire and retain employees from the homeless population who have systematically faced barriers to employment. Additionally, this proposal encourages businesses to source eligible individuals from the public workforce system, which offers a suite of benefits for both job seekers and businesses and is funded through federal dollars provided in the Workforce Innovation and Opportunity Act (WIOA). Such benefits include:

- Customize training and recruitment services for employers, saving employers onboarding, recruiting and training costs
- Subsidized employer services and funding for employers, such as on-the-job training, which can reimburse employers up to 50% of the costs of training new employees
- Employers can avail themselves of federal tax credits, such as the Work Opportunity Tax Credit, which can provide additional assistance to businesses in need during this challenging time and reduce expenses to encourage growth and job creation.
- Training and supportive services funding for job seekers in need of transportation assistance, housing assistance, and mental health needs.

For all the above reasons, we respectfully request consideration of this proposed Tax Credit.

Thank you for considering our views.

Sincerely, the organizations noted above.

cc: The Honorable Maria Elena Durazo
Members, Senate Governance & Finance Committee