

# WORKFORCE INVESTMENT SAN FRANCISCO

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

Minutes Of The  
December 14, 2016  
Meeting of the  
Workforce Investment San Francisco (WISF) Board  
Hotel Whitcomb  
1231 Market Street, San Francisco, CA 94103

## WISF Members Present

Andrew Lindsay, Jawbone  
Bob Nibbi, Nibbi Brothers  
Brian Morton, Webcor  
Charley Lavery, Operating Engineers Local 3  
Charlie Hale, Pinterest  
Egon Terplan, SPUR  
Jeanine Cotter, Luminalt  
Jeffrey Chiu, University of California, San Francisco  
Jorge Tapia, EDD  
Jess Montejano for Supervisor Mark Farrell  
Katy Johnson, Wells Fargo  
Kent Lim, Kent Lim Construction  
Kevin Carroll, Hotel Council of San Francisco  
Ku-Tsang Lim, Kaiser Permanente

Malia Cohen, San Francisco Board of Supervisors  
Nicole Tosiello for Ebony Frelix, Salesforce.org  
Paul Giusti, Recology  
Rebecca Miller, SEIU-UHW  
Ruben Santana, Rubecon  
Ramon Hernandez, Local 261  
Chancellor Susan Lamb, City College of San Francisco  
Sam Rodriguez, KSR Strategy Group  
Tiffany Apczynski, Zendesk  
Theresa Woo, DOR  
Ximena Delgado, Bank of America

## WISF Members Absent

Bryan Rogers, Bloomingdales  
Celeste Alleyne, Microsoft  
Clearnise Bullard, Job Corps Northern CA  
David Johnson, Plasterers & Cement Masons Local 300  
Donnalyn Murphy, Golden Gate Restaurant  
Edward Battista, Sutter Health  
John Doherty, IBEW Local6  
Manny Flores, Local 22

Sylvia Kwan, Kwan Henmi Architecture/Planning  
Rodrigo Santos, Santos & Urrutia, Inc.  
Tom Quigley, Riverbed Technology

## OEWD Staff & Notables

Alfredo Fajardo, Program Compliance Manager  
Amabel Akwa-Asare, Director of Strategic Initiatives  
Emily Stefiuk, Senior Workforce Development Specialist  
Lauran Acevedo, Manager of Administration & Operations  
Ben Halili, Senior Workforce Development Specialist

Janan Howell, Senior Workforce Development Specialist  
Katherine Daniel, Deputy Director  
Lowell Rice, Business Services Specialist  
May Ng, Business Services Specialist  
Marc Majors, CityBuild Academy Manager  
Michael Carr, Director of Workforce  
Michael King, Senior Workforce Analyst  
Nara Babakhanyan, CityBuild Employment Liaison

Monique Forster, Senior Workforce  
Development Specialist  
Orrian Willis, Senior Workforce  
Development Specialist

Patrick Mitchell, TechSF Program Manager  
Rebecca Corteza, Executive Assistant  
Stephanie Brown, Workforce Compliance  
Officer

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

Abigail Headrick, Hospitality House  
Amanda Garre, Pathways Consultants  
Anne Kirwan, Upwardly Global  
Barbara Smith, SFHA  
Brendan Doyan, Larkin Street  
Brandon Davis, Downtown Streets Team  
Chris Leraggi, Rocology  
Chris Richardson, Downtown Streets Team  
Durene Scapelli, Five Keys  
Eddie Ahn, Brightline  
Gabriel Garcia, Employment Development  
Department  
Ivan Jimenez, Brightline  
Jesse Brisignano, Samaschool  
John Knox, SFJPD  
Lauren Kozlecko, Wells Fargo  
Leah Olson, JVS  
Lisa Countryman, JVS  
Megan Kenny, Goodwill

Natalie Hopner, Mission Language  
Patrick Regan, Toolworks  
Theresa Rowland, City College of San  
Francisco  
Troy Henry, Hospitality House  
William Luc, Toolworks  
Valerie Tulier, SFPUC

**Roll Call**

Kevin Carroll, WISF Chair, called the meeting to order at 9:09 A.M. He asked the board to introduce themselves and share something they are excited about for the new year. He also thanked board members who were reappointed.

**Adoption of Agenda**  
*(Action Item)*

The agenda was motioned to adopt by Supervisor Cohen and seconded by Jeanine Cotter.

**Approval of Minutes  
from September 14,  
2016**  
*(Action Item)*

The minutes from September 14, 2016 were motioned by Jess Montejano and seconded by Ramon Hernandez.

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

Mr. Carroll invited Michael Carr, Director of Workforce to deliver the Director's Report. Mr. Carr commented on the fact that the National election may present some new challenges, which is going to cause us to work harder to make sure that people have sustainable jobs in San Francisco.

Mandatory Local Hiring Requirement Update:

Mr. Carr shared statistics about the Mandatory Local Hiring Requirement which applies to contracts for San Francisco public works estimated at or above \$600,000. This initiates that

20% of the workforce in each trade must be San Francisco residents. It increases 5% annually up to 50% per trade, and 50% of apprentice hours per trade are of San Francisco residents. In 2016, we are at 30% and we have approximately 500 plus projects. 50% of the work that is done will be completed by trades and apprenticeships. The percentage of Mandatory Local Hire escalation is expected to double within a period of 10 years.

#### RFP 121 Milestones

Mr. Carr shared with the Board the RFP 121 Milestones and key deadlines. He confirmed the RFP release date of December 2<sup>nd</sup>, and shared that the RFP Bidder's Conference would be held that afternoon, December 14<sup>th</sup> at the Hotel Whitcomb. The proposals will be due on January 19, 2017 and the funding recommendations are to be presented to WISF on Thursday, March 9, 2017.

#### New Location for WISF Board Meetings & Other Goals:

Mr. Carr shared that we would have a CBO presentation at the meeting to learn more about grantees, and provide a space for more interaction at board meetings. Mr. Carr also announced that the new meeting locations would be at SF War Memorial & Performing Arts Center on March 9, June 7, September 13, and December 6, 2017. He highlighted how we have made the board smaller so it is higher functioning, and asked the board to help challenge the Workforce Division to meet the needs of job seekers. He stated how we are looking at advanced transportation and other new sectors, and the priority for this year is to be ahead of the curve on job opportunities. Mr. Carr asked the board to reach out to him if they have any ideas about new sectors for the workforce, and ensure that we help those with barriers find jobs.

Mr. Carroll invited Katherine Daniels to present (the new Deputy Director of Workforce).

Katherine Daniels, Deputy Director for OEWD introduced herself. Ms. Daniels announced that she was thrilled to have joined OEWD, and prior to her new role she was in Long Island, New York at the County and Department of Labor as the Senior Deputy Commissioner. In her former role, she focused primarily on creating new programs on serving the hardest to employ with a focus on reentry initiatives and increasing CBO capacity to help them serve the Long Island residents with workforce services. Ms. Daniels shared that Workforce services in San Francisco have incredible capacity with their CBO Partnerships. She stated that she is privileged to be working with the WISF board and with such passionate and adept staff.

#### **TECH SF Update** *(Presentation)*

Mr. Carroll introduced Andrew Lindsay to report on ICT Tech Committee. Mr. Lindsay is the current VP of Business Development at Jawbone. Mr. Lindsay provided the Board with an update on why and how he got involved with TechSF and why he thinks it's important for Jawbone to be involved with the WISF Board, as well as the goals of the ICT Tech Committee.

Mr. Lindsay shared some background on Jawbone such as the fact they have been a growing business in San Francisco for over 15 years and that their goal is to help you understand how to live a healthier and more productive life. About 5 years ago, the Mayor was hosting his Summer Jobs program for youth to get job skills and exposure to the workforce. Jawbone saw this an opportunity to train people to learn about their business.

They launched an internship program for Jawbone as a result of attending Summer Jobs program, and learned that internships are really important for Workforce Development. Jawbone wanted to work with the City, non-profits and other organizations to create a successful internship program.

Mr. Lindsay was approached by the Manager of TechSF program at OEWD to help build the program objectives and goals for the Tech industry. He saw a need to sit down with companies to learn about their goals and he was part of the first round table discussion with employers in the Tech space to learn about their hiring needs. Mr. Lindsay wanted to help formalize a job placement program for job seekers in San Francisco interested in tech who faced various barriers.

This resulted in the creation of the ICT Tech Committee to provide ongoing support with creating pathways for job seekers into Tech careers. The committee consists of members from LinkedIn, UCSF, Microsoft, Pinterest, Autodesk, Goodby, Silverstein and Partners, and Zendesk. The committee meets quarterly and they have identified two key initiatives 1) need for apprenticeships and 2) diversity in tech. In four years, TechSF has placed 1,200 people into jobs in tech, and in the last program year, they placed 350. In terms of demographics, they are at 55% male, 45% female, 18% Hispanic, 17% African American, far ahead in terms of the industry as a whole, but they are still trying to make improvements. In fact, Mr. Lindsay mentioned that the president-elect was having a meeting with CEO's in New York and two objectives in the national agenda were discussed: 1) Increase employment in the United States and 2) Increase efficiency in the government using tech. He concluded by stating that we will continue to be a model for the rest of the country.

Mr. Carroll thanked Mr. Lindsay for his presentation.

Mr. Carroll introduced Ms. Katherine Daniel to present the MOUS with the San Francisco Workforce Development and the America's Job Center Core Partners. CA EDD, CA Rehabilitation, City College of San Francisco and the Human Services Agency.

Per WIOA, America's Job Center of California is entering an MOU with four partners so that anyone entering one of these centers will be given the resources they need to find employment. Our Local America's Job Center of California (AJCC) is what we refer to as the Comprehensive Access Point. WIOA has required AJCC mandated partners, but the City and County of San Francisco currently does not have all participating partners. The purpose of the MOUs is to determine coordination and collaboration amongst local partners to serve job seekers more effectively. Our current Local Partners are the CA Employee Development Department (EDD), CA Department of Rehabilitation (DOR), City College of San Francisco, and the San Francisco Human Services Agency.

Phase I of MOU is to determine collaboration amongst our local partners listed above, ensuring access in one central location (Comprehensive Access Point/AJCC). These MOUS were completed in June 30, 2016 and we are in the process of entering Phase II, where we are agreeing on terms of resource sharing and joint infrastructure cost funding. All core partners are agreeing to share costs and OEWD has already begun these conversations with EDD and DOR. OEWD is scheduled to meet with City College of San Francisco and HSA in early January. OEWD will give EDD a progress report on where things stand and are expected to have second phase of MOUS executed by the end of June, 2017.

**Workforce  
Innovation and  
Opportunity Act  
(WIOA) MOUS  
between San  
Francisco Workforce  
Development Board  
and American Job  
Centers of California  
(AJCC)**  
*(Discussion Item)*

**Question from Board Member, Jeanine Cotter:** Where is the current Comprehensive Access Point (CAP)?

**Answer:** We still have one CAP hub for workforce system, which is currently at Goodwill. Additionally, there are several other access points throughout the city in areas with greater need or with a focus on specialized populations.

**Question from Barbara Smith, San Francisco Housing Authority:** In addition to the Access Points, what other outreach is there? Ms. Smith believes that there could be more outreach as many clients don't make it to Access Points especially to public housing residents.

**Answer:** Ms. Daniels stated that we are in conversations with HopeSF to increase outreach. We monitor success of outreach through reports from our access points.

Jess Montejano commented that a big focus for Supervisor Farrell is digital literacy. Ms. Daniels mentioned that new RFP is asking for basic computer literacy in new procurement. Mr. Carr commented that the reason why this board is smaller is that we don't have to wait for an RFP to make changes like focusing more on digital literacy. Working with HSA and HopeSF will also help OEWD better serve public housing sites.

Mr. Carroll asked the public if they wanted to comment. There were no comments.

**Successful Employer  
Collaboration for  
Disability  
Employment  
Programs**  
*(Discussion Item)*

Mr. Carroll invited Patrick Reagan from Toolworks to kick off his presentation. Mr. Reagan mentioned that he would be discussing the Disability Employment Initiative (DEI Program). This is a National Program funded by the Department of Labor – Office of Disability Employment Program. OEWD awarded \$1M in 2012 through 2014. The goals of the grant are improving educational, training, and employment opportunities for adults with disabilities who are underemployed or unemployed get jobs. The DEI initiative continues through support from OEWD's WIOA and General Funds, and Toolworks is the lead organization for the initiative in San Francisco.

Mr. Reagan also discussed the Disability Employment Accelerators (DEA) Grant which is in partnership with Recology (started in 2015 and continues today). The goal of the grant is clients receive paid on-the-job training, and Recyclability is one of the main sites where people are trained. Some of the services offered through DEI and DEA are one on one case management, job search assistance and job readiness training workshops.

Mr. Reagan introduced Paul Giusti from Recology to discuss his partnership with Toolworks. Mr. Giusti mentioned that he has been waiting a long time for a program like this to come along to help with trash and recycling sorting. He introduced Chris Leverage, "senior dumpster diver" in San Francisco who specializes in downtown building areas. Mr. Leverage is really happy with the partnerships we have in the community like with Toolworks. Every single home and business in San Francisco has a jobs incubator (blue bin for recycling and green bin for compost). Recycling and composting creates 10 times more jobs, and there are incentives by the City of San Francisco for businesses to recycle and compost. Toolworks has been able to partner with businesses like the Hilton and Marriot Marquis to help with sorting recycling and composting.

Mr. Reagan then introduced **William Luc, a DEA Graduate.**

**William Luc** has been with Toolworks since June of 2016. He first participated in community integration and volunteered at one of Toolwork’s cafés where he baked cookies and peeled kale for salads. William also participated in cooking class and other relevant courses. In 2016, a Toolworks staff member told him about a training program called DEA which he applied for and then started his training and worked at two different sites sorting recyclables. Toolworks helped Mr. Luc then get his “serve safe food handling certificate” and got a job at Ada’s Café.

Mr. Reagan then introduced **Theresa Woo, Department of Rehabilitation (DOR)** to present. DOR is a Toolworks partner, and they like that Toolworks helps with training, job placement, and coaching to help job seekers. DOR just started a new contract for job seekers who are deaf or have mental health disabilities with Toolworks as a result of the strong partnership and success they have had with the organization.

Mr. Carroll thanked the presenters and asked the board if there were any questions. A board member asked who handles the food handling certification. Mr. Reagan explained that they use a company called Serve Safe and they cover the online certification. Mr. Carroll introduced Ms. Amabel Akwa-Asare to present the Board with an update on the Local Plan, Regional Plan and Citywide Workforce Development Plan.

Ms. Akwa-Asare gave a brief update on WIOA requirements to have a Local and Regional Plan. The Local Plan was also a requirement of the old legislation and we are using our Local Plan from 2013 as a foundation to help with our new Local Plan. The Regional Plan is a new WIOA requirement.

The Strategy Framework presented at the last meeting is the basis for our Local and Regional Plans. This is consistent with the State’s policy priorities that includes fostering the management skills attainment, enabling upward mobility and aligning and coordinating systems and services to ensure everything is streamlined. Both plans go hand in hand, and the Local Plan focuses on the service delivery system here in San Francisco. It also aligns with our RFP with a goal to hire local CBO’s and Core Partners to ensure their services are integrated into the local service delivery. The Local Plan also ties into the Regional Plan so that workforce boards look at a regional approach to helping job seekers.

Ms. Akwa Asare reviewed the core principles of the Local Plan which are:

- Workforce system is responsive to our clients (job seekers and employers)
- Investing in young adults
- Assist underserved
- Focus on employer engagement
- Work collaboratively between City departments
- Support local government and private sector succession planning efforts.

Ms. Akwa-Asare reviewed the core principles of the Regional Plan:

- This plan includes the WISF (San Francisco County), NOVA (North Valley Workforce Development Board from San Mateo and Northern Santa Clara County), Work2future (San Jose and Southern Santa Clara County) and San Benito County Workforce Development Board.
- Focus Sectors are Healthcare, Construction, IT and Advanced Manufacturing.

**Update on Local Plan, Regional Plan and Citywide Workforce Development Plan (Discussion Item)**

- Strategies are information sharing on challenges and practices, employer outreach and engagement and pathways for regional workforce clients to access key trainings.

**WISF Board Member  
Survey Results**  
*(Discussion Item)*

Mr. Carroll introduced Ms. Lauran Acevedo to present the board with highlights of the WISF Survey which included:

- How board members would rate their participation on the WISF as beneficial to their organization;
- What board members would like to see more of at quarterly meetings;
- What committees board members are interested in;
- What they would like be notified about via email;
- Opinions on meeting time being efficient, meeting room being conducive to work, and what changes they would suggest.
- Summary of Overall Satisfaction & Future Changes:
  - 62% agreed their opinions were being heard and 53% felt their experience of being a board member is rewarding.
  - Board would like to see more CBO presentations at board meetings, updates from board members, and sector updates.
  - They would like to be notified about Invitations to Career Fairs, graduations, upcoming events, and quarterly flyers.
  - There was an interest in a new venue for easier interaction between board members.

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

Mr. Carroll called for public comment.

There was no public comment.

**Adjournment**  
*(Action Item)*

Mr. Carroll called for a motion to adjourn the meeting and the meeting was adjourned at 11:00 A.M. Mr. Carroll announced to the board that the December 14, 2016 WISF Meeting Minutes will be approved at the next WISF meeting.