

**ITEM I.B. – ACTION**  
**ALAMEDA COUNTY**  
**WORKFORCE INVESTMENT BOARD**

**MINUTES**

**MEMBERS PRESENT:**

Hart, Lane, Chair  
White, Mike, Vice-Chair  
Brewer, Bob  
Chipley, Robert  
DePuy, George  
DeVenuta, Tony  
Fogelquist, Jim  
Hewitt, Chet  
Johnson, David  
Johnson, June  
Keating, Jerry

Kern, Bruce  
Leng, Henry  
McMullan, Sandra  
Moffatt, Paul  
Mongerson, Duane  
Rodrigues, Aladin  
Vance, Octobere  
Verzantvoort, Andrea  
Wallace, Sam  
Woytak, Felicia  
Wright, Jim

**MEMBERS ABSENT:**

Bauman, Ann  
Burton, Winston  
Crowell, Ken  
Giggleman, Martha  
Jordan, Sheila

Kelly, Kathleen  
Levine, Paul  
McGuire, Charles  
Meyer, Helen  
Smith, Jim

The meeting of the Alameda County Workforce Investment Board (WIB) was called to order at 9:05 AM on Thursday, December 12, 2002 by Lane Hart, WIB Chair. A quorum was present.

**ITEM I.B. – MINUTES OF ALAMEDA COUNTY WIB FOR THURSDAY, SEPTEMBER 12, 2002.** A motion to approve the minutes of September 12, 2002 was made by **Vance/Keating/carried.**

**ITEM I.C. – CHAIRPERSON’S REPORT.** Lane Hart, WIB Chair, introduced new WIB members, Aladin Rodrigues and Andrea Verzantvoort, who both presented their background. Frank Tucker and Rhonda Tribble have resigned from the WIB. Donna DeWeerd is present today to follow-up on WIB retreat later in the agenda. Retreat notes will be reviewed, and an evaluation form also needs to be filled out by retreat attendees.

## **ITEM I.D. – COMMITTEE CHAIRS’ REPORTS.**

**Sam Wallace, Economic Development & Employer Services (EDES) Committee Chair**, stated the Committee has met regularly and moving very progressively on some of the agenda items established for this fiscal year. Sub-committee meetings have also been held. The business services report for the WIB has been reviewed, and strategies are being developed around implementation of the recommendation. Bob Lanter, new Business Services Manager for WIB, and the EDES Committee have been very active in helping translate some of the original plan recommendations from that report. There has been an increase in Committee membership, and all Committee members are engaged with one or more of the sub-committees (health, education, business services and outreach, linkages to the community colleges, marketing, and one-stop interface).

**Sandy McMullan, Operations Committee Chair**, stated the Committee met December 2, 2002 and have four items on the agenda today (one consent item in reference to the new name of the Committee, and three action items which will be discussed during the meeting). There was a good attendance and participation from the audience at their last Committee meeting.

**Brenda Johnson, Youth Policy Council Chair**, stated the YPC has met twice since the last September 2002 WIB meeting. At the October 28, 2002 YPC meeting, three work groups met to prioritize the activities that they would like to accomplish before the end of the year. As a result of the November 18, 2002 YPC meeting, there is a consent item – Local Definition of “Attending Any School” for Out-of-School Youth” for WIB approval today. The YPC will have a retreat before March 2003 and will keep the WIB informed as to the planning and outcome of the retreat. At the September WIB meeting, \$75,000 was approved to support a partnership with the Children & Family Services Independent Living Skills Program and the Foster Youth Alliance gave a presentation to the YPC at its last meeting on November 18, 2002.

**ITEM I.E. – DIRECTOR’S REPORT.** Dorothy Chen, WIB Director, stated that the major issue of the Social Services Agency (SSA) is the budget crisis. Out of the SSA budget of \$565 million, there were two rounds of cuts totaling approximately \$36 million. Chet Hewitt, SSA Director, wrote a letter to the State on October 25, 2002 as part of his advocacy to ask the State to reconsider how they calculated the CalWorks allocation. Because of this letter, the State has agreed to at least look at the numbers and respond to us. Given the State budget, we do not know whether there will be another third budget shortfall, so there is concern (in January 2003). What this means in terms of WIA, are the WIA programs will be reauthorized in 2003, so we expect there to be major cuts also for our programs, but we do not know what they are.

In reference to the unemployment numbers currently in Alameda, and in looking at the crisis we are going through locally, it really becomes significant that the Congressional staff in Washington D.C. will really have to pay attention to them (unemployment numbers for our dislocated worker program funding). At present, the economy is in a very bad situation here in Alameda County. This is the second quarter, and as of the end of the second quarter, and in looking at our statistics, we have received 4,800 notifications of individuals that have been affected by downsizing, and these numbers only reflect large companies (not including small companies). In looking at the October 2002 statistics, Alameda County now has 6.5%

unemployment and Oakland has 10.1% (unprecedented numbers). The unemployment rate statewide is 6.2%, and nationwide is 5.3%. Because the House did not agree to extend unemployment benefits, we are expecting California to see 300,000 more clients at our one-stops to receive services, because they did not get the extension of their unemployment funds. This is a major concern for us, and we really need to get our one-stop ready to deal with the group of people that will be coming to our one-stop beginning in January 2003.

A Caregivers Health Care Workforce and Transition conference was held in San Jose, and four WIB members attended (Sandy McMullen, Tony DeVenuta, June Johnson and Martha Giggelman). This conference gives staff a chance to get to know the WIB members better. This conference was sponsored by the four WIBs (Eastbay Works) and also five other Bay Area WIBs who worked on this health care initiative that we received the grant on. We definitely exceeded our number in Alameda County. The health care industry is really going through some difficulties in retaining their workforce and also having people getting into health care industry. Our goal was to place 62 people, and we have actually surpassed that, and have enrolled 126 individuals. Out of the 126 individuals, 49 have entered the certified resident assistant positions, and 40 have entered the licensed vocational nursing positions. We have felt that in Alameda County we have made a dent in terms of bringing health care workers into the industry. Many of the best practices that are going on in the national scene were presented at the conference, and we hope to learn from the experiences there and continue to work with the health care industry.

Bob Lanter, a consultant, was introduced. Mario Solis, Dorothy Chen's former boss (also was an Operations Committee member) has retired, and Chet Hewitt has appointed a new Interim Assistant Agency Director, Paul Leonard who has a very illustrious background.

Dorothy Chen wished everyone happy holidays, and thanked WIB members for the support they have given to WIB staff and their commitment to serving the community.

**ITEM II – PUBLIC FORUM.** No public input.

**ITEM III.A. – PRESENTATION ON EMPLOYER SURVEY RESULTS.**

Dr. Ben Browser, Cal State Hayward University, did an excellent presentation at an October 25, 2002 event in Berkeley that gave an overview of the survey results from the employers in Alameda and Contra Costa Counties. He is here today to do a presentation for all WIB members (a handout in a power point format was presented). A more formal copy of the survey was handed out to WIB members later in the presentation.

A number of recommendations were provided as next steps for the WIB – 1) educate the business community about our existence and what we are doing (basic marketing); 2) go out and convince businesses that it is in their interest to engage in job to work, bridging the gap kinds of activities, because we are under-represented in that particular area. There is also tremendous potential to expand one-stop activities if a lot of these businesses knew about it and had experience with it. Once the business community becomes much more aware of the WIB and one-stops, it is obvious that an effort needs to be made to increase the kinds of bridging the gap

activities that corporations and companies will engage in. If those two major things happen, all kinds of wonderful outcomes can come out of that.

The national survey was done in 1997. The local survey was done June 2002 and completed it in October 2002 (2001 data and is very current).

Two criticisms of the study – 1) in looking at 1997 and 2001, the economics were different, and the national picture is different as well (conditions are not exactly comparable), and 2) sample response was low (potentially these numbers might be very different if we could have gotten 80% or 90% of the respondents to respond to the survey seriously). In research, even when you get a little response rate, it tells you something. The first thing it told us was the business community is really not aware of the WIB activities.

### **ITEM III.B. – BERKELEY YOUTH COLLABORATIVES ON THEIR PROGRAM.**

Juanita McMullen, Berkeley Youth Program Director, was present today in response to a request from the WIB members that they wanted to hear from the one-stops and youth programs. The program (directed at Berkeley residents ranging between ages of 14-21 but lay open their program to the cities of Emeryville, Albany and Alameda) provided a video presentation (Youth Works Program).

**ITEM III.C. – RETREAT FINAL FOLLOW-UP.** Donna DeWeerd, the facilitator for the 10/30/02 retreat, finalized the retreat notes and asked that WIB members fill out the evaluation form, which is Information Item VI.A. of the board packet.

Three goals that the WIB came up with, in addition to the goals that were carry-ins from the previous 18-month process – 1) increasing the business use of WIB services (assigned to EDES Committee); 2) clients will be prepared to the point that the one-stops are the primary source for employers in the community to find staffing (assigned to Operations Committee). 3) An overarching goal to create new partnerships and strategic alliances as the market demands (assigned to Executive Committee).

Brenda Johnson stated that youth was not a topic at the retreat, and Chairperson Hart noted that he would take that under consideration in 2003.

**ITEM IV – CONSENT CALENDAR ITEMS.** A motion to accept the items was made by **Wallace/Brewer/carried.**

**ITEM IV.A. – PY 2002/2003 ADULT AND DISLOCATED WORKERS SET-ASIDE FUNDS.** Jane Myers presented the item. Bob Lanter explained the business services support. From the retreat, two of the three goals recently concentrate on serving business as a primary customer of the workforce development system. This WIB has taken upon itself to really focus on the needs of business in Alameda County and the greater East Bay area. A successful program has a group of individuals whose primary job it is to serve business, so that is their sole customer. It strengthens your program's business services in a variety of areas. Four of the major areas are 1) placement services; 2) expand our services beyond placement; 3) marketing;

and 4) partnerships will strengthen (if you do 1, 2 and 3 areas above). We have six business service representatives in Alameda County who have many responsibilities that are based in job seeker services. He has been stressing to them that we need to answer the question, how do you make a business a customer of our system even when they are not hiring. In order to answer that question correctly, you need to be concentrating on business. This action item is the first step in moving towards that.

Several WIB members commented on the presentation.

Chairperson Hart complimented the EDES Committee and Bob Lanter for their work on this priority issue.

Chairperson Hart opened the public hearing, and with no input, closed the public hearing.

A motion to approve the recommended performance outcomes and funding allocations was made by **Kern/White/carried (J. Johnson/Hewitt/Wright recused)**.

**ITEM V.B. – FUNDING OF THE FOLLOW-UP SURVEY CONTRACTOR FOR ADULTS AND DISLOCATED WORKERS.** Jane Myers presented the item. The Operations Committee, after a long discussion, decided to recommend Williams-Wallace Management Consultants for funding.

In response to George DePuy's question about why we are not going with the highest scored proposal, Sandra McMullen, Operations and Performance Committee Chair, stated that the Committee took a long time looking at a lot of different issues on the three bidders, and they had a lot of questions for staff and the bidders who were present. Two items looked at that the Committee based their decision on were: 1) a local business in Alameda County and 2) based 68% of their contract amount that would be awarded to them on 70% survey results (Committee found that to be key to the success of the overall WIB goals). They do not get paid until we get the survey results, and that is what the Committee liked. An ad hoc committee had been formed in advance to look at the questions that were going to be asked of the follow-up survey. There was a lot of time spent on the strength and weakness analysis that was done.

Jane Myers stated we only have resources for 18 months, so we would need to come back to the WIB and recommend additional resources for the next two years, and at that point, the WIB could choose to allocate the resources or not. Updated performance will be given to the WIB quarterly as part of the information items.

Chairperson Hart opened the public hearing.

The Field Research Corporation gave a short presentation on their scope of work.

Amy Riddell from Pro Path presented background on their program.

A motion to approve funding Williams-Wallace Management Consultants as the contractor to provide the Follow-Up Survey Services for the amount requested by the bidder of \$97,500 was made by **Leng/Keating/carried (Wallace recused)**.

**ITEM V.C. – NORTH CITIES ONE-STOP CAREER CENTER OPERATOR FUNDING RECOMMENDATIONS.**

Carl Pascual presented the item. The recommendation is to have a re-designed RFP to address the unique challenges of clients in the North Cities area (distinct program services). If the item is approved, the RFP will be released in January 2003, bringing results back to Operations Committee in February 2003, and then recommendations go forward to the next WIB quarterly meeting in March 2003. In reference to how we address the needs of the clients now, the City of Berkeley ends their contract January 31, 2003. The stipulations in the RFP process states that we can enter into a sole source agreement until the next RFP is executed and closed up. Between January 31, 2003 and June 30, 2003, we are recommending entering into two sole source agreements – one to the City of Berkeley for adult services only, and one to the City of Richmond / Richmond Works to provide dislocated worker services (Page 36 describes answers in reply to our questions as to their performance in that particular area. They have met and surpassed all of their dislocated worker numbers). The Operations Committee has confidence that they can come in and partner with Berkeley and in fact provide these services. In between today's WIB meeting and the Operations and Performance Committee meeting, administrators from both the City of Berkeley and City of Richmond have already had discussions, and are ready now in working towards what it might look like to have two separate sole source contracts with us and in working together to make sure there is a seamless transition of dislocated worker caseloads from City of Berkeley to Richmond Works.

For point of clarification, one of the stipulations in the RFP is all the services will be delivered at a single location based on Recommendation #4 on Page 30 of the board packet.

Dorothy Chen added that we need to make sure that our one stops are providing services, so co-location is going to be a requirement.

Chairperson Hart opened the public hearing.

Delfina Geiken, Employment Programs Administrator for City of Berkeley, spoke on the item.

Chairperson Hart closed the public hearing.

Chet Hewitt congratulated staff on this innovative approach and knows that collaborations are difficult to manage.

A motion to approve the recommendations regarding the delivery of One-Stop services to the North Cities region (the cities of Albany, Berkeley, Emeryville and Piedmont) was made by **White/Mongerson/carried (J. Johnson recused)**.

Dorothy Chen introduced Paul Leonard, Interim SSA Assistant Director, who joined the board meeting.

Jim Wright asked WIB members to please pay close attention to the proposals that are coming out of the legislation in reference to public education and spoke to the community college situation. The current proposal from the Governor is asking for a \$215 million amongst the community colleges for this year. Ohlone College would reflect \$1.3 million out of a \$40 million budget halfway through the year. They have cut 50 sessions from their spring course. He asked the private sector members to pay attention to what's been said and what the impacts are going to be on agencies such as the ones you fund and the other parts of the workforce investment system – community colleges, k12, etc.

Chairperson Hart asked Committee Chairs to make sure their Committee members know that their real commitment is appreciated.

The regular meeting was adjourned at 11:30 AM.