

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Social Services	(2) MEETING DATE 11/22/2016	(3) CONTACT/PHONE Dawn Boulanger - 781-1835 Michael Coughlin - 781-1908 Tammy Aguilera - 781-1846	
(4) SUBJECT Request to approve a new FY 2016-17 professional services contract for Workforce Innovation and Opportunity Act (WIOA) Rapid Response services with Goodwill Central Coast in the amount not to exceed \$125,000, and authorize the Director of Social Services the authority to sign any amendments to the contract budget or scope of work. All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board: <ol style="list-style-type: none"> <li>1. Approve, and direct the Chairperson to sign, a new professional services contract for Workforce Investment and Opportunity Act (WIOA) Rapid Response services with Goodwill Central Coast for Fiscal Year (FY) 2016-17 in the amount not to exceed \$125,000, and</li> <li>2. Authorize the Director of Social Services the authority to sign any amendments to the contract budget or scope of work.</li> </ol>			
(6) FUNDING SOURCE(S) 100% federally funded	(7) CURRENT YEAR FINANCIAL IMPACT \$125,000	(8) ANNUAL FINANCIAL IMPACT \$125,000 (estimated)	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ___) <input type="checkbox"/> Board Business (Time Est. ___)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) 19001715		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A    Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Morgan Torell			
(18) SUPERVISOR DISTRICT(S) All Districts			

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Leland W. Collins, Social Services Director

DATE: 11/22/2016

SUBJECT: Request to approve a new FY 2016-17 professional services contract for Workforce Innovation and Opportunity Act (WIOA) Rapid Response services with Goodwill Central Coast in the amount not to exceed \$125,000, and authorize the Director of Social Services the authority to sign any amendments to the contract budget or scope of work. All Districts.

## **RECOMMENDATION**

It is recommended that the Board:

1. Approve, and direct the Chairperson to sign, a new professional services contract for Workforce Investment and Opportunity Act (WIOA) Rapid Response services with Goodwill Central Coast for Fiscal Year (FY) 2016-17 in the amount not to exceed \$125,000, and
2. Authorize the Director of Social Services the authority to sign any amendments to the contract budget or scope of work.

## **DISCUSSION**

### **Background**

On March 11, 2008, your Board designated the Department of Social Services (DSS) as the Administrative Entity and Fiscal Agent for the local workforce investment area under the Workforce Investment Act (WIA). In 2014, the WIA regulations were replaced with a new set of regulations, the Workforce Innovation and Opportunity Act (WIOA). As the Administrative Entity and Fiscal Agent, DSS receives WIOA funds directly from the State, distributes funds to program providers and provides administrative and fiscal support and oversight of WIOA programs and operations. WIOA requires states and local areas to provide Rapid Response services, which encompass the strategies and activities necessary to plan for and respond as quickly as possible following an announcement of a closure, layoff, natural or other disaster which results in mass job loss. The purpose of Rapid Response is to promote economic recovery and vitality by developing an ongoing, comprehensive approach to identifying, planning for and responding to layoffs and dislocations, and preventing or minimizing their impacts on workers, businesses, and communities. In program year 2015-16, a total of twenty-two Rapid Response events were held in San Luis Obispo County, providing assistance to dislocated workers affected by business closures and/or layoffs. Rapid Response also includes layoff aversion as an integral component of a comprehensive approach to delivery of services. In its capacity as the Administrative Entity, DSS is submitting a contract for WIOA Rapid Response services with Goodwill Central Coast for your Board's approval.

Goodwill Central Coast (formerly doing business as Goodwill Industries of Santa Cruz, Monterey, and San Luis Obispo Counties) has been doing business and providing workforce services on the Central Coast for over 86 years. Its mission is to provide training and employment opportunities to help people with disadvantaging conditions find employment. In San Luis Obispo County, Goodwill has provided vocational training, employment preparation and job retention services for over 15 years. Since the start of their WIA services contract in 2009, Goodwill has administered WIA/WIOA services, including Rapid Response services, through operation of the America's Job Center of California (AJCC), a one-stop job center site in San Luis Obispo. Goodwill provides services county-wide through the AJCC site as well as remotely through partnering with community agencies to share resources for job-seekers and employers. Goodwill also provides

workforce services in Salinas, Santa Cruz and Monterey Counties through contracts with a variety of funding sources including county social service agencies, county economic development offices, local regional occupational programs, and private foundations.

#### WIOA Services Procurement & Contract Award

In compliance with County and WIOA regulations, the County issued a Request for Proposal (RFP) on September 16, 2016 for FY 2016-17 services, with a second and third year option to renew. The RFP was seeking a Rapid Response services provider for the provision of WIOA Rapid Response and Rapid Response Layoff Aversion services throughout San Luis Obispo County. More than one proposal was received in response to the RFP. A Selection Committee met on October 11, 2016 and evaluated the proposals based on the criteria outlined in the RFP. The Selection Committee came to a unanimous decision, recommending Goodwill as the successful proposer. The Workforce Development Board Executive Committee approved the Goodwill Rapid Response service provider proposal on October 12, 2016, directing the Administrative Entity/DSS to commence contract negotiations.

#### **Program Year 2016-2017 Services**

Specific to this contract, Goodwill will be the County's WIOA Rapid Response services provider implementing Rapid Response and layoff aversion services. The primary purpose of Rapid Response as stated in federal guidance is to enable affected workers to return to work as quickly as possible following a layoff, or to prevent layoffs altogether by responding quickly to employer and dislocated worker needs. In order to ensure a timely response to layoffs, Goodwill, as the Rapid Response services provider must work collaboratively with employer representative's industry groups, organized labor, utilities and local media. This strong relationship with stakeholders allows Goodwill to identify companies at risk of laying off workers prior to a layoff announcement. Goodwill shall deliver comprehensive Rapid Response services to enable dislocated workers to transition to new employment as quickly as possible and conduct business outreach to provide layoff aversion services that reduce the rate of business failure.

The following services will be provided through established service delivery methods including:

#### Rapid Response Services

Rapid Response services will be provided to respond immediately to business closures and/or layoffs. Services will include the following:

- i. Identifying and responding to all business closures and/or employers laying off workers.
- ii. Contacting employers laying off workers within 24 hours of notification of layoff.
- iii. Assessing needs of employers and affected workers including:
  - 1 Layoff plans and schedule of the employer
  - 2 Potential for averting layoff in consultation with State or local agencies
  - 3 Background and probable assistance needs of the laid off workers
  - 4 Re-employment prospects for workers in the local community
  - 5 Available resources to meet the short and long-term assistance needs of the laid off workers
- iv. Scheduling and conducting Rapid Response Orientations with employees being affected by business closures and/or layoffs.
- v. Ensuring all required representatives (including staff from the AJCC; EDD and other assistance programs as applicable) are contacted and are in attendance at scheduled Rapid Response orientations, or, in absence of required representatives, contractor staff will ensure information is disseminated for each partner program.
- vi. Creating and distributing Rapid Response Information Packets to affected workers with printed material (in accordance with WIOA Rapid Response system elements outlined in CFR 682.300(b) (1-4)) and ensure sufficient supply for potential layoff events.
- vii. Coordinating Rapid Response and AJCC services to ensure maximum participation and engagement of affected workers in WIOA Dislocated Worker services

### Business Outreach and Layoff Aversion Services

Business outreach and layoff aversion services will be provided to identify companies at risk of potential layoff or closure. Services will include the following:

- viii. Direct marketing campaigns.
- ix. Program promotion through radio, social media, newspaper, email campaign and face-to-face marketing to Chambers of Commerce, economic development agencies, local unions, industry groups, Small Business Development Center (SBDC), Small Business Administration (SBA), SCORE "Counselors to America's Small Business", and other stakeholders.
- x. Networking and meetings with business community to present information about Rapid Response and Layoff Aversion services. Presentations at entities including: Human Resources Association of the Central Coast (HRCC), Rotary, Chambers of Commerce, industry group events, SBDC and SBA workshops, and employer advisory committees.
- xi. Utilizing labor market information and online resources to identify at-risk businesses and conduct outreach. Once businesses are identified, Goodwill will provide the following resources:
  - 1 Conduct a business assessment, survey, or early warning checklists to identify economic and workforce challenges and/or opportunities the business may be facing.
  - 2 Develop a Business Engagement Plan that outlines and links the employer to local, state and federal resources and options the employer can pursue to address assessment findings.
  - 3 Connect the employer to a network of local and regional economic development, workforce, and education and training partnerships that address needs found in the business assessment.
  - 4 Identify opportunities for employers to access AJCC services and relay employer information to connect employer with AJCC Dislocated Worker Staff.
  - 5 Help affected workers obtain immediate employment through AJCC services in cases where layoffs cannot be averted. Focus will be on identifying career ladders in related growth industries, assessing skill gaps, and providing education and training supports that allow people to obtain living wage employment.
  - 6 Convene businesses within industry sectors to share best practices and assess workforce needs in partnership with Workforce Development Board, local training providers, and community agencies.
- xii. Working with the Workforce Development Board to engage and align a network of economic development, workforce, and education and training partners that will offer an array of layoff prevention strategies.
- xiii. Conducting asset mapping which identified key resources at the federal, state, and local level that can support businesses at each phase in the business cycle, with an emphasis on job loss aversion
- xiv. Creating a *Business Resource Guide* leveraging existing resources in partnership with local economic and workforce development agencies that includes at least the following information:
  - 1 Asset Map of local, state and federal resources for businesses
  - 2 Contact information for regional Planning Departments, Department of Industrial Relations, Chambers of Commerce, Economic Development Agencies, SBDC and SBA offices, Rural Business Cooperative, Commerce Department and MEP
  - 3 Unemployment Insurance information
  - 4 Trade Adjustment Act information and contacts
  - 5 Business loan and capital resources
  - 6 Workforce training funds (incumbent worker training and on-the-job training)
  - 7 Employment Training Panel funds
  - 8 Workshops available for businesses from AJCC partners
  - 9 Business Consultants list – HR, marketing, production, technical assistance

## **OTHER AGENCY INVOLVEMENT/IMPACT**

The Workforce Development Board participated in creating this contract. County Counsel has reviewed and approved the contract as to legal form and effect.

## **FINANCIAL CONSIDERATIONS**

The WIOA Rapid Response program is 100% federally funded (distributed to states for allocation to counties) and are distributed to the County via a grant. The annual WIOA Rapid Response allocation is included in the Department of Social Services adopted budget for Fiscal Year (FY) 2016-2017 and will require no county match. These funds will be used to support WIOA Rapid Response direct service programs. The total contract amount for the WIOA Rapid Response contract with Goodwill is \$125,000. Annual allocations of Rapid Response funds to San Luis Obispo County vary based on federal allocations to the state.

## **RESULTS**

### **Program Year 2016-17 Performance Goals**

Performance indicators for WIOA Rapid Response services are linked to number of jobs retained/layoffs averted; number of employer contacts; orientations held in response to layoffs; and business solution strategies delivered to employers that relate to and result in job retention and/or rapid re-employment. Rapid Response services are reactive, and delivered upon worker or business needs being identified. Therefore, performance metrics are based on strategies to identify needs and timeframes for service delivery upon identification of need. Performance metrics such as number of businesses or individuals served is not known at the onset of the contract, but rather reported following the delivery of services. Under this Rapid Response contract, Goodwill will deliver services, as stated above, in response to identified employer and/or affected worker needs within required timeframes as outlined in the contract. Goodwill will report metrics on services delivered to meet county, state and federal reporting requirements.

If this contract is approved, Goodwill will be the provider of WIOA Rapid Response services for San Luis Obispo County. Rapid Response services assist dislocated workers to transition to new employment as quickly as possible and include business outreach to provide layoff aversion series that reduce the rate of business failure. These outcomes support the Department and County goal of a strong and viable economy.

## **ATTACHMENTS**

1. Attachment 1 - Contract