

Ricardo Olalde
Chairman

Robert Field
Assistant County Executive Officer, EDA



Felicia Flournoy
WDB Director

Maria Muldrow
CP Manager

Rilla Jacobs
Secretary

Workforce Development Centers of Riverside County
1151 Spruce Street, Conf. 1 – Riverside, CA 92507

Executive Committee Meeting April 15, 2009

The Riverside County Workforce Development Board (WDB) Executive Committee held a general business meeting on Wednesday, April 15, 2009. Chairman Ricardo Olalde called the meeting to order at 10:08 a.m.

Members in Attendance

Robert Frost	Robert Little	Cindy Roth	Jamil Dada
Laurie McLaughlin	Ricardo Olalde		

Members Absent

Shelagh Camak	Lee Haven
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Staff

Felicia Flournoy	Maria Muldrow	Loren Sims	Melissa Reid
Martha Delgado	Kathleen Terry	Rilla Jacobs	La Tonya Johnson

Guests

William Prouty	Mary Curtain	June O'Connor	Janet Leuty
Elizabeth Ayala	Harry Hood		

ADMINISTRATIVE ITEM #1.1: Approve February 18, 2009, Minutes

Motion: Approve February 18, 2009, Minutes

Discussion: La Tonya Johnson reported the following corrections to the February 18, 2009, minutes Page 10, 3rd paragraph change East to Southwest region.

Moved by Robert Frost, seconded by Robert Little

Status: *Approved*

ADMINISTRATIVE ITEM #1.2: Council for Youth Development Membership Approval

Motion: That the Executive Committee approve the appointment of Fernando Alvarado and Donnie Ashford.

Discussion: Fernando Alvarado is an Arbor Education & Training Intake-Eligibility Clerk. Fernando graduated from Perris Lake High School and attends Mount San Jacinto Community College where he is pursuing a degree in Business Administration. Additionally,

Fernando is the Vice Chairperson of the Oasis Perris Youth Opportunity Center, Youth Council. Fernando's role as the Youth Council Vice Chairperson allows him to demonstrate strong leadership skills and sets a positive example for his peers. Fernando continues to help youth and peers overcome life's challenges. Fernando's strong leadership role motivates others. Fernando is passionate about serving and guiding youth in need. He states, "If I can do it, you can do it..."

Donnie L. Ashford is an Admissions Counselor for Cornerstone Solutions Inc., an affiliate of Job Corp, and will serve as the Job Corp Representative for CYD. Donnie is a retired U.S. Air Force Technical Sergeant, and has extensive leadership, management and recruitment skills. Prior to retiring from military service, Donnie recruited healthcare professionals, pilots and navigators, as well as high school students for all Air Force programs. Upon retiring from the military, Donnie continued his recruiting efforts in vocational schools, helping thousands of students obtain training in various careers. Donnie is now recruiting females for Cornerstone Solutions Inc., between the ages of 16 – 24 years old, who meet Job Corps' guidelines.

Moved by Robert Little, seconded by Cindy Roth

Status: *Approved*

ADMINISTRATIVE ITEM #1.3: 2009 Summer Youth Employment Program Funding Recommendation

Motion: That the Executive Committee approve the allocation of American Recovery and Reinvestment Act (ARRA) funds for the operation of the 2009 Summer Youth Employment Program (SYEP) with the option to negotiate the final amounts within 10 percent of the funding recommendations.

Discussion: Loren Sims read the background information on the ARRA which allocated funds to youth programs to provide for summer youth for 2009 and 2010. On March 5, 2009, we sent out requests for proposals to potential operators of the summer youth programs. We received 6 proposals back, which is less than we had hoped for. We recommended 5 of the 6 proposals for funding, as well as, the ARRA allows us to use programs already in place so we recommended additional funds to our Youth Opportunity Centers (YOCs) to operate programs in their communities. This is a fast moving program and the low bid response by have been due to our outreach efforts.

Loren went over the bidder spreadsheet which showed the breakdowns for the funding and which programs were recommended. The first page showed the 5 recommended entities which will serve a total of 390 participants for about \$900 thousand. The second page showed the existing YOCs which will serve 1,000 participants for about \$2 million. The total is about \$2.9 million for this year's SYEP. In addition, we hope to contract \$4 to \$5 million in contracted funding recommendations and this represents about \$3 million. We may contract \$1 to \$2 million more in sole source contracts. We mapped the areas being served and identified the gaps where there is little to no provided services. We hope to have sole source proposals back soon and we will present this to the Executive Board for review.

Ric asked how much more money was given. Felicia responded we received an allocation of \$9.4 million which was separate from our regular funding. Our goal is to

expend 60 percent of this funding this year by putting 2,500 youths into summer work experience. In addition, we will set aside an ample amount of money to provide enhancements for the year round program and training opportunities, and we will target our older youth population.

As far as sole sourcing, we found Norco and the City of Riverside had large gaps and they need help. Linda Arnold will prepare a proposal to address this concern. The Riverside County Office of Education (RCOE) will couple this program with the Career Technical Education/Regional Occupational Program courses so the youth will receive certifications by occupations. Also, some apprenticeships will be offered to provide better opportunities for employment.

Unlike our Workforce Investment Act (WIA) funding, we are able reach a larger population of older youth. We are preparing a marketing campaign to announce the program. Cindy informed the Executive Committee that the City of Riverside has a program called "Riverside Advantage" which is an internship program we linked with and sent out notices. We have 60 college-level students placed who are receiving credit only. She suggested investigating to see if there is a way to link them to the SWEP program to receive pay. Daisy Ruiz of the Mayor's Office is in charge of the program and it is being promoted weekly.

Felicia responded unfortunately there are rules and regulations tied to the government funding and new vendors have a large amount of work to do become eligible. One of the stipulations is that the youth have to meet the 70 percent low income criteria.

The Executive Committee discussed ways to put youth of low income families to work during the summer who do not meet the criteria. By putting these youth to work during the summer could relieve some financial burdens of those in single parent households. Felicia stated we may be better positioned this year for more youth to meet the eligibility criteria because we are hearing how the economic situation is effecting the middle income families. Loren stated that 5 percent of funding set aside for families who do not meet the income threshold.

Ric asked if the goal was to approve the \$2.9 million in funding today and the balance at another meeting, Felicia responded yes.

Felicia was asked if there were efforts to reach out to other known entities such as the Department of Recreation, Felicia responded yes. Loren stated we have received backup proposals from the RCOE, the Riverside Community College District, the Moreno Valley Unified School District, the Cities of Murrieta, Beaumont, and Banning.

Moved by Jamil Dada, seconded by Cindy Roth

Status: *Approved*

ADMINISTRATIVE ITEM #1.4: 2009/10 Workforce Investment Act (WIA) Year Round Youth Funding Recommendation

Motion: That the Executive Committee approve the Program Year (PY) 2009/2010 Youth Opportunity Center funding with the option to negotiate the final amounts within 10 percent of the funding recommendations.

Discussion: Loren stated the funding recommendations for the WIA Year Round Program for PY 2009/2010 will begin July 1, 2009, and end June 30, 2010, and it is separate from the summer youth programs.

In February 2007, we went out to bid for operators for our YOCs. Five agencies responded while the number was reduced from 5 to 2 agencies running all 5 YOCs. We have not received our formula allocation for the WIA programs but expect to receive the same or greater funding allocation.

Our previous years costs per participant was about \$10,000 per person, we have lowered the cost to \$6,500 per participant, which is a \$3,500/person savings. This gives us an opportunity to serve more youth in our program.

Our recommendation is to approve \$4.15 million in funding to serve 639 participants. Robert Little asked if we have the funds and Loren responded yes. Jamil asked what the funding amount was last year. Loren responded around \$3.5 million, this is an increase of \$1 million. Felicia stated we anticipate receiving this amount of funding but is our best estimate at this time. We need to start now to have contracts in place. Loren stated we do ask for a 10 percent leeway in the funding recommendation.

Moved by Jamil Dada, seconded by Ricardo Olalde

Robert Frost asked if a curriculum has been made available to show how the agencies will use the money. Felicia responded yes, and Loren stated we will be working closely with them to define and build up the curriculum to include more training.

Status: *Approved*

ADMINISTRATIVE ITEM #1.5: Strumpf and Associates Funding Recommendation

Motion: That the Executive Committee approve the PY 2009/2010 recommendation to fund \$125,000 for Strumpf Associates to provide change management expertise, strategic planning assistance and continuous improvement planning.

Discussion: Felicia brought forth the recommendation to approve funding for Strumpf and Associates for PY 2009/2010. She reminded members that in the past some members have had concerns about continuing to use a consultant and being dependent on a consultant. Felicia assured the committee that this is not the case. The Workforce Development Center (WDC) is a Continuous Quality Improvement (CQI) organization and we are committed to providing the highest quality services to our job seekers, youth and business communities.

In the private sector, you can review research that shows CQI is a cultural shift and the cultural change takes 5 to 7 years to have an impact on an organization's cultural to have them fully saturated in the principles and practices established. We have been on this journey for 4 years. Currently, some areas have become independent and others still need assistance. Felicia stated we have positioned ourselves in a much better way

to have a foundation to take on the work we are doing now.

Felicia informed the Executive Committee that it is her goal to apply for the California Award for Excellence. We were going to apply this year but after an internal assessment we identified some gaps that we need to be filled and Lori has put a team together to address these gaps and create solutions.

Ric asked if the internal assessment was done yearly and Felicia responded yes. We re-evaluate ourselves every year to see how we have progressed and where we need to go.

Moved by Jamil Dada, seconded by Robert Frost

Status: *Approved*

ADMINISTRATIVE ITEM #1.6: Member Initiatives

Discussion: Jamil Dada stated the Polo Square Project is an issue that the WDB may need to become involved in. He asked Robert Frost what sort of support was needed to move the project forward. Robert responded if they start this project in June 2009, it will take 54 months for the project to be built and will put 1,800 people to work in Indio during this time period.

Once it is completed, there will be two major resorts (the Starwood and Western) and other projects that will employ 5,000 jobs in this community. They want the WDB to be supportive of them on this project. We can provide workers through the Indio WDC and have them ready to work. They have most of their finances secured and are trying to get a guarantee through the government that the loan will be available. This is a \$800 million project and \$300 million will go to employment in the construction industry.

Jamil asked Felicia and Ric if a formal letter of support should be created for this project. Ric responded yes, it would have to support the WDB Mission Statement of creating jobs. Jamil made the recommendation that the WDB Chairman do a letter of support for the Polo Square Project on behalf of the WDB.

Moved by Jamil Dada, seconded by Robert Frost.

Status: *Approved with the agreement to have the letter submitted within a month.*

Discussion: Cindy Roth stated on May 12, 2009, the City of Riverside (City), the Greater Riverside Chamber of Commerce along with Press Enterprise will hold a Small Business Fair. The fair will be held on Tuesday, May 12, from 5 – 8 p.m. at the Riverside Convention and will be free of charge to the public. We are working with all the government agencies. We will use the entire Riverside Convention Center; one side will be seminars on how to do business with the County and the City; and on the other side will be exhibits and educational seminars.

Ric asked if flyers were posted at the WDCs for business customers to see. Felicia

responded yes and our Business Solutions Teams will distribute flyers to small businesses they work with.

Robert Frost introduced Inland Congregation United for Change (ICUC) members to the Executive Committee to show there is faith based support for developing the apprenticeship program between developers and community colleges. Many of their parishioners will be involved in bringing people to the WDC to get them back to work and disseminate information out into the community.

Ric presented a public policy item from the Inland Empire Economic Partnership for review. As the Co-Chairman for the Green Valley Initiative Workforce Development Committee, we are working with the San Bernardino County Workforce Investment Board to begin collaboration efforts on green technology.

INFORMATION ITEM #2.1: International Brotherhood of Electric Workers Apprenticeship Program

Robert Frost gave the Residential Apprenticeship Training Presentation. Over the years, the WDB has tried to assemble education, business and labor into one segment. We want to bring the community colleges along with trade groups. The International Brotherhood of Electrical Workers (IBEW) is one of the trade groups. I am working with the sheet metal trade group, the United Association of Plumbers and Pipefitters (UA) to bring them onboard.

They both have residential apprenticeship programs and they are willing to partner with this type of project. WDB would be included in the partnership along with developers and residential contractors. We want to assemble a combination of community colleges to provide the classrooms in three locations. I have met with College of the Desert, Mount San Jacinto Community College and Riverside Community College District to discuss how we can utilize their classrooms for training.

The colleges will also help in areas where we have found some lack. We discovered through job fairs and meetings with residential contractors that there is a language barrier in the industry. Many people working in the residential industry may not read and write in their own language let alone be able to speak English.

So instead of trying to teach workers to read and write in their own language and then learn a trade using English. We are trying to setup classes with the community colleges to teach workers to read and write in English in their first year of training. According to Latino communities in our areas, they say the purpose for this is that their population tells them if they can read and write in English they can make more money. Reading and writing English lifts them up in the community and they can accomplish more.

The people who come in and apply at IBEW's program will bring their children to translate if we do not have a translator in our office. We have hired bilingual staff to assist these people. So we want to setup the classes to teach English because our current apprenticeship materials are only in English. Also when non-English speaking workers are on a job it becomes a safety issue.

The second item community colleges will also assist in will be the Math courses to get residential workers up to speed. Regardless of what trade workers are involved with, they will be working with

mathematical problems.

Third, community colleges will supply the classrooms for the apprenticeship programs. The IBEW's program is a three-year program and I am getting the program information from sheet metal and UA. For the electrical industry, there is a State law requiring the certification of all journeymen wiremen and if an individual is not a journeyman wireman then that person must be enrolled in a State indentured journeyman program.

There are three in the area:

- IBEW, International Brotherhood of Electrical Workers
- ABC, a nonunion segment of training
- WECA, Western Electrical Contractors Association

We have a State approved curriculum which enables us to step in immediately to get the programs started.

Our part as the electrical portion will be to provide the technical instructors. We have people whose experience ranges from 12 to 22 years. They will come into the classrooms and teach the workers the trade. We will provide the three-year curriculum. We have a national training institute which writes and updates our curriculum every three years to meet what the industry is doing. We are constantly providing ongoing training.

We will be the dispatch center for the apprentices and the journeymen to get them out to the residential contractors doing electrical work. Sheet metal will setup a dispatch for their trained apprentices. These apprentices will work on the job during the day. If there is a language or Math issue, the worker will be enrolled in the program at the community college to attend classes at night and working during the day.

We met with the Business Industry Association in the Coachella Valley and Riverside areas to arrange meetings with the developers. The developers will have to have a buy-in on this. There will have to be language they will place in their bid proposals requiring workers to be in a State approved apprenticeship program for these crafts. Also, show they are certified if the law requires that they show they are certified.

At this meeting, we hope to have the WDB's and the ICUC's which is our faith based community group agreement to collaborate on this effort. ICUC did a survey to show how the housing industry was hurt by the number of foreclosures. The survey showed that few cared about the foreclosures, their biggest concern was unemployment.

Next in the proposed meeting, we will show State law that indicates what they have to have for requirements. As of January 1, 2009, they have put in place enforcements over two California State licensing boards who can now fine State contractors for not using certified electricians or indentured apprentices, or trainees on the jobsites. This fine could be up to \$1,000 a day per person on the job. The Workmen Compensation Insurance Law, currently in place, can refuse to cover anyone on a company's jobsite that is not using certified workers no matter where they are working within the State.

We would show how we plan to setup the apprenticeship program with specific classrooms provided at the three community colleges. This allows us to provide local classes within the area. This eliminates apprentices from having excessive commutes to and from classes and creating safety and long commute issues. We hope to obtain permission to revise the language for subcontractors to comply

with State law and to utilize the apprentice programs. We have an industry which has not trained apprentices since the 1970's. They utilized the people who knew the industry, but now these people are aging out.

IBEW is coming to the WDB today for support because the industry will be coming back. Not at the capacity it was but cities are showing some increase in building activity such as the City of Temecula has 900 units, Banning/Beaumont area has 700 units, and a few in the lower desert. The industry went from 30,000 units a year to about 4,000 apartment units.

If we enact this program and engage the developers now, the benefits will be when the industry comes back and a pathway will already exist to train their workers to become the future craftsmen for the next 30 years. Additionally, they have an ongoing training setup for them.

The building partnership with the residential subcontractor was done in 2005. We have 25 subcontractors who were employing 80 to 300 workers building the 30,000 units a year. During that time, subcontractors thought they could train workers in two weeks to do trades work. We want to meet with them and review what the trade program can offer them and explain the State law and residential certification process. We will also show the training which will be provided at the community colleges. Subcontractors have concerns with sending their workers to union apprenticeship training centers to be trained. We are addressing their concerns as well.

We will show them how the dispatch will work and how the process will provide health and welfare for the workers' families. Once the workers are employed, training will be provided for the companies who usually only provide coverage for their long-term workers. We will set up a health and welfare program which we already have in place and the apprentice only needs to start contributing to the plans and they will be able to provide medical insurance to their families.

We will have the contractor contribute so many cents per employee to assist in funding the program. At this time, we have stimulus monies coming in and this money is a onetime fund. If we use these monies to build up an existing program in the community instead of reinventing wheel, we will create a sustainable program.

Our apprenticeship program has been in place since 1947 in Riverside County. We have represented Riverside County since 1913. IBEW, the plumbers and the sheet metal industry trades are not new to this game.

What we are looking for:

- From the WDB to put create a collaboration of education, business and labor.
- Initial funding from the stimulus is roughly \$240,000 to get the program started for a three-year program in all three community college campuses.
- To pay for instructors.
- To bring contractors onboard and begin to acquire funds for the program to pay for costs.
- Within three years have access to funds that will allow the program to become self-sufficient.

Through the Construction Talent Transfer Program, we have had a couple of hundred people go through job fairs and information training at the Indio, Hemet and Riverside WDCs. Some of the management individuals worked with the WDCs to connect them with the colleges to gain additional education to make them more employable.

For those already working in the industry, if commercial work had not died right after residential, we would have been able to put them to work in the different trades. Now, we are looking to put them back

to work on other jobsites. Those who are currently journeymen will work as journeymen. If these journeymen want to participate in the educational process and receive formal training; they can do so by signing up for other educational services. The goal is to get workers employed and earning an income then educate them so they can move up and create a career pathway for themselves.

The WDCs can be seen as a neutral place to meet with the partners, and the developers in the county areas instead of meeting in a union facility. The goal is to create local hire industry standards for residential industry. At the last Executive Board meeting, we discussed creating a letter which would request that all cities look at putting together language for local hiring. The inclusion of this language into their bidding process on the money they have received by the foreclosure we already have. Holly Reeves and Melissa Reid along with the CTT group are preparing the letter and it should be ready soon.

We will create a working relationship between the developers, the contractors, the community colleges, the WDB and labor. We pull them together as a group which will be a benefit to the community. The final goal is to establish a career pathway for the future workers in the residential industry.

Ric opened the floor for questions. Felicia Flournoy stated Melissa and Holly have been working as a team and discussed the apprentice program and combined with what we discussed today we will go back and prepare a funding recommendation for the next Executive meeting. Also, I attended an energy convention where it was announced that there will be stimulus funds directed towards energy efficient retrofits and weatherization of residential and commercial buildings. However, they do not have the skilled workforce to meet their goal of making sure this happens.

The monies will be going to local governments, both cities and counties. In addition, the allocations are already in place as a block grant but we were told that because of the lack of a skilled workforce the local areas will be receiving funds from this commission to provide the training. The roles of electricians are undefined right now; but as we discuss green technology, the apprenticeship program may have a stake in this process.

Robert stated, electricians have been working on green energy and it is part of the training. We have been training for three years in the State of California. We have placed over 2,500 of our journeymen and apprentices in the training. On April 23, 2009, we are doing a ribbon cutting ceremony at our new facilities. We placed 56 solar people in our new training center to use as a training aids for our journeymen and apprentices. This training would be incorporated into our residential section, which has a large portion of the market.

Last month at a Job Fair in Palm Desert, we met with 25 contractors who do solar energy whether it was water, pools or electrical; and seven of them asked if we could provide certified electricians or apprentices. We responded yes and we have signed 2 out of the 7 because they need these qualified workers for the home building activities.

We have put 25 of our instructors through a train-the-trainer program for an energy efficient design on lighting and retrofit. They are now teaching the course at our schools. So we would be able to incorporate that training into our program and set it up to be done at the three campuses. We could use displaced inspectors, and private managers who know what needs to go into a building and train them to do the energy audits on the retrofits as well.

Ric asked who would be the lead organization in getting the people trained. The response was the colleges would be responsible for the training as part of a program to work collaboratively together to send recruits to a training partner.

Ric asked where would the contractor's language for support need to be placed in the document. Robert responded in any of the Request For Proposal bids. We have spoken with Moreno Valley, Corona, Riverside, Indio and other cities about placing language in their proposals. This will also protect local area hire, which is a key issue in all of our cities and counties.

Felicia asked what the reaction was and Robert responded once they understood that the program would provide training and would help them go to work on local jobs; the response was more positive. Ric presented the draft support letter and asked to have it addressed at a later time and Felicia responded yes. Melissa states the preliminary cost will be around \$1,360 per student per year.

William Prouty asked why the English portion of the training was addressed using other venues besides the community and Ric responded that his question would be addressed during the Public Comments section of the meeting.

REPORT ITEM #4.1: Chairman

Ric reported that one item he heard during the trip to Washington was the reemphasizing of how we are collaborating with businesses, colleges and government entities within our regions. Maximizing the use of our tax dollars that are allocated along with contributions made through private parties. The message was well received and it was recognized that our unemployment rate is huge and must be addressed through collaboration.

Washington is expecting us to report back to them on the impact the stimulus dollars have. We will track this very closely with the youth programs we have out there. The philosophy I have heard is that by giving youth this training and money to spend will have an effect on the economy because youth spend the money and do not save it. They tend to spend their money unlike their parents who are saving during this economic downturn. Ric asked if anyone had anymore announcements

Cindy

REPORT ITEM #4.2: Director

Felicia reported out on the ARRA dollars received by the Riverside County. The Riverside County received \$20.9 million.

- \$7.3 million will go to dislocated workers
- \$4.0 million will go to adults
- \$9.4 million will go to youth programs

The majority of this funding will be contracted out to skill building partnerships that will be successful in assisting the job seekers coming through our doors. These partners will give jobseekers advanced skills or new skills to take back into the workforce.

Felicia stated as you know our Executive Director Robin Zimpfer has retired and EDA has merged with Facilities Management and our new Executive Director and Chief Operating Executive will be Robert Field. This will build more collaboration internally and the County to make an impact on our residents.

Felicia informed the Executive Committee that negotiations are in progress to open a new facility in Murrieta. The facility will be a WDC and training center. This transpired when we discovered the

majority of our clients at the Hemet WDC were from the Murrieta, Lake Elsinore and Temecula area. Additionally, we will relocate the Riverside WDC to the building on 1325 Spruce Street to supply a multifaceted facility for our jobseekers. EDA Administration will be relocating to downtown Riverside.

Felicia requested a May 11, 2009, meeting be setup for the Executive Board to vote on additional decisions regarding upcoming allocations of the ARRA funding for youth programs. The Executive Committee agreed to meet on May 11, 2009, from 10:30 to 11:30 a.m. before the Western Regional Committee meeting. Felicia stated more funding recommendations will be presented at the June Executive Meeting.

Status: *Agreed*

PUBLIC COMMENTS

Laurie McLaughlin encouraged everyone to remain for the WDB Full Board meeting which will have a segment dedicated to the CYD's involvement with youth, the YOCs and upcoming youth programs.

Cindy Roth informed the Executive Committee that a group of 19 people from the Monday Morning Group will be in Washington, D.C. at the end of April to speak on the Workforce Investment Act.

Elizabeth Ayala addressed the Executive Committee regarding the importance of individuals receiving adequate education for math and English skills. These skills are vital in assisting low income workers to gain better employment which results in their being able to receive health and other necessary quality of life benefits.

Mary Curtain spoke on her support of and the importance of partnerships with community colleges, the apprenticeship programs and the WDB. This is an opportunity for social justice which includes economic justice. Creating communities in which people can plan to buy a house, have healthcare, and not work in unsafe environments.

Ric asked Robert Frost to answer Bill Prouty's earlier questions. Robert stated we want to speak with Bill Prouty to discuss how we can make the link he mentioned. We have programs that we may be able to tie together and be instrumental in putting career pathways in the Los Angeles area. Bill stated, we have been contacted to build a skills trade academy for an area unified school district. We are in the process of viewing skills trades academies to put together a program for all 57 school districts in the region. Bill agreed to meet later with Robert.

The April 18, 2009 WDB Executive Committee meeting was adjourned at 12:30 a.m.