



## Mendocino Advisory Subcommittee Meeting Agenda

Thursday, February 27, 2020  
3:00 PM

CareerPoint MENDO, 2550 N. State Street, Ste.3, Ukiah

CALL TO ORDER	
I.	<ul style="list-style-type: none"> <li>A. Call to Order &amp; Introductions</li> <li>B. Public Comment</li> </ul>
CONSENT CALENDAR	
<p>These matters typically include routine financial or administrative <b>action items</b> requiring a vote. Any item will be discussed separately at the request of any person. Items are approved with one single motion</p>	
II.	<ul style="list-style-type: none"> <li>A. Approval of November 21, 2019 Meeting Minutes [Attachment II. A]</li> </ul>
REGULAR CALENDAR	
III.	<ul style="list-style-type: none"> <li>A. Review and accept 2nd Quarter CareerPoint Mendocino Dashboard Report [Attachment III.A] <b>(Action)</b></li> <li>B. Return on Investment Report [Attachment III.B] Staff will present a new report that shows the projected return on investment for every WIOA dollar invested in the region and each community. Staff will seek committee input and direction. <b>(Action)</b></li> <li>C. Community Pro Staff would like to discuss training date and reinforce the expectation that CareerPoint Mendo staff attends training <b>(Action)</b></li> </ul>
INFORMATION / DISCUSSION ITEMS	
IV.	<ul style="list-style-type: none"> <li>A. CareerPoint Mendocino Sign</li> <li>B. CareerPoint Mendocino Success Story</li> </ul>
MEMBER / DIRECTOR REPORTS	
V.	<ul style="list-style-type: none"> <li>A. Member</li> <li>B. Director               <ul style="list-style-type: none"> <li>a. February 4 Workforce Conference Summary</li> <li>b. Day at the Capitol March, 2020</li> <li>c. WANB Transition</li> </ul> </li> </ul>
ADJOURN	
VI.	<ul style="list-style-type: none"> <li>A. Adjourn</li> </ul>



## Mendocino Advisory Subcommittee Meeting Minutes

Thursday, November 21, 2019  
3:30 PM

CareerPoint MENDO, 2550 N. State Street, Ste.3, Ukiah

### CALL TO ORDER

I.	<p>A. Call to Order &amp; Introductions</p> <p>Chair Lene Vinding called the meeting to order at 3:42 PM.</p> <p>Members Present: Chair Lene Vinding, Vice Chair Megan Barber- Allende, Frank Cuneo, Heather Gurewitz, William Feather, Pamela Jensen, Christy Pedroncelli-Smith, Aimee Swearengin.</p> <p>Members Absent: Paul Castro, Maureen Mulheren</p> <p>Workforce Alliance Staff Present: Fiscal Office Taylor Swain, Business Outreach, Stacey Caico.</p> <p>Guests: Patrice Mascolo, Healthy Mendocino; Candy de Los Santos, CareerPoint Mendocino.</p> <p>B. Public Comment</p> <p>Heather Gurewitz asked if a Zoom, call-in number could be an option for every meeting. She lives on the coast and prefers to call-in, in lieu of missing a meeting. Per the Brown Act, her residence would need to be listed. Please contact Heather for those details. [Clerk of the Board comment: As of 1/23/2020 Heather Gurewitz is not a board member anymore]</p> <p>Healthy Mendocino is working on a Youth Workforce Initiative. Patrice Mascolo was in attendance of the meeting and hopes to connect with Candy De Los Santos and Christy Gard of MPIC, Inc. to discuss the initiative further. William Feather would like to address the safety issue of where the current CreerPoint MENDO sign is placed. There is a safety concern that the trailers next door block the visual of cars trying to exit or enter the Careerpoint driveway. He asked that OSO, Candy De Los Santos take this item up at the next Partnership Meeting. Requested the CareerPoint sign be an agenda item on the next agenda. It was suggested that the WANB Advisory Board write a letter of concern to the County of Mendocino.</p>
----	---

### CONSENT CALENDAR

These matters typically include routine financial or administrative action items requiring a vote.  
Any item will be discussed separately at the request of any person. Items are approved with one single motion

II.	<p>A. Approval of August 22, 2019 Meeting Minutes [Attachment II. A]</p> <p>Motion made to approve requested action.</p> <p>M/S: Frank Cuneo / Christy Pedroncelli-Smith</p> <p>Motion carried: 7-0</p> <p>Yea: 7</p> <p>Nay: 0</p> <p>Abstentions: William Feather</p> <p>Absent: Paul Castro, Maureen Mulheren</p>
-----	--

### REGULAR CALENDAR

III.	<p>A. Review and accept 1st Quarter CareerPoint Mendocino Dashboard Report [Attachment III.A] (Action)  William Feather asked if residents in the North County areas are being served through the WIOA program? He wants to see outreach done in Northern Willits, Covelo and Laytonville. All members asked Candy De Los Santos of MPIC for a more detailed report about where customers that are seeking services, live, exactly. Candy will request her MIS Admin, Peggy D. pull a report to be emailed to all WANB committee members.  Motion made to approve requested action.  M/S: Heather Gurewitz / Christy Pedroncelli-Smith  Motion carried: 8-0  Yea: 8  Nay: 0  Abstentions: 0  Absent: Paul Castro, Maureen Mulheren</p> <p>B. Community Pro presentation  WANB has been asked to participate in Mendocino County's investment into Community Pro Suite.  Committee members will hear presentation on Community Pro and will consider endorsement. (Action)  A recommendation was made to table the action item of CPS and present the Community Pro Suites product to the partner's of CareerPoint MENDO and bring info back to the Advisory Committee. Christy Smith offered to answer any questions committee members may have. Garth Neil, CPS presenter noted he has another meeting scheduled in Mendocino County with Bruce Wilson and team on December 5<sup>th</sup>.  Motion made to approve requested action.  M/S: Frank Cuneo / Pam Jensen  Motion carried: 8-0  Yea: 8  Nay: 0  Abstentions: 0  Absent: Paul Castro, Maureen Mulheren</p>
INFORMATION / DISCUSSION ITEMS	
IV.	<p>A. Mendocino Biz Resource Fair - Disaster Recovery Services  Recommendation made by Megan Allende to call the Biz Resource Fair, something other than "Disaster Recovery." Suggestions made were: Calling it Business Continuity Services or using Resilience in the title instead.</p> <p>B. 2020 Master Meeting Calendar [Attachment IV.B]  Approved new meeting schedule but request the time change to 3:00 PM – 5:00 PM since all meetings have run over the allotted time.  Motion made to approve meeting schedule with changed time 3:00 PM – 5:00 PM.  M/S: Lene Vinding / Aimee Swearengin  Motion carried: 8-0  Yea: 8  Nay: 0  Abstentions: 0  Absent: Paul Castro, Maureen Mulheren</p> <p>C. Follow up discussion - Strategic Doing Retreat  Christy Smith will speak with Judy Kanavle of the WANB Lake Advisory committee regarding today's WANB Lake Committee Working session and bring back info to the group to discuss further.</p>
MEMBER / DIRECTOR REPORTS	
V.	<p>A. Member</p> <p>B. Director</p> <p>a. December 12 Regional Workforce Development Board meeting.  For convenience of all board members upcoming Regional Workforce Development Board meeting will be held in Santa Rosa. All board members are encouraged to participate.</p> <p>b. February 4 Workforce Conference  WANB in collaboration with Sonoma and Solano Workforce Boards are bringing Workforce Conference to the</p>

	<p>Region. All board members are invited to participate.</p> <p>c. Mendocino County Economic and Workforce Reports</p> <p>WANB can provide economic and labor market data. Board members can request reports with WANB staff.</p>
A D J O U R N	
VI.	<p>A. Adjourn</p> <p>Chair Lene Vinding adjourned the meeting at 5:26 PM.</p>

## Workforce Alliance of the North Bay Q2|PY19-20

## CareerPoint Mendocino

### WIOA Levels of Service

#### Bronze

Self Access Services



**CareerPoint**  
1,137 Individuals  
3,272 Visits  
922 Repeat Customers

**\$ \$43,414**

#### Silver

Staff Assisted Services



**WIOA Program**  
62 Participants  
31 Adults  
31 Dislocated Workers

**\$ 86,382**

#### Gold

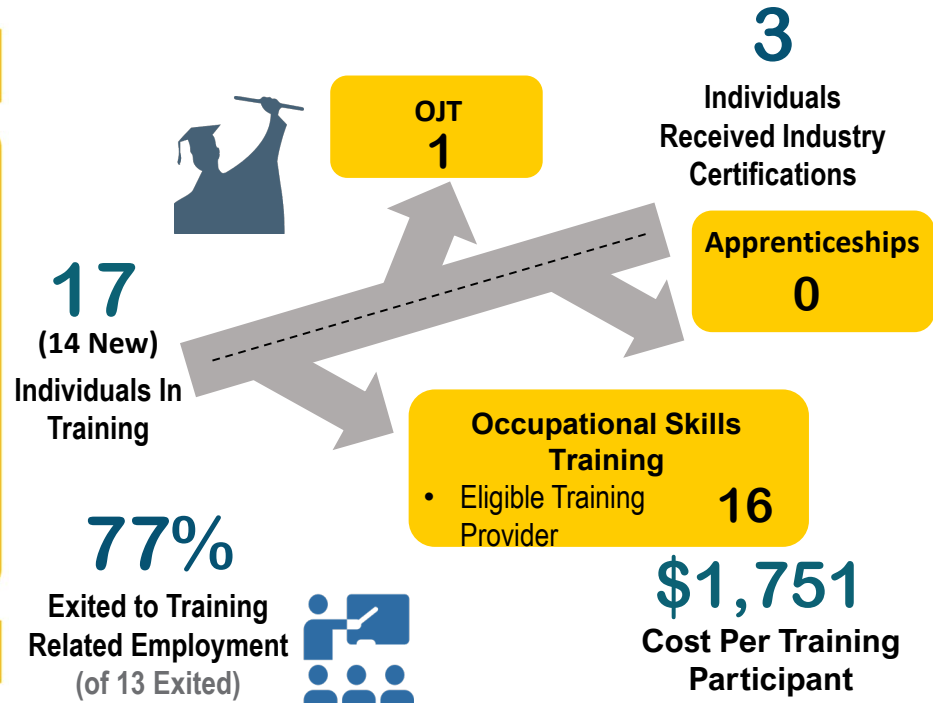
Training Services



**WIOA Training**  
17 Recipients  
10 Adults  
7 Dislocated Workers

**\$ \$29,762**

### WIOA Training Services



### WIOA Program Employment Outcomes

**26**

Individuals Exited



**85%**

Exit to Employment

**\$19.00**  
Median Wage



**\$3.86/HR**

Ave. Increase in Wages After Using WDB Services (50% increased wages)



**9**

Avg months in program

**\$2,374**

Cost per Job Seeker Served



**\$5.01**

Return on Investment (per \$1 spent)



**5%▲**

Construction



**36%▼**  
Healthcare & Social Assistance



**4%▲**

Hospitality & Tourism



**9%▼**  
Manufacturing



**0%■**

Professional, Scientific, Technical



**0%■**

Utilities



**0%■**

Information



**23%▲**

Transportation



**23%▲**

Other

5 of 8

## WIOA Adult & DW Priority of Service

## Business Services



Basic Skill Deficient

**0%**■



Low Income

**41%**▲



CalFresh

**3%**▲



Military Veterans

**10%**■

**29**

New Businesses Engaged

**365**

Active Business Services

**3**

Rapid Response Events

**3**

Recruitment Events Held

## WIOA Adult & DW Barriers to Employment



Disability

**5%**▼



Homeless

**3%**▼



Justice Involved

**8%**▲



English Language Learner

**0%**■



Single Parent

**15%**▲



In-School Youth

**20%**▼



Out of School Youth

**80%**▲



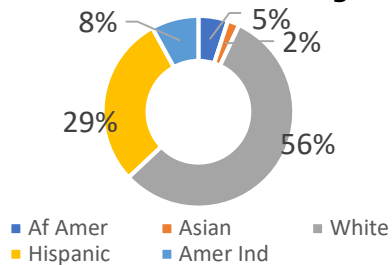
WEX

**20%**▼

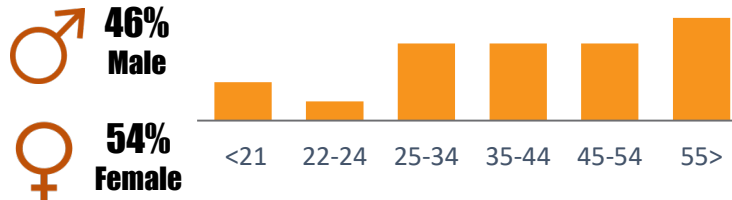
## WIOA Youth Details

## Program Participant Demographics

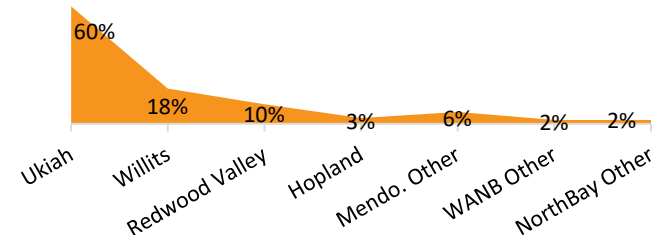
### Race/ Ethnicity




### Age



### Residence



## Program Provider Details

 WORKFORCE ALLIANCE NORTH BAY DRIVING WORKFORCE TALENT PY2019/2020, Quarter 2 (7/1/2019-12/31/2019)			Carry-ins from PY18-19	New Clients	Total Enrolled			Placements			Exits			Training Req. / WEX - (20%)			Contract Budget		
					(Qtr 2) Actual	Area Plan for PY	% Achieved of Qtr 2	(Qtr 2) Actual	Area Plan for PY	% Achieved of Qtr 2	(Qtr 2) Positive Exits	(Qtr 2) Negative Exits	(Qtr 2) % of Positive Exits to Total Exits	WIOA Funds Spent	Requirement-20%	% Achieved of Training	Expended (Qtr 2)	Budget in PY	Total % Achieved
Mendocino	MPIC	Adult	13	18	31	51	61%	9	20	45%	9	3	75%	\$20,013	\$ 51,522	39%	\$90,308	\$208,990	43.2%
		Dislocated Worker	21	10	31	42	74%	13	13	100%	13	1	93%	\$ 9,749	\$ 57,428	17%	\$69,249	\$170,484	40.6%
Mendocino	MPIC	Youth	8	7	15	43	35%	3	11	27%	3	1	75%	\$ -	\$ 54,119	0%	\$40,364	\$243,467	17%



# WORKFORCE ALLIANCE OF THE NORTH BAY

DRIVING WORKFORCE TALENT

## Return on Investment Report



**CareerPoint**  
**MENDOCINO**  
PATHWAYS TO WORK

2550 N STATE STREET #3  
UKIAH, CA 95482

*A proud partner of the America's Job Center of  
California<sup>SM</sup> network.*

### FOCUS: CAREERPOINT MENDOCINO

PY 2018/2019

## Workforce Alliance of the North Bay - Mendocino Return on Investment (ROI)

#### COST CATEGORY

Workforce Innovation and  
Opportunity Act Adult and Dislocated  
Worker Enrolled Customers Funding

# \$2.45

Returned for each \$1.00 invested

This is the quantitative projected ROI for the Workforce Innovation and Opportunity Act (WIOA) system over the next three years.

Visit [www.WorkforceAllianceNorthBay.org](http://www.WorkforceAllianceNorthBay.org) for the ROI formula calculation details.

#### Quantitative View

This report projects the return of funds invested over a three year period. This projection is based upon the monetary benefit derived by the WIOA system in terms of tax revenue generated.

The formula by which ROI was calculated includes the following factors:

- ➔ Customers Enrolled into WIOA Programs
- ➔ WIOA Funds Expended within the Program Year
- ➔ Average Cost Per Customer
- ➔ Projected Employment Rate of Exiters Over Three Years
- ➔ Average Projected Participant Wages Over Three Years
- ➔ Projected Tax Benefit Per Customer from Wages Earned Over Three Years

The following assumptions were made in developing the formula factors:

- ➔ WIOA participants employed in the quarter after exit will remain employed at relatively the same rates over a three year period.
- ➔ Participant wages were calculated as if they would remain static and not subject to cost of living or performance increases.
- ➔ Tax Benefits were calculated based upon an average of 12% Federal and 4% State.

- ➔ WIOA Dollars Invested are calculated based upon expenditures of the allocation for the grant being measured in a particular program year.
- ➔ Reduction in Unemployment Insurance Benefits, Criminal Justice costs for WIOA participants, and many other savings were not included.



#### CALCULATIONS: PY2018-2019

79	Customers Enrolled
\$369,766	WIOA Funds Expended
\$4,681	WIOA Cost Per Customer
82%	Employment Rate
\$2,834,557	Average Projected Participant Wages Over Three Years
\$11,482	Projected Tax Benefit Per Customer from Wages Earned Over Three Years





## Qualitative Results

In addition to the quantitative results above which calculate the benefit that is being achieved by the Workforce Innovation and Opportunity Act system on the basis of cost effectiveness and performance achievements, this qualitative section attempts to further illustrate the fulfillment of our workforce mission in human terms. Although the following additional benefiting factors of the WIOA system are not calculated in the quantitative section of this report (for various reasons) they are listed here in order to convey the human benefits of our system.

- Sales tax revenues are generated from customers earning training based payments while enrolled in Work Experience programs;
- Sales, real estate, and school tax revenues are generated from exiters who enter employment;
- Dollars are returned by participants in both of the above categories into the local economy;
- Increased opportunities for existing businesses to expand, and for new ones

to open in the local area are created due to the skilled, competitive workforce being created;

- Recruitment costs for employers are lowered as a result of the job matching services;
- Crime rates and criminal justice costs decrease as a result of services to ex-offenders;
- More adults return to school and achieve General Equivalency Diplomas (GED's);
- Vocational rehabilitation, substance abuse recovery and displaced homemaker programs experience high success rates as a result of sequential or concurrent programming with WIOA;
- Costs for outplacement services are reduced through rapid and expeditious response activities conducted for employers that are downsizing;
- Local workforce development activities are more efficient as a result of these activities;
- The welfare to work rate increases;
- The period of unemployment for dislocated workers is shortened

### CUSTOMER DATA

CalJOBS<sup>SM</sup> California's workforce services database utilized by all CareerPoint centers within the Alliance for case management and data tracking purposes is the source for customer data.

## Conclusion

While the benefit of the above general factors is manifested both in financial and humanitarian terms, they combine with the quantitative factors to yield perhaps an even greater, but less tangible value in terms of improving the quality of life for our local citizens. Examples of how the system improves the quality of life are as follows:

- Breaking the cycle of poverty and welfare dependency for economically disadvantaged individuals;
- Establishing positive role models for young people in impoverished families;
- Elevating the self-esteem of unemployed individuals by furnishing them with occupational and life skills;
- Maintaining confidence in the strength of the local economy;
- Establishing an efficient transition system for dislocated workers to enable them to address the emotional and psychological issues related to displacement, and at the same time to gain the skills needed to compete in a

labor market affected by corporate restructuring, rapidly emerging technology, and global competition;

- Increased education, employment and training opportunities for heretofore underutilized segments of the workforce including: women in non-traditional employment, minorities, mature workers and individuals with disabilities.

- Private sector direction of workforce innovation and opportunity in the local area as a result of the efforts of the Workforce Development Board (WDB);
- Continuous improvement and increased customer satisfaction as a result of the WDB's quality initiatives; and
- Collaboration among local educational agencies, community based organizations, businesses, commerce organizations, and local government to create opportunities for job seekers and entrepreneurs.



### FOR MORE INFORMATION

[www.WorkforceAllianceNorthBay.org](http://www.WorkforceAllianceNorthBay.org)

1546 First Street, Second Floor

Napa, CA 94559

*Workforce Alliance of the North Bay is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.*