



*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, April 5, 2023 @ 8:30am**

**In-Person Meeting**

**Location: Seacliff Inn**  
**7500 Old Dominion Ct., Aptos, CA 95003**

**Call to Order/Welcome**

**Non-agenda public comment**

**Chairperson's Report**

**Action Items** (vote required) :

1. Approval of Minutes: December 7, 2022.....2-7
2. WIOA PY23/24 Recontracting ..... 8
3. Local Priority of Service & Wait List Policy Revision.....9-14
4. WDB Officer Nominations PY 23/24 ..... 15
5. Prohousing Designation Letter..... 16-17
6. Local Area Subsequent Designation and Local Board Recertification ..... 18

**Report Items** (no vote required):

7. WDB Director's Operational Plan Update ..... 19-20
8. WDB Staff Updates..... 21
9. WIOA Local/Regional Plan Update ..... 22
10. NAWB Forum Attendee Report..... 23

**Information Items** (no vote required):

11. Update AJCC Certification Continuous Improvement Plan PY 22/23 Q2..... 24

**Adjournment**

**Next Meeting:**      **Workforce Development Board-Executive Committee**  
                             **May 3, 2023 @8:30 am [in-person]**

**Workforce Development Board**  
**May 24, 2023 @8:30 am [in-person]**

*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.*

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## Action Item 1: Approval of Meeting Minutes

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(Action required) – Andy Stone

### **Recommendation**

Approve the December 7, 2022 WDB Full Board meeting minutes.

### **Suggested motion**

I move to approve the December 7, 2022 WDB Full Board meeting minutes.



**Workforce Development Board  
Full Board Meeting  
Watsonville Career Center  
Wednesday, December 7, 2022 8:30 a.m.**

Item 1 Attachment

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

**The Chair called the meeting to order at 8:34 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  
Hebard, Sean  
Herrera-Mansir, Carmen  
Holmquist-Gomez, Laura  
Liebetrau, LeNae  
Livingstone, Todd  
Miller, Chris  
Morse, Rob - Chair  
Roth, Shaz  
Siegel, Carol  
Vereker, Dustin

**Committee Members Absent**

Nagamine, Janet  
Setzler, Katie  
Schaller, Glen

**Staff in Attendance**

Chevalier, Katy – EBSD Program Manager  
Gray, Lacie – WDB Sr. Analyst  
Gutierrez, Elizabeth – WDB Admin Aide  
Stone, Andy – WDB Director  
Villalobos, Marcy – WDB Clerical Support

**Guests**

Burrafato, Alan  
Estrada, Vivian  
Munoz, Beatriz  
Munoz, Diane  
Neander, Sylvia  
Pena, Valerie  
Valladares, Cesar

**MEMBERS:**

Rob Morse, Chair  
Pacific Gas and Electric Company

Elyse Destout, Vice Chair  
Photography by Elyse Destout

Alia Ayyad  
Center for Employment Training

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

Sean Hebard  
Carpenters Local 505

Carmen Herrera-Mansir  
El Pajaro Community Development Corp.

Laura Holmquist-Gomez  
Five Star Catering

LeNae Liebetrau  
Department of Rehabilitation

Todd Livingstone  
Watsonville/Aptos/Santa Cruz Adult Education

Chris Miller  
ScratchSpace, LLC

Janet Nagimine  
Hikari Farms

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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**Subject: Public Comment**

None.

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**Subject: Chairperson's Report**

Chair Rob Morse thanked WDB Director, staff, Board members, and partners for all their hard work and commitment.

**Subject: Action Items:**

**Item 1 – Findings Authorizing Teleconference Meetings**

The committee was provided with information regarding 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.

**Action:** It was moved 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.

**Status:** Motion to Approve: Marshall Delk  
 Motion Seconded: Dustin Vereker  
 Abstentions: None

Committee Action All in favor, motion passed

**Item 2 – Approval of Meeting Minutes**

**Action:** It was moved to approve the September 14, 2022 WDB Full Board meeting minutes.

**Status:** Motion to Approve: Carol Siegel  
 Motion Seconded: Dustin Vereker  
 Abstentions: Marshall Delk

Committee Action All in favor, minus abstention, motion passed

**Item 3 – WIOA Transfer of Dislocated Worker Funds to Adult Grant**

WDB Director Andy Stone asked for approval from the Board to transfer \$200,000 from the WIOA Dislocated Worker allocation over to the Adult program due to a low number of dislocated workers to serve and an increase in the demand for adult services.

**Action:** It was moved to authorize staff to send a budget modification request to the state to move WIOA DW funds to WIOA Adult services.

**Status:** Motion to Approve: Christina Cuevas  
 Motion Seconded: Marshall Delk  
 Abstentions: Alia Ayyad, Todd Livingstone

Committee Action All in favor, minus abstentions, motion passed

**Item 4 – Local WIOA Monitoring Policy**

WDB Director Andy Stone presented the Board with the Local WIOA Monitoring Policy and stated the policy reflects the current WIOA monitoring procedures.

**Action:** It was moved to accept the WIOA local monitoring policy.

**Status:** Motion to Approve: Carol Siegel  
 Motion Seconded: Dustin Vereker

Abstentions: Alia Ayyad, Todd Livingstone

Committee Action All in favor, minus abstentions, motion passed

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### Item 5 – Proposed Revision to WDB Meeting Calendar PY 22/23

WDB Director Andy Stone requested approval to move the March 29<sup>th</sup>, 2023 Full Board meeting to April 5, 2023 to allow staff and the WDB Chair and Vice Chair to attend the National Association of Workforce Boards annual conference in Washington, D.C.

**Action:** It was moved to approve the proposed WDB Meeting Calendar revisions for PY 22/23.

**Status:** Motion to Approve: Christina Cuevas  
 Motion Seconded: Marshall Delk  
 Abstentions: None

Committee Action All in favor, motion passed

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### Item 6 – WIOA Local Plan

WDB Sr. Analyst Lacie Gray shared that the WIOA Local Plan is updated every four years and every two years must go through a Two-Year Modification and must be provided to the state on March 31, 2023 and have a 30-day public comment period. The local plan articulates how services are provided to individuals in the community. Lacie addressed questions about how the forum will be announced and stated that it would be published on the Workforce website and newspaper and will include information on how the forum can be attended and will answer questions from the public about the plan.

**Action:** It was moved to open the public comment period on the two-year modification to 2021-24 WIOA Local Plan on March 1, 2023 or at another publicly announced time, hold a public forum on the draft Plan, close the public comment period on March 31, 2023 or another publicly announced time that is in keeping with state requirements, authorize the WDB chair to sign the Plan, and Authorize staff to forward the Plan to the state to meet the March 31, 2023 deadline, and subsequently forward the Plan to the Board of Supervisors for final approval and signature.

**Status:** Motion to Approve: Carol Siegel  
 Motion Seconded: Dustin Vereker  
 Abstentions: None

Committee Action All in favor, motion passed.

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### Item 7 – WIOA Regional Plan

WDB Sr. Analyst Lacie Gray stated that the WIOA Regional Plan is similar to agenda item 6, WIOA Local Plan. She shared that the region includes Monterey, San Benito, and Santa Cruz counties. The Regional Plan is due March 31, 2023 and requested approval from the Board to open and close any public comment period needed to move forward with completing the Regional Plan. WDB Director Andy Stone encouraged members to attend the yearly planning retreat held with the Executive Committee which sets the operational plan for the year.

**Action:** It was moved to approve that the WIOA Regional Plan Two-Year Modification strategy and as outlined here to allow WDB staff to take steps to ensure the timely completion of the Plan.

**Status:** Motion to Approve: Christina Cuevas  
 Motion Seconded: Sean Hebard  
 Abstentions: None

Committee Action All in favor, motion passed.

**Subject: Report Items:**

**Item 8 – Operational Plan Update**

WDB Director Andy Stone reviewed the progress of operational plan.

Goal1: WDB Director Andy Stone shared that the Construction Pre-Apprenticeship class at the Rountree Facility has been postponed due to the instructor resigning and plan to launch in early 2023. He also mentioned that the Executive Committee will review WIOA income eligibility requirements at the March 1, 2023 meeting.

Goal 2: Andy shared that Watsonville/Aptos/Santa Cruz Adult Education (WASCAE) provided a cohort pre-apprenticeship class which completed in August 2022, and Todd Livingstone Assistant Director at WASCAE announced the next cohort is expected to start in April 2023. Andy also announced that WDB staff is exploring a \$500 supportive services payment for eligible micro-business owners and would be administered through the WIOA program.

Goal 3: Andy mentioned that at today's WDB meeting a roundtable will be held to discuss affordable childcare. At the September 14, 2022 WDB meeting a roundtable was held to discuss housing insecurities. A pro-housing letter of support is being drafted by Dr. Robert Ratner from the Housing for Health Division to local elected officials outlining the need of workforce housing. He also spoke on the County-wide initiative, A Santa Cruz Like Me, and mentioned that a survey will be sent out to all Board members to request demographic data to examine the diversity of the Board, results to be shared at the March 29, 2023 Board meeting. Andy shared that the State of the Workforce Report is scheduled to be completed by June 30, 2023.

**Action:** No action taken, report item only.

**Item 9 – WDB Staff Updates**

WDB Director Andy Stone reported on the results of the EDD WIOA program monitoring and shared that there were two findings: 1) Grievance and Complaint procedure contained outdated language. This procedure has since been updated to reflect the State's new policy. 2) Activity codes not entered into CalJOBS by the WIOA Adult and Dislocated contracted service provider. A corrective plan was put in place which includes training. The State has accepted responses for both findings.

Andy gave an update on the hiring progress for the Business Services Manager position and shared that an offer has been extended and the candidate accepted.

WDB Sr. Analyst Lacie Gray spoke on Regional Projects and stated that pre-apprenticeship cohort programs have been implemented at Watsonville/Aptos/Santa Cruz Adult Education and with Santa Cruz County Office of Education held at the Rountree Facility and shared that the WDB is waiting to be notified if the Prison to Employment 2.0 grant has been awarded.

EBSD Program Manager Katy Chevalier gave an update on the Eviction Prevention and Rental Support Program which provides a maximum of \$7500 per household. She also shared information on the COVID-Good Cause Status for CalWORKs participants and will

stay in as long as the Public Health Emergency is in place. Once the Public Health Emergency ends participants will be required to enroll in program activities including education and training.

**Action:** No action taken, report item only.

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**Item 10 – Local Area Negotiated WIOA Performance Goals PY 2022-2024**

WDB Director Andy Stone provided information on the new WIOA performance goals for 2022-23 and 2023-24 and stated that goals have increased from previous years. A chart that demonstrated the goals for each of the performance measures was provided to the Board.

**Action:** No action taken, report item only.

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**Subject: Information Items:**

**Item 11 – AJCC Certification Continuous Improvement Plan PY 22/23 Update**

WDB Director Andy Stone presented the agenda item and stated that updated information on the AJCC Continuous Improvement Plan is available via the link posted in the agenda packet.

**Action:** No action taken, informational item only.

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**Item 12 – Childcare Community Discussion**

WDB Chair Rob Morse facilitated a discussion on the topic of available, affordable, and quality childcare to help the Board better understand the state of childcare in Santa Cruz County. Diane Munoz with the Childhood Advisory Council also attend the meeting to provide feedback.

**Action:** No action taken, informational item only.

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**Subject: Committee Member Announcements:**

None.

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**Meeting adjourned at 10:34 a.m.**

**Next Meeting: Workforce Development Board Meeting  
Wednesday, April 5, 2023 @ 8:30 am**

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## Action Item 2: Re-contracting PY23/24 WIOA Services

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(Action required)

### Recommendation

Accept re-contracting recommendation and authorize the Workforce Development Board (WDB) Staff to proceed with next steps in the contract execution. It is recommended WIOA contractors continue with the current service providers as follows:

1. Career Center Operator, WinterWorks, Amanda Winter
2. Goodwill Central Coast (GCC) for WIOA Adult/Dislocated Worker program services;
3. Santa Cruz County Office of Education (SCCOE) for WIOA Youth program services, otherwise referred to as Sueños;
4. Cabrillo College Student Resources and Support Network (SRSN) for WIOA participant support services.

### Background

As you may recall, the WIOA contracts 1-3 above are currently completing year one (1) of a potential four (4) year contract cycle from the last procurement award process. Cabrillo College is the only public community college located within the Santa Cruz County boundaries and WDB has contracted with Cabrillo College since WIOA was enacted in 2015 for support services to WIOA participants who are students in an Eligible Training Provider List (ETPL) training program, therefore not included in the competitive procurement process.

Contractor	PY 22/23 Allocation	Recommended PY23/24 Allocation
WinterWorks	\$75,000	\$75,000
GCC	\$750,000	\$750,000
SCCOE	\$800,000	\$800,000
Cabrillo SRSN	\$120,000	\$120,000
TOTAL		\$1,745,000

Although the Employment Development Department (EDD) has not yet released the Workforce Innovation and Opportunity Act (WIOA) Allocations for Program Year 2023-24 for the Adult, Dislocated Worker (DW), Rapid Response and Youth funding sources, final contractor allocations will be based upon overall state funding levels. It is recommended that the Executive Committee of this Board have final authority over allocation amounts.

Negotiations on the scope of work with the service goals and the budgets will be completed with services continuing as of July 1, 2023 according to the County's continuing contract agreements process.

### Next Steps

WDB Staff will enter into contract negotiations with above referenced contractors for PY 23/24 for the recommended allocations upon receipt of approvals.

### Suggested motion

I move to accept the PY 23/24 re-contracting recommendations, allow Executive Committee of this Board the final authority over allocation amounts and direct staff to move forward with contract negotiations upon receipt of approvals.



## Action Item 3: Local Priority of Service & Wait List Policy Revision

(Action required)

### Recommendation

Accept the Workforce Innovation and Opportunity Act (WIOA) local Priority of Service policy revision to be effective July 1, 2023.

### Background

From time to time, Workforce Innovation and Opportunity Act (WIOA) local policies need to be updated. The following local policy is attached for revisions:

\*16-01 Priority of Service Policy

This policy incorporates WIOA Adult low-income eligibility criteria. In 2018, the WBD approved a 250% poverty guideline criteria to be used for low-income status determination. As demonstrated by the chart below, that criteria is currently disallowing applicants in jobs earning over \$33,975 from qualifying for WIOA program services. The recommended increase to 300% of the poverty guideline would allow more applicants to qualify.

Priority of Service Policy: Local Eligibility Criteria			Current Guideline	Recommended Guideline
Position	Rate of Pay/ Hour	Annual Salary	250% Poverty Guidelines	300% Poverty Guidelines
*Parking Lot Attendant: Boardwalk	\$15.50	\$32,240	\$33,975	\$40,770
*Cashier: Home Depot	\$16.50	\$34,320		
*Cashier, Cart Attendant: Target	\$17.50	\$36,400		
*Crew, Trader Joe's	\$18.00	\$37,440		
^Dishwasher/Food Runner: Wylder Space	\$18.00	\$37,440		
^ Scheduling/Customer Service: Sandman Glass	\$20.00	\$41,600		
Legend: * <a href="https://www.indeed.com/jobs">https://www.indeed.com/jobs</a> ^ <a href="https://sfbay.craigslist.org/scz">https://sfbay.craigslist.org/scz</a>				

Job Search (Position) Criteria:

- Job Type: Full-time
- Experience Level: No experience required or entry level
- Education: No education required or high-school diploma

The local Demand Occupation List from which training scholarships are linked as having the best job prospects with projected growth over the next 5 years will also be updated and the current version shows which occupations would no longer be listed on the upcoming list. Those occupation listed as a "lost job" would no longer be deemed as having the best economic prospect. The link to view the policy is found here:

### Next Steps

The attached local policy revision will provide a higher income threshold for WIOA applicant eligibility.

### Suggested motion

I move to approve the revised Local Priority of Service & Wait List Policy, incorporating the 300% poverty guidelines for WIOA eligibility to be effective July 1, 2023, as recommended by WDB staff.

## **WIOA Priority of Service & Wait List Policy**

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### **Policy Memorandum 16-01, revision 2**

Date: February 22, 2023

To: All WIOA Service Providers

Purpose: To provide guidance to contractors (service providers) enrolling participants in the WIOA program.

Rescissions: Priority of Service 16-01, 6/8/2016

References: WIOA Section 134(c)(3)(E); 20 CFR 680.150; EDD, Workforce Services Directive 19-04, September 11, 2019, Priority of Services for Veterans and Eligible Spouses; EDD, Workforce Services Directive 15-14, January 22, 2016, WIOA Adult Program Priority of Service; Employment Development Department (EDD), Workforce Services Directive 21-06, June 14, 2022, 70 Percent LLSIL and Poverty Guidelines for 2022

### **Policy:**

#### **A. General Provisions**

WIOA Section 134(c)(3)(E) states that individualized career services and training services funded with WIOA **adult** funds, priority of service must be given to recipients of public assistance, other low-income individuals, or individuals who are basic skills deficient. Veterans and eligible spouses continue to receive priority of service among all eligible individuals.

Basic career services are not subject to the priority of service requirement (Attachment I). However, individualized career services (Attachment I) and training services are subject to the requirement.

Priority of service status is established at the time of eligibility determination and does not change during the period of participation. Priority does not apply to the **dislocated worker** population.

#### **B. Outreach and Recruitment**

Contracted service provider will provide outreach and recruitment consistent with local procedures and priority of service policy. Contractor will recruit participants for WIOA services and ensure that participants have access to self-directed services through CalJOBS (<https://www.caljobs.ca.gov>).

#### **C. Participant Selection and Eligibility**

Contracted service provider will select and screen participants for WIOA eligibility and enroll selected participants into the WIOA program. All interested applicants are to be reviewed for eligibility within 30 days of submitting a WIOA application. Participants who are screened and determined to be ineligible for WIOA will receive basic career services.

Contractor will ensure they meet the mandated enrollment date criteria. To ensure the data uploads to the state performance roster are met, all participants must be entered into the case management system and have a WIOA activity assigned within 30 days of the eligibility date.

#### **D. Eligibility Criteria**

Contracted service provider will be responsible for WIOA Adult and Dislocated eligibility determinations and for collecting verification documents as required by WIOA regulation. WIOA Eligibility Criteria is summarized below.

##### WIOA Adult Eligibility

To be eligible to receive WIOA services as an adult in the adult and dislocated worker programs, an individual must:

1. Be 18 years of age or older;
2. Be a citizen or noncitizen authorized to work in the US; and
3. Meet Military Selective Service registration requirements (males only).

#### WIOA Dislocated Worker Eligibility

To be eligible to receive WIOA services as a dislocated worker in the adult and dislocated worker programs, an individual must:

1. Be a citizen or noncitizen authorized to work in the US;
2. Meet Military Selective Service registration requirements (males only); and
3. Meet the definition of dislocated worker at WIOA §3(15).

#### Definition of Dislocated Worker

A dislocated worker is an individual who meets **one** of the following criteria

1. The individual:
  - a) has been terminated or laid off, or has received a notice of termination or layoff, from employment;
  - b) is eligible for or has exhausted entitlement to unemployment compensation, or has been employed for a duration sufficient to demonstrate attachment to the workforce, but is not eligible for unemployment compensation due to insufficient earnings or having performed services for an employer that were not covered under the state's Unemployment Insurance law; and
  - c) Is unlikely to return to a previous industry or occupation.
2. The individual:
  - a) has been terminated or laid off, or has received a notice of termination or layoff, from employment as a result of any permanent closure of, or any substantial layoff at, a plant, facility, or enterprise;
  - b) is employed at a facility at which the employer has made a general announcement that such facility will close within 180 days; or
  - c) for purposes of eligibility to receive services other than training services described in section 134(c)(3), career services described in section 134(c)(2)(A)(xii), or support services, is employed at a facility at which the employer has made a general announcement that such facility will close.
3. The individual
  - a) was self-employed (including employment as a farmer, a rancher, or a fisherman) but is unemployed as a result of general economic conditions in the community in which the individual resides or because of natural disasters.
4. The individual
  - a) is a displaced homemaker.

Definition of Displaced Homemaker: An individual who has been providing unpaid services to family members in the home and who:

- a) has been dependent on the income of another family member but is no longer supported by that income; or
- b) is the dependent spouse of a member of the Armed Forces on active duty (as defined in section 101(d)(1) and whose family income is significantly reduced because of a deployment (as defined in section 991(b) of title 10, United States Code, or pursuant to paragraph (4) of such section), a call or order to active duty pursuant to a provision of law referred to in section 101(a)(13)(B) of title 10, United States code, a permanent change of

station, or the service-connected (as defined in section 101(16) of title 38, United States Code) death or disability of the member; and

c) is unemployed or underemployed and is experiencing difficulty in obtaining or upgrading employment.

5. Is the spouse of a member of the Armed Forces on active duty (as defined in section 101(d)(1) of title 10, United States code), and who has experienced a loss of employment as a direct result of relocation to accommodate a permanent change in duty station of such members; or is the spouse of a member of the Armed Forces on active duty and who is unemployed or underemployed and is experiencing difficulty in obtaining or upgrading employment (section 3 paragraph (16)(B)).

#### **E. Priority of Service Policy**

It is the policy of the Workforce Development Board to implement a *Priority of Service* for designated populations of WIOA customers/applicants for those interested in individualized career services and training services.

Priority shall be given for individualized career services and training services at all times and not only when funds are limited to the following:

- Recipients of public assistance and other low-income individuals. This does not apply to dislocated workers;
- Individuals who are basic skills deficient;
- Veterans;
- Spouses of veterans; and
- Residents of Santa Cruz County

#### **F. Priority of Service Procedure**

For all applicants, WIOA Case managers will use the WIOA Application during the intake process for individualized career services and training services for priority of service screening purposes/determination. If the priority applies it will be indicated on the case file when assigned to WIOA staff.

All current WIOA enrollment guidelines apply. Applicants must have an assessed need for any service they receive (individualized career services and training services) and the need must be documented in the case file via a case note entry.

See Attachment III for a list of acceptable documentation to verify whether an adult participant qualifies for priority of service under WIOA.

#### **G. Public Assistance Recipient ~Priority**

Priority of service is given to an individual that receives federal, state, or local government cash payments for which eligibility is determined by a needs or income test.

#### **H. Low-income ~Priority**

Priority of service is given to an individual that meets one of the four criteria below:

1. Receives, or in the past six months has received, or is a member of a family that is receiving, or in the past six months has received, assistance through the federal nutrition program Supplemental Nutrition Assistance Program (SNAP), CalFRESH in California, Temporary Assistance For Needy Families (TANF), program supplemental security income program, or state or local income-based public assistance;
2. In a family with total family income that does not exceed the higher of the following:
  - a. The poverty line guidelines; or
  - b. 70 percent of the Lower Living Standard Income Level (Attachment II)
3. A homeless individual; or

4. An individual with a disability whose own income does not exceed the income requirement, but is a member of a family whose total income does.

### **I. Basis Skills Deficient ~Priority**

Priority of service is given to an individual that is unable to compute or solve problems, or read, write, or speak English, at a level necessary to function on the job, in the individual's family, or in society<sup>1</sup>.

Criteria used to determine whether an individual is basic skills deficient includes the following:

- Lacks a high school diploma or high school equivalency and is not enrolled in post-secondary education.
- Enrolled in a Title II Adult Education/Literacy program, e.g English language acquisition program.  
ADULT EDUCATION.—The term “adult education” means academic instruction and education services below the postsecondary level that increase an individual's ability to—  
(A) read, write, and speak in English and perform mathematics or other activities necessary for the attainment of a secondary school diploma or its recognized equivalent;  
(B) transition to postsecondary education and training; and  
(C) obtain employment.

ADULT EDUCATION AND LITERACY ACTIVITIES.—The term “adult education and literacy activities” means programs, activities, and services that include adult education, literacy, workplace adult education and literacy activities, family literacy activities, English language acquisition activities, integrated English literacy and civics education, workforce preparation activities, or integrated education and training.

ENGLISH LANGUAGE ACQUISITION PROGRAM.—The term “English language acquisition program” means a program of instruction—

- (A) designed to help eligible individuals who are English language learners achieve competence in reading, writing, speaking, and comprehension of the English language; and
- (B) that leads to—
  - (i)(I) attainment of a secondary school diploma or its recognized equivalent; and
  - (II) transition to postsecondary education and training; or
  - (ii) employment.

- English, reading, writing, or computing skills at an 8.9 or below grade level.
- Determined to be Limited English Skills proficient through staff-documented observations.

### **J. Veterans and their Spouses ~Priority**

An individual must first qualify for WIOA before a priority of service can be applied. When veterans are identified as eligible applicants for Adult or Dislocated Worker WIOA individualized career services and training services they will become priorities for such services.

The veteran's priority is not to be construed as an entitlement for WIOA service, but eligible veterans are given priority over non-veterans for all available services. Dislocated workers who are veterans will receive priority for individualized career services and training services over non-veteran dislocated workers.

### **K. Santa Cruz County Residents ~Priority**

Priority of Service for Santa Cruz County Residents is effective at all times for the ADULT program and not when funds reach a certain threshold or dollar allocation. WIOA Case managers will use the WIOA application for individualized career services and training services screening purposes to determine priority as a Santa Cruz County resident. Three (3) different forms of verification to prove residency are required:

1. Rental agreement, mortgage statement or property tax bill, and
2. Utility bill (ex. P G & E bill) and one of the following:
  - a. California Drivers License or California Identification Card, OR
  - b. Bank statement, OR

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<sup>1</sup> WIOA Section 3[5]

- c. Other acceptable documentation, i.e. financial aid paperwork

NOTE: All residency verification/documentation must include and list a Santa Cruz County address.

#### L. Exception to Policy

The WIOA case manager, through the assessment process, can identify any individual that would benefit from a training scholarship. The exception must be approved by the WIOA Program Manager and designated WDB Staff then documented in case notes, with "exception to priority of service" in the case note subject line.

#### M. Wait List Policy

It is the policy of the Workforce Development Board to review the monthly WIOA training commitments and determine whether or not to implement a *Wait List* for designated populations of WIOA customers/applicants who are interested in obtaining a training scholarship, otherwise known as an Individual Training Account (ITA).

WIOA management staff review training commitments and expenditures on a monthly basis. When commitments reach the 90% threshold, a wait list procedure may be implemented. The policy becomes effective at the direction of the local WIB Director. The WDB Director will notify WIOA staff via a *WIB Communication* should it become necessary to implement or suspend the policy.

Should it become necessary to implement a wait list, this decision is disseminated to all workforce contractors and partners. During the WIOA orientation, customers will be informed that a wait list is being established for training scholarships and will be instructed to provide their email or mailing address contact information via the [info@workforcescc.com](mailto:info@workforcescc.com) email address. This information will be used to contact the individual when the wait list will begin to be served.

#### N. Training Services

Under WIOA, there is no sequence of service requirement for career and training services. Staff may determine training is appropriate regardless of whether the individual has received basic or individualized career services first. When referring the customer immediately to training, staff will base the evaluation/ review on the criteria below:

- Staff will review the WIOA application reason for referral (why partner believes customer will benefit from WIOA training) listed on the Universal Referral form;
- Evaluation of assessment results;
- Work history, education, skills, experience and abilities, and
- Type of training customer selected.

The plan for immediate training will be documented on the Individual Employment Plan (IEP) and the evaluation decision will be so noted in case notes for the individual participant.

**Action:** All WIOA Service Providers shall comply with the attached Priority of Service & Wait List policy. This policy memorandum is on-going and effective July 1, 2023.

**Inquiries:** Any questions regarding this policy memorandum may be directed to the WDB Director.

#### Attachments:

I. List of Basic and Individualized Career Services

II. Lower Living Standard Income Level (LLSIL) & Poverty Guidelines

III. List of Acceptable Documentation

This policy authorized by: Workforce Investment Board, June 8, 2016; revised by Workforce Development Board on May 26, 2021; and on <<date>>.

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## Action Item 4: WDB Officer Nominations

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(Action required) – Andy Stone

### **Recommendation**

Form a Nominating Committee, appoint Carol Siegel as Chair, and direct the Committee to develop a Slate of Candidates to be presented to the Executive Committee on May 3, 2023, with final appointment at the WDB's May 24, 2023 meeting.

### **Background**

Each year, the WDB's Nominating Committee recommends a slate of officers to fill the Workforce Development Board's six elected leadership positions. For Program Year 23-24 (July 1, 2023 through June 30, 2024) the WDB's elected officers shall include the following positions:

- WDB Chair;
- WDB Vice-Chair;
- Chair of the Business Services/CEDS Committee;
- Vice-Chair of the Business Services/CEDS Committee;
- Chair of the Career Services Committee; and
- Vice-Chair of the Career Services Committee.

The Nominating Committee is typically lead by the immediate past WDB Chair and is made up of five members, including:

- The immediate past Chair;
- One member from the current Executive Committee;
- Two at-large members from the WDB membership; and
- At least One member from the prior year's committee membership.

The immediate past WDB Chair, Carol Siegel, has agreed to Chair this year's nominating committee.

### **Next Steps**

The Nominating Committee will develop a slate of WDB Officer candidates for PY 2023-24 (July 1, 2023 through June 30, 2024) and return to the Executive Committee's May 3, 2023 meeting to present the slate for approval. The slate will then be presented to the full Workforce Development Board for final approval at its May 24, 2023 meeting.

### **Suggested motion**

I move to form a Nominating Committee, appoint Carol Siegel as Chair, and direct the Committee to develop a Slate of Candidates to be presented to the Executive Committee on May 3, 2023, with final appointment at the WDB's May 24, 2023 meeting.

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## Action Item 5: Prohousing Designation Letter

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(Action required) – Andy Stone

### **Recommendation**

Approve the draft Prohousing Designation Letter and direct staff to send a copy to each local City Council and County Board of Supervisors member.

### **Background**

As you may recall, the Workforce Development Board has approved a 2022-2023 operational target of “Connect WDB members with community partners to better understand and address the employment challenges for individuals experiencing housing insecurity.” At the September 14, 2022 Workforce Development Board meeting, the Board engaged with a panel to get a better picture of the current state of housing and its impacts on our local workforce. Following that panel presentation, several Workforce Development Board members expressed an interest in exploring some next steps to help inform local elected officials about the need to provide additional housing for our workforce.

The California Department of Housing and Community Development has developed a Prohousing Designation Program, which provides incentives to cities and counties that demonstrate policies and strategies to accelerate housing production. As a result, Prohousing jurisdictions will be awarded additional points or preference in grant programs, such as the Affordable Housing and Sustainable Communities, Transformative Climate Communities, and Infill Incentive Grant programs. To learn more about the Prohousing Designation Program, please see this website: <https://www.hcd.ca.gov/planning-and-community-development/prohousing-designation-program>

The attached draft letter is intended to be sent to local elected officials to raise awareness about the Prohousing Designation Program and to track each elected official’s stance on their jurisdiction pursuing this designation.

### **Next Steps**

If approved by the Workforce Development Board, staff will send a copy of the letter to each local City Council and County Board of Supervisors member.

### **Suggested motion**

I move to approve the draft Prohousing Designation Letter and direct staff to send a copy to each local City Council and County Board of Supervisors member.



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

Month Day, 2023

RE: Prohousing Designation

Dear [Elected Official]:

The Santa Cruz County Workforce Development Board supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs to train, educate, and support the workforce. We assist Business to secure the talent they need to thrive. We write to express the need for an expansion of housing options for local workers and believe that our future economic wellbeing is closely tied to our ability to develop an adequate supply of housing for the local workforce. The Workforce Development Board believes that this work could be bolstered by every local jurisdiction participating in California's Prohousing Designation Program.

The State's Prohousing Designation Program provides incentives to cities and counties in the form of additional points or other preference in the scoring of competitive housing, community development, and infrastructure programs. Applying for the State's Prohousing Designation Program provides an opportunity to review and adopt housing policy best practices. If your jurisdiction receives the designation, it will be optimally positioned to receive state funds to build affordable housing.

As you may know, Santa Cruz County has the second most expensive community in the country, requiring an hourly wage of \$60.35 to afford a two-bedroom rental, according to a 2022 National Low Income Housing Coalition report. As housing costs have continued to rise, many lower and moderate income workers have found themselves priced out of the market and being replaced with second homes, retirees and remote workers from the tech industry. The California Department of Finance estimates that approximately a net 4,600 residents moved away from Santa Cruz County between July 2019 and July 2021, many of which were likely low-and middle-income workers. As a result, businesses have struggled to attract talent, while workers have faced increasingly longer commutes with fewer of those employed by our local businesses living in the county.

With monumentally high housing prices and low vacancy rates, pursuing the State's Prohousing Designation Program is one of the steps that local governments can take to prevent displacement and ensure an equitable quality of life for all of Santa Cruz County's residents and workers. Therefore, we respectfully request that you provide our board with an indication of whether or not you support pursuing the State's Prohousing Designation Program in your jurisdiction. The Workforce Development Board plans to track the position of each of our county's elected officials and share the results at a future public meeting. Thank you for your time and consideration. You may contact me at [phone number] or at [email] if you have questions or would like to discuss these issues further.

Sincerely,

Rob Morse, Chair  
Santa Cruz County Workforce Development Board

**MEMBERS:**

**Rob Morse, Chair**  
Monterey Bay Epic Adventures

**Elyse Destout, Vice Chair**  
Photography by Elyse Destout

**Alia Ayyad**  
Center for Employment Training

**Christina Cuevas**  
Community Foundation of Santa Cruz County

**MariaElena De La Garza**  
Community Action Board

**Marshall Delk**  
Santa Cruz County Bank

**Daniel Dodge**  
Cabrillo College Federation of Teachers

**Sean Hebard**  
Carpenters Local 505

**Carmen Herrera-Mansir**  
El Pajaro CDC

**Laura Holmquist-Gomez**  
Five Star Catering

**LeNae Liebetrau**  
Department of Rehabilitation

**Chris Miller**  
ScratchSpace, LLC

**Janet Nagamine**  
Hikari Farms

**Shaz Roth**  
Pajaro Valley Chamber of Commerce  
and Agriculture

**Glen Schaller**  
Monterey Bay Central Labor Council, AFL-CIO

**KatieSetzler**  
Palo Alto Medical Foundation

**Carol Siegel**  
Santa Cruz Seaside Company

**Dustin Vereker**  
Discretion Brewing

**DIRECTOR:**  
Andy Stone

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## Action Item 6: WDB Board Recertification

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(Action required) – Lacie Gray

### **Recommendation**

Designate the WDB Executive Committee to review and approve the Local Board Subsequent Designation and Recertification on behalf of the Workforce Development Board and submit it to the state and Local Elected for approval

### **Background**

Santa Cruz County Workforce Development Board Subsequent Designation and Local Board Recertification are critical components of the Local Workforce Development Board's continued eligibility to receive WIOA funding and provide workforce development services to job seekers, youth and businesses in our community and region. In order for a Local Area to request subsequent designation and a Local Workforce Development Board to request recertification, the the Local Board Chair and local Chief Elected Official (CEO) must complete and sign the Local Area Subsequent Designation and Local Board Recertification Application for PY 2023-25.

In order to be recertified, the Local Board must meet the WIOA membership requirements. Due to attrition, the WDB is currently working to fill seven vacancies, including two private sector business seats, one economic development agency seat, one labor seat, one local education entity seat, a one-stop partner seat (this seat has a nomination which should be considered by the Board of Supervisors on April 11) and one “other” seat (local elected/Board of Supervisor representative). The Board is likely to be conditionally approved by the state until the vacancies are filled. The Board must also show that its programs have performed successfully. The Local Area must have had an Individual Indicator Score of 50% or higher in Program Year (PY) 2020-21 or PY 2021-22, as described in WSD20-02, Calculating Local Area Performance and Nonperformance (September 19, 2020), for Employment Rate 2nd Quarter After Exit and Median Earnings. Finally, the Board must also show that it has sustained fiscal integrity.

Subsequent Designation and Recertification of Local Workforce Development Boards will be effective July 1, 2023 for a two-year period, ending June 30, 2025. Applications are due to EDD no later than May 19, 2023 with signed copies from the local elected officials (the Santa Cruz County Board of Supervisors) accepted after the date of submission.

The state draft directive can be viewed at:

[https://edd.ca.gov/siteassets/files/jobs\\_and\\_training/pubs/wsdd-245.pdf](https://edd.ca.gov/siteassets/files/jobs_and_training/pubs/wsdd-245.pdf) . The state has since notified the WDB Director that the application will be due to the state May 19, 2023.

### **Suggested motion**

I move to authorize the WDB Executive Committee to review and approve the Local Board Subsequent Designation and Recertification (once it is completed) which will be effective July 1, 2023 through June 30, 2025; Authorize staff to forward the Plan to the state to meet the May 19, 2023, deadline; and Authorize staff to subsequently forward the Plan to the Board of Supervisors for final approval and signature.

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## Report Item 7: Operational Plan Update

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(No vote required) – Andy Stone

### **Background**

On September 14, 2022, the WDB approved the WDB Director's Program Year (PY) 2022-23 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 adopted PY 2022-23 goals and action steps.

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 the Operational Plan's progress at each Workforce Development Board meeting.

**Item 7 Attachment - Workforce Development Board of Santa Cruz County  
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2022-2023**

	<i>Status</i>	<i>2022-23 Operational Targets</i>	<i>YTD</i>
<u><b>Goal 1</b></u>  <b>Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.</b>		<ul style="list-style-type: none"> <li>• Develop and deploy career services designed to meet the needs of justice-involved individuals.</li> <li>• Revisit income eligibility requirements to ensure they are appropriate with the current level of inflation</li> </ul>	<p>First Construction Pre-Apprenticeship class completed in Roundtree Facility</p> <p>WDB will review income eligibility levels at 4/05/23 meeting.</p>
<u><b>Goal 2</b></u>  <b>Santa Cruz County businesses have the talent needed to thrive now and into the future.</b>		<ul style="list-style-type: none"> <li>• Develop additional pre-apprenticeship opportunities</li> <li>• Provide WDB members with tools to help promote workforce services to businesses</li> <li>• Identify strategies to support entrepreneurs with WIOA funding</li> </ul>	<p>Roundtree cohort graduation 3/10/23. Second adult ed cohort began 3/6/23.</p> <p>Contracted with Full Capacity Marketing to develop business services tools for WDB members</p> <p>WDB Staff exploring \$500 supportive services payments for eligible micro-business owners.</p>
<u><b>Goal 3</b></u>  <b>Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.</b>		<ul style="list-style-type: none"> <li>• Identify strategies to help address the lack of affordable childcare</li> <li>• Connect WDB members with community partners to better understand and address the employment challenges for individuals experiencing housing insecurity</li> <li>• Examine the diversity of the WDB and develop strategies to ensure the board reflects the community it serves</li> <li>• Draft and release the 2023 State of the Workforce Report</li> </ul>	<p>WDB roundtable on affordable childcare at 12/7/22 WDB meeting. Assisting SCCOE with childcare workforce report.</p> <p>WDB housing roundtable at 9/14/22 meeting. Pro-housing letter drafted and ready for WDB approval.</p> <p>County survey of WDB members conducted. Will provide diversity report at a future meeting.</p> <p>State of the Workforce Report to be completed by 6/30/23</p>

 on track to meet planned target for the year

 not on track to meet planned target for the year

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## Report Item 8: Workforce Development Board Staff Updates

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(No vote required)

WIOA Career Services – Sara Paz-Nethercutt:

1. National Dislocated Worker Grant (NDWG): Severe Winter Storms Clean-up/Repair

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## Report Item 9: WIOA Local and Regional Plan Updates

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(No vote required) – Andy Stone

### **Background**

The State of California Employment Development Department (EDD) released guidance on developing the two-year modifications to the 2021-2024 Regional and Local Plans for Program Years (PY) 2021-2024, (July 1, 2021 - June 30, 2025), on October 27, 2022, via EDD Directive Number: WSD22-05. The Local and Regional Plan Two-Year Modifications were 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.

Local Plans are used to articulate how Local Boards will coordinate with local partners to ensure person-centered service-delivery. The Local Draft Modification reflects the current and future strategies that the Santa Cruz County Workforce Development Board (WDB) will use to address the continuing innovation of the workforce system. The modification articulates how the WDB will coordinate with Child Support Services, CalFresh Employment & Training, Individuals with Disabilities, English Language Learners, Foreign Born Individuals and Refugee Services.

Regional Plans are used to articulate how regions will build intentionality around industry sector engagement, drive workforce development outcomes across multiple jurisdictions, and expand on-ramps to career pathways for individuals who experience barriers to employment. The North Central Coast Regional Planning Unit's Draft Four-Year Regional Plan Modification for 2021-2024 includes the Monterey, Santa Cruz, and San Benito County workforce development areas. This two-year modification of the plan articulates the North Central Coast Region's efforts to align education, training services, and regional sector needs as required under the Workforce Innovation and Opportunity Act (WIOA).

In addition to the federal planning requirements, WIOA indicates that Regional and Local Plans should be consistent with the vision and goals of the State Plan.

Your Board took actions at its 12/7/22 meeting to allow WDB staff to open and close the public comment periods as needed for the WIOA Local Two-Year Plan Modification and to take actions as needed on the Regional Plan Modification as needed. The Executive Committee accepted the update on this process at its March 1, 2023, meeting.

Public comment on the Draft Regional and Local Plan Modifications for a 30-day period, were accepted February 13, 2023, through March 15, 2023. Public listening sessions for both Plans were held on February 7, 2023, via Zoom. The Plans were submitted to the state to meet the March 31, 2023 deadline.

To access the DRAFT Regional and Local Plans online, visit: <https://workforcescc.com/publications/>

### **Next Steps**

The public comment period closed on March 15, 2023, for both the Local and Regional Plan Modifications. Both Plan Modifications were required to be submitted to the State by March 31, 2023. Due to timing considerations, the state is allowing for the submission of the Chief Local Elected Official (BOS) signature after March 31. As such, WDB staff will submit the Plan Modifications to the County Board of Supervisors after submitting them to the state.

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## Report Item 10: NAWB Forum Attendee Report

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(No vote required) – Rob Morse

### **Background**

The National Association of Workforce Boards hosted the Forum, the nation's largest annual workforce development conference from March 26 to March 28, 2023, in Washington D.C. At this meeting, Forum attendees Elyse Destout, Rob Morse, Sara Paz-Nethercutt, and Andy Stone will provide the Board with an update on the latest policy, initiatives and trends impacting the workforce development system and share some of the best practices that could help make an impact in our community.

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## Information Item 11: AJCC Certification Continuous Improvement Plan PY 22/23 Update

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(No vote required) – Sara Paz-Nethercutt

### **Background**

WDB Staff previously informed this board of the EDD policy directive, WSD20-08, dated March 1, 2021 which provides policy and guidance for conducting the AJCC certification process. There are two (2) levels of AJCC Certification:

1. Baseline: intended to ensure that every AJCC site is in compliance with WIOA statutory and regulatory requirements; and
2. Certification Indicator Assessment: intended to measure continuous improvement in service delivery with seven (7) indicators.

An independent evaluation and assessment of each of the AJCCs was conducted by Racy Ming and Associates. The independent and objective assessment will be conducted every three (3) years and will be due again to the State in 2024 with the criteria and procedures established by the State board. Using the recommendations and evaluations from the assessments, the Continuous Improvement (CI) Plan was created. The purpose of the CI Plan is to ensure that AJCCs deliver a better experience and continuously improve services for job seekers, workers, and employers.

As you may recall, on December 8, 2021, the WDB approved the America's Job Center of California (AJCC) Certification Indicator Continuous Improvement Plan as written and authorized the WDB staff to submit to the Employment Development Department (EDD) Regional Advisor by the December 31, 2021 deadline.

### **Update**

The Continuous Improvement Plan incorporates the actions for the program year for each AJCC site. PY 2022/23 Quarter 2 progress is available for your information.

The link to view the CI plan is found here: <https://bit.ly/3LWX7Pb>