

WORKFORCE INVESTMENT SAN FRANCISCO
Local Workforce Investment Board for the City and County of San Francisco
Minutes of the
August 16, 2024
Meeting of the
Workforce Investment San Francisco (WISF) Board Executive Committee
Office of Economic and Workforce Development
Meeting conducted in hybrid format on Zoom and in-person at
One South Van Ness, Fifth Floor, Room 5080
San Francisco, CA 94103

**WISF Executive
Committee
Members
Present**

Jeanine Cotter, Luminalt
Sam Rodriguez, Rodriguez Strategic Partners, LLC
Vikrum Aiyer, Heirloom

**WISF Executive
Committee
Members Absent**

Jorge Tapia, Employment Development Department (EDD)

**Ohlone Land
Acknowledgement,
Announcements, &
Housekeeping
(Discussion
Item)**

Jeanine Cotter, WISF Chair, called the meeting to order at 9:02 A.M. Secretary Iris Rollins (OEWD) opened the meeting by reciting the Ohlone Land Acknowledgement and the meeting guidelines.

**Roll Call
(Discussion
Item)**

Chair Cotter requested for Secretary Rollins to conduct roll call. Secretary Rollins took attendance, and quorum was not achieved.

**Chair's
Welcome
(Discussion
Item)**

Chair Cotter welcomed the members and the general public who joined in person and on Zoom.

**Adoption of
Agenda for
May 17, 2024
(Action Item)**

Chair Cotter noted that quorum was not present and suggested that the Committee proceed with discussions on the proposed topics outlined in the agenda, with the intention of returning to any action items (#4-7) once quorum was achieved.

**Approval of
Minutes from
February 16,
2024
(Action Item)**

Discussion proceeded, but no action was taken due to the lack of quorum. Item was revisited in a later portion of the agenda.

**Adoption of
Agenda for
August 16,
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**Workforce
Director's
Report**

*(Discussion
Item)*

Chair Cotter called the Workforce Director's Report and asked Ken Nim, Director of CityBuild and Interim Director of Workforce Development at Office of Economic and Workforce Development (OEWD), to provide remarks.

Director Nim summarized updated labor market data from the California EDD. The unemployment rate for San Francisco was 3.6% as of June 2024, with an increase to 3.9% in July 2024. This 0.3% rise reflects broader economic uncertainties and is aligned with recent global events that have influenced market conditions. Member Rodriguez noted that once the unemployment rate nears 4%, this could signal potential issues for San Francisco.

Director Nim highlighted that San Francisco experienced a net loss of 35,900 jobs since December 2019, with the most substantial losses occurring in Trade, Transportation, & Utilities and Leisure & Hospitality. In the last three months, recent data showed an increase of 8,000 particularly in Leisure & Hospitality.

Member Rodriguez suggested including a comparative analysis of employment data by sector between San Francisco, Alameda, and Santa Clara Counties for the reporting month in future reports. This analysis will offer insights into how San Francisco's industries compare with neighboring counties, particularly in sectors like high-tech, construction, healthcare, and hospitality. Member Rodriguez further explained that members of the Board, many of whom live and operate in different parts of the Bay Area, would be interested in seeing how trends in other counties align with those in San Francisco.

Mega Job Fair

Director Nim provided a summary of the recent Mega Job Fair held at 49 South Van Ness, highlighting the high turnout with over 500 attendees. Feedback from both participants and employers was overwhelmingly positive.

The event featured a robust intake process led by Goodwill Industries, with OEWD team members assisting in registration and sign-ins. The intake process was digital, capturing attendees' names, emails, and zip codes. Director Floyd-Rodriguez noted that many attendees were referrals and clients from neighborhood job centers.

Member Rodriguez emphasized the need for detailed reporting to ensure accurate tracking of job placements and participant outcomes, capturing multiple success points, particularly verifying referrals from neighborhood job centers.

Director Nim highlighted that Goodwill Industries played a significant role in organizing the event in partnership with OEWD. The collaboration involved multiple neighborhood job centers, with Goodwill

facilitating the registration and process. Member Rodriguez noted the distinction in clients who are underemployed/unemployed and those who may be currently employed and are seeking out new and higher employment opportunities.

Directors Nim and Floyd-Rodriguez noted that data from the event, including job outcomes to determine how many attendees secured employment, is being compiled.

Opportunities for All Program

Director Nim provided updates on the ongoing Opportunities for All summer internship program, which leveraged the success of the previous job fair to connect students from alternative high schools with various sectors for paid internships. The program has sustained its momentum, ensuring that students remain actively engaged and are connected with valuable summer opportunities.

CityBuild Academy

The CityBuild Academy recently welcomed 45 new students for Cycle 41, with 43 still actively participating in the program. This program, which prepares participants for careers in the unions, will see its graduates ready for work by the end of October. Additionally, the CAPSA (CityBuild Professional Services Academy) Cycle 30 is scheduled to begin next week, aligning with the City College schedule.

Director Nim announced an upcoming event on September 26th at the Moscone Center, designed to bring together real estate developers, contractors, and professional service firms for a panel discussion and mixer. The event aims to foster collaboration and highlight contracting opportunities for local businesses, with a particular emphasis on small business growth. This event is part of a pilot program that may expand to include job fairs and other community events.

Roosevelt Pye, a community member and staff at YCD, shared insights on YCD's ongoing partnership with CityBuild, highlighting the positive impact of their collaborative efforts.

Member Rodriguez suggested including Miguel Galarza, Chair of the City and County's Local Business Enterprise (LBE) program, as a panelist for the upcoming event. Galarza, who has 36 years of experience with the City and County of San Francisco and currently teaches at Stanford University, is highly regarded for his extensive knowledge and contributions.

WorkCon 2024 - California Workforce Association

Orrian Willis, OEWD's TechSF Manager, attended the California Workforce Association's WorkCon Conference in Palm Springs, representing OEWD. As a member of the U.S. Department of Labor's Apprenticeship Advisory Committee, Willis plays a significant role in advising on national apprenticeship systems, with a focus on bridging the gap between education and employment.

The TechSF program, which received approval from both the Department of Labor and the Division of Apprenticeship Standards, continues to gain national recognition. The program's outcomes and impact on the community were highlighted, with ongoing efforts to improve and expand its reach.

Director Nim invited any final questions from the members. Member Rodriguez emphasized the importance of maintaining an interactive meeting format, allowing for ample discussion throughout presentations.

At 9:22 A.M., Member Aiyer joined the meeting and quorum was reached. The Committee revisited action items (#4-7).

**Adoption of
Agenda for
May 17, 2024**
(Action Item)

Chair Cotter called for the Adoption of the Agenda for May 17, 2024, requesting comments from members. Seeing none, a motion to adopt the agenda was made by Member Aiyer, seconded by Member Rodriguez, and passed unanimously.

**Approval of
Minutes from
February 16,
2024**
(Action Item)

Chair Cotter called for the Approval of the Minutes from February 16, 2024. With no comments from members, a motion to approve the minutes was made by Member Rodriguez, seconded by Member Aiyer, and passed unanimously.

**Adoption of
Agenda for
August 16,
2024**
(Action Item)

Chair Cotter then called for the Adoption of the Agenda for August 16, 2024. With no comments, Member Aiyer moved to adopt the agenda, seconded by Member Rodriguez, and the motion passed unanimously.

**Approval of
Minutes from
May 17, 2024**
(Action Item)

Chair Cotter called for the Approval of the Minutes from May 17, 2024. After inviting comments and receiving none, Member Rodriguez made a motion to approve the minutes, which was seconded by Member Aiyer and passed unanimously.

**FY 24-29
Citywide
Workforce
Development
Plan Update**
*(Discussion
Item)*

Chair Cotter introduced Ms. Jen Hand, Workforce Impact Manager, to present the FY 2024-2029 Citywide Workforce Development Plan ("FY 24-29 Plan") Update.

Ms. Hand provided an overview of the Committee on City Workforce Alignment (CCWA), a 17-member public body established by Ordinance No. 209-22, sponsored by Supervisor Walton. The Committee was tasked with defining workforce development across San Francisco, unifying the varied definitions previously used by the City's 24 departments. This unified definition now guides the City's \$181 million annual investment in workforce development services.

The FY 24-29 Plan emphasizes goals such as integrating racial equity, aligning policy objectives, and establishing benchmarks. These efforts aim to coordinate resources, align sector strategies, and achieve integrated data systems across City departments.

Ms. Hand detailed the CCWA's composition, including representatives from the Board of Supervisors, City departments, community-based organizations, and labor organizations. Over the past year and a half, the CCWA engaged extensively with the community through various meetings, leading to the formal initiation of the FY 24-29 Plan on July 1st. The plan was submitted to the Board of Supervisors by the June 30th deadline.

Ms. Hand noted that the workforce development definition within the plan would be updated annually, with upcoming presentations at the “Meeting of the Minds” conference expected to gather additional feedback from workforce experts statewide.

Five key goals of the plan include:

1. Coordinating partners' plans and priorities.
2. Equitably investing in workforce programs for vulnerable populations.
3. Supporting workforce development across the life course.
4. Enhancing apprenticeship and pre-apprenticeship programs.
5. Enabling data-sharing for better system coordination.

Ms. Hand highlighted that San Francisco facilitates approximately 80,000 workforce development touchpoints annually, serving around 35,000 unique clients, with a total investment of about \$180 million. She provided examples of interdepartmental collaboration, such as the Public Defender’s Office training 400 youth and post-bar attorneys annually on a modest budget.

Member Rodriguez underscored the importance of involving departments like the City Attorney’s Office and the Police Department in workforce initiatives, noting that many departments have both formal and informal programs.

Ms. Hand acknowledged the communications team, led by Benson Tran, for their work in creating an accessible and visually engaging document detailing the City’s workforce initiatives, available on the OEWD website.

The Citywide Workforce Development Plan can be accessed here:

<https://www.sf.gov/sites/default/files/2024-06/CWDP%202024-29%20-%20Citywide%20Workforce%20Development%20Plan.pdf>

Member Rodriguez requested a copy of the Committee on City Workforce Alignment typical agenda.

Members discussed the representation of union versus non-union workforces, with Member Rodriguez emphasizing the impact of San Francisco’s unique labor policies, such as the high minimum wage and mandated health insurance, on workforce data. Ms. Hand clarified that the plan aims to provide comprehensive information to describe the labor market and economy.

Ms. Hand noted that to advance the Plan’s goals, five working groups have been established, each focused on specific objectives. These groups are meeting regularly to prioritize actions and set timelines, with updates to be provided to the Board of Supervisors.

Due to time constraints, Chair Cotter concluded the discussion and moved to public comment on non-agenda items.

Chair Cotter noted that this item would be forwarded to the following meeting due to time constraints.

**Future
Discussion
Items**
(Action Item)

**Public
Comment on
Non-Agenda
Items**

*(Discussion
Item)*

Chair Cotter called for public comment on non-agenda items. Secretary Rollins informed the public on how to provide public comment in the meeting and on Zoom. There was no public comment in the room nor on Zoom.

**Adjournment
(Action Item)**

Chair Cotter expressed gratitude to all the attendees for their participation in the meeting and invited any member comments before proceeding with a vote to adjourn.

It was confirmed that the next WISF Full Board meeting will be on Wednesday September 11th, with subsequent meetings planned in November and December. The Executive Committee will meet on November 15th, and the Full Board will meet on December 11th.

Member Rodriguez inquired if there would be an opportunity to share ideas at the WISF Full Board meeting after attending the "Meeting of the Minds" conference. Chair Cotter confirmed that one of the agenda items for the September 11th meeting would include reflections on the conference.

Members discussed logistics for the upcoming "Meeting of the Minds" conference, where several presentations from San Francisco representatives, including those by Ms. Hand and others, are scheduled. Members emphasized the importance of staying informed about panel schedules and agreed to coordinate through email to ensure all relevant information is shared promptly.

After receiving no further comments, Chair Cotter called for a motion to adjourn the meeting. Member Aiyer made the motion, which was seconded by Member Rodriguez and was unanimous. Members adjourned the meeting at 10:30 A.M.