

ITEM I.d. – APPROVAL OF MINUTES

Friday September 21, 2018

8:30 a.m. – 3:00 p.m.

Minutes

Members in Attendance: John Brauer, Kori Chen, Zeydi Gutierrez, Darien Louie, Chudy Nnebe, Doreen Moreno, Gilbert Pete, Brian Salem, Lynn Vera

Absent Members: Matt Alexander, Kathleen Burris, Dan Ferreira, Herb Garrett, Polly Guy, Derreck Johnson, Jowel Laguerre, Ruben Rodriguez, O Bray Van Buren

The City of Oakland Workforce Development Board convened the Board Retreat Meeting, September 21, 2018 at The California Endowment Center for Healthy Communities, 2000 Franklin Street, Oakland, CA 94612.

1. The Board meeting was called to order by Kori Chen on behalf of the Board Chair, Herb Garrett, at 9:14 a.m.
2. Board staff called roll. A Board quorum was met.
3. Kori Chen called for the adoption of the agenda: Item I.b. Adoption of the Agenda
4. Kori Chen addressed the first action item: III.a Authorizing the Executive Committee to Select Profession Development Consultants
 - a. Discussion:
 - i. Lazandra Dial: Need to hire a consultant for RFP. Issued RFQ last week for consultant to assist with RFP development and local plan update. RFQ response due back next week. Intend to notify successful bidder by mid-October. Not in time before next board meeting, therefore we are asking the executive committee to approve. Next big item is citywide analysis of workforce investments. We will need contractor consultant for that. Should that contract become finalized or written before WDB full meeting, we're asking that the executive committee can vote on that contract.
 - ii. John Brauer: What is the goal for the workforce development aspect for the homeless folks who are going to be hired to do this work. You are getting them out there to do something significant, certainly the need is out there. But from their own development what is the goal?
 - iii. Stephen Baiter: We will have a response on that item coming up
 - iv. John: What is the process for doing the RFP from 2019 – 2022. When do those go out? Is there a point when we comment on the parameters of those?
 - v. Lazandra Dial: Tentatively time line is to release in January. Community engagement in November. Goal to let it in January. Executive committee will highly likely approve contract. We can release to board members before it's public. Hopefully all of you

are involved in these community process and have an idea the direction the RFP is going in.

vi. Stephen: Part of intent of this conversation is to lay the groundwork

b. Vote:

i. Ayes: 9

ii. Nays: 0

5. Kori Chen addressed the second action item: III.b Approving Human Services Department Funding for Homeless Workforce Development Program
- a. Kori Chen: Recommendation is in compliance with city attorney's office, concluding that as the designated body as oversight of workforce, staff submits this recommendation to Oakland Workforce Development Board (OWDB) for approval. Staff recommends OWDB support this action by approving the allocation of funds and forwarding report to city council for final review and approval.
 - b. Stephen: Presenters from human services to talk more about this item. We are trying to do what we can inside the city to more effectively coordinate and align efforts of workforce development efforts to leverage those and be more impactful in the community. Pages 7 – 26 in packet.
 - c. Laura Tenenbaum (Manager, City of Oakland Community Housing Services) and Dariel Dunston (City of Oakland Planner) Human Services: Every two years we are federally mandated to do a count of homeless people. 2017 found almost 2,000 people sleeping on the streets in Oakland, a 26% increase from 2015, since the last time the count had been done. The situation is getting worse. Part of the last count was to do surveys and extrapolate that to the larger population. 68% of people identified lack of financial resources as number one reason why they are homeless, 36% said employment programs may have prevented their homelessness. In the mid cycle budget in June, \$85k added to human services dept. to pilot an employment program. Partially in desire to beautification work, partially to pilot an employment program. This money added to the budget and turned over to human services to allocate. With the funding, today we can partner with AC OCAP to run a pilot project and get this off the ground quickly. This isn't going to be our only workforce program for homeless folks, we want it to be our first program. Downtown street teams are a bay area based org, currently working with 11 cities around the bay. Model is to have crews with unsheltered homeless folks with a team leader to do voluntary beautification and earn a stipend. This is a gateway to employment, to move people into more stable employment and housing. Offer opportunity to develop good work habits, practice showing up, being on time, take direction. Stipend is meant to meet basic needs; i.e. gift cards for food. Help to meet people's basic needs and find physical respite. Included in the program is a case manager and employment specialist with the goal of the program to get people jobs. The scale of this project = crews of 25 people at a time, serving 100 people over course of year. This is a pilot. This is only one

part of our strategy, city is doing many things to address homelessness, most of which are housing based. First standalone effort to do employment program

- d. Lynn Vera: Individuals are unsheltered while they are working on this? I assume they will remain unsheltered unless they find housing?
- e. Laura T: Program itself doesn't have housing component but the goal is if people move to employment, they will eventually find housing. We have funding through other programs to help people find housing. It's all about whether the person can sustain it long term
- f. Doreen Moreno: I think it's a great idea to move people to a setting to get financial resources they don't currently have. I think there are more opportunities to connect them to other resources. Some can benefit more than others in terms of taking their situations to that next level, provided there are already linkages in place. Either more advanced possibilities for housing, to educational opportunities that would get them into a place where they can hopefully move into something more permanent around job employment.
- g. Laura: This program can be an entry way, not an end all, be all. Folks engaged in this program as first step to get engaged into a range of other services.
- h. Doreen: I'd like to offer the idea, that rather than wait. We have the chancellor of Peralta Community College District, reach out to him, make him aware, and see what resources are available right now. Some of these individuals that could be great candidates to move into opportunities for certification, or education. Think a little bit more creatively about departments or agencies that can be added to this pilot to take it to the next level.
- i. Darrien Louie: Trying to get a sense of overall budget, including other funding. Is that the source that will be paying for stipends? You stated they may not be paid in cash but may be paid in gift card values.
- j. Laura: Plan is to pay stipends out of grant from us
- k. Darrien: Will they be off setting that with other funds? Second question, when you did survey, how many were already registered on SSA and how many were formerly incarcerated?
- l. Laura: I don't think they asked about being incarcerated.
- m. John: How long are the folks in the program?
- n. Laura: I think it varies. I don't think there is a length of stay. They are in it until they get employment or housing.
- o. Lynn: That 25 isn't a discreet group? It's rolling?
- p. Laura: It operates on a day by day basis. They have several slots. There may be regulars and may be drop ins.
- q. John: Is case management offered in the field or is there a site?
- r. Laura: there is a site
- s. John: Question for Stephen: how do you envision this aligning to the work of the board and broader initiatives?

- t. Stephen: Our existing foot print of career centers and providers and how we coordinate with this pilot and more broadly with organizations serving homeless individuals and how to better tighten up network of referrals and layered services to support needs. No doubt we'll see a higher level of need, particularly as homeless number increases. Need to be more creative to how we approach it.
- u. Darriel HHS: This is a pilot program. Looking to how we can improve program, collaborating with OWDB, incorporating ideas that have been mentioned.
- v. John: Housing strategies for folks often end up for people to get housing in Sacramento and we want people to stay in our community and it may require a regional approach.
- w. Kori: Have downtown street teams worked with other workforce boards?
- x. Yes
- y. Zeydi Gutierrez: Planning a neighborhood cleanup in October and partnering with this company. They are going to give us homeless people to help us with the cleanup and they'll get a stipend. Is this what the pilot will do or will they try to get them into regular full time employment
- z. Laura: The work crews will be happening, they will be out at the lake every day, and will also work with case managers and employment specialists
- aa. Chudy Nnebe: While you are working on pilot program, time to work on next steps. When money runs out, downtown streets ends, it will be good to begin now to think of next steps, partner with workforce board, partner with community colleges. While being case managed track what the barriers they are facing to gainful employment. If program is successful what happens? If it is not successful what happens? Economy is doing well but so many people are left out. Needs to be a comprehensive approach. If people don't have shelter they can go work but they still have a barrier. This is a great idea but when you do a onetime thing, money runs out, you lose the steam. But if it is sustained and sustainable with as many resources as possible so people can work. Other resources are available, community colleges, American job center of CA.
- bb. John: One of the pieces as a board members and someone in labor, I am more than happy to help facilitate discussion with labor and the city around a larger conversation on this.
- cc. Michael Katz: From an equity perspective, I used to live by lake, now I live in deep east and have perspective of seeing this population grow over the past years. Thinking about equity, there are folks residing at the lake, folks in deep east, was there a typology assessment of who can benefit from this? Their readiness level?
- dd. Laura: No there is no analysis of employment readiness by city. This was generated in large part by desire to do clean up at the lake and pilot a program for people experiencing homelessness. For sure moving forward we want to include other areas of the city
- ee. Kori: Call for a vote.

- ff. Doreen: is it possible to call for a motion with some of the additional items, when it goes to council so they can have a sense of the conversation and comments that were surfaced around
 - gg. Stephen: Add partnership with Peralta, engaging with labor, collaboration with workforce providers at large.
 - hh. John: add adult schools too
 - ii. Doreen: and relevant county agencies
 - jj. Darlene Flynn: when we start to look at an equity analysis
 - kk. Vote:
 - i. Ayes: 9
 - ii. Nays: 0
6. Agenda: Moved item V.a to right after action items.
7. V.a: Barb Leslie Oakland Chamber of Commerce: Oakland Economic Forecast and Trends
- a. Chamber does annual reports, deep dives, on Oakland economy, trends, and forecast. Chamber has been doing this report for four years. Next report comes out in January. Occupational analysis, sector focus. The report is on the website.
 - b. We're in a tremendous period of development.
 - c. Darlene: Have you run a model on this trickle down housing theory? How many market rate housing units do we need until people working in the service sector can afford housing?
 - d. Barb: statewide, need 200k units per year
 - e. Michael Katz: what's your definition of affordable housing?
 - f. Barb: very low income, low income, medium. They are federal categories
 - g. Darlene: when we write housing policy, who are we writing it for? We see too many people living under bridges
 - h. Michael: want to make sure nexus of housing and workforce makes sense.
 - i. Barb: BART has a commitment of development around BART stations, goal of 30 – 40% of affordable around BART
 - j. John: I think the most appropriate and maybe most effective dialogue to have with the chamber would be the issue around job quality. I work with hotel and restaurant workers in la. We have models that certainly involve organized labor. If folks have a living wage and a pension. Part of our charge is to make investments to improve job quality. Clearly affordability for housing of folks making under \$50k is important. We need to put more income into folks' pockets. We need more housing to be built.
 - k. Doreen: question on demographic breakdown. I didn't see Latinos on the slide, which is obviously important information.
 - l. Darlene: is probably the way the census counts. They are showing up here if they market white, black, Hispanic or some other race. American Community Survey does better job of breaking down demographic categories. There are other surveys that do a good job with keeping up of changing demographics of communities
 - m. Darrien: with the immigration climate, people may be reluctant to participate. Have your developers talked about the impact of tariffs for

construction. Cost of construction going up so high, impacting retail. Have they talked about if this continues or escalates how that will effect building?

- n. Barb: when it became financially able to be penciled out, big influx of development community, even though they aren't SF. Tariffs are only exacerbating problem of materials o produce. I'm not sure it's all that, there may be a cooling trend happening. Great thing of Oakland business eco system, it is broad and varied. Oakland tech community is 10%, not like SF which is heavy tech. We're lucky that we have this diverse eco system, because in the next cycle, we are a little more protected because we are not vulnerable to just one industry. Blue Shield will be in by October 2019. Tariffs absolutely make a difference, it's impacting the port, but there is also a general sense there may be a slow down or softening.

8. IV.a: Retreat Goals and Objectives

- a. Stephen: review and recap strategic plan process
- b. John: I think we need to have a larger conversation with OUSD and Peralta, in terms of how we can strengthen those partnerships and understand what is going on already
- c. Zeydi: AM Bay area meetings: as much as workforce is doing and have to be able to help businesses to find candidates, there is a disconnect between companies looking for people and they don't see this group as a group that can help them out and help them out for free. I think there's a disconnect there, maybe a need for marketing and communication. I don't think they realize how workforce can help them out.
- d. Lynn: second what Zeydi is saying, specifically from today's race and equity discussion, looking for the base information that I'm sure we'll get, and I think some of the point is, what we on the OWDB can do for that, but also as an employer looking for info that I can take to my company and develop individual action plans to support that effort. Action items we can take forward as a company
- e. Darrien: tracking local and state legislation that impacts workforce resources
- f. Chudy: strengthen our partnership with city council, better align strategy as it relates to workforce dev
- g. Stephen: page 68 of packet, EDD Directive – Regional and Local Plan. We did our strategic plan two years ago, we need to update it now. The directive is included in the packet for reference and perspective the weeds we need to walk through as staff. One of main components is about how our board and boards around the state are working with corrections system.

9. IV.b: 2017 – 2020 Local & Regional Plans – accomplishments & opportunities ahead. Strategic plan feedback:

- a. Chudy: Will the new plan be a part of the original plan; will it be ongoing?
- b. Stephen: with this mid cycle plan update, two-year update is to get key pieces tied down and formal relationships with institutional partners and

doing more to connect with reentry population. We aren't rewriting or revamping the plan. over the course of the day today I think we are going to see some places where we wan to focus attention and effort and energy and investment on what this board does to support closing the gaps in the city. For better or worse we are stuck with our plan framework

- c. Lazandra: we want to have meaningful conversations with community
- d. Michael: heart of the regional plan is prison to employment initiatives. Will embark on planning process and will receiving funding. We've been building system capacity, building understanding of working with supervised population. We'll also do a self assessment around our regional work, and work with building trades around MC3 curriculum.

10. VI. Workforce Development – National & State View: Bob Lanter – CWA Executive Director

- a. sharing things going on at state and federal level
- b. CWA is not a state agency, not state workforce board, CWA is state nonprofit designed to advance local workforce development systems, thru advocacy, capacity building and training, strategic partnerships
- c. Focus on breaking down silos and increasing partnerships throughout the state. Building systems that link demand side with supply side
- d. Federal:
 - i. Workforce and workforce development continues to be a bipartisan issue.
 - ii. Looks like, for the first time in decades, we may have budget without having to go into a continuing resolution (minibus that links labor HHS to defense spending). Those bills are working their way through. Senate has voted and passed overwhelmingly a spending measure, house will take it up next
 - iii. Gives flat line funding to WIOA title I. small increases to apprenticeship, vocational rehab, adult ed, CTE
 - iv. Perkins CTE reauthorization: congress passed and signed by president in July. Better aligns outcome measures and planning process. Requires CTE to go through similar planning process as WIOA
 - v. President signed executive order creation of national council of American worker, council to create a federal agenda and policies around workforce. CWA working to ensure local perspectives are on that council
 - vi. TANF reauthorization – remains some what of a political debate. Ways and means approved jobs for success act in May. Legislation aligns TANF outcomes to WIOA outcomes in several ways: employment metrics (same WIOA metrics), removal of limitations on time spent on job training, expands activities to include apprenticeships, expands transfer
 - vii. Higher education act needs to be reauthorized. Education committee chairman, Virginia fox, prosper act, not enough votes to

bring it to the floor. Democrats introduced the Aim Higher Act. Probably looking at next calendar year before movement on HEA

e. Statewide

- i. CWA in partnership with Policy Link, BMOC, La Cooperatives, sponsored AB 111 – breaking barriers initiatives. Working on this for two years. Primary purpose is to provide individuals with barriers employment services they need to find: finding and obtaining high wage career pathway jobs, entrance and enrollment in post-secondary ed, entrance and enrollment in pre-and apprenticeship programs.
 1. Funds go to a partnership between workforce boards, cbo
 2. Currently have \$16 million in gen fund money to go to this proposal over next two years
 3. Want to develop community engagement strategy to ensure the RFA is written properly to ensure money is being used for its intent
 4. 13 populations can be served by this initiative

- Lynn: can I suggest that we bring some employers into this community. Employers can add to the perspective of getting folks into good jobs.
- Doreen: taking a more holistic approach to what we're doing. The need to expand job growth and opportunities, certainly higher ed and certification piece is needed here, so again, partnership with community colleges and higher ed. That's another partner that should be at the table. What is the process to recommend individuals or stakeholders to be a part of this
- Bob: community engagement before RFP is being written, so we can get it right. Large groups of people not in post secondary or high school, and how do we get them back in our systems.
- Doreen: community college system just put out a new vision/strategy. They did outreach to broad based stakeholders that I think would be a great document to look at, and touches on what we just discussed rn.
- Bob: on the verge of something good, these systems are starting to come together
- Bob, Statewide continued...
 - o Emergency response MOUs. We don't have that for workforce development but we need it. During fires, many bay area workforce boards wanted to help but there were many questions on how to pay, etc.
 - MOU on shifting resources and personnel during emergencies
 - o Prison to employment: currently money out to 14 workforce regions in state of CA to do planning for prison to employment. State workforce and corrections partnership to move people from incarceration back into society, back into jobs.
 - Legislature approved \$37 million in budget, 1.75 is out now for planning grants, shortly there after money rolls out for programs.
 - Plan is due March 15, 2019
- Stephen: state is doing this in two phases, year 1 and year 2 roll out, we want to get in year 1 roll out so we don't have to wait a whole year
- Bob:

- \$150 million in strong workforce money targeted to dept of ED, K – 15. Actually \$164 million. Collaborative approach between K-12 and community colleges to support high quality technical education programs that are aligned to ensure systems are working with one another
- Gubernatorial election
- Goal to increase apprenticeships, trying to break into non-traditional apprenticeships industries (IT, manufacturing, etc.)
 - There is an apprenticeship task force
- Developing regional and economic development strategies
- Adult education system going through transformation, implementing WIOA program, gathering and getting ready to update strategic plan for adult education bloc grant
 - Data field team
 - Regional collaboration field team
 - Professional development
 - Developing career pathways
 - Member effectiveness
- Apprenticeship model: focusing on how to build what community colleges are already doing to support more industries to ensure people are working and learning at the same time, how to get paid relatively good wages while working, so it can become closer to a true apprenticeship model. Apprenticeship model has good design to protect workers and get good ROI from businesses
- Regional workforce development: CA has been investing in regional workforce development for 4 years, started with sling shot model, now has morphed into how you implement local and regional plans. You plan to strategically, you implement programmatically. Programs you design to meet demand are local but connected to bigger strategic demand.
- Focus on equity: serving victims of domestic abuse, supports for LGBTQ community,
- Regional strategic work is the work boards should be concerned with. You all are focusing on race and equity, that is the work of the OWDB