



**Workforce Investment Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Wednesday, January 22, 2014 @ 11:00am**

1000 Emeline Avenue
Santa Cruz, CA 95060
(831) 454-4873

www.santacruzwb.com

MEMBERS:

- Ron Slack, Chair**
Good Times
- Carol Siegel, Vice Chair**
Santa Cruz Seaside Company
- Alan Aman, Chief Operating Officer**
PAMF Santa Cruz
- Paul Arsenault, Business Representative**
Sheet Metal Workers' Union, Local 104
- Alia Ayyad, Director**
Center for Employment Training
- Diane Berry-Wahrer, Supervisor**
California Department of Rehabilitation
- Greg Caput, Supervisor**
Santa Cruz County Board of Supervisors
- Jack Carroll, Chair, Career and Technical Education**
Watsonville/Aptos Adult Education
- Jack Cheney, CFO**
Wonderfully Raw Gourmet
- John T. Collins II, Senior Vice President**
Goodwill Industries
- Carolyn Conner, HR Employment Representative**
Safeway
- Christina Cuevas, Program Director**
Community Foundation of Santa Cruz County
- Valerie Custodio, Store Team Leader**
Target
- VACANT**
National Council on the Aging
- Marshall Delk, Vice President**
Lighthouse Bank
- Elyse Destout, Owner**
Photography by Elyse Destout
- James Dion, Employment Program Manager**
Employment Development Department
- Russ Elliot, Sr. VP/Human Resources Director**
Bridge Bank
- Cecilia Espinola, Director**
Santa Cruz County Human Services Department
- Jon Gundersgaard, Senior Technical Recruiter**
Seagate Technology
- Andy Hartmann, Business Manager/Financial Secretary**
IBEW Union, Local 234
- Janet M. Heien, Human Resources Director**
Driscoll's
- Mark Hodges, Director, Regional Occupational Program**
Santa Cruz County Office of Education
- Dave Hood, President**
First Alarm
- Corrie Kates, Deputy City Manager**
City of Scotts Valley
- Julie Lambert, Director, Finance & Human Resources**
S. Martinelli and Company
- Cesar Lara, Executive Director**
Monterey Bay Central Labor Council
- Stephen Mangelsen, Partner**
B2B CFO
- Vicki Miranda, VP Human Resources**
Dominican Hospital
- Rob Morse, Manager**
Pacific Gas and Electric Company
- Denise O'Laughlin, Director of Human Resources**
Chaminade Resort & Spa
- Carlos Palacios, Manager**
City of Watsonville
- Rock Potenhauer, Dean of Instruction, CEED**
Cabrillo College
- Francisco Rodriguez, President**
PVFT Union, Local 1936
- Howard Sherer, Chief Executive**
Hutton Sherer Marketing
- William Tysseling, Executive Director**
Santa Cruz Area Chamber of Commerce
- Robert Williamson, Business Representative**
IATSE, Local 611

DIRECTOR:

David Mirrione

Agenda 1

Call to Order / Introductions

Changes to the Agenda

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

Comments by Chair/Director

Approve December 20, 2013 Meeting Minutes 2-4

Discussion and Action Items

D.1 Procurement of Adult, Dislocated Worker, and Business Services for Program Year 2014-15..... 5-9

Information / Announcement Items

I.1 Labor Market Information 10

**Next Meetings: Executive Committee
February 5, 2014 @ 8:30 am
Human Services Department
1000 Emeline Ave., Santa Cruz**

**Workforce Investment Board (Retreat)
February 26, 2014 @ 9:00 am
Community Foundation of Santa Cruz County
7807 Soquel Dr., Aptos**

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefit of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please call (831) 454-4873 (TDD Number 454-2123) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.



**Workforce Investment Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Friday, December 20, 2013 @ 11:00 am**

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William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce
Robert Williamson, Business Representative
IATSE, Local 611

DIRECTOR:
David Mirrione

The Chair called the meeting to order at 11:02 am.

Committee Members in Attendance

Collins, John T., II	Senior VP, Goodwill Industries
Destout, Elyse	Owner, Photography by Elyse Destout
Sherer, Howard	Chief Executive, Hutton-Sherer Marketing
Siegel, Carol, <i>Vice Chair</i>	Employment Mgr., SC Seaside Company
Slack, Ron, <i>Chair</i>	Publisher, Good Times
Williamson, Robert	Business Rep, IATSE Local 611

Committee Members Absent

O' Laughlin, Denise	Director of HR Chaminade Resort & Spa
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Staff in Attendance

Mirrione, David	WIB Director
Paz-Nethercutt, Sara	WIB Sr. Analyst

Guests

Mello, Kathy	Program Manager, HSD-EBSD
Reyes, Karen	Program Manager, Cabrillo FTTW

Subject: Welcome

Discussion: Chair Ron Slack called the meeting to order and welcomed and thanked members, staff, and guests for attending this special meeting.

Subject: Public Comment

Discussion: There was no public comment.

Subject: Director's Report

Discussion: No comments.

Subject: Chair's Report

Discussion: No comments.

Subject: Approval of October 16, 2013 Minutes

Discussion: Chair Ron Slack called for the October 16, 2013 minutes to be approved.

Action: Approval of October 16, 2013 Minutes

Status: Motion to Approve: Carol Siegel
Motion Seconded: Howard Sherer
Abstentions: John Collins
Committee Action: All voted in favor, motion passed

D.1 Procurement of Adult, Dislocated Worker, and Business Services for Program Year 2014-15

Recommendation and Action:

- ***Discuss and approve the procurement of specific WIA Adult and Dislocated Worker program services;***
- ***Discuss the proposed timeline and recommend its approval and implementation;***
- ***Authorize WIB staff to take necessary steps for implementation of the Request for Proposal (RFP).***

Discussion: The WIB Director reviewed the current WIA Adult and Dislocated Worker business model. Committee Member, John Collins recused himself from commenting or participating in this discussion item whatsoever. The Chair was concerned about the tight timeline for the WIB staff to be to accomplish this project in addition to the other projects; given that the WIB only has two (2) analysts on staff. He also expressed his concern about the Ad Hoc Design meeting dates lining up with the February 26, 2014 Full Board Meeting and whether staff would have sufficient time to prepare. Another special executive committee meeting is scheduled for January 22, 2014 where the committee can establish the RFP design and evaluation committee. Anyone interest in participating in this committee should contact the WIB Director or WIB staff- Sara Paz-Nethercutt. The design and evaluation committee member names are kept confidential.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Bob Williamson
Abstentions: John Collins; Howard Sherer
Committee Action: Motion passed

Subject: Information / Announcement Items

I.1 Labor Market Information

Recommendation and Action: *No action taken*

Discussion: The items were not discussed.

Status: N/A

Meeting adjourned at 12:11p.m.

**Next Meetings: Executive Committee-SPECIAL MEETING
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Human Services Department
1000 Emeline Ave., Santa Cruz**

**Executive Committee
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Human Services Department
1000 Emeline Ave., Santa Cruz**

**Workforce Investment Board
Wednesday, February 26, 2014 @ 9:00 am (Retreat)
Community Foundation of Santa Cruz County
7807 Soquel Dr., Aptos**

draft minutes

DISCUSSION AND ACTION ITEM D.1

TO: Workforce Investment Board
Executive Committee

DATE: January 22, 2014

FROM: David Mirrione, Director
Sara Paz-Nethercutt, Sr. Analyst

For Information

For Action

SUBJECT: Procurement for Workforce Investment Act (WIA) Adult and Dislocated Worker Services Contract for FY 2014-15

RECOMMENDATION: *Review, Discuss and take Action on the Procurement of WIA Adult and Dislocated Worker Services Contract*

- *Discuss the proposed WIA Adult and Dislocated Worker RFPs for 2014-2015: Decision Points and recommend its approval;*
- *Discuss the proposed Chart of Proposed Criteria Elements and recommend its approval;*
- *Establish an Ad-Hoc RFP Design/Evaluation Committee and authorize the Committee to take final action on behalf of the WIB regarding the design of WIA Adult and Dislocated Worker Services program and determine criteria for the procurement of these services; and*
- *Authorize WIA staff to take necessary steps for implementation of the RFP in order to meet required timelines.*

DISCUSSION: At the special Executive Committee meeting on December 20, 2013, the committee discussed and approved the procurement of specific WIA Adult and Dislocated Worker program services. A Request for Proposal (RFP) process to select a contractor(s) to provide services effective October 1, 2014, needs to be implemented. The work associated with the development of the RFP, the scoring criteria, the Request for Qualification (RFQ), the contract development and negotiation will require considerable staff resources through the coming year.

WIB staff has reviewed WIB and County Procurement Policies and WIA regulations as to whether there could be any issues or new requirements. WIB staff has met with the County's General Services Department's (GSD) Procurement Division to review the County process and requirements of the RFP. The RFP process will now need to be conducted every four years as required by the County procurement process. The WIA Adult/DW Services RFP Procurement Timeline has been approved by GSD and is attached as - Attachment 1

The following elements of the process are before this committee today for approval:

1. Formation of the Ad-Hoc Committee and the RFP Proposal Review Committee member composition

An **Ad-Hoc RFP Design/Evaluation Committee** needs to be established to assist staff with the program design and criteria to be specified in the RFP. WIB Director and WIB staff, Sara Paz-Nethercutt, have been seeking WIB volunteers since the Executive Committee approved the procurement on December 20, 2013. The

program design and criteria can be accomplished in two meetings and are scheduled as follows:

- Wednesday, **February 19, 2014**
- Monday, **February 24, 2014**

Additionally, a RFP Proposal Review Committee to score proposals submitted in response to the RFP will also need to be established. WIB Staff recommend that the **RFP Proposal Review Committee** be made up of the following:

- Two (2) WIB staff from another local area,
- one (1) WIA Adult/DW Services staff from another local WIA area,
- one (1) HSD Employment Benefits Services Division staff person, and
- one (1) community member.

The Ad-Hoc RFP Design/Evaluation Committee members and the RFP Proposal Review Committee member names will be kept confidential until after the procurement process has been concluded. This will ensure the integrity of the process and will eliminate any undue influence in our local community.

2. Decision points for the Ad-Hoc Committee

Review and discuss the WIA Adult/DW Services RFP Decision Points for 2014-2015: See Attachment 2.

3. Evaluation Criteria for the Ad-Hoc Committee

Review and discuss Chart of Proposed Evaluation Criteria:

EVALUATION CRITERIA
Demonstrated Ability/Staffing Qualifications
Budget/Leveraged Resources
Program Design
Common Measures Outcomes
Program Administration and Operation
Bonus Points
Matching Funds --%
Local Vendor
TOTAL

ATTACHMENTS:

- 1. WIA Adult/DW Services RFP Procurement Timeline
- 2. WIA Adult/DW Services RFP for 2014-2015: Decision Points

D.1 Attachment 1

**WIA Adult, Dislocated Worker, and Business Services
Procurement Timeline**

Date	Benchmark
2013	
December 2013	Executive Committee to seek approval for procurement of services and procurement timeline
December 2013 – January 2014	-WIB staff work with General Services Purchasing Department (GSD) to establish timelines and review County Procurement process -Staff develop proposed Evaluation Criteria for review
2014	
January 22, 2014	<i>(Special) Executive Committee Meeting</i> -Evaluation Criteria Considered -Ad Hoc Request for Proposal (RFP) Design/Evaluation Committee Established
February 19 February 24	<i>Ad-Hoc RFP Design/Evaluation Committee meets two times to review and finalize RFP requirements & design</i>
February 26	<i>Full WIB Meeting</i> RFP Timeline and Executive Committee Authority for RFP considered
March 6	RFP due to GSD
March	Form RFP Review Committee
April 8	<i>Board of Supervisors (BOS) meeting to release RFP – 1st letter</i>
April 15	1 st Ad released Sentinel, Register Pajaronian, & Good Times
April 22	2 nd Ad released Sentinel, Register Pajaronian, & Good Times
April 29	Pre-proposal conference from 9-11am
May 7	GSD sends Answers via email & WIB posts notice advising to inquire about Q&A through GSD
May 20	Proposals Due by 2:00 PM @ GSD– Bid opening
June 6	<i>Rating sheets due to GSD from Review Committee</i>
June 11-13	<i>Conference call with Review Committee & final recommendation made on awardee(s)</i>
July 8	<i>(Special) Executive Committee Meeting</i> Approve RFP Review Committee Funding Recommendation
July 9	<i>Contract Negotiations and Development begin</i>
September 2	<i>(Special) Full Board Meeting or Executive Committee Meeting pending Full Board approval of Executive Committee authority</i>
September 4	<i>BOS letter to recommend approval of contract(s)</i>
September 30	BOS Approval of Contract(s) for PY 2014-15 Notify Respondents – 2 nd BOS letter
October 1	New Contract(s) Implemented

WIA ADULT & DISLOCATED WORKER RFP FOR 2014-2015: DECISION POINTS
Workforce Investment Board Santa Cruz County

WIA REQUIREMENTS	2013-2014: CURRENT PROGRAMS/PROJECTS	DECISION POINTS for RFP 2014-2015: PROGRAMS/PROJECTS												
1. COMMON MEASURES OUTCOMES														
Federal Performance Measures:	<p><u>2013-2014 WIA Adult/DW Performance Goals for Santa Cruz County (Locally Negotiated Goals):</u></p> <table border="1" data-bbox="472 968 729 1598"> <thead> <tr> <th></th> <th>Adult</th> <th>DW</th> </tr> </thead> <tbody> <tr> <td>Entered Employment</td> <td>74.7%</td> <td>72.7%</td> </tr> <tr> <td>Retention Rate</td> <td>83.0%</td> <td>86.0%</td> </tr> <tr> <td>Average Earnings</td> <td>\$15,000</td> <td>\$14,500</td> </tr> </tbody> </table> <p>Providers are expected to know which performance measure will apply to each enrolled individual</p> <p>PY 2014/15, new performance measures as yet undetermined, will apply</p>		Adult	DW	Entered Employment	74.7%	72.7%	Retention Rate	83.0%	86.0%	Average Earnings	\$15,000	\$14,500	<ul style="list-style-type: none"> Expect service provider to meet 80% performance attainment in first year and 100% in 2nd and subsequent years?
	Adult	DW												
Entered Employment	74.7%	72.7%												
Retention Rate	83.0%	86.0%												
Average Earnings	\$15,000	\$14,500												
2. PROGRAM DESIGN														
a. Career Center Services	<ul style="list-style-type: none"> Career Center Services at Full-Services Career Center in Watsonville Satellite office in north county 	<ul style="list-style-type: none"> Establish a minimum staffing level of 1 FTE for Career Center coverage, in addition to partners? Require mandatory online resume in VCC? 												
b. Eligibility	<p>WIB Approved Policies:</p> <ul style="list-style-type: none"> Priority of Service Immediate Referral to training <p>Veterans and their spouses receive automatic priority.</p> <p>Training from the demand occupations list</p>	<ul style="list-style-type: none"> Require service provider to conduct WIA Orientation events at off-site and/or remote locations? Require direct outreach to x% of certain demographics/population? For example: <ul style="list-style-type: none"> Veterans Public assistance recipients/GA recipients 												

WIA ADULT & DISLOCATED WORKER RFP FOR 2014-2015: DECISION POINTS
Workforce Investment Board Santa Cruz County

WIA REQUIREMENTS	2013-2014: CURRENT PROGRAMS/PROJECTS	2014-2015: PROGRAMS/PROJECTS
c. Assessment	CASAS test (basic skills) ; community college students exempt Development of the Individual Employment Plan	<ul style="list-style-type: none"> • Mandatory assessment/testing? <ul style="list-style-type: none"> ○ Assess interests, values, interests, skills & abilities ○ Reskilling
d. Training/On-the-Job Training Services	WIB Approved Policies: <ul style="list-style-type: none"> • ITA amount • Supportive Services amount 	<ul style="list-style-type: none"> • Conduct # of local Job Fairs?
e. Business Services Representative		<ul style="list-style-type: none"> • Require # of Job Search Workshops? <ul style="list-style-type: none"> ○ Resume writing (including cover letter) ○ Networking ○ Interviewing ○ Job search • Mandate retention services?
f. Job Search Assistance	<ul style="list-style-type: none"> • Job search Assistance to Exit • Follow-up for BWR-not found 	
3. IN-KIND and/or CASH MATCH		
		<ul style="list-style-type: none"> • Minimum requirement of an in-kind or cash match? • Match a minimum of 10-20%?
4. BONUS CONSIDERATIONS		
		<ul style="list-style-type: none"> • Local vendor – automatic 5 points (mandated by GSD, County requirement) • Award bonus points for going above the minimum match as listed/decided above?

INFORMATION ITEM I.1

TO: Workforce Investment Board
Executive Committee

DATE: January 22, 2014

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 8.5 % in November 2013, up from a revised 7.5 % in October 2013, and below the year-ago estimate of 9.7 %. This compares with an unadjusted unemployment rate of 8.3 % for California and 6.6 % for the nation during the same period. For local comparison, Watsonville was 18.4%, Capitola 4.8%, Santa Cruz city 7.1% and Boulder Creek 9.9%.

Santa Cruz County

Data Not Adjusted for Seasonality

Industry Employment & Labor Force

March 2012 Benchmark

	Nov 12	Sep 13	Oct 13 Revised	Nov 13 Prelim	Percent Change	
					Month	Year
Civilian Labor Force (1)	153,000	154,000	153,300	152,100	-0.8%	-0.6%
Civilian Employment	138,200	142,700	141,800	139,100	-1.9%	0.7%
Civilian Unemployment	14,900	11,200	11,500	13,000	13.0%	-12.8%
Civilian Unemployment Rate	9.7%	7.3%	7.5%	8.5%		
(CA Unemployment Rate)	9.6%	8.2%	8.3%	8.3%		
(U.S. Unemployment Rate)	7.4%	7.0%	7.0%	6.6%		

Monthly Sub Region Unemployment Data/November 2013 (Preliminary)

Region –Sub-Region	Labor Force	Employment	Unemployment	
			Number	Rate
Santa Cruz County	152,100	139,100	13,000	8.5%
Amesti CDP	1,400	1,100	200	15.7%
Aptos CDP	6,000	5,800	200	3.3%
Aptos Hills Larkin Valley CDP	1,400	1,400	0	2.6%
Ben Lomond CDP	1,500	1,500	100	3.4%
Boulder Creek CDP	2,900	2,600	300	9.9%
Capitola city	6,700	6,400	300	4.8%
Corralitos CDP	1,600	1,600	0	1.1%
Day Valley CDP	2,100	2,000	100	6.0%
Felton CDP	600	600	0	0.0%
Freedom CDP	3,100	2,600	500	15.6%
Interlaken CDP	4,100	3,300	700	18.4%
Live Oak CDP	9,900	9,200	700	7.0%
Opal Cliffs CDP	4,300	4,000	300	7.1%
Rio del Mar CDP	5,900	5,600	300	5.1%
Santa Cruz city	33,200	30,800	2,400	7.1%
Scotts Valley city	6,200	5,900	300	4.1%
Soquel CDP	3,300	3,100	200	6.4%
Twin Lakes CDP	3,600	3,300	200	6.5%
Watsonville city	23,100	18,800	4,200	18.4%