



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

**Workforce Investment Board
 Comprehensive Economic Development Strategy
 (CEDS) Committee
 Human Services Department
 1000 Emeline Ave., Santa Cruz, CA
 Wednesday, May 6, 2015 @ 3:00pm**

**COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
 (CEDS) COMMITTEE MEMBERS:**

- Ron Slack, Chair**
Fine Print Graphic Design
 - Carol Siegel, Vice-Chair**
Santa Cruz Seaside Company
 - Steve Ando, City Manager**
City of Scotts Valley
 - Jo Anne Dloff, Vice President, Human Resources**
SureHarvest
 - Jamie Goldstein, City Manager**
City of Capitola
 - Jon Gundersgaard, Senior Technical Recruiter**
Seagate Technology
 - Bonnie Lipscomb, Executive 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
 - Barbara Mason, Economic Development Coordinator**
County of Santa Cruz

DIRECTOR:
 Andy Stone

Agenda 1

Call to Order / Introductions Ron Slack, WIB Chair

Changes to the Agenda

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

Comments by Chair / WIB Director Ron Slack / Andy Stone

Approve January 21, 2015 Minutes 2-4

Discussion and Action Items

- D.1 WIB Strategic Plan & CEDS Action **5-6**
- D.2 Status of 2015 CEDS Five- Year Plan **7**
- D.3 Planning for PY 2015-16 CEDS Operations **8-15**
- D.4 Presentation and Discussion on Affordable Housing **16**
- D.5 Jurisdictional Report and Discussion on Economic
 Development and any Early Alerts **17**

Information Items

- I.1 Labor Market Information **18**
- I.2 Rapid Response and Early Alert Information **19-20**
- I.3 CEDS Committee Meeting Calendar PY 2015-16 **21**

Other Issues / Discussion / Announcements

Next Meeting: (pending WIB approval)
September 16, 2015 @ 3:00pm
1000 Emeline Ave.
Santa Cruz, CA 95060

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Building Economic Prosperity through Workforce Development



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County of Santa Cruz
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce

Alternates:

Kattie Cattan, Senior Planner,
City of Capitola
J Guevara, Economic Development Coordinator
City of Santa Cruz
Joe Hall, Management Professional
City of Santa Cruz
Corrie Kates, Deputy City Manager
City of Scotts Valley
Barbara Mason, Economic Development Coordinator
County of Santa Cruz

INTERIM WIB DIRECTOR:
Gary McNeil

Workforce Investment Board
**Comprehensive Economic Development Strategy
Committee**

January 21, 2015 @ 3:00 PM
Human Services Department
1000 Emeline Ave., Santa Cruz, CA

The Chairperson called the meeting to order at 3:08 p.m.

Committee Members in Attendance

Ando, Steve	City Manager, City of Scotts Valley
Goldstein, Jamie	City Manager, City of Capitola
Overmeyer, Kurt	Econ Develop Mgr, City of Watsonville
Siegel, Carol - <i>Vice Chair</i>	Employment Mgr, Santa Cruz Seaside Co
Slack, Ron - <i>Chair</i>	Owner, Fine Print Graphic Design
Tysseling, Bill	Exec Dir, SC Area Chamber of Commerce

Committee Members Absent

Dlott, Jo Anne	VP Human Resources, SureHarvest
Gundersgaard, Jon	Sr Technical Recruiter, Seagate Technology
Lipscomb, Bonnie	Exec Dir, City of SC Economic Development
Previsich, Kathy	Director, County of SC Planning Dept

Staff in Attendance

McNeil, Gary	Interim WIB Director
Hinojosa, Teresita	Sr. Analyst

Guests

Susan Pearlman	Principal Admin Analyst, County of SC
Rebecca Unitt	City of SC Economic Development

Subject: Welcome

Discussion: The Chair welcomed Committee Members and staff at 3:08 PM at which time a quorum was established.

Subject: Public Comment

None.

Subject: Chair / WIB Director Comments

None.

Subject: Approval of the September 17, 2014 Meeting Minutes

Discussion: None.

Action: Approve September 17, 2014 minutes.

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Kurt Overmeyer
Abstentions: Carol Siegel, Steve Ando
Committee Action: All voted in favor less abstentions, recommendation passed.

Subject: Discussion and Action Items

D.1 Review of Draft CEDS Five-Year Plan

Discussion: Susan Pearlman, Principle Analyst for the CAO office reviewed the requirements for the CEDS Five-Year Plan. Jurisdictions reviewed the report and provided further information on statistics and data, and provided feedback on planned projects for the Regional Priority Projects list. The Committee discussed that there is no recent economic cluster study and staff reported that the County will work with Cabrillo College and local economic development representatives to consider options for conducting a study of economic clusters in the current and foreseeable economy. Staff also reported that Cabrillo College is interested in developing an economic data baseline tracking project, that might be used to report on performance measures included in the CEDS Plan.

Action: Approve and adopt Draft 2014 CEDS Five-year Plan and actions.

Status: Motion to Approve: Kurt Overmeyer
Motion Seconded: Carol Siegel
Abstentions: None.
Committee Action: All voted in favor, recommendation passed.

Subject: Discussion and Action Items

D.2 CEDS Committee Role in Local Workforce Innovation Opportunity Act (WIOA) Implementation

Discussion: The Interim WIB Director and staff provided background information on the new WIOA legislation and discussed how the CEDS Committee could be helpful in engaging economic and workforce development activities. WIOA encourages stronger alignment with local and regional economic development. Two key provisions include the development of entrepreneurial skills training for a better prepared workforce for existing and emerging in-demand industry sectors, and the regionalization (geographic and economic) of workforce development strategies.

Action: Reviewed and Discussed Action Item D.2

Status: No vote required.

Subject: Discussion and Action Items

D.3 Jurisdictional Reports and Discussion of Economic Development Strategies

Discussion: Each jurisdiction present gave a brief update on its economic development efforts.

Action: The Committee accepted jurisdictional reports on economic development activities without taking formal action.

Subject: Information Items

I.1 Labor Market Information

Discussion: The Committee was referred to the Information Items for reference.

Action: No action taken.

I.2 Rapid Response and Early Alert Information

Discussion: The Committee was referred to the Information Items for reference.

Action: No action taken.

Meeting adjourned at 4:55 p.m.

Next Meeting: *May 6, 2015 @ 3:00 PM*
Human Services Department
1000 Emeline Avenue
Santa Cruz, CA 95060

DISCUSSION AND ACTION ITEM D.1

TO: Comprehensive Economic Development
Strategy Committee

DATE: May 6, 2015

FROM: Andy Stone, WIB Director

For Information

For Action

SUBJECT: WIB Strategic Plan: 2014-15 CEDS Action Items

RECOMMENDATION: *Review potential Action Items for the 2014-15 CEDS Committee that relate to the WIB strategic plan*

VOTE REQUIRED: No

DISCUSSION: At its June 4, 2014 meeting, the Workforce Investment Board adopted the WIB Director's Operational Plan for Program Year (PY) 2014-15 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 through the third quarter of PY 2014-15.

- **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 2014-15: Serve 10% more businesses

- *WIB to provide oversight of the Welfare-to-Work business services*
- *Host Industry Sector based Business Round Table meetings in partnership with Cabrillo College.*

2.2 Action: Support current and emerging Business

b. In 2014-15: Maintain or enhance one strategy per year

- *Expand the Job Retention (layoff aversion) services provided by the Small Business Development Center (SBDC).*
- *Continue to promote the Employment Training Panel fund as an option for incumbent worker training for local businesses.*
- *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 2014-15: 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.*

Benchmark	Progress to Date	Status
• Plan for Continuing CEDS Operations in PY 2014-15	Completed	N/A
• Integration of Workforce Develop content in 2015 CEDS	Completed	N/A
• Host sector based business round table with Cabrillo	11/19/14 Mtg.	Ongoing

Background:

The WIB adopted the 2014-17 Strategic Plan at its February 26, 2014 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: May 6, 2015

FROM: Andy Stone, WIB Director

For Information

For Action

SUBJECT: Status of Five-Year CEDS Plan

RECOMMENDATION: *Accept Status Report on Five-Year Comprehensive Economic Development Strategy (CEDS) Plan*

VOTE REQUIRED: Yes

DISCUSSION: At your January 21, 2015 meeting, the CEDS Committee reviewed the draft Five-Year CEDS Plan and recommended its approval to the WIB Board and the Santa Cruz County Board of Supervisors. On February 25, 2015 the Five-Year CEDS Plan was reviewed and recommended for approval to the Santa Cruz County Board of Supervisors. On April 21, 2015, the CEDS draft was reviewed by the Santa Cruz County Board of Supervisors and the Board authorized submission of the Five-Year Plan to the Economic Development Administration (EDA).

On April 23, 2015 the CEDS Plan was submitted to EDA. EDA will now review the Plan, and may suggest modifications, or may simply approve the Plan and provide a letter of approval. Approval of the Plan ensures that local jurisdictions will remain eligible for EDA funding to support local public projects. If there is any indication of the EDA's response to the Plan, your Committee will be advised at the time of the meeting. Once approved, the 2015 Five-Year CEDS Plan will be available on the *Reports and Publications* page of the Workforce Investment Board website at: <http://www.santacruzwib.com>

Staff recommends that the Committee accept the report on the Five-Year CEDS Plan and direct staff to plan for production of the 2016 CEDS Performance Update.

ATTACHMENTS: None

DISCUSSION AND ACTION ITEM D.3

TO: Comprehensive Economic Development
Strategy Committee

DATE: May 06, 2015

FROM: Andy Stone, WIB Director

For Information

For Action

SUBJECT: Planning for 2015-16 CEDS Operations

RECOMMENDATION:

- ***Approve Budget for 2015-16 CEDS Operations***
- ***Plan for 2016 CEDS Update, Authorize staff to develop a final plan for production of the CEDS Update; and***
- ***Discuss any special projects to compliment CEDS planning, if recommended.***

DISCUSSION: As you know, public law and Economic Development Administration (EDA) regulations require that local planning areas develop a Comprehensive Economic Development Strategy (CEDS) 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 Five-Year CEDS Plan 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, has recently been drafted and submitted to EDA for approval on April 23, 2015. Assuming the Plan is approved, Performance Reports (Updates) will need to be completed for each of the next four years from 2016 through 2019.

Due to the reduced availability of resources for economic development planning resulting in the great recession and the dissolution of redevelopment agencies, on January 22, 2014 your committee decided to develop the new Five-Year CEDS Plan in house, utilizing the resources of the staff of the County Administrative Office, County Economic Development, and the WIB. This approach has proven successful in completing recently submitted Five-Year CEDS Plan, resulting in CEDS budget cost savings for the current program year. Staff recommends that the unexpended funds be re-budgeted to finance PY 2015-16 CEDS operations.

Under the proposed 2015-16 budget, the WIB will continue to staff to the CEDS Committee and coordinating the completion and submission of the EDA required Plan and Update. In addition, County staff will be responsible for the production of the 2016 Performance Update, and the budget will include \$10,000 in contingency funds to retain consultants if needed to complete some parts of the Update, such as data collection, graphics, and possibly some community interaction. The proposed budget (Attachment A) is prorated by jurisdiction, and based on 2013 California Department of Finance county population data, and scaled to the production of an annual CEDS Update, rather than the Five-Year Plan.

Currently staff anticipates that the core activity for the CEDS Committee for program year 2015-16 will be the development of the 2016 Annual CEDS Update. However the EDA has recently adopted new regulations that change the content and process for developing and maintaining a local Comprehensive Economic Development Strategy (see Attachment B). While these new regulations do not affect the recently submitted Santa Cruz County CEDS Plan, since the development process started before the effective date of the regulations, they will affect the ongoing maintenance and reporting on the local CEDS. It is recommended that staff complete its analysis of the new CEDS requirements and return with a proposed work plan for program year 2015-16 at your Committee's September meeting.

Staff requests that your Committee discuss and approve the proposal for conducting CEDS operations in program year 2015-156, and the proposed budget for funding the operations.

ATTACHMENTS: Proposed PY 2015-16 CEDS Budget
Summary of New EDA Regulations

Program Year 2015-16 Proposed CEDS Budget

Attachment A

	PY 14-15 Budget	PY 14-15 Expenditures allocated by % of budget	PY 14-15 Unearned Revenue Balance	PY 15-16 Budget (Revenues)
City of Capitola	1,814.00	554.40	1,259.60	1,259.00
City of Santa Cruz	9,892.00	3,023.24	6,868.76	6,868.76
City of Scotts Valley	2,121.00	648.23	1,472.77	1,472.77
City of Watsonville	9,375.00	2,865.23	6,509.77	6,509.77
County of Santa Cruz	23,798.00	7,273.26	16,524.74	16,524.74
Port District	1,000.00	305.64	694.36	694.38
	48,000.00	14,670.00	33,330.00	33,330.00

CEDS 14-15 Expenditures Worksheet	
CAO billing	4,000.00
1415 WIB Membership CEDS	670.00
1415 WIB Staff Services CEDS	10,000.00
Total Budgeted Expenditures	14,670.00

2015-16 CEDS Operations Budget	
County Economic Dev. Staff Services	8,000.00
WIB Staff Services	10,000.00
WIB Staff Memberships	670.00
Consultant Services (as needed)	10,000.00
Contingency	4,660.00
Total Budgeted Expenditures	33,330.00



EDA Regulatory Revision Final Rule – Summary

Things to Know:

- EDA’s revised regulations promote two key pillars of EDA: innovation and regional collaboration. The final rule encourages coordination and the leveraging of other federal resources while providing greater flexibility to EDA stakeholders.
- The final rule will take effect on January 20, 2015. The proposed rule, which was published in December 2011, received more than 120 public comments, which were taken into account in this Final Rule.

- [Redacted]

The Final Rule:

- Removes outdated provisions (e.g., RLF Recipient no longer required to request that EDA subordinate its interest when seeking EDA approval to sell or securitize its RLF portfolio)
- [Redacted]
- Clarifies definitions, processes and requirements (e.g., EDA will use most recent data from BLS to determine economic distress levels based on unemployment rate, and ACS data to determine distress levels based on per capita income).

Key Provisions:

Eligibility, Investment Rates and Match Requirements

- Changes key definitions, which includes adding a definition for Regional Innovation Clusters (RICs).
- Clarifies the data requirements eligible recipients must follow to demonstrate economic distress.

- EDA can now authorize a grant rate of up to 80 percent to incentivize projects that encourage broad, innovative Regional planning or demonstrate effective leveraging of other Federal resources.
- Modifies EDA’s criteria for evaluating applications; projects will be evaluated based on the extent to which they: (a) ensure regional collaboration; (b) leverage public-private partnerships; (c) advance national strategic priorities; (d) enhance global competitiveness; (e) encourage environmentally sustainable development; and (f) support economically distressed and underserved communities.
- Maintains current definitions for traditional infrastructure but now provides examples of innovation- and entrepreneurship-related infrastructure and definitions of these terms, including business incubation, business acceleration, venture development organizations, proof of concept centers and technology transfer.

[Redacted]

[Redacted]

- [Redacted]

- [Redacted]

- [Redacted]

[Redacted]

- [Redacted]

[REDACTED]

[REDACTED]

[REDACTED]

Economic Development Districts (EDDs)

- Eliminates the current membership thresholds for EDD policy boards, so:
- No longer required that EDD policy boards include at least a majority of its membership being elected officials or employees of a State, local or Indian tribal government appointed to represent the government.
- No longer required that EDD policy boards include at least one private sector Representative.
- No longer required that EDD policy boards include one or more representatives from Chambers of Commerce, institutions of post-secondary education, workforce development groups, or labor groups, all of which must aggregate a minimum of 35 percent of the District Organization’s governing body.
- In lieu of the membership thresholds, EDA maintains the requirement that the governing bodies must demonstrate that they are broadly representative of the principal economic interests of the region and adds the requirement that governing bodies must demonstrate the capability to implement the relevant CEDS.
- District Organizations must meet at least twice a year, instead of annually.

Public Works

- Clarifies that recipients must obtain EDA’s prior written approval before an alternate construction method to the traditional design/bid/build approach can be used. The justification for using the alternate method must include a brief analysis of the appropriateness and benefits of using the method to successfully execute the project, as well as the recipient’s past experience in using the method.

- Adds a new paragraph, codifying EDA’s existing practice, setting forth EDA’s procedures in the event of an overrun at construction contract bid opening.

Revolving Loan Fund (RLF) Requirements

- Permits EDA to waive the requirement to submit the RLF Income and Expense Statement (Form ED-209I) for RLFs with a small capital base, as determined by EDA.
- Imposes more rigorous standard for certification by an independent accountant as to adequacy of the RLF recipient’s accounting system.
- EDA now permits any Federal loans, not just those from the U.S. Small Business Administration’s 7(a) and 504 loan programs, to be used by the RLF recipient to satisfy its leveraging requirement.
- Clarifies requirements related to EDA’s capital utilization standard of 75 percent.
- EDA now may approve, at the request of the RLF recipient, the addition of a new lending area before the full amount of the RLF grant is disbursed to the recipient.
- Clarifies the distinction between a “consolidation,” when a single RLF recipient that has multiple RLF awards obtains EDA approval for consolidation of the multiple awards into a single RLF, and a “merger,” when two or more RLF recipients obtains EDA approval for the merger of their respective RLF awards to form a single RLF award.

Property

- Clarifies that EDA’s use restrictions apply only during the Estimated Useful Life of the Project.
- Clarifies EDA’s authority to enter into an inter-creditor agreement under which EDA and another lien holder share a first lien position.
- Provides flexibility on subordination, depending on whether subordination requests are made before, contemporaneously with, or after the grants award decision.
- Makes clear that EDA may waive the restriction against encumbrances if it finds that there is both “good cause” to waive the restriction and legal authority to waive.
- Provides necessary clarification of the difference between a “Project” and “Real Property” to be benefitted by the scope of work of the “Project.”

- Adds a new provision setting out EDA's authority to accept an instrument other than a recorded statement to protect EDA's interest in project property, such an escrow agreement or a letter of credit.
- Clarifies the procedures for the release of the Federal Interest associated with EDA-assisted property: (a) outlines the general rule that upon a written request, EDA may release the Federal Interest in project property at the expiration of the project's Estimated Useful Life, so long as the recipient has made a good faith effort to fulfill the terms and conditions of the award, as determined by EDA; (b) provides that EDA can release its interest before the expiration of the Estimated Useful Life only if the agency receives compensation for the fair market value of the Federal Interest.

DISCUSSION AND ACTION ITEM D.4

TO: Comprehensive Economic Development
Strategy Committee

DATE: May 6, 2015

FROM: Andy Stone, WIB Director

For Information

For Action

SUBJECT: Presentation and Discussion on the Status of Initiatives for
Affordable Housing Development in Santa Cruz County

VOTE REQUIRED: No

RECOMMENDATION: *Accept presentation and reports on the status of initiatives
for affordable housing development in Santa Cruz County.*

DISCUSSION: At the last CEDS Committee meeting on January 21, 2015 the Committee discussed the newly enacted Workforce Innovation and Opportunities Act (WIOA), and opportunities for workforce development to be closely aligned with economic development efforts in Santa Cruz County. During that discussion, Committee members expressed concern about the high cost of housing in the County, and how it is a significant impediment to efforts to promote economic vitality.

To address this topic, Santa Cruz County Housing Coordinator Julie Conway will provide a brief presentation on County initiatives to promote more affordable housing opportunities, followed by an open discussion among Committee members regarding affordable housing efforts in other jurisdictions. Similar to the jurisdictional reports on economic development, Committee members are requested to address the following information concerning affordable housing development initiatives:

- What affordable housing development efforts are underway or imminent in your jurisdiction?
- Other housing initiative updates of interest.

ATTACHMENTS: None

DISCUSSION AND ACTION ITEM D.5

TO: Comprehensive Economic Development
Strategy Committee

DATE: May 6, 2015

FROM: Andy Stone, WIB Director

For Information

For Action

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

VOTE REQUIRED: No

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

TO: Comprehensive Economic Development
Strategy Committee

DATE: May 6, 2015

FROM: Andy Stone, WIB Director

For Action

For Information

SUBJECT: Labor Market Information: Employment/Unemployment Information

The unemployment rate in **Santa Cruz County** was **9.2 percent in March 2015**, down from a revised 9.8 percent in February 2015, and below the year-ago estimate of 11.3 percent. This compares with an unadjusted unemployment rate of 6.5 percent for California and 5.6 percent for the nation during the same period.

Santa Cruz County

Data Not Adjusted for Seasonality

Industry Employment & Labor Force

March 2014 Benchmark

	Mar 14	Jan 15	Feb 15 Revised	Mar 15 Prelim	Percent Change	
					Month	Year
Civilian Labor Force (1)	143,200	141,300	141,000	141,300	0.2%	-1.3%
Civilian Employment	127,000	126,900	127,100	128,300	0.9%	1.0%
Civilian Unemployment	16,200	14,400	13,800	13,000	-5.8%	-19.8%
Civilian Unemployment Rate	11.3%	10.2%	9.8%	9.2%		
(CA Unemployment Rate)	8.3%	7.3%	6.8%	6.5%		
(U.S. Unemployment Rate)	6.8%	6.1%	5.8%	5.6%		

Monthly Sub Region Unemployment Data/March 2015 (Preliminary)

Region –Sub-Region	Labor Force	Employment	Unemployment	
			Number	Rate
Santa Cruz County	141,300	128,300	13,000	9.2%
Amesti CDP	1,400	1,200	200	14.1%
Aptos CDP	3,200	2,900	300	9.0%
Aptos Hills Larkin Valley CDP	1,000	1,000	100	6.2%
Ben Lomond CDP	3,400	3,100	400	10.3%
Boulder Creek CDP	3,000	2,600	300	11.5%
Capitola city	5,600	5,200	400	7.3%
Corralitos CDP	1,300	1,200	100	7.2%
Day Valley CDP	1,900	1,600	300	15.1%
Felton CDP	2,200	2,100	100	4.7%
Freedom CDP	1,700	1,500	200	12.0%
Interlaken CDP	3,900	3,600	300	6.6%
Live Oak CDP	9,500	8,700	800	8.2%
Opal Cliffs CDP	4,300	4,000	300	6.3%
Rio del Mar CDP	4,700	4,500	300	5.6%
Santa Cruz city	32,600	29,900	2,700	8.2%
Scotts Valley city	6,300	5,800	500	8.4%
Soquel CDP	5,600	5,200	400	7.3%
Twin Lakes CDP	3,400	2,900	500	15.6%
Watsonville city	25,000	22,100	2,900	11.8%

INFORMATION ITEM I.2

TO: Comprehensive Economic Development Strategy Committee

DATE: May 6, 2015

FROM: Andy Stone, WIB Director

For Information

For Action

SUBJECT: Rapid Response and Early Alert Activities for 3rd 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 quarters of Program Year (PY) 2014-15.

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.

3rd Quarter January 1, 2015 to March 31, 2015

Name of Business	# of Employees Laid-off	Date of Site Visit/Action	Comments
Lifestyle Fitness	30	1/13/15	Business closure
Harbor Medical Group	10	1/30/15	
Benten Japanese Restaurant	10	1/31/15	
Photoflex	30	2/12/15	Business restructuring
Radio Shack	12	2/12/15	Closing multiple locations across the country
3rd Quarter Total	92		<i><<< not including seasonal layoffs and abrupt layoffs</i>
2nd Quarter Total	20		
1st Quarter Total	33		
Total YTD PY 2014-15	143		

2nd Quarter October 1, 2014 to December 31, 2014

Name of Business	# of Employees Laid-off	Date of Site Visit/Action	Comments
Watsonville Community Hospital	15	10/1/14	
Kaleidoscope	5	10/28/14	
2nd Quarter Total	20		<i><<< not including seasonal layoffs and abrupt layoffs</i>
1st Quarter Total	33		
1st Half Total PY 2014-15	53		

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		

ATTACHMENT: None

INFORMATION ITEM I.3

TO: Comprehensive Economic Development
Strategy Committee

DATE: May 6, 2015

FROM: Andy Stone, Director



For Action



For Information

**SUBJECT: WIB Comprehensive Economic Development Strategy (CEDS)
Committee Calendar**

DISCUSSION: The tentative Comprehensive Economic Development Strategy (CEDS) Committee meeting schedule for PY 2015-16 is listed below. The WIB will review the entire WIB and Committee schedule at its June 3, 2015 meeting.

2015-16 Program Year Meeting Calendar

Comprehensive Economic Development Strategy (CEDS) Committee

Meetings Start at 3:00 pm

County of Santa Cruz: 1000 Emeline Ave., Santa Cruz (all meetings)	September 16, 2015 January 20, 2016 May 4, 2016
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ATTACHMENTS: None