



Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs to train, educate, and support the workforce to develop key and timely skills. We assist Business to secure the talent they need to thrive now, and into the future.

Workforce Development Board

Wednesday, December 8, 2021 @ 8:30am

[Click Here to Join the Meeting Online](#)

If you don't have Microsoft Teams: Select the "Join on the web instead" option

Call in: (916) 318-9542

Meeting ID: 146 104 246#

Call to Order/Welcome

Non-agenda public comment

Chairperson's Report

Action Items (vote required) :

1. Findings Authorizing Teleconference Meetings 2-4
2. Approval of Minutes: May 26, 2021; November 10, 2021 (Special Meeting) 5-12
3. WDB Director's Operational Plan Update 13-14
4. Eligible Training Provider List (ETPL) draft monitoring and subsequent eligibility report 15
5. ETPL Annual Report 16
6. WIOA FY21/22 Budget 17-18
7. WIOA Procurement Results/ PY 2022/23 Award Recommendations 19-21
8. AJCC Certification Indicator Continuous Improvement Plan 22

Report Items (no vote required):

9. WDB Staff Updates 23

Information Items (no vote required):

10. Contractor Activity Reports 24
11. Presentation: Celina Shands, Founder/CEO, Full Capacity Marketing 25

Committee Member Announcements

Adjournment

**Next Meeting: Workforce Development Board-Executive Committee
March 2, 2022 @8:30 am**

**Workforce Development Board
March 30, 2022 @8:30 am**

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.

Action Item 1: Findings Authorizing Teleconference Meetings

(Action required)

Recommendation

Adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic state of emergency and Health Officer recommendation for social distancing.

Background

New State law adopted by the Legislature and signed by Governor Newsom (AB 361) allows local agencies to continue to meet by teleconference and internet platform as long as a state of emergency exists and local or state authorities have recommended social distancing measures. In a related provision, the legislative body, by a majority vote, can take action to meet via teleconference in order to avoid meeting in person and therefore reduce imminent risks to the health and safety of members of the public. If a legislative body continues to meet via teleconference, it must take action to renew this declaration every 30 days.

Suggested motion

I move to adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic State of Emergency and Health Officer recommendation for social distancing.



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**SANTA CRUZ COUNTY WORKFORCE DEVELOPMENT BOARD'S
FINDINGS PURSUANT TO ASSEMBLY BILL 361 AUTHORIZING TELECONFERENCE MEETINGS AS A RESULT OF THE
CONTINUING COVID-19 PANDEMIC STATE OF EMERGENCY AND HEALTH OFFICER RECOMMENDATION FOR
SOCIAL DISTANCING**

WHEREAS, the Santa Cruz County Workforce Development Board is a legislative body under the Brown Act as defined under Cal. Gov. Code section 54952(b) and Santa Cruz County Code Section 2.38.110; and

WHEREAS, on September 16, 2021, Governor Newsom signed Assembly Bill 361 ("AB 361"), urgency legislation effective immediately, that amended Government Code section 54953 to permit legislative bodies subject to the Brown Act to continue to meet under modified teleconferencing rules provided that they comply with specific requirements set forth in the statute; and,

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(1)(A), a legislative body may meet under the modified teleconferencing rules during a proclaimed state of emergency, and where local officials have imposed or recommended measures to promote social distancing; and

WHEREAS, on March 4, 2020, Governor Newsom issued a Proclamation of State of Emergency in response to the COVID-19 pandemic, and which remains in effect; and

WHEREAS, on September 30, 2021, Santa Cruz County Public Health Officer Dr. Gail Newel strongly recommended that legislative bodies in Santa Cruz County continue to engage in physical/social distancing by meeting via teleconference as allowed by AB 361 and confirmed that she will regularly review and reconsider this recommendation and notify the public when it is no longer recommended; and

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(3), within 30 days of the date the legislative body first holding a teleconferenced meeting under the modified rules, and every 30 days thereafter, a legislative body can continue to hold such teleconference meetings provided it has reconsidered the circumstances of the state of emergency and determined either that the state of emergency continues to directly impact the ability of the members to meet safely in person or that local officials continue to recommend measures to promote social distancing; and

WHEREAS, on December 8, 2021, the Santa Cruz County Workforce Development Board intends to hold its initial teleconference meeting under AB 361; and

WHEREAS, the Santa Cruz County Workforce Development Board has reconsidered the circumstances of the current state of emergency and finds that the COVID-19 pandemic continues to directly impact the ability of

members of the public to participate safely in person and further finds that the Santa Cruz County Public Health Officer continues to recommend measures to promote social distancing; and

WHEREAS, in the interest of public health and safety, and due to the emergency caused by the spread of COVID-19, the Santa Cruz County Workforce Development Board deems it necessary to utilize the modified teleconferencing rules set forth in AB 361;

NOW, THEREFORE, the Santa Cruz County Workforce Development Board makes the following findings by a majority vote:

Section 1. The foregoing recitals are true and correct, and adopted as findings of the Santa Cruz County Workforce Development Board.

Section 2. Effective immediately, and for the next 30 days, the Santa Cruz County Workforce Development Board will meet via teleconference as authorized under AB 361 and Government Code section 54953(e)(3).

Section 3. No later than thirty (30) days from making today’s findings, or at the next scheduled meeting, the Santa Cruz County Workforce Development Board will reconsider the circumstances of the COVID-19 state of emergency and, if necessary, adopt subsequent findings to continue holding teleconference meetings in accordance with Government Code section 54953(e)(3).

PASSED AND ADOPTED by the Santa Cruz County Workforce Development Board in Santa Cruz, State of California, this 8 day of December , 2021 , by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Chair, Santa Cruz County Workforce Development Board

ATTEST: _____
Department Staff

Approved as to Form:

Office of the County Counsel

Action Item 2: Approval of Meeting Minutes

(Action required)

Recommendation

Approve the May 26, 2021 and November 10, 2021 (Special Meeting) WDB Full Board meeting minutes

Suggested motion

I move to approve the May 26, 2021 and November 10, 2021 (Special Meeting) WDB Full Board meeting minutes.



**Workforce Development Board
Full Board Meeting
Watsonville Career Center,
18 W. Beach Street, Watsonville CA.
Wednesday, May 26, 2021, 8:30 a.m.**

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

NOTE: Due to the COVID-19 pandemic, and the directive of Governor Gavin Newsom in adjusting the Brown Act rules, public meetings will be allowed to be attended virtually until further notice. A public meeting room was made available for this meeting, but all participants chose to attend virtually, via Microsoft Teams.

Chair Carol Siegel called the meeting to order at 8:32 a.m., when a quorum of 17 members were present. All Board members, staff and guests attended the meeting virtually.

Board Members in Attendance

- Adams, Lamont
- Ayyad, Alia
- Cuevas, Christina
- De La Garza, MariaElena
- Delk, Marshall
- Destout, Elyse
- Dodge, Daniel
- Duckworth, Yuko
- Elliott, Candice
- Holmquist-Gomez, Laura
- Livingstone, Todd
- Mason, Barbara
- Morse, Rob – Vice Chair
- Orona, Elisa
- Setzler, Katie
- Siegel, Carol – Chair
- Vereker, Dustin

Board Members Absent

- Berry-Wahrer, Diane
- Hebard, Sean
- Herrera-Mansir, Carmen
- Miller, Chris
- Roth, Shaz
- Schaller, Glen

MEMBERS:

- Carol Siegel, Chair**
Santa Cruz Seaside Company
- Rob Morse, Vice Chair**
Pacific Gas and Electric Company
- Lamont Adams**
Local IBEW234
- Alia Ayyad**
Center for Employment Training
- Diane Berry-Wahrer**
California Department of Rehabilitation
- Christina Cuevas**
Community Foundation of Santa Cruz County
- MariaElena De La Garza**
Community Action Board
- Marshall Delk**
Santa Cruz County Bank
- Elyse Destout**
Photography by Elyse Destout
- Daniel Dodge**
Monterey Bay Central Labor Council
- Yuko Duckworth**
Employment Development Department
- Candice Elliott**
Fortress and Flourish
- Sean Hebard**
Carpenters Local 505
- Carmen Herrera-Mansir**
El Pajaro Community Development Corp.
- Laura Holmquist-Gomez**
Five Star Catering
- Todd Livingstone**
Watsonville/Aptos/Santa Cruz Adult Education
- Barbara Mason**
Santa Cruz County Economic Development
- Chris Miller**
ScratchSpace, LLC
- Elisa Orona**
Health Improvement Partnership of SC County
- Shaz Roth**
Pajaro Valley Chamber of Commerce and Agriculture
- Glen Schaller**
Monterey Bay Central Labor Council, AFL-CIO
- Katie Setzler**
Palo Alto Medical Foundation
- Dustin Vereker**
Discretion Brewing
- DIRECTOR:**
Andy Stone

Staff in Attendance

Chevalier, Katy – EBSD Program Manager
Detlefs, Peter – WDB Business Services Manager
Gazza, Laurel – WDB Administrative Aide
Gray, Lacie – WDB Sr. Analyst
Montes, Josie – CWES Associate Analyst
Paz-Nethercutt, Sara – WDB Sr. Analyst
Spickler, Adam – CCU Analyst
Stone, Andy - WDB Director
Villalobos, Marcy – WDB Office Support

Guests

Aldrich, Joyce
Cortes, Claudia
Dubin, Victor – County of Santa Cruz, Human Services Department
Estrada, Vivian - EDD
Frasca, Lizbeth – Goodwill Central Coast
Mason, Shelby – Goodwill Central Coast
Munoz, Bea
Nagamine, Janet
Roman, Beatriz – Goodwill Central Coast
Stafford, Sven – Santa Cruz County, CAO
Staley-Raator, Desha
Thompson, Valerie
Valdez, Karina – Goodwill Central Coast
Williams, Josh – BW Research
Winter, Amanda

Subject: II. Public Comment

There was no public comment, however WDB Chair Carol Siegel asked guests to introduce themselves. Board members Yuko Duckworth announced that EDD is taking in person appointments and MariaElena De La Garza with the Community Action Board shared with the board that May is Community Action Month.

Subject: III. Directors' Report

WDB Director Andy Stone addressed the comings and goings of the WDB Board and staff for 2021. He mentioned that Carol Siegel would no longer be Chair for the WDB, but would still remain on the board.

Subject: IV. Approval of Consent Agenda

C.1 – Approval of April 1, 2021 Meeting Minutes

C.2 – Data Dashboard

- C.3 – Contractor Activity Reports PY 2020/21 Q2**
- C.4 – AJCC Hallmarks of Excellence Action Plans PY 2020/21 Q3**
- C.5 – WIOA Program Services Procurement PY 21-2025 timeline**
- C.6 – Local WIOA Monitoring Draft Reports, CCOPs, SBDC, GCC**
- C.7 – Proposed WDB Meeting Calendar PY 21/22**
- C.8 – WIOA Local Policy revisions**
- C.9 – AJCC Certification Baseline/Indicators**

Action: It was moved to approve the Consent Agenda.

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

V. Presentation:

Josh Williams from BW Research Partnership gave a presentation on the current state of the workforce in Santa Cruz County.

Subject: VI. Discussion items:

D.1 WDB Staff Updates

WDB Sr. Analyst Sara Paz-Nethercutt reported on WIOA Career Services and provided details on the WIOA-CWES Co-enrollment Staff Training Event which trained over 50 County and contractor staff. Business Services Manager Peter Detlefs gave an update on Business Services including the progress of the Career Services Webpage which he anticipates will be completed by the end of the year. EBSD Program Manager Katy Chevalier informed the Full Board on the Triple P online workshops that are available to CalWORKs program participants. WDB Sr. Analyst Lacie Gray gave an overview of Regional Projects and Grants.

Action: None, informational item only

D.2 Strategic Plan Report Update

WDB Director Andy Stone gave the latest updates on the three main Strategic Plan goals for Workforce Santa Cruz County.

Action: It was moved to accept the WDB Directors' Operational Plan Update for PY 2020-21

Status: Motion to Approve: Rob Morse

Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All in favor, motion passed.

D.3 WDB Officer Nominations PY 2021-22

WDB Director Andy Stone presented to the Full Board the list of proposed Officer candidates for PY 2021-22 which had been reviewed and approved at the May 5, 2021 Executive Committee meeting.

Action: It was moved to approve the proposed slate of 2021-22 officer candidates: Carol Siegel, Denise Moss, Dustin Vereker, Elyse Destout, Marshall Delk, and Rob Morse.

Status: Motion to Approve: Daniel Dodge
Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All in favor, motion passed.

D.4 WDB Member Recruitment Update

WDB Director Andy Stone recapped all of the WDB board member additions and mentioned that there was still a BOS or designee position open.

Action: It was moved to accept the WDB Member Recruitment update.

Status: Motion to Approve: Rob Morse
Motion Seconded: Alia Ayyad
Abstentions: None
Committee Action: All in favor, motion passed.

D.5 Business Resources Network Updated

WDB Business Services Manager Peter Detlefs briefly updated the Full Board on the status of Business Resource Network (BRN) and reviewed the three approaches to the development of the BRN. On April 7, 2020 Business Services /CEDS Committee approved pursuing the development of a BRN, to serve as the Advisory Board, agreed to dedicate staff and resources to complete the agreed upon approach, and committed to the ongoing update and management of the program.

Action: It was moved to approve the update of the Business Resource Network.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Todd Livingstone
Abstentions: None
Committee Action: All in favor, motion passed.

D.6 County Operational Plan Update

Sven Stafford from County of Santa Cruz County Administrative Office (CAO) gave a presentation on the County Operational Plan Update.

Action: None, informational item only

Chairperson's Report: WDB Chair Carol Siegel thanked everyone and that she has appreciated her time as WDB Chair.

Meeting adjourned at 10:27 a.m.

Next Meeting: Executive Committee Meeting – Special Meeting
Friday, June 25, 2021 @ 8:30 a.m.
****Virtual****

Career Services Committee
Wednesday, July 28th, 2021 @ 3:00 p.m.
****Virtual****



**Workforce Development Board
Full Board Meeting
Watsonville Career Center
Wednesday, November 10, 2021 8:30 a.m.**

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

NOTE: Due to the COVID-19 pandemic, and the directive of Governor Gavin Newsom in adjusting the Brown Act rules, public meetings will be allowed to be attended virtually until further notice. A public meeting room was made available for this meeting, but all participants chose to attend virtually, via Microsoft Teams.

The Chair called the meeting to order at 8:31 a.m., and a quorum was established. All participants attended virtually.

Committee Members in Attendance

Ayyad, Alia
Cuevas, Christina
De La Garza, MariaElena
Delk, Marshall
Destout, Elyse – Vice Chair
Dodge, Daniel
Duckworth, Yuko
Elliott, Candice
Hebard, Sean
Herrera-Mansir, Carmen
Livingstone, Todd
Miller, Chris
Morse, Rob - Chair
Orona, Elisa
Roth, Shaz
Setzler, Katie
Siegel, Carol
Vereker, Dustin

Committee Members Absent

Adams, Lamont
Mason, Barbara
Holmquist-Gomez, Laura
Nagamine, Janet
Schaller, Glen

Staff in Attendance

Chevalier, Katy – EBSD Program Manager
Detlefs, Peter – WDB Business Services Manager
Gray, Lacie – WDB Sr. Analyst
Gutierrez, Elizabeth – WDB Admin Aide
Montes, Josie – CWES Associate Analyst
Paz-Nethercutt, Sara – WDB Sr. Analyst
Spickler, Adam – CCU Analyst
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Clerical Support

MEMBERS:

Rob Morse, Chair
Pacific Gas and Electric Company

Elyse Destout, Vice Chair
Photography by Elyse Destout

Lamont Adams
Local IBEW234

Alia Ayyad
Center for Employment Training

Diane Berry-Wahrer
California Department of Rehabilitation

Christina Cuevas
Community Foundation of Santa Cruz County

MariaElena De La Garza
Community Action Board

Marshall Delk
Santa Cruz County Bank

Daniel Dodge
Monterey Bay Central Labor Council

Yuko Duckworth
Employment Development Department

Candice Elliott
Fortress and Flourish

Sean Hebard
Carpenters Local 505

Carmen Herrera-Mansir
El Pajaro Community Development Corp.

Laura Holmquist-Gomez
Five Star Catering

Todd Livingstone
Watsonville/Aptos/Santa Cruz Adult Education

Barbara Mason
Santa Cruz County Economic Development

Chris Miller
ScratchSpace, LLC

Elisa Orona
Health Improvement Partnership of SC County

Shaz Roth
Pajaro Valley Chamber of Commerce
and Agriculture

Glen Schaller
Monterey Bay Central Labor Council, AFL-CIO

Katie Setzler
Palo Alto Medical Foundation

Carol Siegel
Santa Cruz Seaside Company

Dustin Vereker
Discretion Brewing

DIRECTOR:
Andy Stone

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Guests

Akinjide, Dr. Kofi
Andersen, Lisa
Aubuchon, Marty
Becerra, Ivan
Berry-Wahrer, Diane
Brady, Gerlinde
Burrafato, Alan
Castillo, Sara
Cortes, Claudia
Estrada, Vivian – EDD
Frasca, Lizbeth
Garcia, Omar
Mason, Shelby
Ming, Racy
Moss, Denise
Munoz, Bea
Ontiveros, Ana
Pena, Valerie
Ruiz, Angie
Staley-Raatior, Desha
Teague, Susan
Young, Nicole
Zayas-Alavez, Sarai

Subject: Public Comment

There was no public comment.

Subject: Information Item:

I.1 – Presentation: Why Equity in Workforce Development?

An equity training presentation on the topic *Why Equity in Workplace Development?* was presented to the WDB Full Board by Nicole Young. The goals outlined for this training was to develop an understanding of key diversity, equity, and inclusion (DEI) terms; build commitment to ongoing learning that leads to equity goals and actions; and understand the next steps and opportunities to participate in the WDB Equity Training series.

Action: No action taken, informational item only.

Meeting adjourned at 9:58 a.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, December 8, 2021 @ 8:30 am**

Action Item 3: Operational Plan Update

(Action required)

Recommendation

Adopt the WDB Director's Operational Plan update for PY 21-22.

Background

On September 16, 2020 the WDB approved the WDB Director's Program Year (PY) 2020-21 Operational Plan which lays out the specific actions for the program year designed to ensure that the board's priorities are met. The attached scorecard represents the updated PY 2021-22 goals and action steps as approved by the Executive Committee at its meeting on August 25, 2021.

The WDB Director's Operational Plan incorporates the goals referenced below:

Operational Goals for Workforce Santa Cruz County

Goal 1: Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.

Goal 2: Santa Cruz County businesses have the talent needed to thrive now and into the future.

Goal 3: Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.

Next Steps

The WDB Director will report on Operational Plan's progress at each Workforce Development Board meeting.

Suggested motion

I move to adopt the WDB Director's Operational Plan update for PY 21-22.

**Item 3 Attachment - Workforce Development Board of Santa Cruz County
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2021-2022**

	<i>Status</i>	<i>2021-22 Operational Targets</i>	<i>YTD</i>
<p><u>Goal 1</u></p> <p>Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.</p>	✓	<ul style="list-style-type: none"> • Develop and deploy new virtual career services offerings 	<ul style="list-style-type: none"> • Working with web designer to complete career services website. Will provide a presentation to the WDB before June 30, 2022
<p><u>Goal 2</u></p> <p>Santa Cruz County businesses have the talent needed to thrive now and into the future.</p>	✓	<ul style="list-style-type: none"> • Develop additional pre-apprenticeship opportunities • Provide WDB with a presentation on remote work and training opportunities 	<ul style="list-style-type: none"> • Received \$300,000 in ARPA funding for pre-apprenticeship programs. Program to be launched in first half of 2022 • Presentation on remote work schedule for 3/30/22 WDB meeting - presenter identified
<p><u>Goal 3</u></p> <p>Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.</p>	✓	<ul style="list-style-type: none"> • Establish equity goals and provide WDB members with training • Provide WDB members with the tools and training to become better advocates for the workforce development system • Develop new Economic Development partnership opportunities with other organizations and entities • Draft and release the 2022 State of the Workforce Report 	<ul style="list-style-type: none"> • Equity workgroup is developing a plan to roll out training and strategy • Presentation delayed to 12/8/21 WDB meeting as a result of the cancellation of the September WDB meeting • Developing new online resource that will link business to workforce and economic development resources in Santa Cruz County • State of the Workforce to be completed by June 30, 2022

✓ on track to meet planned target for the year

✗ not on track to meet planned target for the year

Action Item 4: Eligible Training Provider List (ETPL) Draft Monitoring and Subsequent Eligibility Report

(Action required)

Recommendation

Approve the ETPL monitoring reports as drafted by WDB staff.

Background

Workforce Development Board (WDB) staff monitored the Employment Training Provider List (ETPL) training vendors that met the criteria this year for monitoring in early 2021 for the 2019-2020 and 2020-21 program years:

- Headquartered locally and to which we sent a customer for training or
- Headquartered in another area not monitored by that area's WDB and to which we sent a customer for training.

The Eligible Training Provider List (ETPL) program monitoring process includes:

1. Overview of the monitoring process and objectives, services provided, and program performance.
2. Completion and discussion with the Monitor of Training Vendor Monitoring Guide and participant list.
3. Completion of the Non-Discrimination and Equal Opportunity Monitoring Guide.
4. An on-site walk through of the facility and classrooms.
5. Interviews with key staff providing services funded by the Workforce Innovation and Opportunity Act (WIOA).
6. Interviews with participants receiving WIOA funded services
7. Review of school materials that may include: personnel policies and procedures, proof of insurance, marketing materials, school catalog, registration forms, curricula related to participant training, job prep, English as a Second Language, documents related to and in support of services provided to participants receiving WIOA funded services, including student files, or other participant activities.

Additionally, using the State requirements to remain on the California State ETPL, WDB staff performed a subsequent eligibility review for each active ETPL program.

Staff Analysis

Final letters were sent to providers in April.

For the four (4) vendors monitored, there were no monitoring findings. Three (3) vendors had observations that may result in findings if not corrected for future monitorings.

All four (4) complete reports are attached via this link: <https://bit.ly/3EmCiG4>

For subsequent eligibility:

- Cabrillo College had two training programs removed from CalJOBS.
- Watsonville Aptos Santa Cruz Adult Education had two training programs removed from CalJOBS.

Suggested motion

I move to approve the ETPL monitoring reports as drafted by WDB staff.

Action Item 5: Eligible Training Provider List (ETPL) 2020-21 Annual Report

(Action required)

Recommendation

Accept the annual ETPL Report for PY 2020-21

Background

The Workforce Development Board (WDB) staff has reviewed the training placements from Program Year (PY) 2020-21 in order to gauge the performance of each Eligible Training Provider List (ETPL) vendor (Attachment 1). Although the WDB has 18 schools eligible to provide training, the attached chart (Attachment 2) lists the expenditures for only those schools that were attended during the 2020-21 Program Year. Additionally, the charts (Attachment 3) indicate the top five schools in terms of enrollments, and the top five schools' Individual Training Account expenditures for PY 2020-21.

The link to view the reports is found here: <https://bit.ly/3Dk3AMb>

Staff Analysis

Summary of Attachment 1: PY 20-21 ETPL Performance by Training Vendors:

- Cabrillo College served the most WIOA training customers in 2020-21 (74 total (44 Adult and 30 Dislocated Workers) or 40% of those in training). 42 successfully completed. Average wage of \$48.90.
- Truck Driver Institute trained 45 individuals (19 Adult and 25 Dislocated Workers) with 28 successful completions. Average wage of \$23.91.

Summary of Attachment 2 - 2020-21 ETPL Top Five Expenditures:

- 45 people trained at Truck Driver Institute for a total cost of \$148,945 (\$3,310 per individual average) WIOA training dollars (or 31% of all expended training funds).

Suggested motion

I move to accept the annual ETPL Report for PY 2020-21.

Action Item 6: Workforce Innovation and Opportunity Act (WIOA) 2021-22 Budget

(Vote required)

Recommendation

Accept the Workforce Innovation and Opportunity Act (WIOA) budgets for PY 2020-21 and 2021-22.

Background

On May 14, 2021, the Employment Development Department (EDD) released the Workforce Innovation and Opportunity Act (WIOA) Program Year (PY) 2021-22, Formula Allocations for the Adult, Dislocated Worker (DW) and Youth programs. On July 26, 2020, EDD released the Rapid Response and Lay Off Aversion allocations for PY 2021-22.

Staff Analysis

Current service providers for core services are Goodwill Central Coast (Adult, DW and Business Services funding); Cabrillo Student Resources and Support Network (student support services); Santa Cruz County Office of Education (Youth services); Cabrillo Small Business Development Center (Rapid Response/ job retention and layoff aversion services); and Winter Works LLC (One-Stop Operator).

These funds were accepted into the County of Santa Cruz (County) fiscal year budgets for the Human Services Department – Workforce Innovation and Opportunity Act Services for each year during the annual County budgeting process. Grant funded services are also listed. Grant funds are accepted into the County budget as they are received, usually in tandem with approval of related contracts for services.

Suggested Motion

I move to accept the WIOA budgets for PY 2020-21 and 2021-22.

Workforce Development Board Financial Report

Item 6 Attachment

	Fiscal Year 20/21 Activities							Fiscal Year 21/22 Projected Activities					
	FY 20/21 Grant Allocations	FY 20/21 Addtl Grant Allocations	FY 20/21 Grant Allocations Line Item Rebudgets	Carried in from FY 19/20 Allocations	Total FY 20/21 Budget	Expended in FY 20/21	Unspent Funds Carried into FY 21/22	FY 21/22 Grant Allocations	Carried in from FY 20/21 Allocations	Line item Rebudgets	Total Funds Available for FY 21/22	Projected Expend in 21/22	Projected Fund Balance
ADULT													
Budget / Expenditure Categories													
Administration	99,847			84,471	184,318	101,957	82,361	82,776	82,361	(39,896)	125,241	125,241	-
Program Services	292,348			40,836	333,184	319,653	13,531	135,774	13,531	176,870	326,175	326,174	-
Contracts	250,230		162,000	10,000	422,230	422,226	4	329,430	4	68,755	398,189	453,230	(55,041)
Operational	45,290			51,984	97,274	10,728	86,546	23,250	86,546	(64,046)	45,750	45,750	-
Training	313,493		(162,000)	291,825	443,317	271,642	171,676	259,886	171,676	(115,988)	315,574	315,574	-
Supportive Services	7,350			26,652	34,002	6,391	27,611	5,000	27,611	(25,695)	6,916	6,916	-
Subtotal	1,008,557	-	-	505,768	1,514,325	1,132,596	381,729	836,116	381,729	-	1,217,845	1,272,885	(55,041)
DW													
Administration	87,104	437		16,374	103,915	100,734	3,181	91,014	3,181	28,158	122,353	122,353	-
Program Services	242,923		95,000	-	337,923	336,999	925	230,676	925	94,573	326,174	326,174	-
Contracts	215,814	2,961	12,000	130,720	361,495	361,021	473	278,679	473	129,078	408,230	408,230	-
Operational	57,994			67,913	125,907	10,728	115,179	30,975	115,179	(55,703)	90,451	38,000	52,451
Training	272,751	1,457	(107,150)	299,582	466,640	260,357	206,283	284,995	206,283	(200,000)	291,278	266,682	24,596
Supportive Services	3,254		150	3,054	6,458	6,426	32	3,000	32	3,894	6,926	6,926	-
Subtotal	879,840	4,855	-	517,643	1,402,338	1,076,266	326,073	919,339	326,073	-	1,245,412	1,168,365	77,047
Youth													
Administration	113,830		-	27,657	141,487	71,468	70,019	94,020	70,019	(68,599)	95,440	95,441	-
Program Services	219,861		126,116	8,467	354,444	306,406	48,038	138,796	48,038	66,857	253,691	253,691	-
Contracts	797,609		(115,616)	61,111	743,104	659,292	83,811	704,381	83,811	35,354	823,547	825,000	(1,454)
Operational	18,500		(10,500)	29,723	37,223	4,111	33,612	12,500	33,612	(33,612)	12,500	12,500	-
Subtotal	1,149,800	-	(0)	126,958	1,276,758	1,041,277	235,480	949,697	235,480	-	1,185,177	1,186,632	(1,454)
RR													
Administration	27,485		-	-	27,485	23,559	3,926	21,640	3,926	2,022	27,588	27,588	-
Program Services	206,141		-	1,526	207,667	139,731	67,937	152,943	67,937	(2,022)	218,858	72,483	146,374
Contracts	44,000		-	-	44,000	44,000	-	44,000	-	-	44,000	44,000	-
Subtotal	277,626	-	-	1,526	279,152	207,290	71,863	218,583	71,863	-	290,446	144,072	146,374
Non WIOA Funds													
NDWG													
Administration	-	24,667		-	24,667	5,034	19,633	-	19,633		19,633	19,633	-
Program Services	-	123,908		-	123,908	12,095	111,813	-	111,813		111,813	111,813	-
Contracts	-	35,000		-	35,000	13,814	21,186	-	21,186		21,186	21,186	-
Supportive Services	-	8,400		-	8,400	214	8,186	-	8,186		8,186	8,186	-
Participant Wages	-	358,025		-	358,025	3,104	354,921	-	354,921		354,921	354,921	-
Subtotal	-	550,000	-	-	550,000	34,261	515,739	-	515,739	-	515,739	515,739	-
SB1 HighRoad Career													
Program Services	-	-		5,000	5,000	-	5,000	-	5,000		5,000	5,000	-
Subtotal	-	-	-	5,000	5,000	-	5,000	-	5,000	-	5,000	5,000	-
SlingShot Healthcare 2.0													
Program Services	-	-		5,200	5,200	5,200	-	-	-		-	-	-
Subtotal	-	-	-	5,200	5,200	5,200	-	-	-	-	-	-	-
Third Sector Grant													
Program Services	-	25,000		-	25,000	-	25,000	-	25,000		25,000	25,000	-
Subtotal	-	25,000	-	-	25,000	-	25,000	-	25,000	-	25,000	25,000	-
CEDS*													
Program Services	-	-		5,465	5,465	-	5,465	-	5,465		5,465	5,465	-
Subtotal	-	-	-	5,465	5,465	-	5,465	-	5,465	-	5,465	5,465	-
High Performing Boards													
Program Services	-	3,846		-	3,846	-	3,846	-	3,846		3,846	3,846	-
Subtotal	-	3,846	-	-	3,846	-	3,846	-	3,846	-	3,846	3,846	-
Grand Total	3,315,823	583,701	(0)	1,167,561	5,067,085	3,496,890	1,570,195	2,923,735	1,570,195	-	4,493,930	4,327,004	166,926

Action Item 7: WIOA Procurement Results/ PY22/23 Award Recommendations

(Action required)

Recommendation

Accept the award recommendations and authorize the Workforce Development Board (WDB) Staff to proceed with next steps in the procurement process.

Background

The WDB approved the issuance of a Request for Proposal (RFP) for WIOA Career Center Operator, Adult, Dislocated Worker, Youth and Layoff Aversion program services at the May 26, 2021 meeting. The RFP was subsequently released at the Board of Supervisors (BOS) meeting on August 24, 2021.

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. This RFP contracting allows 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 2022-23 through PY 2025-26 based on a contractor cost analysis. A new procurement process will need to be conducted every four years as required by utilizing the County procurement process and according to the Workforce Innovation and Opportunity Act (WIOA).

Results of Competitive Process

As a result of the RFP process managed by GSD four (4) service areas were scored from the following bidders: America Works of California; Arbor E & T, LLC, dba Equus Workforce Solutions; Cabrillo Community College District Small Business Development Center; Goodwill Central Coast; Santa Cruz County Office of Education and Winter Works LLC.

GSD has outlined the evaluation committee results in the attached memo dated October 29, 2021. The following outcome has been certified by GSD:

Service Area 1 One-Stop Operator: Arbor E & T, LLC, dba Equus Workforce Solutions
Service Area 2 Adult, Dislocated Worker Program Services: Goodwill Central Coast
Service Area 3 Youth Services: Santa Cruz County Office of Education
Service Area 4 Layoff Aversion Services: Cabrillo Community College District Small Business Development Center

On November 30, 2021, Equus Workforce Solutions declined the award for Service Area 1, citing lack of economies of scale with having been awarded only one of the 4 service areas for which they submitted bids. WDB Staff recommends awarding service area 1 to incumbent contractor, Amanda Winter, dba Winter Works LLC.

Next Steps

1. WDB Staff will enter into contract negotiations with the recommended vendors for PY 22/23.
2. WDB staff will return to the Board of Supervisors no later than May 24, 2022 with contract approvals.

Suggested motion

I move to accept the award recommendations from the PY 2022-23 Procurement and authorize the WDB Staff to enter into contract negotiations with the recommended vendors for PY 22-23.



County of Santa Cruz

General Services Department
Purchasing Division

701 OCEAN STREET, SUITE 330, SANTA CRUZ, CA 95060-4073
(831) 454-2210 Fax: (831) 454-2710 Tdd: (831) 454-2123

**TO: Andy Stone, Workforce Development Board Director,
Sara Paz-Nethercutt, Workforce Development Board Sr. Analyst**

FROM: Shauna Soldate, General Services Department (GSD), Purchasing, Buyer

DATE: October 29, 2021

**SUBJECT: EVALUATION RESULTS FOR REQUEST FOR PROPOSAL 21P3-001,
WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) ONE-STOP
OPERATOR AND ADULT AND DISLOCATED WORKER PROGRAM SERVICES
PROGRAM**

The twelve-member Evaluation Committee evaluated and scored six (6) Request for Proposals (RFP) received from Santa Cruz County Office of Education, Cabrillo Community College Santa Cruz Small Business Development Center, Equus Workforce Solutions, Goodwill Central Coast, Winter Works LLC, and America Works..

The Committee was divided into four sub-committees made up of three evaluators per sub-committee with

each sub-committee evaluating one of the four modalities. The modalities were as follows:

- Modality 1: WIOA Career Center Operator;
- Modality 2: Adult & Dislocated Worker Program Services;
- Modality 3: WIOA Youth Program Services;
- Modality 4: Workforce Services for Business.

The sub-committee for Modality 1, Career Center Operator, scored the proposal response from Equus Workforce Solutions the highest at 89 points out of a possible 105 points. The second-place score was Winterworks LLC, who scored 80 points

The sub-committee for Modality 2, Adult & Dislocated Worker Program, scored the proposal response from Goodwill Central Coast the highest at 85.58 points out of a possible 105 points. The second-place score was Equus Workforce Solutions, who scored 76.25 points.

The sub-committee for Modality 3, Youth Program Services, scored the proposal response from Santa Cruz County Office of Education the highest at 102 points out of a possible 105 points. The second-place score was Equus Workforce Solutions, who scored 90 points.

The sub-committee for Modality 4, Workforce Services Business, scored the proposal response from Cabrillo Community College District Small Business Development Center the highest at 103 points out

of a possible 105 points. The second-place score was Equus Workforce Solutions, who scored 90 points

GSD Purchasing considers any score in the 90%-100% percentile range to be excellent; 80% to 89% range to be good; 70% to 79% range to be fair; and anything below 70% to be unacceptable. The highest scored proposal response for each modality was at 84% or higher. GSD Purchasing deems these proposal responses as good quality that meet or exceed the basic needs set forth in this RFP.

GSD Purchasing recommends awards to the following vendors:

- Modality 1: WIOA Career Center Operator: Equus Workforce Solutions
- Modality 2: Adult & Dislocated Worker Program Services: Goodwill Central Coast
- Modality 3: WIOA Youth Program Services: Santa Cruz County Office of Education
- Modality 4: Workforce Services for Business: Cabrillo Community College District Small Business Development Center

Your department may proceed with contract negotiations with the vendors stated above. Please be advised that the commencement of any resulting contract is contingent upon County of Santa Cruz Board of Supervisors approval.

Contact me at (831) 454-2526 if you have any questions on the process or any information contained in the proposal. Thank you for your assistance in this process.



Shauna Soldate
Shauna.Soldate@santacruzcounty.us

10/29/2021
Date

Action Item 8: AJCC Certification Continuous Improvement Plan

(Action required)

Recommendation

Approve the AJCC Certification Indicator Continuous Improvement Plan as written and authorize the WDB staff to submit to the Employment Development Department (EDD) Regional Advisor.

Background

WDB Staff previously informed this board of the Employment Development Department (EDD) Workforce Services Directive, WSD20-08, dated March 1, 2021 which provides policy and guidance for conducting the new AJCC certification process. The new process supersedes the Hallmarks of Excellence Certification Process as outlined in WSD16-20, dated June 9, 2017.

The new process includes two (2) levels of AJCC Certification:

1. The Baseline Certification approved by the Workforce Development Board (WDB) at its May 26, 2021 meeting is intended to ensure that every AJCC site is in compliance with WIOA statutory and regulatory requirements;
2. The Certification Indicator Assessments approved by the Executive Committee at its August 25, 2021 meeting have been completed and submitted to the state as required. They are intended to measure continuous improvements in service delivery with seven (7) indicators. Using the recommendation and evaluation from the assessments, a continuous improvement plan is created to continually improve and progress within each of the seven (7) AJCC Certification Indicators.

At the May 26, 2021 WDB meeting, the board approved a subcontract with Racy Ming and Associates. Racy Ming conducted the assessments for the AJCC certification and assisted with the creation of the Continuous Improvement (CI) Plan.

The link to view the plan is found here: <https://bit.ly/3ogsec1>

Next Steps

The approved CI Plan will be submitted as required by the directive and progress shared with this board. The CI Plan will be shared with AJCC Operator and staff for implementation.

Suggested motion

I move to approve the AJCC Certification Indicator Continuous Improvement Plan as written and authorize the WDB staff to submit to the EDD Regional Advisor by the December 31, 2021 deadline.

Report Item 9: Workforce Development Board Staff Updates

(No vote required)

WIOA Career Services:

1. Recruiting for FIRE Project participants
2. Local Lean Continuous Improvement Initiative
3. Out-of-School Expenditure Waiver
4. Local Public Library Initiative

Business Services:

1. Marketing/Career Services Webpage Update
2. Business Resource Network
3. Downtown Santa Cruz Walkabout Job Fair

Regional Projects/Grants Report:

1. Prison to Employment
1. SB1 Pre-apprenticeship Training Grant

Report Item 10: Contractor Activity Reports

(No vote required)

Reports outlining each workforce services contractor's financial, federal (if applicable), and contract performance can be found here: <https://bit.ly/3xS5PVJ>

Information Item 11: Presentation: Full Capacity Marketing

(No vote required)

Communications Update: Repositioning the Board for High-Value & Engagement



Celina Shands, Founder/CEO at Full Capacity Marketing

As a communications expert, Celina has helped more than 500 workforce development and K-12/postsecondary education organizations across the nation build high-performing outreach campaigns that empower vulnerable populations, students and job seekers to embrace their potential and motivate employers to be part of the process. She has earned nearly 70 global awards, and is a former American Marketing Association Marketer of the Year and a two-time Women Who Mean Business finalist.