

## Workforce Investment Act/Wagner Peyser Act American Recovery and Reinvestment Act of 2009 Local Plan

### Local Workforce Investment Area (LWIA):

Name of LWIA Santa Barbara County

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### INTRODUCTION

The One-Stop system's success in implementing the American Recovery and Reinvestment Act of 2009 (ARRA) will be gauged in part by the progress it achieves in using annual appropriations along with ARRA funds to help unemployed, underemployed, and dislocated workers find new, good jobs and to access and remain in the middle class; to help low-skill or low income workers acquire 21<sup>st</sup> century skills, find family-supporting jobs in healthy industries and access the middle class; and to help enhance the education pathways for disadvantaged and disconnected youth to improve their labor market prospects and long term career success. The LWIAs are expected to fully utilize the ARRA funding to substantially increase the number of customers served, and to substantially increase the number and proportion of those customers who receive training.

We recognize that some of these responses may be duplicative of those provided for elements of the Workforce Investment Act (WIA) Plan modification. However, the intent of ARRA and the goals of saving and creating jobs and increasing service delivery to target populations are distinct. We have identified those questions here. The responses should be included as an attachment to your WIA Plan and be entitled, "American Recovery and Reinvestment Act Local Plan."

## **ARRA PLAN QUESTIONS**

### **1. Integrated Services**

Describe how your LWIA will develop close partnering relationships between Unemployment Insurance (UI) and One-Stop services to ensure UI claimants are quickly linked to a local One-Stop in the area to develop and pursue an employment plan.

The Comprehensive One-Stop Center (Workforce Resource Center) in Santa Maria, and the Affiliate Center in Santa Barbara, are structured to coordinate the services of One-Stop Partners. EDD Job Services and WIA are the two largest partners on site, and have established close working relationships. They support each other in ensuring UI claimants are made aware of the resources available at the One Stop (Workforce Resource Center), and to expedite their movement into other assistance. JS for UI assistance is available, and includes staff support in contacting UI Claims Processing, problem resolution, and document verification. This is followed by Initial Applicant Workshops (IAWs) presented by a team of EDD Job Service and WIA staff. Information presented includes not only next steps and programs available through UI and Job Services, but information about available universal services at the One Stop and specific information about the Workforce Investment Program, the wide range of assistance available through that program, eligibility and enrollment processes. The newly implemented "Inter-Link" system is also presented. This system provides additional resources in financial planning, career exploration, and assessment. Since the addition of ARRA-Reemployment Services funding to local EDD Job Services, we have initiated strategic planning workgroups of EDD RES and WIA staff to plan additional collaborative approaches to providing support for UI claimants in the areas of Resume Creation, Job Search and supportive service availability. Most recently, EDD JS and LWIA staff have participated in State EDD

UI training on CTB (Continuing Training Benefits), and effective 3-2-10 will have the authority and ability to initiate the timely approval of UI recipients to receive Continuing Training Benefits, thereby being able to fully participate in WIA-approved Training Programs, without fear of losing their UI benefits.

## 2. Green Jobs

How will your LWIA recognize opportunities to prepare workers for “green jobs” related to other sources of federal funding?

One of the strategic priorities of WIA Adult and Dislocated Worker ARRA services includes Group Sized Training opportunities focused on four specific areas of occupational training, one of which is Energy Related “green jobs”. With the expectation that other sources of federal funding will include weatherization-related funding in the near future, the first training program approved in this area is “Weatherization and Energy Efficiency” through Allan Hancock Community College. This program will be offered at both the Santa Maria and Lompoc campuses. We will continue to identify other potential funding sources that may indicate the advent of emerging “green jobs” and seek methods of providing training or other appropriate intensive and supportive services necessary to prepare our workers to be competitive. The LWIA is a member of the Workforce Collaboration of the Central California Coast. This will strengthen the search for funds to serve the three counties in developing “green” jobs.

Recently last February 2010, Santa Barbara County with San Luis Obispo and Ventura Counties were awarded \$250,000 to fund a study of emerging “green” industries to determine how regional workforce investment boards can help unemployed workers secure and keep jobs in those new markets.

## 3. Collaboration and Alignment

Describe how your LWIA will collaborate with local government agencies and employers who are creating jobs in road and bridge projects, local food production and processing, nursing and allied health, and local conservation projects and energy efficiency programs such as the Weatherization Program run by many local Community Action Agencies.

At the line level, WIA staff make outreach to employers in these areas, and work closely with EDD Job Services staff who have the same mission. Close watch is kept on the status of upcoming bid openings and awards to local contractors and governmental agencies, contact is made, and collaboration is offered for assistance with recruitment, interviewing and hiring assistance at the One Stop level, in addition to posting opportunities on the CalJOBS System. The recently implemented “Inter-Link” System (VOS) incorporates or “spiders” all CalJOBS postings, as well as major job boards and local governmental employment opportunities into the Workforce Resource Center (One Stop) “Inter-Link” website.

The LWIA is a founding member of the Workforce Collaborative of Central California Coast (WCCCC) and the Green Coast Innovation Zone.(GCIZ). Both of these affiliations strengthen the fiscal, competitive funding grants. Through the Green

Jobs Initiative, Regional Industry Clusters of Opportunities Grant (RICOG). The LWIA also participate locally at its countywide ARRA Economic Recovery Team convened by the County Executive Officer. Additionally, the LWIA's Youth Corps participants are being trained to do weatherization.

#### 4. Accountability and Transparency

Describe the oversight and monitoring activities to be used to determine whether or not there is compliance with programmatic, accountability, and transparency provisions of the ARRA, as well as the regular provisions of WIA and the Wagner-Peyser Act.

Besides the regular program and fiscal/procurement Monitoring Visits by State EDD Compliance Review staff for both formula and ARRA WIA funded activities, at the local level Adult and Dislocated Worker programs are overseen by a Deputy Director of the Department of Social Services (the Sub-Recipient of WIA funds), the WIB Director, and the WIA/WRC Manager. Line program activities are monitored programmatically by WIA Supervisors and the Manager.

#### 5. Adult Services

The intent of the ARRA is that WIA Adult funds be used to provide necessary services to substantially increased numbers of adults to support their entry or reentry into the job market. Describe the programs and processes your LWIA will use to achieve this goal.

As part of the local ARRA WIA strategic plan, special emphasis has been placed on co-enrolling TANF (CalWORKs) Welfare-To-Work recipients into WIA to substantially increase the level of service available to support their entry or reentry into the job market. Specific training programs, such as Entry Level Computer Applications and Customer Service Institute, and Soft Skills workshops have been targeted to provide entry level skills that primarily support this Adult population that have limited, if any, job skills to bring to the labor market. Training is a particularly vital service to this population during the economic recovery, and the expectation is that overall training for the Adult population should be expanded accordingly. Increased Supportive Services allowances have also been put into place that help ensure the Adult population is able to benefit from the other services made available.

#### 6. Training

Because workers may need to learn new skills to compete for limited career opportunities, training will be a particularly vital service during the economic recovery, and overall training enrollments are expected to increase. Describe the programs and processes your LWIA will use to achieve this goal.

As TEGL 14-08 states, it is the expectation that local areas will "substantially

increase the number of customers served, and substantially increase the number and proportion of those customers who receive training". Our LWIA has placed primary emphasis on the usage of ARRA funding to provide a higher level of training opportunities, primarily in actively seeking proposals for Group Sized Training programs from local Institutions of Higher Education, and other Eligible Training Providers. Group Sized Training Programs have been contracted in all areas of the county, and WIA staff actively market, recruit and enroll both Adult and Dislocated Worker clients into these programs. Training programs have been solicited in four major areas of focus, to address the labor demands of existing or emerging jobs in the local area. Active coordination with EDD/UI has been maintained to allow those beneficiaries receiving UI Benefits to obtain approval for Continuing Training Benefits in order to actively participate in these training programs without fear of losing their benefits. These Group Sized Training Programs are in addition to the customary Individual Training Account process which continues to be maintained. This allows for a larger number of customers to take advantage of training programs that are customized to meet existing, or expected, local labor demands.

#### 7. Supportive Services and Needs Related Payments

The ARRA specifically emphasizes the authority to use these funds for supportive and needs-related payments to ensure participants have the means to pay living expenses while receiving training. Supportive services may include transportation, child care, dependent care, housing, and other services that are necessary to enable an individual who is unable to obtain the services from other programs to participate in activities authorized under WIA. Describe any new policies, programs and processes your LWIA will use to achieve this goal.

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A modification of the local WIA Supportive Services Policy was approved by the Workforce Investment Board. The modification increased by 100% the amount authorized to be expended on each participant (from \$1,000 to \$2,000 per participant), and specified additional items of need that are allowable as a Supportive Service, including child care, transportation, and other services. These services or benefits must be confirmed as unavailable from any other source prior to approval through WIA.

#### 8. Priority of Service

The WIA Adult formula funds are to be targeted on the services that most efficiently and effectively assist workers impacted by the current economy to obtain employment, with priority given to recipients of public assistance and other low-income individuals as described in WIA section 134(d)(4)(E). The LWIAs must also incorporate priority of service for veterans and eligible spouses in accordance with the Jobs for Veterans Act. This requires veterans and eligible spouses to receive service priority over recipients of public assistance and low-income individuals. Describe what programs and processes your LWIA will use to achieve these goals.

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Currently, income verification within the WIA Program is needed/used for the following purposes/reasons:

- To determine that the client has sufficient resources to be successful in the WIA

- Program, specifically when enrolled in classroom training;
- To document a client's low income status for statistical purposes;
- To determine eligibility for services for those WIA applicants not meeting the Dislocated Worker eligibility criteria. The income of such WIA Applicants (employed or unemployed at application) must fall under the 200% of the Self Sufficiency Standard Table. The Santa Barbara County WIB adopted a Self Sufficiency Policy which states that WIA applicants are eligible for WIA Intensive and Training Services if their family income does not exceed 200% of the Lower Living Standard Income Level (LLSIL).
- To document a client's low-income status *in the event* the WIB is required to establish a priority to serve low-income clients.

To date, the WIB has not had to establish a priority for low-income clients. Santa Barbara County has never and currently does not have a waiting list for any individuals seeking WIA services. Those individuals who receive public assistance automatically meet the low-income criteria, and are actively co-enrolled. In the event that a determination is made that funds to the LWIA are limited and cannot meet the demand, then the priority to serve low-income and recipients of public assistance policy will be enacted.

The priority to serve Veterans and spouses of Veterans is similar in that a priority to serve policy is in effect if a Veteran or qualified spouse and a non-Veteran or qualified spouse both apply for, and are eligible to WIA services and there are limited funds available. However, there is currently no waiting list for any individual so the policy has not been enacted.

The "Inter-Link" (VOS) system, however, allows Veteran's and qualifying spouses access to all job postings available through the system 24 hours before they are available to non-veteran's and qualifying spouses.

## 9. Apprenticeship Programs

The LWIAs are encouraged to leverage new, and existing national, state and local registered apprenticeship programs and assets as a key resource in their talent development and reemployment strategies. Describe the programs and processes your LWIA will use to achieve this goal.

The LWIA conducts its Apprenticeship Program through its Youth Corps Project. Organized Labor has supported the Youth Corps model. One of its WIB members represents the Building and Trade Construction Union.

## 10. Regional Collaboration

The LWIAs are encouraged to partner with each other regionally and across political jurisdictions as necessary. Describe how this will be accomplished.

The LWIA is a member of the Green Coast Innovative Zone (GCIZ) with two other neighboring counties, namely, Ventura and San Luis Obispo. The GCIZ is a regional

strategy to leverage public and private assets and natural resources to stimulate innovation and entrepreneurship through research, business incubation, focused workforce development, targeted economic development and policy development.

#### 11. Dislocated Worker Services

The ARRA makes available additional funding for dislocated workers. It is the intent of the law that substantially increased numbers of dislocated workers will be served with this infusion of formula funds, and that training will be a significant area of focus. Describe how your LWIA will achieve this goal.

As stated in #6, above, TEGL 14-08 states that it is the expectation that local areas will “substantially increase the number of customers served, and substantially increase the number and proportion of those customers who receive training”. Our LWIA has placed primary emphasis on the usage of ARRA funding to provide a higher level of training opportunities, primarily in actively seeking proposals for Group Sized Training programs from local Institutions of Higher Education, and other Eligible Training Providers. Group Sized Training Programs have been contracted in all areas of the county, and WIA staff actively market, recruit and enroll both Adult and Dislocated Worker clients into these programs. Training programs have been solicited in four major areas of focus, to address the existing and emerging labor demands in the local area. Active coordination with EDD/UI has been maintained to allow those beneficiaries receiving UI Benefits to obtain approval for Continuing Training Benefits in order to actively participate in these training programs without fear of losing their benefits. These Group Sized Training Programs are in addition to the customary Individual Training Account process which continues to be maintained. This allows for a larger number of customers to take advantage of training programs that are customized to meet existing, or expected, local labor demands.

#### 12. Wagner-Peyser Act – Coordination of Services

The ARRA makes available additional Wagner-Peyser Act funding. Describe how your LWIA will utilize these funds to provide services such as assessment of skill levels, career guidance, job search workshops and referral to employers, to name a few.

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**N/A    The LWIA does not receive Wagner-Peyser Act funds.**

#### 13. Summer Youth

The LWIAs are encouraged to use ARRA funds to operate an expanded summer youth employment opportunities program in 2009, and provide as many youth as possible with summer employment opportunities and work experiences throughout the year. Also, the ARRA specifies that 30 percent of Youth funds are to be spent on out-of-school youth. Finally, two waivers have been approved. One deals with procurement of youth employment providers and the other using the work readiness indicator only for youth employment outside the summer months. Describe how

your LWIA will achieve the goal of providing summer employment opportunities. Further, describe how your LWIA will ensure 30 percent of Youth funds are spend on out-of-school youth. Finally, describe how your LWIA will use the waivers and publish the list of youth employment service providers.

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The Santa Barbara County LWIA will conduct its 2010 Summer Youth Employment Program by enrolling 350 eligible youths in public worksites that will encompass both private, non-profit agencies and governmental worksites. At this writing, over 600 pre-applications have been secured from potentially eligible youth. This applicant pool will expand before the bulk of SYEP participants begin their assignments in early July. In addition to the traditional worksites that have been involved with SYEP activities over past years, LWIA staff members are making concerted efforts to tailor worksites that interact with local businesses, such as local Chambers of Commerce. UC Santa Barbara and Vandenberg Air Force Base are two of the County's largest employers and outreach is being made to those entities as potential worksites.

Four principal sources are being tapped to expand the pool of out-of-school applicants for STEP enrollment: foster children; enrollees at the Los Prietos Boys Camp under the auspices of the Santa Barbara Probation Department; referrals from youth-serving non-profit agencies; and referrals from Child Welfare Services personnel in the County's Department of Social services. Additionally, out-of-school youth will be able to be enrolled for a longer period of time than their in-school counterparts, thus boosting the likelihood of the LWIA meeting its obligation of expending a minimum of 30% of its SYEP funds on that population.

The Santa Barbara County LWIA will conduct SYEP as an in-house program, therefore, the publishing of youth employment service providers is not an applicable issue. The LWIA will avail itself of the waiver's provision to focus solely on work readiness as the sole indicator for youth outcomes for the SYEP effort.

#### 14. Economic Analysis

Provide a detailed analysis of the LWIA's economy, the labor pool, and the labor market context in relation to the economic downturn.

In February 2009, the Santa Barbara County Workforce Investment Board hired BW Research to conduct a regional workforce assessment of the county and its economy. The assessment is meant to provide an overview of the County's workforce, the impact and the changing economy. In Santa Barbara, 39 percent of respondents from the employer survey indicated that at least a quarter of their business was focused on clean or green products or services. A copy of this full report can be provided at the State's request.

#### 15. The Governor has identified the following key priorities for the workforce system in California's Strategic Vision for Implementation of Employment and Training Provisions of the ARRA:

- Invest in high-wage, high-growth jobs



- Advance workers with barriers to employment
- Support industry sectors experiencing statewide shortages of workers

How will your local plan modification implement the Governor's priorities?

The Industry Cluster Policy which was recently adopted by its WIB will identify and target those key industry sectors for future training opportunities.

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- The Workforce Investment Act Program has, and will continue to provide education and training opportunities to meet the skill needs of existing and emerging employers and high growth occupations. These include Green/Clean Technology occupations, Updated Electronic and Office Skills including Electronic Medical Records, and an Allied Health Fields occupational cluster training opportunities. Emphasis will be on contracting with Institutions of Higher Education.
  - The LWIA will provide expanded universal access to One Stop Services by using Internet-based tools and services. This will provide significantly more jobseekers and employers with increased services such as self-service assistance with real-time labor market information feeds, self-assessment tools, career exploration and occupational demand information, financial planning, and resume building assistance. Other enhanced services provided will include increased job posting/resume posting matching capabilities for WIA to act as a broker between employers and jobseekers, expanded job search capabilities. Increased Supportive Services funding availability will assist trainees in addressing barriers that may have prevented them from completing training, or becoming employed in the past. Services supported through the One-Stops (Workforce Resource Centers) by Workforce Investment staff will provide training, including entry level skills training and soft skills training, for significantly greater numbers of individuals using strategies to meet immediate needs, while supporting longer term economic recovery.

## 16. Educational Opportunities

Describe how your LWIA will align itself with local educational institutions and other training providers to maximize opportunities for education and training for adult and dislocated workers.

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The local educational institutions are represented on the LWIB, and have been active partners in identifying training and education opportunities. The LWIA has primarily targeted ARRA funding to increase the numbers of participants being trained, and in increasing and improving the specific training programs available. This effort was initiated by a Request for Proposals for Group Sized Training programs from local Institutions of Higher Education and Other Eligible Training Providers, identifying four areas of focus occupational/vocational clusters as emerging, high-demand occupations: Green/Clean Technology occupations, Updated Electronic and Office Skills including Electronic Medical Records, and an Allied Health Fields occupational cluster training opportunity.

The Community Colleges are equipped to respond to the need for increased capacity as required by ARRA, and Community Colleges have the ability to increase capacity by quickly modifying course offerings. As part of the contracted training programs, the Institutions of Higher Education have also been encouraged to develop curriculum for emerging sectors and enhance the capacity of the institutions to ensure quality training within limited timeframes.

#### 17. One-Stop Staffing

Describe the additional staffing which will be provided at local One-Stops to ensure the provision of expanded staff assisted services to customers.

The only additional staffing at the local One-Stops has been EDD Job Services ARRA Re-Employment Services staff and EDD Job Services ARRA Business Outreach staff (Wagner-Peyser). The LWIA has implemented an expanded internet-based system of tools and services, known as "Inter-Link" (VOS). This has provided significantly more jobseekers and employers with increased services such as assistance with real-time labor market information feeds, self-assessment tools, career exploration and occupational demand information, and resume building assistance. Other enhanced services provided include increased job posting/resume posting matching capabilities for WIA to act as a broker between employers and jobseekers, expanded job search capabilities. Existing LWIA staff have utilized these tools to provide an increased level of assisted services to customers, without the addition of staff, and have coordinated their efforts with the increased EDD Job Services ARRA Re-Employment staff.

#### 18. Levels of Service

Describe the adjustments being made in One-Stop Career Centers in order to provide increased levels of service. Do One-Stop Career Centers have a uniform method of organizing their service delivery to business customers? Is there a common individual assessment process utilized in every One-Stop? What approaches will be used to ensure funds are targeted to those most in need, including low-income, public assistance recipients, persons with disabilities, etc.? How will One-Stops streamline the sequence of service to facilitate individual access to needed services and training?

As noted above, no additional LWIA staffing has been provided at the One Stops, other than EDD Job Services ARRA Re-employment Services and Business Outreach staff (Wagner-Peyser). Existing LWIA staff work closely with these EDD Job Services staff to coordinate service delivery to business customers, including Rapid Response events. At the current time there is no waiting list for WIA services, so we have not been required to specifically target low-income, public assistance recipients or persons with disabilities however these populations have, and continue to be our priorities. As the WIA program is administered by the County Department of Social Services, close working relationships have been established and maintained with the TANF (CalWORKs) WTW program and staff, and co-enrollment of this population is desired and pursued. Department of Rehabilitation is an Itinerant Partner at both One Stops, and works closely with WIA. WIA and ARRA WIA services are coordinated simultaneously, streamlining the prerequisites for

eligibility determination and enrollment processes. Determination of an Individual Employment Plan, and the need for Intensive, Training in both Group Sized and Individual Training Account formats, and Supportive Services, is developed as one seamless service to facilitate an individual's access to all available services in a timely manner.

#### 19. Public Comment

Describe the process used to ensure transparency and to obtain public comment on the ARRA local plan modification. What were the outcomes of the public comments?

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Due to the timeframes imposed in this planning process and the need to secure approval from both the WIB and the Santa Barbara County Board of Supervisors, public comments will be evaluated in the month of April 2010 and Sacramento will be apprised of how the LWIA will act upon those public recommendations. These will be transmitted under separate cover.

#### 20. Performance Measures

Describe the measures which will be used to gauge performance for use of ARRA and WIA funds.

Note that mandated performance measures as noted in ARRA legislation/regulations will be observed. The written WIA and ARRA Plans will be posted on the LWIA website. An important element from ARRA is the effort to develop capacity building capabilities among youth serving agencies. Entrepreneurial efforts will be explored through ARRA in the forthcoming year.

#### 21. Expenditures Monitoring

Describe the processes which will be adopted to track and monitor expenditure of ARRA funds.

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In addition to the Fiscal Accounting staff at the Department of Social Services and the WIB's Fiscal Analyst, the County Auditor Controller's Office oversees program and fiscal expenditures on a monthly basis.