Workforce Development Board (WDB) Agenda

Date: Thursday, October 21, 2021
Time: 8:00 a.m.
Place: [https://us02web.zoom.us/j/86091525334](https://us02web.zoom.us/j/86091525334)
Passcode: 694033

Instructions for Public Meetings

- Members of the public - please use the “raise hand” feature to speak, or you can chat your questions/comments to be read aloud
- Board members - participate by un-muting yourself, or submit questions/comments in chat box

Welcome and Introductions

- Chair calls the meeting to order
- Non-agenda public comment

Agenda Items

Action Item:
- Item 1: Minutes of the August 19, 2021 Meeting

Report Item:
- Item 2: CEO & Staff Update

Action Items:
- Item 3: Low Carbon Economy Contract
- Item 4: Contract Action: CAREERS Dislocated Worker Grant

Information Items:
- Item 5: Faces of Workforce
- Item 6: Sector Initiatives
- Item 7: Customer Experience
- Item 8: Economic Update & Outlook
- Item 9: Revenue Update
- Item 10: Committee & Working Groups Updates

Next Meeting: December 2nd, 8am – 9:30am

PUBLIC COMMENT: Members of the public may address the Board on issues on this agenda (three minutes per subject) and/or other items within the Board’s scope. To speak, please use the “raise hand” function at the time of public comment. SDWP will provide accommodations to persons who require assistance. Questions: (619) 228-2900.
Item 1: Minutes of the August 19, 2021 Meeting

ACTION ITEM – VOTE REQUIRED

Members Present

Sammy Totah, Chair
Andy Berg
Christina Bibler
Phil Blair
David Blake
Danene Brown
Ed Hidalgo
Brisa Johnson
Kevin Johnson
Carol Kim
Terry Kurtenbach
Tom Lemmon
Jeff Noyes
Mimi Rosado
Althea Salas
Nancy Smith-Taylor
Carmen Summers
Annie Taamilo
Ricky Shabazz
Mike Zucchet

Members Absent

Veronica DelaRosa
Dennis DuBard
Matt Doyle
Taylor Eubanks

Staff Members Present

Peter Callstrom, President & CEO
Andy Hall, Chief Impact Officer
Shannon Moran, Chief Information Officer
Shaina Gross, Vice President of Client Services

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.

Call to Order

The meeting was called to order by Sammy Totah, at 8:02 a.m. with a quorum.

Non-Agenda Public Comment

None

Action Item

Item 1 Minutes of the June 17, 2021 Meeting

Motion: WDB approves the meeting minutes with the addition of the appeal contingency for the Black Opportunity Youth Contract.
Moved (K. Johnson), Seconded (P. Blair), Carried unanimously

Report Item

Item 2 CEO & Staff Update

Peter overviewed new grants: the James Irvine Foundation and the Conrad Prebys Foundation. He acknowledged the staff for their work on the grants and effort to continuously diversify. Peter congratulated P. Blair on his new chairmanship of Rotary Club 33. Phil discussed the theme for his tenure as President, “mentorship for success.” SDWP and Phil will work closely on these efforts. Peter, Andy, Ed, Sammy, and Mimi shared their experience at the ASU + GSV Summit.

Action Items

Item 3-5 Membership Nominations

Phil overviewed the background and experience of Jeremy Vellón. Carol Kim spoke in support of Brigette Browning’s nomination. Nancy Smith-Taylor noted Risa Baron’s contributions during her time at SDG&E.

Motion: WDB approves the membership nominations.

Moved (M. Zucchet), Seconded (P. Blair), Carried Unanimously

Item 6 Career Center RFP Framework

Karla Plaza, a Career Center customer, shared her experience. Through the Metro Career Center Karla was able to receive her paralegal certificate from USD.

D. Brown introduced the recommendations of the RFP Work Group including dividing the function of the career centers, a shift in select responsibilities to the Customer Experience team, and new structure conducive to partnership with other entities. Shaina discussed the core functions that were previously managed under one Career Center Network contract: customer experience to now be led by the SDWP team, operations and career services to be procured.

Motion: WDB approves RFP framework.

Moved (K. Johnson), Seconded (R. Vaccari), Carried Unanimously

Item 7 Contract Action: Connect2Careers Program
Shaina overviewed the C2C program and proposed contract with Access. The $373,600 contract will serve 870 youth participants aged 16-24 within the City.

Motion: WDB approves the contract.

Moved (T. Lemmon), Seconded (A. Salas), C. Bibler abstained

Information Items

Item 8 Black Opportunity Youth Contract Update

Shaina updated on the Black OY Contract appeal. The committee appointed by the WDB Chair reviewed the appeal and upheld the decision. The board approval of the contract stands. Sammy thanked the committee members.

Item 9 Data Analytics Strategy

Shannon provided an overview of our Business Intelligence strategy, organizational structure, and activities. Shannon discussed SDWP’s data stewardship culture, integration execution, and data analysis. We are also partnering with national initiatives including ‘Opportunities for Outcome’ with JFF and Google. Peter thanked Shannon and team for the progress as it allows SDWP to demonstrate impact and further the advancement of our field.

Item 10 Audit Committee Update

Rick provided an overview of the Audit Committee’s July meeting. He discussed a recent incident related to Volunteers of America and the safeguards SDWP has in place to prevent fraud and mismanagement. Shannon presented on SDWP’s cybersecurity strategy.

Adjournment

Sammy Totah adjourned the meeting at 9:26 am.
Item 2:  CEO & Staff Update

REPORT ITEM – NO VOTE REQUIRED

An overview of Workforce Partnership activities.
Item 3: Low Carbon Economy Contract

ACTION ITEM – VOTE REQUIRED

Pillar Strategy:
Outcomes-Focused Funding/Population Specific Interventions

Recommendation

That the WDB authorize SDWP staff to enter a contract with the following:

<table>
<thead>
<tr>
<th>Contractor</th>
<th>Funding Source</th>
<th>Amount</th>
<th># Served</th>
<th>Cost Per Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego Continuing Education Foundation</td>
<td>Low Carbon Economy Grant</td>
<td>$266,964</td>
<td>108</td>
<td>$2,472 in additional funding per participant</td>
</tr>
</tbody>
</table>

Contract Outcomes

- Provide digital literacy, supportive services, math tutoring, and sustainability workshops and enhanced career navigation to 108 participants. Participants are also supported to complete MC3 Pre-apprenticeship training and placement into state-approved apprenticeship pathways through prior HRCC funding.

Contract Term: November 1, 2021 – November 1, 2022

New contract or renewal: New

Option Years: 1 year

Contract Payment Terms: Cost Reimbursement

Contractor Selection:

San Diego Continuing Education Foundation (SDCEF): SDCEF is the incumbent provider for High Roads Construction Careers (HRCC) services. SDCEF has successfully provided an MC3 program since 2016. As part of HRCC program, the Apprenticeship Readiness Collaborative (ARC) consolidated the MC3 providers in the region, to ensure better outcomes. As a result, SDCEF is the only institution certified to provide the MC3 program curriculum. In addition to the curriculum, SDCEF is responsible for the enrollment, case management, career navigation and job placements. Additional funding will help them to serve the target populations and achieve the program outcomes.

Target Population(s): Disadvantaged youth, justice involved, ethnic and underrepresented minorities and women

Scope of Work: Funds from Low Carbon Economy grant will strengthen the existing HRCC program offerings. Program enhancements include:

- Sustainability programming including LEED Certified building tours, greenhouse gas reduction programming and green building seminars
Additional supportive services for participants including embedded math tutors, enhanced soft skills training, work clothes and supplies, subsidized transportation passes, field trips to construction sites, and increased case management

Virtual learning support including WiFi hotspots for remote connection, virtual classroom activities and enhanced curriculum development.

---

**HRCC Background**

The California Workforce Development Board (CWDB) awarded San Diego and Imperial Counties with the maximum amount of $1.5 million in funding for the HRCC program, made available through The Road Repair and Accountability Act of 2017 which invests billions of dollars annually to fix and maintain California’s transportation infrastructure. The purpose of HRCC is to establish sustainable, regionally based pre-apprenticeship partnerships that systematically connect disadvantaged workers and communities to long-term middle-class careers through state-approved apprenticeship. Through this program, San Diego & Imperial Counties launched the Apprenticeship Readiness Collaborative is committed to breaking barriers to employment in construction careers.

On October 22, 2020, the WDB approved a $1,000,000 contract with SDCEF to provide the participant program management of the MC3 Program which includes the outreach, enrollment, case management, contract education, program supplies, field trips, industry connections, certifications, transportation, and employment placement tracking.

---

**Low Carbon Economy Background**

California Climate Investments is a statewide initiative funded by cap-and-trade dollars with the goal of reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment—particularly in disadvantaged communities.

The California Climate Investments cap-and-trade program awarded Low Carbon Economy funds to build in sustainability programming to the High Roads Construction Careers program. SDWP received $749,933.98 in Low Carbon Economy Workforce funding to enhance the existing ARC activities and fill existing gaps not funded in the original HRCC grant. The enhanced funding enables SDCEF to better support our target populations through successful completion of the MC3 program. This will provide participants with more supportive services and a more well-rounded pathway from pre-apprenticeship to employment.
Item 4: Contract Action: CAREERS Dislocated Worker Grant

ACTION ITEM – VOTE REQUIRED

Pillar Strategy:
#5: Population-Specific Interventions

Recommendation

That the WDB authorize SDWP to enter a contract with the following:

<table>
<thead>
<tr>
<th>Contractor</th>
<th>Funding Source</th>
<th>Amount</th>
<th># Served</th>
<th>Cost Per Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>YMCA – Childcare Resource Service</td>
<td>U. S. Department of Labor</td>
<td>$1,098,329</td>
<td>100</td>
<td>$10,983</td>
</tr>
</tbody>
</table>

Contract Outcomes

- 80% are employed at 2nd and 4th Quarters
- $18.00/hr. median earnings
- 75% obtain a credential
- 75% demonstrate measurable skills gain

Contract Term: October 1, 2021 – September 30, 2023

New contract or renewal: New

Option Years: None

Contract Payment Terms: Cost Reimbursement

Contractor Selection:

YMCA Childcare Resource Service: The YMCA is funded by the CA Dept of Education, Child Development Division, to provide free childcare referrals and resources to families in San Diego County. They are the lead entity in our county that maintains the database of active, licensed childcare programs and provides referrals and subsidies to residents across the region. The YMCA works with each individual to understand their childcare needs and find a customized resource. Because the YMCA is the only provider that offers this service, they were selected to be our partner in our original proposal.

Target Population(s): Long-term dislocated workers (DW) due to the COVID-19 pandemic (receiving Unemployment Insurance (UI) for six months or longer, or have exhausted their UI), with a specific focus on women and parenting DW who have been disproportionately impacted by the pandemic.

Scope of Work: Provide recruitment, eligibility, enrollment, case management, support services and follow-up services. Additionally, the YMCA will provide customized childcare referrals including identifying childcare providers and subsidizing the cost of childcare for participants. Acknowledging that there are significant negative health consequences to both a pandemic and
long-term unemployment that can be a barrier to employment, the YMCA will provide mental
health supports and overall wellness supports to both the jobseeker and their family.

Background

As part of the American Recovery Act (ARPA), signed in March of 2021, funding was included
to help stabilize the economy and increase hiring. As extended Unemployment Insurance (UI)
expires, and previously waived requirements around work search are being reinstated, the goal
of the Comprehensive and Accessible Reemployment through Equitable Employment Recovery
(CAREER) National Dislocated Worker Grants (DWGs) is to help reemploy dislocated workers
most affected by the pandemic and particularly those from historically-marginalized communities
or groups, and those who have been unemployed for an extended period of time or who have
exhausted UI.

Based on research of the San Diego region, we have created a project plan that assists parents,
specifically women, back into the workforce. Women, especially women of color, were hardest
hit. To support an inclusive economic recovery, women need ready access to childcare. Our
project is intended to provide the supports to connect parents to quality childcare, and career
services that will prepare them to re-enter the workforce. Mental health, Childcare services,
Career services and connections to trainings in our priority sectors will move its workforce
toward high-quality family sustaining-wage employment opportunities and address the
workforce challenges exacerbated by the COVID-19 pandemic.
Item 5: Faces of Workforce

INFORMATION ITEM – NO VOTE REQUIRED

Construction Career Jumpstart participant to share experience.
Item 6: Sector Initiatives

INFORMATION ITEM – NO VOTE REQUIRED

Parina Parikh, Vice President of Sector Initiatives, to provide an overview.
Item 7: Customer Experience

INFORMATION ITEM – NO VOTE REQUIRED

Desiree Roughton, Senior Director of Customer Experience, to provide an overview.
Item 8: Economic Update & Outlook

INFORMATION ITEM – NO VOTE REQUIRED

Andy Hall, Chief Impact Officer, will provide an update on the latest labor market data and trends impacting the San Diego economy, businesses, and workers. Below is last month’s brief:

Friday, September 17, 2021

San Diego’s labor market displayed some good news for August, but some of the underlying data gave reasons for pause. A good part of the job gain appears to have been seasonal, while an increase in the number of people exiting the workforce helped to push the jobless rate lower.

Unemployment

San Diego’s unemployment rate showed that the region’s labor market is continuing to tighten. San Diego’s August jobless rate declined to 6.3% from 6.5% in the prior month after adjusting for seasonal volatility (calculated by Point Loma Nazarene University, PLNU). San Diego’s 6.3% rate is below California’s seasonally adjusted 7.5%, but above the nation’s 5.2% rate. Last month’s jobless rate’s decline in San Diego was partly due to a reduction in the number of people in the labor market at a time when the economy needs more people coming back to work. The unadjusted jobless rate also declined but only to 6.6% from the prior month’s 6.9%.

Industry Hiring

Headline numbers showed that San Diego County’s nonfarm employment reversed July’s 5,300 loss with an equal gain in early August. By contrast, in numbers calculated to exclude typical seasonal swings, the California Employment Development Department (EDD) reported a 6,100 job loss, which only partly reversed July’s 15,200 job surge.

The headline 5,200 job gain in August reflected notable increases in construction and leisure/hospitality, which includes restaurants, hotels and entertainment venues. Construction employment is now 7.5% above its pre-pandemic high of February 2020, while leisure and hospitality is up to only 83% of its peak level. Finding workers has hampered all industries and has been especially acute in hospitality. Restaurants have struggled to rapidly reopen and respond to surging demand for dining out.

The August report showed that San Diego is still lagging behind the rest of California and the nation in payroll jobs. As of last month, despite a lower jobless rate, San Diego’s employment trailed both the State and the U.S. in terms of its recovery. San Diego jobs were at about 93% of their pre-pandemic February 2020 high. In comparison, California’s recovery was at 94% and the U.S. rebound was over 96% complete.

“August was another month where job growth could have been even stronger if companies could have found employees,” said Lynn Reaser, chief economist for PLNU. “With at least 1.3 jobs available for every unemployed person, companies continue to compete aggressively for people, ranging from those with advanced degrees to those with limited education and training,” she added.

“The large number of potential workers waiting in the wings continues to be a concern,” according to Phil Blair, executive officer of Manpower West. “It will be hard to reenergize the San Diego economy until workers are vaccinated and comfortable going back to work. Our unemployment rate is lower than California’s but still much higher than the U.S. With new guidelines coming soon from the Occupational Safety and Health Administration (OSHA), being vaccinated will be even more important when it is time to seek out employment,” Blair stressed.

“Companies are also looking to strengthen their workforces from within,” according to Daniel Enemark, senior economist for the San Diego Workforce Partnership. “This is advancing the career potential for many employees...
throughout the region. At the Workforce Partnership, we've seen an upswing in businesses seeking resources for upskilling their current workers. Employers like Westfield, CVS and the San Diego Zoo are collaborating with us on career readiness and professional development training," he explained. Businesses interested in recruiting, retaining and upskilling talent can reach out to business@workforce.org.

**Outlook: Navigating the Barriers**

San Diego’s job outlook now faces three primary constraints, according to Reaser. “The Delta variant’s progress with school reopenings, supply chain problems and worker availability all pose risks for San Diego’s economy in the near-term. These problems should gradually subside over the next several months, which should allow a fuller economic recovery,” she concluded.
Item 9: Revenue Update

INFORMATION ITEM – NO VOTE REQUIRED

Peter Callstrom, CEO, and staff will provide an update on revenue forecasts.
Item 10: Committee & Working Groups Updates

INFORMATION ITEM – NO VOTE REQUIRED

An update on WDB's various committees and working groups.