

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

**MINUTES**

**MEMBERS PRESENT:**

Baker, Ken – Chair  
Johnson, Craig – Vice-Chair  
Brewer, Bob  
Burton, Winston  
Crowell, Ken  
Devlin, Doug  
Hillhouse, Jon  
Johnson, David  
Jones, Marie

Jerry Keating  
Kern, Bruce  
Padilla, Jose  
Paxson, James  
Raty, Scott  
Sparks, Glen  
Vance, Octobere  
Woo, Theresa  
Woytak, Felicia

**MEMBERS ABSENT:**

Cornu, Sharon  
Cota, Susan  
Fogelquist, Jim  
Gardner, Matt  
Giggleman, Martha  
Hart, Lane  
Hewitt, Chet  
Hodge, Jason

Jordan, Sheila  
Kelly, Jim  
Lee, Steve  
Meyer, Helen  
Sims, Luke  
Sutton, Chad  
Verzantvoort, Andrea  
White, Mike

The meeting of the Alameda County Workforce Investment Board was called to order at 9:12 AM on Thursday, March 10, 2005 by Ken Baker, WIB Chair. A quorum was present.

**ITEM I.B. – MINUTES OF ALAMEDA COUNTY WIB FOR THURSDAY, DECEMBER 9, 2004.** A motion to approve the minutes of December 9, 2004 was made by **Brewer/Kern/carried.**

**ITEM I.C. – CHAIRPERSON’S REPORT.** Ken Baker, WIB Chair, presented a recognition award to Jeff Baker for his significant contributions to the one-stops and excellent leadership. Jeff Baker thanked everyone.

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

**Bruce Kern, Economic Development & Employer Services (EDES) Committee Chair**, stated the Committee met on February 10, 2005, and they have one Consent item, an Action item, as well as a couple of Information and Report items. The Committee approved the Revised Business Services Performance Plan (Action item) and had an excellent discussion on services in reaching to the employer community. Report Item VI.C. covers a mid-year performance review of our business services, and the progress staff has made in moving forward toward the

Committee's targets. He provided a brief progress report on the activities staff have taken around Veterans Employment Project, PeopleSoft merger, and other activities.

**Brenda Johnson, Youth Policy Council (YPC) Chair**, stated she attended an all youth conference with a couple of YPC members, staff and some CBO's to look at the strategies to connect youth with the workforce. An outstanding presentation was given by Rosario Flores, Cotrell Ward and Aaron Ortiz on Project HOPE (program that worked with connecting foster youth to employer services). Action items V.E., V.F. and V.G. on today's agenda will be discussed, which were approved at the last YPC meeting on February 14, 2005.

**Dorothy Chen, WIB Director, on behalf of Helen Meyer, Workforce Systems Committee Chair**, stated the Committee met on February 16, 2005. There are three Action items and one Consent item on today's agenda. There also is an Information item, which is a follow-up on the retreat in October 2004. There was a lot of time spent in discussing performance reports and how to analyze them. It was a very productive meeting.

**ITEM I.E. – DIRECTOR'S REPORT.** Dorothy Chen stated in reference to the reauthorization, the House side of Congress has passed the Bill (H.R.27). A side-by-side comparison of HR 27 and current WIA bills was handed out. The Senate Bill is expected to come out very soon, and we may have the reauthorization by this summer. There will be some changes as outlined in the comparison chart.

The **WIA Plus Consolidated Program** is being introduced and heavily pushed by the Administration. WIA Plus combines adult, dislocated worker, and youth funds into one block grant which will also include Wagner Peyser funds. Employment services (Wagner Peyser) are currently being provided by the Employment Development Department (EDD) that work in partnership with WIA at the one-stops. Once funds are block granted, they are subject to budget reductions as there are no longer any targeted groups to be served. In addition, the President is proposing a super WIA Plus Consolidated Program which gives the Governor the option to include veterans employment program, trade adjustment assistance program, vocational rehabilitation program, food stamps and employment and training program, and Trade Adjustment Act funds into this block grant. The President is also pushing for a community college initiative to become a major training provider in the high growth, high-wage sector. He is therefore setting aside \$250 million to community colleges. Community Colleges are encouraged to compete for these funds to develop curriculum and training in high growth, high demand occupations, and it will become available July 1, 2005. As the Administration has not found new monies for this, chances are, it would be taken out of the consolidated adult, youth, dislocated workers and employment services funds; this poses another concern for WIA.

The other initiative that is moving forward is the innovation training account, which allows individual job seekers up to \$3000 of a self-managed account for training. This will be a very popular venture, but we don't know if the funds will be coming out of the consolidated block grants.

The President's initiative also calls for a 100% placement on employment. Given the state of economy, this may not be doable.

The current five-year plan that the State has expires June 30, 2005. The State is drafting a **Two Year Strategic Plan for Workforce Investment Act**. The three priority areas for the State are:

1) developing high growth, high wage jobs, 2) responding to Statewide labor shortages, i.e. nursing, and 3) decreasing barriers so that workers can advance in jobs.

We received \$300,000 for the **Veterans Employment Pilot grant**, and we will be working with the Richmond and Contra Costa WIBs to serve 30 clients. Dorothy thanked Roy Bertucelli of her staff for assisting with this grant. There are 32,000 veterans that have applied for unemployment insurance from January 1, 2004 through June 30, 2004 (a six month period). Given the sheer number, we really want to serve this group.

In reference to the **Walter Johnson Foundation**, this is the first foundation money (\$10,000) that this WIB has ever received. To address the terms of this grant, we have two community forums scheduled on March 15 (general information) and on March 24, 2005 (a planning session on how community colleges and partners could work together on Career Pathways Pilot Project for older youth).

The **Form 700** needs to be completed by WIB members and sent to Flo Fox per requirement of California's Political Reform Act.

Mary Miller, the new Eden Area One-Stop Career Center manager was introduced.

#### **ITEM II – PUBLIC FORUM.**

The first speaker was Michael Longeuay, new Regional Director for DOL Professional Training Employer Labor Services. He was pleased to hear today's discussion on the high growth job training initiative. There hasn't been a representative in California for three years. He is here today to form a working relationship and partnership and find out where this WIB is at and to also listen and observe. He is aware that we received the \$2 million grant on the biotech industry. He explained briefly his background.

The second speaker was John Skally, Veterans Representative (Employment Development Department) for the One Stop Career Center. He explained that May is "Veteran Appreciation Month", and there will be a national campaign publicizing it. The local office, in conjunction with our local Veteran Employment Committee, will be putting on a job fair in San Leandro. The job fair will be limited to 26 employers, open to veterans and general public who are looking for work. Flyers are available.

**ITEM III – PRESENTATION.** Idell Weydemeyer presented in detail current EDD Labor Market Information with a powerpoint presentation with handouts. She highlighted the industry changes, the forecast (which helps identify high growth industry), new occupations, resources, data and publications. Every year, they redo their industry data, because their monthly data is based on samples of employers. Their website is [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov), click on LMID Resources and proceed to the data links.

**ITEM IV – CONSENT CALENDAR ITEMS.** A motion to approve the Consent Calendar Items was made by **Woo/Keating/carried.**

**ITEM V.A. – REVISED BUSINESS PLAN.** Rob Gamble presented the item. Background was given. The goal is start looking at the business plan not as a blueprint for development, but as a set of guidelines for continued operation. In working with the employer community, a

renewed or increased emphasis on use of On the Job Trainings. We have made a pretty significant financial commitment to that, and we want to be able to report that back.

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

A motion to approve the revised Business Services Performance Plan, including the addition of two additional system-wide performance indicators; and a phase-in implementation of the Revised Business Services Performance Plan was made by **Brewer/Vance/carried**.

**ITEM V.B. – WIA FORMULA FUNDS FOR PY 2005/2006 ADULT AND DISLOCATED WORKER PROGRAM ALLOCATIONS.**

Jane Myers presented the item. Background was given. The Workforce Systems Committee did approve this item unanimously. Once we receive the dollars, staff will bring back item to the WIB in May with the real dollars. Jerry Keating stated that 5% is too small for Business Services. Jane Myers responded that the challenge is where to take the money from. Jerry Keating added that Business Services is the key for getting people employed. Jane Myers explained that each of the one-stops has an employer services representative. Rob Gamble has in addition to the two people available also is responsible for coordinating the activities, so it is broader than that. We also have Eastbay Works which does employer services and we work with employer representatives throughout the 14 centers. Jane Myers added that we do use funds from other sources, i.e. Biotech grant and other grants. Dorothy Chen added that we also have the youth program. Chairperson Baker stated because we are moving forward toward performance, there is a concern. As the data comes in, we can revisit this item and then look at it based upon the track record of the business services group.

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

A motion to approve the percentage share of each category of the funding allocation chart (Attachment V.B.1.) for the Workforce Investment Act (WIA) Adult and Dislocated Worker formula funds for PY 2005/2006 and authorize the Director to transfer funds between the ITA and customized training pools based on their discretion was made by **Woo/Paxson/carried (Vance recused)**.

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

Jane Myers presented the item. Background was given. Two proposals were received – Rubicon Programs, Inc. and ProPath, Inc. The Workforce Systems Committee approved the item unanimously. After much discussion on the item, Winston Burton stated that ProPath has done an excellent job in providing the services, but we have to follow the precedent and respect the RFP process.

Chairperson Baker opened the public hearing.

The following spoke to the item:

- Rosemary Viramontes, City of Richmond, Richmond Works
- Makini Hassan, Director of Workforce Services with Rubicon Programs, Inc.
- Amy Ruddell, ProPath, Inc.

For point of clarification, Chairperson Baker confirmed that Rosemary Viramontes has the authority to give a verbal commitment publicly from Richmond Works.

Chairperson Baker closed the public hearing.

A motion to approve the recommendation as stated was made by **Keating/Devlin/carried.**

**ITEM V.D. – INCENTIVE AWARDS FOR EXEMPLARY PERFORMANCE OF THE FORMULA GRANTS FOR PY 2003/2004.** Jane Myers presented the item. Background was given. Staff and the Workforce Systems Committee is recommending we use the same formula the State used to hand it out.

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

A motion to approve dividing the Adult Exemplary Performance Award for PY 2003/2004 between the Eden One-Stop Career Center and the Tri-Cities One-Stop Career Center, Fremont, and the award would be \$3,492 each and must be spent by June 30, 2005 was made by **Burton/Sparks/carried (Vance recused).**

**ITEM V.E. – PY 2005/2006 WIA YOUTH FUNDING ALLOCATION.** Cotrell Ward presented the item. Background was given. A slight reduction in funding is expected. When the allocation is received from the State, we will be bringing back the real numbers to the May WIB meeting and also to the YPC. The YPC unanimously approved the allocations at their last meeting on February 14, 2005. The percentages are driven by economic and EDD data that is broken out, and staff have used that data to come up with these percentages.

Chairperson Baker opened the public hearing.

David Rice, Tri-Valley Community Foundation spoke to the item.

Chairperson Baker closed the public hearing.

A motion to approve the percentage share of each category for the Workforce Investment Act (WIA) Youth Services for the Program Year (PY) 2005/2006 as proposed in Attachment V.E.1. was made by **Paxson/D. Johnson (Sparks recused).**

**ITEM V.F. – WIA HIGH-RISK YOUTH SERVICES FOR PY 2005/2006 WIA FOSTER CARE YOUNGER YOUTH SERVICES FOR PY 2005/2006.** Cotrell Ward presented the item. Background was given. Fifteen proposals were received. Eight proposals were for the high-risk youth services, six proposals for the younger youth services, and one for the foster care. At the last YPC meeting, Vallecitos was the highest scoring proposal for older youth and they applied to serve all the service areas. When staff made a recommendation to the YPC, Vallecitos was recommended to serve the North Cities area based upon them being the highest scoring in the competitive process. During the public hearing at the YPC meeting, staff was present from Berkeley Youth Alternatives and quite a number of clients that came forward to give testimony, and it came to light that the clients that are being served in Berkeley would find it somewhat problematic to travel all the way to Hayward where Vallecitos is located to receive services. Staff was instructed to go back and to change the recommendation to include Berkeley Youth Alternatives to remain the service provider in the North Cities area where they are already firmly established. The recommendation today includes the reinstatement of Berkeley Youth Alternatives to serve older youth in the North Cities area.

Chairperson Baker opened the public hearing.

The following spoke to the item:

- Leslie Gravino, Las Positas College
- Jason Toro, Director of Youth Services, La Familia Counseling Service
- Rose Hanson, Hayward Adult School
- Janel Bullard, Eden Area Jobs for Youth
- Niko Ramirez, Hayward Adult School, Youth Enrichment Services
- Rita Cedillo, parent of Niko Ramirez
- Janeise Ollison, Hayward Adult School, Youth Enrichment Services
- Lee Copenhagen, Eden Area ROP
- Iris Preece, Fremont Family Resource Center
- Sylvia Llanes, Vallecitos CET
- LaTronda Frumpkin, Pivotal Point

Chairperson Baker closed the public hearing.

Much discussion ensued on this item with the WIB members present.

Winston Burton stated we have a process and a YPC recommendation, and if you come back to the process now, at this late date, it sets up an extremely bad precedent as well.

Jerry Keating reminded WIB members that this process of developing an RFP has been worked on by the staff for a long time, has gone through a series of changes, but what it comes down to is the best mechanism we have to make a judgment. Staff has done an exceptional job.

A motion to approve the four items to complete the request for Proposal (RFP) process for PY 2005-06 youth services was made by **Keating/Burton/carried (Vance recused)**.

**ITEM V.G. – INCENTIVE AWARD FOR EXEMPLARY PERFORMANCE OF THE YOUTH FORMULA GRANT FOR PY 2003/2004.** Cotrell Ward presented the item.

Background was given. The YPC approved this item at their last meeting on February 14, 2005. There was no discussion.

A motion to approve awarding the Youth Exemplary Performance Award for PY 2003/2004 to the Tri-Valley Community Foundation for \$6,986 that must be spent by June 30, 2005 was made by **Vance/Burton/carried.**

The meeting adjourned at 12:15 PM.