



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, January 20, 2016 @ 3:00 pm**

**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**

**I. Call to Order / Introductions ..... Ron Slack, WIB Chair**

**II. Approval of Agenda**

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

**IV. Comments by Chair / WIB Director ..... Ron Slack / Andy Stone**

**V. Approval of May 6 and September 16, 2015 Minutes .....2-8**

**VI. Consent Items (none)**

**VII. Discussion and Action Items**

D.1 Status of 2014 CEDS Five- Year Plan .....9

D.2 Plan for CEDS Updates .....10-11

D.3 Jurisdiction Projects/ EDA Applications..... 12

D.4 Discussion of a Potential 2015-16 Special Project ..... 13

D.5 Jurisdictional Report and Discussion ..... 14

**VIII. Administration**

A.1 WIB Strategic Plan ..... 15

A.2 Labor Market Information.....16-18

**IX. Other Issues / Discussion / Announcements**

**X. Adjournment**

**Next Meeting: May 4, 2016 @ 3:00 pm**  
1000 Emeline Ave., Santa Cruz, CA 95060

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***Building Economic Prosperity through Workforce Development***



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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

**Director:**  
Andy Stone

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

**May 6, 2015 @ 3:00 PM**

Human Services Department  
1000 Emeline Ave., Santa Cruz, CA

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**The Chairperson called the meeting to order at 3:00 p.m.**

**Committee Members in Attendance**

Dlott, Jo Anne	VP Human Resources, SureHarvest
Goldstein, Jamie	City Manager, City of Capitola
Kates, Corrie	Deputy City Mgr, City of Scotts Valley
Mason, Barbara	Economic Dev. Coord, County of SC
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

**Committee Members Absent**

Ando, Steve	City Manager, City of Scotts Valley
Gundersgaard, Jon	Sr. Tech. Recruiter, Seagate Technology
Hall, Joe (Alternate)	City of Santa Cruz
Lipscomb, Bonnie	Exec Dir, City of SC Economic Development
Previsich, Kathy	Director, County of SC Planning Dept
Tysseling, Bill	Executive Director, SC Chamber of Comm.

**Staff in Attendance**

Stone, Andy	WIB Director
McNeil, Gary	HSD Sr. Analyst (former Interim Director)
Gazza, Laurel	WIB Office Coordinator (minutes)

**Guests**

Berg, Carol	(for Bonnie Lipscomb) City of Santa Cruz
Conway, Julie	Santa Cruz County Housing Coordinator
Livingstone, Todd	Watsonville/Aptos Adult Education
Murtha, Ellen	Business Rep, Goodwill of Santa Cruz

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**Subject: Welcome**

**Discussion:** The Chair, Ron Slack, welcomed Committee Members and staff at 3:00PM at which time a quorum was established. He also noted that Agenda items would be discussed in a different order than listed, as Julie Conway from Santa Cruz County Housing (Discussion item #4) would need to leave meeting early.

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**Subject: Public Comment**

**There was no public comment.**

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**Subject: Chair / WIB Director Comments**

Chair Ron Slack introduced WIB Director Andy Stone, who briefly summarized his prior experience with Michigan WORKS and thanked Interim Director Gary McNeil for his hard work to ensure a smooth transition.

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**Subject: Approval of the January 21, 2015 Meeting Minutes**

**Discussion:** None.

**Action:** Approve January 21, 2015 minutes.

**Status:** Motion to Approve: Carol Siegel  
Motion Seconded: Jamie Goldstein  
Abstentions: None  
Committee Action: Approved

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**Subject: Discussion and Action Items****D.1 WIB Strategic Plan and CEDS Action**

**Discussion:** Former Interim Director Gary McNeil summarized the goals and information listed in the WIB Strategic Plan and CEDS action table and noted the benchmark items for the committee's review.

**Action:** No Vote Required.

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**Subject: D.2 Status of 2015 CEDS Five-Year Plan**

**Discussion:** Gary McNeil advised the committee that the 2015 CEDS 5-Year Plan was submitted to the Economic Development Administration (EDA) on April 23<sup>rd</sup>, 2015, and that the agency is now reviewing it for approval. Andy Stone also stated that an EDA representative will be visiting the Santa Cruz County Administrative Office (CAO's) office on Monday, May 11, 2015 at 1:30 pm.

**Action:** Approve Status of 2015 CEDS 5-Year Plan

**Status:** Motion to Approve:  
Motion Seconded: Carol Siegel  
Abstentions: None  
Committee Action: Approved

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**Subject: D.3 Planning for 2015-16 CEDS Operations**

**Discussion:** Former Interim Director Gary McNeil reported that the 2015-16 Budget did not require any contributions from the municipalities, as they were able to use carry-in funds from 2014-15 Budget. He also mentioned new EDA regulations will drive the process for the 2016 CEDS Update, and that any special projects to compliment CEDS planning will be discussed at the next CEDS meeting on September 16, 2015.

**Status:** Motion to Approve: Jamie Goldstein  
 Motion Seconded: Jo Anne Dlott  
 Abstentions: None  
 Committee Action: All in favor, motion passed.

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**SUBJECT: Discussion Item**

**D.4 Presentation and Discussion on the Status of Initiatives for Affordable Housing Development in Santa Cruz County**

**Discussion:** This item was discussed first and Julie Conway, Santa Cruz County Housing Coordinator, summarized recent changes to the County's housing plan, and gave an overview of the County housing programs, which included information on Measure J and Measure O programs, Sustainable Santa Cruz County and the Pippin Lane and Senior Housing projects. She also explained the Affordable Housing Impact Fee and its effect on development. Barbara Mason then spoke regarding zoning strategies and status of the flea market site – Sutter/ PAMF project.

**Vote Required: No**

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**SUBJECT: Discussion Item**

**D.5 Jurisdictional Roundtable on Status of Local and Regional Economic Development Strategies**

**Discussion:** Each jurisdictional representative reported on and summarized the current economic status of their respective communities, and highlighted various building projects that are in development or are nearing completion.

**Vote Required: No**

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**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.**

**I.3 WIB Comprehensive Economic Development Strategy (CEDS) Committee Calendar**

**Discussion:** The committee reviewed the tentative 2015-16 CEDS Committee Calendar.

**Meeting adjourned at 5:01 p.m.**

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**Next Meeting:      September 16, 2015 @ 3:00 PM  
Human Services Department  
1000 Emeline Avenue  
Santa Cruz, CA 95060**

DRAFT



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

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County of Santa Cruz

Director:  
Andy Stone

Workforce Investment Board  
**Comprehensive Economic Development  
Strategy Committee**  
September 16, 2015 @ 3:00 pm  
Human Services Department  
1000 Emeline Ave., Santa Cruz, CA

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**The Vice-Chair Carol Siegel called the meeting to order at 3:04 pm. A quorum was not established, therefore no voting occurred and items for vote were carried over to the next meeting.**

**Committee Members in Attendance**

Carol Siegel- *Vice Chair* – Employment Mgr, Santa Cruz Seaside Co.  
JoAnn Dlott – VP, Human Resources, Sure Harvest  
Jamie Goldstein – City Manager, City of Capitola  
Barbara Mason – Econ Dev. Coordinator, County of Santa Cruz  
Bill Tysseling – Exec. Director, Santa Cruz Chamber of Commerce

**Committee Members Absent**

Ron Slack – Chair – Owner, Fine Print Graphics  
Steve Ando – City Manager, City of Scotts Valley  
Jon Gundersgaard – Sr. Technical Recruiter, Seagate  
Bonnie Lipscomb – Exec Dir, City of Santa Cruz Econ Dev.  
Kurt Overmeyer – Econ Development Mgr, City of Watsonville  
Kathy Previsich – Director, County of Santa Cruz Planning Dept.

**Staff in Attendance**

Stone, Andy	WIB Director
Gazza, Laurel	WIB Office Coordinator

**Guests**

Chad Davies – Goodwill Central Coast  
Sharolynn Ullestad – Goodwill Central Coast

**Subject: Welcome/Introductions**

**Discussion:** Vice Chair Carol Siegel chaired the meeting in Chair Ron Slack's absence and had all those present introduce themselves, and she thanked everyone for attending.

**Subject: Changes to Agenda**

There were no changes to the Agenda.

**Subject: Public Comment**

There was no public comment.

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**Subject: Chair / WIB Director Comments**

Director Andy Stone announced that Mission College has secured a High-tech Apprenticeship Grant, of which the WIB will be a partner.

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**Subject: Approval of the May 6, 2015 Meeting Minutes**

**Discussion:** Because of no quorum, the minutes could not be approved. This item was tabled to the January 20, 2016 meeting.

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**Discussion and Action Items:****Subject: D.1 WIB Strategic Plan**

**Discussion:** Director Andy Stone noted that the WIB Strategic Plan for Program Years (PY) 2014-17 was adopted. WIB also approved the WIB Director's PY 2014-15 Operational Plan. CEDS Committee members discussed new directions for preparing the CEDS plan. The members also discussed integrating efforts with Monterey Bay Economic Partners (MBEP) and concerns about competing with Silicon Valley for job growth.

**Action:** Because of no quorum, no vote was taken on this item. This item was tabled to the January 20, 2016 meeting.

---

**Subject: D.2 Status of 2014 Five-Year CEDS Plan**

**Discussion:** Director Andy Stone gave a Status Report on the 2014 Five-Year CEDS Plan which was submitted to the Economic Development Administration (EDA) on April 23, 2015 and EDA approved the plan on May 28, 2015. The next full CEDS Plan would be due in the year 2020.

**Action:** Because of no quorum, a motion could not be made on this item. This item was tabled to the January 20, 2016 meeting.

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**SUBJECT: D.3 Plan for CEDS Updates**

**Discussion:** Director Andy Stone summarized the CEDS Budget breakdown and the CEDS Updates schedule, as requested by the EDA. He noted that CEDS Committee may go two years without an update to the CEDS plan, provided that in the off years a letter of support from the County would be provided for each application submitted to the EDA.

**Action:** Because of no quorum, a motion could not be made on this item. This item was tabled to the January 20, 2016 meeting.

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**SUBJECT: D.4 Jurisdictional Projects/EDA Applications**

**Discussion:** None of the jurisdictions present had a pending EDA project or application.

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**SUBJECT: D.5 Discussion of a 2015-16 Special Project**

**Discussion:** Director Andy Stone referred to this meeting item's attachment, a study called "Opening San Diego's Door to Lower Housing Costs" which was done by San Diego County, and asked members to consider a special project for Santa Cruz County in 2015-16. WIB Staff would be directed to develop a schedule for the implementation of the special project.

**Action:** Because no quorum was present, a motion to consider could not be made. This item was tabled to the next January 20, 2016 meeting.

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**SUBJECT: D.6 Jurisdiction reports and discussion (No action required)**

**Discussion:** Each jurisdictional representative present at the meeting (City of Capitola, County of Santa Cruz) gave a brief report on the various projects being worked on in their area, and discussed possible new projects to meet community needs, such as a large conference center facility specific to Santa Cruz County business needs.

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**SUBJECT: Information Items**

Director Andy Stone presented and reviewed the new Dashboard format of Informational items with the members and guests. All committee members were in favor of the new format.

**Vice-Chair Carol Siegel adjourned meeting at 4:45 p.m.**

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**Next Meeting:**     **January 20, 2016 @ 3:00 pm**  
                          **Human Services Department**  
                          **1000 Emeline Avenue**  
                          **Santa Cruz, CA 95060**





Action    Consent    Information    Discussion

## D.1 Status of 2014 Five-Year CEDS Plan

<b>COMMITTEE:</b>	CEDS	<b>MEETING DATE:</b>	01/20/16
<b>STAFF NAME:</b>	Lacie Gray, Senior Analyst		

**SUMMARY:**

The Economic Development Administration's (EDA) approval of the Local Five-Year Comprehensive Economic Development Strategy (CEDS) Plan ensures that local jurisdictions will remain eligible for EDA funding to support local public projects.

At your January 21, 2015, meeting, the CEDS Committee reviewed the draft 2014 Five-Year CEDS Plan and recommended its approval to the Workforce Investment Board (WIB) as well as to the Santa Cruz County Board of Supervisors. On February 25, 2015, the WIB reviewed the 2014 Five-Year CEDS Plan and recommended it 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 2014 Five-Year Plan to the EDA.

On April 23, 2015 the CEDS Plan was submitted to EDA. The EDA approved the Plan on May 28, 2015. The 2014 Five-Year CEDS Plan is available on the Workforce Investment Board website at:

<http://www.wib.sccgov.org/ceds>

The next full CEDS Plan is due in the year 2020.

The overall requirements for CEDS Planning changed as of January 2015 and should be taken into account for future Updates and Five-Year Plans.

Attachment(s)

**SUGGESTED MOTION: (if applicable)**

I move to accept the Status Report on the 2014 Five-Year Comprehensive Economic Development Strategy (CEDS) Plan as presented.

<b>COMMITTEE DATE</b>	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No   Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No   Other:



Action  Consent  Information  Discussion

## D.2 Plan for CEDS Updates

<b>COMMITTEE:</b> C E D S	<b>MEETING DATE:</b> 01/20/16
<b>STAFF NAME:</b> Lacie Gray, Senior Analyst	

**SUMMARY:**

The Economic Development Administration (EDA) approved the local 2014 Five-Year CEDS Plan on 5/28/15. The following language was also included in the acceptance letter: *Inasmuch as your development strategy has been prepared using your own resources, there are no special requirements or due dates set by EDA for updates and revisions. However, if you intend to use your development strategy in support of an application for EDA funding, it will be necessary to ensure that the document remains current, revising or updating it within one year of the submission of a grant application.* Malinda Matson, regional EDA representative, noted that in the years that an Update is not completed, she would want a support letter from the County about the project, and how the project is important to the fulfillment of the strategies in the CEDS Plan, submitted with the funding application.

Given that no Updates are required, staff is recommending two Updates in the next four years. The schedule would be as follows:

- Five-Year CEDS Plan: 2014 (completed 5/2015)
- Update 1: 2016 (completed 5/2017)
- Update 2: 2018 (completed 5/2019)
- Five-Year CEDS Plan: 2019 (completed 5/2020)

If the schedule above is approved by your Committee, staff will bring a list of data updates needed as well as recommended goals related to the new Performance Measures in the 2014 Five-Year Plan to a future meeting for review and inclusion in the Update. Staff is also recommending that the CEDS Committee continue to meet as planned and use this time for information sharing/ special project planning should the Committee determine that a special project is desired. The approved 2015-16 CEDS Budget is attached. Budget will need to be maintained for WIB staff (meetings management). However, funds planned for a 2015 Update will not be needed.

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Attachment(s)

**SUGGESTED MOTION: (if applicable)**

I move to • Approve the recommendation to complete Updates for 2016 and 2018 and the next Five-Year CEDS Plan for 2019. • Review the 2015-16 CEDS Budget; and • Direct staff to return with data points and specific goals for the 2016 and 2018 Updates at a 2016 meeting.

<b>COMMITTEE DATE</b>	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

**Program Year 2015-16 Proposed CEDS Budget**

	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
	<u>48,000.00</u>	<u>14,670.00</u>	<u>33,330.00</u>	<u>33,330.00</u>

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

<b>2015-16 CEDS Operations Budget</b>	
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
<b>Total Budgeted Expenditures</b>	<u>33,330.00</u>



Action    Consent    Information    Discussion

## D.3 Jurisdiction Projects/EDA Applications

<b>COMMITTEE:</b>	CEDS	<b>MEETING DATE:</b>	01/20/16
<b>STAFF NAME:</b> Lacie Gray, Senior Analyst			

**SUMMARY:**

If the CEDS Committee chooses a bi-annual Update schedule, when a jurisdiction plans to apply for funding in a year that a CEDS update is not being developed, it may be necessary to have the County write a letter of support for the funding application. As such, it would be helpful if the jurisdictions discussed their upcoming projects and any current or upcoming Economic Development Administration (EDA) applications at each meeting so that the County can be prepared to draft these letters as necessary. It would be important for a jurisdiction, if applying for EDA funding, to note how the project helps meet the goals in the CEDS plan so that this can be noted in any letter that the County drafts to accompany the specific jurisdiction's application.

Please come prepared to discuss each upcoming project/EDA application, when the application will be submitted and how the project is important to the fulfillment of the strategies in the CEDS Plan. At the September 16, 2015, meeting, the jurisdictional representatives present (with the City of Capitola and the County of Santa Cruz) indicated that they had no known upcoming or pending EDA projects. However, this item should again be discussed with additional representation from the jurisdictions to stay current with any EDA application plans by any jurisdiction.

Attachment(s)

**SUGGESTED MOTION: (if applicable)**

Discuss each jurisdiction's upcoming project(s) and EDA funding application(s) and how they help meet the goals of the CEDS.

<b>COMMITTEE DATE</b>	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No   Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No   Other:



Action  Consent  Information  Discussion

## D.4 Discussion of 2015-16 Special Project

<b>COMMITTEE:</b> C E D S	<b>MEETING DATE:</b> 01/20/16
<b>STAFF NAME:</b> Lacie Gray, Senior Analyst	

**SUMMARY:**

At your Committee's last two meetings, the possibility of undertaking a special project in Fiscal Year 2015-16 was briefly discussed. There are CEDS budget funds not earmarked for a 2015 Update that could be considered for a special project; more funds are available if your Committee adopts a bi-annual Update schedule (ie no Update is developed for 2015).

At this time, your Committee may wish to discuss developing a special project and direct staff to develop a schedule for its implementation for consideration at the May 4, 2016 CEDS Committee meeting.

Attachment(s)

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**SUGGESTED MOTION: (if applicable)**

I move to • Consider a special project; • Direct Staff to develop a schedule for the implementation of the special project and bring that plan to the May 4, 2016 CEDS Committee meeting.

<b>COMMITTEE DATE</b>	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action  
  Consent  
  Information  
  Discussion

## D.5 Jurisdiction Reports and Discussion

<b>COMMITTEE:</b> CEDS	<b>MEETING DATE:</b> 01/20/16
<b>STAFF NAME:</b> Lacie Gray, Senior Analyst	

**SUMMARY:**

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.

Attachment(s)

**SUGGESTED MOTION: (if applicable)**

Accept reports on Jurisdictional local and regional economic development strategies.

<b>COMMITTEE DATE</b>	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No           Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No           Other:



Action    Consent    Information    Discussion

## A.1 WIB Strategic Plan Report

<b>COMMITTEE:</b>	CEDS	<b>MEETING DATE:</b>	01/20/16
<b>STAFF NAME:</b> Lacie Gray, Senior Analyst			

**SUMMARY:**

On June 4, 2014 the WIB adopted the WIB Strategic Plan for Program Years (PY) 2014-17. At that time the WIB also approved the WIB Director's PY 2014-15 Operational Plan which lays out the specific actions for the program year designed to ensure that the Strategic Plan's goals are met.

Both the Strategic Plan and the WIB Director's Operational Plan incorporate the 2014-17 Strategic Goals referenced below. A status report on the 2014-15 year-end status of benchmarks (from the Strategic Plan) which are relevant to your Committee are also below.

2014-2017 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

**Benchmarks:**

- Plan for Continuing CEDS Operations in PY 2014-15 - Completed
- Integration of Workforce Develop content in 2015 CEDS - Completed
- Host sector based business round table - WIB Business Services Committee discussing this item

Attachment(s)

**SUGGESTED MOTION: (if applicable)**

I move to accept the WIB Strategic Plan Status Report as presented.

<b>COMMITTEE DATE</b>	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No   Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No   Other:



Action  Consent  Information  Discussion

## A.2 Labor Market Information

<b>COMMITTEE:</b> CEDS	<b>MEETING DATE:</b> 01/20/16
<b>STAFF NAME:</b> Lacie Gray, Senior Analyst	

**SUMMARY:**

On December 18, 2015, Local Employment Development Department (EDD) Labor Market Analyst Jorge Villalobos released Labor Market Information as attached.

Attachment(s)

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**SUGGESTED MOTION: (if applicable)**

Information only. No motion needed.

<b>COMMITTEE DATE</b>	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:





State of California  
December 18, 2015  
March 2014 Benchmark

Employment Development Department  
Labor Market Information Division  
<http://www.labormarketinfo.edd.ca.gov>  
(916) 262-2162

**Monthly Labor Force Data for Cities and Census Designated Places (CDP)  
November 2015 - Preliminary  
Data Not Seasonally Adjusted**

<b>Area Name</b>	<b>Labor Force</b>	<b>Employment</b>	<b>Unemployment Number</b>	<b>Unemployment Rate</b>	<b>Census Ratios Emp</b>	<b>Unemp</b>
Santa Cruz County	140,900	130,900	10,000	7.1%	1.000000	1.000000
Aptos CDP	3,200	3,000	200	6.9%	0.022769	0.022175
Aptos Hills Larkin Valley CDP	1,000	1,000	0	4.8%	0.007438	0.004877
Ben Lomond CDP	3,400	3,100	300	7.9%	0.023981	0.027052
Boulder Creek CDP	3,000	2,700	300	8.9%	0.020579	0.026366
Capitola city	5,600	5,300	300	5.6%	0.040524	0.031700
Corralitos CDP	1,300	1,200	100	5.5%	0.009206	0.007011
Day Valley CDP	1,900	1,700	200	11.8%	0.012616	0.022099
Felton CDP	2,200	2,100	100	3.6%	0.016347	0.007925
Freedom CDP	1,700	1,500	200	9.3%	0.011506	0.015469
Interlaken CDP	3,900	3,700	200	5.0%	0.028033	0.019508
Live Oak CDP	9,500	8,900	600	6.3%	0.067704	0.059514
Rio del Mar CDP	4,800	4,600	200	4.2%	0.034846	0.020194
Santa Cruz city	32,500	30,500	2,100	6.3%	0.232937	0.205822
Scotts Valley city	6,300	5,900	400	6.4%	0.045162	0.040768
Soquel CDP	5,600	5,300	300	5.6%	0.040594	0.031395
Twin Lakes CDP	3,300	2,900	400	12.2%	0.022323	0.040616
Watsonville city	24,800	22,500	2,300	9.1%	0.172045	0.226777

CDP is "Census Designated Place" - a recognized community that was unincorporated at the time of the 2013 Census.

**Notes:**

- 1) Data may not add due to rounding. All unemployment rates shown are calculated on unrounded data.
- 2) These data are not seasonally adjusted.

**Methodology:**

Monthly city and CDP labor force data are derived by multiplying current estimates of county employment and unemployment by the employment and unemployment shares (ratios) of each city and CDP at the time of the 2013 Census. Ratios for cities of 25,000 or more persons were developed from special tabulations based on household population only from the Bureau of Labor Statistics. For smaller cities and CDP, ratios were calculated from published census data.

City and CDP unrounded employment and unemployment are summed to get the labor force. The unemployment rate is calculated by dividing unemployment by the labor force. Then the labor force, employment, and unemployment are rounded.