

SONOMA COUNTY
 **WORKFORCE
INVESTMENT BOARD**

Notice of Meeting & Agenda

May 14, 2025

3:00 p.m. – 5:00 p.m.

Note Location ⇔ ⇔

2227 Capricorn Way, Santa Rosa

Santa Rosa Room

This is an in-person meeting. If you meet the criteria for AB2449 “just cause” for virtual attendance please contact staff 24 hours before the meeting at 707-565-8500 to confirm and receive a zoom link.

***Vote Required**

- | | | |
|-------|---|----------------|
| I. | Introductions and Public Comment (3:00) | (Discussion) |
| II. | Approve Minutes of March 12, 2025* (3:04) | (Action*) |
| III. | Announcements (3:05) | (Discussion) |
| IV. | WIB Operations (3:10) | (Discussion) |
| V. | Sonoma County Master Plan for Aging: Supporting Economic Security for Older Adults (3:20) | (Presentation) |
| VI. | Networking Break (4:10) | |
| VII. | Ad Hoc Committee Updates (4:05) | (Discussion) |
| | <ul style="list-style-type: none">• Industry Sectors Ad Hoc• Diversity, Equity, Inclusion, Belonging [DEIB]• Membership | |
| VIII. | DEIB Item (4:25) | (Discussion) |
| IX. | Job Link Operations (4:30) | (Discussion) |
| X. | Adjourn (5:00) | |

Open Meetings: Except as expressly authorized under the Brown Act, all meetings are open to attendance by interested members of the public.

If WIB members are **unable to attend**, please **call (707)565-8500 prior to the meeting** to leave a message stating you are unavailable.

Meeting Materials: Materials related to an item on this Agenda submitted to the WIB after distribution of the agenda packet are available for public inspection in the WIB Administrative Office at 2227 Capricorn Way, Suite 100, Santa Rosa during normal business hours.

Accommodation: *If you have a disability which requires the agenda materials to be in an alternative format or requires an interpreter or other person to assist you while attending this meeting, please call (707) 565-8500 at least 72 hours prior to the meeting, to facilitate arrangements for accommodation.*

Sonoma County Workforce Investment Board

DRAFT Minutes of March 12, 2025

Members Present: Stephen Jackson, Gary Beerbower, Erin Carlson, Judy Coffey, Brad Davis, Louis Ganzler, Marlyn Garcia, Kristina Holloway, Judy James, Scott Kincaid, Chris Knerr, John McEntagart, Michael Pickens^z, George Steffensen, Ananda Sweet, David Tam^z, Pedro Toledo^{*}, Lauren Vasquez and Alena Wall^z

Absent: Ethan Brown, Paul Duranczyk, Brandy Evans, Cynthia King, and Sean Nunez

Other Attendees: Jack Kampmann and Patti Andrews

Staff: Charity Doronila, Michelle Revecho, Carol McHale, Lillian Vieyra Torres, Clara Flor Vera, Sarah Lewis Crow, Ashely Taylor, Maureen Fifer, and Judy Oates

* Attendees with asterisks arrived late or departed early.

^z Members attended via Zoom.

I. Introductions and Public Comment

The meeting was called to order at 3:00 pm with Stephen Jackson serving as Acting Chair.

II. Approval of Minutes of January 8, 2025

Motion to approve Minutes of January 8, 2025: Judy James /s/ Ananda Sweet.

Approved (Stephen Jackson, Gary Beerbower, Erin Carlson, Judy Coffey, Brad Davis, Louis Ganzler, Marlyn Garcia, Kristina Holloway, Judy James, Scott Kincaid, Chris Knerr, John McEntagart, Michael Pickens, Ananda Sweet, Pedro Toledo, Lauren Vasquez and Alena Wall). George Steffensen and David Tam abstained. There were no “nay” votes. The motion carried.

III. Announcements

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

- Reminder for WIB members to complete their annual Conflict of Interest 700 forms via electronic mail. If you have not received your notice or have any questions please reach out to Judy Oates.
- Welcome New Members:
 - Marlyn Garcia, Director of Adult Education at SRJC
 - Gary Beerbower, Sheet Metal Workers 104

IV. **WIB Operations**

- Dashboard Report

Carol led the board through a review of the Dashboard report. Special thanks were given to Sarah Lewis Crow and Jack Kampmann for their efforts to expand on the information available in these reports.

Report highlights included the following items.

- There have been 392 workshop participants so far, this fiscal year.
- Staff is developing a workshop for older adults seeking employment that will be available soon.
- Race is now being tracked in the report.
- There is a higher rate of unemployment for African Americans, but their rate of pay is trending higher than others when exiting the program.

Q. Is there a goal attainment rate? Showing clients are reaching their stated goals?

A. Staff will look into these numbers and report in more detail at the May meeting.

Q. How does this affect equity in our county?

A. Staff referred demographics of CalJOBS registrants listed in the Dashboard report.

- The number of layoff aversion activities performed are lower than last year, but the number of individuals participating in these services is higher.

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- The numbers for youth employment are lower at this time due to Social Advocates for Youth's closure in 2024.

Pedro Toledo joined the meeting.

- The average wage rate has increased.
- The living wage for the county remains stable.
- Review of client barriers shows a high number are in the low-income category.
- WIOA Youth figures appear low at the moment but staff believes it will increase as more numbers are captured after the closure of Social Advocates for Youth.

Q. How are these goals set?

- A. Staff shared that goals are negotiated with the state every two years. Carol can bring more detail to this conversation to the May meeting.

Q. There are a lot of announcements of education type position layoffs and closures in the news. Will Job Link be able to support all those individuals in their job search?

- A. Staff has not received any WARN notices from Sonoma County schools to date. Notices are expected to be sent out March 15th. Staff does plan to prepare so they will be ready to offer Rapid Response services at that time.

Q. Do we know how many people have received jobs from the big employment events hosted recently?

- A. Staff shared that not all attendees were enrolled in Job Link services so we are not able to track that.

Q. Is there any qualitative data about folks that attend the job events? Would like to humanize the numbers a bit.

- A. Staff shared that there are surveys offered to attendees at the end of events. Carol offered to put together a report of that information and report on it at the May meeting.

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- **Local Area Designation**

The WIB for the north bay counties as a collaborative is referred to as NBEC (North Bay Economic Connections). Within NBEC are the separate unique local entities of Sonoma County, Solano County, and WANB (the group of Lake, Napa, and Marin Counties). Michelle reported she will be submitting Sonoma County's request to maintain our standing and continue to operate as a separate local board to the State. The request form will contain information about the industries and sectors represented by our board, our membership, our fiscal status, and practices performed by the board.

- **Monitoring Update**

The state program monitoring of Sonoma County's WIOA and Job Link programs was done in September 2024, and result reports were received in February 2025 with three items to be addressed. Carol reported all three items were addressed and cleared. The report is available for review by anyone who is interested. Stephen Jackson requested a copy be emailed for review.

VI. WIOA Local and Regional Plans Review

Michelle provided a brief overview of the draft version of both the Regional and Local WIOA Plans sharing that the new four-year plans will be submitted to the state in April. Members were sent an email with a link to the Local WIOA plan for review in February. Stakeholder feedback sessions have been held with various groups to gather information about what should be considered/included in the plan.

Staff asked WIB members the same questions as the other stakeholder groups at this meeting to gather their feedback. Once the plans are complete and approved by the WIB Executive Committee and Board of Supervisors, staff will present the final plans at a future WIB meeting.

WIB Stakeholder Feedback

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What Job Link services are most helpful and working well?

- Job Fairs are a good start. Easy to attend and low stress way to start new clients.
- Early intervention is important. Responding to WARN notices and talking to employees who are about to be laid off or were recently laid off helps them prepare for new jobs and reduces unemployed time. Please expand on this type of work.
- Services working with youth, like the SCYEC program. They help youth gain job experience and learn to work with groups.
- English language learner (ELL) classes.
- Homeless job fairs.
- The one stop shopping model offered services.
- Workshops at Job Link. Would like to see an increase the number of offerings for classes that help with layoffs. These were reduced during the pandemic.
 - Interviewing classes to get people comfortable with the interview process as this is not a skill the average person gets to use very often.
 - Set it up so clients can attend the workshops they need and move forward with their job search as soon as possible.

What are the biggest challenges people face in getting a good job?

- Preparing for the interview process. When doing mock interviews, it has always stood out the person needs to learn ways to discuss their work experience and how to express their knowledge and skills. Help them identify their transferable skills.
- Lack of opportunity. In Labor we see a lot of demand for people wanting to enter the trades at all levels. The unions/employers do not always have space for them as companies are not constantly hiring right now.
- Types of job opportunities available. For example, there are more opportunities in healthcare so encourage people to train for those opportunities.
- Childcare. It is difficult to be able to make enough money at work to afford childcare.

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- How technology and AI have become part of the recruitment process. Companies are using AI to review applications/resumes/interviews when searching for skills.
- Pay scale. A lot of companies want higher experience but want to pay lower entry wages. Those with experiences will not accept this lower rate of pay.
- The living wage rate in Sonoma County verses the wages available.
- Housing. Housing is not affordable compared to wages in Sonoma County.

What training and employment services are most needed?

- More healthcare training opportunities. Licensing and certification programs. There are not enough programs offered in Sonoma County.
- Opportunities for different income levels. Not everyone is starting as a medical assistant and working their way up, and not all can start new jobs at entry level. More opportunities that do not start at entry level pay.
- Training in networking.
- Training in basic technology.

What sectors would you like to see Job Link focus on?

- Hospitality and wine industry. Now that the pandemic is over these opportunities are returning. There is pathway in this industry to make better money and work your way up.
- Health and Elder Care. There will be increasing need as we have an aging community in Sonoma County.
- Mental Health Workers. There are not enough providers in the area.
- Utilities. A good pathway for a six-figure income. Crosses over with the Trades sector.

How can our training and employment services be more helpful?

- Offer more training resources in general.

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- Get more employers involved in the Job Link services with recommendations of what they want from employees.
- Do more outreach for transportation, healthcare, and construction employers/jobs.
- Find ways to offer all of the services in Job Link in other areas of the county. Offer more Zoom classes/options. According to the Dashboard there are less clients coming into the office for services. Do more research for focused area service needs. Find a way to offer Job Link services at co-located services in different areas of the county.
- Create more business connections and relationships to help connect clients and employers – get people the jobs they want.
- Create a job seeker database.

How could we make our services easier for people to access?

- Advertise. We are still the best kept secret. Want to get the message out to the people about what Job Link offers now that services are more available.
- Get Job Link services included in the Book of Lists.
- Say an employer has a need for a certain type of skilled worker, and Job Link does a training for that type of skill. Find a way Job Link can reach out to that employer about the clients they have with that skill.
- Staff from the Youth Program created a program for skills for youth to use for employment - would like to find a way to leverage the Human Resource agents in this room to create a contact base or word of mouth system and have people reach out and tell us what skills you have a need for in your business.
- We did well in the past reaching out to WIB members and the community asking for information about what skills/education employers wanted in employees. Do that again.
- Reach out to agencies that provide services for elderly and asking them what types of training they would like to have applicants have, and if they would be interested

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in some in-house training for their current staff or new staff. Reach out via cold calls if needed.

- Reach out to the community for information about what skills/education employers are looking for in employees - staff can reach out to the cities for the information. Each of the cities has a list of all the businesses in their area. Health facilities used those lists to reach out to business regarding vaccination issues during the pandemic.
- Look at where the different types of opportunities are located in the county. Some types of work are more available by town rather than evenly across the county. Look at micro data in the cities and compare to the county to recognize what opportunities are available where. Sebastopol is not the same as Santa Rosa. Maybe find a way to be able to offer training/services appropriate to the area people live.
- Use data gathered from employers offer to assist in providing training for current staff so their current staff can have the skills the employer needs. Maybe set up a cohort for healthcare or something like that.

What ideas do you have to strengthen the coordination of Job Link Career Services and Education activities?

- A lot of the schools have college and career centers that staff could go to and present to or share information about Job Link - or even go into the classrooms.
- Reach out to the secondary/continuation schools about Job Link services. They do not have the same career and college centers and learning opportunities about career options as other schools so those students are not seeing those options.
- EDC staff and education representatives are exploring the development of an AI-generated database that employers can access through a paid subscription. The software will allow educators access to all the syllabuses for skills leading to different career paths including hard and soft skills, and emerging job skills. Students will input their information/interests and can be matched to an employer. They can start at an

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entry level and receive training/education with the employer. If this works will be a great way to connect employers with potential staff and services for both the employer and employees.

- See if there is a common type of tracking for classes offered for career opportunities and/or AI used for education paths that schools use now and if there was a way we could access the information from that.

How can Job Link Business Services and partners strengthen workforce supports to businesses?

- Work with targeted populations like Justice Involved and Homeless. They are hard to place individuals. Not all businesses are open hiring these individuals to work for them. Create more opportunities for these groups.
- Utilize the Day Reporting Center at the county center more. A good place to have access to all of Job Link's services available for those recently incarcerated and facing difficulties with employment and other needs.
- Offer Job Link services to the adult incarcerated population and job fairs, linking more employers to these events.
- Offer Job Link services and information about other services to the youth at Juvenile Hall. These youth face several issues but are very excited to move forward. The information provides opportunities to them and have inspired some to get jobs, go to the junior college, or other higher education. Help them to learn they are not locked into only certain opportunities and gives them more opportunities not to return to what they were doing being they went into the system. Work with this population and help increase their options for career paths.
- Oliver's Market has a history of hiring justice involved individuals, foster youth, and others facing barriers. Would be good to talk to them for how they have worked with these individuals to be successful and share that information with other employers.

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- Educate employers of the benefits of working with employees that had barriers.
There is a lot of loyalty from people given a chance.

VII. Networking Break

Members met in small groups.

VIII. Ad Hoc Committee Updates

- Industry Sectors Ad Hoc
 - This group was created in response to discussions at the 2024 WIB Retreat.
 - Members include Cynthia King, John McEntagart, Alena Wall, Jack Kampmann and staff.
 - The ad hoc met January 22nd where an initial discussion was had and data requests were made. The ad hoc will be tasked with updating sector priorities and agreed to complete and report on the following tasks.
 - 1) Quantitative Data Analysis by analyzing labor market data and ranking for top 10 or 12 industries.
 - 2) Qualitative Data Analysis & Discussion. They will use the quantitative data to:
 - ❖ Discuss what is important in the local area of Sonoma.
 - ❖ Develop additional qualitative questions and variables to consider.
 - ❖ Develop the questions around what makes a resilient sector that is not strongly impacted by disasters or market disturbances.
 - 3) Rank industry sectors recommended for focus by the WIB based on importance due to local regional factors and qualitative insights.
 - Please feel free to reach out to Michelle if you would like to join this group to be part of this work or you feel something is not being covered in the industry review goals. We would like to have more members representing different industry sectors in these discussions. This ad hoc group meets via Zoom and will meet two to four more times to meet their goals and then present their findings. This is a short-term commitment.

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- Jack has completed and shared the first set of requested information for the group to review.
- Membership/Nominating
 - Stephen shared that three applications were approved at the last meeting of the Membership Committee and moved to the WIB Executive Committee for approval.
 - Members are encouraged to reach out to Stephen or staff if they are interested in joining this committee. A majority of the current members are on the Executive Committee and we would like to get more voices from the full WIB in member and recruitment discussions.
- Diversity, Equity, Inclusion, Belonging [DEIB]

No report at this time as the group has not met recently. Michelle shared there is an opportunity for ongoing learning for WIB members to attend Racial Equity Learning Foundations trainings offered to staff quarterly.

VI. Diversity, Equity, Inclusion, and Belonging (DEIB) Moment

- Racial Equity Learning Foundations Training

As the Chair of the DEIB Committee, Stephen attended the March offering of this DEIB training with Michelle. This training is good for those getting started in DEIB work. Stephen shared he found the training powerful and the trainers very knowledgeable. There was discussion of how equity affects housing and education and many other areas. They looked at the impact of exclusion and importance of recognizing implied bias.

Michelle shared as a Racial Equity Representative she assisted in creating this training and bringing local example of situations. If you are interested in attending the next session it will be offered May 6th at the Human Services office on Westwind Avenue. Please reach out to Michelle to be signed up. There is always an interesting

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mix of attendees and county representatives at these sessions, and it is a great learning experience.

- What Does Equity Mean for a Workforce Development Board?

Michelle encouraged members to think about this question and share your thoughts at the next meeting. This will be discussed more at the next WIB Executive meeting.

VII. Job Link Operations

Job Link Overview

- Staff is working on contract renewals with its partners.
- The ETPL updated provider list will be updated and shared soon.
- OSO: Carol thanked Patti for her efforts in her temporary assignment covering the needs of the One Stop. The permanent position for the One Stop Operator was put on hold in 2024 due to budget constraints, but that has been resolved and we are now interviewing to hire a permanent person for that position.
- A new Job Link intern has been hired to replace the previous one who found full time employment.
- Job Fairs

The first Second Chance job fair held July 2024 was considered to be very successful. George G. shared that staff is hoping to repeat those results and even build on them at the next Second Chance Job Fair which will be held in the County Jail on June 18, 2025. Staff will work with the Sheriff and Probation departments as well as members of the Santa Rosa Junior College Second Chance Program to plan the event. The plan to offer workshops, job search options, and interview prep training to increase the ability of these individuals to be employed on or shortly after release.

Some things we are adding to this fair include the following.

- Resume assistance before the fair for participants so they will have them in hand the day of the event.

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- A workshop on job readiness for participants before the event so they are ready to meet with potential employers at the fair.
- Recruitment of additional second chance employers

Several attendees from the fair last year have reached out to staff to share their success at finding employment and how that has helped them move forward and make other changes in their lives.

- Youth Program

The number of participants is improving. Thank you to Petaluma People Services and Goodwill for their work with the youth in the community enrolling youth back into the program again as they took on the contract held by Social Advocates for Youth when they closed.

- Homeless Employment Program

This program will be on pause due to staffing issues until the first quarter of 2025.

- Business Services Program

Job Link will begin partnering with the SonomaWORKS Welfare to Work program to create a service bridge for their clients to transition into the workforce using the workshops and services provided by Goodwill. An update on this program will be reported on at the May meeting.

- Monitoring

Job Link WIOA services were monitored by the state in September 2024 and three findings were reported. Two items were related to fiscal matters and have been cleared. One item was resolved by staff clarifying our processes.

- Grant reports:

- *Regional Equity and Recovery Partnership (RERP)*

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- ❖ Job Link is working with Santa Rosa Junior College for the Early Childhood Education (ECE) and Advanced Manufacturing apprenticeship programs. The ECE program is paused until spring 2025.

- ❖ The Fall session of the Advanced Manufacturing program is almost over.

- *Sonoma Family Meal Cohort (Dislocated Worker - QUEST)*

The culinary job training program working with Sonoma Family Meal is the focus of our QUEST grant. The program is free for participants with Job Link administering the funding. Job Link requested an extension to continue this training and enrolled six additional students in addition to the 30 trained so far.

- *Step Grant*

Job Link received the STEP grant from the Department of Rehabilitation in partnership with Social Advocated for Youth (SAY) August 2024 which allows us to serve youth with disabilities in the age range of 16-24. Services include work readiness and stipends for clients to attend workshops and up to 205 hours of paid work experience. Staff has worked with the Department of Rehabilitation, Goodwill, and Petaluma People Services to make changes to how this grant is being handled and reach out to the youth since the closure of SAY. There are now 30 youth being served and 5 additional youth pending approval to be able to be a part of the program.

- *Justice Involved / Prison To Employment (P2E)*

Job Link is working on offering a welding certification program using P2E funds. This certification can lead to a good job for participants.

- Quarterly Updates

Please note the quarter reports on Job Link programs are attached for your review.

VIII. Adjourn (5:03)

Next meeting: May 14th in the Santa Rosa Room

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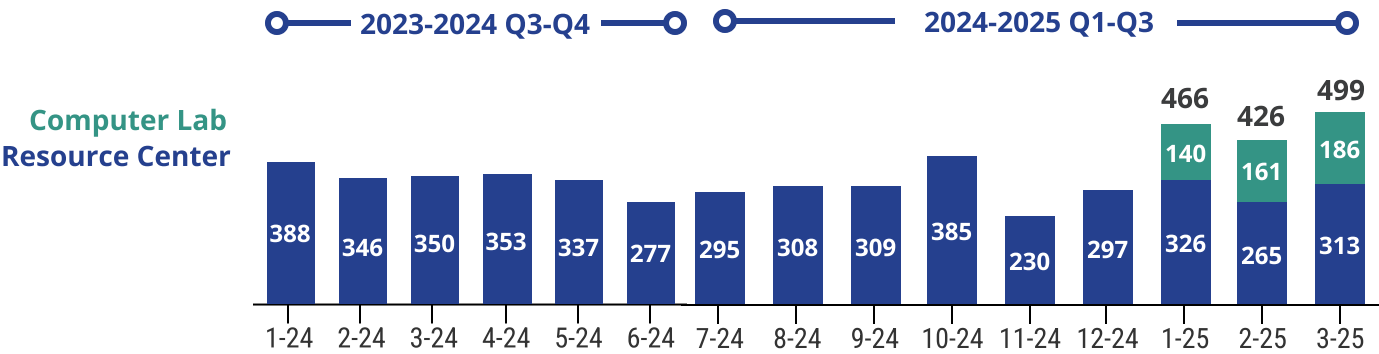


Sonoma County Workforce Investment Board

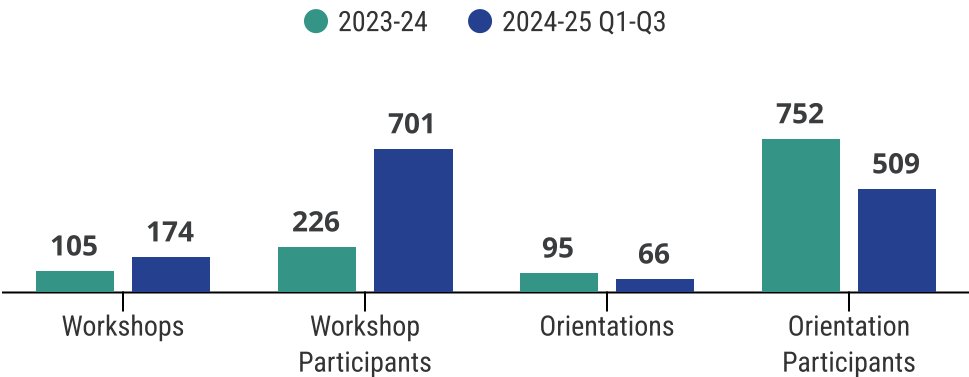
Quarterly Dashboard: Third Quarter 2024-2025

AJCC Services in Q1-Q3

Job Link Traffic
Walk-In Visits per Month



Job Seeker Events
Workshops & Orientations



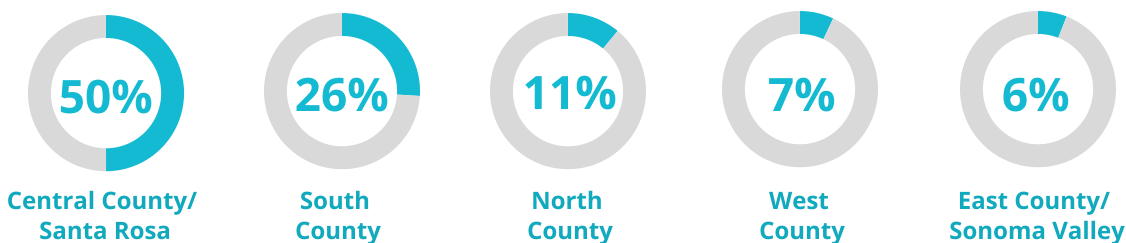
Sonoma County Workforce Investment Board

Quarterly Dashboard: Third Quarter 2024-2025

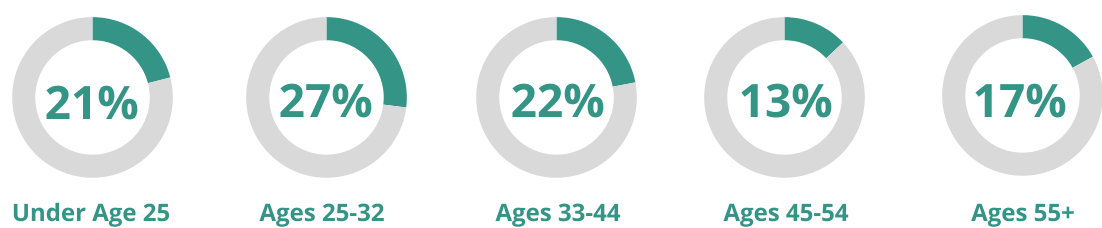
CalJOBS Registrants in Q1-Q3

Demographics of CalJOBS Registrants

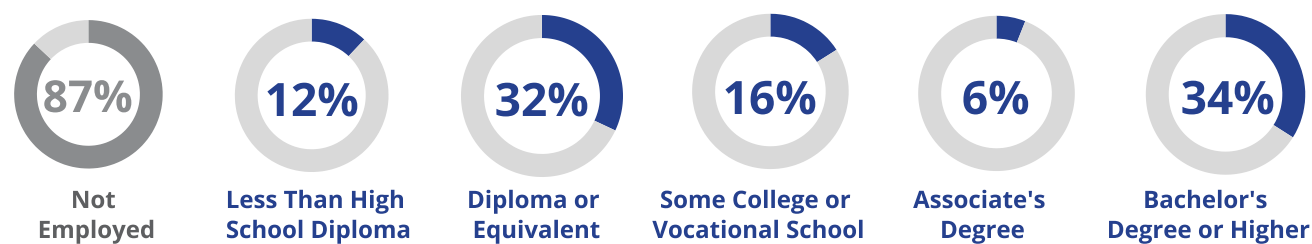
CalJOBS Registrants by Region



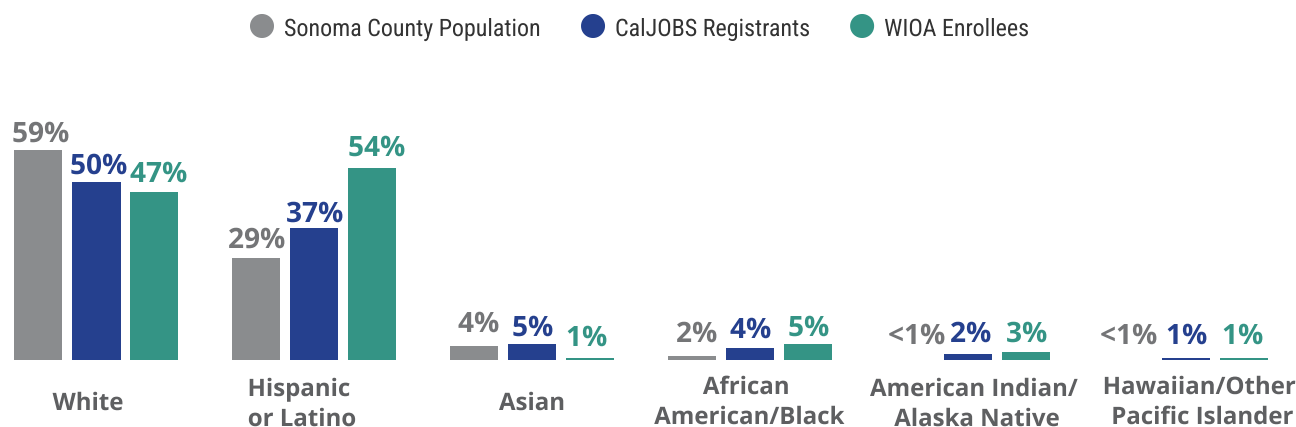
CalJOBS Registrants by Age Group



CalJOBS Registrants by Employment Status & Education Level at Registration



CalJOBS Registrants by Race* & Ethnicity



Note: Population level demographics are from the US Census Bureau's American Community Survey 5-Year Estimates for 2019-2023 (Table DP05). Two or More Races represents 5%, Some Other Race represents 0.5% in Sonoma County.

Sonoma County Workforce Investment Board

Quarterly Dashboard: Third Quarter 2024-2025

Occupations by Forecasted Demand & Customer Interest

Top Occupations in Sonoma County by Order of Demand

By JobsEQ Forecasted Demand Over the Next 5 Years*

Food Preparation
& Serving



\$45,300

Annual Wages

Sales &
Related



\$59,500

Annual Wages

Office & Admin
Support



\$58,700

Annual Wages

Healthcare
Support



\$46,300

Annual Wages

Transportation &
Material Moving



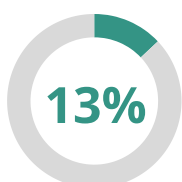
\$53,700

Annual Wages

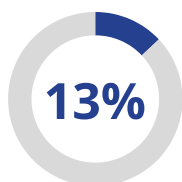
CalJOBS Registrants in Q1-Q3

Intended Occupations

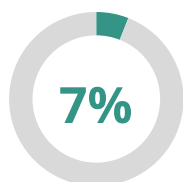
■ Indicates alignment with top five in-demand occupations



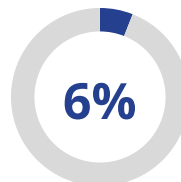
Management



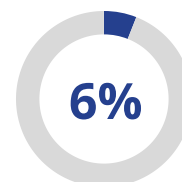
Office & Admin
Support



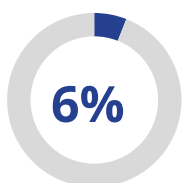
Construction &
Extraction



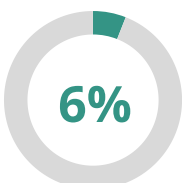
Sales &
Related



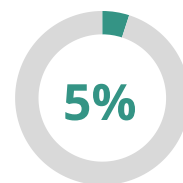
Food Preparation
& Serving



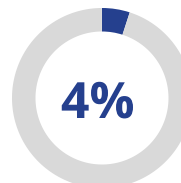
Transportation &
Material Moving



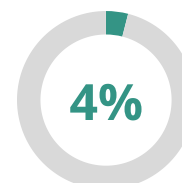
Production



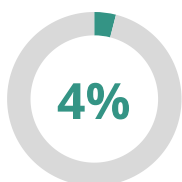
Business & Financial
Operations



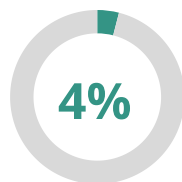
Healthcare
Support



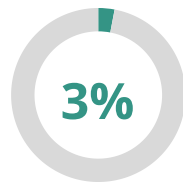
Computer &
Mathematics



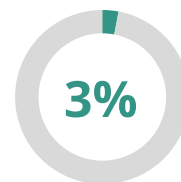
Arts, Design,
etc.



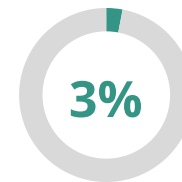
Cleaning &
Maintenance



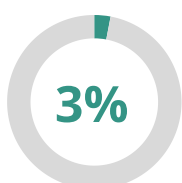
Life, Physical, &
Social Sciences



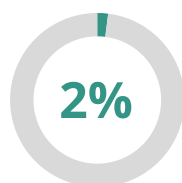
Installation,
Maintenance, Repair



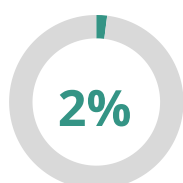
Personal Care
& Service



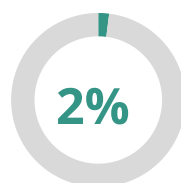
Educational
Instruction/Library



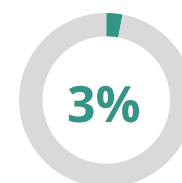
Architecture &
Engineering



Healthcare
Practitioner/Tech



Community & Social
Services



All Other
Occupations

Sonoma County Workforce Investment Board

Quarterly Dashboard: Third Quarter 2024-2025

Job Link Business Services

Layoff Aversion

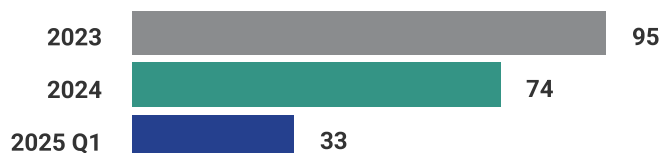
Number of Layoff Response Events Hosted



Youth Education & Employment Services

Youth Work Experience

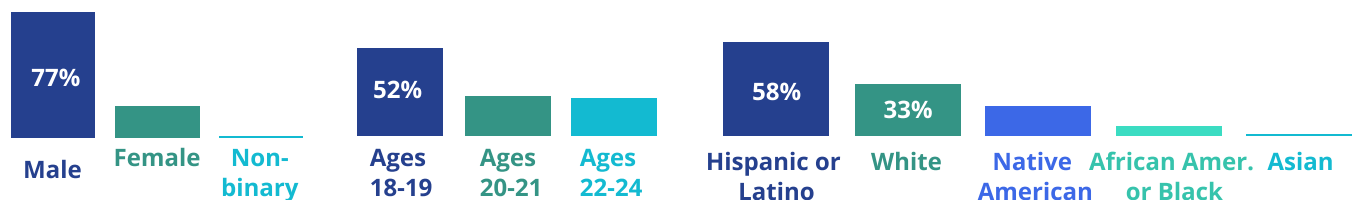
Number of Youth & Young Adults Participating



"I really liked going to the job opportunity [fair], doing a one-on-one [mock] interview was **really helpful**... talking to someone who is skilled in giving **amazing feedback**."
- 2024 SCYEC Crew Member

Sonoma County Youth Ecology Corps (SCYEC)

Demographics of Participants on the 2024-25 SCYEC Crews



Race/ethnicity total does not equal 100%; youth could select all that apply. 21% of youth selected more than one category

WIOA Levels of Service

Levels of Service Accessed in Q1-Q3 of the 2024-2025 Program Year



Sonoma County Workforce Investment Board

Quarterly Dashboard: Third Quarter 2024-2025

WIOA Individualized Career Services

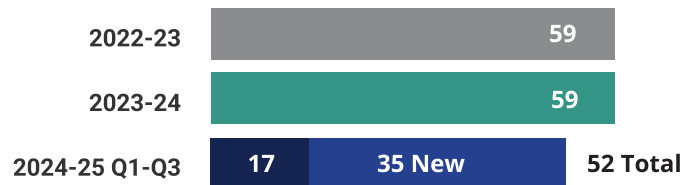
WIOA Adult Customers

Number of Individuals Enrolled by Program Year



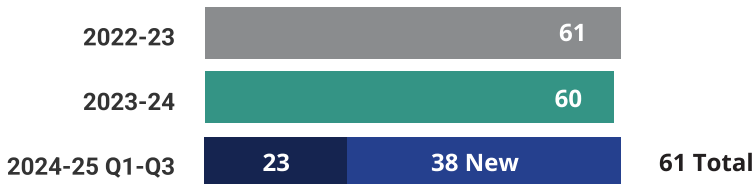
WIOA Dislocated Worker Customers

Number of Individuals Enrolled by Program Year



WIOA Youth Customers

Number of Individuals Enrolled by Program Year



Grant Opportunities

Number of Individuals Enrolled by Grant Type



100

Prison to
Employment (P2E)
Recipients

January 2023-
December 2025



52

Regional Equity & Recovery
Partnerships (RERP)
Recipients

January 2023-
September 2025



44

Student Training &
Employment Program
(STEP) Grant Recipients

August 2024-
December 2026



31

QUEST Disaster
Recovery Grant
Recipients

October 2022-
September 2025

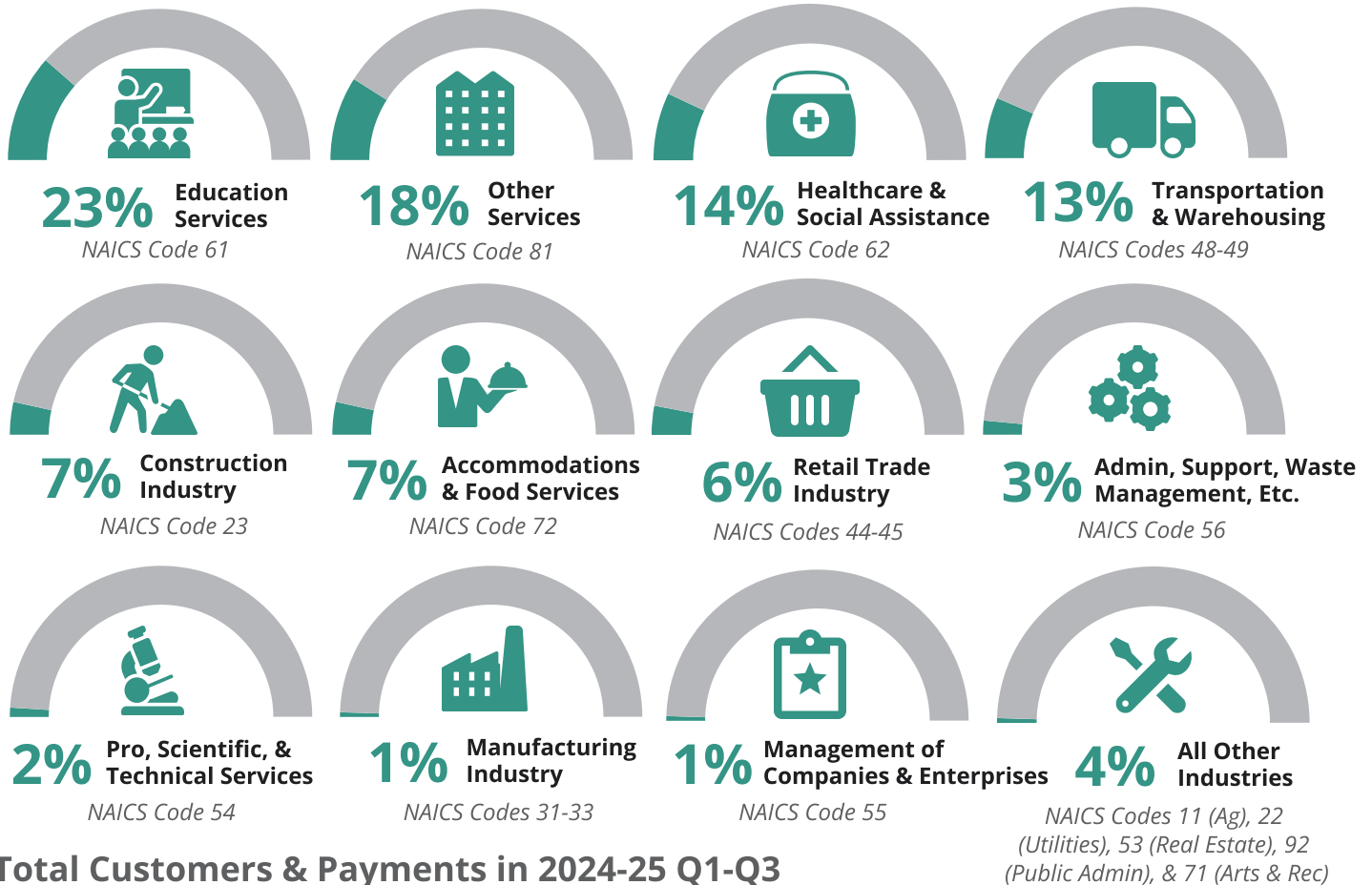
Sonoma County Workforce Investment Board

Quarterly Dashboard: Third Quarter 2024-2025

Training & Supportive Services

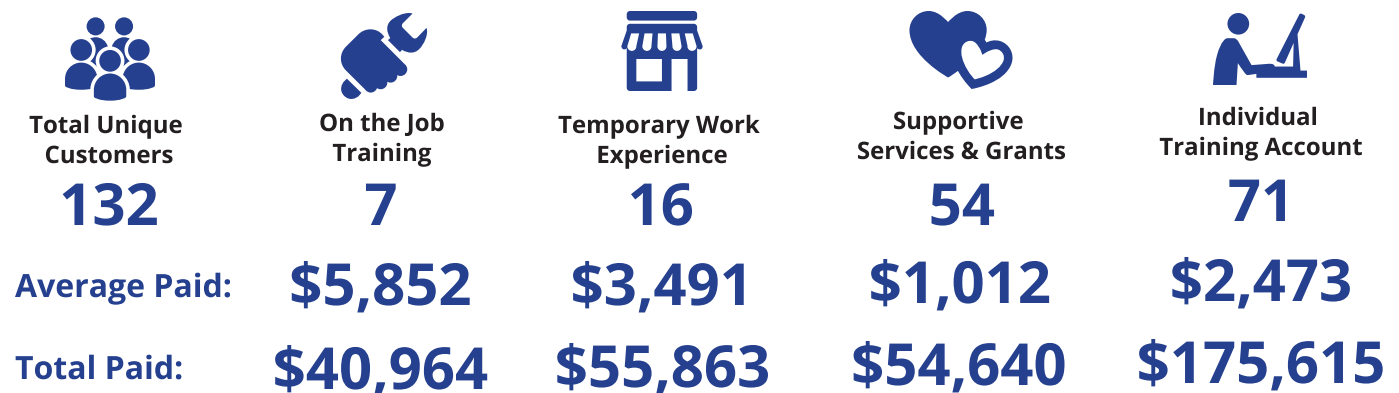
Industries of Training & Supportive Services Customers

By North American Industry Classification System (NAICS) Code



Total Customers & Payments in 2024-25 Q1-Q3

By Type of Training or Supportive Service

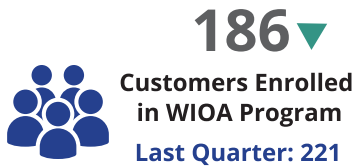


Grand Total for 2024-25 Q1-Q3: \$327,083

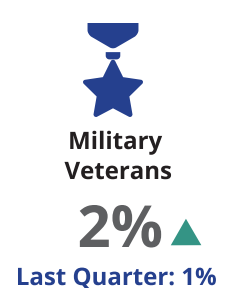
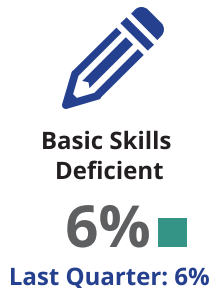
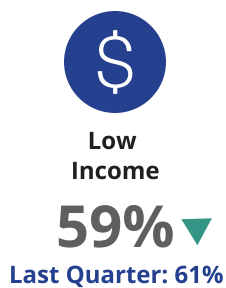
Sonoma County Workforce Investment Board

Quarterly Dashboard: Third Quarter 2024-2025

WIOA Adults & Dislocated Workers - Enrollment & Wages

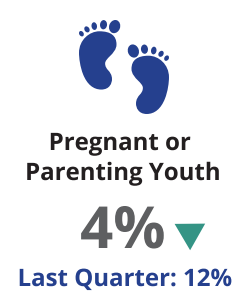
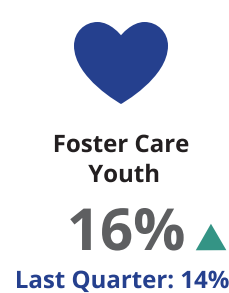
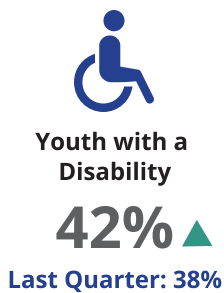
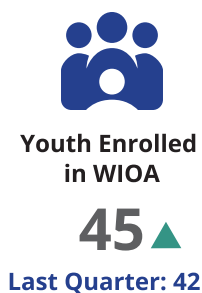


WIOA Adults & Dislocated Workers



Note that customers may be included in multiple categories; totals do not equal 100%.

WIOA Youth



Note that customers may be included in multiple categories; totals do not equal 100%.

Compared to Previous Period: ▲ Increase ▼ Decrease ■ No Change

Note: Number of unique cash aid customers includes those receiving Temporary Assistance for Needy Families (TANF)/CalWORKS/SonomaWORKS, Social Security Disability Insurance (SSDI), Supplemental Security Income (SSI), or General Assistance (GA).

Sonoma County Workforce Investment Board

Quarterly Dashboard: Third Quarter 2024-2025

Living Wage in Sonoma County

Hourly Living Wage Rate

Adults Working Full Time in Sonoma County

One Working Adult, No Children



\$27.17/hr

Two Working Adults, Two Children



\$32.82/hr

One Working Adult, One Child



\$48.32/hr

One Working Adult, Two Children



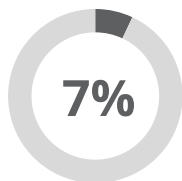
\$60.14/hr

Source: [MIT Living Wage Calculator](#)

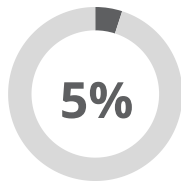
Countywide Unemployment & WIOA Outcomes

Unemployment Rate in Sonoma County

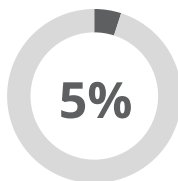
By Race & Ethnicity (2019-2023)



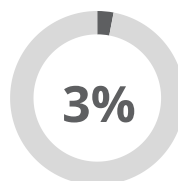
Black or African American



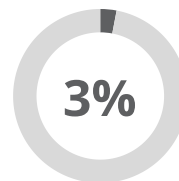
Hispanic or Latino



White



American Indian or Alaska Native



Asian

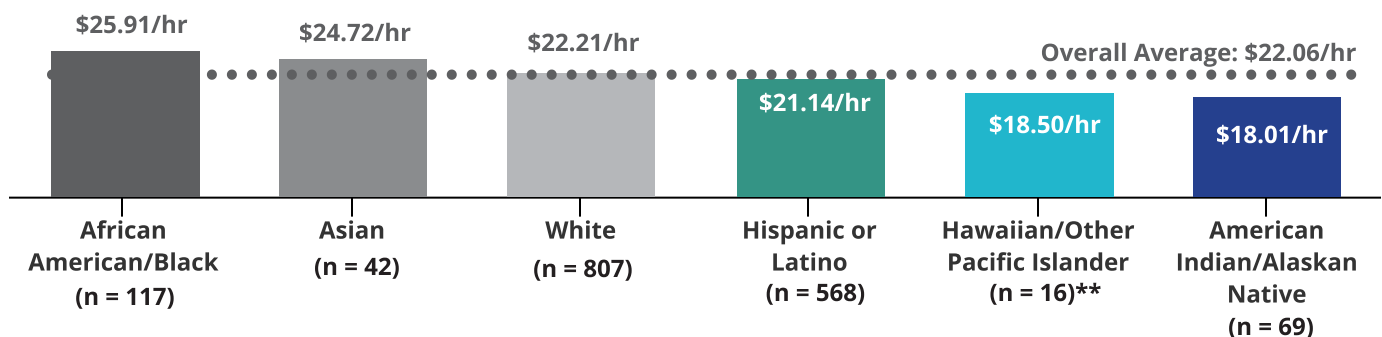


Hawaiian or Pacific Islander

*Not available due to high margin of error. Source: [US Census Bureau's American Community Survey, Table S2301](#)

Average Wage at Program Exit

Hourly Wages of Customers Who Reported a Job at Exit (2019-2023)



**Note: Interpret data with caution; due to the small number of customers (n), outcomes may not be representative.

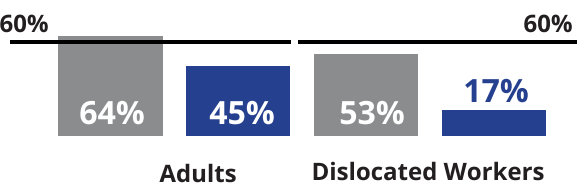
WIOA Adult Performance Goals

Third Quarter 2024-2025

WIOA Adult & Dislocated Worker Performance

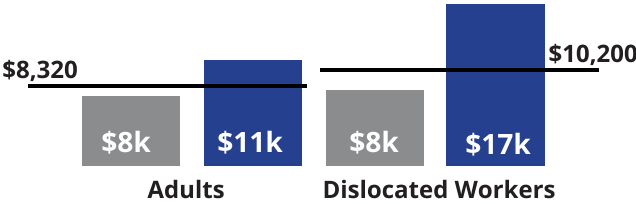
— Performance Goal ■ Rolling Four Quarters ■ Third Quarter 2024-2025

Measurable Skill Gains



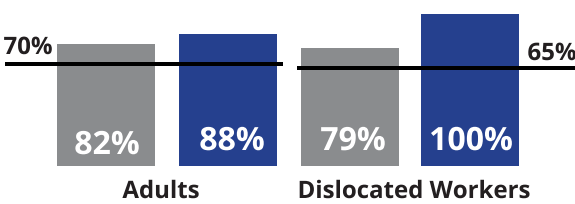
Enrolled WIOA Adults & Dislocated Workers Making Measurable Progress (I.e. Exam, Transcript, Report Card, etc.)

Median Quarterly Earnings



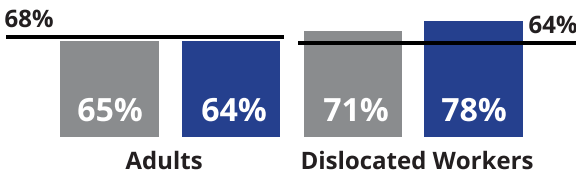
Median Quarterly Earnings for WIOA Adults & Dislocated Workers 2nd Quarter After Exit

Credential Attainment



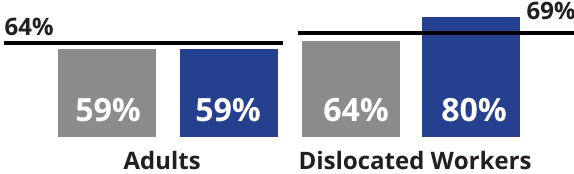
WIOA Adults & Dislocated Workers Who Attain a Credential Within a Year of Exit

Employment Rate (2nd Quarter)



WIOA Adults & Dislocated Workers Employed During the 2nd Quarter After Exit

Employment Rate (4th Quarter)



WIOA Adults & Dislocated Workers Employed During the 4th Quarter After Exit

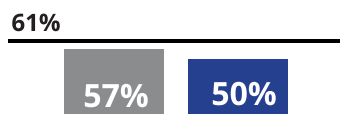
WIOA Youth Performance Goals

Third Quarter 2024-2025

WIOA Youth Performance

— Performance Goal ■ Rolling Four Quarters ■ Third Quarter 2024-2025

Measurable Skill Gains



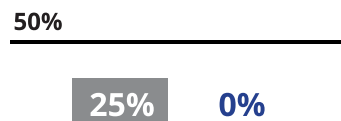
Enrolled WIOA Youth Making Measurable Progress (I.e. Exam, Transcript, Report Card, etc.)

Median Quarterly Earnings



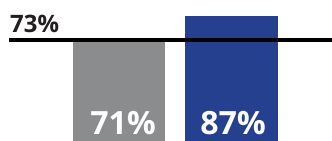
Median Quarterly Earnings for WIOA Youth 2nd Quarter After Exit

Credential Attainment



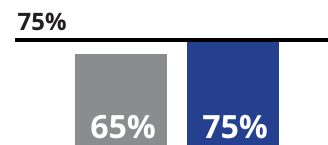
WIOA Youth Who Successfully Completed a Training Program with a Credential Within a Year of Exit

Employment, Education, or Training Placement (2nd Quarter)



WIOA Youth Employed or Enrolled in Education or Training During the 2nd Quarter After Exit

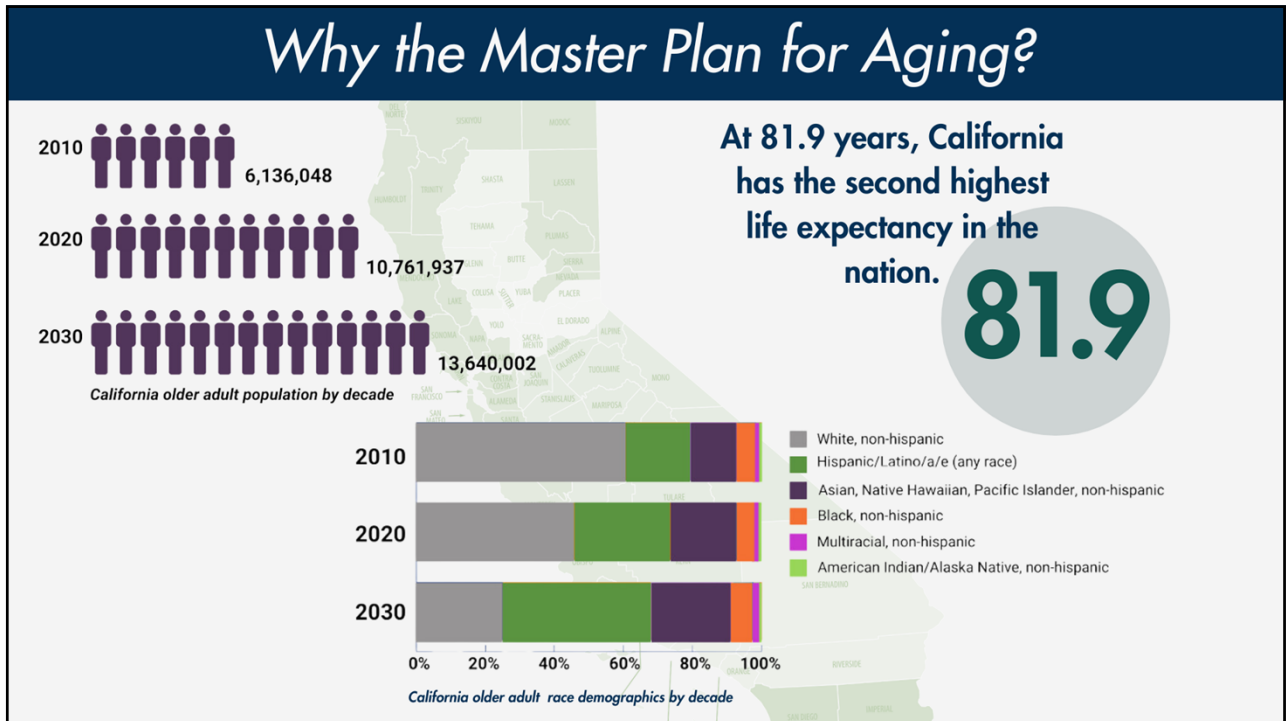
Employment, Education, or Training Placement (4th Quarter)



WIOA Youth Employed or Enrolled in Education or Training During the 4th Quarter After Exit



1



2

Why the Master Plan for Aging?



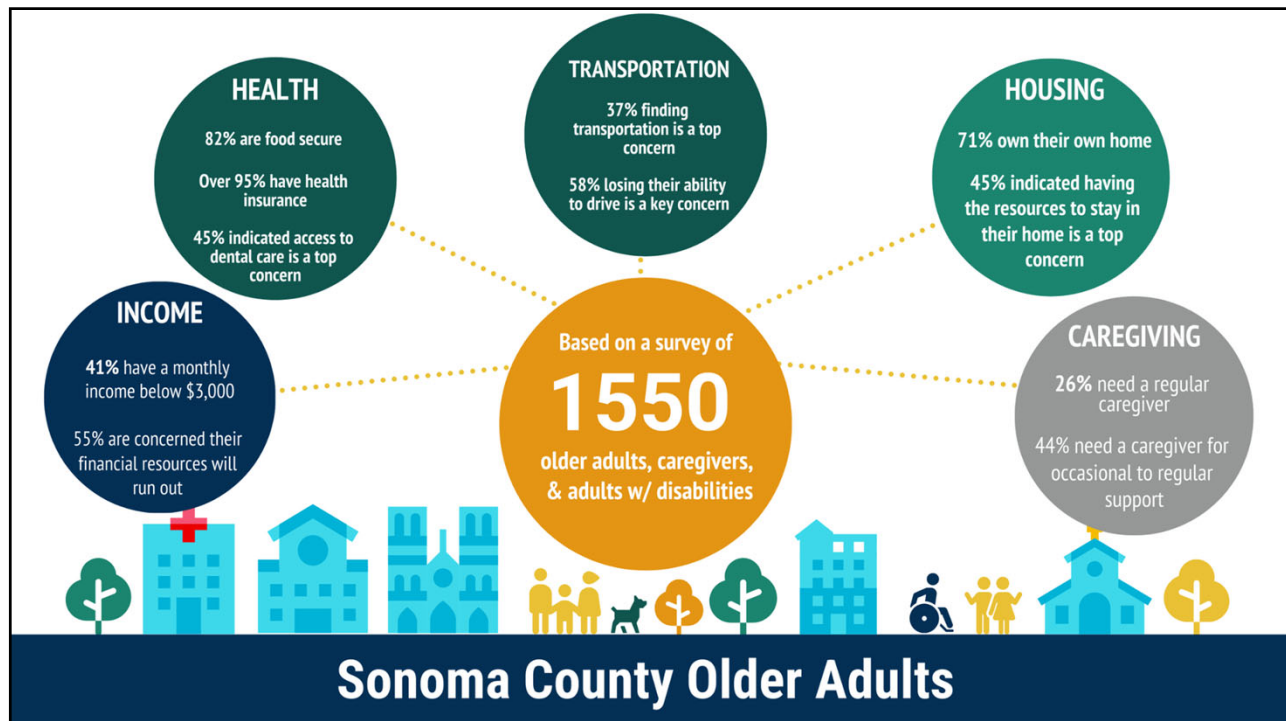
Older adults are the most rapidly growing population in Sonoma County.

28%

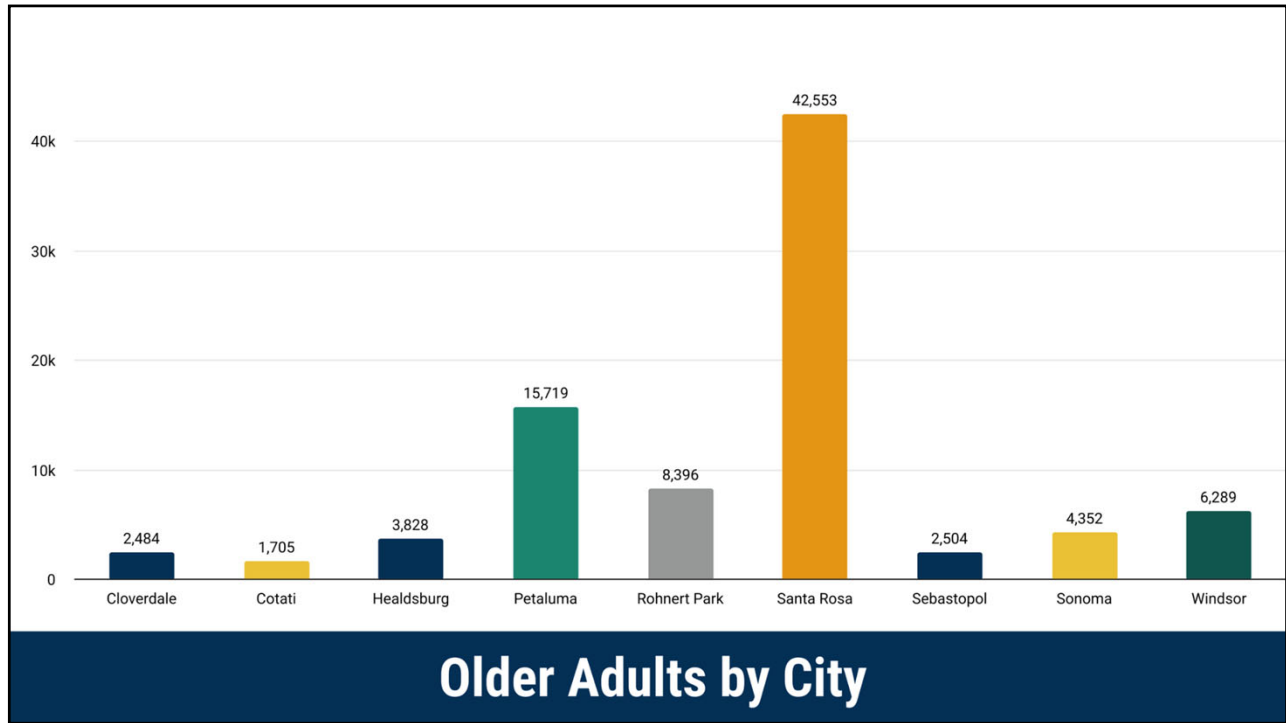
of residents are age 60 or above

By **2030** **35%** of residents will be **60+**

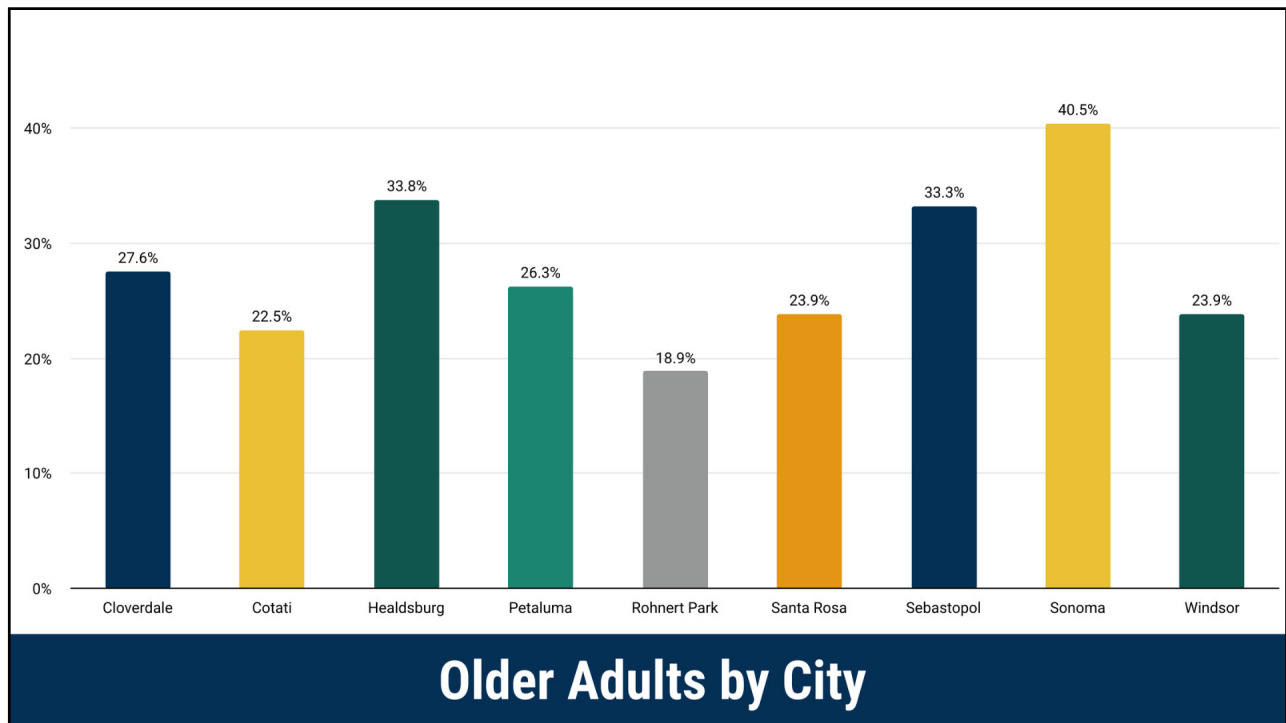
3



4



5



6

Process

State Master Plan for Aging



Aging Together Leadership Committee



MPA Steering Committee



Stakeholder Interviews



AAA Community Needs Assessment
(and other local data)



MASTER PLAN FOR AGING



7

A Commitment to Action: Goal Areas

HEALTHCARE



HOUSING



CAREGIVING



TRANSPORTATION



WELLNESS, EQUITY & INCLUSION



ECONOMIC STABILITY



8



HEALTH

Assist older adults and people with disabilities in accessing health services and supports to **maintain and improve health**.

ADVOCATE

- Funding to **expand PACE** (Program of All-Inclusive Care for the Elderly)

EXPAND

- ★ • **Mental/behavioral health services** - formal and peer support

FACILITATE

- ★ • Collaboration b/w healthcare entities and CBOs to **support coordinated care**
- **Multi-lingual outreach** on key health topics

9



HOUSING

Increase the availability of **preventative and supportive services** to allow older adults and people with disabilities to **AGE IN PLACE**.

ADVOCATE

- Policies to develop **affordable housing near public transportation**
- **Tenant protections**, especially for mobile home residents

EXPAND

- Coordinated strategies to **keep people in their homes**
- Housing options for older adults - **ADUs and family homes**
- **Home modification** programs

10



CAREGIVING

Reinforce the value of caregiving by improving the resources, support, and training for paid and unpaid caregivers.

ADVOCATE

- Programs that provide financial support to those that leave the workforce to care for friend/family

INCREASE

- Awareness of **training resources and supports** for caregivers
- **Caregiver workforce** - career pathways financial incentives
- Caregiver **respite programs** and **adult day programs**

11



TRANSPORTATION

Make **accessible** and **safe transportation** available for older adults and people with disabilities, regardless of where they live.

ADVOCATE

- More **accessible vehicles, safe bus stops, and expanded hours and service areas**

EXPAND

- **Voucher programs** to address transportation barriers such as gas vouchers, rideshare vouchers, or mileage reimbursement for caregivers

12



WELLNESS, INCLUSION & EQUITY

Ensure that older adults and people with disabilities can **easily access information, resources, and greater social connection.**

DEVELOP

- Ongoing process to **gather community input on needs** with a focus on older adults and people with disabilities from **underrepresented populations**

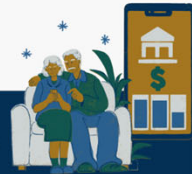
EXPAND

- **Aging & Disability Resource Hub** to improve CBO collaboration
- **Emergency preparedness** planning via cross-program coordination
- Access & training to **technology**

13

ECONOMIC SECURITY

Ensure basic needs are affordable and attainable for older adults and people with disabilities.



ADVOCATE

- ★ Streamlined processes and increased **access to CalFresh**

INCREASE

- ★ **Financial assistance for medical and utility bills** - explore existing programs
- Education and legal services to **prevent financial abuse**
- **Part-time flexible employment opportunities for older adults**

14

Senior Advisory Commissions

MPA Strategies:

Expand **Caregiver workforce** through career pathways, financial incentives.

Expand **part-time flexible employment** opportunities for older adults.

- How might we support expanding the Caregiver workforce?
- What could flexible employment for older adults look like?
 - How could the WIB support this?



15

Questions?

16

Opportunities to Engage

- Join an **Action Team**
 - Consider an Action Team to address strategies directly related to employing and caring for older adults
- Prioritize conversations and actions to create flexible job opportunities for older adults



Complete an Interest Card
(2 min)

17



THANK YOU!

For more information:

Joni Huntsperger
MPA Implementation Coordinator
jhuntsperger@schsd.org

18

WIOA Team Update

Sonoma County Job Link

May 14, 2025



1

Topics

- Youth Program
- Staffing:
 - Welcome Megan Metz
 - Hiring HSA, other coverage
- ETPL: Status of ETPL
- AJCC: Job Link Steering Committee update
- AJCC: MOUs Update
- Business Engagement



2

Youth Program Updates

- Opportunity Fair Success
- SCYEC
- MPP/STEP Update



3

Megan Metz



- Megan brings a strong background in marketing, communications, and program coordination, with experience leading nonprofit organizations and managing professional development programs at Sonoma State University.
- She enjoys the outdoors, gardening and spending time with her husband Josh and daughter Maddy.



4

ETPL

ETPL Providers

- California Human Development
- JGC Truck Driving Training
- Petaluma Adult School
- Santa Rosa Junior College

No longer on the ETPL

- Sonoma State University

Interested in being on the ETPL

- Santa Rosa Barber College
- Perfect Truck Driving School
- Trends Academy

Goals for ETPL



5

ETPL Provider Update



California
Human Development



6

New Target List of Providers



BERGIN COLLEGE
of CANINE STUDIES



7

Job Link Steering Committee

- Goal to Reengaging with JL Steering Partners
- June meeting will be in person
- Megan will be coordinating with our JL Steering Partners



8

AJCC MOUs

- **Scope of Work for the MOUs completed for the following partners:**
 - California Human Development
 - Community Action Partnership
 - Department of Rehabilitation
 - Sonoma County Adult Education Consortium
 - Southern California American Indian Resource Center



9

AJCC MOUs

- **Scope of Work for the MOUs pending for the following partners:**
 - EDD- Reviewed with EDD Workforce Services
 - EDD UI still needed
 - Treasure Island Job Corps – meeting on 5/8
 - National Asian Pacific Center on Aging
 - SERCA- No longer working with Sonoma County

10



11