



**Workforce Development Board  
Executive Committee  
1000 Emeline Ave., Santa Cruz  
Wednesday, February 1, 2017, 8:30 a.m.**

18 W. Beach Street  
Watsonville, CA 95076  
(831) 763-8900  
[www.santacruzwb.com](http://www.santacruzwb.com)

**Agenda**

- I. Call to Order/Welcome**
- II. Approval of Agenda**
- III. Public Comment**
- IV. Approval of Minutes from September 7, 2016 meeting .....2-5**
- V. Consent Items**
  - C.1 Common Measure Performance Update PY 2016-17 Q1 .....6-7
  - C.2 PY 16-17 Budget Modification: High-Performing WDB Award ..8
- VI. Administration**
  - A.1 Data Dashboard ..... 9
  - A.2 Strategic Plan Report ..... 10-11
  - A.3 Procurement Status PY 2017-18..... 12
  - A.4 Technology Sector Initiative..... 13
  - A.5 2017-20 WIOA Local Plan ..... 14-15
  - A.6 2017-20 Coastal Region WIOA Plan ..... 16
  - A.7 Planning for February 22 WDB Meeting (Action)..... 17
- VII. Chairperson’s Report**
- VIII. Adjournment**

**MEMBERS:**

- Carol Siegel, Chair  
Santa Cruz Seaside Company
  - Rob Morse, Vice Chair  
Pacific Gas and Electric Company
  - Alan Aman, Chief Operating Officer  
PAMF Santa Cruz
  - Alia Ayyad, Director  
Center for Employment Training
  - Diane Berry-Wahrer, Supervisor  
California Department of Rehabilitation
  - Jack Carroll, Chair,  
Career and Technical Education  
Watsonville/Aptos Adult Education
  - Christina Cuevas, Program Director  
Community Foundation of Santa Cruz County
  - MaríaElena 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
  - Andy Hartmann, Business Manager/  
Financial Secretary  
IBEW Union, Local 234
  - Sean Hebard  
Carpenters Local 505
  - Mark Hodges, Director,  
Regional Occupational Program  
Santa Cruz County Office of Education
  - Dave Hood, President  
First Alarm
  - Julie Lambert, Director,  
Finance & Human Resources  
S. Martinelli and Company
  - Barbara Mason,  
Economic Development Coordinator  
Santa Cruz County Economic Development
  - Francisco Rodriguez, President  
PVFT Union, Local 1936
  - Glen Schaller, Political Coordinator  
Monterey Bay Central Labor Council, AFL-CIO
  - Ron Slack, Owner  
Fine Print Graphic Design
  - William Tysseling, Executive Director  
Santa Cruz Area Chamber of Commerce
  - Andy Van Valer, Founder  
SlingShotSV
- DIRECTOR:**  
Andy Stone

**Next Meeting: Workforce Development Board Meeting  
Wednesday, February 22, 2017 @ 8:30 a.m.  
Simpkins Swim Center  
979 17<sup>th</sup> Avenue  
Santa Cruz, CA 95062**

**Executive Committee Meeting  
Wednesday, April 5, 2017 @ 8:30 a.m.  
1000 Emeline Street  
Santa Cruz, CA 95060**

*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) 763-8900 (TDD/TTY- 711) 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 Development Board  
Executive Committee  
1000 Emeline Ave., Santa Cruz  
Wednesday, September 7, 2016, 8:30 a.m.**

18 W. Beach Street  
Watsonville, CA 95076  
(831) 763-8900  
[www.santacruzwb.com](http://www.santacruzwb.com)

**The Chair called the meeting to order at 8:33 a.m., and a quorum was established.**

**Committee Members in Attendance**

- Delk, Marshall – Business Services Committee Chair
- Destout, Elyse – Youth Council Chair
- Hartmann, Andy – (Alt) Youth Vice Chair
- Morse, Rob – Vice Chair
- Siegel, Carol – Chair
- Slack, Ron – Prior Chair
- Van Valer, Andy – (Alt) Business Services Committee Vice Chair

**Committee Members Absent**

N/A

**Staff in Attendance**

- Gray, Lacie – WDB Sr. Human Services Analyst
- Stone, Andy – WDB Director
- Zeller, Brenda – WDB Administrative Coordinator

**Guests**

- Dion, Jim – Employment Program Manager, EDD

---

**Subject: Call to Order/Welcome**

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

---

**Subject: Approval of Agenda**

**Action:** It was moved to approve the September 7, 2016 Agenda.

<b>Status:</b>	Motion to Approve:	Rob Morse
	Motion Seconded:	Marshall Delk
	Abstentions:	None
	Committee Action:	All in favor, motion passed.

---

**MEMBERS:**

- Carol Siegel, Chair  
Santa Cruz Seaside Company
  - Rob Morse, Vice Chair  
Pacific Gas and Electric Company
  - Alan Aman, Chief Operating Officer  
PAMF Santa Cruz
  - Alia Ayyad, Director  
Center for Employment Training
  - Diane Berry-Wahrer, Supervisor  
California Department of Rehabilitation
  - Jack Carroll, Chair,  
Career and Technical Education  
Watsonville/Aptos Adult Education
  - Christina Cuevas, Program Director  
Community Foundation of Santa Cruz County
  - 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
  - Andy Hartmann, Business Manager/  
Financial Secretary  
IBEW Union, Local 234
  - Sean Hebard  
Carpenters Local 505
  - Mark Hodges, Director,  
Regional Occupational Program  
Santa Cruz County Office of Education
  - Dave Hood, President  
First Alarm
  - Julie Lambert, Director,  
Finance & Human Resources  
S. Martinelli and Company
  - Barbara Mason,  
Economic Development Coordinator  
Santa Cruz County Economic Development
  - Francisco Rodriguez, President  
PVFT Union, Local 1936
  - Glen Schaller, Political Coordinator  
Monterey Bay Central Labor Council, AFL-CIO
  - Ron Slack, Owner  
Fine Print Graphic Design
  - William Tysseling, Executive Director  
Santa Cruz Area Chamber of Commerce
  - Andy Van Valer, Founder  
SlingShotSV
- DIRECTOR:**  
Andy Stone

**Subject: Public Comment**

Ron Slack made an announcement for the Think Local First Indy Biz Expo to be held September 15, 2016 at the Coconut Grove.

---

**Subject: Approval of August 3, 2016 Meeting Minutes**

**Discussion:** Chair Carol Siegel called for the August 3, 2016 minutes to be approved.

**Action:** It was moved to approve the August 3, 2016 Meeting Minutes.

**Status:** Motion to Approve: Marshall Delk  
Motion Seconded: Ron Slack  
Abstentions: None  
Committee Action: All in favor, motion passed.

---

**Subject: V. Administration Items:**

**A.1 – Data Dashboard**

Director Andy Stone went over the Data Dashboard, noting that the funding expended amount did not include final invoices from Goodwill, COE, and SBDC. Expenses for Q4 are anticipated to be approximately \$450,000 once those invoices are received.

---

**A.2 – Strategic Plan Report Update (Action)**

Director Andy Stone reviewed the goals for the WIB/WDB Strategic Plan for Program Years (PY) 2014-17 and gave an update on the status of each goal.

**Action:** It was moved to accept the WIB/WDB Strategic Plan Status Report as presented.

**Status:** Motion to Approve: Ron Slack  
Motion Seconded: Marshall Delk  
Abstentions: None  
Committee Action: All in favor, motion passed.

---

**A.3 – WIOA Final PY 2016/17 Budget (Action)**

Director Andy Stone presented the final WIOA Budget for PY 2016/17, which incorporates all funding sources, including Adult, Dislocated Worker, Youth, Rapid Response, and the final carry-in funding levels from PY 15/16.

**Action:** It was moved to approve the Final PY 2016/17 WIOA Budget with final carry-in from PY 15/16 for the formula WIOA Adult, Dislocated Worker (DW), Rapid Response, and Youth programs; authorize WDB Director to

determine how best to use unallocated funds and allocated funds if not fully expended to meet program goals and report on any changes to the Executive Committee.

**Status:** Motion to Approve: Marshall Delk  
Motion Seconded: Ron Slack  
Abstentions: None  
Committee Action: All in favor, motion passed.

---

#### **A.4 – Slingshot Meeting Recap**

Director Andy Stone recapped the results of the Slingshot meeting with the Health Improvement Partnership of Santa Cruz County held on August 11, 2016. He discussed two priorities for the healthcare industry identified during the meeting; Talent Development and Care Coordination. In order to follow-through on the priorities identified, the Health Improvement Partnership of Santa Cruz County will create two working groups; a Talent Development Working Group to develop an action plan for meeting cross-cutting skill requirements, occupation-specific needs, and a comprehensive talent pipeline initiative, and a Care Coordination Working Group to develop an industry-wide definition and action plan for a comprehensive Care Coordination Initiative. The WDB's next step is to train staff as facilitators for the two working groups. Director Andy Stone noted that this process is being replicated in Monterey, San Luis Obispo, and Santa Barbara Counties. He also stated that this meeting excluded partners in the education community in order to allow the health care industry to identify and develop its needs. Education partners will be included at a later date so that the WDB can then facilitate a way for education to meet industry needs.

---

#### **A.5 – Proposition 39 Pre-Apprenticeship Training Agreement with Monterey County (Action)**

Director Andy Stone presented the Proposition 39 Pre-Apprenticeship Training agreement with Monterey County. This agreement is necessary in order to receive funding in the amount of \$123,533 awarded for the Proposition 39 grant and begin providing services by the end of the grant period (September 30, 2017).

**Action:** It was moved to approve the Agreement with Monterey County to contract with the Santa Cruz County Workforce development Board in the amount of \$123,533 to provide Proposition 39 Pre-Apprenticeship services to 25 individuals and to forward this agreement to the WDB and the Santa Cruz County Board of Supervisors.

**Status:** Motion to Approve: Marshall Delk  
Motion Seconded: Elyse Destout  
Abstentions: Andy Hartmann  
Committee Action: All in favor, minus noted abstention, motion passed.

---

## **A.6 – WDB Committee Discussion**

Director Andy Stone discussed new WIOA committee requirements and recommendations, and proposed some changes to WDB committees. He proposed forming a Job Seeker Committee that would combine the standing Youth Council, a recommended but not required WDB committee, with the new focus of addressing individuals with disabilities and One-Stop partner service issues. He also proposed creating an innovation fund for the potential Job Seeker Services Committee and the Business Services Committee to allow them the opportunity to increase their impact in the community. Executive Committee members directed Andy Stone to formalize the committees' new priorities and bring that information to the next Executive Committee Meeting on October 5, 2016.

---

## **VI. Chairperson's Report**

WDB Chair Carol Siegel thanked committee members and staff for attending.

---

**Meeting adjourned at 9:55 a.m.**

**Next Meeting:        Executive Committee Meeting  
Wednesday, October 5, 2016 @ 8:30 a.m.  
1000 Emeline Street  
Santa Cruz, CA 95060**

**Workforce Investment Board Meeting  
Wednesday, October 26, 2016 @ 8:30 a.m.  
Simpkins Swim Center  
979 17<sup>th</sup> Ave.  
Santa Cruz, CA 95062**



Action Consent Information Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## C.1 Common Measure Performance PY 16-17 Q1

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> February 1, 2017
<b>STAFF NAME:</b> Andy Stone, WDB Director; Sara Paz-Nethercutt, WDB Sr. Analyst; Teresita Hinojosa, WDB Sr. Analyst	

### SUMMARY:

The attached Performance Update for 1st Quarter PY 2016-17 gives an indication of local performance as of September 30, 2016 for Adult, Dislocated Worker and Youth program services. The state only considers annual performance and requires local areas meet 80% of the assigned goal. Although the Workforce Innovation and Opportunity Act (WIOA) was enacted effective July 1, 2015, the performance measures used under WIA will remain in effect until June 30, 2017. The LWIA has met or exceeded all the goals.

As a reminder, this is preliminary data through 1st Quarter and includes data on up to 25 Adults, 21 Dislocated Workers, and 78 Youth depending on the specific measure. The State will review the data for validation of WIOA numbers and provide FINAL actual program year performance results after the program year ends.

Attachment(s)

---

---

### **SUGGESTED MOTION: (if applicable)**

I move to accept the WIOA Common Measure Performance for 1st Quarter for PY 2016-17.

<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:

## C.1 Attachment

### Performance Update for 1<sup>st</sup> Quarter PY 2016-17

Adult and Dislocated Worker Formula 1st Quarter Performance (as of 9/30/16)						
Adult and DW Performance Goals	Participant Categories	PY 2016-17 Santa Cruz LWIA Goal	Performance Level through 9/30/16	Met Goal	Met 80% Target? *80% of goal	Success Rate % of goal met
<b>Entered Employment Rate</b>	Adult	72.0%	100%	YES	YES	138.8%
	Dislocated Worker	70.5%	90%	YES	YES	127.6%
<b>Retention Rate – 9 months</b> 1, 2, & 3 Qtrs after exit	Adult	85.0%	68%	NO	YES	80%
	Dislocated Worker	84.0%	85.7%	YES	YES	102%
<b>Average Earnings:</b> 2 <sup>nd</sup> and 3 <sup>rd</sup> Qtr after exit to 2 <sup>nd</sup> and 3 <sup>rd</sup> Qtr prior to WIA participation	Adult	\$16,500	\$16,820	YES	YES	101.9%
	Dislocated Worker	\$15,050	\$20,654	YES	YES	137.2%

WIA Youth Formula 1 <sup>st</sup> Quarter Performance (as of 9/30/16)					
Youth Performance Goals	PY 16-17 Goals	Performance Level through 9/30/16	Met Goal	Met 80% Target?	Success Rate (% of goal met)
Entered Education or Employment Rate	70.5%	77.27%	YES	YES	109.60%
Attained Degree or Certificate	64.0%	85%	YES	YES	132.81%
Literacy & Numeracy Gains	72.0%	27.27%	YES	YES	37.87%

**\*The State of California requires local areas meet 80% of the assigned goal.**



Action Consent Information Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## C.2 PY 16-17 Budget Modification: HPB Award

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> February 1, 2017
<b>STAFF NAME:</b> Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst	

### SUMMARY:

As you may recall, Senate Bill (SB) 698 passed in October 2011 requiring the Governor, through the California Workforce Investment Board to establish criteria/standards for local Workforce Investment Boards (WIBs) to be deemed "high performing" during the certification process. Santa Cruz WIB approved the local plan at that time, which included, among other updates, the formation of the Business Services Committee. Additionally, a key piece of the legislation required the Governor and the Legislature, in consultation with the California Workforce Investment Board to reserve specified federal discretionary funds for the designated high performing WIBs.

On February 12, 2014, this board achieved High-Performance Local Board (HPB) certification and became eligible to receive a monetary award. Program Year 2016-17 will be the first year local boards receive a monetary award as the Governor's discretionary fund has been restored to the full 15 percent this program year. On December 27, 2016, we were made aware of the local award of \$54,838.

Note: The Workforce Investment Board became the Workforce Development Board effective July 1, 2016 so reference to WIB are appropriate for the above board item.

Attachment(s)

### SUGGESTED MOTION: (if applicable)

I move to accept the monetary award for having been designated a high-performing board and direct the WDB director to exercise his discretion for expenditure as allowed in the WIOA.

<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:

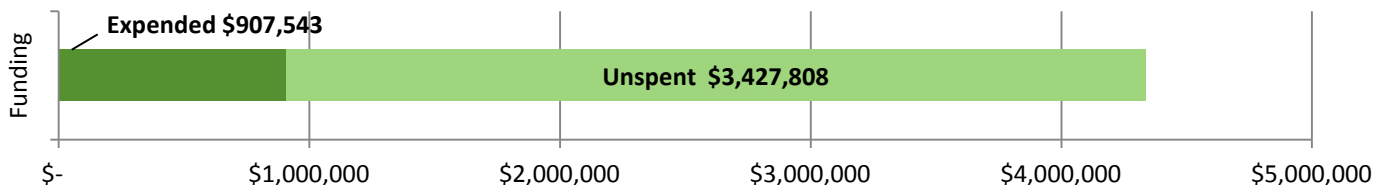


# A.1 Dashboard

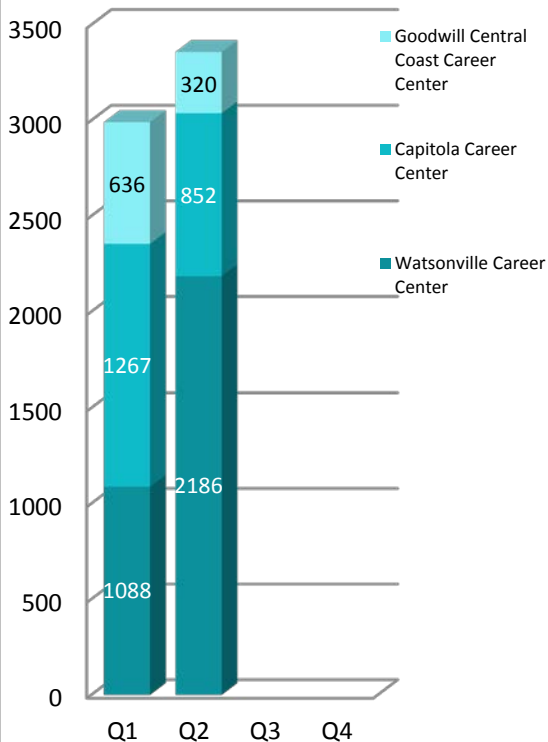
July 1, 2016 to December 31, 2016



PY 16/17 Budget: \$4,335,351



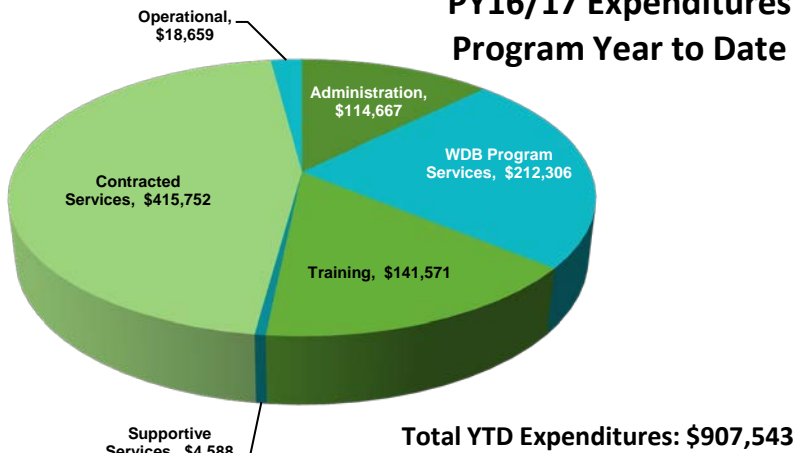
**PY 16/17 Jobseeker Visits**  
Total Visits by Quarter



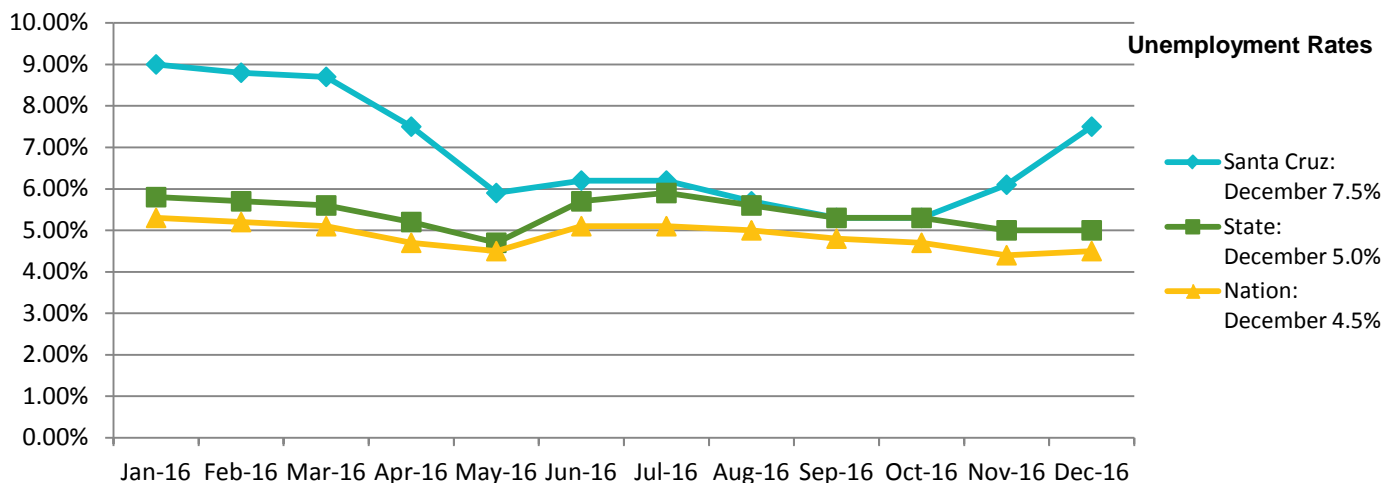
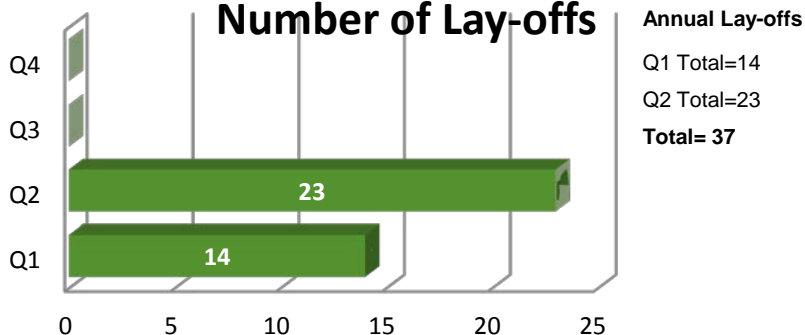
**Year to Date Unique Visitors:**

Watsonville: 1,781  
 Capitola: 799  
 Goodwill: 378  
**TOTAL: 2,958**

**PY16/17 Expenditures**  
Program Year to Date



**PY16/17 Rapid Response:**  
Number of Lay-offs





Action Consent Information Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## A.2 Strategic Plan Report

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> February 1, 2017
<b>STAFF NAME:</b> Andy Stone, WDB Director	

### SUMMARY:

On October 8, 2015 the WIB approved the WDB Director's PY 2015-16 Operational Plan which lays out the specific actions for the program year designed to ensure that the Strategic Plan's goals are met. The attached scorecard represents the updated PY 2016-17 outcomes for the approved goals and action steps.

Both the Strategic Plan and the WDB Director's Operational Plan incorporate the 2014-17 Strategic Goals referenced 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 (WDB) Effectiveness

Attachment(s)

### **SUGGESTED MOTION: (if applicable)**

I move to adopt the WDB Director's Operational Plan update for PY 16/17 and recommend approval by the Workforce Development Board.

<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:

**A.2 Attachment - Workforce Development Board of Santa Cruz County  
STRATEGIC PLAN STATUS REPORT PY 2016-2017**

	<b>Benchmark (2015-16)</b>	<b>2016-17 Target</b>	<b>2016-17 Operational Goals to meet Target</b>	<b>YTD</b>
<b>Goal 1</b> Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs	Regional Strategies implemented in 2015-16: • Awarded Proposition 39 Pre-Apprenticeship Grant • Awarded Slingshot Grant for Health Care	<b>In 2016-17: Deliver three WDB approved projects</b>	<ul style="list-style-type: none"> <li>Implement regional pre-apprenticeship training program</li> <li>Obtain and implement second round Slingshot grant for Health Care Sector</li> <li>Launch Local Tech Industry Partnership</li> </ul>	<p>Prop 39: Classes started in January, 16 students enrolled</p> <p>Slingshot: Regional meeting planned for February or March, focus on care coordination and talent</p> <p>Tech Partnership: Contract out for approval. Work to begin in April</p>
<b>Goal 2</b> Align workforce development strategies to support local economic development	In 2015-16, transitioned CEDS Committee management to the County's Economic Development Office	<b>In 2016-17: Partner with economic development to help employers attract and retain talent</b>	<ul style="list-style-type: none"> <li>Create a county asset map of employment related business incentives</li> <li>Provide staff/partner training on business engagement practices</li> <li>Adopt Business Engagement Plan</li> </ul>	<p>Asset Map: Working w/ County Economic Development</p> <p>Training: Provided by Business U on 9/26</p> <p>Business Engagement Plan: Assigned to Business Services Committee</p>
<b>Goal 3</b> 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	In 2015-16, launched WDB Scholarship list/pilot program	<b>In 2016-17: Use data and messaging to strategically target employers and job seekers</b>	<ul style="list-style-type: none"> <li>Release Initial County Hot Jobs Report</li> <li>Formalize the WDB Scholarship process with WDB input</li> <li>Establish new WDB messaging and update website content and materials</li> </ul>	<p>Hot Jobs Report: Initial report completed</p> <p>WDB Scholarship List: Have completed purchase order with Public Consulting Group</p> <p>WDB Messaging: Completing PO w/ Studio Holladay for marketing services</p>
<b>Goal 4</b> Increase Board (WDB) Effectiveness	In 2015-16, approved new 25 member board	<b>In 2016-2017: Establish the WDB as Workforce Development Experts</b>	<ul style="list-style-type: none"> <li>Provide development opportunities for every WDB member</li> <li>Establish a new WDB member on-boarding process</li> <li>Conduct a full WDB policy review and update to meet WDB goals and comply with WIOA</li> </ul>	<p>Development Opportunities: Consultant provided WIOA overview at 10/26 WDB Meeting.</p> <p>New WDB Orientation: Consultant to meet w/ WDB chair in February</p> <p>WDB Policy Review: Will begin in February</p>

**Benchmark** = beginning of the strategic plan

**Target** = planned to be at the end of the year

Green	on track to meet planned target for the year
Yellow	needs to be watched
Red	in danger of not meeting target for the year.



Action  Consent  Information  Discussion

## A.3 Procurement Status PY 2017-18

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> February 1, 2017
<b>STAFF NAME:</b> Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst	

### SUMMARY:

As you know, this board approved the issuance of a Request for Proposal (RFP) for WIOA Adult, Dislocated Worker and Career Center Operator program services at the June 8, 2016 meeting. The RFP was subsequently released at the Board of Supervisors (BOS) meeting on November 15, 2016.

As part of the process, the WDB worked with the County's General Services Department's Purchasing Division (GSD) to conduct the RFP procurement process. 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 PY 2017-18 through PY 2020-21 based on a contractor cost analysis. 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 managed by GSD three (3) proposals were received as follows: Eckerd Youth Alternatives, Inc., Goodwill Central Coast, and KRA Corporation. WDB Director will provide an update on the current status of the procurement.

Attachment(s)

---

---

### **SUGGESTED MOTION: (if applicable)**

<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.4 Technology Sector Initiative

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> February 1, 2017
<b>STAFF NAME:</b> Andy Stone, WDB Director	

### SUMMARY:

As you know, Workforce Development Boards are the key conveners of industry sector strategies connecting workers to relevant training and education, and connecting employers to a skilled workforce. Industry sector strategies are critical to promoting regional partnerships of employers, educators, workforce developers and other stakeholders that address the skill needs of high-demand occupations in a region. An industry sector strategy is typically focused on one critical industry; is led by a strategic partner who coordinates dialogue and action; and results in customized solutions aligned with the workforce needs of employers in the industry. Industry sector strategies are a proven mechanism for meeting the needs of workers for high-quality jobs and the needs of employers for skilled workers.

Santa Cruz Works members in the technology sector have identified a need to attract and retain a skilled tech workforce to be competitive with Silicon Valley. In response to this identified technology sector talent shortage, your Board issued a Request for Proposal (RFP) to develop a business-led sector initiative to attract and retain skilled tech workers locally. Two vendors responded and a team of WDB and Economic Development staff, along with the Executive Director of the initiative's key partner, Santa Cruz Works, which will host the Partnership, reviewed and rated proposals. The successful vendor was Collaborative Economics which will launch the Technology Sector Partnership in Santa Cruz County, including recruiting employers to provide leadership and to ultimately sustain the Partnership at the conclusion of the contract, facilitate a Partnership launch meeting, assist the Partnership in identifying short term and long term strategies to address the local technology talent shortage, coordinate and facilitate up to three follow up meetings to build a plan to sustain the Partnership, and train and coach business people who will be the leadership that continues the Partnership.

Your Committee's recommendation to approve a contract with Collaborative Economics will be forwarded to the Workforce Development Board at its February 22, 2017, meeting with the final consideration for approval of the contract resting with the Board of Supervisors at its March 21, 2017, meeting.

Attachment(s)

### SUGGESTED MOTION: (if applicable)

I move to approve the award of the Technology Sector Initiative contract to Collaborative Economics, to forward this recommendation to the WDB for its February 22, 2017 meeting and to recommend the contract be sent to the Board of Supervisors on March 21, 2017 (or thereabouts) for final approval.

<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.5 2017-20 WIOA Local Plan

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> February 1, 2017
<b>STAFF NAME:</b> Andy Stone, WDB Director	

### SUMMARY:

As you may recall, the California Workforce Development Board has developed a State Workforce Innovation and Opportunity Act (WIOA) Plan, which is the controlling state policy document for regional and local plans. It sets the state's policy direction for these plans, and serves as a conceptual map for Local Boards and their partners as they jointly develop the regional and local plans required by WIOA.

Under the State Plan, the primary purpose of local plans and partnerships is to facilitate access to workforce services at the local level. While regional plans and partnerships are specifically focused on constructing a regional training and education architecture that aligns with regional labor markets, individuals will access and experience this regional workforce architecture primarily through local service delivery efforts, principally those of WIOA partners operating in the America's Job Center of California (AJCC) system, formally known as One-Stop Career Centers, but potentially through other partners of the workforce system as well. In this regard, it is typically at the local level where services will be integrated, resources coordinated, and supportive services provided to individuals being served by the partners.

On September 16, 2016, the State issued instructions for guidance for the preparation of both local and regional plans required by the WIOA. The Local Plan was prepared in accordance with the requirements and planning guidance provided by the State of California, including the mandated public notice, public comment and review period. The Draft Local Plan was released on January 18, 2017. The public has been invited to your Committee's meeting today to provide In-Person Public Comment. The public comment period will close at your Board's meeting on February 22, 2017. The Board of Supervisors, as the Chief Elected Local Official for the WDB, will consider the Draft Plan at its March 14, 2017 meeting. The Local Plan must be submitted to the State by March 15, 2017.

The proposed Local Plan may be viewed at [www.santacruzwb.com](http://www.santacruzwb.com) under Reports and Publications.

Attachment(s)

### **SUGGESTED MOTION: (if applicable)**

I move to accept any comments generated at the meeting about the 2017-20 WIOA Local Plan and to recommend that the Local Plan be forwarded to the Santa Cruz County WDB and then to the Santa Cruz County Board of Supervisors.

<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:

**A.5 and A.6 Attachment**  
**Santa Cruz County WIOA Local And Regional Plans 2017-20 Timeline**

<b>Local Plan (Santa Cruz County)</b>		<b>Regional Plan (Monterey, San Benito, San Luis Obispo, Santa Cruz)</b>	
<b>Date</b>	<b>Benchmark</b>	<b>Date</b>	<b>Benchmark</b>
<b>2016</b>			
December 31, 2016	Complete Draft Local Plan		
<b>2017</b>			
January 18, 2017	30 Day Public Comment Period Opens	January 18, 2017	30 Day Public Comment Period Opens
February 1, 2017	WDB Executive Committee Meeting- Public Invited to Attend and Comment	February 1, 2017	Monterey County WDB review/approval - Regional Plan and Monterey WDB Local Plan WDB Executive Committee Meeting- Public Invited to Attend and Comment
		February 17, 2017	30 Day Public Comment Period Closes
February 22, 2017	Full Board Meeting –Close Public Comment Period	February 22, 2017	Full Board (Santa Cruz County) Meeting –On Consent
		February 28, 2017	Monterey County BOS review/approve Regional Plan and Monterey WDB's Local Plan
March 14, 2017	Board of Supervisors memo to ask for approval of the Local Plan	March 14, 2017	Santa Cruz County Board of Supervisors memo to ask for approval of the Regional Plan
March 15, 2017	WIOA Local Plan due to the State	March 15, 2017	Regional WIOA Plan due to the State
April 30, 2017	State Board approves or conditionally approves Local Plan		
May 15, 2017	State Board notifies local boards of any Local Plan deficiencies		
		June 15, 2017	State Board approves or conditionally approves Regional Plan
		July 1, 2017	State Board notifies regions of any plan deficiencies
August 1, 2017	Final Local Plans due to the State	August 1, 2017	Final Local Plans due to the State
September 1, 2017	State scheduled to issue final approval of all Local Plans	September 1, 2017	State scheduled to issue final approval of all Local Plans



Action Consent Information Discussion



## A.6 Coastal Region WIOA Plan

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> February 1, 2017
<b>STAFF NAME:</b> Andy Stone, WDB Director	

### SUMMARY:

As you may know, the Monterey County Workforce Development Board (WDB), as a member of the Coastal Region, is in the process of developing a Four-Year Regional Plan as required under the Workforce Innovation and Opportunity Act (WIOA) of 2014. Regional Plans and partnerships required by the WIOA function under the WIOA State Plan for the State of California as the primary mechanisms for aligning educational and training provider services with regional industry sector needs in California's 14 WIOA Regional Planning Units (RPU). The Coastal RPU includes the Santa Cruz, Monterey, San Luis Obispo, and Santa Barbara Counties workforce development areas.

Your Committee is asked to accept comments on the Regional Plan today through the public comment period (January 18-February 17) and to recommend that the Plan be forwarded to the WDB and Santa Cruz County Board of Supervisors for approval. Other counties in the region will be following a similar process, culminating with the Coastal RPU's Regional Plan being submitted by the Monterey County WDB on behalf of the RPU to the California Workforce Development Board on March 15, 2017 for review and approval.

The Monterey County WDB is collecting input from a variety of sources including research reports, interviews, and public meetings as part of the development of the Regional Plan to ensure the Plan addresses the following goals and objectives: Collection and analysis of regional labor market data; Establishing regional service strategies; Developing and implementing sector initiatives for in-demand industry sectors and occupations; Promoting industry-valued secondary credential attainment; Understanding job quality considerations for the region; and Ensuring accessibility and inclusivity in regional programs and services.

For more information and/or to review the plan and provide comments please visit Monterey County WDB's website at [www.montereycountywib.org](http://www.montereycountywib.org). Questions may be directed to 831-796-6434.

Attachment(s)

### **SUGGESTED MOTION: (if applicable)**

I move to accept any comments generated at the meeting about the 4-Year Coastal Region WIOA Regional Plan, to have WDB staff forward the comments to the Monterey County WDB, and to recommend that it be forwarded to the Santa Cruz County WDB and then to the Santa Cruz County Board of Supervisors.

<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.7 Planning for Feb. 22 WDB Meeting

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> February 1, 2017
<b>STAFF NAME:</b> Andy Stone, WDB Director	

**SUMMARY:**

The next Workforce Development Board (full board) meeting is scheduled for February 22, 2017. At this time, WDB staff request that your committee discuss and develop the agenda outline for that meeting.

Attachment(s)

---

---

**SUGGESTED MOTION: (if applicable)**

I move to direct the WDB staff to include the following items in the February 22, 2017 WDB meeting agenda:

<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: