

San Diego Workforce Partnership
Consortium Policy Board
Minutes of the October 30, 2020 Meeting

Members Present

Greg Cox, San Diego County Supervisor, District 1 (Chair)
Barbara Bry, Councilmember, City of San Diego, District 1
Nathan Fletcher, San Diego County Supervisor, District 4
Monica Montgomery Steppe, Councilmember, City of San Diego, District 4 (Vice Chair)
Nancy Sasaki, CEO, United Way of San Diego County

Legal Counsel Present

David Powell, Deputy City Attorney, City of San Diego
Shiri Hoffman, Senior Deputy County Counsel, County of San Diego

Staff Present

Peter Callstrom, President & CEO
Andy Hall, Chief Impact Officer
Andrew Picard, Chief Programs Officer
Parina Parikh, Director of Programs

Location

Via Zoom

Per [Executive Order N-25-20](#), the requirement to which members of the public shall have the right to observe & offer public comment at the public meeting, consistent with the Brown Act, has been suspended.

All reports, memoranda and letters contained in the agenda or distributed at the meeting shall by this reference become part of the original minutes.

The meeting was called to order by Supervisor Cox at 3:00pm, with a quorum present.

Non-Agenda Public Comment

None

Action Items

***Item 1* Minutes of the August 28, 2020 Meeting**

Motion: Board approves the meeting minutes.

Moved (B. Bry), Seconded (G. Cox), N. Sasaki abstained

***Item 2* Membership Nomination**

Peter stated Brisa was recommended by Workforce Development Board member Tom Lemmon. She was unanimously recommended to join the board. Peter continued that she brings a wonderful background of labor and organizing and SDWP would be lucky to have her on the board. M. Montgomery Steppe added that Brisa would be a wonderful addition to the board. Brisa is a consummate professional, and any board she serves on would have an asset in her. M. Montgomery Steppe is happy to see that Brisa is nominated for this board. N. Fletcher echoed that Brisa will be a wonderful addition and is a true asset to our community. Peter also reviewed the grid of members of the Workforce Development and Policy Boards. SDWP has a wonderful representation across the boards, and in the 8.5 years Peter has been with the organization, he's never served with such a stellar group of people that have worked so well to advance the organization's work.

Motion: Board approves the membership nomination.

Moved (B. Bry), Seconded (M. Montgomery Steppe), Carried unanimously

Item 3

High Road Construction Careers Contract – SD Continuing Education

Andy introduced the item to approve a contract with the San Diego Continuing Education Foundation for \$1M for a term of September 1—July 2021 with the option to extend for an additional 14 months. The contract goals are to serve 162 individuals, and to complete training and place 132 participants into the building and construction trades. The funding for this program was awarded to SDWP from the State of California's SB1 that includes ongoing revenue to help localities build partnerships to diversify and expand the talent pipeline for the building and construction trades unions. SDWP has been working closely with local construction unions to open slots for program graduates. This is a very exciting project for SDWP long-term, as there is a clear path for high-quality jobs for residents. SDWP is proud to work with the San Diego Continuing Education Foundation, a current contractor for some of SDWP's other programs, and are consistently one of the highest performing subrecipients. Andy continued that SDWP is confident in their ability to execute and deliver on the program outcomes.

N. Sasaki asked where the program's training falls in SDWP's research on priority and in-demand jobs in the region. She also asked how the building and construction trades are faring during the pandemic. Andy responded that construction, public utilities, and manufacturing are doing the best out of all major sectors. Those industries are nearly flat in the payroll sizes currently as compared to pre-pandemic payroll & wages. Andy added that SDWP sees a lot of its work in the months and years ahead as helping retrain individuals who have been laid off from sectors that have been hit hardest (i.e. tourism, travel) and reskilling them to enter into some of the jobs in construction, utilities and energy that we are seeing some growth in. Additionally, all the jobs SDWP will be placing the individuals in this program in will be union jobs and apprentices that include healthcare benefits, pensions, and provide a living wage. M. Montgomery Steppe added that she is

excited to see this project moving forward and is very proud of the work being done. She highlighted that while San Diego Continuing Education building is in District 4, the building also borders Districts 8 and 9, which makes it a very significant site to have something like this program, especially at a time like this. She is also glad to see the board's commitment to reducing employment barriers in communities that are economically challenged.

Motion: Board approves the contract.

Moved (N. Sasaki), Seconded (B. Bry), Carried unanimously

Item 4

Oceanside Career Center Lease

Andrew updated the board on the process of SDWP's plans to co-locate with the County LiveWell Centers. In work with Nick Macchione and team, SDWP was able to negotiate the Oceanside Career Center joining with LiveWell partners in a brand-new building in Oceanside. SDWP is excited about this opportunity and the savings of \$470K annually in infrastructure costs. The savings can be reinvested into more staff and training investments for job seekers. The 36,000 sq ft building is less than half a mile from the current career center's location, and still squarely located with public transit access. SDWP is looking to reevaluate brick and mortar investments and what more the organization can be doing online. Additionally, one of SDWP's strategic pillars is to make the career centers more family-friendly, which this partnership does with Child Social Services being in the same building with this career center. The lease will begin January 1, 2021.

G. Cox commented on the design and review process underway for the new Southeast LiveWell Center and asked if a career center will be included at that location. Andrew responded that SDWP would love to be included at any and all LiveWell locations and it is SDWP's goal to reduce the organization's independent leases and co-locate with the County or City wherever possible. G. Cox commented that the easier we can make for the public to access all the services provided through the county, the city, and even through non-profits, the easier we make it for everybody. M. Montgomery Steppe added that this was a hot topic during the time the city transferred the property, that the LiveWell center in Southeastern San Diego would be all-inclusive, and it would include services like career centers and a place where the community could have access to jobs and careers. Monica continued that if there is anything she can do to help, she is here, and thanked Andrew for the presentation. N. Fletcher asked Andrew how much space SDWP is looking for in the center. Andrew answered that the southeastern operations at SDWP's current building are anywhere between 12,000—20,000 sq ft. If an opportunity presented itself at a LiveWell, SDWP would be open to downsizing or partnering with multiple locations throughout southeast and central San Diego. N. Fletcher stated that perhaps he and G. Cox could revisit and see if there is space for SDWP at the southeast center. Peter asked Andrew to clarify how much square footage minimum would be needed, as the career center in the Central Library is 1,500 sq ft. due to the flexible breakout spaces in the building. Andrew stated that

SDWP's current Southeast San Diego career center is the organization's largest, with the most customer flow, and the center is co-located with EDD and the Department of Rehabilitation. If SDWP brought only its career services, and no co-located partners, the organization can typically operate in 3-4,000 sq ft as a minimum. This space accounts for computer labs and workstations for private 1-1 case management. The LiveWell Oceanside Center will include a joint computer lab and joint training rooms with other providers. N. Fletcher stated that the building will be multi-purpose and multi-use with shared classroom spaces, for example, that would not be wholly dedicated to SDWP, but can be used by the service providers in the center. N. Fletcher stated he will see what he can do.

Motion: Board approves the lease.

Moved (N. Fletcher), Seconded (M. Montgomery Steppe), Carried unanimously

Information Items

Item 5

Career Jumpstart Project Update

Andy introduced this initiative to expand and diversify the talent pipeline into the energy, utilities, and construction space. One of SDWP's board members at SDG&E had financed a first initial cohort of pre-employment and training introduction to the construction and energy industry. Andy stated the SDWP aimed to be intentional about making the program a welcome and inclusive environment. Many of the employers in the construction and energy industries are looking for more diversity, particularly gender, in their talent pipelines. Andy directed the board to the cohort's orientation photo with all the students that completed a 4-week training with SDWP's partner, the San Diego Electrical Training institute. Andy also overviewed the hiring partners for this project including SDG&E, the City of San Diego Public Utilities Department and Tesla, among others, are slated to hire from the cohort. SDWP sees this program as a microcosm of the organization's strategic plan in action as it promotes inclusive economic growth and job quality standards. All the hiring partners are represented by unions and/or have profit-sharing bonus structures and are employee owned. Job quality was particularly important to SDWP in partnering with employers.

One of the graduates, Ramon Chairez shared his expertise in the training program. Ramon has spent the past 10 years working in non-profit education, and had worked with Tiffany Harrison, M. Montgomery's Council Representative. Ramon was also one of the founding board members of Suncoast Cooperative Market in Imperial Beach, which just attained LiveWell status by Supervisor Cox, who Ramon thanked. Ramon originally started in construction in the mid-90's and spent 5 years in underground construction. Ramon recounted that not just with his prior employer, but also with the other companies they worked with, he only saw one woman during his construction career. He continued that if anyone was gay, they certainly were not out, as it was not a space to be safe to do so. The work environment was dominated by toxic masculinity and patriarchy. Leadership was

predominantly white, and the labor pool was predominantly Latinx. Ramon had the opportunity to work with a few African-American friends, but there were not many African-American individuals on crews. Ramon theorized that it was not a very welcoming space, and stated that there was racism and bigotry, not only from white coworkers, but also Latinx coworkers. Ramon stated that the Latin community can have a difficult time recognizing and owning colorism and racism in the community. Ramon decided to make the shift from education back to construction because he missed the outdoors and working with his hands, which led him to this program. He stated that it was amazing and surreal for him to see the difference between what he remembered from his time in construction to his experience with his colleges in the cohort. The cohort includes African-Americans, LGBTQI members, and women. Ramon emphasized that it was a stark difference from what he previously experienced, and it was incredibly inspiring for him. Ramon thanked SDWP for putting together a diverse and progressive cohort that is going to diversify San Diego's construction industry. Ramon also thanked the San Diego Electrical Training Institute, which he described as a warm, welcoming, supportive, and approachable culture and space. He stated that often in construction, that is not the case; the foreman, superintendent or project manager is extremely intimidating and unapproachable. The leadership and diversity in instructors at ETI were also stark differences to Ramon's prior experience. The cohort has formed strong bonds amongst each other, and Ramon said he could not speak more highly of the experience.

G. Cox thanked Ramon and expressed appreciation for his comments. Andy added that there is a strong chance of achieving 100% job placement out of this program into quality jobs. SDWP plans to expand the program with federal funding. SDWP is also excited to be working with the City of San Diego's Public Utilities Department. Lisa Ceballo is very interested in sponsoring a cohort for their water treatment facilities. Tesla is also interested in sponsoring a full cohort. The quality and diversity of candidates that Ramon spoke to is a potential game-changer for the entry-level pipeline into the field. Andy concluded by thanking Ramon for his comments. M. Montgomery Steppe thanked Ramon for his truth. She acknowledged that in San Diego we have a lot of work to do and we can move forward together but thanked Ramon for acknowledging the disparities on job sites. This is an issue M. Montgomery Steppe's office has begun working on and it has caused a lot of tension, but it is important to know what goes on so we can know how to change it, and it sounds like this program is working to do that. Monica thanked Ramon again, and said it sometimes feels like she is on an island by herself saying these things, particularly when it comes to African-Americans in the trades here in San Diego, but her office is working on it. Monica thanked Ramon for his perspective.

Item 6

CEO & Staff Report

Andy updated the board on San Diego's economic recovery during the pandemic. SDWP has partnered with Point Loma Nazarene University and their chief economist, Lynn Reaser, Ph.D., CBE, to release a monthly jobs report on the recovery. The report is consistently being picked up by major local news outlets such as the Union Tribune, KPBS, and 10 News. Andy shared that the unemployment rate

in San Diego did reduce slightly in October to 9.1%. As outlined in the report, a large reason for that reduction is individuals leaving the job market to care for children and family members, but for those that are looking for work, unemployment is down to 9.1%. The trend that concerns SDWP the most is that most of the job losses that were temporary in March and April are now beginning to be permanent. This is a result seen in the WARN responses sent to SDWP where individuals who are furloughed are now being laid off as companies are not bringing in the revenue, they had been pre-pandemic. Due to this, SDWP is expecting more demand for services. Andy continued that as Jacob Richards pointed out during the last board meeting, the Federal Paycheck Protection Program running out, SDWP expects to see another wave of layoffs in the coming months if no additional federal aid is passed. The leisure and hospitality industry has been hit the hardest during the pandemic out of the major industries, with 76% of employment as compared to February 2020. Construction, professional services, transportation and warehousing, and utilities are industries that are holding up well during the pandemic. A large part of SDWP's response had been reskilling individuals in industries hit the hardest, into more resilient industries.

SDWP has also been working with small business owners in industries that have been hit the hardest, like restaurants, to mitigate further job losses. One example of this is the High Roads Kitchens Project. 17 restaurants are now part of the project, 35 employees have been brought back, and 4,960 free meals have been served because of the intervention SDWP and partners have put together. Andy thanked G. Cox's office who has put SDWP in touch with other great programs administered by the County that the organization has connected some of the restaurants to apply for. Peter added that HRK was one of the Governor's and California Secretary of Labor Julie Su's signature initiatives for the recovery, and the local program is leading the state, exceeding the initial goal of 15 restaurants. SDWP is looking for more support and have reached out to the San Diego Foundation and others to continue to grow the program. He continued that the program has made a tremendous difference in getting many restaurants off the ground and getting their employees back to work. SDWP is very happy with the outcomes thus far.

Peter overviewed the Race, Equity, and Worker Power in San Diego Panel hosted by SDWP on October 14th. The online event received an overwhelming response, with 600+ registrants. M. Montgomery Steppe participated as a panelist and shared her thoughts on the event. Monica stated that the panel had the opportunity to dig deep on issues that affect workers and how folks are getting through this time and pandemic. The panel discussed what the community can do to thrive and be better in the areas of race and equity. Monica was honored to be a part of it and found the event to be helpful and hopeful. She thanked SDWP for putting on the event. Peter thanked Monica for participating and stated that SDWP will continue to leverage the conversation. There will be more to come on SDWP's efforts towards racial equity.

Peter discussed SDWP's partnership with Microsoft, who has leaned in and provided a lot of support, much of it pro-bono, to advance our organization's technological capabilities. Microsoft has helped SDWP build a bot on the organization's website, which has helped support customers in a much more efficient way. The bot has

already fielded thousands of inquiries. SDWP was profiled on Microsoft's website. SDWP's Chief Innovation and Strategy Officer has been working closely with WDB member Carmen Summers of Microsoft on this partnership.

Peter informed the board of the Future Through Work of Work Summit on November 5th & 6th. SDWP and Cajon Valley School District are close partners in this work, and there are 1,000+ registrants for the summit so far. Cajon Valley has national and international awareness with how they are embedding workforce thinking and preparation very early on with students, and thus, the event expects participants beyond local stakeholders. Brooke will be a keynote speaker with David Albers of the Department of Education. SDWP and Cajon Valley are also working on building a career center in a middle school in the district. Ed Hidalgo and Superintendent Miyashiro dedicated significant space for this project.

SDWP also rolled out My Next Move at workforce.org/my-next-move. Peter overviewed the experience flow and priority sectors SDWP has identified. In years past SDWP has put out reports that not enough people read, and the research does not get to the most important end-users, which are students and jobseekers. SDWP has built materials to translate the research and that can be easily shared with the community. Peter also highlighted the RIASEC framework embedded in the research to assist students and jobseekers find a career they find fulfilling based on their strengths, interests, and values. Peter pointed out that this work is unusual in the workforce development space, as the work is commonly done post-education. Peter continued that the earlier we can reach the community by partnering with education, the better people can be prepared for the jobs of the future. This work helps break down awareness gaps and opportunity gaps and will prevent there from being so many skills gaps when these students are deeper in their careers.

Barbara stated that she knew Ed Hidalgo while he was at Qualcomm, then went on to develop the World of Work curriculum while at USD. Barbara visited Cajon Valley 2 years ago, toured classrooms, and it was fascinating. A 5th grade science class was learning about oceanography and the different careers associated with the subject, such as working for Surfrider, being a journalist, or a scientist. This has informed a lot of Barbara's thinking about the importance in exposing children to different career options from a young age. She is very excited to hear that SDWP is working with the lifecycle, from 5 years old to entering the workforce. Barbara continued that Cajon Valley is licensing their curriculum to other school systems around the county and their work is game-changing.

Adjournment: The meeting was adjourned at 3:48 pm

Next Meeting: Friday, December 11, 2020 at 3:00pm