



# PUBLIC MEETING NOTICE

Monterey County Workforce Investment Board

## EXECUTIVE COMMITTEE

Marina Public Library, 190 Seaside Circle, Marina, CA 93933

Wednesday, February 16, 2011

8:00am

Erik Cushman,  
WIB Chair

Joanne Webster,  
WIB 1<sup>st</sup> Vice Chair

Anthony Aniello,  
WIB 2<sup>nd</sup> Vice Chair

David Bernahl, II,  
WIB Past Chair

### Executive Committee Members:

Erik Cushman, *Chair*

Anthony Aniello  
David Bernahl, II  
Diana Carillo  
Cesar Lara  
Mary Ann Leffel  
Dave Potter  
Robert Weakley  
Joanne Webster

Monterey County  
Workforce Investment  
Board (WIB)

Loyanne Flinn,  
*Acting Executive Director*

730 La Guardia Street  
Salinas, CA 93905  
(831) 759-6644  
Fax (831) 796-3512  
flinnlg@co.monterey.ca.us  
www.montereycountywib.org

### AGENDA

#### CALL TO ORDER/INTRODUCTIONS

Erik Cushman, *Chair*

#### CHANGES TO THE AGENDA

**PUBLIC COMMENT** – For items not listed on the agenda. Limited to 3 min.

#### BUSINESS MEETING

- Action:** Approve the minutes of the January 19, 2010, WIB Executive Committee meeting. (*See attached*) Erik Cushman
- Information:** Review of the WIB member attendance record for Program Year (PY) 2010-11 (*See attached*) Joanne Webster
- Information:** Discussion and review of the three County Workforce Investment Board (WIB) Member Composition for Monterey County, San Benito County and Santa Cruz County (*See attached*). Loyanne Flinn

#### APPOINTMENTS & RESIGNATIONS

#### BUSINESS MEETING

- Action:** Consider and approve the reimbursement of \$3,938.51 for classroom materials purchased by Pre-Apprenticeship Program Coordinator. Miguel Banda  
(*See attached*)
- Information:** Discussion and update on the Request for Proposal (RFP) for the WIA Title I Adult and Youth program subcontracts for PY2011-12 (*See attached*)
- Information:** Discussion and update on the National Association of Workforce Boards (NAWB) Conference (*See attached*).
- Information:** Discussion and review of the Monterey County Household Income 12 months American Community Survey (ACS) 2005-09 for WIA Lower Living Standard Income Level (LLSIL) for a Family of 4 (*See attached*)
- Action:** Discussion and review of the Monterey County Layoff Aversion grant Monitoring Report for PY 2009-10 (*See attached*) Loyanne Flinn
- Information:** Discussion and review of the Local Workforce Investment Area final performance goals for PY2009-10 and 2010-11. (*See attached*)
- Information:** Discussion and update on Grant activities. (*See attached*) Loyanne Flinn
- Information:** Discussion and update on key issues for Economic Development and the Workforce Investment Board's transition to the Economic Development Department. (*See attached*)

#### ANNOUNCEMENTS OF EVENTS OR SERVICES

Erik Cushman

#### Upcoming Executive Committee Meetings:

- March 16, 2011, 8am, TBD
- April 20, 2011, 8am TBD

#### Upcoming WIB Meetings:

- April 6, 2011, 7:30am, TBD
- June 1, 2011, 7:30am, TBD

#### ADJOURN

Erik Cushman

If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Information regarding how, to whom and when a request for disability related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting. To request information, please contact the Monterey County Workforce Investment Board staff at (831) 796-3313 or visit our website at [www.montereycountywib.org](http://www.montereycountywib.org).



Erik Cushman,  
WIB & Executive Chair

Joanne Webster,  
WIB 1<sup>st</sup> Vice Chair

Anthony Aniello,  
WIB 2<sup>nd</sup> Vice Chair

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[www.onestopmonterey.org](http://www.onestopmonterey.org)



## Monterey County Workforce Investment Board (WIB)

Contact Information

### Loyanne Flinn, WIB Acting Director

Salinas One-Stop Career Center  
730 La Guardia Street, Salinas, CA 93905  
Phone: (831) 759-6644  
Email: [flinnlg@co.monterey.ca.us](mailto:flinnlg@co.monterey.ca.us)  
Website: [www.montereycountywib.org](http://www.montereycountywib.org)  
General Phone: (831) 796-3313  
Fax: (831) 796-3512

### WIB STAFF:

Miguel Banda, (831) 796-3311, [bandam@co.monterey.ca.us](mailto:bandam@co.monterey.ca.us)  
Manley Bush, (831) 796-3320, [bushm@co.monterey.ca.us](mailto:bushm@co.monterey.ca.us)  
Yuri Anderson, (831) 796-3349, [dewy@co.monterey.ca.us](mailto:dewy@co.monterey.ca.us)  
Marleen Esquerria, (831) 796-3381, [esquerraml@co.monterey.ca.us](mailto:esquerraml@co.monterey.ca.us)  
Stephanie Shonley, (831) 796-3387, [shonleys@co.monterey.ca.us](mailto:shonleys@co.monterey.ca.us)  
Gloria Torrez, (831) 796-3313, [torrezg@co.monterey.ca.us](mailto:torrezg@co.monterey.ca.us)

## Monterey County One-Stop Career Center Operators

Contact Information



### Office for Employment Training (OET)

Lynda Dunn, Deputy Director  
Phone: (831) 796-3330  
Email: [dunni@co.monterey.ca.us](mailto:dunni@co.monterey.ca.us)  
Website:  
[www.onestopmonterey.org](http://www.onestopmonterey.org)

### CalWORKs Employment Services (CWES), Community Action Partnership (CAP), Monterey County Child Care Planning Council (CCPC)

Barbara Verba, Deputy Director  
Phone: (831) 796-1520  
Email: [verbab@co.monterey.ca.us](mailto:verbab@co.monterey.ca.us)  
Website:  
<http://mcdses.co.monterey.ca.us>

### Employment Development Department (EDD)

Yuko Duckworth, Acting Manager  
Phone: (831) 796-3632  
Email:  
[Yuko.duckworth@edd.ca.gov](mailto:Yuko.duckworth@edd.ca.gov)  
[www.edd.ca.gov](http://www.edd.ca.gov)

### Monterey County One-Stop Career Center Locations

#### Salinas One-Stop

Salinas Airport Business Park  
730 La Guardia Street  
Salinas, CA 93905  
(831) 796-3600

#### Seaside One-Stop

University Plaza Shopping Center  
1760 Fremont Blvd, Ste. D-2  
Seaside, CA 93955  
(831) 899-8236

#### King City One-Stop

Towne Square Shopping Center  
200 Broadway Street, Ste. 62  
King City, CA 93930  
(831) 386-6801

**UNADOPTED**  
**Minutes of the Monterey County Workforce Investment Board**  
**Executive Committee Meeting**

Wednesday, January 19, 2011 – 8:30am  
 Shoreline Conference Center & Chapel  
 249 10<sup>th</sup> Street, Marina, CA 93908

<b>MEMBERS PRESENT</b>	<b>REPRESENTING</b>
Erik Cushman, <i>Chair</i>	Business
Joanne Webster	Business
Diana Carrillo	Migrant Seasonal Farm Worker
Mary Ann Leffel	Business
Cesar Lara	Labor Organizations
Dave Potter	WIA Programs
Loyanne Flinn	Acting WIB Executive Director, Ex-Officio Member
<b>MEMBERS ABSENT</b>	<b>REPRESENTING</b>
Robert Weakley	Business
David Bernahl	Business
Tony Aniello	Business
<b>OTHERS PRESENT</b>	<b>REPRESENTING</b>
Cathy Leon	Turning Point
Doug Orlando	EDD
Harry Gamotan	OET
Marleen Esquerra	WIB Staff
Manley Bush	WIB Staff
Gloria Torrez	WIB Staff

**CALL TO ORDER/INTRODUCTIONS:** Mr. Cushman called the meeting to order at 8:43am. He welcomed those in attendance and called for introductions. A quorum was established.

**CHANGES TO THE AGENDA:** A change was made to the agenda to delete Action Item #8, Consider and approve the One Stop Operators Memorandum of Understanding was deleted since it was previously approved.

**PUBLIC COMMENT:** None

**1. Action: Approve the minutes of the December 15, 2010, WIB Executive Committee meeting**

**Motion:** Ms. Leffel moved to accept the minutes, as stated.

**Second:** Ms. Webster

**Motion Passed Unanimously**

**2. Information: Review of the WIB composition and Program Year (PY) 2010-11 member attendance record.**

Ms. Webster reviewed the composition of the board. She added that Mr. Jim Nakashima and Ms. Linda Coyne have retired therefore; they will no longer be a part of the WIB. She stated that after reviewing the composition of the WIB, their representation is not mandated; therefore we are not seeking new representatives. Mr. Cushman stated that there are still some business vacancies that need to be filled. He continued to say that he would like the Executive Committee members to nominate people to the board. Ms. Flinn stated that we are working on a letter with the Central Labor Council to retain an agreed upon number of representatives.

**3. Action: Accept the resignation of Youth Council member Mr. Andre Chapman, representing employers or organizations with experience in youth activities.**

**Motion:** Ms. Leffel motioned to accept the action as stated.

**Second:** Mr. Potter

**Motion Passed Unanimously**

**4. Action: Consider and approve the appointment of Ms. Ginger Pierce, representing human services and special interest and expertise in youth policy, for a two-year term on the WIB's Youth Council**

**Motion:** Ms. Leffel motioned to accept the action as stated.

**Second:** Mr. Potter

**Motion Passed Unanimously**

**5.Action: Consider and approve the appointment of Ms. Nelda Escamilla, representing employers or organizations with experience in youth activities, for a two-year term on the WIB's Youth Council.**

**Motion:** Ms. Webster motioned to accept the action as stated.

**Second:** Mr. Potter

**Motion Passed Unanimously**

**6.Action: Concur with the January 13, 2011 Planning Committee action to approve WIB policies #2011-01 - Lower Living Standard Income Level (LLSIL) and Poverty Guidelines for 2010, #2011-02- Priority of Service and Economic Self-Sufficiency, and #2011-03 Tiered Service Levels - Core Intensive and Training.**

Ms. Esquerro reviewed the policies, as provided in the packet. She stated that currently there are training funds available. She continued to say that by June there will be a priority of service established for people who are most in need. She added that this includes veterans, disabled, recipients of public assistance, and low income individuals. She stated that she worked with OET staff and they were pleased with the new policies since it facilitates determination of eligibility. Ms. Leffel stated that since the new policies would allow the subcontractors to offer supportive services to clients in need, without offering them training, the reporting could be skewed. Ms. Flinn replied that the reporting template would be altered to show how many participants received supportive services.

**Motion:** Ms. Webster motioned to accept the action as stated.

**Second:** Mr. Potter

**Motion Passed Unanimously**

**7.Action: Concur with the January 13, 2011 Planning Committee action to approve the development and issuance of new Request for Proposals (RFP) for Workforce Investment Act (WIA) Title I adult and youth program subcontracts, scheduled to commence July 1, 2011.**

Ms. Esquerro provided the committee with an overview of the Youth and Adult RFPs. She stated that the RFP will require the bidders to collaborate. She continued to say that a matrix of potential partners will be posted on the WIB website. She stated that the lead agency will need to have a minimum of three years experience working with WIA. She continued to say that the release of the RFP's is scheduled February 10<sup>th</sup>, 2011. In response to Mr. Cushman's question, Ms. Esquerro stated that the RFP's are currently being reviewed by Contracts and Purchasing. Ms. Leffel stated there is a demand for satellite One-Stops. Mr. Gamotan stated that OET was successful in recruiting participants from previously underserved geographic areas by utilizing the mobile One-Stop. The committee stated that having a accessible and current calendar of services locations would be crucial to the success satellite and mobile One-Stop operations.

**Motion:** Ms. Webster motioned to accept the action as stated.

**Second:** Mr. Potter

**Motion Passed Unanimously**

**9.Information: Update regarding the WIB Monitoring schedule for PY 2010-11.**

Mr. Bush reviewed the monitoring dates. He invited the committee members to attend the monitoring. Mr. Cushman requested that Mr. Bush send out an email of monitoring dates and times.

**10. Information: Update on the submission of the Local Plan Modification of the Monterey County WIB's five-year plan to the State of California for PY 2010-11.**

Ms. Flinn stated that there have been only minor modifications from the report that was approved by the WIB in July 2010. She continued to say that all of the ARRA money will be expended by the end of June.

**11. Information: Update on the Governor's California Gang Reduction, Intervention and Prevention (CalGRIP) Initiative for PY 2010-11 and solicitation for proposals.**

Ms. Flinn reviewed the grant information as provided in the packet. She stated that the WIB currently has a collaborative CalGRIP grant with OET, Turning Point, and Rancho Cielo. She continued to say that the grant will end in March. She stated that Mr. Bush, will begin monitoring the grant by the end of the month.

Ms. Flinn stated that OET will submit a new CalGRIP proposal, in collaboration with various organizations. In response to Mr. Cushman's question, Ms. Flinn stated that OET will be the lead agency. Because the Community Alliance for Safety and Peace is an important connection to the goals of this grant, Ms. Leffel suggested moving the full WIB meeting date since it conflicts with CASP. Ms. Flinn stated that WIB staff will work on surveying board members for possible dates.

**12. Information: Discussion and review of the WIB Strategic Plan.**

Ms. Flinn stated the plan is for the next WIB meeting will focus on education.

**13. Information: Discussion and update on the Economic Development Department.**

Mr. Potter stated that they are drafting a job description for the Economic Development/WIB Director. He continued to say that the County has hired a recruitment firm. He anticipates that the recruitment will be out by February.

He stated that the County has received positive feedback from the community regarding the establishment of the new department. He continued to say that they are still working on recruiting community leaders for the Board of Supervisors Economic Development Sub Committee. Mr. Potter commented on all the great opportunities for collaborative projects between the WIB, its partners, and the Redevelopment and Housing department. Mr. Cushman requested that Mr. Jim Cook make a presentation on the transition plan at the full WIB or at an Executive Committee meeting.

**ANNOUNCEMENTS:** Ms. Leffel stated that she is work with the group to bring a software company to King City.

**Motion:** Mr. Lara moved to adjourn the meeting.

**Second:** Ms. Webster

**Motion Passed Unanimously**

**Mr. Cushman adjourned the meeting at 9:22am**

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** REVIEW OF THE WIB MEMBER ATTENDANCE RECORD FOR PY 2010-11.  
**DATE:** FEBRUARY 16, 2011

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**DISCUSSION:**

Ms. Joanne Webster WIB 1<sup>st</sup> Vice Chair will present an update on the status of the WIB member attendance as of December 31, 2010, for PY2010-11, to the Executive Committee on February 16, 2011.

**ATTACHMENT:**

PY2010-11 Member Attendance Record (1 Page)



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board  
This report was written by: Manley Bush, WIB Management Analyst

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02/11/2011  
Date

# Monterey County Workforce Investment Board

## Membership Attendance - January -December 2010

Board Member Name / Start Date			WIB 2010	Executive 2010	Planning 2010	Oversight 2010	Youth 2010	COC 2010	DAC 2010	Total	
# of Meetings			7	10	4	8	8	2	1	40	
1.	Aniello, Anthony	02-13-2007	83%	100%	100%					13/14	93%
2.	Bastis, Mark	04-17-2007	50%							2/4	50%
3.	Bernahl, David	02-21-2006	50%	80%						11/16	69%
4.	Brickman, Wendy	04-14-2007	71%					100%		7/9	78%
5.	Carrillo, Diana	05-29-2001	86%	88%			100%			20/22	91%
6.	Castillo, Maria	10-27-2009	86%				100%			9/10	90%
7.	Coyne, Linda	10-12-2004	100%				88%			14/15	93%
8.	Cushman, Erik	01-04-2005	100%	100%	100%					20/20	100%
9.	Davis, Al	PIC	83%			88%				12/14	86%
10.	Deraiche, Rick		100%							1/1	100%
11.	Dwyer, David									0/0	N/A
12.	Garrison, Dr. Douglas	08-28-2007	50%		100%					5/8	63%
13.	Gillis, Richard	02-21-2006	80%		0%					4/9	44%
14.	Grover, Scott	10-12-2004	50%					100%		5/8	63%
15.	Harvath, Hunter	06-15-2010	100%							2/2	100%
16.	Helm, Phoebe	02-10-2009	83%			100%				8/9	89%
17.	Lara, Cesar	06-19-2007	100%	100%		83%				15/16	94%
18.	Leffel, Mary Ann	05-29-2001	86%	88%		100%				20/22	91%
19.	Macarthur, Steve		100%							1/1	100%
20.	Melone-Echiburu, Maggie	06-15-2010	100%							3/3	100%
21.	Munoz, Salvador	06-19-2007	86%				67%			10/13	77%
22.	Nakashima, Jim	05-29-2001	100%		100%	75%				11/12	92%
23.	Palacio, Lupe	06-19-2007	86%			100%			100%	10/11	91%
24.	Potter, Dave	04-14-2009	80%	100%						6/7	86%
25.	Profeta, Judith	06-19-2007	86%			86%				12/14	86%
26.	Robinson, Elliott	06-24-2008	100%							6/6	100%
27.	Rubio, Ralph	07-14-2005	71%							5/7	71%
28.	Scherpinski, Ken	09-01-2009	86%			100%				9/10	90%
29.	Silva, Lawrence	06-15-2010	50%							4/5	80%
30.	Sullivan, Teresa	04-14-2007	57%			100%				9/12	75%
31.	Turlington, Brian	07-27-2010	100%							4/4	100%
32.	Verbonich, Mark	PIC	57%		75%					7/11	64%
33.	Weakley, Robert	01-09-2007	60%	78%	75%					13/18	72%
34.	Webster, Joanne	01-06-2004	83%	100%						15/16	94%

### Youth Council Members Only

YC Member Name / Start Date			YC	Total	
# of Meetings			8	8	
1.	Bangs, Randy	06-19-2007	75%	6/8	75%
2.	Brennand, Vivian	10-17-2006	63%	5/8	63%
3.	Brown, Pamela	06-21-2005	43%	3/7	43%
4.	Carter, Patricia	02-10-2009	88%	7/8	88%
5.	Chapman, Andre	12-07-2004	38%	3/8	38%
6.	Gonzalez, Mark	06-21-2005	86%	6/7	86%
7.	Kilty, Ann	07-27-2010	100%	3/3	100%
8.	Rosa, Tina	07-27-2010	100%	3/3	100%

As stated in the MCWIB Bylaws, a member shall be deemed to have abandoned, relinquished and otherwise resigned from his/her position on the LWIB upon the review of absences by the LWIB staff which determine that the member has had three (3) consecutive and unexcused absences from regularly scheduled meetings of the LWIB Board or its committees, or sixty (60%) of such meetings in any calendar year.

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** DISCUSSION AND REVIEW THE THREE COUNTY WORKFORCE INVESTMENT BOARDS WIB MEMBER COMPOSITION FOR MONTEREY COUNTY, SANTA CRUZ COUNTY AND SAN BENITO COUNTY.  
**DATE:** FEBRUARY 16, 2011

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**DISCUSSION:**

Ms Loyanne Flinn, Acting WIB Executive Director will discuss the side by side comparison of the WIB member composition of the three counties of Santa Cruz, San Benito and Monterey County. Ms Flinn will introduce and solicit ideas from the members of the committee on ways to improve relationships among the three counties.

**ATTACHMENT:**

03a Side by Side Chart of the three Counties (1 page)



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board  
This report was written by Manley Bush, WIB Management Analyst

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02/11/2010  
Date

Monterey County WIB				Santa Cruz County WIB			San Benito WIB		
Board Representation	Industry / Category of Representation	Incumbents	Name of Business / Organization	Industry / Category of Representation	Incumbents	Name of Business / Organization	Industry / Category of Representation	Incumbents	Name of Business / Organization
1. Business	Other - Technology Manufacturing	Anthony Aniello	AJ Associates	1. Agriculture	Janet Heien	Driscoll Strawberry Associates, Inc.	1. Business Services	Esequiel Arrizon	Infinity Staffing
2. Business	Hospitality/Tourism	Mark Bastis	Hyatt Regency Monterey	2. Business Services	Dave Hood	First Alarm	2. Business Services	Alex Arias	Manpower
3. Business	Other - Retail	David Bernahl, II	Pacific Tweed, Incorporated	3. Business Services	Bill Tysseling	SC Area Chamber of Commerce	3. TBD	Carrie Fosdick	State Farm Insurance
4. Business	Other - Marketing	Wendy Brickman	Brickman Marketing	4. Construction/Transportation	Mark Treanor	Graniterock	4. Manufacturing	Connie Herndon	Milgard Manufacturing
5. Business	Other - Media	Erik Cushman	Monterey County Weekly	5. Construction/Transportation	Chris Wolfe	Granite Construction, Inc.	5. TBD	David Mirrone	Evergreen Solutions
6. Business	Other - Energy	Richard Gillis	Energy Alternative Solutions, Inc.	6. Finance	Steve Mangelsen	B2BCFO	6. Construction	Katherine Hough	Hough Construction Co., Inc.
7. Business	Building/Design	Scott Grover	Boundword INC dba art-1/x greetings	7. Finance	Jim Quist	Wells Fargo Bank	7. Retail	Jerry Muenzer	Muenzer's Sporting Goods
8. Business	Healthcare	Maggie Melone-Echibu	Clinica de Salud del Valle de Salinas	8. Green Technology	Aaron Garfinkel	Green Power	8. Other - Technology	Angela Trujillo	McElectronics
9. Business	Building/Design	Salvador Munoz	Munoz and Associates	9. Healthcare	Alan Aman	Palo Alto Medical Foundation	9. TBD	Solia Rojas	West Marine, Hollister
10. Business	Other - Real Estate	Judith Profeta	Alain Pinel Realtors, Carmel	10. Healthcare	Vicki Miranda	Dominican Hospital	10. Healthcare	Silvia B. Sanchez	Dental Office
11. Business	Agriculture	Lawrence Silva	Tanimura & Antle Fresh Foods, Inc.	11. Hospitality/Tourism	Carol Siegel	Santa Cruz Seaside Company	11. Healthcare	Dr. Anthony Evans	Dr. Anthony C. Evans
12. Business	Other - Law/Legal	Brian Turlington	Fenton & Keller	12. Manufacturing	Steve Blackstone	Plantronics, Inc.	12. Manufacturing	David Wright	Wright Bros. Welding
13. Business	Hospitality/Tourism	Mark Verbonich	Pebble Beach Company	13. Manufacturing	Russ Elliott	Easton-Bell Sports			
14. Business	Hospitality/Tourism	Robert Weakley	Coastal Luxury Management	14. Manufacturing	Julie Lambert	S. Martinelli and Co.			
15. Business	Healthcare	Joanne Webster	Community Hospital of the Monterey Penin.	15. Media	Howard Sherer	Hutton Sherer Marketing			
16. Business	VACANT	-	-	16. Media	Ron Slack	Good Times			
17. Business	VACANT	-	-	17. Other - Technology	Jon Gundersgaard	Seagate Technology			
18. Business	VACANT	-	-	18. Retail	-	-			
				19. Hospitality/Tourism	-	-			
				20. Agriculture	-	-			
				21. Finance	-	-			
19. Community Based Org: Community Based Organization		Al Davis	Nat'l Assoc. for the Adv. of Colored People	22. Community Based Organization	John T. Collins	Goodwill Industries	13. Community Based Organization	Kendra Bobsin	GoKids, Inc., Childcare Info. & Referral S
20. Community Based Org: Native American Programs		Lupe Palacio	Candelaria American Indian Council	23. Community Based Organization	Christina Cuevas	Community Foundation of Santa Cruz County	14. Community Based Organization	Kristi Alarid	HOPE Services
21. Economic Development	Economic Development	Hunter Harvath	Monterey-Salinas Transit	24. Economic Development Agency	Bonnie Lipscomb	City of Santa Cruz Redevelopment Agency	15. Economic Development Agency	Nancy Martin	Economic Development Corp.
22. Economic Development	Economic Development	Mary Ann Leffel	Veritas Associates LLC	25. Economic Development Agency	Carlos Palacios	City of Watsonville	16. Economic Development Agency	Brenda Weatherly	Hollister Downtown Association
23. Educational Entities	Adult Education/Literacy & Post Secondary	Dr. Douglas Garrison	Monterey Peninsula College	26. Adult Education/Literacy & Post	Mary Powers	Santa Cruz Adult School (Part of Santa Cruz	17. Adult Education/Literacy & Pos	Sherrean Carr	Gavilan College
24. Educational Entities	Adult Education/Literacy & Post Secondary	Dr. Phoebe Helm	Hartnell College	27. Adult Education/Literacy & Post	Rock Pfothenhauer	Cabrillo College	18. Adult Education/Literacy & Pos	Todd Farr	Santa Clara County ROP-South
				28. Adult Education/Literacy & Post	Michael Watkins	Santa Cruz County Office of Education	19. Adult Education/Literacy & Pos	Gary McIntire	Hollister School District
25. One-Stop Partner	Migrant Seasonal Farmworker Programs	Diana Carrillo	Center for Employment Training	29. WIA Programs (CalWorks) / Migi	Alia Ayyad	Center for Employment Training	20. Migrant Seasonal Farmworker Programs		
26. One-Stop Partner	Wagner-Peyser & TAA/NAFTA TAA & Ve	Rick Deraiche	Employment Development Department	30. Job Service (Wagner-Peyser Act)	Rick Deraiche	California Employment Development Departm	21. Migrant, Veterans, YEOP	Yuko Duckworth	Employment Development Dept.
27. One-Stop Partner	Rehabilitation Programs	David Dwyer	Department of Rehabilitation	31. Vocational Rehabilitation	Diane Berry-Wahrer	California Department of Rehabilitation	22. Rehabilitation Act of 1973	Mimi Laurent	State Dept. of Rehabilitation
28. One-Stop Partner	Welfare to Work & CSBG Emp & Train'g	F Elliott Robinson	Department of Social & Employment Svcs	32. Community Services Block Gran	Christine Johnson-Lyons	Community Action Board	23. CSBG Employment & Training	Kathy Flores	Health & Human Services
29. One-Stop Partner	Older Americans Act	Teresa Sullivan	Alliance On Aging	33. Older Americans VACANT	-	-	24. Older Americans	Jess Bosquez	National Council on Aging
30. One-Stop Partner	WIA Programs (Adult, DW, Youth)	Dave Potter	County of Monterey, Board of Supervisors	34. WIA Programs (CalWorks)	Cecilia Espinola	Santa Cruz County Human Services Departm	25. WIA Programs (CalWorks)	Kathy Flores	Health & Human Services
31. One-Stop Partner	Small Bus. Dev. Centers VACANT	-	-	35. SBDC VACANT	-	-	26. SBDC VACANT	-	-
32. One-Stop Partner	HUD Emp. & Train'g Prog. VACANT	-	Does not exist in LWIA.	36. HUD VACANT	-	-	27. HUD VACANT	-	Exist in LWIA???
33. One-Stop Partner	Job Corps VACANT	-	Does not exist in LWIA.	37. Job Corps VACANT	-	-	28. Job Corps VACANT	-	Exist in LWIA??
34. Organized Labor	Organized Labor	Maria Castillo	Monterey Bay Central Labor Council	38. Organized Labor	Paul Arsenault	Sheet Metal Workers' Union, Local 104	29. Organized Labor	Warren Barry	Plumbers, Steamfitters, Refrig. Fitters UA
35. Organized Labor	Organized Labor	Cesar Lara	Monterey Bay Central Labor Council	39. Organized Labor	Bonnie Morr	United Transportation Union, Local 123	30. Organized Labor	Steven M. Tuma	(Drywall/Lathers Local Union 9144
36. Organized Labor	Organized Labor	Steve MacArthur	Plumbers and Steamfitters Local 62	40. Organized Labor	Cesar Lara	Monterey Bay Central Labor Council	31. Organized Labor	Donald Dixon	IBEW Local 332-Int'l Brotherhood of Elec
37. Organized Labor	Organized Labor	Ralph Rubio	Carpenters Local 605, Monterey County	41. Organized Labor	Ed Van Valkenburg (Ned)	Carpenters Union Local 505	41.		
38. Organized Labor	Organized Labor	Ken Scherpinski	Int'l Brotherhood of Electrical Workers (IBEW)	42. Organized Labor	Bob Williamson	IATSE, Local 611	42.		

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** APPROVE A REIMBURSEMENT OF \$3,938.51 FOR CLASSROOM MATERIALS PURCHASED BY PRE-APPRENTICESHIP PROGRAM COORDINATOR.  
**DATE:** FEBRUARY 16, 2011

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**Recommendation:**

It is recommended that the Executive Committee approve a reimbursement for Pre-Apprenticeship classroom materials approved by the Construction Trades Training Roundtable. Receipts and invoices totaling \$3,938.51 for classroom materials paid for in advance by the Program Coordinator have been submitted to WIB staff.

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## ***CTTR EXPENDITURE/BUDGET REPORT, FEBRUARY 2011***

**1. Credits from City of Seaside**

Remaining balance of the First 50K Increment received and carried over from 2006	\$ 2,840.53
Second Increment Received 7-16-2007	50,000.00
Third Increment received 8-18-2008	50,000.00
<b>Subtotal</b>	<b>\$ 102,840.53</b>

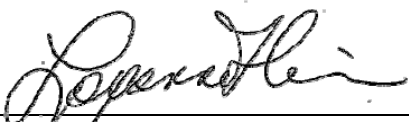
**2. Expenses**

Salary and Benefits for Program Coordinator	\$ 10,000.00
Supplies and Materials	4,386.37
Pacific Grove Chamber of Commerce	198.00
Payment to Monterey Adult School for ADA	16,108.58
Payment to Monterey Adult School for ADA	5,000.00
Monterey Santa Cruz Building Trades Council	3,750.00
Classroom Materials	1,519.35
Classroom Materials 2/24/2010	3,151.54
MSCBTC 3/2010	10,000.00
Classroom Materials	1,920.60
MSCBTC 7/2010	2,500.00
Classroom Materials, February 2011	3,938.51
<b>Subtotal</b>	<b>\$ 62,472.95</b>

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<b>Remaining Balance</b>	<b>\$ 40,367.58</b>
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Loyanne Flinn, Acting Executive Director  
 Monterey County Workforce Investment Board

02/11/2010

Date

This report was prepared by: Miguel Banda, WIB Management Analyst

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB) PLANNING COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR  
**SUBJECT:** DISCUSSION AND UPDATE ON THE NEW REQUESTS FOR PROPOSALS (RFP) FOR WORKFORCE INVESTMENT ACT (WIA) TITLE I ADULT AND YOUTH PROGRAM SUBCONTRACTS, SCHEDULED TO COMMENCE JULY 1, 2011  
**DATE:** FEBRUARY 16, 2011

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**SUMMARY:**

On January 19, 2011, the Executive Committee approved the development and issuance of two new Requests for Proposals (RFP) for Workforce Investment Act (WIA) Title I adult and youth program subcontracts scheduled to commence July 1, 2011. The Adult RFP will provide a maximum of \$900,000 for successful collaborative proposals to provide Core, Intensive, Training and Supportive Services to WIA eligible adults. The youth RFP will provide a maximum of \$468,000 for successful joint proposals to offer the ten W(A Youth program elements. The RFPs are scheduled for release on February 17, 2011.

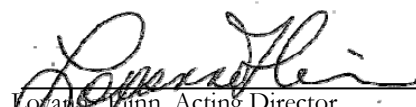
**DISCUSSION:**

Under WIA, the Monterey County WIB is required to have a One Stop Career Center delivery system, which currently exists in Salinas, Seaside and King City. The WIB is also allowed to seek additional partner agencies, through a competitive process, that have unique capacity, resources and expertise to provide WIA services to eligible target populations and all regions.

WIB staff has reviewed local WIA Title I performance and statistics over the past three years and developed target population goals based on an estimated enrollment of 800 adults and 600 youth. The Adult RFP seeks partners to increase outreach and services to Offender, Disabled, Veteran, High School Dropout, and Homeless individuals. Additionally, the category of Long-term unemployed is proposed to be added to the list of target populations. The Youth RFP seeks partners to increase outreach and services to Offender, Disabled, Out of School, Foster, TANF and Homeless youth.

**FISCAL, PROGRAM, AND MANAGEMENT INFORMATION (MIS) ISSUES OR IMPACTS:**

Funding levels for requested programs are contingent upon WIA Title I adult and youth allocations received from the US Department of Labor (US DOL) and the State of California for program year 2011-12.



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Loyanne Flinn, Acting Director  
Monterey County Workforce Investment Board

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02/11/2011

Date

This report was written by: Marleen Esquerra, WIB Management Analyst

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# MEMORANDUM

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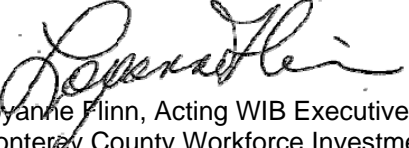
**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR  
**SUBJECT:** UPDATE ON THE NATIONAL ASSOCIATION OF WORKFORCE BOARDS (NAWB) CONFERENCE IN WASHINGTON DC ON FEBRUARY 5 – 8, 2011  
**DATE:** FEBRUARY 16, 2011

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**SUMMARY:**

The National Association of Workforce Boards (NAWB) hosted it's 32<sup>nd</sup> annual conference in Washington DC on February 5 – 8, 2011, entitled "Dialogue for Workforce Excellence".

This year's conference focused on "central content flow." Dr. Paul Harrington, set the context by giving a comprehensive snapshot of the economy. On Monday there were two panels facilitated by Bob Schieffer – the first was a dialogue with employers on what is happening in key industry sectors and regions, and the second with leaders from key federal departments on what they are doing to help you address the challenges you face every day in your communities. The discussion was followed by Issue Forums on five themes: reemployment, credentialing, literacy, youth, and economic development. This year the NAWB committee reduced the number of panelists and restructured the sessions so they are truly dialogues that allow the audience to interact directly with members of the Administration who are charged with making key policy decisions. Furthermore, there were four rounds of exceptional workshops on the broad range of subjects the attendees have come to expect at the Annual Forum. In addition, this year there were a smattering of "Spotlight Sessions," which focused on topics of specific interest to NAWB and the members. Like the Issue Forums, they were interactive and result in information that could organize the NAWB committee in the coming year. Finally, there were two new additions to this year's Forum – one visible and one not so apparent. First the obvious one: on Tuesday morning, before the closing General Session, there was a "What's Next?" round: three technical assistance sessions designed to help you – whatever your role in the workforce system – process the information you have heard over the previous two days and develop an action agenda to deploy at home. As for the invisible addition: The committee invited a score of NAWB's regular attendees to serve as "listeners" at this year's Forum. They have volunteered to be the eyes and ears to deepen our understanding of what works – and doesn't work – about the conference. Their feedback, along with your evaluations will ensure NAWB continues to make the issues that are most important to our members a priority, and organize its resources to address the mission critical needs in the field.

  
Lyanne Flinn, Acting WIB Executive Director,  
Monterey County Workforce Investment Board

This report was prepared by Manley Bush, WIB Management Analyst

02/11/2011

Date

<b>National Association of Workforce Boards</b>	<b>Summaries and Next Steps</b>	<b>Washington D.C. February 5-8, 2011</b>
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<i>Board Business</i>	<i>The Monterey County Workforce Investment Board is structured and positioned to achieve strategic priorities that enhance the success of the local workforce investment system.</i>
<i>Economic Development &amp; Workforce Partnerships</i>	<i>The Monterey County Workforce Investment Board partners with local businesses and economic development agencies to create and sustain jobs in Monterey County.</i>
<i>Education &amp; Workforce Partnerships</i>	<i>The Monterey County Workforce Investment Board is a convener of education and workforce development stakeholders that ensure resources are leveraged so relevant training programs are offered to job-seekers. The MCWIB is a champion of WorkKeys and WIN so that job-seekers and students are skilled and employers have a certified job-ready workforce.</i>
<i>Model One-Stop Delivery System</i>	<i>The purpose and services of the Monterey County One-Stop Delivery System are understood by and accessible to all workforce investment stakeholders through a variety of modalities.</i>
<i>Regional Collaborations</i>	<i>The Monterey County Workforce Investment System strengthens working relationships with regional partners and consortiums.</i>

Event/Session	Important Points	Make it local	Priority
Opening General Session	<p>Paul Harrington made the point that Universal Access is over; with level funding we will need to return to hardest to serve populations. In addition to our target groups there is now increased emphasis on three groups:</p> <ul style="list-style-type: none"> <li>• Long term unemployed</li> <li>• Un- or under-employed college grads</li> <li>• Youth 16-21 with no work experience</li> </ul>	<p>Monterey County went from serving 300 to 3000 participants in the One Stop Career Centers under a Integrated Model. Does this mean we are back to 300?</p> <p>We must get creative about a Summer Youth Employment Program this year.</p>	Model One-Stop
R1: Multi-Jurisdiction Collaboration to Cut Admin Costs: A Survival Strategy for Lean Times	Five rural WIBs in Texas collaborate to win competitive grant funds and improve efficiency, performance and impact. They worked with Jobs for the Future to merge administrative functions.	In our six county region, we have already been successful in winning collaborative grants. We should also explore efficiency by bartering monitoring, ETP, ETPL, and other admin functions.	Regional Collaboration Model One-Stop
R2: Assessing the Return on the Public's Investment in Workforce Development	Two counties south of Denver are collaborating on how to increase the return on each workforce public dollar spent in terms that are measureable and understandable. In partnership with EMSI they created local economic modeling. They want others to improve their methodology.	Their methods and outcomes aren't third-party validated, but they are very interesting. Some jobs generate more economic activity than others – in effect they are jobs that work to create more jobs. Once we identify those jobs locally, we should prioritize them	Model One-Stop
R3: For the Locals, by the Locals: A Labor Market Blueprint and Economic Investment Snapshot	Reviewed Labor Market report completed with consultant in Massachusetts WIBs with an Economic Development Snapshot.	Good example.	Economic Development & Workforce Partnership
R4: Leverage Your Local Philanthropy and Bring Millions to Local Workforce Strategies	National Fund for Workforce Solutions <a href="http://www.nfwsolutions.org">www.nfwsolutions.org</a> is a resource that we need to explore. There are philanthropic organizations that will fund workforce. Community Foundations are another example.	We should consider beginning a campaign for summer youth employment with our local philanthropic organizations. We won't be able to duplicate the last two years with WIA alone. It's very public, popular and possible.	Model One-Stop
Investing in the Competitive Advantage: Credentialing and the Public Workforce System	The emphasis was to invest training dollars primarily in training that leads to a validated credential. Part of the session was a prioritizing exercise.	Our model of partnering to provide work-based learning as part of a credential program supports participants who need the extra wages, stipends or support services.	Education and Workforce Partnership Model One-Stop

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB) EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR  
**SUBJECT:** DISCUSSION AND REVIEW OF THE MONTEREY COUNTY HOUSEHOLD INCOME 12 MONTHS AMERICAN COMMUNITY SURVEY (ACS) 2005-09 FOR WIA LOWER LIVING STANDARD INCOME LEVEL (LLSIL) FOR A FAMILY OF 4  
**DATE:** FEBRUARY 16, 2011

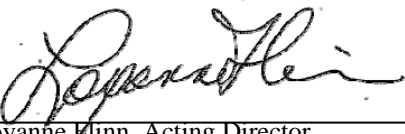
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**INFORMATION/DISCUSSION:**

On January 19, 2011, WIB Policies #2011-01, 2011-02, and 2011-03 were approved by the Executive Committee. During the meeting there was a request by one of the Executive Committee members to provide statistical information on a typical family household as it pertains to each policy requirements. Ms Loyanne Flinn, Acting WIB Executive Director will present to the committee information on the Monterey County Household Income 12 months ACS Survey 2003-2009 – WIA LLSIL Family Size of 4.

**ATTACHMENTS:**

7a. ACS survey for a Family of 4 (1 page)



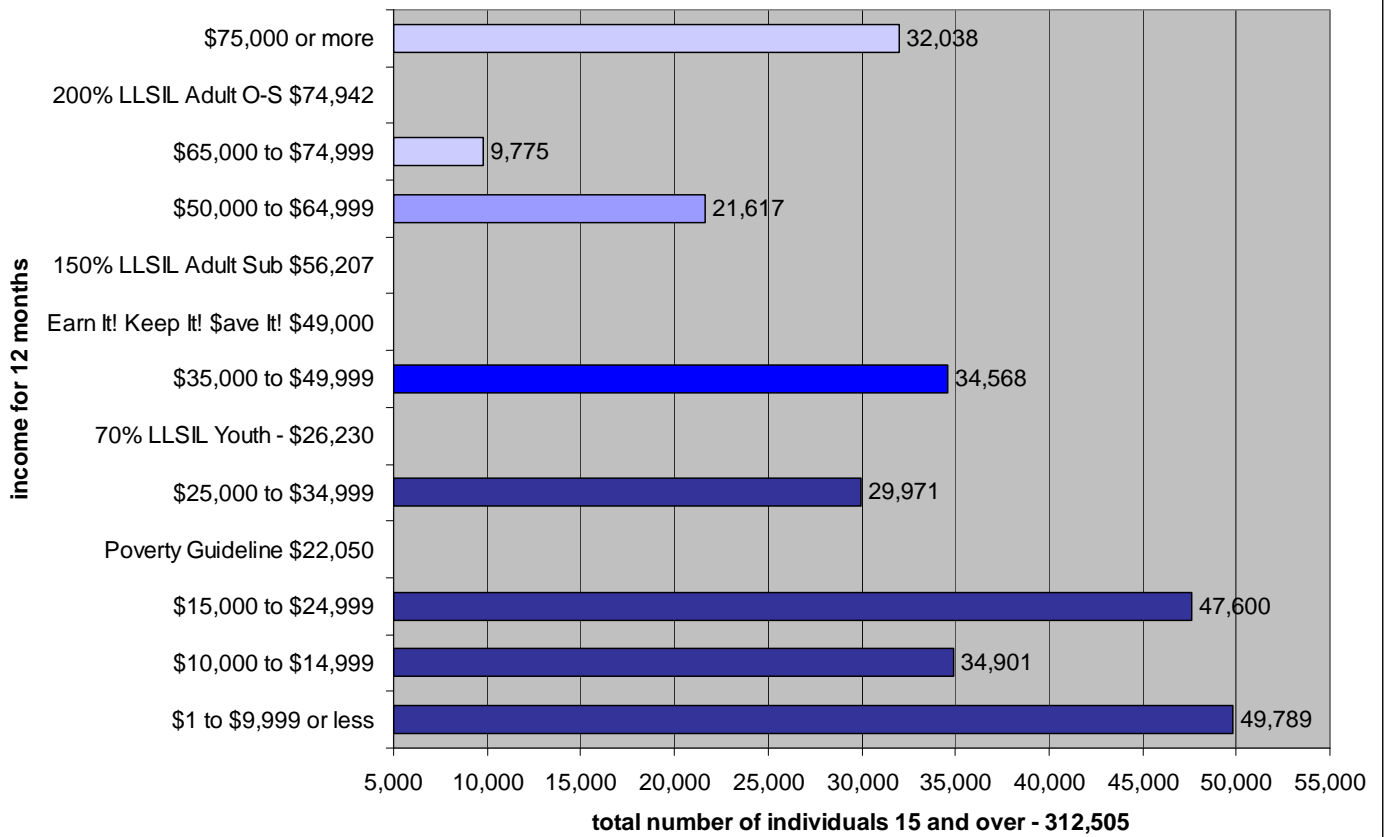
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Loyanne Flinn, Acting Director  
Monterey County Workforce Investment Board  
This report was written by Manley Bush, WIB Management Analyst

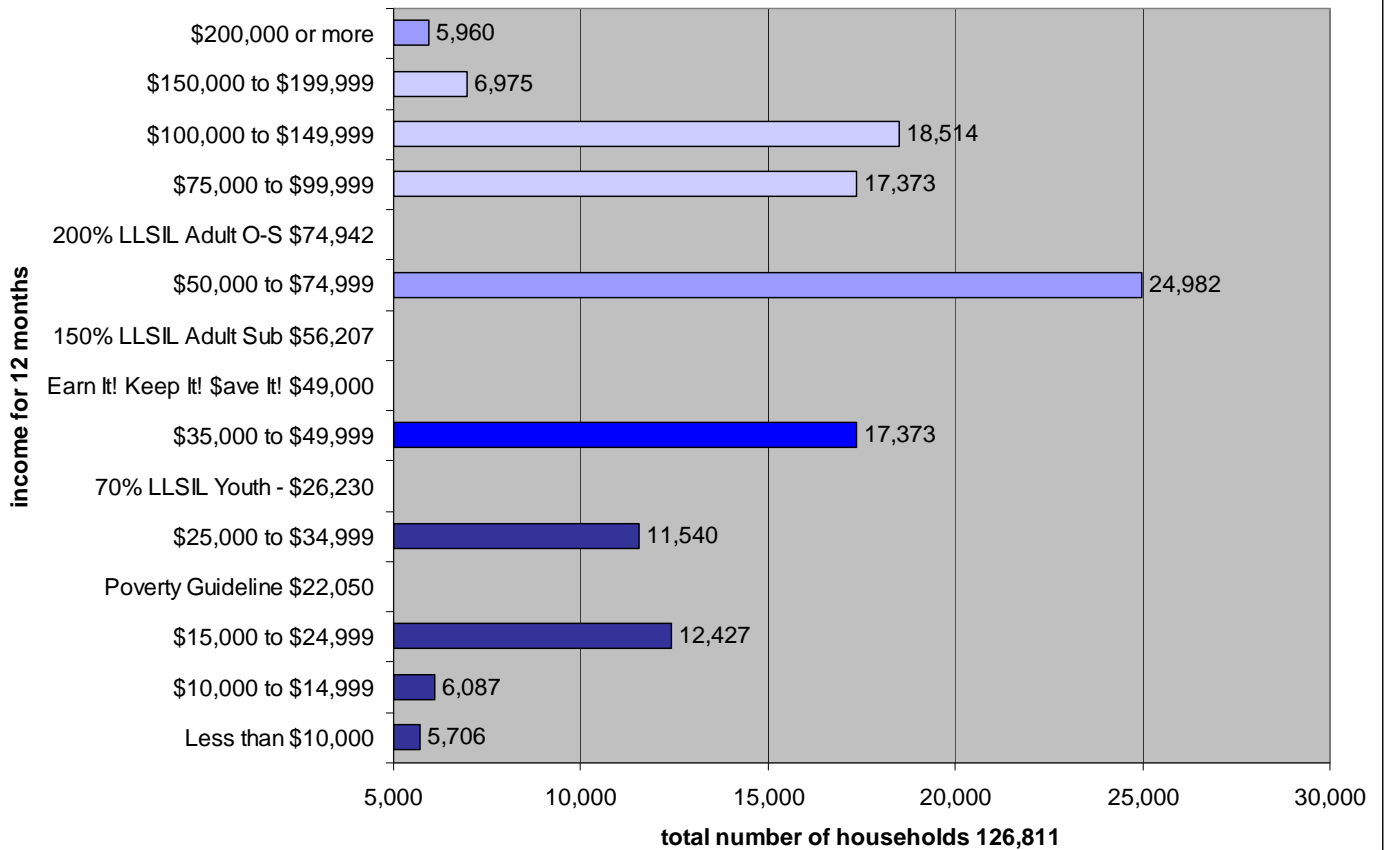
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02/11/2011  
Date

### Monterey County Income ACS 2007-09 - LLSIL Family Size = 4



### Monterey County Income ACS 2007-09 - LLSIL Family Size = 4



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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB) OVERSIGHT COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** APPROVE THE FINAL MONITORING REPORT OF THE MONTEREY COUNTY LAYOFF AVERSION GRANT MONITORING REPORT FOR PY 2009-10  
**DATE:** FEBRUARY 16, 2011

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**DISCUSSION:**

The monitoring review of the Monterey County Business Council (MCBC) and Small Business Development Center's (SBDC) Layoff Aversion grant for program year 2009-10, covered the period of January 1, 2010 – September 30, 2010. The focus of this review was to evaluate compliance with the provisions of the Workforce Investment Act associated regulations, directives and the provisions of the contract. Information collected for this report was obtained through review of the Disability Program navigator Grant, MIS reports, correspondence, and staff payroll. This information was used to determine adequate fiscal controls and programmatic compliance.

A draft monitoring report was issued to MCBC and SBDCs on December 21, 2010. There were several challenges noted in the report. The final monitoring report was issued to both agencies on January 14, 2011. WIB staff noted that both agencies have accepted the final report. WIB staff is pending a final program and fiscal expenditure report from the MCBC.

**ATTACHMENTS:**

8a.OET's 2009-10 Final Monterey County Layoff Aversion grant Monitoring Report (3 pages)

  
\_\_\_\_\_  
Loyanne Flinn, Acting Director  
Monterey County Workforce Investment Board  
This report was written by: Manley Bush, WIB Management Analyst

\_\_\_\_\_  
02/11/2011  
Date



# WORKFORCE INVESTMENT BOARD

## MONTEREY COUNTY

ERIK CUSHMAN, CHAIR

LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR

730 La Guardia Street  
 P.O. Box 2135  
 Salinas, CA 93902  
 Phone (831) 759-6644  
 Fax (831) 796-3512  
 flinnlg@co.monterey.ca.us

February 4, 2010

Mary Ann Leffel, President  
 Monterey County Business Council  
 732 Fremont Blvd, Suite 200  
 Seaside, CA 93955

### Final Monitoring Report for Monterey County Layoff Aversion Project 2009-2010

This report presents the results of contract monitoring of the Workforce Investment Act (WIA) Title I Layoff Aversion activities performed by the Monterey County Business Council (MCBC) and funded by the American Recovery and Reinvestment Act (ARRA). The monitoring covered the period of January 1 – September 30, 2010 and focused on project outcomes and fiscal expenditures.

The purpose of this monitoring was to evaluate compliance with the provisions of the WIA, ARRA, associated regulations, directives and the responsibilities of MCBC under their contract. Information collected for this report was obtained through review of the layoff aversion contract, program operating plan, correspondence, invoice reimbursement, line item budgets, staff interviews and performance metrics. This information was used to determine the success and impact of the project and any recommendations for future projects.

The Layoff Aversion program reported that 473 jobs/individuals at-risk of lay-off were saved and retained after 6 weeks. These job saving estimates are from 50 companies assisted. Although goals for outreach, number of employers, and referrals to the One-Stops were not achieved as planned, the number of layoffs averted is over 300% of plan. To provide context, the table below shows data representing seasonal highs and lows and the number of additional unemployed individuals compared to the previous year.

	January			September		
	2008	2009	2010	2008	2009	2010
Unemployment rate	11.6%	15.3%	17.8%	6.3%	9.6%	10.5%
Number unemployed	23,300	31,600	37,500	13,800	21,200	23,300
Additional unemployed compared to previous year	2,000	8,300	<b>5,900</b>	3,300	7,400	<b>2,100</b>

Important details of the project include the industries/sectors that received assistance, the size of businesses assisted and the number of employees identified at each employer. Employers in the northern region of the grant were concentrated in Agriculture, and in the southern region of the grant in Hospitality (Restaurants).

The smallest, largest and median size of employers were: \_\_\_\_\_

The fewest, most and median number of employees at risk at one business were: \_\_\_\_\_

### Grant Summary

In September 2009, the Monterey County Workforce Investment Board (MCWIB), using funding provided under ARRA, issued a Request for Proposals (RFP) for the provision of layoff aversion

services to “at risk” businesses in Monterey County. The Monterey County Business Council (MCBC) was selected as the recipient of the grant for a maximum of \$250,000. The statement of work in the contract set a goal to outreach approximately 1,000 businesses and refer those in need of assistance to local Small Business Development Centers (SBDCs) to provide 10 to 15 hours of one-on-one counseling.

The MCBC committed to collaborating with two SBDCs, one located at Cabrillo College and serving Monterey Peninsula, and the other located in Gonzales and serving the Salinas to south Monterey County area. The contract was intended to provide augmentation to the SBDC services beyond what they were previously funded to do. Assistance was anticipated for a minimum of 100 “at-risk” businesses. The ultimate goal of this project was to give “at risk” business sufficient assistance to reverse their need to lay off workers. Additionally, businesses that needed non lay-off aversion services were to be referred directly to the Business Services team of the Monterey County One Stop Career Center.

Outcomes, Challenges, Lessons Learned and Recommendations for the Layoff Aversion Project

Outcomes as of September 30, 2010	Plan	Actual
1. Outreach	1000	<b>765</b>
2. # of employers provided assistance to avert layoffs	100	<b>50</b>
3. # of jobs at-risk, retained after 6 weeks, based on employers served	150	<b>473</b>
4. # of employers referred to the One-Stop Career Center’s Business Services Team	425	<b>11</b>
5. Average customer service satisfaction score for Lay-off Aversion Services	N/A	<b>4.16</b>

**Challenges:**

Input from MCBC on challenges includes:

- The RFP release and **contract execution** was not timely. MCBC believes this late start-up adversely impacted their ability to find and assist “at risk” businesses before layoffs occurred. The layoff aversion project concept was approved in May 2009, the RFP was let in September 2009, and the contract was executed in January 2010.
- **Better communication parameters** in working with the SBDC partners and the many representatives involved in the subcontract would have alleviated confusion. For example, on occasion, when the SBDC partners were not satisfied with an answer from MCBC, they would contact the WIB staff for answers. WIB staff did not consistently refer the SBDCs back to MCBC for all inquiries on the subcontract.

Input from the WIB monitors on challenges include:

MCBC did not appear to have staffing capacity to implement and provide **outreach support and coordination** between itself and the two SBDC agencies. As a result:

- The monitoring determined that only 7 referrals were provided from MCBC to the SBDCs which adversely slowed down overall service delivery and expenditures. The SBDCs served 50 of the expected 75 employers by the end of September 30, 2010. Many of these employers were the result of direct outreach performed by the SBDCs and not a result of referrals by MCBC.
- The total expenditures accrued under the contract amounted to only \$118,795 or only 40% of the 3<sup>rd</sup> quarter plan of \$295,013.
  - MCBC's expenditures equaled \$73,404, or only 39% of \$187,500 planned;
  - Cabrillo College SBDC equaled \$22,340, or only 42% of \$53,135 planned;
  - CSUMB SBDC equaled \$23,051, or only 42% of \$54,378 planned.

Only two of fifty companies assisted completed a **post service evaluation** form. Although the results for those two rated 4.16 on a scale of 1 to 5, with 5 being the highest, the low response rate does not substantiate high overall performance.

SBDC **confidentiality of information rules** got in the way of good communication, reporting, and evaluation. The MCBC was unable to critically evaluate performance during the program. This LWIB monitoring was the first look at the business population of the project, and even that was done by on-site reviews of controlled electronic files of the companies served.

The reported success (473 jobs saved) was derived by **self attestation of employers**, who estimated the number of jobs that could have been lost without assistance and an assumption that they all were saved. There was no process or methodology to validate these jobs were at risk, or if the assistance that was provided to the business was instrumental in saving the jobs. There has also not been follow-up to verify those jobs were saved.

**Based on our monitoring of the layoff aversion program, lessons learned and recommendations are as follows:**

1. While it is not possible to predict in the midst of a recession and recovery when employers will need assistance to avert layoffs, and when employers will need assistance to start adding employees, opportunities were lost due to the late execution of the contract between WIB and MCBC.
2. As proposed in the project, a coordinator position at MCBC funded by the grant is critical to ensure that frequent communication occurs between partners to support mutual expectations and plans to achieve goals and to act as the single point of contact for both WIB and SBDCs.
3. The WIB, MCBC and SBDCs should agree on a method of acquiring additional post service evaluation data to report on the success of this project.
4. An agreement on how to share confidential business information between partners should be outlined as part of any proposal.
5. Additional follow-up would provide information on whether jobs were saved and how the layoff aversion intervention played a role. Other documentation and/or information requirements for determining whether a job is saved, in addition to employer estimates, should be specified in any proposal. One example would be to document that a small business loan provided sufficient funding to cover payroll during a cash flow gap, so that orders could be filled and revenues

Because the methodology for our monitoring review included sample testing, this report is not a comprehensive assessment of all of the areas included as part of your contract, program and fiscal operations. As you know, it is your responsibility to ensure that your systems, program, and related activities comply with the WIA related regulations and applicable state directives. Therefore, any deficiencies identified in subsequent reviews, such as an audit, would remain your responsibility.

Again, please extend our appreciation to your staff for their assistance during our monitoring. If you have any questions, please contact me at (831) 759-6644.

Sincerely,



Lorraine Flinn

cc: Manley Bush, WIB Management Analyst  
Mary Ann Leffel, MCBC Contract File  
Teresa Thomae, SBDC, Cabrillo College, Contract File  
Andrea Nield, SBDC, CSUMB College, Contract File

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB)  
**FROM:** LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR  
**SUBJECT:** DISCUSSION REGARDING MONTEREY COUNTY LOCAL WORKFORCE INVESTMENT AREA'S (LWIA) PERFORMANCE FOR PROGRAM YEAR 2009-10 AND 2010-11  
**DATE:** FEBRUARY 16, 2011

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**INFORMATION:**

Mr. Manley Bush, WIB Analyst, plans to discuss the Monterey County Local Workforce Investment Area's (LWIA) performance standards for program year 2009-10 and 2010-1.

**SUMMARY of Monterey County LWIA - Performance Goals:**

The Monterey County Workforce Investment Board (WIB) uses two sets of performance standards to include Common Measures and Contract Performance Measures to oversee the workforce investment system effectively and to evaluate the performance of their Workforce Investment Act (WIA) service providers.

**Common Measures:**

Common Measures are required standards or goals set by the Department of Labor each year for local workforce investment areas. They are an integral part of the performance accountability system and are calculated at the end of each Program Year. A Program Year begins on July 1st and ends on June 30th of the following year. These measures are calculated based on the number of participants enrolled and their date of exit from a WIA funded program.

**Adult & Dislocated Worker Common Measures:** WIA Adult and Dislocated Worker programs are measured by three Common Measures that include Entered Employment Rate, Retention Rate, and Average Earnings. The purpose of these measures is to identify core areas of the workforce system that impact the number of people who found jobs; whether or not they stayed employed; and what they earned. The Adult and Dislocated Worker Common Measure Goals for Program Year 2009-10 and 2010-11 are as follows:

<b>Common Measures Program Year 2009-10 and 2010-11</b>	<b>Adult Goals</b>	<b>Dislocated Worker Goals</b>
1. Entered Employment Rate	67.0%	63.4%
2. Retention Rate	75.0%	80%
3. Average Earnings	\$10,500	\$12,500

**Youth Common Measures:** WIA Youth programs are measured by three Common Measures that include Placement in Employment or Education, Attainment of a Degree or Certificate, and Literacy and Numeracy Gains. The purpose of these measures is to identify core areas of the workforce system that impact the number of youth who found jobs or enrolled in post-secondary education, training and or occupational skills training; achieved a high school diploma, GED, or certificate; and increased their literacy and numeracy levels from the start of their program. The Youth Common Measure Goals for Program Year 2009-10 and 2010-11 are as follows:

<b>Common Measures Program Year 2009-10 and 2010-11</b>	<b>Youth Goals PY2009-10</b>	<b>Youth Goals PY2010-11</b>
1. Placement in Employment or Education	69%	65%
2. Attainment of a Degree or Certificate	65%	61%
3. Literacy and Numeracy Gains	40%	40%

**Exclusions:** WIA participants who receive only self-service or informational activities are excluded from the Common Measures performance accountability system.

**Contact Performance Measures (Plan vs. Actual):**

The Monterey County Workforce Investment Board (WIB) uses a plan vs. actual analysis to evaluate the performance, budget expenditures and progress of WIA programs and subcontractors at the local level on a monthly and quarterly basis throughout the Program Year.

The Contract Performance Measures are based on the percentage rates of planned (contractual) performance numbers to actual performance numbers throughout the Program Year. The planned performance numbers are derived from each WIA subcontractor's contract, which is negotiated before the start of each Program Year. Each subcontractor has different planned performance numbers based on their statement of work, enrollment goals, staffing structure, budgets, and other deliverables.

**The Contract Performance Measures include the following:**

- Planned enrollments compared with actual enrollments
- Planned participants entered into training (on-the job training, individual training accounts, work experience) compared with actual number trained
- Planned placements into employment compared with actual placements
- Planned budget allocations compared with actual expenditures (staff salaries/benefits, supportive services, etc.)
- Average cost per enrollment and placement
- Average wage and gains
- Planned exits compared with actual exits
- Youth credentials achieved
- Youth literacy and numeracy gains

**Attachment**

10a. LWIA Final Performance Goals for PY2009-10 and 2010-11 (6 pages)



Loyanne Flinn, Acting WIB Executive Director,  
Monterey County Workforce Investment Board  
This report was prepared by: Manley Bush, WIB Management Analyst

02/11/11

Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB) OVERSIGHT COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** DISCUSSION AND UPDATE ON CURRENT GRANT ACTIVITIES FOR PY 2010-11  
**DATE:** FEBRUARY 16, 2011

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## **DISCUSSION:**

Information and updates on the following grant activities will be presented for discussion:

### Youth Build

Youthbuild provides grants on a competitive basis to non-profit organizations to assist high-risk youth between the ages of 16-24 to learn housing construction job skills and to complete their high school education. Program participants enhance their skills as they construct and/or rehabilitate affordable housing for very low-, low-income, and homeless persons or families.

### CalGRIP

The Employment Development Department (EDD) in coordination with the California Workforce Investment Board and the California Labor and Workforce Development Agency announces the availability of \$5 million of Workforce Investment Act (WIA) Governor's Discretionary 15 Percent funds to expand job training for current gang members, gang involved, or at-risk of gang involvement youth as part of the Governor's California Gang Reduction, Intervention and Prevention (CalGRIP) Initiative.

### TAA Eligible Trade Adjustment Assistance

The Trade Adjustment Assistance (TAA) program is a federal program established under the Trade Act of 1974, as amended. The TAA Program provides aid to workers who lose their jobs or whose hours of work and wages are reduced as a result of increased imports. Workers whose employment is adversely affected by increased imports may apply for TAA. TAA offers a variety of benefits and reemployment services to assist unemployed workers prepare for and obtain suitable employment.

Workers may be eligible for training, job search and relocation allowances, income support and other reemployment services. The TAA program is administered by the Employment and Training Administration of the U.S. Department of Labor. States serve as agents to the Labor Department in administering the TAA program

### National Emergency Grant

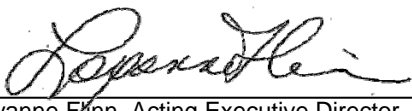
National Emergency Grants (NEGs) temporarily expand the service capacity of Workforce Investment Act Dislocated Worker training and employment programs at the state and local levels by providing funding assistance in response to large, unexpected economic events which cause significant job losses. NEGs generally provide resources to states and local workforce investment boards to quickly reemploy laid-off workers by offering training to increase occupational skills.

### Regional Industry Clusters

The Workforce Collaborative of California's Central Coast (WCCCC) is comprised of the Workforce Investment Boards of Monterey, San Luis Obispo, Santa Barbara and Ventura Counties with the purpose of establishing mutually-beneficial relationships to improve workforce development on the Central Coast. Moreover, the WCCCC partners recognize that we share several industry sectors, including agriculture, hospitality and healthcare. Other critical Central Coast stakeholders have arrived at a similar conclusion--

most notably, the newly-formed "Green Coast Innovation Zone" with partners from Ventura, Santa Barbara, and San Luis Obispo counties.

The Green Coast partners are comprised of economic development, government, educational institutions, private sector employers and workforce professionals, and it is their intent to make the tri-county area the "Silicon Valley of the Green Industry." Thus, a strong workforce understanding of the new, emerging green industry will be needed in this effort. The California Economic Strategy Panel identifies the Central Coast as one of the nine economic regions in the state. The WCCCC focuses on shared demographics and priorities to strategically align and leverage opportunities for WIA and non-WIA funding by creating a competitive edge for funding as a region.



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Loyanne Finn, Acting Executive Director  
Monterey County Workforce Investment Board  
This report was written by Manley Bush, Management Analyst

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02/11/2011  
Date

# WORKFORCE INVESTMENT BOARD

## MONTEREY COUNTY

ERIK CUSHMAN, CHAIR

LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR



730 La Guardia Street  
P.O. Box 2135  
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flinnlg@co.monterey.ca.us

February 10, 2011

Outreach and Assistance for Socially Disadvantaged  
Farmers and Ranchers Program  
Office of Advocacy and Outreach  
U.S. Department of Agriculture  
1400 Independence Avenue SW  
Washington, DC 20250-9821

Dear OASDFR Review Committee:

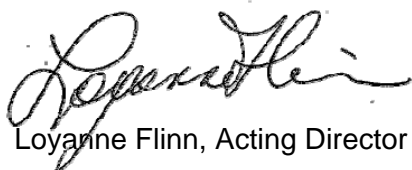
The Workforce Investment Board (WIB) of Monterey County supports the work of the Agriculture and Land-Based Training Association (ALBA) to assist socially disadvantaged and beginning farmers. Their proposed project, "Outreach, Education and Technical Assistance for Socially Disadvantaged Farmers on the Central Coast of California," will provide crucial resources to build knowledge and bridges among growers, USDA programs and other technical assistance agencies. ALBA is a leading entrepreneurial training program in Monterey County, where there is a vast number of unemployed people who may be aspiring farmers.

The work proposed in this project will focus on sustained outreach and education among socially disadvantaged, Hispanic and women farmers. In order to support this work, the WIB will:

- Provide a monthly forum for ALBA and its partner agencies to present their farm and business education programs to unemployed and underemployed people.
- Provider referrals to ALBA's educational programs for aspiring and existing socially disadvantaged farmers who may benefit from their business training and incubation.

For more than nine years, ALBA has advanced opportunities for Spanish-speaking, immigrant and aspiring farmers in their regions. The WIB looks forward to partnering in this project and asks for your deliberate consideration of this vitally important work.

Sincerely,



Lorraine Flinn, Acting Director

cc: Erik Cushman, WIB Chair  
Elliott Robinson, Department of Social and Employment Services  
Lynda Dunn, Office for Employment Training

# WORKFORCE INVESTMENT BOARD

## MONTEREY COUNTY

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November 23, 2010

Rancho Cielo Youth Campus  
710 Old Stage Road  
P.O. Box 6948  
Salinas, CA 93912

Dear Judge Phillips,

Monterey County Workforce Investment Board and Office for Employment Training are happy to support Rancho Cielo YouthBuild Program. The Office for Employment Training provides youth employment services that include:

- Assistance in identifying desirable job skills for the local labor market
- Assistance in finding and obtaining employment
- Assistance and guidance in obtaining and enrolling into post-secondary education, military service, college coursework, classroom career training, or gaining admittance to an approved trade apprenticeship program
- Guidance, direction and support during paid and unpaid work experience opportunities
- Workshops, leadership opportunities, mentoring, tutoring, vocational training, pre-employment skills training and vocational assessments

We are looking forward to having the opportunity to collaborate with the Rancho Cielo YouthBuild Program by supporting the recruitment process of at-risk youth. We will be happy to work directly with YouthBuild staff at Rancho Cielo and will co-enroll up to 36 youth per year during the grant period. Our commitment to this project includes one half-time Youth Advisor for each of the first two years of the project as well as training and support services funds for a total of \$120,000 per year for two years.

The Office for Employment Training is supportive of Rancho Cielo's YouthBuild Program subject to approval and receipt of FY 2010 YouthBuild Grant. For more information, please feel free to contact me at 831-759-6644 or [flinnlg@co.monterey.ca.us](mailto:flinnlg@co.monterey.ca.us)

Sincerely,

Loyanne Flinn, Acting Director

# WORKFORCE INVESTMENT BOARD

## MONTEREY COUNTY

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January 10, 2011

Dr. Lisa Ramirez, Director  
Office of Migrant Education  
Office of Elementary and Secondary Education  
U.S. Department of Education  
400 Maryland Avenue, S.W.  
Washington, D.C. 20202

### Farmworker Institute of Education and Leadership Development (FIELD) Comprehensive High School Equivalency (HEP) Proposal CFDA Number: 84.141A

Monterey County Workforce Investment Board and the One-Stop Career Centers are pleased to support FIELD's 2011 application to the High School Equivalency Program, under Competitive Preference for being a "Novice Applicant" and under Invitational Priority 4: Engaging faith-based and community based organizations"

We are supportive of FIELD's proposed HEP program to integrate the obtaining of General Education Diplomas (GED) into a continuum with FIELD's basic skills in literacy and English as a Second Language (ESL) programs in order to create a pathway to place GED graduates into Institutions of Higher Education (IHE)s , skills upgrade training or military service. FIELD's proposed HEP program will provide opportunity for migrant and seasonal farm workers and their families California's Central Coast region. Much of this region is predominantly agricultural and faces growing structural unemployment, increasing high school drop out rates, low college attendance, and extensive poverty for the growing farm worker population. Adult illiteracy, lack of English language skills, and a chronic lack of high school diplomas or their equivalency is a major barrier for increasing the life chances of this community socially or economically. In line with the goal of the Obama administration to provide a minimum of one year of postsecondary education to every adult in America, this program will help to attract new employers in economic sectors such as value-added agriculture and clean technology.

We would like to offer in-kind support in the form of group orientations and information offered at the FIELD site as well as supportive services up to \$200 for individuals who enroll at the One-Stop Career Center and complete assessments and career plans. These services will assist in this project by helping over 500 participants and is valued at \$100,000 over the five-year grant period.

Loyanne Flinn, Acting Director

cc: Erik Cushman, WIB Chair  
Elliott Robinson, Department of Social and Employment Services  
Lynda Dunn, Office for Employment Training  
Chris Berthiaume, Office for Employment Training

# WORKFORCE INVESTMENT BOARD

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February 1, 2011

The Monterey County Workforce Investment Board and Office for Employment Training are pleased to support this \$500,000 CalGRIP 2010/11 proposal in partnership with our community and public partners in education, employment and training, counseling, and law enforcement, and community outreach. The total project budget with match funds from the collaborative is \$1,059,797.

Match funds totaling \$219, 891 will be provided out of local WIA Title I funds for participant costs and program/administrative support over the 20 months of the grant period. Match includes \$49,291 in staff salaries, benefits and allocated operating expenses for a part time position to support the coordination of the partners and grant administrative functions including participant payroll and support services payments. Match in the amount of \$170,600 is included for training costs to support tuition, internships or On-the-Job training contracts for the participants in the grant.

The academic and educational preparation, job readiness and employment services that will be provided are vital in our area. With our existing funding, we cannot serve a large enough group of at risk, gang involved and gang member 18-24 year olds. This grant will make it possible to achieve positive outcomes with as many as 60 additional people. It also strengthens the existing relationships and builds capacity with all of our partners.

Sincerely,



Loyanne Flinn, Acting Director

cc: Erik Cushman, WIB Chair  
Elliott Robinson, Department of Social and Employment Services  
Lynda Dunn, Office for Employment Training

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# MEMORANDUM

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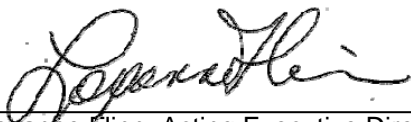
**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** DISCUSSION AND UPDATE REGARDING THE ECONOMIC DEVELOPMENT DEPARTMENT AND INFRASTRUCTURE  
**DATE:** FEBRUARY 16, 2011

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**INFORMATION:**

Ms Loyanne Flinn, Acting WIB Executive Director will present an update on the new Economic Development Department infrastructure. The timeframe for the transfer of the WIB to the new department is expected to be on or about December 2011.

The Economic Development Department's interim Director Mr. Jim Cook and his staff met with the WIB staff on two occasions to discuss the transitional timeline of the two departments. The discussion focused on introduction of assigned staff individual assignments and current projects, goals and objectives.



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board  
Prepared by: Manley Bush, Management Analyst

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02/11/2011  
Date