

WORKFORCE INVESTMENT SAN FRANCISCO

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

Minutes Of The

March 7, 2018

Meeting of the

Workforce Investment San Francisco (WISF) Board
San Francisco War Memorial Veteran's Building Green Room
401 Van Ness Avenue, 2nd Floor, San Francisco, CA 94102

WISF Members Present

Bob Nibbi, Nibbi Brothers
Brian Morton, WEBCOR Builders
Charley Lavery, OE Local 3
David Johnson, Masons Local 300
Egon Terplan, SPUR
Jorge Tapia, EDD
Kent Lim, Kent Lim Construction

Kevin Carroll, Hotel Council
Ramon Hernandez, Laborers Local 261
Ruben Santana, Rubecon
Sam Rodriguez, KSR Strategy Group
Sam Roxas, Alternate Supervisor Breed
Theresa Woo, Department of Rehabilitation

WISF Members Absent

Andrew Lindsay, Jawbone
Bryan Rogers, Bloomingdale's
Charlie Hale, Pinterest
Edward Battista, Sutter Health
Jeanine Cotter, Luminalt
Julie Fallon, Marriott Hotels
Jeffrey Chiu, UCSF
John Doherty, Electricians - IBEW Local 6
Katy Johnson, Wells Fargo

London Breed, President-Supervisor, City and
County of San Francisco
Mark Farrell, Supervisor, City and County of
San Francisco
Mark Rocha, Chancellor, City College of SF
Paul Giusti, Recology
Rebecca Miller, SEIU-UHW
Rodrigo Santos, Santos & Urrieta, Inc
Ximena Delgado, Bank of America

OEWD Staff & Notables

Alfredo Fajardo, Compliance & Monitoring
Officer
Amabel Akwa-Asare, Director of
Strategic Initiatives
Armina Brown, Administration
Carolyn Shek, TechSF Programming
Charlie Paisley, HealthCare Academy
Manager
Dylan Smith, Assistant to the Director
Janan Howell, Director, Sector &
Workforce Initiatives
Jeff Mori, Special Assistant to the Director
Joshua Arce, CityBuild Director

Lauran Acevedo, Business Services
Specialist
Lowell Rice, Senior Business Services Specialist
Katherine Daniel, Interim Director
Ken Nim, Compliance Team Manager
May Ng, Business Services Specialist
Mor Xiong, Senior Workforce Development
Specialist
Pat Mulligan, City Administrator
Pat Petersen, Ethics Commission
Ryan Young, Policy Analyst
Todd Rufo, Director

Public
(As Evidenced by the Sign-In Sheet)

Aaron Michel, 1984 Ventures
Abel Mucyo, Upwardly Global
Andrew Tom, RAMS
Anjani Varma, Bay Area Medical Academy
Ann Weeby, Salesforce
Bekka Rosenbaum, JVS
Brett Berning, Manpower Solutions
Charlotte Johnson, Eckerd Connects
Chhavi Sahni, Golden Gate Restaurant Association
Christine Chardboonmuang, Alameda County Housing and Community Development Corporation
Denise Deslonde, Bay Area Medical
Eddie Ahn, Brightline Defense
Gabriel Gagnon, Scripted
George Koster, Hack the Hood
Irene Phan, Charity Cultural Services

Jennifer Salerno, Urban Services YMCA
Jessie Oettinger, SPRA
Kim Coulthurst, Pathways Consultants Louis Bracco, CHP
Matthew Rizzie, RAMS
McHale Davis, New Door Ventures
Norma Garcia, MEDA
Patricia Tu, Success Center
Rebecca Novak, Scripted
Ren Floyd-Rodriguez, MEDA
Rena Burns, IBM
Richard Scott, Goodwill
Steena Wright, 5 Keys
Tanya Merena, LaborX
Tara DeRosa, Juma Ventures
Troy Hanny, 5 Keys
Winnie Yu, SHE

Roll Call

Kevin Carroll, WISF Chair called the meeting to order at 9:05 AM.

Adoption of Agenda
(Action Item)

There was no quorum, so the motion to adopt the agenda and approve the meeting minutes from December 13, 2017 were held to the next meeting.

Ethics Requirements for Board Members
(Discussion Item)

Mr. Carroll introduced Pat Petersen from the Ethics Commission to give a presentation on the annual reporting requirements for Board members.

Mr. Carroll halted the meeting to invite board members to introduce themselves.

Ms. Petersen provided background on the annual filing requirement for Form 700. The reporting requirement provides transparency, and is a state program which the Ethics Commission helps to administer. The ramifications of not filing Form 700 involve a per diem fine. Board members must disclose interests in real property, income, gifts, and gifts of travel. This information is available online at DataSF. This form is due Monday, April 2. Also new, Sunshine and Ethics trainings are due the same date this year, and will be due annually.

Mr. Carroll opened the floor to questions.

OEWD Director Remarks
(Action Item)

Mr. Carroll invited Todd Rufo, Director of OEWD to present the Director Remarks.

Mr. Rufo spoke to the legacy of Mayor Ed Lee, and his passions for the expansion of Local Hire and the growth of CityBuild as an opportunity for San Francisco residents. Mayor Lee championed summer jobs programs, youth internship programs, and the IPO violence prevention program. Mr. Rufo acknowledged the work of CityBuild Director Josh Arce and

Ramon Hernandez of Local 261 for their efforts in labor. Mr. Rufo highlighted the TechSF apprenticeship program, and the Hospitality and HealthCare Initiatives which were well-resourced and supported by Mayor Ed Lee. Mr. Rufo memorialized Donnalyn Murphy of Golden Gate Restaurant Association and a member of the WISF Board who passed in December 2017. Mr. Rufo asked Mr. Carroll to adjourn today's meeting in honor of the memory of Mayor Ed Lee and Donnalyn Murphy.

Mr. Carroll approved.

Workforce Director's Report
(Discussion Item)

Mr. Carroll introduced Kat Daniel, Acting Workforce Director of OEWD to provide the Workforce Director's Report.

Ms. Daniel introduced three incoming Board members who will be appointed at the next WISF meeting. Ms. Daniel introduced Ann Weeby, Director of Workforce Innovation at Salesforce. Ms. Weeby spoke to Salesforce's commitment to reskill non-traditional workers into high-demand, high-wage jobs. Ms. Daniel introduced Aaron Michel from 1984 Ventures. Mr. Michel spoke to his experience in political engagement and in education. Ms. Daniel introduced Chhavi Sahni from the Golden Gate Restaurant Association who will be replacing Donnalyn Murphy. Ms. Sahni spoke to her experience in education and training programs for member restaurants, and notes the labor shortage in the hospitality industry.

Ms. Daniel reviewed the Cannabis Equity Law workforce provisions. Workforce Division is partnering with the Office of Cannabis to monitor the workforce equity goals that temporary cannabis permit holders are obligated to and monitor the First Source and Local Hire provisions for permanent cannabis permit holders.

Ms. Daniel discussed RFP 206 and RFP 208 procurements. RFP 206 developed new program areas for a hospitality hotel training in Chinatown and for barrier removal services in Western Addition. In January, RFP 208 solicited proposals for a hotel-focused training targeting the new Hyatt at SFO, for a transgender-focused restaurant training in response to the Compton Transgender Benefit District development, and for services to bolster our Tech SF program, including outreach, supportive services, and occupational skills training curriculum.

Ms. Daniel noted the prior week's event for CityBuild's newest program at the Gleneagles Training Academy, which brought together City partners to celebrate the launch of a construction program focused on outreach to residents on public benefits and in public housing. Ms. Daniel also noted the next day's expo for Tech SF in the Western Addition, which explored non-traditional ways that people can access tech careers hosted by Andrew Lindsay from WISF.

Ms. Daniel announced the Provider Kick Off Conference to showcase best practices on the ground and respond to requests for resources from providers on April 18, 2018 at the Kabuki Hotel.

OEWD has started to put together the Annual Report for Local Hire which will be published in April. OEWD is also updated Directives as a consequence of the WIOA change, and as a tool to hold providers accountable for the standards we want them to uphold.

Ms. Daniel spoke to the regional emphasis on WIOA, including the joint employer engagement strategy. OEWD received funding from the state to add an employer engagement coordinator to the team.

Mr. Carroll opens the floor to questions.

Ramon Hernandez asked for clarity on labor involvement in Cannabis Equity Law. Ms. Daniel addressed the monitoring process for equity requirements of First Source and Local Hire for retailers.

Sam Rodriguez spoke to the workforce provisions in the Equity Law which protect the workers and the separate labor provisions, and Ms. Daniel noted that she will bring those to the next meeting.

WISF Board Member Profiles
(Discussion Item)

Mr. Carroll introduced Charley Lavery, Operating Engineers Local 3 to give background.

Mr. Lavery represents the Operating Engineers for San Francisco and San Mateo counties. Mr. Lavery noted that he is an immigrant, born in England to an Irish family. As an immigrant in the U.S., he was not provided good employment conditions, wages, or benefits, so he appreciates the stability a union provides and believes in the mission of his organization. In 2006, he joined Local 3 as an apprenticeship coordinator, and has had extensive experience across workforce programming and community-based training.

Economic Resiliency and Recovery Plan
(Discussion Item)

Mr. Carroll introduced Todd Rufo, Director of OEWD and Dylan Smith, Assistant to the Director of OEWD to present the Economic Resiliency and Recovery Plan in preparation for any possible economic downturns.

Mr. Rufo introduced how Mayor Ed Lee commissioned the creation of this plan, with an eye to modeling likely economic scenarios and developing appropriate responses in advance.

Mr. Smith explained the features of the plan, where all scenarios begin in Q3 2017. The four economic scenarios involve a moderate national downturn, not affecting tech; a severe national downturn, not affecting tech comparable to the Great Recession; an adverse tech downturn comparable to the 2001 Dot Com Bust; and a severe tech downturn which is the ultimate worst case scenario unseen in San Francisco. It's difficult to predict what tech will do in a localized recession because of stronger industry features (e.g., advertising, investment). Property tax has always been a strong feature of City revenue, and will likely support the City through the recession.

The plan involves four steps: Planning, Monitoring Economy, Enacting Mitigation Strategies, and Evaluation for refinement. The City is currently in the Planning stage and has identified key economic indicators, and seeks to form the Economic Oversight Board to move Planning into the Monitoring Economy stage. Once the recession begins, there is not enough time to implement solutions. The Board would include individuals who understand the effects on small businesses, non-profits, etc., including the Controller, Director of OEWD, and other key stakeholders. In considering policy creation, there are two key variables: supporting demand-side programming and time frame.

Mr. Rufo addressed four supports for recommendations and action plans.

In the past, having shovel-ready projects with clearance which are ready to go as soon as the recession hits has been successful. Additionally, having financing for key projects, in concert with Capital Planning, is an essential component. Ensuring that City spending goes to local employers and employees is necessary to stimulate the economy. Lastly, streamlining permitting processes is key to hastening projects in the pipeline.

Q&A opened for Board Members.

Mr. Rufo continued, referencing deploying a bank source of capital for small business owners to start new businesses during recessions. The City has a loan program for small, medium, and large businesses, and it needs to be ready to go in the event of recession.

Mr. Rufo's third item referenced getting people to work through local hire mandates, subsidizing youth employment, and labor subsidies.

Board Member noted the regional workforce partnership, and Mr. Rufo addressed the necessity of sharing this plan with regional partners.

AJCC Operator
(Discussion Item)

Mr. Carroll introduced Amabel Akwa-Asare, Director of Strategic Initiatives at OEWD to present on the AJCC Operator.

Ms. Akwa-Asare noted the AJCC Operator will be Social Policy Research Associates (SPRA), and introduced Jessie Oettinger from SPRA to provide background.

Ms. Oettinger stated that SPRA provides research, training, and evaluation to the workforce system for the past twenty years. Ms. Oettinger shared the strategy for SPRA as the AJCC Operator, involving stakeholder research and foundational interviews with workforce partners, preparing participants to conduct the Hallmarks of Excellence Certification, reviewing and tracking MOUs, developing a work plan, and designing a series of trainings based on Hallmarks of Excellence Continuous Improvement plan.

The Certification process should evaluate three key requirements of Comprehensive Access Points: effectiveness of the AJCC, programmatic and physical accessibility for persons with disabilities, and continuous improvement. The Eight Hallmarks of Excellence include baseline certification, satisfied in December 2017; good customer service; effective referral service; key partners available; staff professional development; and others. SPRA intends to conduct interviews, focus groups, surveys, and evaluations. Board members and staff are allowed to be certification evaluators with SPRA.

FY 16/17 Program Outcomes
(Discussion Item)

Mr. Carroll introduced Kat Daniel, Interim Workforce Director at OEWD to present additional data for FY 16/17 Program Outcomes.

Ms. Daniel noted that OEWD is presenting the enrollment and retention data for FY 16/17, as well as the FY 15/16 data for comparison, and the data around program area.

Ms. Daniel expressed that providers, on the whole, exceeded enrollment requirements because they do not turn people away, though the completion rates are smaller by comparison, though still strong. Additionally, OEWD retention data comes from pay stubs, which is difficult to acquire and verify, so retention data is lacking. OEWD and EDD are working together to develop data sharing processes. Ms. Daniel reviewed statistics across

all sector academies. Ms. Daniel spoke to the strength of the programs, and how providers have enrolled similar numbers of clients, with higher barriers.

Short Q&A from Board Members

**Public Comment on
Non-Agenda Items**
(Discussion Item)

Mr. Carroll opened up the meeting for public comment. There is no public comment.

Adjournment
(Action Item)

Mr. Carroll notes that the next meeting is June 6, 2018. Mr. Carroll called for a motion to adjourn the meeting and the meeting was adjourned at 11:05 A.M.