

WORKFORCE DEVELOPMENT BOARD GENERAL BOARD MEETING

WEDNESDAY, MAY 19, 2021 AT 8:00 AM – 9:00 AM

THIS MEETING WILL BE CONDUCTED PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDER N-29-20 DATED MARCH 17, 2020, WHICH SUSPENDS CERTAIN REQUIREMENTS OF THE RALPH M. BROWN ACT

At this time, the Workforce Development Board (Board) is continuing to hold Board meetings to conduct essential business. Members of the public are encouraged to watch and participate electronically. Based on guidance from the California Department of Public Health, the Governor's Executive Order and Office, and the San Bernardino County Public Health Officer:

Workforce Development is inviting you to a scheduled Zoom meeting.

Topic: WDB General Board Meeting
Time: May 19, 2021 08:00 AM Pacific Time (US and Canada)

Join Zoom Meeting
<https://us02web.zoom.us/j/85959363875?pwd=SU1yMEpnb1owSERLMkRnc3pMR0R0dz09>

Meeting ID: 859 5936 3875
Passcode: 746411
One tap mobile
+16699006833,,85959363875#,,,,*746411# US (San Jose)

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This agenda contains a brief description of each item of business to be considered at today's meeting. In accordance with the Brown Act, this meeting agenda is posted at least 72 hours prior to the regularly scheduled meeting on the Workforce Development Board website and on the official Workforce Development Board Bulletin Board outside of the Workforce Development Department Administration Office at 290 North D Street, 6th Floor, San Bernardino, CA 92415. The agenda, its supporting documents and all writings received by the Board related to these items are public records and available for review on the website or **by emailing the Executive Secretary to the Board at Devra.Bell@wdd.sbcounty.gov prior to, or after, the meeting.**

The agenda and its supporting documents can be viewed online at www.sbcounty.gov/workforce. However, the online Agenda may not include all available supporting documents nor the most current version of documents. Items listed on the Consent Calendar are expected to be routine and non-controversial and, unless the Board directs that an item be held for further discussion, the entire Consent Calendar will be acted upon as the first item of business on the Discussion Calendar. Members of the public may address the Board on any item on the agenda and on any matter that is within the Board's jurisdiction. **To address the Board regarding an item that is on the agenda, please email the Executive Secretary to the Board prior to the meeting at Devra.Bell@wdd.sbcounty.gov. Up to three minutes of the comments will be read into the record by the Executive Secretary to the Board.**

Conflict of Interest Advisement

WDB members please be advised: If an item on the Agenda relates to the provision of services by you, your immediate family, the entity you represent, or any person who has made \$250 in campaign contributions to you during the last twelve months, or if approval or disapproval of an Agenda item would have a foreseeable material effect on an economic interest of you, your immediate family, or the entity you represent, **then please follow these procedures:**

"When the Agenda item is first introduced, please immediately announce that you are recusing yourself from participating in the agenda item, and then refrain from discussing, voting on, or otherwise influencing the Board's consideration of the Agenda item."

**WORKFORCE DEVELOPMENT BOARD
GENERAL BOARD MEETING**

AGENDA

WEDNESDAY, MAY 19, 2021 AT 8:00 AM – 9:00 AM

OPENING

- 1) Chair Call Meeting to Order
- 2) Pledge of Allegiance
- 3) Introductions (Roll Call)

PUBLIC COMMENT

- 4) Comments from the General Public in Attendance

CONSENT AGENDA (Roll Call Vote)

- 5) Approval of Minutes from April 14, 2021 General Board Meeting

DISCUSSION (Roll Call Vote)

- 6) Approve the following Workforce Innovation and Opportunity Act Youth Program Contracts, in the total aggregate amount not to exceed \$309,127, for a contract term of July 1, 2021, through June 30, 2022, with the option to renew up to two program cycles.
 - a) Building A Generation
 - b) First Institute Training and Management, Inc.
- 7) Approve Professional Communication and Media Coordination Services Contract with the 20/20 Network, LLC in an amount not to exceed \$360,000, for a term of three years beginning July 1, 2021, through June 30, 2024, with two (2) one-year options to extend.

ADJOURNMENT

In conformity with Government Code section 54957.5, any writing that is a public record, that relates to an item listed on the Agenda, and that will be distributed to all or a majority of the Board less than 72-hours prior to this meeting (or is distributed at this meeting), will be available for public inspection at the time the writing is distributed. This inspection may be made at the office of the Workforce Development Department, 290 North "D" Street, 6th Floor, San Bernardino, California 92415-0041, or during this meeting.

The Workforce Development Board meeting facility is accessible to persons with disabilities. If assistive listening devices or other auxiliary aids or services are needed in order to participate in the public meeting, requests should be made through the Board Secretary at least three (3) business days prior to the Board meeting. The Board Secretary's telephone number is (909) 387-9886 and the office is located at 290 North "D" Street, 6th Floor, San Bernardino, California 92415-0041. California Relay Service 711

This WIOA Title –I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aides and services are available upon request to individuals with disabilities.

**San Bernardino County
Workforce Development Board
Agenda Item**

MEETING DATE: May 19, 2021

ITEM: (4)

SUBJECT: Minutes from April 14, 2021 Workforce Development Board
General Meeting

PRESENTED BY: Marlena Sessions, Executive Director
Workforce Development Department (WDD)

CONSENT X **DISCUSSION** _____ **INFORMATION** _____

RECOMMENDATION: Approve Minutes from April 14, 2021 Workforce Development Board
General Meeting

BACKGROUND: See attached minutes

**WORKFORCE DEVELOPMENT BOARD
GENERAL BOARD MEETING**

**THIS MEETING WAS CONDUCTED PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S
EXECUTIVE ORDER N-29-20 DATED MARCH 17, 2020, WHICH SUSPENDS CERTAIN
REQUIREMENTS OF THE RALPH M. BROWN ACT.**

WEDNESDAY, APRIL 14, 2021, 9:00 AM - 11:00 AM

MEETING MINUTES

ATTENDANCE:

Members				Staff to WDB	
	Present		Present		Present
Phil Cothran (<i>Chair</i>)	X	Lowell King	X	Devra Bell	X
Will Sterling (<i>Vice-Chair</i>)	X	Scott Kuethen	X	Robert Messinger	X
B.J. Patterson (<i>Second Vice-Chair</i>)	X	Louie Lopez	X	Marlena Sessions	X
Orlando Acevedo	X	Robert Loeun	X	Brad Gates	X
Cinnamon Alvarez	X	Dale Marsden	X		
Ken Boshart	X	Lina Montes	X		
Ricardo Cisneros	X	Henry Shannon	X		
Jimmy Elrod	X	Shannon Shannon	X		
Mike Gallo		Jonathan Weldy	X		
Cherilyn Greenlee	X				

OPENING

- 1) **Chair Call Meeting to Order** at 9:04 AM
- 2) **Pledge of Allegiance** – Lowell King led the Pledge of Allegiance
- 3) **Introductions** – The Board Secretary took roll call attendance.

PUBLIC COMMENT

- 4) **Comments from the General Public in Attendance**
There were no public comment cards presented.

CONSENT AGENDA (Roll Call Vote)

5) Approval of Minutes from February 17, 2021 General Board Meeting

The Chair provided asked for any discussion regarding the consent agenda. With no discussion, he requested a motion to approve the consent agenda. Lowell King motioned; Jimmy Elrod seconded the motion.

Pursuant to Government Code section 54953 (b)(2), a roll call vote was called as follows:

Phil Cothran, Chair: Aye
Orlando Acevedo: Aye
Cinnamon Alvarez: Aye
Kenneth Boshart: Aye
Ricardo Cisneros: Aye
Jimmy Elrod: Aye
Mike Gallo: Absent
Cherilyn Greenlee: Aye
Lowell King: Aye
Scott Kuethen: Aye
Louie Lopez: Aye
Robert Loeun: Aye
Dale Marsden: Absent
Lina Montes: Aye
B.J. Patterson: Aye
Henry Shannon: Aye
Shannon Shannon: Aye
Will Sterling: Aye
Jonathan Weldy: Aye

Without further comment or objection, motion carried by unanimous vote.

DISCUSSION ITEMS

6) Approval of the Workforce Innovation and Opportunity Act San Bernardino County Local Plan and Inland Empire Regional Plan for Program Years 2021-2024.

Mariann Johnson provided an overview of the item. The Chair requested a motion to approve the item. Will Sterling motioned; Henry Shannon seconded the motion.

Pursuant to Government Code section 54953 (b)(2), a roll call vote was called as follows:

Phil Cothran, Chair: Aye
Orlando Acevedo: Aye
Cinnamon Alvarez: Aye
Kenneth Boshart: Aye
Ricardo Cisneros: Aye
Jimmy Elrod: Aye
Mike Gallo: Absent
Cherilyn Greenlee: Aye
Lowell King: Aye
Scott Kuethen: Aye

Louie Lopez: Aye
Robert Loeun: Aye
Dale Marsden: Absent
Lina Montes: Aye
B.J. Patterson: Aye
Henry Shannon: Aye
Shannon Shannon: Aye
Will Sterling: Aye
Jonathan Weldy: Aye

Without further comment or objection, motion carried by unanimous vote.

7) Approval of the Workforce Development Board Budget FY 21/22

Brad Gates provided an overview of the item. The Chair requested a motion to approve. B.J. Patterson motioned; Lina Montes seconded the motion.

Pursuant to Government Code section 54953 (b)(2), a roll call vote was called as follows:

Phil Cothran, Chair: Aye
Orlando Acevedo: Aye
Cinnamon Alvarez: Aye
Kenneth Boshart: Aye
Ricardo Cisneros: Aye
Jimmy Elrod: Aye
Mike Gallo: Absent
Cherilyn Greenlee: Aye
Lowell King: Aye
Scott Kuethen: Aye
Louie Lopez: Aye
Robert Loeun: Aye
Dale Marsden: Absent
Lina Montes: Aye
B.J. Patterson: Aye
Henry Shannon: Aye
Shannon Shannon: Aye
Will Sterling: Aye
Jonathan Weldy: Aye

Without further comment or objection, motion carried by unanimous vote.

8) Approve the Recommendation of the Youth Committee, to approve Amendment No. 1 to the following contracts, increasing the total aggregate contract amount by \$3,800,000, from \$13,548,500 to \$17,348,500 for academic enhancement, employment skills, and training services for eligible youth participants under the Workforce Innovation and Opportunity Act (WIOA), and extend the contract period by one year from June 15, 2018 through June 30, 2022:

- 1. Apple Valley Unified School District**
- 2. California Association of Health & Education Linked Professions**
- 3. Career Institute**
- 4. Chino Valley Unified School District**
- 5. Colton Redlands Yucaipa Regional Occupational Program**

- 6. **El Proyecto**
- 7. **First Institute Training and Management Inc.**
- 8. **Goodwill Industries Southern California**
- 9. **Hesperia Unified School District**
- 10. **Pathways Management, Inc.**
- 11. **Youth Action Project**

Brad Gates provided an overview of the item. He noted that the Youth provide in Needles, CA did not request a renewal of their contract, so eleven providers remain. An Youth RFP has been released to look for a provider in the Needles area and this information will come before the board at a future meeting. The Chair requested a motion to approve. B.J. Patterson motioned; Will Sterling seconded the motion.

Pursuant to Government Code section 54953 (b)(2), a roll call vote was called as follows:

Phil Cothran, Chair: Aye
 Orlando Acevedo: Aye
 Cinnamon Alvarez: Aye
 Kenneth Boshart: Aye
 Ricardo Cisneros: Aye
 Jimmy Elrod: Aye
 1 Mike Gallo: Absent
 1 Cherilyn Greenlee: Aye
 1 Lowell King: Abstain
 1 Scott Kuethen: Aye
 1 Louie Lopez: Aye
 1 Robert Loeun: Aye
 1 Dale Marsden: Absent
 Lina Montes: Aye
 B.J. Patterson: Aye
 Henry Shannon: Aye
 Shannon Shannon: Aye
 Will Sterling: Aye
 Jonathan Weldy: Aye

Without further comment or objection, motion carried by unanimous vote.

9) Approval of Amendment No. 3 to the Memorandum of Understanding with Riverside County for the Workforce Innovation and Opportunity Act Inland Empire Regional Planning Unit to extend the original term by five years from April 3, 2018 through June 30, 2026, and to delegate certain authorities to the Workforce Development Department Director.

Mariann Johnson provided an overview of the item. The amendment was postponed to appear in front the Board of Supervisor from the date 4/20/21 to 5/4/21. A discussion ensued regarding the additional funding and how it will be used. Ms. Johnson noted that the additional funding will be handled with a service agreement and the contracts will still come to the Board for approval. The funding will be in across an 18 month cycle. The Chair requested a motion to approve. Cinnamon Alvarez motioned; Henry Shannon seconded the motion.

Pursuant to Government Code section 54953 (b)(2), a roll call vote was called as follows:

Phil Cothran, Chair: Aye
Orlando Acevedo: Aye
Cinnamon Alvarez: Aye
Kenneth Boshart: Aye
Ricardo Cisneros: Aye
Jimmy Elrod: Aye
Mike Gallo: Absent
Cherilyn Greenlee: Aye
Lowell King: Aye
Scott Kuethen: Aye
Louie Lopez: Aye
Robert Loeun: Aye
Dale Marsden: Absent
Lina Montes: Absent
B.J. Patterson: Aye
Henry Shannon: Aye
Shannon Shannon: Aye
Will Sterling: Aye
Jonathan Weldy: Aye

Without further comment or objection, motion carried by unanimous vote.

PRESENTATION

10) Labor Market Information

Marlena Sessions provided an overview and introduced Adam Fowler, Director of Research, University of California, Riverside, School of Business Center for Economic Forecast and Development. Mr. Fowler discussed the Local (San Bernardino) and Regional (Inland Empire) goals; pandemic challenges; industry strengths, which included Construction and Manufacturing; labor force statistics and recommendations going forward.

A discussion ensued regarding warehouse machinery and the costs of running the electric machines. Also discussed was the future of remote work for the general workforce and how commercial properties may be affected by that trend. Mr. Fowler discussed the film and digital media jobs and how hub and spoke models are starting to appear. He suggested the Inland Empire may see trends toward that industry in the future.

REPORTS AND INFORMATION

11) Committee Updates

- EDBR Committee: Cinnamon Alvarez reported on the additional of a fourth goal for her committee. She also noted that four new members were added to the committee and complimented Curtis Compton on his presentation to the committee members regarding services offered by the Business Services team.
- Finance Committee: Will Sterling reported on the Budget Workshop that was conducted on 3/17 and that budget was approved. He noted that and cost/benefit analysis is being done by EMSI, so a Return on Investment report can be created.

- Special Populations: Jonathan Weldy reported on the completion of the committee's work plan for 20/21. He would like to take on transportation challenges encountered by those populations the committee serves and help connect these individuals with services at the AJCC offices.
- Youth Committee: B.J. Patterson reported on the committee's goal of increasing our engagement by the youth in the community. He noted the Youth unemployment numbers are staggering and there is a lot of work to do to improve these statistics. He thanked the Board for extending the Youth contracts.
- AJCC Ad Hoc Committee: Scott Kuethen reported on the last meeting on March 4th, where the committee solidified 4 core goals. They are focused on learning how the AJCC offices operate and using the dashboard to help measure their successes. The AJCC annual certifications will be conducted May 25-26 at each of the AJCC offices.

12) Committee Goals

Mariann Johnson reviewed a chart of goals that compared the Board goals vs. Regional/Local Plan goals, so we can ensure the efforts of the committees stay in alignment with our regional goals.

13) East Valley AJCC Office Updates

Fred Burks provided an update on the new East Valley AJCC office, which included sharing a floor plan of the new facility.

14) County Report

Marlena Sessions provided several county updates, which included the large number of RFP's that have recently ended. An additional meeting will be added on May 19th to approve these items. She also discussed that we applied for support for our work with people with disabilities in the AJCC's. Next, Ms. Sessions reported on the Equity Element Jobs and Economy Group, which includes four external individuals participating. We are looking to ask these four individuals to participate in one of committees. Lastly, she reported on the annual strategic planning retreat in July, which will focus on the items requested from the recent survey sent to the Board members.

15) Chairman's Update

The Chair reported on his desire to work more closely with our Labor representatives, as they have very good training programs, and this could help our recovery and jobs for our county.

ADJOURNMENT

The Chair called for a motion to adjourn. B.J. Patterson motioned; Dale Marsden seconded the motion. None opposed. Motion carried.

The meeting adjourned at 11:02 AM

The next meeting of the General Board is scheduled for May 19, 2021, 8:00 AM via Zoom Conference.

Devra Bell, WDB Secretary

**San Bernardino County
Workforce Development Board
Agenda Item**

MEETING DATE: May 19, 2021

ITEM: (6)

SUBJECT: Workforce Innovation and Opportunity Act Youth Program Selections and Contracts Awards for Program Year 2021 Through 2022

PRESENTED BY: Bradley Gates, Assistant Director
Workforce Development Department

CONSENT _____ **DISCUSSION** X **INFORMATION** _____

RECOMMENDATION: Approve the recommendation of the Youth Committee for the approval of the Workforce Innovation and Opportunity Act (WIOA) Youth Program contract awards and funding to the two Contractors listed below for a total aggregate amount not to exceed \$309,127. Approval will allow the Contractors to provide academic enhancement, employment skills, and occupational training services for eligible youth participants under the Workforce Innovation and Opportunity Act (WIOA), for a contract period of July 1, 2021, through June 30, 2022, with the option to renew up to two program cycles.

1. Building A Generation,
2. First Institute Training and Management, Inc.

BACKGROUND: This action will allow the Workforce Development Department (WDD) to serve an additional minimum total of 65 at-risk youth in the East Valley and Needles regions under the WIOA Youth Program for the 2021-2022 program cycle. The Contractors will provide the youth with occupational training, work experience, counseling, tutoring and supportive services in order to place the youth in employment or higher education. In addition, the Contractors are expected to provide the youth with follow up services to ensure continued success utilizing the skills obtained during the prior year.

On February 18, 2021, a Request for Proposal (RFP) No. EDA121-WDD-4119 was released for the procurement of WIOA Youth Providers for the East Valley and Needles regions. The RFP solicited qualified agencies to provide WIOA Youth services from July 1, 2021, through June 30, 2022 with the option to renew up to two program cycles.

On March 22, 2021, four proposals were received and all four were determined to be responsive to the RFP minimum criteria. The proposals were evaluated by a committee of qualified neutral parties from a variety of County department partners who have an understanding of the youth population. Proposals were scored in accordance with the Proposal Review and Evaluation Process outlined in the RFP, including demonstrated ability serving youth, program design and cost reasonableness. After the evaluation process was completed, two Contractors were selected: First Institute and Management, Inc. (FITM), as they were the only Proposer for the Needles area, and who has been successful in providing WIOA youth services in other areas of the County. The second Contractor selected, Building A Generation (BAG), not only demonstrated having local partnerships with County and non-profit organizations, but also has vast experience working with youth.

The table below lists the geographical areas the youth providers will serve.

Provider Name	Geographical Area
Building A Generation	East Valley
First Institute Training and Management, Inc.	Needles

The table below shows the additional minimum enrollment requirement for Program Year 2021-22 – East Valley and Needles regions.

Provider Name	FY 2021/22 Minimum Enrollment	Total
Aggregate Minimum Enrollment	65	65

This action will allow the WDD to serve an additional minimum total of 65 at-risk youth under the WIOA Program for the Program Year 2021 through 2022 for these two regions.

On May 12, 2021, the Youth Committee made a recommendation to the Workforce Development Board for the approval of this item. Approval of this recommendation will allow the WDD to execute contractual agreements with the selected Contractors to provide additional youth services in the two regions from July 1, 2021, through June 30, 2022.

**San Bernardino County
Workforce Development Board
Agenda Item**

MEETING DATE: May 19, 2021

ITEM: (7)

SUBJECT: **Approval of Award for Professional Communication and Media Coordination Services to the 20/20 Network, LLC**

PRESENTED BY: Marlena Sessions, Director
Workforce Development Department

CONSENT _____ **DISCUSSION** X **INFORMATION** _____

RECOMMENDATION: Approve contract award to the 20/20 Network, LLC for professional communication and media coordination services for a total amount not to exceed \$120,000 per year and a total not to exceed \$360,000 for a term of three years beginning July 1, 2021, through June 30, 2024 with two (2) one-year optional extensions.

BACKGROUND: This action will allow the Workforce Development Department (WDD) to continue expanding media coverage by distributing press releases and relevant press information announcing the San Bernardino County Workforce Development Board's (WDB) specific events, initiatives, and milestones

The Scope of Work includes:

- Raising the profile of the WDB by gaining media coverage.
- Creating and distributing press releases and relevant press information developed about the WDB announcing specific events, initiatives and milestones.
- Utilizing web and social media channels in order to raise awareness about the WDB and its work.
- Arranging for key media, reporters and editors to attend and cover WDB events.
- Coordinate media coverage and distribution of workforce-related issues/information to media outlets.
- Developing opinion pieces regarding workforce issues for publication in local and regional newspapers, business journals and trade publications.
- Implementing within the WDB a "news bureau" feature that tracks trends developing in media regarding workforce issues and inject the WDB's opinion and information into developing stories.
- Obtaining recognition for initiatives that the WDB is involved with and manages.
- Preparing and present quarterly updates to the WDB.
- Coordinating and arrange monthly meetings with WDB to provide updates and discuss future work.
- Preparing and present annual success report and advertising value equivalency report.

On March 2, 2021, a Request for Proposal (RFP) No. EDA121-WDD-4128 was released on behalf of the WDB to solicit potential vendors to provide professional communication and media coordination services.

On March 30, 2021, eight proposals were received and all determined as responsive to the RFP minimum criteria. On April 28, 2021, an Evaluation Committee of qualified neutral parties representing the WDB, WDD, and the County met to evaluate the proposals in accordance with the evaluation process outlined in the RFP. Based on the scores allocated, the 20/20 Network, LLC was selected for the award, as it had the highest rating score.

Approval of this item will allow WDD to execute a contractual agreement with the 20/20 Network, LLC in an amount not to exceed \$120,000 per year and a total not to exceed \$360,000 for a term of three years, beginning July 1, 2021, through June 30, 2024 with two (2) one-year optional extensions.