

SONOMA COUNTY
 **WORKFORCE
INVESTMENT BOARD**

Notice of Meeting & Agenda
September 11, 2024
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) | <i>(Discussion)</i> |
| II. | Approve Minutes of July 10, 2024* (3:05) | <i>(Action*)</i> |
| III. | Announcements (3:08) | <i>(Discussion)</i> |
| IV. | Job Tracker Report (3:20) | <i>(Presentation)</i> |
| V. | WIB Operations (3:30) | <i>(Discussion)</i> |
| VI. | Ad Hoc Committee Updates (4:00) | <i>(Discussion)</i> |
| | <ul style="list-style-type: none">• Membership/Nominating• Diversity, Equity, Inclusion, Belonging [DEIB] | |
| VII. | DEIB Item (4:05) | <i>(Discussion)</i> |
| VIII. | Homeless Employment Group Program (4:20) | <i>(Presentation)</i> |
| IX. | Second Change Job Fair (4:25) | <i>(Presentation)</i> |
| X. | Job Link Operations (4:30) | <i>(Discussion)</i> |
| XI. | WIB Strategic Meeting / Retreat (4:55) | <i>(Discussion)</i> |
| XII. | 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 July 10, 2024

Members Present: Brandy Evans, Ethan Brown, Erin Carlson, Judy Coffey, Brad Davis, Keith Dias, Louis Ganzler, Stephen Jackson, Judy James, Scott Kincaid, Cynthia King, Chris Knerr, John McEntagart, Michael Pickens, Brian Purtill, Ken Sprague, Thomas Stuebner, Ananda Sweet, David Tam, Pedro Toledo, Lauren (Bodsworth) Vasquez and Alena Wall

Absent: Paul Duranczyk, Nancy Emanuele, Kristina Holloway, and George Steffensen

Staff: Katie Greaves, Michelle Revecho, Carol McHale, Ashely Taylor, George Garcia, Samantha Rosvold, Chris Willover, Jack Kampmann and Judy Oates

***Attendees with asterisks arrived late or departed early.**

I. Introductions and Public Comment

Members and attendees introduced themselves.

Keith Dias announced he will be retiring from his position with his employer and with the WIB in two weeks.

II. Approval of Minutes of May 8, 2024

Motion to approve Minutes of May 8, 2024: Michael Pickens /s/ Judy Coffey.

Approved (Brandy Evans, Ethan Brown, Erin Carlson, Judy Coffey, Brad Davis, Keith Dias, Stephen Jackson, Judy James, Scott Kincaid, Chris Knerr, John McEntagart, Michael Pickens, Brian Purtill, Ken Sprague, Thomas Stuebner, Ananda Sweet, David Tam, Pedro Toledo, and Alena Wall). There were no abstentions. 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.

The Chair introduced new members Lauren (Bodsworth) Vasquez, Louis Ganzler, and Cynthia King.

The Chair introduced new Economic Development Board Fellow, Jack Kampman.

The Chair announced the retirement of WIB member Nancy Emanuele who will be recognized for her contribution of time and efforts at the September WIB meeting.

Carol announced that staff member Antonio Vigil has retired after 30 years. He worked with the English Language Learner cohort, Emergency Shelter, COVID Contact Tracing, Employment Assistance for the Unhoused, and other programs during his years at Job Link. His efforts supporting the work of the WIB and the community were acknowledged and staff and WIB members thanked him for his service.

IV. WIB Operations

- **Dashboard Report**

Michelle led a review of the dashboard report and highlighted the following updates and trends.

- There has been an uptick in the number of people using Job Link services.
- There is an increase in clients attending workshop with the additional subjects now being offered.
- Demographics show an increase in clients from the South County area. This would include the Rohnert Park, Cotati, Penngrove and Petaluma areas.
- Living wages for our county is listed. Please review what those amounts are different sized families.

- **WIOA Reauthorization Update**

Michelle shared that WIOA law is currently being reviewed and updated by the State and Senate. Last week local area boards were allowed to give feedback on some of the proposed changes. Changes could affect the expectations of standing committees, youth programs, and training expenditures.

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- Ethics Training Reminder

WIB members are required to complete a two-hour ethics training every two years. Please be sure to do the online training when staff notified you that your training is due.

V. **Ad Hoc Committee Updates**

- Membership/Nominating

Committee Chair Stephen reported out on the work of the Membership/Nominating Committee. This committee was created due to the work of the WIB DEIB subcommittee to review and make recommendations on membership and recruitment practices with a DEIB lens, and institutionalize and add transparently to our membership process. All recommendations were reviewed and approved by the Executive Committee.

Stephen shared the list of items that were reviewed and the actions for each. Items that changed included the following.

- The Board now has a set number of 29 WIB members.
- The Membership/Recruitment Committee will meet to review and make recommendations in case of unsolicited applications and/or when openings that require recruitment occur.
- Membership terms are now set for three two-year terms, with an option to reapply if a member wishes to continue to serve at that time.

The group is currently working with the Sonoma County Office of Education and the Department of Rehabilitation for recommendations for required seats in those areas that have opened due to recent retirements and will review those applications upon submission.

Q. Were there changes to the membership application?

A. After a review of the current membership application it was determined that there were no changes recommended.

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Q. Will the new term limits apply to the federally required seats?

A. Yes. At the end of a term members can re-apply for additional terms. Organizations that recommend staff for a required seat can also change who they are recommending at that time.

Q. If a member holding a Labor seat steps down, how is that seat replaced?

A. Labor seats are required WIB representatives and are selected from candidates nominated by local labor federations, including a representative of an apprenticeship program as stated in the bylaws.

- Diversity, Equity, Inclusion, Belonging [DEIB]

Michelle reported the group last met on June 4th and discussed the following:

- Belonging.
- Data. The committee thanks Ashley and RDT for the data and information they provided.
- Upcoming events in the community.
- Areas of growth and engaging without tokenizing.
- Planned the DEIB agenda discussion/activity item for today's meeting.

Michelle thanked the members of the committee for their work.

VI. DEIB Standing Item

Michelle led an activity using a Mentimeter poll. Members responded to questions via their cell phones with results being shared in real time on the screen. Then members broke into smaller groups for follow up discussion the questions and responses. Report out from the discussions included the following notes.

- Appreciation of members being willing to openly share about experiences.
- Power dynamics of the Board and how decision making occurs.
- Appreciation of member engagement on this Board and how each member feels empowered to speak up on items.

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- Discussed diversity of this group. Are the members representing various industries all managers or are some line staff? Is there representation of those who are recipients of the programs offered? Need to be sure not to have token representatives. Want to ensure we have belonging and empower all members.
- Enjoyed the activity and real-time and anonymous voting. Would like to do more similar activities at future meetings.

The results of the poll will be shared at the next WIB meeting and the DEIB Committee will provide another activity to be done at the September WIB meeting.

VII. Job Link Resolution – Homeless Employment Group

The Job Link Homeless Employment Group was awarded a Gold Resolution by the Board of Supervisors on June 24 recognizing their efforts with the unhoused or those with unstable housing to gain employment. Chris shared how the five-year pilot program focuses on the importance of housing and lowering the unemployment rate. Members of the group included Job Link staff and several non-profit groups including Goodwill of the Redwood Empire, Sunrise Rotary Club, Interfaith Support Network, Department of Rehabilitation, Community Support Network, Micah Hugs, Home First, Nation’s Finest, The Living Room, West County Community Services, Sonoma County Department of Health, Sonoma Applied Villages, Share, Petaluma Family Resource Center, Reach for Home, Homeless Action Sonoma, and Mary’s Pizza. Their successful model includes job fairs that provided free lunches, haircuts, and gift cards and put helped put people back on the back to self-sufficiency. Wins to date include:

- Three job fairs hosting a combined 1,000 clients.
- \$25 thousand in gift cards.
- Over 100 clients placed in jobs in the past five years.
- Shared the model and success at several state-wide conferences.
- Resume assistance.

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- Appreciate the monetary and non-monetary support from the WIB, WIB members, various non-profits and individuals.

VIII. Job Link Operations

- OSO: Workshops Within One Stop

Samantha reported on the workshop offerings at the One-Stop which are a key component of the mission to support job seekers. A flyer listed all the classes was shared.

Q. What are the most popular classes?

A. Resume classes and individual appointments to work on resumes. These are the largest need as clients come in needing a resume for a scheduled interview or to follow up on an immediate job opportunity.

Success: A client that worked with the Job Link and through COTs who had multiple barriers including justice involved items, housing, and transportation was able to overcome barriers, boost her confidence, and create a resume. They now have a position as a cook in a fine restaurant and are working on advancement opportunities in their kitchen.

Success: The computer lab reported that a client who is a veteran who came in without computer skills. They used the computer lab, resource center, and workshops, and with three weeks of services/training were able to get a job as courtesy clerk at Home Depot.

Success: A computer lab client who has been using services at Job Link recently reported that she secured a job at Goodwill as a receptionist.

- Job Link Partners

Patti shared that the Job Link Steering Committee is working on having more partner participation. They are combining services by meeting with partner agencies and participating in workshops and using the computer lab while waiting for their one on

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one appointments that are scheduled several weeks out. Partners are also hosting some of the workshops and offering services and resume support in a great show of collaborative efforts.

- Second Chance Job Fair

George reported on the County's Second Chance Job Fair to be held in the County Jail in partnership with the Sherriff and Probation departments.

- Scheduled for July 17 from 12:30 pm to 4:00 pm.
- Expect 25 vendors that includes employers, trainers, and supportive organizations.
- Resume workshops will be included.
- 50-75 inmates are planned to participate.

To build on what we expect to be a successful event we are looking to increase workshops, job search options, and provide additional interview prep training going forward to increase their ability to be employed on or shortly after release.

Q. What types of employers are participating?

A. Examples of some employers are County of Sonoma, United States Post Office, Iron Workers, Savemart, Cousteaux Bakery, Oliver's Market, Conservation Corps North Bay, and Community Action Network. We also expect to have various agencies that provide supportive services.

A. Ananda shared she has a contact of a business that will work with second chance applicants. Chris will reach out to Ananda to get the connection to this additional resource.

- Grant reports:

- RERP

Job Link is working with Santa Rosa Junior College for the Early Childhood Education (ECE) and Advanced Manufacturing apprenticeship programs.

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- There are currently 24 people enrolled in the ECE program. This is an Associate program for teachers and aides for youth two to five years old. The latest cohort for this program began on June 20th with 11 new participants.

The junior college is actively engaged with five pre-school employers for access to classrooms for apprentices to complete their classroom experience hours. Two people have completed the program so far and received certification and are now working for the schools.

- There are plans to do outreach for the next Advanced Manufacturing program for the Fall session.

- Quest: Sonoma Family Meal

Quest is our culinary job training program working with Sonoma Family Meal. The program is free for participants, and Job Link administers that funding. Staff completed orientation for 20 new participants, 17 of which are eligible for services, on June 18th. Three participants have graduated the program so far. This group that started in June will be the last class for this training as the grant funding for the training is expiring.

Success: The funding has allowed us to train 30 students. Several of the participants were refugees who staff was also able to assist with additional requirements for employment. One student who learned English quickly assisted as a translator for other students. Clients who completed the program have been hired at the Farm House, Kendal Jackson, and one graduate is in the Job Link Temporary Employment Program.

- Quarterly Updates.

Please see the quarterly reports in the agenda packet.

IX. WIB Strategic Meeting / Retreat

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Items decided on / completed for the retreat so far include the following.

- Staff sent a message to save the date of October 2nd from 9:30 am to 2:30 pm.
- The agenda will include facilitated presentations, interactive activities including Mentimeter surveys, networking opportunities, and lunch will be provided.
- Planning team will meet in August.

X. Adjourn (4:48)

Next meeting: September 11th in the Santa Rosa Room

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Q2 Job Market Tracker

Highlights, Sonoma County EDC

Fiscal Year 2024-2025

Education Requirements

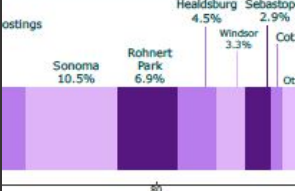
Sonoma County (Q2 2024), by unique job postings



Source: Lightcast Analytics (www.lightcast.io)

Top Employers

by unique job postings



Average Salaries

by unique job postings

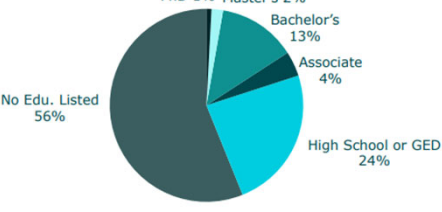
Walters & Waitresses	\$36,234 182	Fast Food & Counter Workers	\$35,880 168	Medical & Health Services Managers	\$143,998 160	Maids & Housekeepers Cleaners	\$38,640 152
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Notable Highlights

- 3.2% increase in unique job postings from Q1 to Q2, 2024.
- Unemployment is down .2%
- Job postings requiring higher-education are down significantly from last quarter
- By the end of Q2, Sonoma County boasted a lower unemployment rate than the United States or California.
- Top employers in the country remained consistent between Q1 & Q2
 - Health care providers, retail chains, and higher education remain the top employers in Sonoma County

Education Requirements

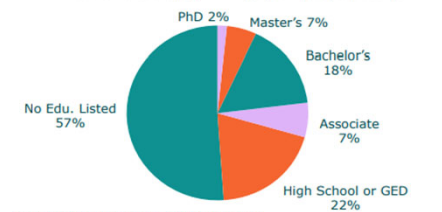
Sonoma County (Q2 2024), by unique job postings



Source: Lightcast Analytics (www.lightcast.io)


Education Requirements

Sonoma County (Q1 2024), by unique job postings




Source: Lightcast Analytics (www.lightcast.io)





Long-term SoCo Projections

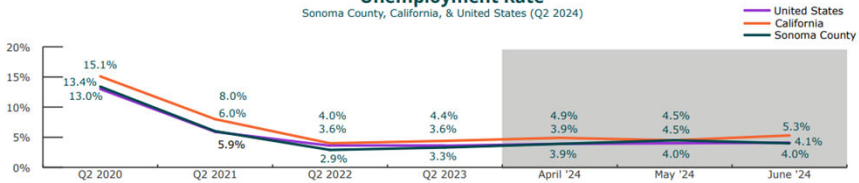
- “Healthcare remains a bright spot. Industry payrolls continue to march higher. That said, such stellar growth will not be sustainable long term. The aging population will support demand for health services, but a dearth of young working-age residents will create headwinds to net job gains” (Moody’s Quarterly Outlook, 2024).
- The Quarterly Census of Employment and Wages data suggest Sonoma County payrolls backtracked in the final months of last year (Moody’s Quarterly Outlook, 2024).
 - Factory & Manufacturing remain lower than previous years and the hospitality industry is also hitting a current lull.



Longitudinal Trends

Unemployment Rate

Sonoma County, California, & United States (Q2 2024)

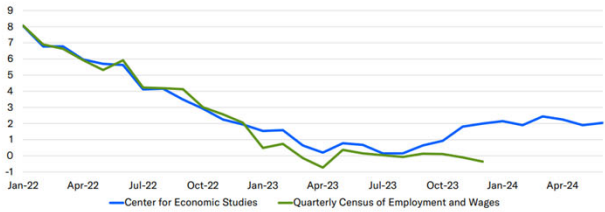


Period	United States	California	Sonoma County
Q2 2020	13.4%	15.1%	13.0%
Q2 2021	5.9%	8.0%	6.0%
Q2 2022	2.9%	4.0%	3.6%
Q2 2023	3.3%	4.4%	3.6%
April '24	3.9%	4.9%	4.0%
May '24	4.0%	4.5%	4.5%
June '24	4.1%	5.3%	4.0%


Source: California Economic Development Department (www.edd.ca.gov), Bureau of Labor Statistics (www.bls.gov)

Chart 8: ...But Downward Revisions Likely

Employment, % change yr ago



Sources: BLS, Moody's Analytics



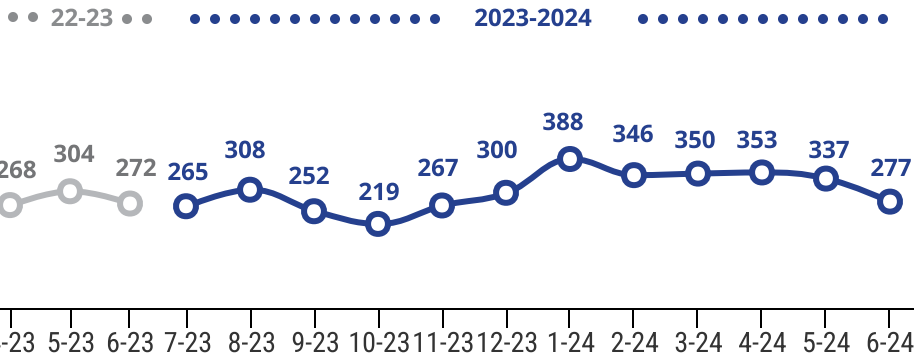
Workforce Investment Board

Quarterly Dashboard: Fourth Quarter 2023-2024

AJCC Services in Q1-Q4

Job Link Traffic

Walk-In Visits per Month



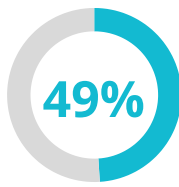
105
Workshops
226
Workshop
Participants



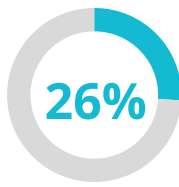
95
Orientations
752
Orientation
Participants

Demographics of CalJOBS Registrants in Q1-Q4

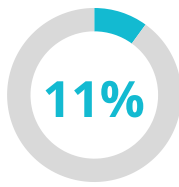
Region, Race,* Ethnicity, Employment Status, & Education Level at Registration



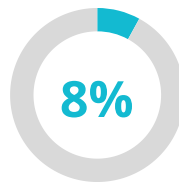
Central/
Santa Rosa



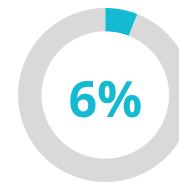
South
County



North
County



West
County



East County/
Sonoma Valley



White



Hispanic
or Latino



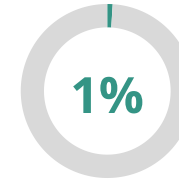
Asian



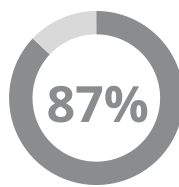
African
American/Black



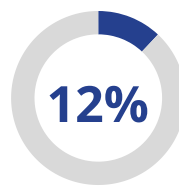
American Indian/
Alaska Native



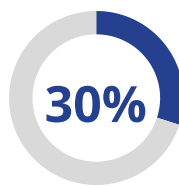
Hawaiian/Other
Pacific Islander



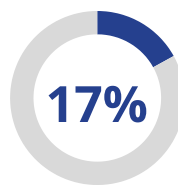
Not
Employed



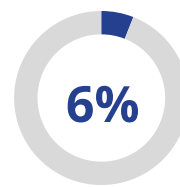
Less Than High
School Diploma



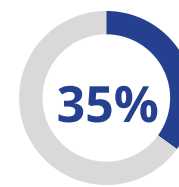
Diploma or
Equivalent



Some College or
Vocational School



Associate's
Degree



Bachelor's
Degree or Higher

Workforce Investment Board

Quarterly Dashboard: Fourth Quarter 2023-2024

Occupations by Forecasted Demand & Customer Interest

Top Occupations in Sonoma County

By JobsEQ Forecasted Demand Over the Next 5 Years*

Food Preparation & Serving



\$43,900

Annual Wages

Sales & Related



\$58,600

Annual Wages

Office & Admin Support



\$57,300

Annual Wages

Transportation & Material Moving



\$52,100

Annual Wages

Healthcare Support



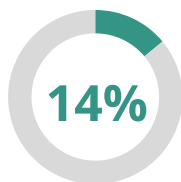
\$45,300

Annual Wages

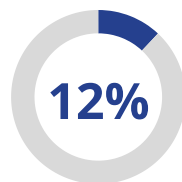
CalJOBS Registrants in Q1-Q4

Intended Occupations

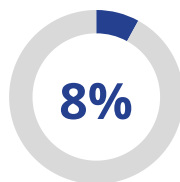
■ Indicates alignment with top five in-demand occupations



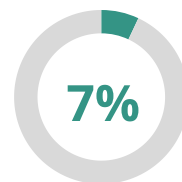
Management



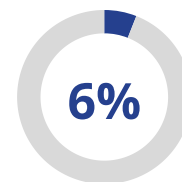
Office & Admin Support



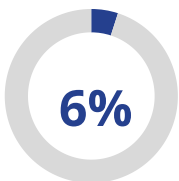
Sales & Related



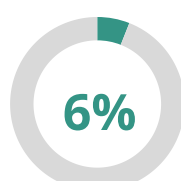
Production



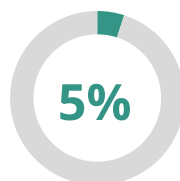
Transportation & Material Moving



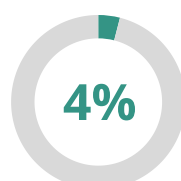
Food Preparation & Serving



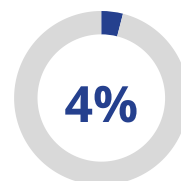
Construction & Extraction



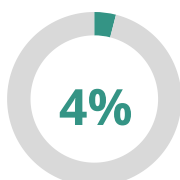
Business & Financial Operations



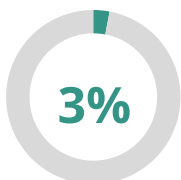
Computer & Mathematics



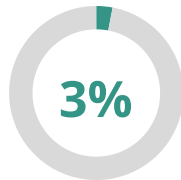
Healthcare Support



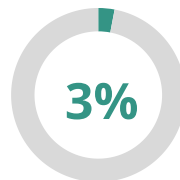
Arts, Design, etc.



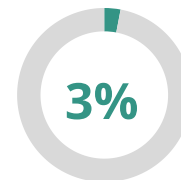
Personal Care & Service



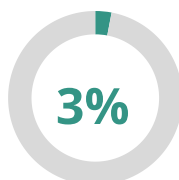
Educational Instruction/Library



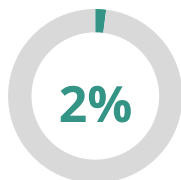
Installation, Maintenance, Repair



Cleaning & Maintenance



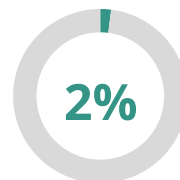
Community & Social Services



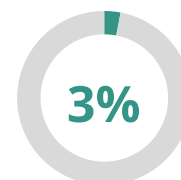
Healthcare Practitioner/Tech



Architecture & Engineering



Life, Physical, & Social Sciences



All Other Occupations

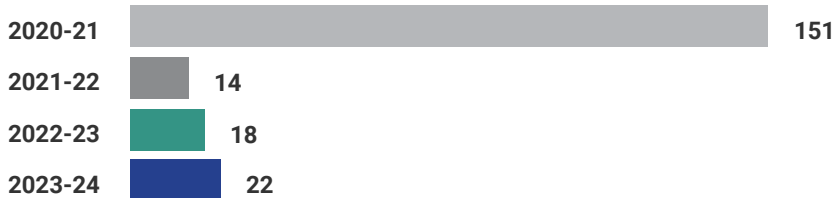
Workforce Investment Board

Quarterly Dashboard: Fourth Quarter 2023-2024

Job Link Business Services

Layoff Aversion

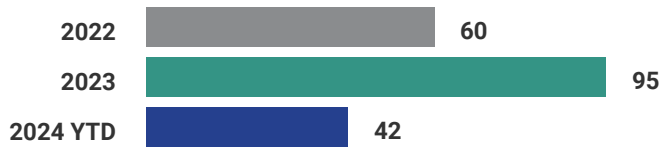
Number of Layoff Response Events Hosted



Youth Education & Employment Services

Youth Work Experience

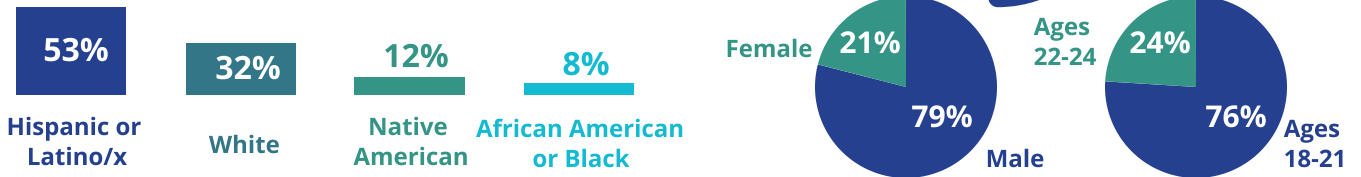
Number of Youth & Young Adults Participating



"When I first started this job I was **inspired** by everyone, this workplace is **opening doors** for myself and I like **helping out with the community...** this job is **perfect.**"
- 2023 SCYEC Crew Member

Sonoma County Youth Ecology Corps (SCYEC)






Demographics of Participants on the 2023-24 SCYEC Crews



Total does not equal 100%; youth could select all that apply. 17% of youth selected more than one racial or ethnic category.

WIOA Levels of Service

Levels of Service Accessed in Q1-Q4 of the 2023-2024 Program Year

Job Link Basic Career Services			WIOA Individualized Career Services	WIOA Training & Supportive Services
				
1,116	649	615	544	162
Direct CalJOBS Registrations	Counselor of the Day Appointments	Unique Walk-In Individuals*	Individuals 393 New in 2023-24	Individuals 105 New in 2023-24

Workforce Investment Board

Quarterly Dashboard: Fourth Quarter 2023-2024

WIOA Individualized Career Services

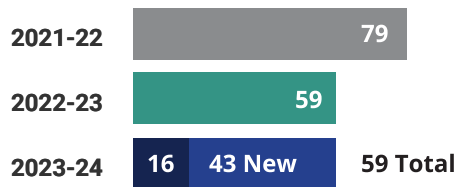
WIOA Adult Customers

Number of Individuals Enrolled



WIOA Dislocated Worker Customers

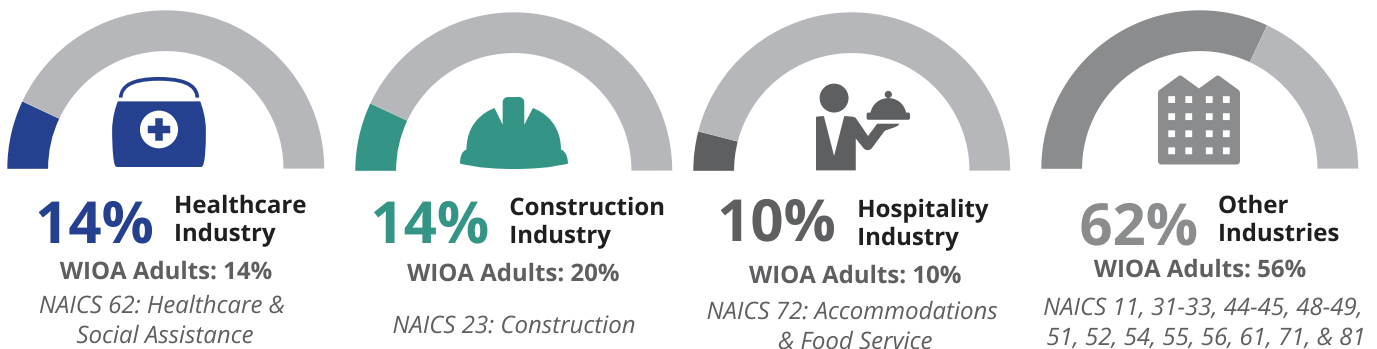
Number of Individuals Enrolled



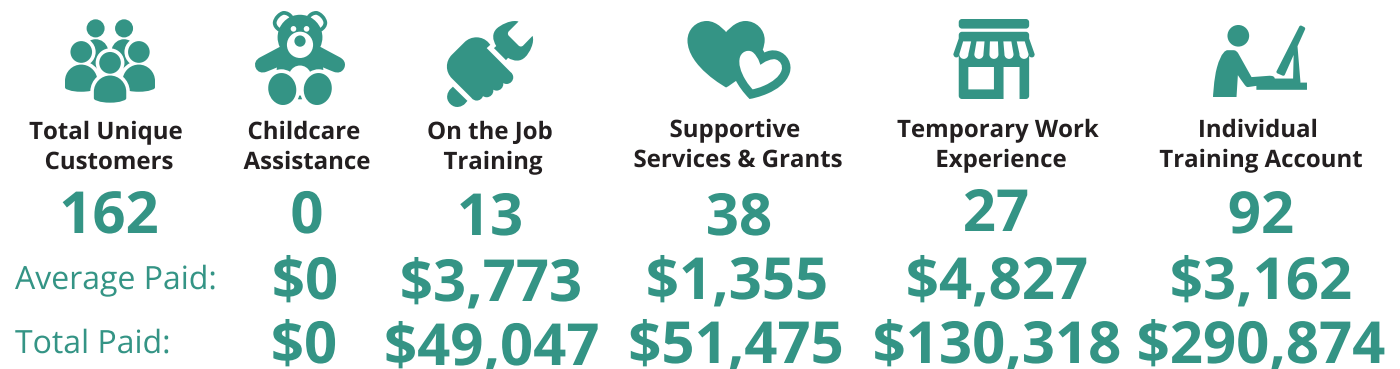
109 
 Prison to Employment (P2E),
 Regional Equity & Recovery
 Partnerships (RERP), & QUEST
 Disaster Recovery Grant Participants

Training & Supportive Services

Priority Industries for Training & Supportive Services in 2023-24 Q1-Q4



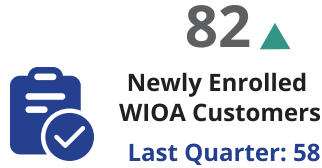
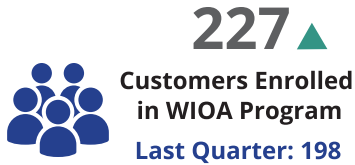
Total Customers Receiving Training or Supportive Services Payments in 2023-24 Q1-Q4



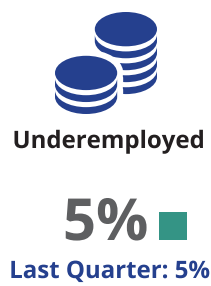
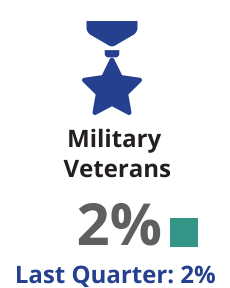
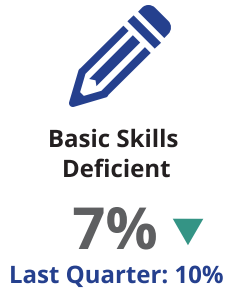
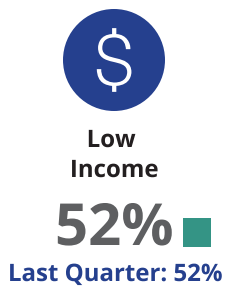
Workforce Investment Board

Quarterly Dashboard: Fourth Quarter 2023-2024

WIOA Adults & Dislocated Workers - Enrollment & Wages

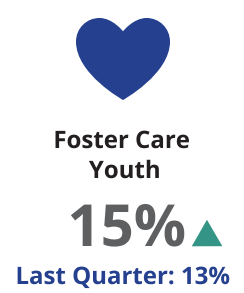


WIOA Adults & Dislocated Workers



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).

Workforce Investment Board

Quarterly Dashboard: Fourth Quarter 2023-2024

Living Wage in Sonoma County

Hourly Living Wage Rate

Adults Working Full Time in Sonoma County*

One Working Adult, No Children



\$27.15/hr

Two Working Adults, One Child



\$27.10/hr

Two Working Adults, Two Children



\$34.27/hr

One Working Adult, One Child



\$49.33/hr

One Working Adult, Two Children



\$63.40/hr

*Source: MIT Living Wage Calculator

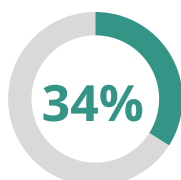
WIOA Customer Race & Ethnicity & Wage at Exit (2016-2024)

Race & Ethnicity

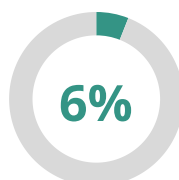
WIOA Enrolled Customers' Race** & Ethnicity



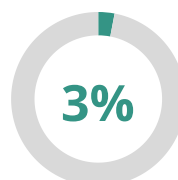
White



Hispanic or Latino



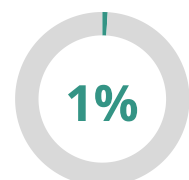
African American/Black



American Indian/Alaska Native



Asian

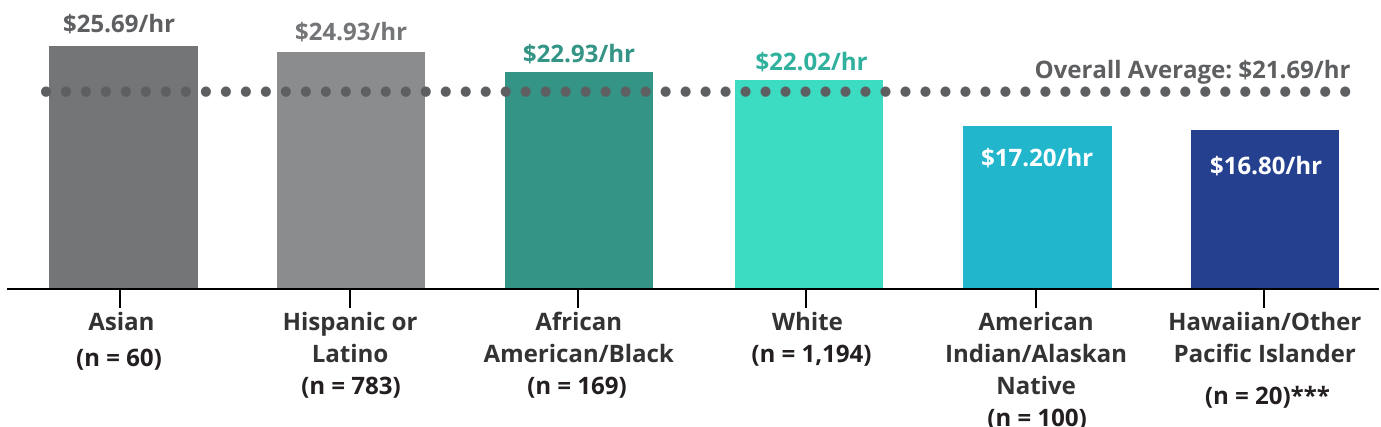


Hawaiian/Other Pacific Islander

**34% responded "I do not wish to answer."

Average Wage at Program Exit

Hourly Wages of Customers Who Reported a Job at Exit



Average wage calculations currently exclude weekly/monthly wage at exit data (to account for CalJOBS reporting issue).

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

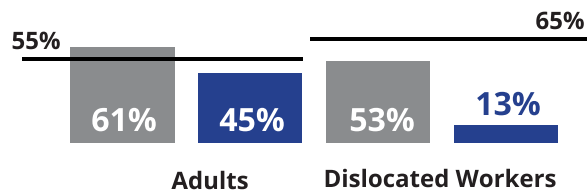
WIOA Adult Performance Goals

Fourth Quarter 2023-2024

WIOA Adult & Dislocated Worker Performance

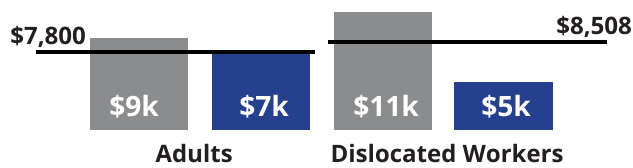
— Performance Goal ■ Rolling Four Quarters ■ Fourth Quarter 2023-2024

Measurable Skill Gains



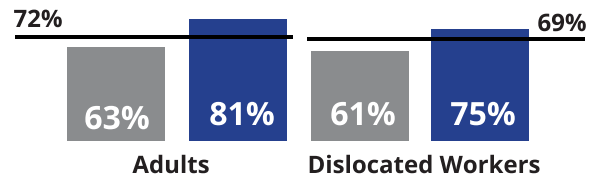
Enrolled WIOA Adults & Dislocated Workers Making Measurable Progress (I.e. Exam, Transcript, Report Card, etc.)

Median Quarterly Earnings



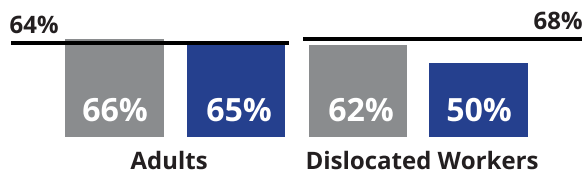
Median Quarterly Earnings for WIOA Adults & Dislocated Workers 2nd Quarter After Exit

Credential Attainment



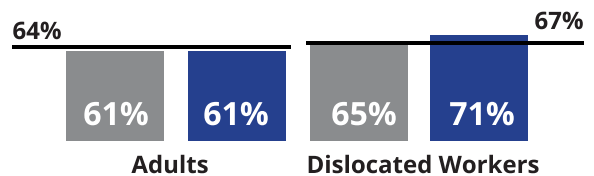
WIOA Adults & Dislocated Workers Who Attain a Credential Within a Year of Exit

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

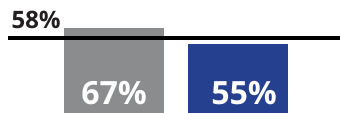
WIOA Youth Performance Goals

Fourth Quarter 2023-2024

WIOA Youth Performance

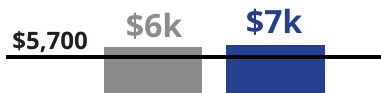
— Performance Goal ■ Rolling Four Quarters ■ Fourth Quarter 2023-2024

Measurable Skill Gains



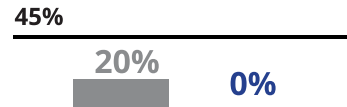
Enrolled WIOA Youth Making Measurable Progress (I.e. Exam, Transcript, Report Card, etc.)

Median Quarterly Earnings



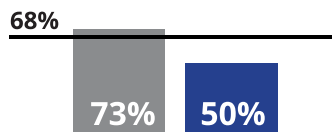
Median Quarterly Earnings for WIOA Youth 2nd Quarter After Exit

Credential Attainment



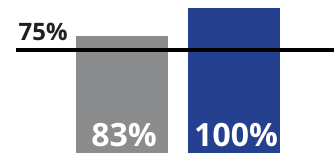
WIOA Youth Who Successfully Completed a Training Program with a Credential Within a Year of Exit

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