



SPECIAL EXECUTIVE COMMITTEE MEETING AGENDA PACKET

**Thursday, September 26, 2024
9:00 a.m. - 10:30 a.m.**

**344 Salinas Street, Suites 205 & 206
Salinas, CA 93901**

Documents related to agenda items that are distributed to the WDB less than 72 hours prior to the meeting shall be available for public inspection at 344 Salinas Street, Suite 101, Salinas, CA or visit our website at www.montereycountywdb.org. Documents distributed to the WDB at the meeting by County staff will be available at the meeting; documents distributed to the WDB by members of the public shall be made available after the meeting. This WIOA Title I financially assisted program or activity is an equal opportunity employer/program and auxiliary aids and services are available upon request to individuals with disabilities.

ALTERNATE AGENDA FORMATS: 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. Individuals with a disability requiring a modification or accommodation, including auxiliary aids or services, in order to participate in the public meeting may make these requests to the Secretary to the WDB at (831) 796-6434. TTY/CRS: Dial 711.

NOTICE TO THE PUBLIC

Members of the public who wish to address the Committee should identify themselves and state their name for the record. You should complete a blue Comment Card located near the door, prior to making comments, and hand it to the designated Workforce Development Board staff member.

Copies of the agenda have been placed on the table near the door for your convenience.

The procedure for this meeting is as follows:

- The Committee Secretary will verify quorum; the Chair will read the opening remarks.
- Members of the public wishing to make a comment on an item that is not on the agenda will be given two (2) minutes each to comment.
- Workforce Development Board staff and/or Committee Members will present recommendations for each action item on the agenda.
- Committee members may ask questions of Workforce Development Board Staff and other Committee Members.
- Members of the public wishing to make a comment on an agenda item will be given two (2) minutes each to comment.
- The Committee may take action on any item designated as an action item.
- Workforce Development Board members may only discuss items listed on the Agenda pursuant to the "Brown Act." With respect to non-agenda items raised by the public, Workforce Development Board members may calendar them for a future meeting, may briefly respond, or may request clarification from the member of the public but, to remain in compliance with the Brown Act, they may not address non-agenda items raised by the public in a substantive or in-depth manner.



344 Salinas Street, Suite 101
Salinas, CA 93901

(831) 796-6434
www.montereycountywdb.org

WDB Members:

Erik Cushman,
WDB & Executive Chair

Cesar Lara
Margaret D'Arrigo-Martin
Paula Calvetti

Monterey County Workforce Development Board Special Executive Committee Meeting

America's Job Center of California, 344 Salinas Street
Suites 205 & 206, Salinas, CA 93901

Thursday, September 26, 2024; 9:00 a.m.

AGENDA

CALL TO ORDER/ROLL CALL:	Erik Cushman, <i>Chair</i>
CHANGES TO AGENDA:	
PUBLIC COMMENT: <i>(Limited to 2 minutes per person)</i>	
CONSENT CALENDAR:	Erik Cushman
1. ACTION: Consider approval of minutes from the Monterey County Workforce Development Board (MCWDB) Executive Committee meeting on June 20, 2024.	Erik Cushman
DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:	Erik Cushman
1. ACTION: Consider and approve sole-source purchase of Transfr Virtual Reality career exploration system for an amount not to exceed \$17,000 for 2024-25.	Linda Avakian
2. ACTION: Consider and approve accepting an \$886,260 grant from the Central California Alliance for Health to fund Community Health Worker (CHW) program training and coordination and authorize the Executive Director to sign the services agreement effective retroactive to July 1, 2024, for the period from July 1, 2024, through September 30, 2026.	Chris Donnelly
3. ACTION: Consider and approve the following policy: • 2024-05: Stipends and Incentive Payments	Elizabeth Kaylor
4. ACTION: Approval of appointment of Roger Gilbert, Central Coast Small Business Development Center (SBDC), representing Economic Development, to the Monterey County Workforce Development Board.	Erik Cushman
5. ACTION: Consider and approve the 2024-25 America's Job Center of California (AJCC) Certification Matrices and Indicator Assessment for submittal to the Local Area's Regional Advisor.	Chris Donnelly
6. Discuss MCWDB's 2023-24 budget closeout.	Daisy Fernandez
7. Discuss MCWDB's Community Builder Awards (CBA) ceremony rescheduled to Wednesday, December 4, 2024	Vanessa Kor
8. Update on the Pajaro Business Relief program.	Chris Donnelly Vanessa Kor
9. Discuss an outreach and marketing plan to support MCWDB's operations and Strategic Objectives.	Chris Donnelly
10. Discuss the July 31, 2024, meeting with Monterey Peninsula and Hartnell community colleges that covered Regional Equity and Recovery Partnerships (RERP) implementation and resource sharing.	Chris Donnelly
11. Update on Business Services 4 th quarter performance.	Linda Avakian
12. Update on WIOA Adult, Dislocated Worker, and Youth programs.	Melineh Kocharian Deborah Carrillo Charlotte Johnson
13. Discuss a Request for Qualifications/Quotes (RFQ) for (1) job readiness workshops and online training and (2) local and regional contractor services released in August 2024.	Elizabeth Kaylor
14. Discuss the Monterey County Board of Supervisors' Strategic Initiatives and Key Objectives.	Chris Donnelly
15. Update on Committee members' workforce and business activities.	Board members



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ANNOUNCEMENTS:		Erik Cushman
ADJOURNMENT		Erik Cushman
SUBCOMMITTEE MEETINGS: Executive: 10/17/2024	WDB MEETING OCTOBER 10, 2024	
<p>Documents related to agenda items that are distributed to the WDB less than 72 hours before the meeting shall be available for public inspection at 344 Salinas Street, Suite 101, Salinas, CA, or visit our website at www.montereycountywdb.org. Documents distributed to the WDB at the meeting by County staff will be available at the meeting; documents distributed to the WDB by members of the public shall be made available after the meeting. This WIOA Title I financially assisted program or activity is an equal opportunity employer/program and auxiliary aids and services are available upon request to individuals with disabilities. ALTERNATE AGENDA FORMATS: 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. Individuals with a disability requiring a modification or accommodation, including auxiliary aids or services, to participate in the public meeting may make these requests to the Secretary to the WDB at (831) 796-6434. TTY/CRS: Dial 711.</p>		

UNADOPTED MINUTES

**Monterey County Workforce Development Board
Executive Committee Meeting**

America's Job Center of California, 344 Salinas Street
Suites 205 & 206, Salinas, CA 93901

Thursday, June 20, 2024

Members Present: Erik Cushman (Chair), Paula Calvetti, and Cesar Lara

Members Absent: Margaret D'Arrigo-Martin

Staff Present: Christopher Donnelly, Elizabeth Kaylor, Pearl Sanchez, Daisy Fernandez, Vanessa Kor, and Linda Avakian

Public Comment: None

Call to Order/Introductions: Erik Cushman called the meeting to order at 9:07 a.m. and asked for introductions. A quorum was established.

Changes to Agenda: None

DIRECTOR'S REPORT:

- Meeting with Pajaro Business Alliance to offer assistance with job training, recruitment, hiring
- Working with Santa Cruz County to assist Pajaro area residents with workforce services in their community.
- MCWDB is receiving another Alliance grant for \$866,000.

CONSENT CALENDAR:

1. **Action:** Consider approval of minutes from the Workforce Development Board (WDB) Executive Committee meeting on April 19, 2024.

A motion was made by Cesar Lara to approve the minutes for the Executive Committee meeting on April 19, 2024, seconded by Paula Calvetti. Motion passed.

Discussion or Review of Business Calendar Action Items:

1. Executive Director Chris Donnelly and the Committee discussed WDB's Strategic Objectives relating to the 2024-25 budget.
7. Management Analyst Vanessa Kor provided an update on Workforce Innovation and Opportunity Act (WIOA) Adult, Dislocated Worker, and Youth program performance. This item was heard out of order at the request of the Chair.
2. **ACTION:** Consider and approve Arbor E&T, dba Equus Workforce Solutions, to provide One Stop Operator services in the amount of \$135,000 for Program Year (PY) 2024-25.
A motion was made by Cesar Lara and seconded by Paula Calvetti to approve Arbor E&T, dba Equus Workforce Solutions, to provide One Stop Operator services in the amount of \$135,000 for Program Year (PY) 2024-25. Motion Passed.
3. **ACTION:** Consider and approve Arbor E&T, dba Equus Workforce Solutions, to provide WIOA Adult and Dislocated Worker case management services in the amount of \$1,900,000 for Program Year (PY) 2024-25.
A motion was made by Paula Calvetti and seconded by Cesar Lara to approve Arbor E&T, dba Equus Workforce Solutions, to provide Adult and Dislocated Worker case management services in the amount of \$1,900,000 for Program Year (PY) 2024-25. Motion Passed.
4. **ACTION:** Consider and approve Turning Point of Central California to provide WIOA Title 1 Youth case management services in the amount of \$750,000 in South Monterey County for PY 2024-25.
A motion was made by Cesar Lara and seconded by Paula Calvetti to approve Turning Point of California to provide Youth case management services in the amount of \$750,000 for Program Year (PY) 2024-25. Motion Passed.
5. **ACTION:** Consider and approve Arbor E&T, dba Equus Workforce Solutions, to provide WIOA Youth case management services in the amount of \$750,00 in North Monterey County for PY 2024-25.

A motion was made by Cesar Lara and seconded by Paula Calvetti to approve Arbor E&T, dba Equus Workforce Solutions, to provide Youth case management services in the amount of \$750,000 for Program Year (PY) 2024-25. Motion Passed.

At the request of the Chair, Business Items 6, 8, 9, and 10 were tabled until the next regularly scheduled meeting.

Adjournment: Chair Erik Cushman adjourned the meeting at approximately 10:40 a.m.

MEMORANDUM

TO: Workforce Development Board Executive Committee

FROM: Christopher Donnelly

SUBJECT: Approval of Transfr, Inc. Sole Source
Recommendation

DATE: September 26, 2024

RECOMMENDATION:

It is recommended that the Executive Committee approves the Executive Director's recommendation to approve a sole source agreement with Transfr, Inc., to purchase a Virtual Reality (VR) career exploration system for the coming program year for an amount not to exceed \$17,000.

BACKGROUND:

In July 2024, Monterey County Workforce Development Board (MCWDB) staff was directed to request that potential Virtual Reality (VR) career exploration system providers submit a timely quote for a VR program for MCWDB's adult and youth clients interested in virtually exploring high-growth sectors and occupations. It was anticipated that the quotes provided for the VR system would include VR goggles and a list of available and potential VR career exploration videos for a wide variety of careers. In addition, VR providers were requested, as part of their quote, to provide a computerized tracking mechanism to record participants' interests and aptitudes, learned skills, and progress during their sessions with the VR equipment.

Pursuant to MCWDB's Procurement Standards, purchases between \$10,000 and \$150,000 require three or more written quotes. Initially, four companies were approached to provide a VR system with a set of VR career exploration programs designed to give a "day in the life" experience for a particular job, allowing job seekers the opportunity to get a practical understanding of tasks and working conditions without ever having to leave the America's Job Center of California (AJCC) facility.

However, when the two timely responses were received, only EON Reality, Inc. and Transfr, Inc. were able to provide career-related VR systems, and once staff had reviewed the information provided as part of EON Reality's response, it was clear that it focused mainly on Human Resources and employee-required training and that it had not included a list of available or potential career exploration videos. The \$25,920 quote from EON Reality also offered 30 sets of VR goggles with their system, leading to a much higher system cost.

Transfr submitted a quote for \$17,000 and provided a list of 32 occupational videos available in five major disciplines, with many of these occupations in the high-growth sectors of healthcare, construction, transportation and logistics, and hospitality. The quote includes five sets of VR goggles and a job seeker dashboard to allow case managers to track the progress of the participant. The Transfr videos present near-real-life situations, giving a jobseeker the ability to experience what some

of the job tasks in the given occupations are like to perform and allowing them to determine if they may have an interest in those fields.

Because the quote from Transfr was both less expensive and more responsive to the request for a VR career exploration and participant tracking system, staff recommends that the Executive Committee approve the purchase of Transfr's \$17,000 VR system.

DISCUSSION:

According to WDB Policy #2019-02, Procurement Standards, the WDB may procure goods and services without competition under certain limited circumstances. Per the One-Stop Comprehensive Financial Management Technical Assistance Guide issued by the U. S. Department of Labor, the purchase must be unfeasible under other methods, and at least one of the following conditions apply:

- The item is available from only one source.
- Public emergency precludes delay.
- The WDB Executive Director recommends a sole source procurement, and the WDB subsequently authorizes the specific non-competitive procurement (upon a formal request for approval).
- A competitive process yields an insufficient number of bidders (fewer than two), yields bidders who are not responsible; yields proposals that are non-responsive, or yields results that are otherwise inadequate to meet Monterey County WDB's program needs, as determined by the Monterey County WDB in its discretion.

A cost analysis is required for all non-competitive procurements.

Here, the Executive Director is recommending the execution of a sole source agreement with Transfr, Inc. If the WDB approves the recommendation to award a contract to Transfr, it will maintain the required documentation for the non-competitive, sole-source purchase including, as applicable:

- A WDB staff report providing the reason(s) for selecting the sole source method, explaining why competitive procurement is unfeasible, and which additional sole source condition applies, if any.
- The estimate of the potential purchase price.
- A copy of the unsuccessful RFQ/IFB/RFP and responses submitted.
- A determination of *the responsibility of the selected provider* and cost analysis.
- Why the provider was selected.
- A copy of Monterey County WDB meeting minutes indicating approval of the sole source procurement.
- A copy of the award documents and resulting contract.

NEXT STEPS:

If the recommendation to purchase the Transfr, Inc system is approved by the Executive Committee, it will be forwarded to the full board for consideration at its next regular meeting.

MEMORANDUM

TO: Workforce Development Board Executive Committee

FROM: Christopher Donnelly

SUBJECT: Alliance CHW Training Grant

DATE: September 26, 2024

RECOMMENDATION:

It is recommended that the Monterey County Workforce Development Board (MCWDB) Executive Committee approves and authorizes the WDB Executive Director to accept CHW training grant funding in the amount of \$886,260 and sign the services agreement effective retroactive to July 1, 2024, for the period from July 1, 2024, through September 30, 2026.

SUMMARY:

Beginning July 1, 2022, the State of California's Department of Health Care Services added a compensable Community Health Worker (CHW) Service Benefit to facilitate equitable access to services and improve the quality and cultural competence of service delivery. The Central California Alliance for Health (the Alliance), an award-winning regional non-profit health plan serving members in Monterey, Santa Cruz, and Merced counties, has established the CHW Service Benefit with contracting, credentialing, and reimbursement pathways for services providers. Demand for CHW training is increasing based on the July 2022 Medi-Cal initiatives. The Alliance seeks to provide grant funding in the total amount of \$866,260 to offset the project coordination staff costs over the two-year period of the grant and cover CHW training and in-person operational costs for four cohorts of up to 130 employees of Alliance-contracted health care provider organizations.

BACKGROUND:

The Monterey County Workforce Development Board (MCWDB) developed a CHW certificate training program with Monterey Peninsula College (MPC) that is expected to meet the State's Certificate Pathway requirements, with the possibility of being grandfathered in as an approved program. MCWDB's program was established as a local industry-recognized credential that meets the minimum standards for foundational CHW training, endorsed by the Monterey County Health Department, Doctors on Duty, Salinas Valley Memorial Healthcare System, and Clinica de Salud del Valle de Salinas. The credentialing process is currently on hold at the state level.

The CHW curriculum was developed by national CHW thought leader Tim Berthold, founder of the CHW Training Group and author of a highly acclaimed CHW textbook. The CHW Training Group developed a trainer/mentor model, ensuring that students have engaging instructors active in the CHW field and a sense of community to support their academic and social needs. A key aspect of the training is that it is accessible and rigorous but does not rely on a multi-semester community college program, which may be prohibitive for some individuals interested in becoming CHWs.

The MCWDB CHW Certificate Training Program was successfully piloted with MPC as a hybrid online/in-person curriculum from October 2021 through March 2022, with funding from the Blue Shield of California Foundation in partnership with the University of California, San Francisco (UCSF). The pilot program certified 27 CHWs. Based on demand, additional CHW cohorts were trained and certified in March and October 2023, with another 59 individuals receiving CHW certifications.

DISCUSSION:

The Alliance's proposed support of the MCWDB's CHW training program is an \$886,260 investment in a proven, sustainable model well-received by students and employers, and positioned to align with forthcoming State requirements. If the MCWDB's Executive Director is approved to accept the grant from the Alliance and sign the services agreement, funding will be provided for the following purposes:

Budget Expenses	Award
Tuition for 130 CHW Trainees	\$ 650,000
Project Staffing	\$ 183,040
Food and Logistical Costs	\$ 34,000
Books	\$ 9,620
Training Team Travel	<u>\$ 9,600</u>
Total Award	\$ 886,260

The cost per person to train a CHW is \$5,000. It is anticipated that a combination of the Alliance funding and State funding allocated from the MCWDB's \$1,150,000 Regional Equity and Recovery Partnerships (RERP) grant, provided in 2023 to increase enrollments in the region's four community colleges – Cabrillo, Gavilan, Hartnell, and MPC – will be applied to fund the CHW training costs. RERP funding will be applied toward training costs for up to 10 of the 130 CHW participants.

NEXT STEPS:

If the Executive Committee approves the Executive Director to accept the Alliance grant funding and sign the services agreement, the agreement will be forwarded to the Board of Supervisors for approval to accept and sign the grant. Staff will forward the recommendation to the full Board for ratification at its next meeting.



MEMORANDUM

TO: Workforce Development Board Executive Committee

FROM: Christopher Donnelly

SUBJECT: Consider and Approve Stipends and Incentive
Payments Policy

DATE: September 26, 2024

RECOMMENDATION:

It is recommended that the Monterey County Workforce Development Board (MCWDB) Executive Committee considers and approves the following new policy.

New Policy:

Draft #2024-05: MCWDB Stipends and Incentive Payments

Applicable to: Recipients and subrecipients of funds awarded by the State; all WIOA funds, including formula allocated funds, 15 Percent Governor's Discretionary funds, and any other WIOA-funded discretionary grants or programs; and State of California general funds.

Purpose: this policy establishes the allowability of stipend and incentive payments to participants in WIOA and State-funded grants and programs, and provides the definitions, requirements, and conditions under which stipends and incentives may be provided.

Attachment:

Draft #2024-05 Stipends and Incentive Payments

STIPENDS AND INCENTIVE PAYMENTS

EXECUTIVE SUMMARY

This policy provides guidance and establishes the procedures for providing stipends and incentive payments to eligible participants enrolled in Workforce Innovation and Opportunity Act (WIOA) Title I Adult, Dislocated Workers and Youth programs and training and employment programs provided through State of California general funds. This policy applies to all Local Workforce Development Boards (WDBs), community-based organizations, and any other recipients or subrecipients of funds awarded by the State; all WIOA funds, including formula allocated funds, 15 Percent Governor's Discretionary funds, and any other WIOA-funded discretionary grants or programs; and State of California general funds, and is effective immediately.

References to WIOA Final Regulations are adopted to apply to stipends and incentives paid with general funds provided by the State of California, by incorporation in this Directive.

REFERENCES

- WIOA Final Regulation, 2 CFR Part 200
- WIOA Final Regulations, 20 CFR 681.640
- WIOA Final Regulations, 20 CFR 683.200(b)(2)
- State of California Employment Development Department (EDD) Workforce Services Directive WSD23-08, *Stipends and Incentive Payments*, May 23, 2024

BACKGROUND

WIOA law and Final Regulations are silent on the provision of stipends and incentives to adult and dislocated worker populations in WIOA funded programs, while some State-funded grants explicitly allow the use of stipends. This policy establishes the allowability of stipend and incentive payments to participants in WIOA and State-funded grants and programs.

Stipends and incentive payments to participants are strong motivators that help enable participation and lead to more successful outcomes for workforce program participants.

The Monterey County Workforce Development Board is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities or limited English.

Stipends can help alleviate financial stress by providing participants with the funds they need in order to be successful in the program. Stipends cover the costs associated with attending training, lost wages due to time spent in training, and ultimately ensure that participants do not drop out and return to lower wage, lower skilled occupations to meet immediate financial needs. Stipends cannot be used to replace wages.

Incentive payments, on the other hand, are provided as recognition for achievements, and can help motivate participants to achieve successful outcomes that will lead to long term financial self-sufficiency. Incentives are considered awards and are used to encourage participants to complete training, remain in jobs, or complete program activities. Incentives may be given for a participant's achievement in training, education, work readiness skills and/or an occupational skills attainment goal as identified in the Individual Service Strategy (ISS) or Individual Employment Plan (IEP). These payments may be awarded in the form of cash, check, gift card, or other type of card.

PROCEDURAL GUIDANCE

Definitions

Stipends - Fixed payments paid to program participants for participation in a training or other workforce activity that requires a *substantial regularly scheduled time commitment*. Stipends are a form of financial support paid to a participant to help cover the costs associated with living expenses, travel, and/or materials needed to be successful in training or other workforce activities.

Incentives - Payments paid to program participants for recognition and achievement directly tied to work experience, education, and training.

Requirements for Provision of Stipend Payments

Stipends must enable individuals to achieve their goals; and cannot be paid in lieu of wages. In order to provide stipends to program participants, recipients of funding from the State must have policies and procedures in place that meet the following criteria:

- a. Provides appropriate justification for how the provision of stipends is aligned with the goals of the specific program(s), including who is being served, what type of training, and why stipends are needed for participants to be successful.
- b. Aligns with the local program's organizational policies.
- c. Is in accordance with the requirements contained in [2 CFR part 200](#). (e.g., federal funds must not be spent on entertainment). This applies to federal funds through 2 CFR part 200 and is adopted to apply to State funds, by incorporation in this Directive.
- d. Outlines that stipends will not be used to replace wages. In cases where wages are the most appropriate form of payment to the participant, wages must be paid in accordance with existing work based learning and other policies.
- e. Outlines methodology for the determination of need for stipends, the determination of stipend amounts, and how determinations will be documented.
- f. Appropriately differentiates criteria between stipends and incentives if both types of payments are allowed within the program.

Recipients of funding from the State are not required to provide stipends, unless mandated through legislation for specific programs, and may, through their own policies determine to be more restrictive than the State policy, or not allow the use of stipends. Policies must be in place before stipends are

paid with funds granted by the State. In order to incorporate the use of stipends into non-formula funded grants and/or programs including WIOA discretionary grants or State-funded grants, policies and implementation must follow any grant specific requirements as applicable.

Requirements for Provision of Incentive Payments

Incentive payments must be for the recognition and achievement directly tied to training activities and work experiences; and cannot be paid in lieu of wages. In order to provide incentives to program participants, recipients of funding from the State must have policies and procedures in place that meet the following criteria:

- a. Provides appropriate justification for how the provision of incentives is aligned with the goals of the specific program(s), including who is being served, and what type of activities and outcomes are being incentivized with the payments.
- b. Aligns with the local program's organizational policies.
- c. Is in accordance with the requirements contained in 2 CFR part 200 (e.g., federal funds must not be spent on entertainment). This applies to federal funds through 2 CFR part 200 and is adopted to apply to State funds, by incorporation in this Directive.
- d. Outlines that incentives will not be used to replace wages. In cases where wages are the most appropriate form of payment to the participant, wages must be paid in accordance with existing work based learning and other policies.
- e. Outlines methodology for determining the appropriate use of incentives based on how they will help participants achieve goals, milestones, or outcomes, incentive amounts, and how determinations will be documented.
- f. Appropriately differentiates criteria between stipends and incentives if both types of payments are allowed.

In order to incorporate the use of incentive payments into special grants and/or programs, policies and implementation must follow any grant-specific requirements, and be incorporated into approved budgets, as applicable.

Monterey County Workforce Development Board (MCWDB) Incentive Payments to WIOA Adult and Dislocated Worker Participants for Achieving Specific Milestones

- **Unsubsidized Employment and Retention**
 - Obtained unsubsidized employment and employed 2nd quarter after exit - \$50
 - Retained in unsubsidized employment, 4th quarter after exit - \$50
- **Transitional Jobs**
 - Completion of a Transitional Job assignment - \$50

MCWDB Incentive Payments to WIOA Youth Participants for Achieving Specific Milestones

The provision of incentives to WIOA Youth program participants is aligned with the goals of the WDB's WIOA Youth programs, including assisting to motivate at-risk youth participants and retain them in the program while serving to encourage participants' achievement of in-program and post-exit WIOA Youth performance measures by incentivizing the following activities and outcomes with the payments.

- **Workshop Completion**
 - Transfr Virtual Reality Career Exploration - \$25
 - Leadership - \$25

- **Placement in Employment/Education/Training**
 - Obtained Unsubsidized Employment (employed 2nd quarter after exit) - \$100
 - Retained Unsubsidized Employment (employed 4th quarter after exit) - \$100
 - Re-enrolled in secondary education or GED course (out-of-school pursuing GED or HS diploma only) - \$100
 - In Program Training-Related Skills Gain - \$150
- **Attainment of Degree/Certificate**
 - Attained Degree or Certification (by 3rd quarter after exit) - \$100
 - Completion of Secondary Education - \$150

Documentation of Stipends and Incentive Payments

All stipends and incentive payments must be documented in CalJOBS through case notes and appropriate activity code(s). When providing stipends and/or incentive payments, the following must be documented in the participant case file (case note): (1) Justification for why stipends and/or incentives are being provided, (2) the contribution it makes to the participant's success, and (3) how the stipend or incentive payment was calculated and why the dollar amount provided is necessary and reasonable. For more information, refer to Attachment 1 of WSD19-06.

Recipients of funds from the State must maintain appropriate and identifiable expenditure records of stipends and incentive payments for the purposes of local, state, and federal monitoring / audits. When writing stipend and incentive policies, the EDD encourages entities to adhere to Internal Revenue Service guidelines to understand the differences between stipends, incentives, and wages. It is critical to correctly identify payments to avoid a disallowed cost if deemed as wages. The recipient of funds is responsible for properly educating participants on any potential tax implications or impact to public benefits, like federal disability benefits or other benefit types that are impacted by earned or unearned income.

ACTION

Please bring this Directive to the attention of all relevant parties.

INQUIRIES

If you have questions, please contact staff at (831) 796-6434. This policy is posted on the WDB website located at: www.montereycountywdb.org/policies/

CHRIS DONNELLY, Executive Director
Monterey County Workforce Development Board



MEMORANDUM

TO: Workforce Development Board Executive Committee

FROM: Christopher Donnelly

SUBJECT: Approval of appointment of Roger Gilbert
Representing Economic Development

DATE: September 26, 2024

RECOMMENDATION:

It is recommended that the Executive Committee approve the appointment of Roger Gilbert, Central Coast Small Business Development Center (SBDC), representing Economic Development, to the Monterey County Workforce Development Board.

BACKGROUND:

Mr. Gilbert, Program Director, Central Coast Small Business Development Center, has applied for membership to the full Workforce Development Board.

As the nominating body, the Executive Committee is asked to consider Mr. Gilbert's application and recommend it for full Workforce Development Board approval at its meeting on October 10, 2024.

The WDB bylaws state that members who are appointed to fill a vacancy shall serve until the normal expiration of the term of the vacant seat. A member can continue to serve until reappointment or replacement by the Board of Supervisors.

ATTACHMENTS:

Mr. Roger Gilbert's application



344 Salinas Street, Suite 101 | Salinas, CA 93901

Monterey County Workforce Development Board (WDB) Membership Application

Name: Roger B. Gilbert Date Submitted: 9-18-24
Title: Director
Business/Organization Name: Central Coast Small Business Development Center (SBDC)

Representation

Please select from one of the following categories that you represent: (Federal Register Section 679.320)

- | | |
|--|--|
| <input type="checkbox"/> Business | <input type="checkbox"/> Local Educational Entity |
| <input type="checkbox"/> Labor Organization | <input type="checkbox"/> Community-Based Organization |
| <input checked="" type="checkbox"/> Economic Development | <input type="checkbox"/> Wagner-Peyser |
| <input type="checkbox"/> Rehabilitation | <input type="checkbox"/> Chief Elected Official/Board of Supervisors |

Contact Information

Business/Organization Name: Central Coast SBDC, Hosted by the Monterey County Business Council (MCBC)
City: Salinas State: CA Zip code: 93901
Phone: [REDACTED] Fax: [REDACTED]
Mobile: [REDACTED]
Email address: roger@mcbc.biz
Website address: centralcoastsbdc.com
Business license number: [REDACTED]
City of residence: [REDACTED]

Business Related Questions

Please answer the following questions and attach any additional pages, if necessary:

1. Number of current employees: 3
2. Number of years with current business/organization: 5 months
3. Number of years in business in Monterey County: 13
4. Please describe the nature of your business and your position: Responsible for the SBDC operation and all services to small business.

5. Please list your current chamber and association memberships, the duration of each membership and the positions you currently hold:

MCBC and now SBDC have worked with all of the local Chambers of Commerce for many years.

6. Please list any professional award(s) or recognition you have received within the last 5 years:

Service Award from Santa Barbara County for Outstanding Service to Small Businesses during the Pandemic.

7. As a member of your business with optimum policy authority, please describe your responsibilities within your organization:

Compliance with all requirements from our Federal and State Grantors and providing services on behalf of the SBDC.

Monterey County WDB Related Questions

Please answer the following questions and attach any additional pages, if necessary:

1. What do you hope to contribute from your participation on the Monterey County WDB

To be of service in helping to provide information and expertise to small businesses and entrepreneurs to create and preserve jobs.

2. What experience in the areas of fundraising, budget analysis, workforce policy development, youth services, knowledge of the labor market, and community involvement or linkages with educational agencies do you bring to the Monterey County WDB, as applicable?

I have expertise and education in a variety of industries and functional areas, especially financial and credit analysis.

3. Membership on the Monterey County WDB requires that each member attend a full WDB meeting every two months, attend training sessions for board members and become an advocate for workforce development. The time commitment for these activities ranges from a minimum of 4 to 10 hours per month. Can you make that time commitment? Yes ☒ No ☐

4. Membership on the Monterey County WDB requires that each member serves on a sub-committee. The time commitment for this activity ranges from a minimum of 3 to 4 hours per month. Can you make that time commitment? Yes ☒ No ☐

5. Why do you wish to serve on the Monterey County WDB? (Describe in 100 words or less)

I want to support job growth and economic development in our communities and further the efforts of the WDB and the SBDC.

Signature and Acknowledgement

I, the undersigned, certify that the information on this application is true and correct to the best of my knowledge and that, if appointed to serve, I will do so to the best of my ability and in the best interest of Monterey County and its citizens.

Signature: _____

Date: 9-18-24

MEMORANDUM

TO: Workforce Development Board Executive Committee

FROM: Christopher Donnelly

SUBJECT: Approval of America's Job Center of California
(AJCC) 2024-25 Certification Materials

DATE: September 26, 2024

RECOMMENDATION:

It is recommended that the Executive Committee approves the 2024-25 America's Job Centers of California (AJCC) Certification Matrices and Indicator Assessment for submittal to the Local Area Regional Advisor.

BACKGROUND:

The WIOA establishes a framework under which Local Boards are responsible for maintaining a network of high-quality, effective AJCCs that align a wide variety of publicly or privately funded education, employment, and training programs. To assist in these efforts, the California Workforce Development Board (CWDB) developed objective criteria and procedures for Local Boards to use when certifying the AJCCs within their Local Areas. These policies and procedures are based on the prior certification process, which utilized an AJCC Certification Workgroup comprised of state-level partners and Local Board representatives and ensures that AJCCs deliver a better experience and continuously improve services for job seekers, workers, and employers.

The WIOA Joint Final Rule Section 678.800 outlines three key requirements for AJCC certification:

- Effectiveness of the AJCC;
- Physical and programmatic accessibility for individuals with disabilities; and
- Continuous improvement.

California's AJCC certification process is centered on these key requirements and sets a statewide standard of service delivery that ensures all customers consistently receive high-quality service.

DISCUSSION:

In accordance with WIOA Section 121(g), Local Boards must select an evaluation panel to perform an independent and objective evaluation of the AJCCs in their Local Areas once every three years using criteria and procedures established by the CWDB. The Local Board may not remove or replace any of the federal or state criteria.

The certification process for comprehensive, affiliate, and specialized AJCCs will be conducted during Program Year (PY) 2024-25 and take effect January 1, 2025.

Baseline AJCC Certification Process

The baseline AJCC certification process ensures that every comprehensive, specialized, and affiliate AJCC complies with key WIOA statutory and regulatory requirements. It is important to note that this is an individualized process; it will not be used to compare or rank one AJCC or Local Board against another AJCC or Local Board. The completed comprehensive, affiliate, and specialized AJCC certification matrices must be submitted to the Local Area Regional Advisor by November 1, 2024.

Comprehensive AJCC Baseline Certification

The following requirements must be met to certify an AJCC as comprehensive:

1. Each Local Board and partner within the comprehensive AJCC have a signed and implemented Memorandum of Understanding (MOU) with the Local Board meeting the requirements in the *WIOA Memorandums of Understanding* directive (WSD18-12).
2. The AJCC has implemented the board-defined roles and responsibilities of the AJCC Operator and Title I Adult and Dislocated Worker Career Services Provider as indicated in the *Selection of AJCC Operators and Career Services Providers* directive (WSD22-13).
3. The AJCC complies with equal opportunity for individuals with disabilities in accordance with the ADA, WIOA Section 188, Title 29 CFR Part 38, WIOA Joint Final Rule Section 678.800, and all other applicable federal and state guidance.
4. The AJCC meets all regulatory requirements to be considered a comprehensive AJCC as identified in the WIOA Joint Final Rule Section 678.305.

Affiliate and Specialized AJCC Baseline Certification

The following requirements must be met to certify an AJCC as an affiliate or specialized:

1. Each Local Board and partner within an affiliate or specialized AJCC have a signed and implemented MOU with the Local Board meeting the requirements in the *WIOA Memorandums of Understanding* directive (WSD18-12).
2. The AJCC complies with equal opportunity for individuals with disabilities in accordance with the ADA, WIOA Section 188, Title 29 CFR Part 38, WIOA Joint Final Rule Section 678.800, and all other applicable federal and state guidance.
3. Meets all regulatory requirements to be considered an affiliate or specialized AJCC as identified in the WIOA Joint Final Rule Sections 678.300(d)(3), 678.310, and 678.320.

AJCC Certification Indicator Assessment

To highlight areas where AJCCs can continuously improve their service delivery, the AJCC Certification Workgroup identified seven AJCC Certification Indicators to measure continuous improvement for all AJCCs. These seven indicators will continue to be utilized to establish consistency throughout the Local Areas.

The AJCC Certification Indicators are as follows:

1. The AJCC ensures universal access, emphasizing individuals with barriers to employment.
2. The AJCC actively supports the One-Stop system through effective partnerships.
3. The AJCC provides integrated, customer-centered services.
4. The AJCC is an on-ramp for skill development and attaining industry-recognized credentials that meet the needs of targeted regional sectors and career pathways.
5. The AJCC actively engages industry and labor and supports regional sector strategies

- through an integrated business services strategy focusing on quality jobs.
6. The AJCC has high-quality, well-informed, and cross-trained staff.
 7. The AJCC achieves business results through data-driven continuous improvement.

The AJCC Certification Indicator Assessment describes each certification indicator along with examples of criteria and requires a complete rationale for each certification indicator provided. Local Boards may establish additional criteria or set higher standards for continuous improvement than those listed above and must submit a completed AJCC Certification Indicator Assessment to their Regional Advisor by November 1, 2024.

NEXT STEPS:

The recommendations and evaluations from the completed AJCC Certification Indicator Assessment will be used to create a Continuous Improvement Plan for the AJCC.

If the AJCC Matrices and Indicator Assessment are approved by the Executive Committee, they will be provided in a timely manner to the Local Area Regional Advisor and will also be forwarded to the full board for consideration at its next regular meeting.

Discuss 2023-2024 Budget Closeout.

Executive Director Christopher Donnelly will discuss the 2023-2024 budget closeout.

**Discuss the Community Builder Awards (CBA) Ceremony
Rescheduled to December 4, 2024**

Executive Director Christopher Donnelly will discuss the 2024 Annual Community Builder Awards Ceremony.

Update on the Pajaro Business Relief Program

Executive Director Christopher Donnelly will provide a verbal update on the Pajaro Business Relief program.

Career Center Marketing and Communications Initiative

Internal Communications Plan

- Goal: Aligning Employees with Business Goals
 - Communicating the Board's vision and mission: Ensuring employees understand the Board's direction and purpose.
 - Sharing strategic objectives: Clearly outlining the organization's goals and how individual roles contribute to them.
 - Building employee engagement: Motivating employees to be invested in the Board's success.
- Elevator Pitch
 - Define the Board's value proposition.
 - Clearly articulate what unique value the career centers and Monterey County Works services offer to customers.
 - Craft core message.
- Other Internal Messaging Development:
 - Define key messages that align with the Board's goals.
 - Ensure messages are clear, concise, and relevant.
 - Channel Selection:
 - Choose appropriate channels for delivering messages (email, intranet, internal newsletter, etc.).
 - Communication Calendar:
 - Create a schedule for delivering messages.
 - Coordinate with other departments and events.
 - Measurement and Evaluation:
 - Regularly evaluate your plan and adjust as needed.

External Communications/Outreach Plan

- Goals
 - Enhance brand awareness: Increase visibility and recognition.
 - Build brand reputation: Develop a positive and consistent brand image.
 - Drive customer engagement: Foster relationships and loyalty.
- Audience Analysis:
 - Identify the target audience(s): customers, employers, community, etc.
 - Understand their needs, interests, and communication preferences.
- Message Development:
 - Craft key messages that align with the Board's brand and resonate with its audience.
 - Ensure messages are clear, concise, and compelling.

- **Channel Selection:**
 - Choose the most effective channels to reach the Board's target audiences (website, social media, press releases, advertising, public relations, etc.).
 - Consider channel strengths and weaknesses based on audience preferences and message type.
- **Collateral assessment:**
 - Inventory: Identifying all existing marketing materials, including print, digital, and audiovisual formats.
 - Evaluation: Assessing each piece of collateral based on criteria such as:
 - Alignment with brand identity and messaging
 - Effectiveness in communicating key selling points.
 - Visual appeal and design quality
 - Target audience relevance
 - Overall impact and return on investment.
 - Gap Analysis: Identifying any missing collateral pieces or areas where existing materials are lacking.
- **Collateral Creation:**
 - Develop high-quality collateral that is informative, engaging, and relevant to your audience.
 - Ensure content aligns with your brand voice and messaging.
 - Examples of Collateral:
 - Job Seeker-targeted collateral
 - Program flyers.
 - Automated Chatbot on website
 - Monthly eNewsletter
 - Business-targeted collateral
 - Business Resource Guide (Micro-Website)
 - Monthly eNewsletter
 - Year-End Report
- **Measurement and Evaluation:**
 - Establish key performance indicators (KPIs) to measure the success of your communications efforts.
 - Regularly track and analyze metrics to identify areas for improvement.

**Discuss Meeting with Monterey Peninsula and Hartnell Community Colleges
on Regional Equity and Recovery Partnership (RERP)**

Executive Director Christopher Donnelly will discuss the July 31, 2024, meeting with both Monterey Peninsula and Hartnell College Community Colleges that covered RERP implementation and resource sharing.

Update on Business Services 4th Quarter Performance

Linda Avakian will provide a verbal update on Business Services' fourth quarter performance.

Reporting Period: July 1, 2023 - June 30, 2024

BUSINESS SERVICES (ADULT / DISLOCATED WORKER)	Current Total	PY 2023 - 2024 Goal	% of Goal
Recruitment Events (3+ Employers)	35	36	97%
Business Engagements (<100 Employees)	154	120	128%
Job Postings to WDB Website (Unique Employers)	162	200	81%

BUSINESS SERVICES (YOUTH N)	Current Total	PY 2023 - 2024 Goal	% of Goal
Business Engagement (<100 Employees)	92	80	115%
Job Postings to WDB Website (Unique Employers)	66	110	60%

BUSINESS SERVICES (YOUTH S)	Current Total	PY 2023 - 2024 Goal	% of Goal
Business Engagement (<100 Employees)	122	80	153%
Job Postings to WDB Website (Unique Employers)	86	110	78%

Attendance at Job Fairs	Total Year		
Employers at Job Fairs/Specialized Recruitments	303		
Attendees at Job Fairs/Specialized Recruitments	1,175		
Total Job Postings - All Programs			
Total Job Postings (Compensated)	314		
Additional Job Postings (Not Compensated)	268		
Total Job Postings - All Programs	582		

Update on Workforce Innovation and Opportunity Act (WIOA) Adult, Dislocated Worker, and Youth Programs

Adult and Dislocated Worker (ADW) Program:

By the end of August, Equus has enrolled 80 participants into the 2024-25 ADW program, marking a significant step in its efforts to expand MCWDB's reach and impact within the community, with the goal of enhancing MCWDB's presence in these underserved regions to ensure that services are accessible to all who may benefit from them. Additionally, Equus is exploring options to expand the training opportunities available through the WIOA Adult and Dislocated Worker programs including researching and identifying nearby courses approved by the Eligible Training Provider List to offer relevant and high-quality training for our participants.



Equus hosted Monterey Peninsula College's Director of Workforce from Monterey Peninsula College in July to discuss MPC's culinary programs and explore potential collaboration opportunities with Equus case managers and talent engagement specialists.



Case management and business services training was provided in July by Tressa of TAD Grants. In August, staff participated in CalJOBS trainings that covered case management reports, WIOA performance, and employer services. In addition, it is anticipated that comprehensive case management and business services training will be provided to relevant staff in September.

Severe Winter Storms National Dislocated Worker (NDWG) Grant

Recently, the Winter Storms crew has been working in the Point Lobos district, contributing to forest restoration efforts, with primary tasks including the removal of overgrown vegetation and implementation of fire mitigation strategies. In addition, the crew has undertaken beach cleanup projects in Moss Landing and Big Sur to preserve the natural beauty of these coastal areas. They are also working on measures to mitigate coastal erosion, demonstrating their commitment to environmental conservation. Since July, Equus has successfully enrolled four new participants, and three have exited the program, bringing the current NDWG crew size to eight members.



High Road Construction Career Grant:

The Adult/Dislocated Worker program has enrolled 13 participants into this 350-hour pre-apprenticeship training program to assist participants to explore the Construction sector. Here, Adult/Dislocated Worker staff visited the training site as the participants were studying for an exam.

Prison to Employment (P2E) 2.0 Grant

Equus staff attended the two Parole and Community Team (PACT) meetings held in MCWDB's career center and have been reaching out to individuals potentially interested in participating. Two participants have been enrolled in the P2E 2.0 grant, with one interested in MCWDB's Certified Nursing Assistant (CNA) program and preparing to enter the November CNA training cohort. The other participant is interested in working in the construction industry.

Youth Programs:

Green Cadre (CaliforniansForAll Grant)

The Green Cadre cohort prepared for graduation with 12 of the original 21 participants. Several of those original participants are now attending college or have gained employment. During September, Garrapata State Park and the City of Monterey's walking trails were added to the lengthy list of locations where the Green Cadre has made a significant impact. At Garrapata State Park, the Cadre removed invasive plant species such as mustard, fennel, hemlock, and Italian thistle. The Cadre also cleared weeds and debris on the City of Monterey's walking trails.

The Food Insecurity group has worked with the Blue Zones Project and Aspire Health to increase access to EBT and CalFresh benefits. At the Food Bank of Monterey County, the group has focused on weeding and harvesting. They have also contributed to the Pacific Grove Adult School by restoring the garden, separating soil for reuse, and preparing the land for the construction of a new cafeteria.

To support the Green Cadre participants' transition into the workforce, MCWDB provided a job fair on September 11, 2024 that was attended by 16 participants.



WIOA-Funded Green Cadre

The next Green Cadre will be a WIOA-funded program and will begin on October 7, 2024. The MCWDB has received over 40 applicants, and orientations and interviewing began in mid-September.

Aerospace Manufacturing Internships

On August 5, four young adults began their internships at Joby Aviation, Inc. All the original participants have remained in the program and are doing very well. Their internships are on track to end September 27, 2024. Joby has already shared that they would like to hire Diego Cortez, a Hand Layup Intern.

Certified Nursing Assistant (CNA) Program

The MCWDB currently has eight participants attending Central Coast College's C.N.A program from September 16 through October 25, 2024.

**Monterey County Workforce Development Board (MCWDB)
Request for Qualifications/Quotes**

The MCWDB released a Request for Qualifications/Quotes (RFQ) on August 22, 2024, for two purposes: first, to request contractors to provide job readiness workshops and online training to MCWDB's clients, and second, to develop a list of qualified consultants and other contractors to provide services to the MCWDB, including subrecipient fiscal, program, procurement, and Equal Opportunity monitoring; strategic plan development; and outreach and communications collateral development. The contractors' qualifications packages were due to Contracts/Purchasing on September 20, 2024.

Selected contractors will be placed on a list for a three-year period during which MCWDB and the Santa Cruz and San Benito county workforce development boards may contract with the selected contractors without needing to perform an additional procurement process. MCWDB released a similar RFQ in 2019 for workforce development services that provided a local and regional contractor list for a three-year period.

Monterey County Board of Supervisors' Strategic Initiatives and Key Objectives

The Executive Committee will hold a discussion on the Board of Supervisors' Strategic Initiatives and Key Objectives.

Update on Executive Committee Members' Workforce and Business Activities

Executive Committee members will discuss their workforce and business activities.