

WORKFORCE INVESTMENT SAN FRANCISCO
Local Workforce Investment Board for the City and County of San Francisco
Minutes of the
November 15, 2024
Meeting of the
Workforce Investment San Francisco Board (WISF) Executive Committee
San Francisco 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
Jorge Tapia, California Employment Development Department (EDD)
Charley Lavery, Operating Engineers Local 3

WISF Executive Committee Members Absent Vikrum Aiyer, Heirloom

Ohlone Land Acknowledgment, Announcements, & Housekeeping
(Discussion Item) Jeanine Cotter, WISF Chair, called the meeting to order at 9:06 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 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 November 15, 2024
(Action Item) Chair Cotter called the Adoption of the Agenda for November 15, 2024 and requested comments from members. Seeing none, a motion to adopt the agenda was made by Member Rodriguez, seconded by Member Tapia, and passed unanimously.

Approval of Minutes from August 16, 2024
(Action Item) Chair Cotter called for the Approval of the Minutes from August 16, 2024. With no comments from members, a motion to approve the minutes was made by Member Rodriguez, seconded by Member Tapia, and passed unanimously.

Executive Board Appointments
(Discussion Item)

Chair Cotter announced her second round of appointments to the WISF Executive Committee, thanking members for their continued service. The following members were formally reappointed:

- Sam Rodriguez, Co-Chair
- Jorge Tapia
- Vikrum Aiyer

Chair Cotter expressed gratitude to all appointees for their dedication and contributions to the Executive Committee.

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 provided a comprehensive update on workforce development activities, beginning with an acknowledgment of Native American Heritage Month and the contributions of OEWD staff.

Director Nim summarized updated labor market data from the California EDD. San Francisco's unemployment rate fluctuated between 3% and 4% over the past year, with a brief spike to 4.1% in August before decreasing to 3.6%. Industry trends show a decline in Trade, Transportation, & Utilities and Tech sectors, with growth in Private Education & Health Services and Government sectors.

Director Nim highlighted partnerships with the Ocean View-Merced Heights-Ingleside (OMI) Job Center and the Opportunities for All program, which have collaborated to offer a security training program tailored to participants' interests. OEWD recently hosted a well-attended data validation training session to ensure grantee documentation aligns with WIOA requirements. This alignment is critical for maintaining federal funding.

CityBuild Academy

Director Nim announced the upcoming graduations for CityBuild Academy Cycle 41 and the Construction Administration and Professional Services Academy (CAPSA) Cycle 30. A total of 60 graduates will be celebrated during events hosted at University of California San Francisco (UCSF) Mission Bay. He expressed gratitude to UCSF for providing the venue.

National Apprenticeship Week

The 10th anniversary of National Apprenticeship Week will feature a series of events, including a gathering hosted by OEWD's TechSF Academy and Laney College. Director Nim highlighted the importance of these events in celebrating apprenticeship programs and engaging with local employers.

On November 25, OEWD will host researchers from Japan's Research Institute of Construction and Economy (RICE). The visit aims to share San Francisco's strategies for increasing workforce participation and apprenticeship engagement in the construction industry. The delegation will visit the United Association Local 38 Plumbers, Steamfitters & HVAC/R Training Center in the morning and UCSF's Parnassus Project in the afternoon to hear directly from employers about their efforts to hire CityBuild graduates.

Chair Cotter inquired on recent labor market data and workforce trends and requested clarification on why the number of unemployed individuals fluctuates over time while the unemployment rate may stay the same. Chad Houston, Director of Workforce Strategy, explained that number of

workers who are unemployed reflects fluctuations in the number of individuals entering or leaving the workforce.

Director Houston provided an update on recent Worker Adjustment and Retraining Notifications (WARNs), mentioning layoffs in the financial services sector, including companies like Visa and JP Morgan. Director Houston noted that these layoffs are not yet reflected in the current unemployment data but will appear in future reports.

Chair Cotter also raised concerns about the impact of permitting delays on construction job growth and City hiring and asked whether the Committee on City Workforce Alignment (“Alignment Committee”) is a suitable venue to address these issues.

Through the Chair, Jen Hand, OEWD Workforce Impact Manager, clarified that while the Alignment Committee focuses on improving City hiring processes, it does not address permitting policies which fall outside the scope of workforce development service delivery. Director Houston added that the Committee is working to better align training programs with employer needs to improve job placement outcomes but acknowledged that addressing permitting challenges would require input from other stakeholders.

Member Rodriguez inquired about the nonprofit sector's role in workforce development and its stability in San Francisco. Director Houston noted that OEWD tracks investments in publicly-funded workforce development programs, including outcomes and client services, but does not comprehensively monitor the broader nonprofit sector. Ms. Hand added that the nonprofit sector is one of the largest sectors in San Francisco, and OEWD collaborates with its Business Development Division to support nonprofit growth as part of the City's broader economic strategy. Member Tapia asked about the potential for partnerships with nonprofits that operate independently of public funding. Director Houston acknowledged the challenge of tracking organizations due to the lack of centralized mechanisms, and emphasized the City's policy priority for monitoring publicly-funded initiatives.

Chair Cotter thanked the members for their contributions and transitioned to the next agenda item.

**San Francisco
AJCC
Certifications
(Action Item)**

Chair Cotter introduced Item #8 on the San Francisco America's Job Center of California (AJCC) certifications. Chair Cotter explained the WISF Board's responsibility for certifying local AJCCs every three years to ensure compliance with Federal and State workforce development standards. Chair Cotter welcomed Ms. Hand to provide an overview of the certification process.

Ms. Hand began by acknowledging the importance of the certification process, emphasizing its role in upholding high-quality services that meet both Federal and State regulatory requirements. She noted that the process involves three key components: baseline certification, certification indicator assessment, and a continuous improvement plan. The baseline certification ensures compliance with foundational requirements, such as having an MOU between the WISF Board and AJCC sites and adhering to equal opportunity regulations, including accessibility for individuals with disabilities. The certification indicator assessment evaluates performance across seven key domains, including universal access, effective partnerships, customer-centered services, labor market engagement, high-quality staffing, and business results. The continuous improvement plan focuses on addressing identified gaps and implementing strategies to enhance service delivery.

Ms. Hand noted that Social Policy Research Associates (SPR), as the one-stop operator, facilitates coordination among WIOA partners and provides recommendations for service improvements.

Ms. Hand explained that San Francisco hosts five AJCC sites that provide WIOA Title I Adult and Dislocated Worker Career Services:

Comprehensive AJCC –Offers a full range of employment and training services, including specialized support for populations such as individuals with disabilities, veterans, and those reentering the workforce.

- Goodwill Industries

Affiliate AJCC – Provides some employment and training services onsite and referral to other services.

- Self-Help for the Elderly
- California Employment Development Department

Specialized AJCC – Provides employment and training services for special populations.

- Toolworks (for individuals with disabilities)
- Swords to Plowshares (for veterans)

Ms. Hand requested board approval and signature for the certification packets preliminarily submitted to the State on November 1, 2024, as required by EDD. She noted that all AJCCs successfully met certification requirements.

Chair Cotter opened the floor for questions or comments.

Member Rodriguez inquired about the physical location of AJCC providers. Ms. Hand confirmed that Goodwill Industries operates on Post Street, Toolworks is located in the Financial District, and Swords to Plowshares serves clients in SoMa. She also noted that all sites are accessible to the public, emphasizing their centrality to public transit routes. Member Rodriguez acknowledged the accessibility and added that consideration should always be given to proximity to underserved communities.

Chair Cotter introduced the first motion to approve the AJCC certifications for Goodwill Industries, Self-Help for the Elderly, Toolworks, and Swords to Plowshares. Member Rodriguez moved to approve, and the motion was seconded by Member Tapia. The motion passed unanimously.

For the second motion, Chair Cotter noted that Member Tapia would abstain due to conflict of interest with the EDD Affiliate AJCC approval. The motion to approve the AJCC certification for the EDD site at 801 Turk Street was introduced, and Member Rodriguez moved to approve. The motion was seconded by Member Lavery and passed unanimously, with Member Tapia abstaining.

Member Rodriguez requested an update on EDD's partnership with Self-Help for the Elderly. Member Tapia shared that the collaboration spans over 20 years. EDD engages with Self-Help for the Elderly weekly, offering workshops in Cantonese and Mandarin and providing on-the-job training opportunities for clients. Member Tapia noted that former Self-Help for the Elderly staff have transitioned to EDD roles, highlighting the strength of this partnership.

Director Nim added an acknowledgment of EDD's partnership with CityBuild Academy in providing in-person client services at 801 Turk Street. During the pandemic, CityBuild shifted to virtual services

but has since returned to in-person offerings, in part due to EDD's support. Director Nim praised the positive client feedback on the new space and thanked EDD for its continued partnership.

Chair Cotter thanked the members and staff for their input and transitioned to the next agenda item.

**WIOA
Requirements
Update- Local
& Regional
Plan, Local
Area
Subsequent
Designation,
Local Board
Recertification
(Discussion
Item)**

Chair Cotter introduced Item #9, outlining the WIOA requirements for updating the Local and Regional WIOA Plans, Local Area Subsequent Designation, and Local Board Recertification. Cotter emphasized the WISF Board's role in overseeing these processes and invited Ms. Hand to present the item.

Ms. Hand provided an overview of the requirements, explaining that the Subsequent Designation confirms San Francisco as a local area under WIOA, based on fiscal integrity, performance outcomes, and participation in regional planning. Board Recertification ensures compliance with workforce board membership requirements and performance standards. Ms. Hand highlighted that San Francisco's Board has consistently met these standards, with no actionable findings during recent monitoring and a history of being designated as a high-performing board. She noted that California EDD has streamlined the application process by combining the subsequent designation and recertification process, simplifying the process for local areas.

Ms. Hand explained that the approval period for these certifications would span July 2025 to June 2027. The completed documents are scheduled for Executive Committee review in February 2025, followed by Board approval. She also flagged the potential for administrative changes, such as transitioning approvals to a new mayor.

Member Rodriguez acknowledged the administrative nature of the process and affirmed the Board's historical success in maintaining its designation and recertification. Member Rodriguez emphasized that the high-performing designation enhances San Francisco's competitiveness for State and Federal grants.

Member Lavery inquired about performance trends and potential risks, expressing interest in data comparisons to anticipate future challenges. Director Houston noted that program outcomes, including those from AJCCs, would be presented at the December meeting. Director Houston confirmed that WIOA-funded programs undergo regular evaluations, including client interviews and audits.

Member Tapia added that the Veterans program in San Francisco has a small caseload compared to other regions, attributing this to shifts in local industries and employment patterns.

Member Rodriguez proposed expediting the approval process by taking action at the December 11 WISF Board meeting instead of waiting for February. Member Rodriguez suggested that the Executive Committee recommend approval to the Full Board during its December meeting to ensure timely submission to the State.

Ms. Hand noted that the item was agendaized as a discussion item, not an action item. She emphasized the importance of providing the Board sufficient time to review the documents.

Chair Cotter expressed hesitancy but acknowledged the urgency of securing the Mayor's signature before the leadership transition. Member Rodriguez clarified that the motion would allow the Executive Committee to recommend approval, with the Full Board taking final action in December.

Chair Cotter made the motion to reclassify agenda Item #9 as an action item, Member Rodriguez moved the motion, and it passed unanimously.

Member Rodriguez moved that the Executive Committee recommend the approval of the Local Area Subsequent Designation and Board Recertification to the Full Board at its December 11 meeting. The motion was seconded by Member Tapia and passed unanimously.

Chair Cotter urged members to prioritize attendance at the December meeting to ensure quorum and timely approval of the agenda items.

Ms. Hand presented the second WIOA requirement under Item #9, focusing on the development of the new Regional and Local WIOA plans for 2025–2029. She emphasized that the Board would be responsible for reviewing and recommending approval of the Plans in February 2025, as they require subsequent approval and signatures from both the WISF Chair and the Chief Local Elected Officer.

Ms. Hand highlighted key updates to the plan, including an emphasis on climate-neutral transitions and expanded coordination with WIOA Core and Required partners. She described the quarterly, WIOA partners meetings convened with partner organizations, including the Treasure Island Job Corps, Success Center, Self-Help for the Elderly, Refugee and Immigrant Transitions, City College, Five Keys, Felton, and the Native American Health Center.

Ms. Hand noted that currently OEWD is in an input and feedback period and much of the Plan would reflect existing strategy. The Plan would continue to describe adult programs, youth and young adult programs, sector training academies, and employer services.

Ms. Hand shared ongoing stakeholder engagement efforts, including discussions at Alignment Committee (CCWA) meetings, CCWA quarterly working group sessions, and coordination with Community Development Block Grant planning. She informed the Board of an upcoming community meeting on November 20, 2024, and noted a 30-day public comment period scheduled for December 16, 2024, through January 15, 2025.

Ms. Hand then presented discussion questions to inform the Plan's development. Ms. Hand explained that the discussion questions were developed collaboratively across the Bay-Peninsula Regional Planning Unit to guide input for the upcoming WIOA Plans. These questions are uniform across the region to ensure consistency in the planning process.

Member Rodriguez highlighted the importance of these questions, noting that they address multi-jurisdictional challenges often faced by labor and community stakeholders. Member Rodriguez supported extending the opportunity for feedback to the full WISF Board, emphasizing the value of broader input.

Member Lavery emphasized the need to dedicate sufficient time to address the questions thoughtfully, describing them as critical to shaping the WIOA Plans. Member Lavery suggested gathering feedback through a survey tool to facilitate responses and ensure input from all board members.

Ms. Hand provided a timeline for the WIOA Plan development, noting that feedback would be critical ahead of the public comment period, which begins December 16, 2024. Ms. Hand confirmed that input would be collected through surveys.

Chair Cotter supported the suggestion to distribute the questions to both the Executive Committee and the full WISF. Members agreed to this approach and emphasized the importance of maintaining a focus on workforce development issues during the public comment period.

Future Discussion Items
(Action Item)

Chair Cotter invited suggestions for future discussion topics.

Member Lavery recommended prioritizing transportation and housing in future discussions, citing their impact on workforce recruitment and retention. Member Lavery proposed integrating these topics into the WIOA Regional Plan.

Member Rodriguez suggested inviting a MUNI representative to present on their strategic plan, particularly in light of recent passenger safety concerns and their impact on public transit.

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 comments 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.

Receiving no further comments, Chair Cotter called for a motion to adjourn the meeting. Member Rodriguez made the motion, which was seconded by Member Tapia and was unanimous. Members adjourned the meeting at 10:34 A.M.