



**Workforce Investment Board  
Executive Committee  
1000 Emeline Ave., Santa Cruz  
Tuesday, September 2, 2014 @ 8:30 am**

**18 W. Beach Street  
Watsonville, CA 95076  
(831) 454-4873  
[www.santacruzwb.com](http://www.santacruzwb.com)**

**MEMBERS:**

- Ron Slack, Chair**  
Fine Print Graphic Design
- 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
- Alla 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
- Christina Cuevas, Program Director**  
Community Foundation of Santa Cruz County
- Valerie Custodio, Store Team Leader**  
Target
- VACANT**  
National Council on the Aging
- MariaElena De La Garza, Executive Director**  
Community Action Board
- Marshall Delk, Vice President**  
Santa Cruz County Bank
- Elyse Destout, Owner**  
Photography by Elyse Destout
- James Dion, Employment Program Manager**  
Employment Development Department
- 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
- Mark Hodges, Director, Regional Occupational Program**  
Santa Cruz County Office of Education
- Dave Hood, President**  
First Alam
- Corrie Kates, Deputy City Manager**  
City of Scotts Valley
- Julie Lambert, Director, Finance & Human Resources**  
S. Martinelli and Company
- Vicki Miranda, VP Human Resources**  
Dominican Hospital
- Rob Morse, Manager**  
Pacific Gas and Electric Company
- Carlos Palacios, City Manager**  
City of Watsonville
- Lana Pieri, HR Manager**  
Monterey Peninsula Horticulture
- Rock Pfothenhauer, 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

**INTERIM DIRECTOR:  
Gary McNeil**

**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 July 8, 2014 Meeting Minutes .....2-5**

**Discussion and Action Items**

D.1 Review and Approve Final PY 2014-15 WIA Budget with Carry-in .....6-8

D.2 Review and Approve Final PY 2014-15 Rapid Response Budget with Carry-In .....9-11

D.3 Procurement of Adult, Dislocated Worker, and Business Services for Program Year 2015-16 .....12-14

**Information / Announcement Items**

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

**Next Meeting: Executive Committee Meeting  
Wednesday, October 15, 2014 @ 8:30am  
Human Services Department  
1000 Emeline, Santa Cruz, CA**

**February 4, 2015 meeting has been changed to:  
Wednesday, February 11, 2015 @ 8:30am  
Human Services Department  
1000 Emeline, Santa Cruz, CA**

*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  
18 W. Beach Street, Watsonville, CA  
Tuesday, July 8, 2014 @ 8:00 am

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

**MEMBERS:**

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Driscoll's
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- Howard Sherer, Chief Executive**  
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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 8:07am.

**Committee Members in Attendance**

|                                  |  |
|----------------------------------|--|
| Cheney, Jack                     | CFO, Wonderfully Raw Gourmet             |
| 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>         | Fine Print Graphic Design                |
| Williamson, Robert               | Business Rep, IATSE Local 611            |

**Committee Members Absent**

Morse, Rob                      Manager, Pacific, Gas & Electric Co

**Staff in Attendance**

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

**Guests**

|                  |                                   |
|------------------|-----------------------------------|
| James Dion       | Employment Development Department |
| Sara Jamison     | Goodwill Industries               |
| Ellen Murtha     | Goodwill Industries               |
| Janis O'Driscoll | Santa Cruz Public Library         |
| Karen Reyes      | Cabrillo Fast Track to Work       |

**Subject: Welcome**

**Discussion:** Chair Ron Slack called the meeting to order and welcomed members, guests and staff.

**Subject: Public Comment**

**Discussion:** There was no public comment.

**Subject: Director's Report**

**Discussion:** The Director gave an update on the state of the reauthorization of the Workforce Investment Act. He also gave an overview of some of the changes to the act which is being called the Workforce Innovation and Opportunity Act (WIOA). It will go before Congress tomorrow.

**Subject: Chair's Report**

**Discussion:** The Chair thanked everyone for attending the meeting.

**Subject: Approval of May 21, 2014 Minutes**

**Discussion:** Chair Ron Slack called for the May 21, 2014 minutes to be approved. Committee member Howard Sherer asked that the spelling of Rob Morse's name be corrected.

**Action: Approval of May 21, 2014 Minutes**

**Status:** Motion to Approve: Howard Sherer  
Motion Seconded: Elyse Destout  
Abstentions: None.  
Committee Action: All voted in favor, motion passed

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**Subject: Consent Items C.1**

**C.1 WIB Policy Updates: Immediate Referral to Training; Individual Training Account**

**Action:** *Review and Approve WIB Policy Updates to:*

- *Immediate Referral to Training*
- *Individual Training Account*

**Status:** Motion to Approve: Jack Cheney  
Motion Seconded: Howard Sherer  
Abstentions: None.  
Committee Action: All voted in favor, motion passed

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**Subject: Discussion and Action Items D.1 through D.2**

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

**Recommendation and Action:** *Review and Discuss and take necessary action as recommended.*

- **Discuss and approve the recommendations from General Services Department Purchasing Division, the RFP Proposal Review Committee, and staff;**
- **Authorize WIB staff to take the necessary steps to reissue the RFP for Program Year (PY) 2015-16;**
- **Approve a one-year contract with the Goodwill Industries dba Shoreline Workforce Development Services (Shoreline) to provide WIA On-the-Job Training, Career Center, and Business Services for PY 2014-15;**
- **Authorize WIB staff to develop and negotiate a contract with Shoreline for PY 2014-2015; and**
- **Authorize WIB staff to forward for approval the recommendation to contract with Shoreline to the Board of Supervisors.**

**Discussion:** The WIB Director reviewed the agenda item and fielded questions from the committee members. WIB Director reiterated the weakness of the single proposal received in this Request for Proposal (RFP) procurement. Chair Ron Slack allowed Ellen Murtha from Goodwill Industries to speak. She gave an overview of the partnerships developed for the proposal and urged the committee to support the proposal. Karen Reyes from Cabrillo Fast Track to Work also wanted a chance to speak to the committee about this agenda item. Ms. Reyes gave an overview of the strength of the collaboration written into the proposal and her interest is in the leveraged activities between her other grants.

**Status:** Motion to Approve: Bob Williamson  
Motion Seconded: Jack Cheney  
Abstentions: None.  
Committee Action: All voted in favor, motion passed

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## **D.2 Revised Program Year 2014-15 WIA Placeholder Budget and Operational Plans**

### **Recommendation and Action:**

- ***Discuss and approve the revised placeholder PY 2014-15 Budget for the formula WIA Adult, Dislocated Worker (DW), Youth, and Rapid Response and program recommendations; and***
- ***Authorize staff to continue program planning with the WIA service providers based on the revised placeholder PY2014-15 Budget for the formula Adult, DW, Youth, and Rapid Response services and continue to prepare contracts for approval by the County Board of Supervisors.***

**Discussion:** Item was reviewed without further discussion.

**Status:** Motion to Approve: Howard Sherer  
Motion Seconded: Bob Williamson  
Abstentions: None.  
Committee Action: All voted in favor, motion passed

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**Subject: Report Item R.1**

## **R.1 Update on Efforts to Recruit WIB Business Members**

**Discussion:** WIB Director reported on board member recruitment efforts. Committee member Elyse Destout reported that she has talked to a local entrepreneur and he is interested in finding out more from the WIB Director. Committee member Carol Siegel suggested a representative from Plantronics. Committee member Bob Williamson said

he will be contacting the Santa Cruz Warriors. Other local businesses mentioned were Manpower and the Paradox Hotel as possible leads for a board member.

**Status:** The Committee discussed the items without formal action.

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**Subject:** Information / Announcement Items I.1

**I.1 Labor Market Information**

**Recommendation and Action:** *No action taken*

**Discussion:** The item was not discussed.

**Status:** N/A

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**Meeting adjourned at 9:21 a.m.**

**Next Meeting:** Special Executive Committee Meeting  
Tuesday, September 2, 2014 @ 8:30am  
Human Services Department  
1000 Emeline Avenue, Santa Cruz, CA

## DISCUSSION AND ACTION ITEM D.1

**TO:** Workforce Investment Board  
Executive Committee

**DATE:** September 2, 2014

**FROM:** Gary McNeil, Interim WIB Director

For Information

For Action

**SUBJECT:** Review and Approve Final PY 2014-15 WIA Budget with Carry-In

### RECOMMENDATION:

- *Approve the proposed FY 2014-15 Budget with final carry-in from 2013-14 for the formula WIA Adult, Dislocated Worker (DW), and Youth programs;*
- *Authorize WIB Director to adjust contract funding levels using carry-in funds; and*
- *Authorize the WIB Director to make minor adjustments as needed to meet program goals and report on any changes to the Executive Committee.*

**VOTE REQUIRED:** Yes

**DISCUSSION:** As is customary practice after the prior fiscal year books are closed, the carry-in unexpended funds are brought into the current program year's (PY) budget. The WIA formula budget of \$3,649,170 which included \$426,844 of confirmed carry-in funds was approved by your Board on July 8, 2014. Since the July 8<sup>th</sup> meeting, the final carry-in funds have been calculated at \$505,747. The additional since July 2, 2014 carry-in funds are listed below by program.

| <b>Program</b> | <b>Projected 7/2/14</b> | <b>Actual 8/26/14</b> | <b>Diff.</b>    |
|----------------|-------------------------|-----------------------|-----------------|
| Adult          | \$206,159               | \$200,925             | \$5,234         |
| DW             | \$250,970               | \$191,063             | \$59,907        |
| Youth          | \$51,387                | \$25,295              | \$26,092        |
| <b>Total</b>   | <b>\$508,516</b>        | <b>\$417,283</b>      | <b>\$91,233</b> |

The percentage of funds allocated for Training will be 31% for both the Adult and DW program in the revised budget. This budget allows the WIB to meet the state requirement that a minimum of 25% of the Workforce Investment Act Adult and DW allocations be spent on training. Adequate staffing has been determined to meet that mandate.

## **Approved Contracts**

As authorized by the WIB and the County Board of Supervisors, WIA service contracts have been negotiated and approved by the County Board of Supervisors with:

- Fast Track to Work (FTTW) at Cabrillo College to support WIA participants who chose Cabrillo College for training.
- Shoreline Workforce Development Services for On-the-Job Training (OJT) and Career Center services for Adults and DW services.
- Santa Cruz County Office of Education (COE) operates the WIA Youth Services Sueños Program.
- Geographic Solutions provides the WIA case management web based data site, the Virtual Career Center (VCC).

## **Carry-In Fund Budgeted for 2014-15**

The carry-in below is budgeted to meet the WIB's 2014-2015 Strategic Goals. This plan ensures that the WIB and partner service providers have the staffing capacity required to deliver training services including OJT, ETPL, Web-based classes, and Incumbent Worker, as well as business services to the community.

## **Adult & Dislocated Worker Program**

- Increase the WIA Program costs by \$16,391
- Increase training allocations by \$16,593 ensuring that 31% of the budget is allocated for training costs
- Increase supportive services allocation by \$23,576
- Increase the Shoreline contract for OJTs by \$1,875
- Increase of purchase orders by \$6,706

## **Youth Program**

- Decrease the WIA Program costs by \$261
- Increase the Santa Cruz County Office of Education contract by \$23,000
- Increase of purchase orders by \$3,353

## **Proposition 39**

- Includes the \$50,000 allocation for the Prop 39 grant.

**ATTACHMENTS:** PY 2014-15 WIA Budget with final 2013-14 carry-in

D.1 Attachment

WORKFORCE INVESTMENT ACT: FY 13/14 and FY 14/15 Budget Comparison

Prepared: 8/26/2014

FY 13/14 Current Budget (Includes Carry-In\*)

| FY 13/14 AUTHORIZED BUDGET | FY 13/14 ADULT | FY 13/14 DW      | FY 13/14 YOUTH   | FY 13/14 RR    | FY 13/14 FORMULA | % to Total    |
|----------------------------|----------------|------------------|------------------|----------------|------------------|---------------|
| <b>WIB Services</b>        |                |                  |                  |                |                  |               |
| Administration             | 57,474         | 70,048           | 87,266           |                | 214,788          | 6.3%          |
| Program Services           | 72,131         | 88,406           | 72,857           | 129,753        | 363,147          | 10.6%         |
| Unobligated Funds          | 126,128        | 163,112          | 22,884           |                | 312,124          | 9.1%          |
| Contracts                  | 65,947         | 149,296          | 857,832          | 112,064        | 1,185,139        | 34.7%         |
| Subtotal                   | 321,680        | 470,862          | 1,040,839        | 241,817        | 2,075,198        | 60.7%         |
| <b>WFSCC Operations</b>    |                |                  |                  |                |                  |               |
| Career Center Operations   | 347,681        | 413,397          | -                |                | 761,078          | 22.3%         |
| Training-OJT               | 222,467        | 320,449          | -                |                | 542,916          | 15.9%         |
| Supportive Services        | 16,196         | 21,595           | -                |                | 37,791           | 2.8%          |
| Subtotal                   | 586,344        | 755,441          | -                | -              | 1,341,785        | 39.3%         |
| <b>TOTAL</b>               | <b>908,024</b> | <b>1,226,303</b> | <b>1,040,839</b> | <b>241,817</b> | <b>3,416,983</b> | <b>100.0%</b> |
|                            | 26.6%          | 35.9%            | 30.5%            | 7.1%           | 100.0%           |               |

\*Final Carry-In to FY 13/14 was determined in August 2013, after year end close and completion of the 4th quarter County Expense Claim.

|              |                  |
|--------------|------------------|
| Adult        | \$67,172         |
| DW           | \$138,890        |
| Youth        | \$76,261         |
| RR           | \$30,962         |
| <b>Total</b> | <b>\$313,285</b> |

FY 14/15 Proposed Budget (Includes Projected Carry-In\*)

| FY 14/15 ADULT   | Trng % | FY 14/15 DW      | Trng % | FY 14/15 YOUTH   | FY 14/15 RR    | FY 14/15 Prop 39 | FY 14/15 FORMULA | % of Total    | 14/15 v 13/14 DIFF |
|------------------|--------|------------------|--------|------------------|----------------|------------------|------------------|---------------|--------------------|
| 83,632           |        | 96,488           |        | 95,751           |                |                  | 275,871          | 7.3%          | 61,083             |
| 47,532           |        | 79,549           |        | 50,787           | 111,835        | 26,382           | 316,085          | 8.3%          | (47,062)           |
| 117,085          |        | 135,083          |        |                  |                |                  | 252,168          | 6.6%          | (59,956)           |
| 128,162          |        | 160,037          |        | 862,355          | 75,872         | 23,618           | 1,250,044        | 32.9%         | 64,905             |
| 376,411          |        | 471,157          |        | 1,008,893        | 187,707        | 50,000           | 2,094,168        | 55.2%         | 18,970             |
| 396,791          |        | 443,336          |        |                  |                |                  | 840,127          | 22.1%         | 79,049             |
| 364,190          | 31%    | 427,796          | 31%    |                  |                |                  | 791,987          | 20.9%         | 249,071            |
| 31,216           |        | 36,668           |        |                  |                |                  | 67,884           | 1.8%          | 30,093             |
| 792,197          |        | 907,800          |        | -                | -              | -                | 1,699,998        | 44.8%         | 358,213            |
| <b>1,168,608</b> |        | <b>1,378,957</b> |        | <b>1,008,893</b> | <b>187,707</b> | <b>50,000</b>    | <b>3,794,166</b> | <b>100.0%</b> | <b>377,183</b>     |
| 30.8%            |        | 36.3%            |        | 26.6%            | 4.9%           | 1.3%             | 100.0%           |               |                    |

\*Final Carry-In to FY 13/14 was determined in August 2014, after year end close and completion of the 4th quarter County Expense Claim.

|              |                  |
|--------------|------------------|
| Adult        | \$206,159        |
| DW           | \$250,970        |
| Youth        | \$51,387         |
| RR           | \$13,323         |
| <b>Total</b> | <b>\$521,839</b> |

| FY 13/14 FORMULA CONTRACT STATUS | ADULT         | DW             | YOUTH          | RR             | TOTAL            |
|----------------------------------|---------------|----------------|----------------|----------------|------------------|
| Geographic Solutions VCC         | 7,480         | 7,480          | 7,480          |                | 22,440           |
| Cabrillo College, FT2W           | 25,000        | 29,000         | -              |                | 54,000           |
| Cabrillo College, SBDC           |               |                |                | 32,000         | 32,000           |
| Shoreline, OJT & Career Center   | 20,000        | 88,000         | -              |                | 108,000          |
| Shoreline Bus Svcs               | -             | -              | -              | 72,500         | 72,500           |
| SCCOE Youth Services             | -             | -              | 848,756        |                | 848,756          |
| Varios P.O.s                     | 13,467        | 24,816         | 1,596          | 7,564          | 47,443           |
|                                  | <b>65,947</b> | <b>149,296</b> | <b>857,832</b> | <b>112,064</b> | <b>1,185,139</b> |

| FY 14/15 FORMULA CONTRACT STATUS | ADULT          | DW             | YOUTH          | RR            | Prop 39       | TOTAL            | 14/15v13/14 DIFF |
|----------------------------------|----------------|----------------|----------------|---------------|---------------|------------------|------------------|
| Geographic Solutions VCC         | 6,484          | 6,484          | 6,484          |               |               | 19,452           | (2,988)          |
| Cabrillo College, FT2W           | 37,500         | 37,500         | -              |               |               | 75,000           | 21,000           |
| Cabrillo College, SBDC           |                |                |                | 44,000        |               | 44,000           | 12,000           |
| Shoreline, OJT & Career Center   | 50,000         | 81,875         | -              |               |               | 131,875          | 23,875           |
| Shoreline Bus Svcs               | 24,000         | 24,000         |                | 24,000        |               | 72,000           | (500)            |
| SCCOE Youth Services             | -              | -              | 850,000        |               |               | 850,000          | 1,244            |
| Varios P.O.s                     | 10,178         | 10,178         | 5,871          | 7,872         | 23,618        | 57,717           | 10,274           |
|                                  | <b>128,162</b> | <b>160,037</b> | <b>862,355</b> | <b>75,872</b> | <b>23,618</b> | <b>1,250,044</b> | <b>64,905</b>    |



## DISCUSSION AND ACTION ITEM D.2

**TO:** Workforce Investment Board  
Executive Committee

**DATE:** September 2, 2014

**FROM:** Sara Paz-Nethercutt, Sr. Analyst  
Gary McNeil, Interim WIB Director

For Information

For Action

**SUBJECT:** Rapid Response Services for PY 2014-15

**RECOMMENDATION:**

- *Approve WIB Rapid Response Services PY 2014-15, including recommended contracts; and*
- *Allow the WIB Director to determine how best to use unallocated funds and allocated funds if not fully expended.*

**VOTE REQUIRED:** Yes

**DISCUSSION:** Workforce Investment Act (WIA) funds are awarded to Local Workforce Investment Areas (LWIA) to provide Rapid Response (RR) services to employees and businesses that are experiencing downsizing, closure and layoffs. On June 12, 2014, the WIB received its formula-based RR funding award for the period July 1, 2014 through June 30, 2015. The RR funding for program year (PY) 2014-15 is \$174,384 which is a 17.3% cut from PY 2013-14. On June 3, 2014, the Employment Development Department (EDD) issued guidance allowing for the carryover of RR funding to the 2014-15 program year. The total amount of 2013-14 carry-in funding is \$13,323 bring the total RR funding for 2014-15 including carry-in to \$187,707.

Staff recommends that the Executive Committee, on behalf of the Board, authorize the WIB Director to determine the complete operational services and corresponding budget as necessary. A final report on the RR activities and budget will be made at the Executive Committee's October 15, 2014 meeting.

Thus far, the WIB intends to provide the following RR services in PY 2014-2015:

| WHO   | WHAT  |
|---|---|
| Workforce Investment Board (WIB)<br>Staff & Employment Training Staff | <ul style="list-style-type: none"> <li>• Rapid response events and direct services to dislocated workers</li> <li>• Early alert system</li> </ul> |
| Small Business Development Center (SBDC)                              | <ul style="list-style-type: none"> <li>• Full-range of coordinated resources and business counseling to local businesses at risk</li> </ul>       |
| Access to Employment Job Fair   | <ul style="list-style-type: none"> <li>• Sponsorship of annual event</li> </ul>   |
| Business Services Outreach  | <ul style="list-style-type: none"> <li>• Promoting the business services offered by the Workforce Santa Cruz County service providers.</li> </ul> |

The corresponding budget for these services is as follows:

| 2014-15 Rapid Response Budget Plan                                       |                  |  |
|--|------------------|--|
| Activity   | Amount           | Notes  |
| Job Retention contract with Small Business Development Center (SBDC)     | \$44,000         | Independent Contractor's Agreement   |
| Business Services contract with Shoreline Workforce Development Services | \$24,000         | Independent Contractor's Agreement   |
| WIB Staff & WIA Program Staff for Rapid Response Services                | \$110,202        | Budgeted for WIB Staff and Employment and Training Staff salaries            |
| Access to Employment Job Fair  | \$2,000          | Annual WIB sponsored County workforce and partner event                      |
| TBD  | \$7,505          | WIB Director to have discretion based on allowable Rapid Response activities |
| <b>Total</b>   | <b>\$187,707</b> |  |

**The following Rapid Response funded services were completed in PY 2013-14:**

Final 2013-14 Business Services Representative Report: In PY 2013-14, the WIB continued its business services outreach campaign to inform the local business community about the services available to them through Workforce Santa Cruz County. This service was delivered by Shoreline Workforce Development Services. In PY2013-14, the BSR was able to connect with 163 local businesses, resulting in 80 referrals to service. The final Business Services Representative report is included as an attachment and provides detailed information regarding the development and success of this program.

Brief information follows on all other services.

| 2013-14 Rapid Response Budget Plan (Actual Expenditures)             |          |   |
|--|----------|---|
| Activity   | Amount   | Notes   |
| Job Retention contract with Small Business Development Center (SBDC) | \$27,200 | Full-range of coordinated resources and business counseling to local businesses at risk       |
| Business Services and Outreach                                       | \$71,659 | Contract with Shoreline Workforce Development Services to provide business outreach services. |

|   |                   |  |
|---|-------------------|--|
| WIB Retreat Costs   | \$875             | Proportion of costs associated with the February 26, 2014 WIB Retreat. |
| Support for the Access2Employment Job Fair                | \$0               | Job Fair cancelled   |
| WIB Staff & WIA Program Staff for Rapid Response Services | \$97,077          | Budgeted for WIB Staff and Employment and Training Staff salaries      |
|   | \$13,323          | Funds carried over to PY2014-15  |
| <b>Total</b>  | <b>\$ 210,134</b> |  |

**ATTACHMENT:** Final 2013-14 Business Services Representative Report (Will be brought to meeting)

### DISCUSSION ITEM D.3

**TO:** Workforce Investment Board  
Executive Committee

**DATE:** September 2, 2014

**FROM:** Gary McNeil, Interim Director  
Sara Paz-Nethercutt, Sr. Analyst

For Information

For Action

**SUBJECT: WIA Adult, Dislocated Worker, and Business Services Procurement for Program Year 2015-16**

**RECOMMENDATION:** *Review and discuss the proposed procurement timeline and recommend its approval and implementation;*

**VOTE REQUIRED:** Yes

#### **DISCUSSION:**

Background: At July 8, 2014 Executive Committee meeting, WIB staff was authorized to take the necessary steps to reissue the Request for Proposal (RFP) for Program Year (PY) 2015-16 as a result of a failed procurement.

WIB staff will once again work with the County's General Service Department (GSD) Procurement Division for oversight of the RFP procurement process. The WIA Adult/DW Services RFP Procurement Timeline has been approved by GSD and is attached as Attachment 1.

WIB staff will follow the same guidelines for the 2015-16 RFP as previously approved by the Executive Committee at its January 22, 2014 meeting for the 2014-15 RFP process.

1. The **program design and criteria** to be specified in the RFP will remain the same with only minor adjustments to the RFP related to the WIA Reauthorization (HR803). WIB staff will also add clarifying language for any and all sections of the RFP document.
2. The RFP Evaluation Criteria will remain the same and is listed below:

| EVALUATION CRITERIA                              | POINT VALUE |
|--|-------------|
| 1. Demonstrated Ability/ Staffing Qualifications | 20          |
| 2. Program Design                                | 35          |
| 3. Common Measures Outcomes                      | 20          |
| 4. Program Administration and Operation          | 5           |
| 5. Budget/Leveraged Resources                    | 20          |

|                         |                   |
|-------------------------|-------------------|
| 6. Matching Funds > 15% | <b>5</b>          |
| 7. Local Vendor         | <b>5</b>          |
| <b>TOTAL</b>            | <b>110 points</b> |

3. The evaluation process will also remain the same. The **RFP Proposal Review Committee** will 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 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.

As listed on the timeline, the final RFP will be presented to the full board at its October 29, 2014 meeting for approval.

**ATTACHMENTS:** WIA Adult/DW Services RFP Procurement Timeline

### D.3 Attachment

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

| Date                                   | Benchmark   |
|--|---|
| <b>2014</b>                            |   |
| July 8, 2014                           | Executive Committee approval for re-issuance of RFP   |
| August 2014                            | -WIB staff work with General Services Purchasing Department (GSD) to establish timelines and review County Procurement process  |
| September 2, 2014                      | <b>Executive Committee Meeting</b><br>-RFP Timeline Considered<br>-Request authority to make minor adjustments to RFP language to improve effectiveness; Evaluation criteria to remain unchanged, |
| <b>October 10</b><br><b>October 21</b> | <b>RFP due to GSD</b><br><b>GSD return RFP to WIB</b>   |
| October 29, 2014                       | <b>Full WIB Meeting</b><br>-Update RFP process  |
| November/<br>December                  | Form RFP Review Committee   |
| <b>November 18, 2014</b>               | <b>Board of Supervisors meeting to release RFP – 1<sup>st</sup> letter</b>  |
| November 25                            | 1 <sup>st</sup> Ad released Sentinel, Register Pajaronian   |
| December 2                             | 2 <sup>nd</sup> Ad released Sentinel, Register Pajaronian   |
| December 11                            | Pre-proposal conference <b>from 9-11am (Bidders Conference)</b>   |
| December 15                            | Additional questions (following pre-proposal conference) due to GSD   |
| December 18                            | GSD sends Answers via email & WIB posts notice advising to inquire about Q&A through GSD  |
| <b>2015</b>                            |   |
| <b>January 13</b>                      | <b>Proposals Due by 2:00 PM @ GSD– Bid opening</b>  |
| <b>January 30</b>                      | <b>Rating sheets due to GSD from Review Committee</b>   |
| February 2-4                           | <b>Conference call with Review Committee &amp; final recommendation made on awardee(s)</b>  |
| February 5                             | <b>GSD Memo due to WIB on final recommendation</b>  |
| February 11, 2015                      | <b>Executive Committee Meeting (RESCHEDULED FROM 2/4)</b><br>Approve RFP Review Committee Funding Recommendation  |
| February- May                          | <b>Contract Negotiations and Development begin</b>  |
| June 3, 2015                           | <b>Full Board Meeting</b>   |
| <b>June</b>                            | <b>Board of Supervisors letter to recommend approval of contract(s) for PY 2015-16)</b>   |
| June                                   | Notify Respondents  |
| <b>July 1, 2015</b>                    | <b>New Contract(s) Implemented</b>  |

## INFORMATION ITEM I.1

**TO:** Workforce Investment Board  
Executive Committee

**DATE:** September 2, 2014

**FROM:** Gary McNeil, Interim WIB Director

For Action

For Information

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

The unemployment rate in the Santa Cruz County was 7.2% in July 2014, up from a revised 6.8% in June 2014, and below the year-ago estimate of 8.6%. This compares with an unadjusted unemployment rate of 7.8% for California and 6.5% for the nation during the same period. For local comparison, Watsonville was 15.8%, Capitola 4.0%, Santa Cruz city 6.0% and Boulder Creek 8.4%.

**Santa Cruz County**

Data Not Adjusted for Seasonality

**Industry Employment & Labor Force**

July 2013 Benchmark

|                            | Jul 13  | May 14  | Jun 14 Revised | Jul 14 Prelim | Percent Change |        |
|----------------------------|---------|---------|----------------|---------------|----------------|--------|
|                            |         |         |                |               | Month          | Year   |
| Civilian Labor Force (1)   | 154,400 | 151,400 | 154,800        | 154,200       | -0.4%          | -0.1%  |
| Civilian Employment        | 141,000 | 140,700 | 144,300        | 143,100       | -0.8%          | 1.5%   |
| Civilian Unemployment      | 13,300  | 10,700  | 10,500         | 11,100        | 5.7%           | -16.5% |
| Civilian Unemployment Rate | 8.6%    | 7.1%    | 6.8%           | 7.2%          |                |        |
| (CA Unemployment Rate)     | 9.4%    | 7.1%    | 7.3%           | 7.8%          |                |        |
| (U.S. Unemployment Rate)   | 7.7%    | 6.1%    | 6.3%           | 6.5%          |                |        |

**Monthly Sub Region Unemployment Data/July 2014 (Preliminary)**

| Region –Sub-Region            | Labor Force | Employment | Unemployment |       |
|-------------------------------|-------------|------------|--------------|-------|
|                               |             |            | Number       | Rate  |
| Santa Cruz County             | 154,200     | 143,100    | 11,100       | 7.2%  |
| Amesti CDP                    | 1,400       | 1,200      | 200          | 13.4% |
| Aptos CDP                     | 6,100       | 5,900      | 200          | 2.8%  |
| Aptos Hills Larkin Valley CDP | 1,400       | 1,400      | 0            | 2.1%  |
| Ben Lomond CDP                | 1,600       | 1,500      | 0            | 2.9%  |
| Boulder Creek CDP             | 2,900       | 2,700      | 200          | 8.4%  |
| Capitola city                 | 6,900       | 6,600      | 300          | 4.0%  |
| Corralitos CDP                | 1,600       | 1,600      | 0            | 0.9%  |
| Day Valley CDP                | 2,100       | 2,000      | 100          | 5.0%  |
| Felton CDP                    | 600         | 600        | 0            | 0.0%  |
| Freedom CDP                   | 3,100       | 2,700      | 400          | 13.3% |
| Interlaken CDP                | 4,100       | 3,400      | 600          | 15.8% |
| Live Oak CDP                  | 10,000      | 9,400      | 600          | 5.9%  |
| Opal Cliffs CDP               | 4,400       | 4,100      | 300          | 5.9%  |
| Rio del Mar CDP               | 6,000       | 5,800      | 300          | 4.3%  |
| Santa Cruz city               | 33,800      | 31,700     | 2,000        | 6.0%  |
| Scotts Valley city            | 6,300       | 6,100      | 200          | 3.4%  |
| Soquel CDP                    | 3,400       | 3,200      | 200          | 5.4%  |
| Twin Lakes CDP                | 3,600       | 3,400      | 200          | 5.5%  |
| Watsonville city              | 23,000      | 19,400     | 3,600        | 15.8% |