

SONOMA COUNTY
 **WORKFORCE
INVESTMENT BOARD**

Notice of Meeting & Agenda
May 10, 2023
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.

“The Mission of the WIB, as a partnership of innovative business and community leaders, is to provide vision, direction, and coordination of a system that enables Sonoma County to have the most effective workforce attainable.”

***Vote Required**

- I. **Introductions and Public Comment (3:00)** *(Discussion)*
- II. **Approve Minutes of March 8, 2022* (3:05)** ***(Action*)***
- III. **Announcements (3:10)** *(Discussion)*
- IV. **Job Link Operations (3:15)** *(Discussion)*
- V. **Job Quality Framework (4:05)** *(Discussion)*
- VI. **Diversity, Equity, Inclusion, Belonging [DEIB] (4:15)** *(Discussion/Action*)*
Small groups discussion.
- VII. **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.*

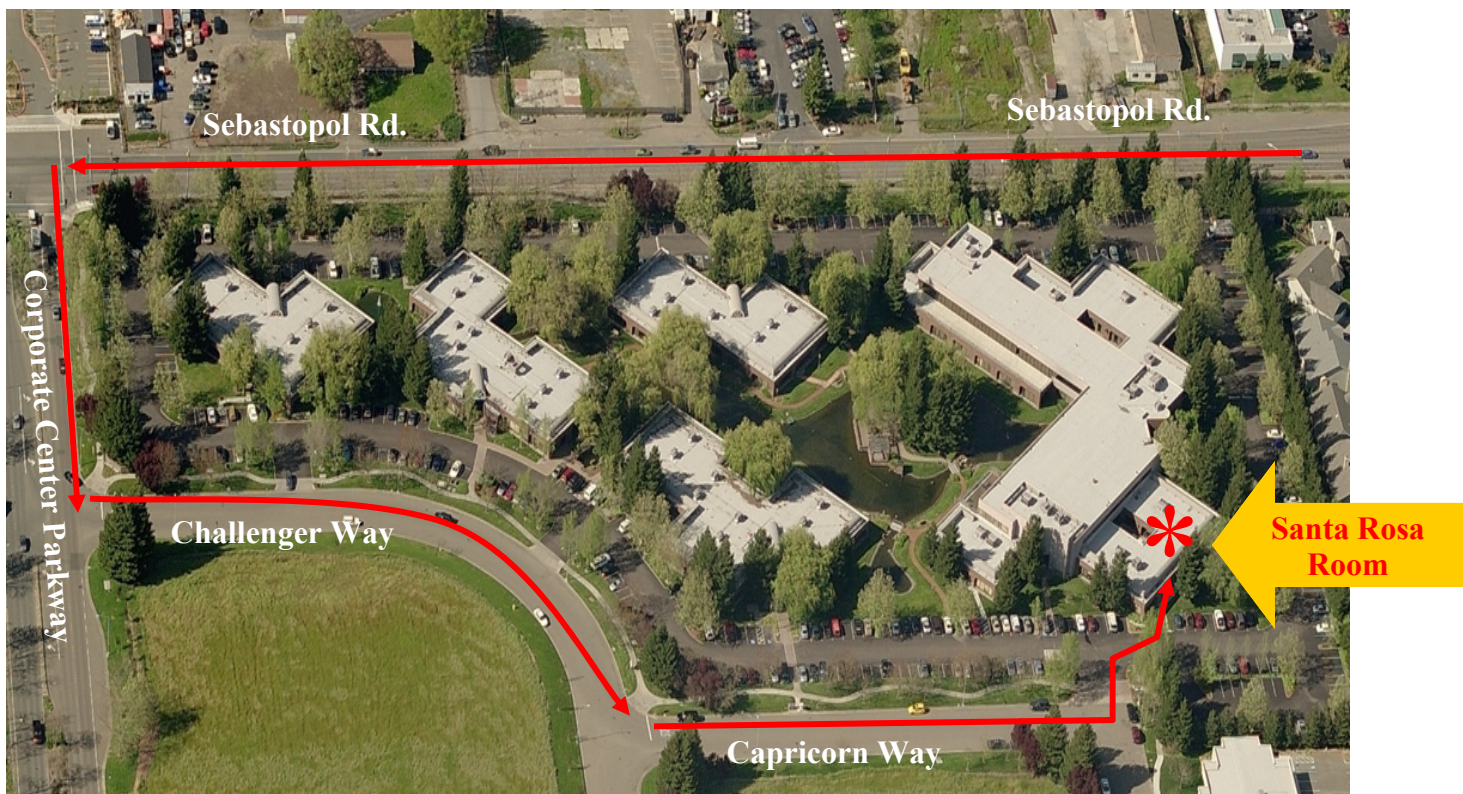
*If WIB members are **unable to attend**, please call (707)565-8500 prior to the meeting to leave a message stating you are unavailable.*

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.*

**Directions to the
Santa Rosa Room Entrance
2227 Capricorn Way
Santa Rosa, CA 95407**

- Take Highway 101 to Santa Rosa
- Exit on to Highway 12 heading west (towards Sebastopol)
- Take the Stony Point Road exit (second exit off Highway 12)
- Turn left on to Stony Point Road
- Turn right on to Sebastopol Road (third right)
- Proceed down Sebastopol Road past the school and the post office
- Turn left on Corporate Center Parkway (second left)
- Take immediate left on to Challenger Way
- Turn left on Capricorn Way
- Turn left into the parking lot



AB 2449

- Effective 1/1/2023 allows for limited teleconferencing of individual members
- Must have quorum of body participants in person at a single location identified on agenda
- Individual member may participate remotely if:
 - “Just cause” defined as family child care or caregiving need; contagious illness; need related to physical or mental disability not otherwise accommodated; or while traveling on official business.
 - “Emergency circumstances” defined as physical or family emergency.
 - No member can participate solely by teleconference for more than 2 meetings per year

Sonoma County Workforce Investment Board

DRAFT Minutes of March 8, 2023

Members Present: Stephen Jackson, Robin Bartholow, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Paul Duranczyk, Brandy Evans, Judy James, Scott Kincaid, Chris Knerr, Anita Maldonado, Michael Pickens, George Steffensen, Thomas Stuebner, Ananda Sweet, David Tam, David Wayte, and Alena Wall

Absent: Keith Dias, Nancy Emanuele, Kristina Holloway, John McEntagart, Ken Sprague, and Pedro Toledo

Staff: Katie Greaves, Maricruz Assefnia, Fabiola Garcia Almonaci, Nina Cheek, Kate Fosburgh, George Garcia, Pedro Guevara, Sarah Lewis-Crow, John Paul, Pru Ratliff, Michelle Revecho, Katie Stohlmann, Ashley Taylor, Chris Willover, and Judy Oates

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

I. Introductions and Public Comment

Kate of the Economic Development Board (EDB) shared about their efforts to support digital equity broadband. The California Department of Technology is creating an equity plan for the National Telecommunications and Information Administration to use in administering federal money to states for digital equity planning. Counties will determine how states will utilize those funds to support local digital equity efforts. There will be a series of meetings for various workgroups to gather input on this over the next few months. Represented workgroups include: education, workforce and economic development, digital literacy and inclusion, health, essential services, accessibility and civic engagement and tribal collaboration. In addition, there will be a local engagement event this spring that the EDB is planning Santa Rosa. If you are interested in digital equity and would like to be involved in these efforts please Kate at Katherine.Fosburgh@sonoma-county.org to be added to their email list.

II. Approve Minutes of January 11, 2023

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

Reviewed the minutes and action items of January 11, 2023.

Motion to approve the January 11, 2023 minutes: Brandy Evans /s/ Judy Coffey.

(Stephen Jackson, Robin Bartholow, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Paul Duranczyk, Brandy Evans, Judy James, Scott Kincaid, Chris Knerr, Anita Maldonado, Michael Pickens, George Steffensen, Thomas Stuebner, Ananda Sweet, David Tam, David Wayte, and Alena Wall). There were no abstentions or “nay” votes. The motion carried.

III. Announcements

None.

IV. Job Link Operations

Katie led a review of the dashboard report. Highlights included the following items.

- Updated how Job Link walk-in traffic is reported.
- The number of participants in each workshop as well as the number of workshops are now included.
- Top occupations across industries is noted with wages.
- Noted mock interviews is still a favorite part of the program for youth program participants.
- Noted that a greater number of adult workers verses dislocated workers requested service and are assisted. The WIB Board approved reallocation of some of the training and supportive service dollars from the dislocated workers account to the adult worker account at the January meeting.

Q. What did the Job Link walk-in numbers look like pre-COVID?

A. They were about 2,500.

Staff Report - Justice Involved

George reported from the Day Reporting Center located on clients who use Job Link services and are typically referred by Probation, the DAC, and probation attendee meetings. They had nine clients in January and twelve in February. Most participants are interested in job search, and others are looking for education and training

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opportunities. Two of these clients enrolled this year are now employed with second chance employers.

Success Story: One client shared he had not worked in ten years due to “messaging around” but shared he was ready to change his life and do better. Working with a counselor he built a resume listing job skills he had obtained with prior work experience and was set up with an employer interview. He got the job and is now working for Goodwill.

Comment: Brandy shared Goodwill has more opportunities and looks forward to having more applications from the program.

Comment: Nice to see these opportunities for Justice involved to help with recidivism.

Staff Report: Eligible Training Provider List (ETPL)

Maricruz shared the ETPL is a list of programs vetted and available to Job Link clients. Job Link assists with tuition fees for eligible clients wanting to participate in these programs. Job Link is in the process of reviewing programs listed and available for clients on the ETPL for renewal.

- There are 51 programs between the public and private sector classes available.
- 37 programs are at Santa Rosa Junior College (SRJC).
- 11 programs are at Sonoma State University
- 48 of the programs have local providers including Petaluma Adult School, and Jose G. Campos School which is a truck driving school.

The review is to determine the following.

- That programs are in demand and meet the needs of our employers and students.
- Programs lead to self-sufficient jobs or opportunities for advancement.
- Schools are part of an accredited institution.
- Schools allow for equal opportunities.

Staff Report: Homeless Employment Program

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Antonio reported on the Homeless Employment Program and brought guest speakers Adrian Brumley and Cheryl Room from SAVES to share about their experience with the program assisting homeless and those at risk of being homeless.

- Program is an innovative collaborative effort between providers to support individuals.
- 110 referrals since the program started 2 years ago.
- 38 job placements have occurred. We are not able to track if those jobs have all been retained.
- Sunrise Rotary Club, through the efforts of former WIB member Steve Herron, has been very supportive and have donated about \$8K of gift cards to use for supportive services.
 - An example of use of gift cards for supportive services is helping buy boots for a client who had a job offer at a home improvement store that required employees to have work boots.
 - Staff has disbursed about \$3K of the donated gift cards for supportive services. The majority of what they still have will be used at the upcoming job fair.

Staff Report: Homeless Job Fair Update

- At the start of this project Antonio asked his team members to reach out and find 10 to 15 employers / service providers to be a part of this event. At this time, we now have 47 booths planned. Employers and providers include Amy's Kitchen, Oliver's' Market, La Tortilla Factory, Lowes Home Improvement, United States Parcel Service, the County of Sonoma, Goodwill Industries, Catholic Charities, and others.
- Resume clinic will be available to attendees with county, Department of Rehabilitation, and Goodwill staff assisting.
- Working on transportation assistance. Plan to use two county vans to transport people from various sites to and from the event.
- Donations include the following.

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- Sunrise Rotary donated 150, \$25 Target gift cards.
Staff shared their goal was 200 gift cards with the hope of handing them out to all attendees. Brandy of Goodwill shared that they will donate 50 \$25 gift cards to ensure that goal is met.
- Goodwill donated clothing vouchers so individuals have proper attire to interview at the event.
- David Wayte and staff at Department of Rehabilitation have been partners in the Homeless Employment program helping with various projects. They provided funding to rent the space for the event and will be staffing the resume center.
- Sunrise Rotary donated 300 lunches for attendees. Mary's Pizza is going to allow us to keep the meals in their commercial refrigerators overnight to ensure they are cold and fresh.
- County of Sonoma and the City of Mill Valley donated transportation to and from some homeless encampments.
- Supervisor Coursey and EDD Deputy Directory, Victor Duron will speak at the event.
- Department of Rehabilitation provided funding for the facility we will use.
- Members of the WIB are welcome to volunteer as extra hands for the event.
- Antonio introduced staff from SAVS, one of the partners for the Job Fair to share a bit of what the unhoused experience.
Adrian Brumley, SAVS Executive Director
Cheryl Rood, SAVS Outreach
- Sonoma Applied Village Services (SAVS) buys and leases property to create safe parking lots to be used like an RV park. They have one location in Rohnert Park where they provide electricity, sewage, and case management for individuals. The hope is to get them or keep them in housing and employed. Being unhoused brings challenges due to the cold, the rain, the drug factors, health factors and basic health care needs.

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- o SAVS has outreach teams that go out to people who live on the trails and under the bridges to hand out needed items such as gift cards, blankets, sleeping tents, food, and socks. They also provide some case management services.
- o They are working with the county and other cities to set up emergency sites similar to the one at Robinson Lake in Rohnert Park.
- o They reported there has been some excitement in the groups they work with about the upcoming job fair for the unhoused. People are asking for about what they need for applications and how to get rides to the event.

Comment: Scott offered a shout out to Job Link staff for this program and the upcoming job fair. The Sonoma County Alliance highlighted this event at their meeting earlier this month.

Comment: Jenna Garcia, Housing Manager for the City of Rohnert Park thanked SAVS for the help in the community.

Comment: Brandy added this is an event with a great purpose. Let's get out and help our community!

Staff Report: Business Services

Chris shared the theme for business services lately has been outreach and engagement.

- Participated in the workforce breakfast March 2 hosted in collaboration by the Economic Development Board and CTE Foundation. We had six businesses reach out about our services following the event. The next workforce breakfast is scheduled for April 17 at the North Bay Builders Exchange. Please reach out to Chris if you are interested in more information.
- Plan to attend Rohnert Park Chamber of Commerce Annual lunch and the Santa Rosa Chamber of Commerce "lunch and learn" this summer to share about Job Link services for businesses.
- Coordinating with Santa Rosa Junior College, California Workforce Association, and local employers to create the high road training, partnership model and two SRJC programs.

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- Fire Resilient Landscaping Certificate. This is a collaboration between Santa Rosa Junior College (SRJC) and Sonoma County Adult Education for a six-week certification program. Staff is working to place graduates with local landscaping and tree trimming companies and recommending use of our subsidized employment program to encourage businesses to hire from this pool of candidates.
- Technology Certificate Program. This is a SRJC course on the ETPL list and is eligible for scholarship funds for clients. Staff is helping recruit students for the program and then placing individuals who complete it.
- The goal is to have between eight and twelve individuals participating in subsidized employment programs at any given time which accounts for \$80K to \$120K annually that that we reimburse employers. At this time, we have seven clients using these opportunities.

Staff Report - Youth Programs

Pedro reported on Youth Programs.

- Planning has begun for this year's Sonoma County Youth Ecology Corps summer program. This will be the fifteenth year of providing young adults with meaningful paid work, experience, career, exploration, and environmental education.
- A favorite part of that program for participants every year is the mock interviews. Please reach out to me if you would like to be involved with that event this year.
- We had six youth start transitional work experience and internships in the past few weeks, including work at a local plant nursery. We have reports they are having fun and learning a lot.
- Three interns just completed six months interning with Sonoma Regional Park. As it went so well those internships are being extended an additional six months.

Success Story: A girl with an unhealthy home environment back east dropped out of school and moved to Sonoma County with a friend. Once here they learned about

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the SAY Emergency Shelter who helped them. She worked with case managers who enrolled her into the My Pathways program to get support to finish her high school education at Petaluma Adult School. While going to school she has been worked at Starbucks and as a self-employed graphic designer. She now has her high school diploma, an apartment, and is also actively looking for a graphic design career, opportunity. Her next educational goal is to enroll into the community college and pursue a degree in graphic design.

Success Story: A 16-year-old moved from Idaho to California on his own due to family issues. He worked in construction and then opened his own construction company which failed and he became homeless. He found help at the SAY shelter and with case management got an internship with Sonoma County Regional Parks. He walked an hour and a half to get to work by 7:00 am until he was able to afford a car. At the same time, he worked a second job at Subway. Using the My Pathway program he was able to attain certification in welding, CPR, and first aid and now has a job as extra-help with Sonoma County Regional Parks on a path be becoming a full-time maintenance worker, and found stable housing.

OSO Update/Introduction

Lily Roman introduced herself as the One Stop Operator. She worked with the county for the last 15 years through various departments and agencies giving her a good overview of programs and systems. Recently she is reconnecting Job Link to the Business Partners who are returning to on-site services. Her next project will be reenergizing the resource room for clients. She looks forward to sharing more about that at the next meeting.

V. North Bay Employment Connection (NBEC) Workforce Innovation and Opportunity Act Regional Plan (2021-2024) Two Year Modification and Local Plan Two Year Modification

Michelle reported on the Local Plan. We just did the 2-year update of our four-year plan including all the modifications that you all been hearing about at our different meetings,

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and we are now at the tail end of the 30-day commenting period. The Local and Regional Plans will go to the Board of Supervisors for approval March 30. Key points include the following.

- The vision is to have a robust local workforce with the skills needed for today and tomorrow, and lead an integrated workforce development system and ensure that county's economic vitality and quality of life.
- Nearly 58% of the Sonoma County workforce are employed in these top five industries (healthcare, government, manufacturing, retail trade, and construction)
- Projected what will be the in-demand jobs going forward. These included home health and personal care aides among others.
- Reference to reports by Dr. Eyler.
- Collaboration with our local community colleges on programs for in demand training.
- Expansion of earn and learn opportunities and apprenticeship programs.
- Assisting the foster youth and homeless populations as well as others with barriers to employment.
- Further emphasis on operationalizing equity

Motion to approve the Local Plan for submission to the Board of Supervisors and the State: Ananda Sweet /s/ David Tam. (Stephen Jackson, Robin Bartholow, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Paul Duranczyk, Brandy Evans, Judy James, Scott Kincaid, Chris Knerr, Anita Maldonado, Michael Pickens, George Steffensen, Thomas Stuebner, Ananda Sweet, David Tam, David Wayte, and Alena Wall). There were no abstentions or “nay” votes. The motion carried.

Motion to approve the Regional Plan for submission to the Board of Supervisors and the State: Ananda Sweet /s/ Scott Kincaid. (Stephen Jackson, Robin Bartholow, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Paul Duranczyk, Brandy Evans, Judy James, Scott Kincaid, Chris Knerr, Anita Maldonado, Michael Pickens, George

Steffensen, Thomas Stuebner, Ananda Sweet, David Tam, David Wayte, and Alena Wall). There were no abstentions or “nay” votes. The motion carried.

VI. Brown Act Updates

Katie led a discussion of the updated Brown Act and the required updates to the WIB Bylaws regarding meeting attendance. The board will need a quorum in attendance at the physical meeting space to allow for business. Members may attend via zoom a limited amount of times a year, and they must meet the criteria for “just cause” in those instances.

Motion to approve the updates to the WIB Bylaws to include the updates to the Brown Act and AB2449 regarding attendance and quorums: Judy Coffey /s/ Brandy Evans.

(Stephen Jackson, Robin Bartholow, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Paul Duranczyk, Brandy Evans, Judy James, Scott Kincaid, Chris Knerr, Anita Maldonado, Michael Pickens, George Steffensen, Thomas Stuebner, Ananda Sweet, David Tam, David Wayte, and Alena Wall). There were no abstentions or “nay” votes. The motion carried.

VII. Early Childhood Education Apprenticeship Program Update

Maleese Weaver of SRJC reported the cohort for early childhood education is ready to start May or June. Faculty are setting up professional promotional materials and class schedules. We will be able to share more about student recruitment soon. Please email her if you have any questions.

VIII. Diversity, Equity, Inclusion, Belonging (DEIB)

Michelle shared that the group are continuing to meeting and have gone over general goals and objectives which she shared. Highlights included the following.

- Set learning, membership, and data goals.
- Foster a culture of continuous learning and awareness of diversity, equity, inclusion, and belonging to equip the workforce Investment Board with an understanding of the importance of broadening perspectives and opening equitable mindsets and tools to create change.

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- These documents are drafts, and the goals will be living documents that will adapt to our needs over time.
- Increase the diversity of what membership and leadership.
- Members of the WIB are welcome to join these meetings.
- Looking at what to do with the applications we recently received and how to review them with a DEIB lens.

If you have feedback after the meeting on DEIB please email Michelle at mrevecho@schsd.org.

IX. Adjourn 5:01 pm

Next meeting: May 10, 2023 in the Santa Rosa Room

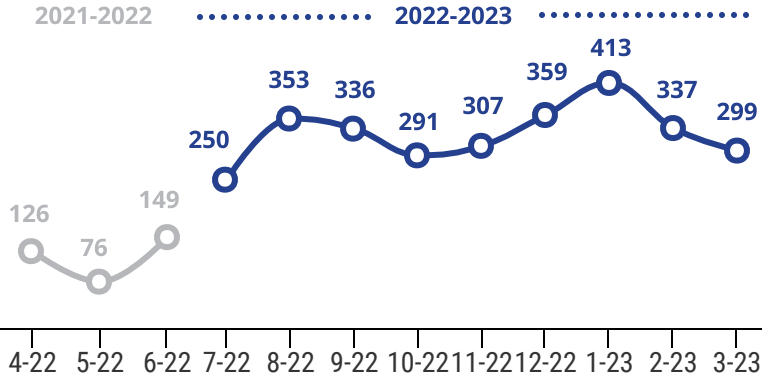
Workforce Investment Board

Quarterly Dashboard: Third Quarter 2022-2023

AJCC Services in Q1-Q3

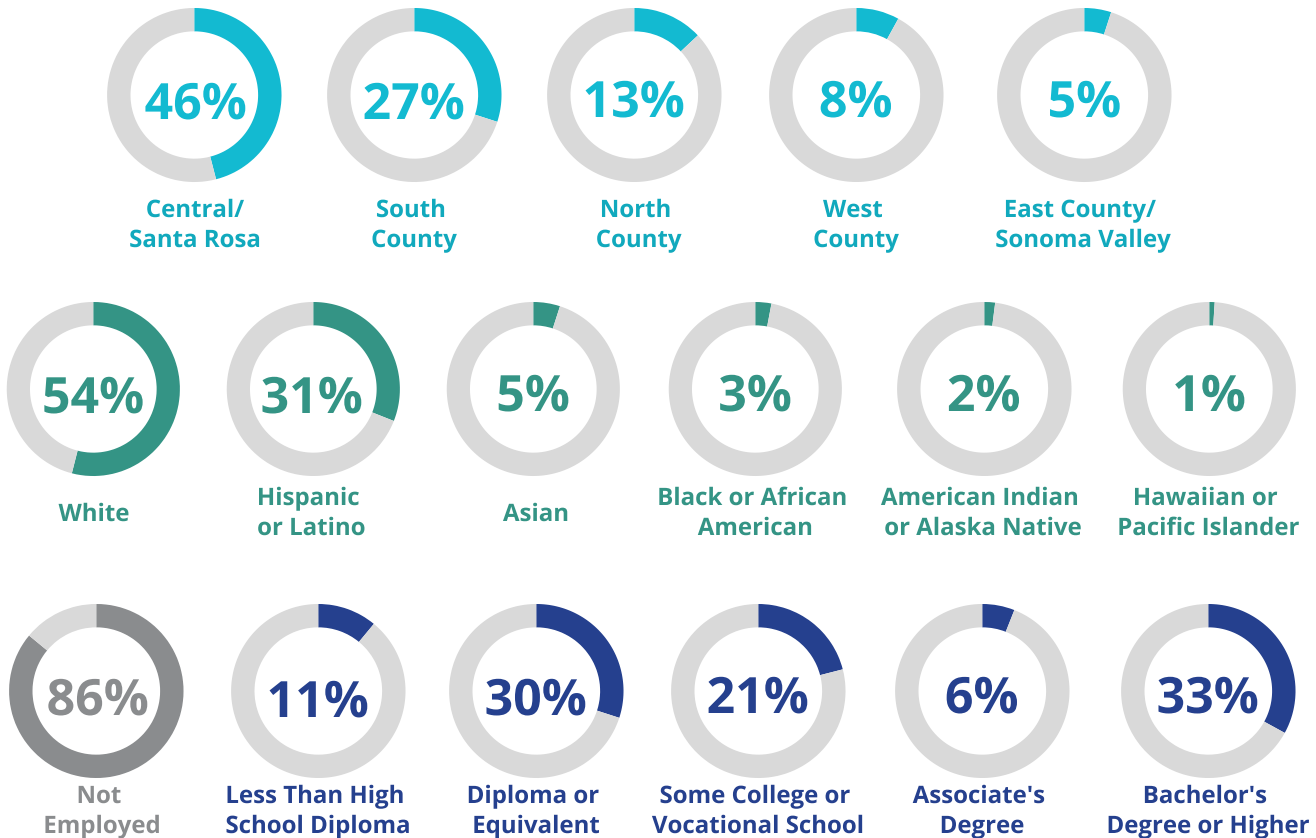
Job Link Traffic

Walk-In Visits per Month



Demographics of CalJOBS Registrants in Q1-Q3

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



*35% responded "I do not wish to answer."

Workforce Investment Board

Quarterly Dashboard: Third Quarter 2022-2023

Occupations by Forecasted Demand & Customer Interest

Top Occupations in Sonoma County

By JobsEQ Forecasted Demand Over the Next 5 Years*

Food Preparation & Serving



\$41,400

Annual Wages

Sales & Related



\$54,600

Annual Wages

Office & Admin Support



\$53,600

Annual Wages

Transportation & Material Moving



\$49,800

Annual Wages

Healthcare Support



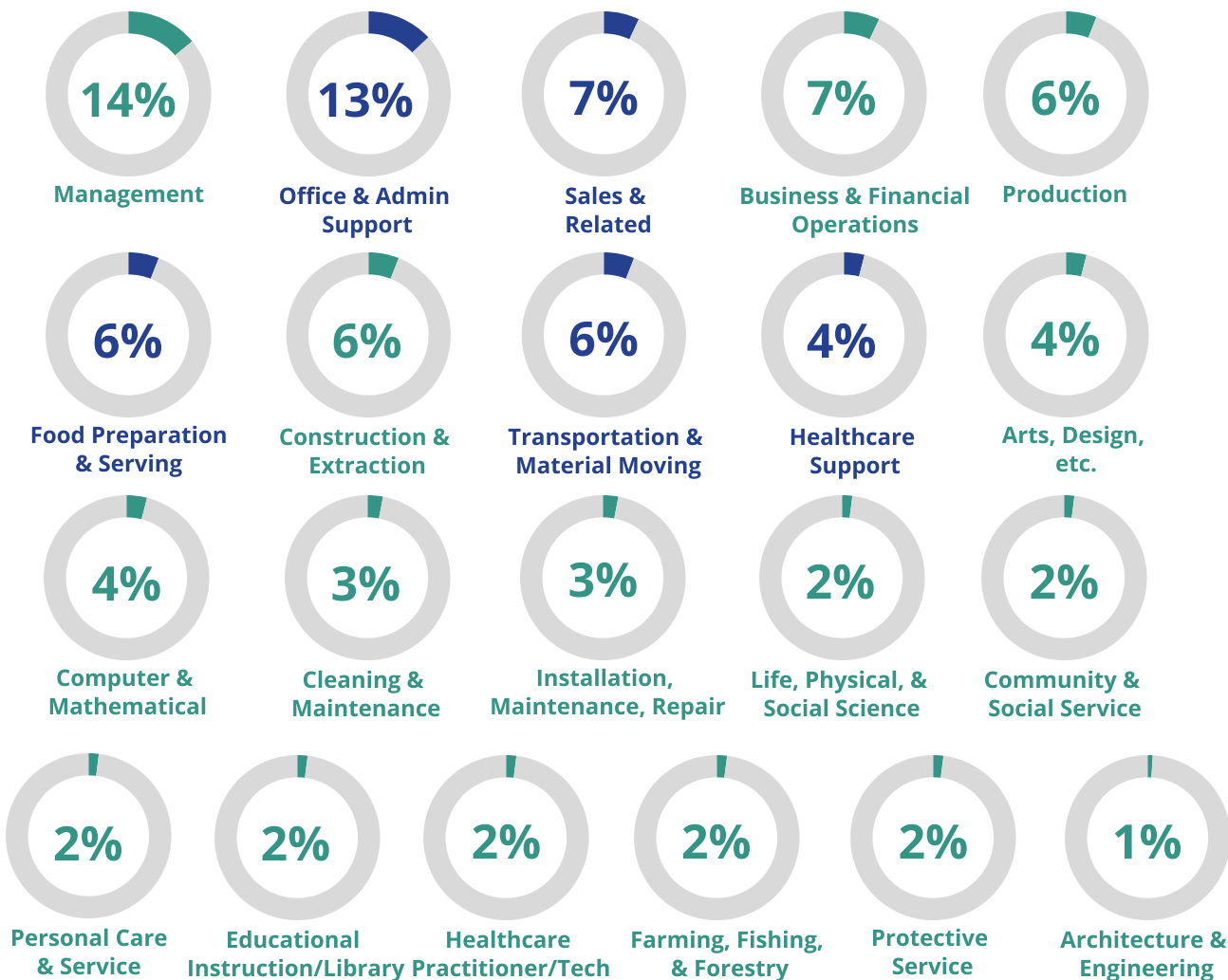
\$40,900

Annual Wages

CalJOBS Registrants in Q1-Q3

Intended Occupations

■ Indicates alignment with top five in-demand occupations



*JobsEQ, 2022 Q4

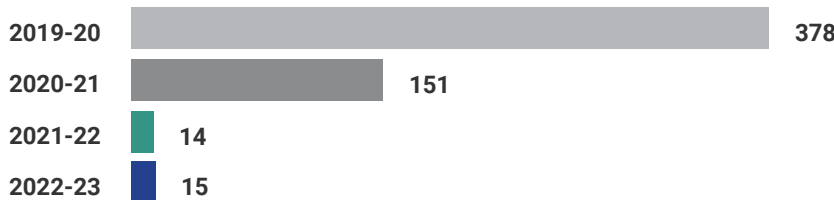
Workforce Investment Board

Quarterly Dashboard: Third Quarter 2022-2023

Job Link Business Services

Layoff Aversion

Number of Layoff Response Events Hosted



March 22nd Job & Resource Fair for Individuals Experiencing Homelessness

 **22**
Employers

 **353**
Attendees


"I finally feel like I did something good for myself today and it makes me so happy. I have a Resume!" — Event Attendee

Youth Education & Employment Services

Youth Work Experience

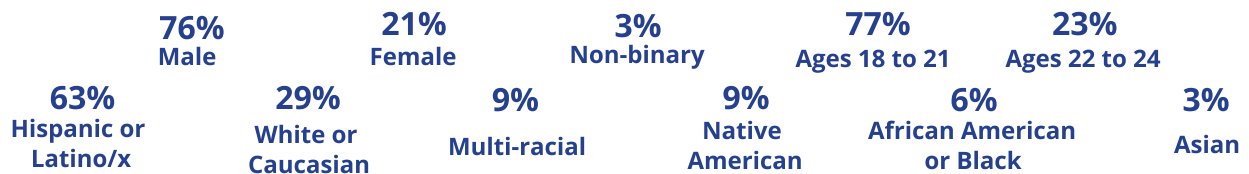
Number of Youth & Young Adults Participating in All Programs



 **62%**
SCYEC Completion Rate in 2022

Sonoma County Youth Ecology Corps (SCYEC)

Demographics of Participants in the 2022 SCYEC Program



Total does not equal 100%; youth could select all that apply. Multi-racial indicates that youth selected more than one category.

WIOA Levels of Service

Levels of Service Accessed in Q1-Q3 of the 2022-2023 Program Year



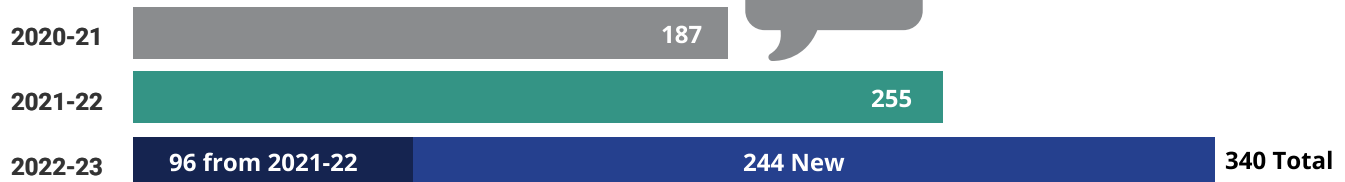
Workforce Investment Board

Quarterly Dashboard: Third Quarter 2022-2023

WIOA Individualized Career Services

WIOA Adult Customers

Number of Individuals Enrolled



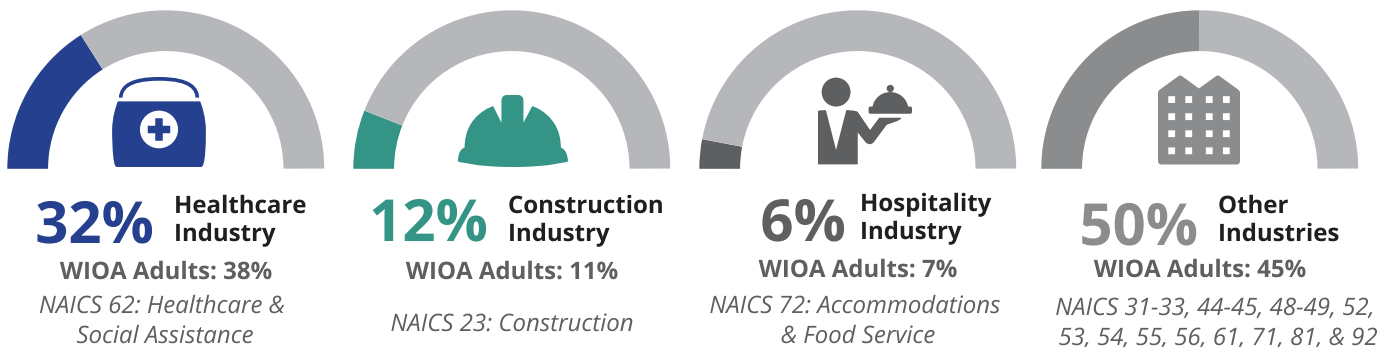
WIOA Dislocated Worker Customers

Number of Individuals Enrolled

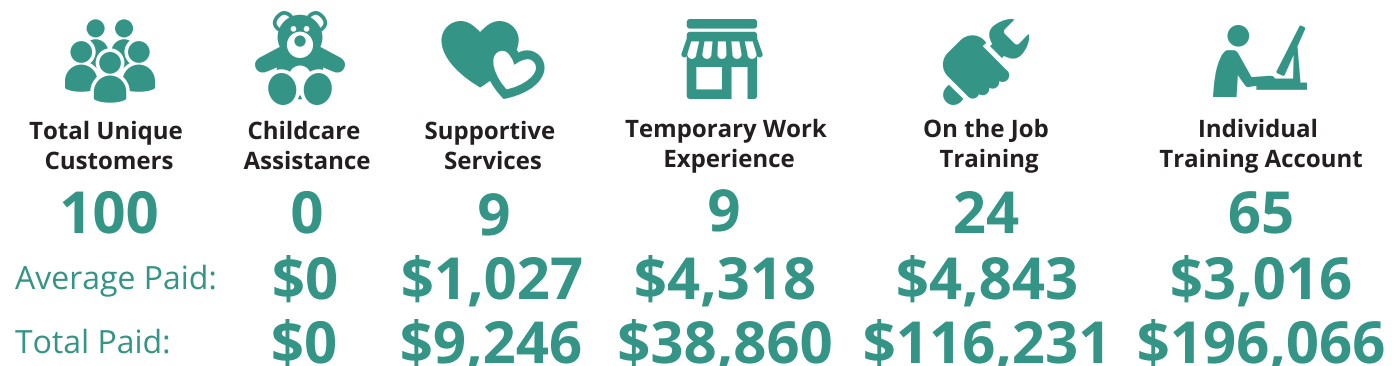


Training & Supportive Services

Priority Industries for Training & Supportive Services in 2022-23 Q1-Q3



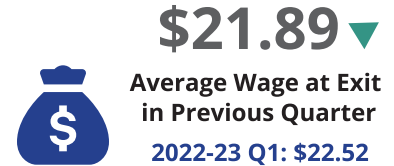
Total Customers Receiving Training or Supportive Services Payments in 2022-23 Q1-Q3



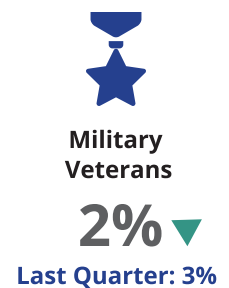
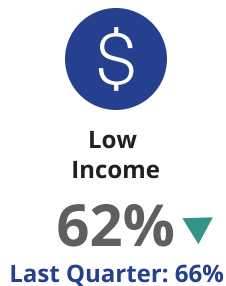
Workforce Investment Board

Quarterly Dashboard: Third Quarter 2022-2023

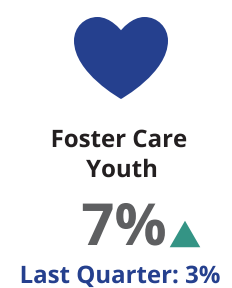
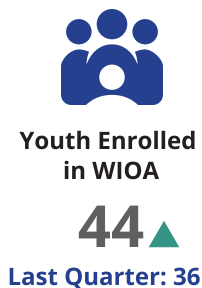
WIOA Adults & Dislocated Workers - Enrollment & Wages



WIOA Adults & Dislocated Workers



WIOA Youth



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: Third Quarter 2022-2023

Living Wage in Sonoma County

Hourly Living Wage Rate

Adults Working Full Time in Sonoma County*

One Working Adult, No Children



\$21.14/hr

Two Working Adults, One Child



\$24.15/hr

Two Working Adults, Two Children



\$30.52/hr

One Working Adult, One Child



\$44.18/hr

One Working Adult, Two Children



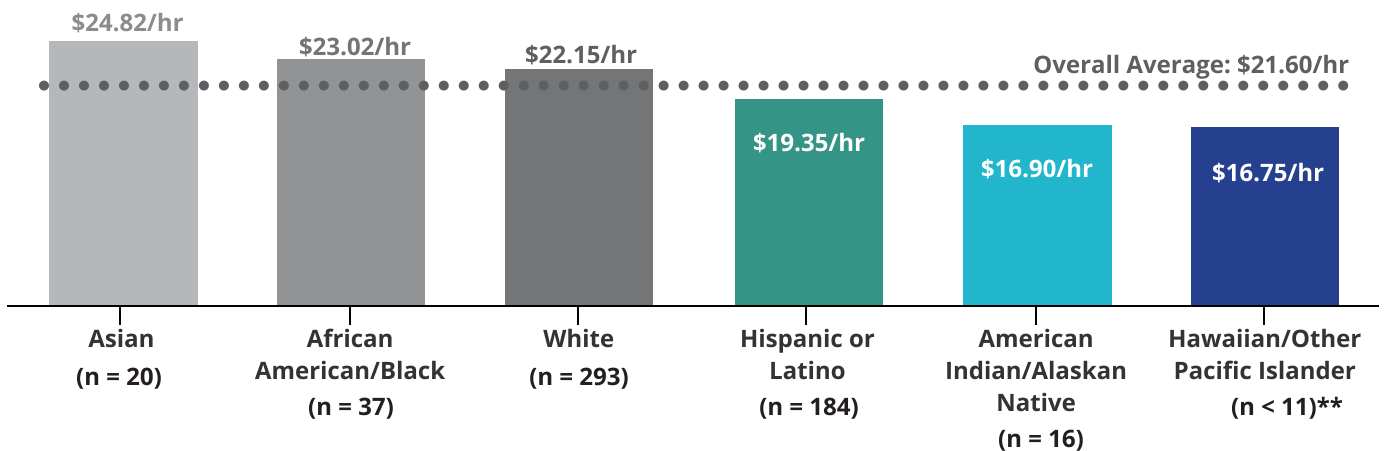
\$57.50/hr

*Source: MIT Living Wage Calculator.

WIOA Outcomes by Race & Ethnicity (2016-2023)

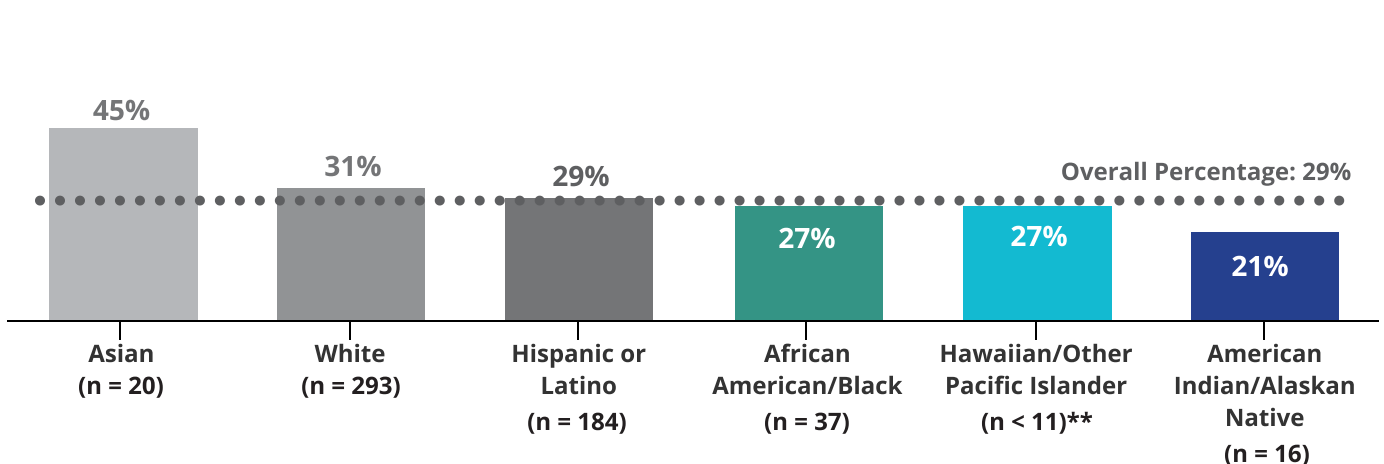
Average Wage at Program Exit

Hourly Wages of Customers Who Reported a Job at Exit



Employment at Program Exit

Percentage of Customers Who Reported Having a Job at Exit



**Note: Interpret data with caution; due to the small number of customers (n), outcomes may not be representative. Any questions? Please email slewiscrow@schsd.org | Page 6

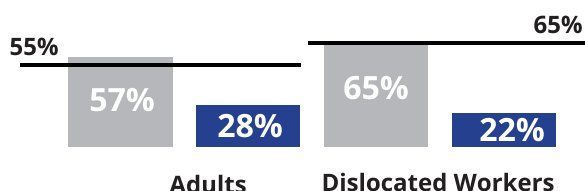
WIOA Adult Performance Goals

Third Quarter 2022-2023

WIOA Adult & Dislocated Worker Performance

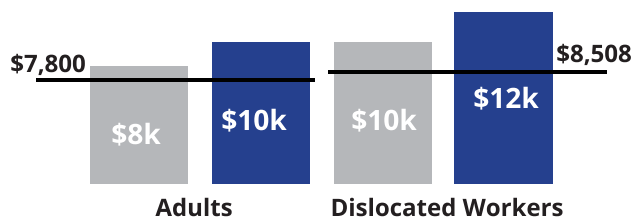
— Performance Goal ■ Rolling Four Quarters ■ Third Quarter 2022-2023

Measurable Skill Gains



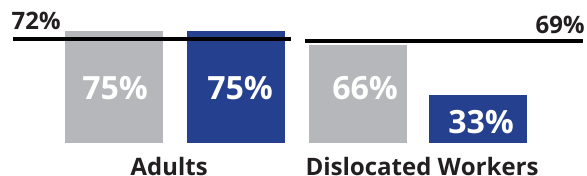
Enrolled WIOA Adults & Dislocated Workers Making Measurable Progress (I.e. Exam, Transcript, Report Card, etc.)

Median Quarterly Earnings



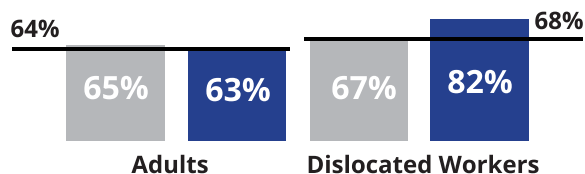
Median Quarterly Earnings for WIOA Adults & Dislocated Workers 2nd Quarter After Exit

Credential Attainment



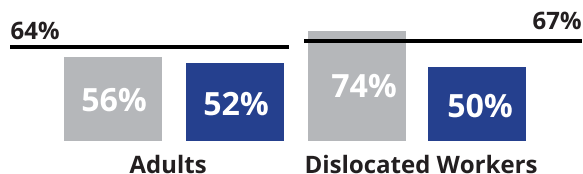
WIOA Adults & Dislocated Workers Who Attain a Credential Within a Year of Exit

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

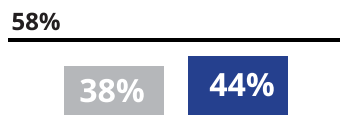
WIOA Youth Performance Goals

Third Quarter 2022-2023

WIOA Youth Performance

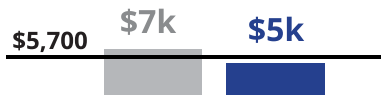
— Performance Goal ■ Rolling Four Quarters ■ Third Quarter 2022-2023

Measurable Skill Gains



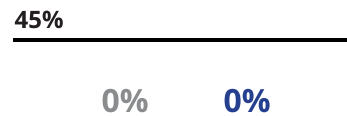
Enrolled WIOA Youth Making Measurable Progress (I.e. Exam, Transcript, Report Card, etc.)

Median Quarterly Earnings



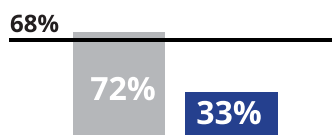
Median Quarterly Earnings for WIOA Youth 2nd Quarter After Exit

Credential Attainment



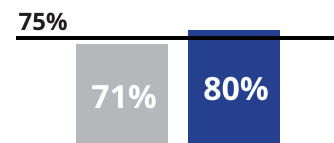
WIOA Youth Who Successfully Completed a Training Program with a Credential Within a Year of Exit

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



Sonoma County Youth Ecology Corps 2023/24 Overview

The Sonoma County Youth Ecology Corps is heading into its 15th year of providing young adults with meaningful, paid work experience, career exploration, and environmental education. SCYEC equips young people with skills desired by local employers and helps prepare them for careers in conservation and public works, including internships with County agencies.

This summer, SCYEC will be providing work and learning opportunities for approximately 32 crew members. The program is open to all young people ages 18-24, prioritizing youth with barriers to education, training and employment including current and former foster youth, youth living in high-poverty neighborhoods, youth involved in the justice system, homeless youth and others. The youth-serving agency Conservation Corps North Bay delivers the program and employs the crews and crew leaders.

Three summer/fall crews will be deployed on a variety of environmental and conservation projects across Sonoma County, in areas including fire abatement, flood mitigation, creek and open space clean-up, invasive species and vegetation removal, parks and trail maintenance, and sustainable community gardening. A fourth crew will also be engaged year-round with Sonoma Water.

Project Hosts provide worksites county-wide, and many contribute funding to support the work. This summer’s hosts include Sonoma Water, Public Infrastructure, Sonoma County Ag + Open Space, City of Santa Rosa, and Stewards of the Coast and Redwoods.

Enrichment event schedule below (additional opportunities to participate in or volunteer at events will be communicated as applicable):

Work Begins	Monday, June 12 th
Team Building Kick Off	Thursday, June 15 th
Bite of Reality Financial Literacy Event	TBD
Opportunity Fair	Thursday, July 27 th
Contact pguevara@schsd.org to volunteer to conduct mock interviews!	
Work Ends (for Summer Crews)	Thursday, August 3 th

North Bay Workforce Job Quality Framework

**North Bay Employment
Connection**

*The North Bay's
Workforce Regional
Planning Unit*

Goal:

Promoting Jobs that
Work for Everyone





**North Bay Employers
Dedicated to Job Quality**

Top left: Paradise Valley Estates, Fairfield, CA

Top Right: Tomorrow House, serving the North Bay

Bottom Left: All Weather Architectural Aluminum, Vacaville, CA

Bottom Right: Petaluma Health Center, Petaluma, CA



**North Bay
Workforce
Areas**



Solano
County



Sonoma
County



Workforce Alliance: Lake,
Marin, Mendocino, & Lake
Counties

Why Job Quality?

For most of the half-century following World War II, California's economy was characterized by an expanding middle class. It was a middle class built on a range of blue collar and white collar jobs that offered some stability and middle class wages. However, the job structure began to shift in California due to a mix of factors, and incomes and wages grew more unequal as a result.

Low wage workforces in such occupations as caregiving, retail, and general laborer, continue to lag in wages and advancement opportunities. At the same time employers continue to have difficulty filling job openings in these occupations.

The emphasis on job quality can bring several values to the local and state economies:

- **For employers**, a reduction in the high turnover in many of the lower wage jobs, and development of a more stable and skilled workforce.
- **For local elected officials and local communities**, a middle class that has a stake in the economic system and can contribute through tax revenue, spending on local businesses, and social capital.
- **For workers and their households**, greater income stability, opportunities for building wealth, and pride in contributing to the workplace and broader social structure.

- Michael Bernick, CWA Research Director and Former CA EDD Director
Heather Henry, President/ED of Solano's Workforce Board

"I never gave myself the opportunity to see what I'm worth and what I'm capable of. This job has given me that opportunity. It makes me feel whole inside, just to see my kids' faces when I come home and I'm off work."

— Matt, a framer with Factory_OS

Five Elements of Job Quality:

1 SELF SUFFICIENT WAGES

High quality jobs have wages sufficient to cover basic living expenses and provide a predictable and stable income with opportunities to build assets.

2 BENEFITS

High quality jobs have a package of benefits that facilitate a healthy and stable life. Typically, these include health insurance, paid time off, family/medical leave, a retirement savings plan, and disability and life insurance.

3 WORKING CONDITIONS

High quality jobs have working conditions that are safe with predictable hours and are free from discrimination and harassment.

4 POSITIVE CULTURE

High quality jobs are for employers who foster a business culture where one's work is valued and where workers can provide input in their job design and can voice their concerns and ideas for improvement.

5 SKILLS DEVELOPMENT

High quality jobs have opportunities for on-the-job skills development and accessible options to learn and grow as part of a career pathway.

Job quality is a continuum with multiple avenues for improving the quality of a job.

 **\$21.12**

average living wage for 1 adult with no children*

 **49.4%**

of north bay's jobs are considered low-wage*

 **17.2%**

of the workforce region's households are uninsured*

 **35%**

of US HR staff believe learning and development are a strategic priority*

California's workforce system, its 45 workforce boards and stakeholders, is giving increased attention to the issue of job quality. They are launching projects to **improve working conditions, mobility opportunities, and wages**. Businesses are partnering with workforce boards to increase skills development, take advantage of incentive programs, and develop other creative ways to improve job quality.



Case Study: CNA Upskilling Program

Today, there are approximately 1,100 skilled nursing facilities in California, who employ 58,000 Certified Nursing Assistants (CNA). The California Association of Health Facilities (CAHF) estimated in 2022 the average CNA wage statewide at \$17.29 an hour. In 2022, CAHF also estimated turnover in CNA positions at more than 52% annually. The majority of CNAs are women of color (84% are female and 74% are minority) and few continue their career ladder, providing opportunities for increased job quality.

Beginning late 2022, the North Bay workforce region's local Workforce Development Boards have been partnering with CAHF, the National Association of Healthcare Assistants, workforce stakeholders, and long-term care facilities in the North Bay Area to pilot an initiative to improve job quality and wages for CNAs. The CNA Upskilling Program will provide three levels of CNA microcredentials tied to wage increases for CNAs at participating skilled nursing and long-term care facilities.

Job Quality Tools:



[Aspen Institute's Job Quality Tools](#)

A library of resources to support leaders in a variety of fields in adopting practices to strengthen job quality in their own organization and in their communities.



[U.S. Dep't. of Commerce Job Quality Toolkit](#)

A toolkit that provides strategies and actions to help small-to-medium sized organizations recruit and retain a high-performing workforce.

Current North Bay Workforce Job Quality Projects

01

NBEC Regional Dashboard

With support from the California Workforce Development Board's regional implementation funds, the North Bay workforce planning unit developed a dashboard to track regional Workforce Innovation and Opportunity Act (WIOA) outcomes by equity measures to ensure quality job training and placements.

02

Napa Hospitality Industry Partnership

Napa Hospitality Industry Partnership (HIP) is led by lodging and restaurant employers and supported by a range of community partners. Napa HIP invests in the future of the Napa Hospitality Industry through collaboration, industry education, and employee sustainability to build a world-class workforce.

03

Healthcare On-the-Job Training

Sonoma Workforce Investment Board has been partnering with Petaluma Health Center to employ vulnerable individuals into On-the-Job Training (OJT) placements across departments and provide quality training to upskill new hires. The average wage for these positions is \$23.15/hr with benefits.

* Sources:

- [MIT's living wage calculator](#)
- [North Bay COVID Impact Report](#)
- [Metropolitan Transportation Commission's Vital Signs](#)
- [68 Training Industry Statistics for 2023](#)



WORKFORCE DEVELOPMENT BOARD
OF SOLANO COUNTY

Compiled by the Workforce Development
Board of Solano County, April 2023