



18 W. Beach Street
 Watsonville, CA 95076
 (831) 763-8900
www.santacruzwb.com

**Workforce Investment Board
 Executive Committee- SPECIAL
 1000 Emeline Ave., Santa Cruz
 Wednesday, December 17, 2014 @ 8:30 am**

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
- 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
- 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 Alarm
- 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 Pfothenauer, 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 October 15, 2014 Meeting Minutes.....2-6

Discussion and Action Items

D.1 Procurement of Adult, Dislocated Worker, and Business Services for Program Year 2015-16.....7-9

D.2 Update Workforce Innovation and Opportunity Act (WIOA)...10-11

D.3 Annual Attendance Report to the Board of Supervisors.....12-13

Information / Announcement Items

I.1 Labor Market Information.....14

I.2 Rapid Response and Early Alert Activities.....15

**Next Meeting: Executive Committee Meeting
 Wednesday, February 4, 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
1000 Emeline Ave., Santa Cruz
Wednesday, October 15, 2014 @ 8:30 am**

18 W. Beach Street
Watsonville, CA 95076
(831) 454-4873

www.santacruzwb.com

MEMBERS:

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

INTERIM DIRECTOR:

Gary McNeil

The Chair called the meeting to order at 8:34 am.

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 Co.
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
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Staff in Attendance

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

Guests

Amezcuca, Stephen	EDD Regional Advisor
Dion, James	Employment Program Mgr, Capitola EDD
Orlando, Doug	EDD Regional Advisor

Subject: Welcome

Discussion: Chair Ron Slack called the meeting to order and welcomed members, guests and staff. He requested a correction to Youth Program Annual Report data on page 17 of C.3 attachment. The pie chart should reflect the in-school percentage as 70% and out of school as 30%. Interim WIB Director requested the following corrections to the agenda packet: D.1, WIB Strategic Plan Status Report requires a vote; D.2, Actions and Progress on WIB's Strategic Plan for 2014-17, only one recommendation needed before the committee: Discuss and Approve the status report.

Subject: Public Comment

Discussion: There was no public comment.

Subject: Director's Report

Discussion: Interim Director Gary McNeil thanked everyone for attending the meeting. He reported that the Request for Proposals

for Adult and Dislocated Worker Program services was reissued as planned and was released by the Board of Supervisors on October 7, 2014. Proposals are due back to the General Services Department of the County of Santa Cruz on November 17, 2014. WIB staff attended a Workforce Innovation and Opportunity Act (WIOA) workshop on October 6, 2014 presented by California Workforce Association. The State Compliance and Review Office monitor was onsite the week of October 6th conducting the annual Workforce Investment Act (WIA) programmatic monitoring. This year the monitor focused on the WIA Youth Program.

Subject: Chair's Report

Discussion: The Chair thanked everyone for attending the meeting.

Subject: Approval of September 8, 2014 Minutes

Discussion: Chair Ron Slack called for the September 8, 2014 minutes to be approved.

Action: Approval of September 8, 2014 Minutes

Status: Motion to Approve: Carol Siegel
Motion Seconded: Howard Sherer
Abstentions: None.
Committee Action: All voted in favor, Motion passed

Subject: Consent Items C.1 through C.5

- C.1 WIA PY 2013-14 4th Quarter Fiscal Operations and Performance Update
- C.2 Eligible Training Provider List Report for PY 2013-14
- C.3 Youth Program Annual Reports (WIA & Work4Youth)
- C.4 CEDS Update on 2014-15 Operations
- C.5 CEDS 2014 Update Calendar of Deliverables

Action: Review and Approve Consent Agenda Items C.1 – C.5.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Bob Williamson
Abstentions: None.
Committee Action: All voted in favor, Motion passed

Subject: Discussion and Action Items D.1 through D.4

D.1 WIB Strategic Plan Status Report

Recommendation and Action:

- ***Review and Approve Strategic Plan Status Report for PY 13/14***

Discussion: The Interim WIB Director reviewed the WIB Strategic Plan Status Report (as attachment to the agenda item).

Status: Motion to Approve: Bob Williamson
 Motion Seconded: Carol Siegel
 Abstentions: None.
 Committee Action: All voted in favor, Motion passed

D.2 Actions and Progress on WIB’s Strategic Plan for 2014-17

Recommendation and Action:

- ***Discuss and approve the WIB Strategic Plan Status Report 2014-15***

Discussion: The Interim Director reported on the development of a new 2014-15 Strategic Plan Status Report. Committee member Howard Sherer reminded the committee that he recalls the strategic plan dating back to 2011 called for a 1% annual increase in the number of job seekers served.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Jack Cheney
 Abstentions: None.
 Committee Action: All voted in favor, Motion passed

D.3 Report on Workforce Innovation and Opportunity Act (WIOA)

Recommendation and Action:

- ***Update on the Workforce Innovation and Opportunity Act (WIOA);***
- ***Discuss options for Local Area planning process to Implement WIOA***

Discussion: The Interim Director reported that the Workforce Innovation and Opportunity Act (WIOA) has been signed in to law. There are no regulations developed yet and full implementation of the new Act will take a couple of years. He gave an overview of the highlights and suggested this be presented to the full board at the October 29, 2014 meeting. EDD Regional Adviser Stephen Amezcua recommended the WIB not wait for regulations and to begin formulating the local implementation plan. He offered himself as a resource.

Status: The Committee discussed the item without formal action.

D.4 October 2014 WIB meeting planning

Recommendation and Action:

- **Develop WIB meeting agenda outline**

Discussion: The committee members discussed the possible agenda items for the October 29th meeting as listed in the packet. It was recommended that the board be formally notified of the resignation of WIB Director, David Mirrione and an introduction of the interim WIB Director be made. Committee member Carol Siegel suggested that WIOA presentation be a general overview with hi-lights of the Act. It was suggested that WIB staff be prepared to answer the question: “How prepared are we? and What are we already doing that helps position us for changes required by WIOA?” Further discussion led to the following WIOA topic hi-lights for the meeting to include: Regional, Youth and Business. The committee also requested brief business member presentations from a couple of board members who would profile their business by giving a few hi-lights.

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

Subject: Report Items R.1 and R.2

R.1 Update on Efforts to Recruit WIB Business Members

Discussion: Interim WIB Director reported on board member recruitment efforts.

Status: The Committee discussed the items without formal action.

R.2 WIB Actions Update on Grants, Proposals, Legislation, and Regional Activities

Discussion: WIB Director reviewed the agenda itemed the Proposition 39 Pre-apprenticeship development grant.. EDD Regional Advisor, Doug Orlando made a suggestion to the Santa Cruz County Local WIA that should they be awarded the operations grant, to stagger the exiting of the participants from that program to avoid saturating the available apprenticeship openings in the skilled trades.

Status: The Committee discussed the items without formal action.

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

I.2 Rapid Response and Early Alert Activities

Recommendation and Action: *No action taken*

Discussion: The item was not discussed.

Status: N/A

Meeting adjourned at 10:10am

Next Meeting: Workforce Investment Board (venue change)
Wednesday, October 29, 2014 @ 8:30am
Simpkins Swim Center
979 17th Ave
Santa Cruz, CA

Special Executive Committee Meeting
Wednesday, December 17, 2014 @ 8:30am
Human Services Department
1000 Emeline, Santa Cruz, CA

DISCUSSION ITEM D.1

TO: Workforce Investment Board
Executive Committee

DATE: December 17, 2014

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

For Information

For Action

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

RECOMMENDATION: *Review and Discuss and take necessary action a recommended.*

- **Discuss and approve the recommendations from General Services Department Purchasing Division, the RFP Proposal Review Committee, and staff;**
- **Authorize WIB staff to forward for approval the recommendation to contract with recommended vendor to the Board of Supervisors; and**
- **Authorize WIB staff to develop and negotiate a contract with recommended vendor for PY 2015-2016.**

VOTE REQUIRED: Yes

DISCUSSION:

Background

On July 8, 2014, your committee agreed to reissue the competitive process to secure WIA Adult, Dislocated Worker, and Business Services. The procurement will result in a new contract that will begin July 1, 2015.

As part of the process, the WIB worked with the County's General Services Department's Purchasing Division (GSD) to conduct the RFP procurement process. The entire process was managed by GSD procurement staff with the WIB staff providing the necessary information based on the Committee's approvals and recommendations. GSD requirements for RFP contracting allow for a one-year contract with three additional one-year options for renewal, for a total possible term of four years. This procurement process provides for a potential contract that could extend from PY2015-16 through PY2018-19. A WIA approved cost analysis will need to be conducted by WIB staff each year to ensure that the cost per service is still reasonable. If the cost analysis shows that the contractor's costs are no longer competitive, a new RFP can be issued early. Regardless of the results of the cost analysis, a new RFP process will need to be conducted every four years as required by utilizing the County procurement process.

Results of Competitive Process

As a result of the RFP process conducted through GSD during PY2014-15, the WIB received three (3) proposals from Goodwill Industries, Shoreline Workforce Development Services, Community Action Board and Monterey County Economic Development

Department, Office for Employment Training. The RFP Proposal Review Committee reviewed and scored the proposals, and GSD determined the ranking scores and certified the outcome.

As outlined in the attached memorandum from GSD, the Goodwill Industries proposal received the highest average score of 94.4 out of a possible 110 points. The Committee's scores ranged from a low of 85.5 points to a high of 100.5 points. The average score of 94.4 points put the proposal from Goodwill in the 86% percentile. This percentile rank is considered to be a good score and GSD recommends the contract be awarded to Goodwill Industries.

Community Action Board had the second highest score with an average score of 83 and a percentile of 75%. Monterey County had an average of 48 and a percentile of 44%. GSD Purchasing considers any score in the 90%-100% percentile range to be excellent; 80% to 89% range to be good; 70% to 79% range to be fair; and anything below 70% to be not acceptable.

When the RFP was approved to be reissued at the Board of Supervisors meeting on October 7, 2014, WIB staff was instructed to return to the Board of Supervisors no later than January 27, 2015 with a contract recommendation. It is recommended that staff make a recommendation to the Board of Supervisors to approve Goodwill Industries as the contracted vendor for PY2015-16 and enter into contract negotiations for On-the-Job Training, Career Center, and Business services for PY2015-16.

ATTACHMENTS: Memorandum from Phil Santaluce, County of Santa Cruz General Services Department Sr. Buyer



County of Santa Cruz

GENERAL SERVICES DEPARTMENT (GSD)

701 OCEAN STREET, SUITE 330, SANTA CRUZ, CA 95060-4073

(831) 454-2210 FAX: (831) 454-2710 TDD: (831) 454-2123

NANCY GORDON, DIRECTOR

TO: Gary McNeil, WIB Director,
Sara Paz-Nethercutt, WIB Sr. Analyst

FROM: Phil Santaluce, Sr. Buyer, GSD Purchasing

DATE: December 11, 2014

**SUBJECT: EVALUATION COMMITTEE RESULTS FOR REQUEST FOR PROPOSAL 14P2-004,
WORKFORCE INVESTMENT ACT ADULT AND DISLOCATED WORKER PROGRAM
SERVICES PROGRAM**

The five-member Evaluation Committee evaluated and scored three (3) Request for Proposals (RFP) received from: 1) Goodwill Industries of Santa Cruz, Monterey and San Luis Obispo Counties; 2) Community Action Board of Santa Cruz County, Inc.; and 3) Monterey County Economic Development Department.

The Committee scored the proposal from Goodwill Industries the highest at 472 points out of a possible 550 points with an average score of 94.4 and a percentile of 86%. Community Action Board had the second highest score with 415 points with an average score of 83 and a percentile of 75%. Monterey County had the lowest score at 240 points with an average of 48 and a percentile of 44%. GSD Purchasing considers any score in the 90%-100% percentile range to be excellent; 80% to 89% range to be good; 70% to 79% range to be fair; and anything below 70% to be not acceptable.

With an average score at the 86% percentile from the committee and with a proposal response that GSD Purchasing considered professional and complete, GSD Purchasing deems the proposal response from Goodwill Industries of Santa Cruz, Monterey and San Luis Obispo Counties as one of good quality that meets the basic needs set forth in this RFP.

GSD Purchasing recommends award to Goodwill Industries of Santa Cruz, Monterey and San Luis Obispo Counties.

Your department may proceed with negotiations with Goodwill Industries of Santa Cruz, Monterey and San Luis Obispo Counties on a contract that is contingent upon approval from the Santa Cruz County Board of Supervisors.

Contact me at (831) 454-2723 if you have any questions on the process or any information contained in the proposal. Thank you for your assistance in this process.

Phil Santaluce
Senior Buyer

DISCUSSION AND ACTION ITEM D.2

TO: Workforce Investment Board
Executive Committee

DATE: December 17, 2014

FROM: Gary McNeil, Interim Director

For Information

For Action

SUBJECT: Planning for Local Workforce Innovation and Opportunity Act Implementation

RECOMMENDATION: *Accept staff report on the WIB's steps to plan for implementation of the Workforce Innovation and Opportunity Act (WIOA) and discuss next steps for the Committee's role in the planning process.*

VOTE REQUIRED: No

DISCUSSION: On July 22, 2014, the **Workforce Innovation and Opportunity Act (WIOA)** was signed into law. WIOA is designed to help job seekers access employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. On October 29, 2014 the full WIB Board received a summary of the new provisions in WIOA.

While WIOA takes effect on July 1, 2015, it is expected that not all the provisions of the Act will be implemented at that time, and that WIOA will be fully implemented by July 1, 2016. The U.S. Department of Labor (DOL) will issue draft regulations for WIOA in January 2015, which will not be published in final form until January, 2016. Shortly after, in March 2016, the State will submit its Unified Plan detailing how WIOA will be implemented in California.

Even though federal and state guidance for how to implement WIOA will not be available until 2016, it is essential that the WIB initiate planning for implementation of the new law. To this end the WIB Board has directed staff to include WIOA planning as a standing item on each Board and Committee agenda. Consistent with this direction, on November 19, 2014 the Business Services Committee discussed provisions of the Act that promote engagement of employers and business sectors to guide workforce development services. Similarly at its meeting in this same date, the Youth Council will discuss potential changes to Youth Services resulting from WIOA.

One significant change in WIOA affects the composition of the Local Workforce Investment Area Boards. Under the provisions of WIOA, the rules for Board composition have been simplified, with only the following requirements:

- A majority of the Board (51%+) must be from the private business sector
- 20% of the Board must be representatives from Labor
- One representative from Adult Education and Literacy
- One representative from Higher Education
- One representative from Government and Economic Development
- One representative from the Wagner-Peyser (EDD) program
- One representative from Vocational Rehabilitation.

Optional and non-required Board members may include representatives from:

- Community Based Programs
- Youth Organizations
- Transportation
- Housing Specialists
- Philanthropic Organizations.

Under WIOA provisions it may be possible for a local Board to operate with only 15 members. Currently the Santa Cruz County WIB Board is configured to have 42 members, assuming all seats are filled. So WIOA presents options for your Board to consider the optimal size of local Board that promotes broad based representation, and effective and efficient governance.

While much more information needs to be gathered before the WIB Board and the Executive Committee will address this choice, staff will solicit your Committee's guidance on how to approach this decision point. For instance, what additional information is needed for your Committee to consider a change in Board Composition? What is the best way and when to engage the full Board in this discussion? To resolve these questions, WIB staff will solicit comments and suggestions, and discuss options for incorporating these provisions in the WIOA planning process for the local workforce system.

ATTACHMENTS: None.

DISCUSSION AND ACTION ITEM D.3

TO: Workforce Investment Board
Executive Committee

DATE: December 17, 2014

FROM: Gary McNeil, Interim Director



For Information



For Action

SUBJECT: Workforce Investment Board 2014 Annual Report to the Board of Supervisors—Attendance Only

RECOMMENDATION: *Approve attendance report for submission to the Board of Supervisors to meet the requirements of the Annual Report*

VOTE REQUIRED: YES

DISCUSSION: Every two years in January, the Workforce Investment Board must submit a report to the Board of Supervisors (BOS) highlighting its activities and accomplishments for the preceding two calendar years as well as noting challenges. The WIB's next full biennial report will be due January 31, 2016. Pursuant to County Ordinance, the report is to highlight the activities, accomplishments, and future goals of the board, including the role, meeting dates, board member attendance, and goals and accomplishments during the report period.

In the years when the full report is not due, an annual attendance report is due. For 2014, the attendance report must be submitted to the Clerk of the Board by January 31, 2015. Your Committee is requested to review the attached Attendance Report and authorize its submission to Board of Supervisors

Recent history of biennial reports to the BOS:

- 2014 Attendance Report to be submitted January 2015; WIB Executive Committee meeting 12/17/14
- 2012 and 2013 Annual Report submitted: January 2014; WIB Executive Committee meeting 10/16/13
- 2012 Attendance Report submitted January 2013; WIB Executive Committee meeting 10/17/12
- 2010 and 2011 Annual Report submitted January 2012; WIB Executive Committee meeting 10/19/11

ATTACHMENTS: 2014 WIB Attendance Report.



Workforce Investment Board Santa Cruz County Full Board Meeting Roll-Call for 2014

Board Members	Meeting Dates		
	2/26/2014	6/4/2014	10/29/2014
Aman, Alan	●	●	AB
Arsenault, Paul	AB	●	AB
Ayyad, Alia	●	●	AB
Berry-Wahrer, Diane	AB	AB	●
Caput, Greg	●	AB	AB
Carroll, Jack	●	●	●
Cheney, Jack	●	●	●
Collins, John T. II	●	●	R- 12/2014
Connor, Carolyn	AB	R - 3/2014	
Cuevas, Christina	●	●	●
Custodio, Valerie	●	●	●
De La Garza, MariaElena	A-3/11/14	AB	●
Delk, Marshall	AB	AB	●
Destout, Elyse	●	●	●
Dion, James	AB	●	●
Elliot, Russ	AB	R-8/2014	AB
Espinola, Cecilia	●	●	AB
Gundersgaard, Jon	●	AB	AB
Hartmann, Andy	●	●	●
Heien, Janet	R-1/24/14		
Hodges, Mark	●	●	●
Hood, Dave	AB	●	●
Kates, Corrie	AB	AB	AB
Lambert, Julie	●	AB	●
Lara, Cesar	●	R 6/2014	
Mangelsen, Steve	AB	R 6/2014	
Miranda, Vicki	AB	●	●
Morse, Rob	●	AB	AB
O'Laughlin, Denise	AB	R-1-22-14	
Palacios, Carlos	●	●	●
Pfotenhauer, Rock	●	●	AB
Pieri, Lana	P	●	AB
Rodriguez, Francisco	●	AB	●
Sherer, Howard	●	AB	●
Siegel, Carol	●	●	●
Slack, Ron	●	●	●
Tysseling, Bill	●	●	●
Williamson, Bob	●	●	●

● = In Attendance AB= Absent R=Resigned A=Appointed
P=Pending BOS Approval LOA =Leave of Absence EOT = End of Term

INFORMATION ITEM I.1

TO: Workforce Investment Board
Executive Committee

DATE: December 17, 2014

FROM: Gary McNeil, Interim WIB Director

For Action

For Information

SUBJECT: Labor Market Information: Employment/Unemployment Information

The unemployment rate in **Santa Cruz County** was **6.4 percent in October 2014**, up from a revised 6.2 percent in September 2014, and below the year-ago estimate of 7.8 percent. This compares with an unadjusted unemployment rate of 7.0 percent for California and 5.5 percent for the nation during the same period.

Santa Cruz County

Data Not Adjusted for Seasonality

Industry Employment & Labor Force

March 2013 Benchmark

	Oct 13	Aug 14	Sep 14 Revised	Oct 14 Prelim	Percent Change	
					Month	Year
Civilian Labor Force (1)	151,400	153,300	151,100	153,100	1.3%	1.1%
Civilian Employment	139,600	143,200	141,700	143,400	1.2%	2.7%
Civilian Unemployment	11,800	10,200	9,300	9,800	5.4%	-16.9%
Civilian Unemployment Rate	7.8%	6.6%	6.2%	6.4%		
(CA Unemployment Rate)	8.5%	7.5%	6.9%	7.0%		
(U.S. Unemployment Rate)	7.0%	6.3%	5.7%	5.5%		

Monthly Sub Region Unemployment Data/October 2014 (Preliminary)

Region –Sub-Region	Labor Force	Employment	Unemployment	
			Number	Rate
Santa Cruz County	153,100	143,400	9,800	6.4%
Amesti CDP	1,300	1,200	200	12.0%
Aptos CDP	6,100	5,900	100	2.4%
Aptos Hills Larkin Valley CDP	1,400	1,400	0	1.9%
Ben Lomond CDP	1,600	1,500	0	2.5%
Boulder Creek CDP	2,900	2,700	200	7.4%
Capitola city	6,800	6,600	200	3.5%
Corralitos CDP	1,600	1,600	0	0.8%
Day Valley CDP	2,100	2,000	100	4.5%
Felton CDP	600	600	0	0.0%
Freedom CDP	3,000	2,700	400	11.9%
Interlaken CDP	4,000	3,400	600	14.1%
Live Oak CDP	10,000	9,400	500	5.2%
Opal Cliffs CDP	4,300	4,100	200	5.2%
Rio del Mar CDP	6,000	5,800	200	3.8%
Santa Cruz city	33,600	31,800	1,800	5.3%
Scotts Valley city	6,300	6,100	200	3.0%
Soquel CDP	3,400	3,200	200	4.8%
Twin Lakes CDP	3,600	3,400	200	4.8%
Watsonville city	22,600	19,400	3,200	14.1%

INFORMATION ITEM I.2

TO: Workforce Investment Board
Executive Committee

DATE: December 17, 2014

FROM: Gary McNeil, Interim WIB Director

For Information

For Action

SUBJECT: Rapid Response and Early Alert Activities for 1st Quarter PY 2014-15

DISCUSSION: The tables below show Rapid Response (RR) activities and assistance in filing Trade Adjustment Act (TAA) petition services offered/provided during the first quarter of Program Year (PY) 2014-15. Additionally, there is a table to show the comparison between the first quarter of this current PY 2014-15, and the first quarter of last PY 2013-14.

Outreach continues throughout the county to notify business of the Rapid Response services for layoffs, as well as, layoff aversion. Early alert notifications are also continuing and are sent out monthly to a network of workforce individuals.

1st Quarter July 1, 2014 to September 30, 2014

Name of Business	# of Employees Laid-off	Date of Site Visit/Action	Comments
Cedar Street Video	TBD	7/15/14	Closing 1 of 3 locations
2G Roses	10	7/22/14	
Pretty Mama	8	9/2/14	
Yarns By the Sea	3	9/7/14	
Jerry's Sports	12	9/9/14	
Citibank-Watsonville	TDB	9/19/14	Closing local branch
1st Quarter PY 2014-15 Total	33		

The table below shows the totals from the first quarter of PY 2013-14 compared to the first quarter of PY 2014-15.

Quarter 1 Total for PY 2013-14	# of Employees Laid-off
July 1, 2013 to September 30, 2013	3
Quarter 1 Total for PY 2014-15	# of Employees Laid-off
July 1, 2014 to September 30, 2014	33+

ATTACHMENT: None