

# WORKFORCE INVESTMENT SAN FRANCISCO

Local Workforce Investment Board for the City and County of San Francisco

Minutes Of The

June 17, 2015

Meeting of the

Workforce Investment San Francisco (WISF) Board

Hotel Whitcomb

1231 Market Street, San Francisco, CA 94103

## WISF Members Present

Brenda Barnes, Autodesk  
Clearnise Bullard, JobCorps Northern CA  
Outreach and Recruitment  
Donnalyn Murphy (for Gwyneth Borden),  
Golden Gate Restaurant Association  
Kevin Carroll, Hotel Council of San Francisco  
Elaine Chan (for Sylvia Kwan), Kwan-Henmi  
Architecture/Planning  
Malia Cohen, San Francisco Board of  
Supervisors  
Jeanine Cotter, Luminalt  
Ximena Delgado, Bank of America

John Doherty, IBEW Local 6  
Ted Egan, City of San Francisco  
Renee Willette (for Juliet Ellis), San Francisco  
Public Utilities Commission  
Ebony Frelix, Salesforce.com  
Paul Giusti, Recology  
Jennifer Hermann, University of CA, San  
Francisco  
Katy Johnson, Wells Fargo

Elaine Chan (for Sylvia Kwan), Kwan Henmi  
Architecture  
Kent Lim, Kent Lim Construction  
Ku-Tsang Lin, Kaiser Permanente  
Andrew Lindsay, Jawbone  
Kelly Salance (for Tiffany Maleshefski),  
Zendesk  
Rebecca Miller, SEIU-United Healthcare  
West  
Brian Morton, Webcor Builders  
Roxanne Murray, Felton Institute  
Tony Lugo (for Trent Rhorer), Human  
Services Agency  
Toni Rucker, San Francisco Department of  
Public Health  
Barbara Smith, San  
Francisco Housing Authority  
Catherine Lin (for Jorge Tapia),  
Employment Development  
Department  
Anthony Urbina, Sheet Metal Workers  
Local 104  
Theresa Woo, Department of  
Rehabilitation\*

## WISF Members Absent

Celeste Alleyne, Microsoft  
Micki Callahan, San Francisco Department of  
Human Resources  
Jeff Fanselow, CBS Interactive  
Manuel Flores, Carpenters Local 22  
Ramon Hernandez, Laborers, Local 261  
David Johnson, Plasterers and Cement Masons  
Local 300  
Naomi Kelly, Office of the City Administrator  
Charley Lavery, Operating Engineers Local 3  
Laura Moran, San Francisco Unified School  
District

Bob Nibbi, Nibbi Bros. Construction  
Tom Quigley, Riverbed Technology  
Sam Rodriguez, KSR Strategy Group  
Ruben Santana, Rubecon Construction  
Rodrigo Santos, Santos & Urrutia Structural  
Engineering  
Ontario Smith, PG&E  
Egon Terplan, SPUR  
Arthur Tyler, City College of San Francisco  
Sandy White, LinkedIn

**OEWD Staff & Notables**

Greg Asay, Principal Workforce Analyst  
Marissa Bloom, Executive Assistant  
Lillie Ellison, Business Services Manager  
Alfredo Fajardo, Senior Workforce Development Specialist  
Monique Forster, Senior Workforce Development Specialist  
John Halpin, Program Operations Director  
Aileen Hernandez, Senior Workforce Development Specialist  
Janan Howell, Senior Workforce Development Specialist

Xiomara Jajeh, CAPSA Intern  
Patrick Mitchell, TechSF Program Manager  
Jenelle Mitchell, Administrative Aide  
Pat Mulligan, CityBuild Director  
Thomas Myers, Deputy Director of Workforce Development  
May Ng, Business Services Specialist  
Lowell Rice, Business Services Specialist  
Todd Rufo, Director, Office of Economic and Workforce Development  
Nikki Tosiello, Business Services Specialist

**Public**  
(As Evidenced by the Sign-In Sheet)

David De La Torre, Laborers Local 261  
Stella Becerra, Mission Hiring Hall  
Brett Berning, Manpower  
Denise Cheng, Mayor's Office  
Tim Foster, ResCare Workforce  
Raul Galvan, Division of Apprenticeship Standards  
Gabriel Garcia, Employment Development Department (EDD) Workforce Services  
Kris Hess, Jewish Vocational Service  
Karen Grunelsen, Episcopal Community Services  
John Knox, SF Juvenile Probation Department  
Craig Lahti, Larkin Street Youth Services  
Johanna Le, Charity Cultural Services Center

Catherine Lopez, Wells Fargo  
Edwin Ramirez, Goodwill Industries  
Joe Ramirez-Forcier, Positive Resource Center  
Patrick Regan, Toolworks  
Nancy Rynd, LEN Institute  
Dorick Scarpelli, 5 Keys Charter  
Valerie Tulier, SF Public Utilities Commission  
Jorge Villalobos, Employment Development Department (EDD)  
Lily Wong, Communities United for Health & Justice  
Winnie Yu, Self-Help for the Elderly

**Roll Call**

Kevin Carroll, WISF Chair, called the meeting to order at 9:04 A.M. He invited members to introduce themselves.

**Adoption of Agenda**  
(Action Item)

Kevin Carroll announced that the San Francisco Economic Update presentation would be moved up to Item 4, and asked members to approve the agenda as amended. On motion by John Doherty, seconded and carried, the agenda was unanimously adopted.

**Approval of Minutes from March 11, 2015**  
(Action Item)

On motion by John Doherty, seconded and carried, the minutes of the March 11, 2015 WISF meeting minutes were unanimously approved.

**Application for Local Area Certification**  
(Action Item)

Kevin Carroll invited John Halpin, Director of Program Operations, OEWD to provide background information on the request to approve local area certification.

Discussion followed.

Rebecca Miller noted that she has been working at the state level with Tim Rainey and others regarding the need to solidify regional cohorts. She encouraged OEWD to be proactive in working with our regional partners. Mr. Halpin shared that his Program Update in the Director's Report would include information about OEWD's work with regional partners.

Kevin Carroll requested a motion to approve the application for local area certification. On motion by John Doherty, seconded and carried, the motion to approve the application for local area certification was approved.

**Presentation: San Francisco Economic Update**

Kevin Carroll invited Ted Egan, Chief Economist, City and County of San Francisco, to present on the San Francisco economy. Highlights included:

**Sector Growth**

The tech industry grew 18% over the prior year, the second peak in tech sector growth. Construction and manufacturing are both growing as well. Transportation is slowing, and financial services just began adding jobs again.

**Wage Growth and Rising Housing Prices**

Issues continue to converge around increasing wages and access to affordable housing. San Francisco is the most expensive housing market in the nation, experiencing a 14% increase in housing prices over the past year.

**Opportunities for SF Residents**

Job growth in the area has been fueled by imported labor. As housing gets more expensive, relocation gets more difficult and it's harder for businesses to attract candidates for low-mid wage jobs. This creates a workforce opportunity for current SF residents who have relatively stable housing to move up the career ladder or access entry level employment.

Discussion followed.

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

Kevin Carroll reviewed summary themes from the WISF member cluster meetings that were held in April 2015.

Discussion followed.

**Director's Report**  
*(Discussion Item)*

Mr. Carroll invited OEWD Director Todd Rufo to deliver the Director's Report. Highlights included:

**San Francisco Budget Update**

Mr. Rufo shared that Mayor Lee submitted a \$9 billion dollar budget. Key OEWD items included:

- Backfill of cuts to WIA dollars
- Greater investment in CityBuild, including new FTEs for the Mayor's Rental Assistance Demonstration (RAD) program
- Continuation of TechSF (using City dollars to leverage and continue services)

**Program/Sector Updates**

Mr. Rufo invited John Halpin, Program Operations Director, to report out on recent OEWD programmatic highlights. Mr. Halpin shared information on the California Career Technical Partnership (CCPT) grant, the Slingshot program, and OEWD's work with the Institute for the Future. He invited members to join a meeting on June 29 in San Mateo to participate in a discussion about the future of workforce development.

### **Business Services Update**

Nikki Tosiello, Business Services Specialist, shared an update on the 2015 Jobs Plus (Jobs+) initiative.

### **Construction Update**

Pat Mulligan, CityBuild Director, shared that the 2015 Local Hiring Policy for Construction Report is live on the OEWD website. He provided an update on active construction projects.

Discussion followed.

### **Presentation: Sector Spotlight – Hospitality (Discussion Item)**

Kevin Carroll kicked off an update on the state of the Hospitality industry, focusing on the hotel community. Highlights included:

#### **Business is Booming**

Hotels are experiencing the highest occupancy rates ever, and every dollar spent in a hotel equates to \$1.50 spent outside the hotel (food, entertainment, etc). The impact is approximately \$6.6 billion dollars across the SF Bay Area.

#### **Hotel Workforce Demographics**

- The majority of hotel staff live in the City (57%)
- The industry is predominantly made up of people of color (73% of employees are African American, Latino/a or Asian American)
- Employee loyalty is strong – employees stay with their company for 30% longer as compared with other cities. Additionally, members of the same family tend to work in the industry/with the company. When a job becomes available, hundreds of candidates might apply for one position; the vast, familial network helps to spread the word.

#### **Stable Revenue Source**

- Jobs are fixed, stable and tied to the region. Hotels are the single largest contributor to the City's General Fund (via the Tenant Occupancy Tax). Hotels overwhelmingly approved the increase taxes to expand Moscone Center.

Mr. Carroll invited Donnalyn Murphy, Golden Gate Restaurant Association (GGRA), to present on the restaurant industry. Highlights included:

#### **Vibrant, Flexible Industry**

- The local restaurant industry is a leading-edge industry that attracts stellar chefs from all over the nation and world. The workforce is comprised of a lot of students, new immigrants, and those who want to change careers. This presents both opportunities (innovation and energy) and challenges (turnover).

#### **Successes with the OEWD Hospitality Initiative**

- The Initiative has helped GGRA to address staff turnover issues by providing a robust pipeline of well-trained and vetted candidates.
- The employer roundtable events have offered employers a chance to look at curriculum and weigh in on how to best address industry needs.

John Halpin [shared a video](#) featuring The Market on Market, a local business that worked closely with the OEWD Hospitality Initiative to establish their flagship store, and hired

several local residents, many of whom were referrals from the Initiative.

Mr. Halpin provided an overview of the OEWD Hospitality Initiative, including labor market information, objectives, goals, services offered, training tracks, outcomes and demographics. He then welcomed representatives from the Initiative to present more specific information on their programs and services.

Stella Becerra, Mission Hiring Hall, highlighted the housekeeping and security training tracks. The programs have placed nearly 60% of trainees as of May 2015, and have recruited and placed over 1,000 people since its inception in 2013.

Winnie Yu, Self-Help for the Elderly (SHE), highlighted SHE's role as a Neighborhood Access Point operator as well as a culinary and custodial training provider. She shared specific examples of the kinds of training offered through these programs.

Karen Grunelson, Episopal Community Services (ECS), shared information on the CHEFS culinary training, a rigorous 7-month program that primarily trains people in the homeless shelter system. She shared that CHEFS is approaching 80% employment since 2012, and thanked the Hospitality Initiative for providing a valuable link the employer community. Finally, she shared that Roxanne Murray would be brought on to lead the program starting next week.

Discussion followed.

Todd Rufo announced that Marissa Bloom has transitioned to the Contracts Administration team and would no longer be staffing the WISF.

**Public Comment**  
***(Discussion Item)***

Kevin Carroll called for public comment.

Joe Ramirez-Forcier, Positive Resource Center, asked what wage someone needs to earn to afford housing in San Francisco. He expressed that this may be a Department of Rehabilitation issue, as a higher wage job meets a friction point. He also noted that there are over 8,000 individuals with mature skills that won't go for higher wage jobs, as the increase in income will exceed the threshold for accessing BMR units, compromising their housing stability.

**Adjournment**  
***(Action Item)***

Mr. Carroll called for a motion to adjourn the meeting. On motion, seconded and carried, the meeting was adjourned at 10:40 A.M.