



1000 Emeline Ave.  
 Santa Cruz, CA 95060  
 (831) 454-4873  
[www.santacruzwb.com](http://www.santacruzwb.com)

**Workforce Investment Board  
 Comprehensive Economic Development Strategy  
 (CEDS) Committee  
 Human Services Department Administration Building  
 1000 Emeline Ave., Santa Cruz, CA  
 Wednesday, September 18, 2013 @ 9:00 am**

**Agenda ..... 1**

**Call to Order / Introductions - Ron Slack**

**Changes to the Agenda**

**Public Comment:** For items not listed on the agenda. Limited to 3 minutes

**Comments by Chair / WIB Director – Ron Slack / David Mirrione**

**Approve May 5, 2013 Minutes .....2-5**

**Discussion and Action Items**

**D.1 WIB Strategic Plan & CEDS Action .....6-7**

**D.2 Update on 2013 CEDS planning including contract to develop 2013 CEDS Status Report and Planning for PY 2013-14 CEDS Operations .....8-10**

**D.3 2013 CEDS Update Calendar of Deliverables: Plan for data collection and document review .....11-13**

**D.4 Jurisdictional Report, Discussion on Economic Development and WIB Member Designation and any Early Alerts ..... 14**

**Information Items**

**I.1 Labor Market Information..... 15**

**I.2 Rapid Response Information .....16-18**

**Other Issues / Discussion / Announcements**

**Next Meeting: January 22, 2014 @ 9:00 am  
 1000 Emeline Ave.  
 Santa Cruz, CA**

**CEDS COMMITTEE MEMBERS:**

- Ron Slack, Chair*  
Good Times
- Carol Siegel, Vice-Chair*  
Santa Cruz Seaside Company
- Steve Ando, City Manager*  
City of Scotts Valley
- Jo Anne Dlott, Vice President, Human Resources*  
SureHarvest
- Jamie Goldstein, City Manager*  
City of Capitola
- Jon Gundersgaard, Senior Technical Recruiter*  
Seagate Technology
- Bonnie Lipscomb, Director*  
City of Santa Cruz Economic Development
- Kurt Overmeyer, Economic Development Manager*  
City of Watsonville
- Kathy Previsich, Planning Director*  
County of Santa Cruz
- William Tysseling, Executive Director*  
Santa Cruz Area Chamber of Commerce

Alternates:

- Joe Hall, Management Professional*  
City of Santa Cruz Economic Development
- Corrie Kates, Deputy City Manager*  
City of Scotts Valley
- Peter Koht, Economic Development Coordinator*  
City of Santa Cruz Economic Development
- Barbara Mason, Economic Development Coordinator*  
County of Santa Cruz

**DIRECTOR:**  
 David Mirrione

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Santa Cruz, CA 95060  
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COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY  
(CEDS) COMMITTEE MEMBERS:

**Ron Slack, Chair**  
Good Times  
**Carol Siegel, Vice-Chair**  
Santa Cruz Seaside Company  
**Steve Ando, City Manager**  
City of Scotts Valley  
**Jo Anne Dlott, Vice President, Human Resources**  
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City of Santa Cruz  
**Barbara Mason, Economic Development Coordinator**  
County of Santa Cruz

DIRECTOR:  
David Mirrione

Workforce Investment Board  
Comprehensive Economic Development Strategy  
(CEDS) Committee  
May 15, 2013 @ 9:00 AM  
Human Services Department  
1000 Emeline Ave., Santa Cruz, CA

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The Chairperson called the meeting to order at 9:10 a.m.

**Committee Members in Attendance**

Goldstein, Jamie	City Manager, City of Capitola
Mason, Barbara - <i>Alt</i>	Econ Develop Coordinator, County of SC
Previsich, Kathy	Director, County of SC Planning Dept
Siegel, Carol - <i>Vice Chair</i>	Employment Mgr, Santa Cruz Seaside Co

**Committee Members Absent**

Ando, Steve	City Manager, City of Scotts Valley
Dlott, Jo Anne	VP Human Resources, SureHarvest
Gundersgaard, Jon	Sr Technical Recruiter, Seagate Technology
Lipscomb, Bonnie	Exec Dir, City of SC Economic Development
Overmeyer, Kurt	Econ Develop Mgr, City of Watsonville
Slack, Ron - <i>Chair</i>	Publisher, Good Times
Tysseling, Bill	Exec Dir, SC Area Chamber of Commerce

**Staff in Attendance**

Mirrione, David	WIB Director
Gray, Lacie	WIB Sr Analyst

**Guests**

Foster, Joe	Santa Cruz County Business Council
Murtha, Ellen	Workforce SC County Business Services
Svensson, Doug	Applied Development Economics

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**Subject: Welcome**

**Discussion:** The Vice-Chair welcomed Committee Members, staff and a guest and had guests introduce themselves.

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**Subject: Public Comment**

There was no public comment.

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**Subject: Vice-Chair Comment**

No quorum so the group made recommendation(s) to send to the Executive Committee and WIB.

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**Subject: Approval of the January 23, 2013 Meeting Minutes**

**Discussion:** There was no discussion.

**Recommendation:** *No quorum so the group made the following recommendation(s) to forward to the Executive Committee and WIB:*

**Status:** Motion to Approve: N/A  
Motion Seconded: N/A  
Abstentions: None  
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

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**Subject: Discussion and Action Items**

**D.1 WIB Strategic Plan and CEDS Action**

**Discussion:**

**Action:** *No quorum so the group made the following recommendation(s) to forward to the Executive Committee and WIB:*

**Recommendation:** *Review potential Action Items for the 2012-13 CEDS Committee that relate to the WIB strategic plan*

**Status:** Motion to Approve: N/A  
Motion Seconded: N/A  
Abstentions: None  
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

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**Subject: Discussion and Action Items**

**D.2 Planning for 2012 CEDS Update**

**Discussion:** The WIB Director provided a letter to the group from the Economic Development Administration providing formal approval of the 2012 CEDS Plan Update.

**Action:** *No quorum so the group made the following recommendation (s) to forward to the Executive Committee and WIB:*

**Recommendation:** *Accept Status Report on 2012 Comprehensive Economic Development Strategy (CEDS) Annual Performance Update*

**Status:** Motion to Approve: N/A  
Motion Seconded: N/A  
Abstentions: None  
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

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**Subject: Discussion and Action Items**

**D.3 Planning for PY 2013-14 CEDS Operations**

**Discussion:** The WIB Director provided a letter to the group from the Economic Development Administration providing formal approval of the request for an extension of the 2007 Five-Year CEDS Plan, allowing an Update to be completed for 2013, due in early 2014.

The group discussed option for moving forward with the CEDS Plan Update for 2013 and recommended going with Proposal B—most work done by County Staff, data provided by County, and contractor on an hourly contract to complete product.

**Action: No quorum so the group made the following recommendation(s) to forward to the Executive Committee and WIB:**

**Recommendation: *Approve Plan for 2013-14 CEDS Operations, including formal request to EDA for Extension;***

- ***Plan for 2013 CEDS Update, including discussing options; (the group recommended going with Proposal B—most work done by County Staff, data provided by County, and contractor on an hourly contract to complete product)***
- ***Authorize staff to develop a final plan and hire a contractor accordingly; and***
- ***Discuss any special projects to compliment CEDS planning, if recommended.***

**Status:** Motion to Approve: N/A  
Motion Seconded: N/A  
Abstentions: None  
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

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**Subject: Discussion and Action Items**

#### **D.4 WIB Workforce Services for Business and WIB Business Services Committee**

**Discussion:** The WIB Director briefly discussed the name change from Business Council to Business Services Committee as well as next steps for the Committee's formation.

**Action: No quorum so the group made the following recommendation(s) to forward to the Executive Committee and WIB:**

**Recommendation: *Discuss WIB Services for Business and Business Services Committee Formation***

**Status:** Motion to Approve: N/A  
Motion Seconded: N/A  
Abstentions: None  
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

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**Subject: Discussion and Action Items**

#### **D.5 Outcome of Testing of Project Ranking Tool**

**Discussion:** Doug Svensson of Applied Development Economics (ADE) reviewed the purpose of the tool—to help jurisdictions determine which project should go forward first as an application to the Economic Development Administration should two jurisdictions want to submit projects at the same time. He also reviewed how to use the tool and went over the examples ADE developed of the tool in use. The group discussed the tool's function and purpose and other possible uses for it. Doug Svensson will forward the tool to WIB staff for dissemination to the group.

**Action:** No quorum so the group made the following recommendation(s) to forward to the Executive Committee and WIB:

**Recommendation:** *Discuss Outcome of CEDS Committee EDA Proposal Submission Ranking Tool*

**Status:** Motion to Approve: N/A  
Motion Seconded: N/A  
Abstentions: None  
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

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**Subject:** Discussion and Action Items

**D.6 Jurisdictional Report and Discussion on Economic Development and any Early Alerts**

**Discussion:** The jurisdictions present, the County of Santa Cruz and City of Capitola, provided updates on local and regional economic development strategies.

**Status:** Motion to Approve: N/A  
Motion Seconded: N/A  
Abstentions: None  
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

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**Subject:** Information Items

**I.1 Labor Market Information**

**I.2 Rapid Response and Early Alert Information**

**Action:** No action taken

**Discussion:** The Committee reviewed current Labor Market Information and Rapid Response information.

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**Meeting adjourned at 10:27 a.m.**

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**Next Meeting:** September 18, 2013 @ 9:00 AM  
Human Services Department  
1000 Emeline Avenue  
Santa Cruz, CA

## DISCUSSION AND ACTION ITEM D.1

**TO:** Comprehensive Economic Development  
Strategy Committee

**DATE:** Sept. 18, 2013

**FROM:** David Mirrione, WIB Director



For Information



For Action

**SUBJECT:** WIB Strategic Plan: 2013-14 CEDS Action Items

**RECOMMENDATION:** *Review potential Action Items for the 2013-14 CEDS Committee that relate to the WIB strategic plan*

**VOTE REQUIRED:** No

**DISCUSSION:** At its June 6, 2012 meeting, the Workforce Investment Board adopted the WIB Director's Operational Plan for Program Year (PY) 2013-14 to meet Strategic Plan goals. For your convenience, the items are summarized below. CEDS related actions are noted below in italic. Staff can provide brief updates on the progress on each of the items listed below.

The WIB will begin planning for Strategic Plan again at its October 2013 meeting. The current Strategic Plan is in place for 2011-14.

- **Goal 1: Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs**
- **Goal 2: Align workforce development strategies to support local economic development**
- **Goal 4: Increase Board (WIB) effectiveness**

**2.1 Action: Increase business access to workforce services**

b. In 2013-14: Serve 10% more businesses

- *Follow-up on WIB and Chamber business survey with workforce services for business.*

**2.2 Action: Support current and emerging Business**

b. In 2013-14: Maintain or enhance one strategy per year

- *Continue to coordinate the WIB's Comprehensive Economic Development Strategy (CEDS) activities with Rapid Response services and possible new initiatives.*

**4.1 Action: Examine Board and Committee Structure to ensure Board is as effective as possible**

b. In 2013-14: Assess current structure; reorganize as needed.

- *Assess committee structure, membership, and role for more efficiencies and effectiveness, if needed due to budget and time limitations.*

<b>Benchmark</b>	<b>Progress to Date</b>	<b>Status</b>
• Plan for Continuing CEDS Operations in PY 2013-14	Completed	N/A
• Workforce Services for Business	Underway	N/A
• WIB adding a Business Services Committee	Completed	N/A

**Background:**

The WIB adopted the 2011-14 Strategic Plan at its February 23, 2011 meeting with the following four goals:

**2011-2014 Strategic Goals for Workforce Santa Cruz County**

**Goal 1:** Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs

**Goal 2:** Align workforce development strategies to support local economic development

**Goal 3:** Develop strategic relationships with educators, employers and community partners to:

- Increase the skill levels of youth and adult job seekers, and
- Create opportunities for employment, career mobility, and self-sufficiency

**Goal 4:** Increase Board (WIB) Effectiveness

**ATTACHMENTS:** None

## DISCUSSION AND ACTION ITEM D.2

**TO:** Comprehensive Economic Development  
Strategy Committee

**DATE:** September 18, 2013

**FROM:** David Mirrione, Director

For Information

For Action

**SUBJECT:** Planning for 2013 CEDS Update

**RECOMMENDATION:** *Discuss:*

- *Plan for 2013-14 CEDS Operations and Plan for 2013 CEDS Update, and*
- *Adopt revised 2013-14 budget with lowered costs (removed special project and updated jurisdictional proportional contribution (2010 population census data) to the jurisdictions.*

### **DISCUSSION:**

#### **2013 CEDS Plan Activities:**

As your Committee discussed at its May 15, 2013 meeting, the Economic Development Administration (EDA) has approved another one-year extension of the 2007 CEDS 5-Year Plan. The next 5-Year Plan will be due for 2014 (in early 2015). The 2013 Update is due May 13, 2014.

As your Committee allowed, the WIB is contracting with Applied Development Economics (ADE) to help develop the 2013 CEDS Plan Update. Staff recommendation to contract with ADE was approved by the Executive Committee of the Workforce Investment Board (WIB) and the WIB at their May and June 2013 meetings.

Different from years past, County (the Workforce Investment Board (WIB) and Planning) staff will be gathering most or all of the data, and working on the first draft in concert with ADE. The contract will be hourly and ADE will only bill for hours worked, with the intention that the jurisdictions might see some savings. At the May CEDS Committee meeting, County staff discussed gathering data as a cost reduction measure. In an attempt to further minimize costs to the jurisdictions, County staff will develop the first draft of the Update as much as possible and work with ADE to review and fine tune it. However, in order to do this, County staff will need the assistance of all the jurisdictions in providing data in a timely fashion.

#### **Budget and Plan:**

Your Committee recommended, and the Executive Committee and WIB approved the following plan and budget for the 2013 CEDS Update development:

- WIB and County Planning staff take the lead on gathering all data (except data that the jurisdictions must supply and have traditionally supplied in the past).



- Contractor then drafts the Plan (Again, in an effort to further minimize costs, County staff will develop the draft as much as possible as noted above). Contract set up hourly so that savings can be realized (i.e., if staff can get more done, then the contract costs less) and the balance of the contract will be prorated back to the jurisdictions.
- No special project in the budget; only CEDS Plan Update completed.

This Plan is more in-house staff labor intensive. This course of action will allow the CEDS Committee to move toward a less costly Plan Update development long-term strategy for the future.

At your Committee’s May 2013 meeting, the budget adopted included a special project, which your Committee will not be undertaking. The revised, lowered budget amounts are listed below. Additionally, also reflected in the budget below, the costs have been further revised using 2010 census data (percentages each jurisdiction are responsible for).

Jurisdiction	Population (Census 2010)	% of County Population	Revised Contributions w/o Special Project
Capitola	9,918	3.78%	\$1,323
County of Santa Cruz	129,739	49.45%	\$17,304
Santa Cruz	59,946	22.85%	\$7,995
Scotts Valley	11,580	4.41%	\$1,545
Watsonville	51,199	19.51%	\$6,829
<b>Totals</b>	<b>262,382</b>	<b>100.0%</b>	<b>\$34,996</b>

Assumptions for the following budget recommended by your Committee at its May 2013 and adopted by the Executive Committee and WIB at their May and June 2013 meetings:

- Jurisdictions responsible for data collection
- WIB and Planning staff responsible for developing first draft
- Contractor responsible for consultation, fine tuning, and finalizing draft.

Again, to attempt further savings, County staff will be developing as much of the first draft as possible.

PY 2013-14 CEDS Budget	
Item	Cost
CEDS Consultant Agreement (hourly contract so that any balance can be prorated back to the jurisdictions)	\$10,450
Staffing and Expenses	\$24,546
<b>Total</b>	<b>\$34,996</b>

**Background:**

Public law and Economic Development Agency (EDA) regulations require that local planning areas develop a Comprehensive Economic Development Strategy every five years as a prerequisite to local jurisdiction eligibility for EDA funding and or planning assistance. Through the CEDS planning and implementation process, local jurisdictions are to collaborate in the formulation of a regional economic development strategy that incorporates a corresponding set of regional strategic projects, programs, and activities that promote solutions to regional economic problems or capitalize on regional assets and resources.

The current CEDS for the Santa Cruz County planning area, consisting of the County of Santa Cruz unincorporated area and the Cities of Capitola, Santa Cruz, Scotts Valley and Watsonville, was completed in 2007. In response to the request of the Workforce Investment Board (WIB), EDA has granted another one year extension to complete the next five-year CEDs, and a 2013 CEDS Update will have to be completed and submitted. Based on the firm's experience and success in producing updates in prior years, at its May 2013 meeting your Committee recommended allowing staff to contract as needed for the completion of the 2013 CEDS Update. The Executive Committee of the Workforce Investment Board (WIB) and WIB approved staff's recommendation to contract with ADE at their May and June 2013 meetings.

**ATTACHMENTS:** None.

## DISCUSSION AND ACTION ITEM D.3

**TO:** Comprehensive Economic Development  
Strategy Committee

**DATE:** September 18, 2013

**FROM:** David Mirrione, Director

For Information

For Action

**SUBJECT: 2014 CEDS Update Calendar of Deliverables: Plan for data collection and document review**

**RECOMMENDATION: *Discuss and adopt:***

- ***Plan for Jurisdictions to provide data needed for CEDS Update; and***
- ***Overall CEDS Update development Plan, including draft calendar of deadlines for the jurisdictions.***

**DISCUSSION:** The 2013 CEDS Update will follow several steps similar to the process we have used in the past. Some steps will differ with County Staff (Workforce Investment Board (WIB) and Planning Department) providing data points and drafting the document. Because of this, it will be critical that jurisdictions provide data in a timely fashion.

As an initial step, County Planning will update a number of the regional performance indicators that are based on available secondary data. These include:

1. County unemployment rate
2. Current countywide employment trends
3. Industry cluster employment trends
4. Non-residential building permit trends
5. Visitor counts to state parks
6. Number of beach closures
7. Number of child care slots

Secondly, County staff will request the jurisdictions to provide updates for the remaining indicators. In order to be consistent with past updates, we would like to have the information current through September 30, 2013, with the following exceptions:

1. CIP Projects should reflect budgeted amounts for the 2013-2014 fiscal year.
2. Sales tax and TOT may not yet be available through third quarter 2012, so please report latest available.

**Data Elements to be supplied by the Jurisdictions for the CEDS Update**

1. Number of affordable housing units constructed or retained.
2. Projects completed with positive net fiscal impact.
3. Other planning projects completed to meet objectives of the Fiscal Health Goal.
4. Collaboration with other local jurisdictions on economic development efforts.

5. TOT and sales tax collected since September 30, 2012.
6. Capital improvement projects related to economic development.
7. Number of threatened jobs retained and a description of any job retention activity.
8. "Plant" closures including businesses of significant size.
9. Any changes in the status of the CEDS regional priority projects or other projects listed in the 2012 CEDS Update document.

If any of these requested data are not applicable to your jurisdiction or the information just isn't available, please let us know.

We would request that the information be submitted to David Mirrione, WIB, and Barbara Mason, County Planning, by November 1, 2013.

Upon receipt of all of the Jurisdictional data elements, the WIB and Planning Staff will follow the timeline listed below.

- County Planning and WIB Staff will prepare a draft of the complete CEDS Update by December 1, 2013.
- The draft will be sent to ADE, the contractor, for review and fine tuning.
- The draft will be circulated to the CEDS Committee for review by December 13, 2013.
- Jurisdictions will need to provide comments/questions by December 30, 2013.
- County Planning and WIB Staff, possibly with the assistance/review by ADE, will plan to prepare a revised draft incorporating any comments received by January 9, 2014. The revised draft will be included in the packet for the CEDS Committee meeting on January 22, 2014.
- The approval of the 2013 CEDS Update would be placed on the agenda for the January 22, 2014 CEDS Committee meeting, subject to any additional revisions identified and agreed upon by the Committee at the meeting.
- With approval of the CEDS Committee, the 2013 CEDS Update would then be submitted to the Board of Supervisors for final approval and submittal to EDA.

**ATTACHMENTS:** Summary of Jurisdictional Deliverables and Dates

## ATTACHMENT D.3

### Summary of Jurisdictional Deliverables and Dates

The following is provided as a courtesy to assist the jurisdictions with calendaring key deadlines for the 2013 CEDS Update:

- **November 1, 2013:** Jurisdictions provide County staff the following:
  - Number of affordable housing units constructed or retained.
  - Projects completed with positive net fiscal impact.
  - Other planning projects completed to meet objectives of the Fiscal Health Goal.
  - Collaboration with other local jurisdictions on economic development efforts.
  - TOT and sales tax collected since September 30, 2012.
  - Capital improvement projects related to economic development.
  - Number of threatened jobs retained and a description of any job retention activity.
  - “Plant” closures including businesses of significant size.
  - Any changes in the status of the CEDS regional priority projects or other projects listed in the 2012 CEDS Update document.
  
- **December 13, 2013:** The draft will be circulated to the CEDS Committee for review.
  
- **December 30, 2013:** Jurisdictions will need to provide comments/questions on the CEDS Update.
  
- **January 22, 2014:** CEDS Committee Meeting/Review and Approval of CEDS Update Draft

## DISCUSSION AND ACTION ITEM D.4

**TO:** Comprehensive Economic Development  
Strategy Committee

**DATE:** September 18, 2013

**FROM:** David Mirrione, Director

For Information

For Action

**SUBJECT:** Jurisdictional Roundtable on the status of Local and Regional  
Economic Development Strategies

**RECOMMENDATION:** *Accept reports on Jurisdictional local and regional  
economic development strategies*

**DISCUSSION:** To share information between all members of the Comprehensive  
Economic Development Strategy (CEDS) Committee, each jurisdiction is asked to  
provide an update on economic development activities. The discussion will center on  
addressing the following key subjects:

- What economic development efforts are underway or imminent in your jurisdiction?
- Information on businesses at-risk of closing or relocating.
- Information on businesses growing and hiring.
- Other updates of interest.

**ATTACHMENTS:** None

## INFORMATION ITEM I.1

**TO:** Comprehensive Economic Development  
Strategy Committee

**DATE:** Sept. 18, 2013

**FROM:** David Mirrione, WIB Director

For Action

For Information

**SUBJECT: Labor Market Information: Employment/Unemployment Information**

The unemployment rate in the Santa Cruz County was 8.2 percent in July 2013, up from a revised 7.9 percent in June 2013, and below the year-ago estimate of 10.2 percent. This compares with an unadjusted unemployment rate of 9.3 percent for California and 7.7 percent for the nation during the same period. For comparison, Watsonville was 17.8%, Capitola 4.6%, Santa Cruz city 6.8% and Boulder Creek 9.6%.

**Santa Cruz County**

Data Not Adjusted for Seasonality

**Industry Employment & Labor Force**

March 2012 Benchmark

	Jul 12	May 13	Jun 13	Jul 13	Percent Change	
			Revised	Prelim	Month	Year
<b>Civilian Labor Force (1)</b>	154,900	157,200	162,200	159,500	-1.7%	3.0%
<b>Civilian Employment</b>	139,100	144,700	149,400	146,300	-2.1%	5.2%
<b>Civilian Unemployment</b>	15,800	12,400	12,800	13,200	3.1%	-16.5%
<b>Civilian Unemployment Rate</b>	10.2%	7.9%	7.9%	8.2%		
<b>(CA Unemployment Rate)</b>	11.0%	8.1%	8.9%	9.3%		
<b>(U.S. Unemployment Rate)</b>	8.6%	7.3%	7.8%	7.7%		

**Monthly Sub Region Unemployment Data/July 2013 (Preliminary)**

Region –Sub-Region	Labor Force	Employment	Unemployment	
			Number	Rate
<b>Santa Cruz County</b>	159,500	146,300	13,200	8.2%
<b>Amesti CDP</b>	1,400	1,200	200	15.2%
<b>Aptos CDP</b>	6,300	6,100	200	3.2%
<b>Aptos Hills Larkin Valley CDP</b>	1,500	1,400	0	2.5%
<b>Ben Lomond CDP</b>	1,600	1,600	100	3.3%
<b>Boulder Creek CDP</b>	3,000	2,700	300	9.6%
<b>Capitola city</b>	7,100	6,700	300	4.6%
<b>Corralitos CDP</b>	1,700	1,600	0	1.1%
<b>Day Valley CDP</b>	2,200	2,100	100	5.8%
<b>Felton CDP</b>	700	700	0	0.0%
<b>Freedom CDP</b>	3,200	2,700	500	15.1%
<b>Interlaken CDP</b>	4,300	3,500	800	17.8%
<b>Live Oak CDP</b>	10,300	9,600	700	6.8%
<b>Opal Cliffs CDP</b>	4,500	4,200	300	6.8%
<b>Rio del Mar CDP</b>	6,200	5,900	300	5.0%
<b>Santa Cruz city</b>	34,800	32,500	2,400	6.8%
<b>Scotts Valley city</b>	6,500	6,200	300	3.9%
<b>Soquel CDP</b>	3,500	3,300	200	6.2%
<b>Twin Lakes CDP</b>	3,700	3,500	200	6.3%
<b>Watsonville city</b>	24,100	19,800	4,300	17.8%

## INFORMATION ITEM I.2

**TO:** Comprehensive Economic Development  
Strategy Committee

**DATE:** September 18, 2013

**FROM:** David Mirrione, WIB Director



For Action



For Information

**SUBJECT: Rapid Response and Early Alert Activities for Program Year (PY) 2012-13.**

**DISCUSSION:** Through June 2013, there have been 667 layoffs; not counting temporary seasonal layoffs since July 1, 2012. This is a 14% increase over last year for the same period.

The tables below show Rapid Response (RR) activities and assistance in filing Trade Adjustment Act (TAA) petition services offered/provided during PY 2012-13.

### 4<sup>th</sup> Quarter April 1, 2013 to June 30, 2013

Name of Business	# of Employees Laid-off	Date of Site Visit/Action	Comments
Santa Cruz Community TV	6	4/24/13	RR Presentation
Tom's Westside Pharmacy	5	4/25/13	RR Presentation
La Mission Restaurant	unknown	-	Business closure
ETR Associates	12	5/1/13	RR Presentation
Watsonville Community Hospital	18	5/23/13	RR Presentation
Chaminade	4	5/29/13	Early Alert notice
Aptos Academy	12	6/10/13	Information given to employer
Santa Cruz Glass	3	6/30/13	Information given to employer
<b>4<sup>th</sup> Quarter Total</b>	<b>60</b>	<i>&lt;&lt;&lt; not including seasonal layoffs and abrupt layoffs</i>	
<b>Prior Quarters Total</b>	<b>607</b>		
<b>Total PY 2012-13</b>	<b>667</b>		
<b>PY 2011-12</b>	<b>587</b>		



**3rd Quarter January 1, 2013 to March 31, 2013**

Name of Business	# of Employees Laid-off	Date of Site Visit/Action	Comments
EKT Farms	245	1/4/2013	Information given to employer
Plantronics	45	1/8/2013	2 <sup>nd</sup> Event: 1/17/2013
Dave's Gourmet Albacore	unknown	1/10/2013	Information given to employer
Deli-Licious	5	1/13/2013	Information given to employer
City of Santa Cruz	1	1/29/2013	RR Presentation
Bead It	8	1/30/2013	Information given to employer
Blockbuster	6	2/5/2013	Information given to employer
Dominican Rehab Center	80	3/19/2013	Information given to employer
Seaside Company	45	3/29/2013	RR Presentation
Santa Cruz Pet Resort	6	3/31/2013	Information given to employer
Hostess	20	3/31/2013	RR Presentation
<b>3rd Quarter Total</b>	<b>461</b>	<i>&lt;&lt;&lt; not including seasonal layoffs and abrupt layoffs</i>	
<b>1<sup>st</sup> Half Total PY 2012-13</b>	<b>146</b>		
<b>Year To Date Total PY 2012-13</b>	<b>607</b>		
<b>1st 3 Quarters for PY 2011-12</b>	<b>520</b>		

**2nd Quarter October 1, 2012 to December 31, 2012**

Name of Business	# of Employees Laid-off	Date of Site Visit/Action	Comments
Nordic Naturals	10	10/10/12	Information given to employer
Acapulco Restaurant	unknown	10/16/12	Information given to employer
Aqua Blue	unknown	10/16/12	Information given to employer
Peachwood's Restaurant	unknown	11/7/12	
Hostess	12	12/1/12	Information given to employer
Britannia Arms-Aptos	unknown	12/7/12	Information given to employer
Walker Street Scale	3	12/7/12	Information given to employer
Le Cigare Volant, Soquel	20	12/31/12	Information given to employer
Cellar Door	unknown	12/31/12	
Styles for Less	unknown	12/31/12	
<b>2<sup>nd</sup> Quarter Total</b>	<b>45</b>	<i>&lt;&lt;&lt; not including seasonal layoffs and abrupt layoffs</i>	
<b>1<sup>st</sup> Quarter Total</b>	<b>101</b>		
<b>1<sup>st</sup> Half Total PY 2012-13</b>	<b>146</b>		

**1st Quarter July 1, 2012 to September 30, 2012**

<b>Name of Business</b>	<b># of Employees Laid-off</b>	<b>Date of Site Visit/Action</b>	<b>Comments</b>
<b>Cabrillo College</b>	20 rolling	7/12/12	RR Presentation
<b>California Tubes Laboratory</b>	40	8/21/12	RR Presentation
<b>Vertical Circuits in Scotts Valley</b>	12	8/31/12	Information given to employer
<b>Andy's Bait and Tackle</b>	4	9/11/12	Information given to employer
<b>Interphase Tech, Inc.</b>	10	9/21/12	Information given to employer -closure effective 12/2012-
<b>Green Valley Grill</b>	15	9/26/12	Information given to employer
<b>1<sup>st</sup> Quarter Total</b>	<b>101</b>		

**ATTACHMENT:** None