

WORKFORCE INVESTMENT SAN FRANCISCO

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

Minutes of the
May 17, 2024
Meeting of the

Workforce Investment San Francisco (WISF) Board Executive Committee
Office of Economic and Workforce Development
Meeting conducted in hybrid format on Zoom and in-person at
One South Van Ness, Fifth Floor, Room 5080
San Francisco, CA 94103

WISF Executive Committee Members Present	Jeanine Cotter, Luminalt Sam Rodriguez, Rodriguez Strategic Partners, LLC
WISF Executive Committee Members Absent	Vikrum Aiyer, Heirloom Jorge Tapia, Employment Development Department (EDD)
Ohlone Land Acknowledgement, Announcements, & Housekeeping <i>(Discussion Item)</i>	Jeanine Cotter, WISF Chair, called the meeting to order at 09:04 A.M. Secretary Iris Rollins (OEWD) opened the meeting by reciting the Ohlone Land Acknowledgement and the meeting guidelines.
Roll Call <i>(Discussion Item)</i>	Chair Cotter requested for Secretary Rollins to conduct roll call. Secretary Rollins took attendance, and quorum was not achieved.
Chair's Welcome <i>(Discussion Item)</i>	Chair Cotter welcomed the members and the general public who joined in person and on Zoom.
Adoption of Agenda <i>(Action Item)</i>	Chair Cotter called the Adoption of the Agenda and requested comments from members. Seeing none, Chair Cotter noted that while quorum was not present, the Committee may proceed with discussions on the proposed topics outlined in the agenda and then come back to any action items when quorum was achieved. As quorum was not present, no action was taken on this item.
Approval of Minutes from February 16, 2024 <i>(Action Item)</i>	Chair Cotter introduced the second action item, Approval of the Minutes from February 16, 2024, and requested comments from members. Member Rodriguez questioned the term "braiding" in the minutes, seeking clarification on its context. Ms. Hand explained that "braiding" refers to leveraging different funding streams. As quorum was not present, no action was taken on this item.

Workforce Director's Report
(Discussion Item)

Chair Cotter called the Workforce Director's Report and asked Ken Nim, Director of CityBuild and Interim Director of Workforce Development at Office of Economic and Workforce Development (OEWD), to provide remarks.

Director Nim summarized updated labor market data from the California EDD. The unemployment rate for San Francisco was reported to be at 3.7%, showing a gradual increase year-over-year, with a 1.7% rise compared to the previous year, translating to approximately 3,000 more unemployed workers. This increase is reflected in layoff notices received from various industries, including tech, hospitality, and financial services, with approximately 1,800 layoffs reported in the past two months to OEWD. Unemployment rates over the past four years saw a spike during the pandemic followed by a steady decline and subsequent stability around 3.5% to 3.7%.

Director Nim summarized the industry changes from December 2023 to March 2024, where the most significant losses were in Professional and Business Services, Information, Financial Activities, and Trade, Transportation, & Utilities. Significant gains were in Construction and Government.

CityBuild Academy & Construction Administration and Professional Services Academy (CAPSA)

Director Nim highlighted recent community achievements, particularly the successful CityBuild graduation event attended by the Mayor at UCSF. The event saw over 300 participants inclusive of graduates and their families, marking a significant milestone in post-pandemic recovery. Director Nim noted that, since the graduation, over half of the graduates have been placed in construction union apprenticeships. Additionally, ongoing CAPSA training has seen positive outcomes, with the latest class currently underway and some participants already securing placements.

Member Rodriguez inquired whether the programs were pre-apprenticeships or apprenticeships. Director Nim clarified that CityBuild Academy graduates move on to apprenticeships, with the CityBuild Academy serving as the pre-apprenticeship phase. CAPSA students focus on roles from administrative assistants to junior engineers.

Member Rodriguez then raised a question about wage increases between the pre-apprenticeship and apprenticeship phases. Director Nim explained that pre-apprentices receive stipends, while entry-level apprentices receive wages equivalent to six months' work while attending classes. Director Nim detailed the stipend structure, highlighting the financial support provided through the Opportunities for All Dream Keeper initiative.

Member Rodriguez further inquired about capturing the graduation rate. Director Nim reported a good graduation rate, adding that the success of the program would be measured by placement and retention in construction after three, six, and twelve months, with retention services provided post-graduation.

Member Rodriguez asked which trades had the largest participation in the program. Director Nim confirmed that carpenters are one of the largest groups, due to an agreement with the Northern California Carpenters Union, Local 22. The program also includes laborers, plasterers, cement masons, partnerships with District Council 16 for painters, tapers, and floor coverers, and more.

Member Cotter inquired about recruitment from the Construction Administration and Professional Services Academy (CAPSA) graduate pool for hiring opportunities. Director Nim explained that recruitment and referrals are managed by an internal team and Mission Hiring Hall and agreed to handle job notices and send invitations to the CAPSA graduation presentation. Member Cotter took an action to introduce the Luminalt Hiring Manager to Director Nim.

Director Nim also noted collaboration with the Engineering Minority Program at San Francisco State University to match higher-skilled job opportunities with qualified individuals.

Director Nim introduced Deputy Director Ren Floyd-Rodriguez to discuss additional community highlights.

Director Floyd-Rodriguez highlighted the celebration for the Healthcare Academy and the Dream Keeper Initiative Health Services, noting the event celebrated participants who completed training programs and secured employment in roles such as medical assistants, dental assistants, and EMTs.

Director Nim highlighted the Small Business and Hospitality Job Fair, which saw over 800 participants and featured 40 employers offering 900 job openings. Media coverage included ABC and KTVU. Mission Hiring Hall and Self-Help for the Elderly provided translation services. Director Floyd-Rodriguez noted that 500 people registered for the event. The link to video is available here: <https://twitter.com/sfoewd/status/1788605185042051114>.

Member Rodriguez inquired about employer receptiveness and engagement since the first fair. Director Houston highlighted the extensive efforts needed to engage employers for the event, noting a slightly higher turnout for the first post-pandemic gathering as it marked the beginning of rebuilding efforts in the hospitality sector.

Demo Day

Director Floyd-Rodriguez explained that Demo Day is part of the TechSF program in partnership with Mission Bit, where young people are exposed to coding and tech projects, guided by volunteer professionals. Director Kim emphasized the impact of the TechSF program, noting that it recognizes creativity and social impact, encouraging students to address social issues through their projects. The program also supports students in pursuing tech careers and giving back to the community. The link to video is available here: <https://youtu.be/ptGX9yNXnjE?si=HqTfdIHSD6fax2KU>.

Member Rodriguez inquired about Mission Bit's partnership status. Director Floyd-Rodriguez clarified that it is a nonprofit and a grantee of the TechSF On-Ramp program, facilitating training with the help of industry professionals. Member Rodriguez inquired about the location of Demo Day events, and Director Floyd-Rodriguez noted that recent events were held at Google's space in the Embarcadero, with Google providing the venue free of charge.

Member Cotter inquired about TechSF's outreach to schools. Director Floyd-Rodriguez confirmed that TechSF has formal and informal relationships with schools for recruitment and outreach.

Director Kim highlighted the extensive TechSF portfolio, including partnerships with organizations like Code Tenderloin and Goodwill, which have dedicated spaces for training in their communities.

Member Rodriguez inquired about the equipment and resources provided to students. Director Floyd-Rodriguez and Director Houston explained that students are given access to equipment, with some programs providing refurbished laptops and ensuring strong Wi-Fi connectivity for project work.

Director Kim called for additional questions and discussion on this item.

Member Cottier noted that California has the highest unemployment rate in the nation at 5.3%. Despite the disheartening WARN Act notices, San Francisco is performing better due to its large population center.

Director Kim acknowledged the impact of tech layoffs but highlighted growth in the hospitality sector, driven by tourism and local business activities. Director Kim also mentioned the potential for job growth in AI, with many laid-off tech workers transitioning into AI roles.

Member Rodriguez expressed concerns about the remote nature of AI jobs and the competition with other tech hubs. Emphasizing San Francisco's reliance on core industries—hospitality, construction, and small to medium-sized businesses—will keep the City strong.

Member Rodriguez further discussed housing challenges and the transient lifestyle and different spending habits of younger generations. Noting that

	<p>industries like the wine industry are being impacted by these changes. Despite these shifts, the hospitality sector is seeing increased activity, with more reservations and people going out, indicating a positive trend in adapting to new consumer behaviors.</p> <p>Member Rodriguez highlighted the shift towards experience-based tourism spending and expressed optimism about San Francisco's ability to adapt to new economic trends.</p> <p>Chair Cotter acknowledged the delay in the agenda and concluded the discussion on the item.</p>
<p>Local Hire Annual Report Update - 2024 <i>(Discussion Item)</i></p>	<p>Chair Cotter called the next item and recalled Director Kim to provide an update.</p> <p>Director Kim presented an overview of the Local Hiring Policy for Construction in San Francisco, highlighting its background, emphasizing its role in providing middle-class career opportunities for disadvantaged residents and addressing high unemployment rates in certain neighborhoods. Director Kim discussed the annual report's key findings, including local hiring participation, trade demographics, and project performance. Additionally, Director Kim outlined the 2024 report highlights, emphasizing the policy's requirements for local workforce participation and its impact on various city departments and private developments.</p> <p>Director Nim highlighted workforce demographics, emphasizing significant representation from specific zip codes and the success of local hiring initiatives in promoting diversity, particularly among Hispanic and female workers.</p> <p>Member Cotter commented on the varying levels of compliance with local hiring targets, highlighting the Port as an example, and inquired on the consequences for those significantly off the mandate. Director Nim explained that the Port of San Francisco faces challenges due to fewer ongoing projects and exemptions related to its overwater nature. Director Nim further outlined penalty phases and negotiation processes for non-compliant employers, with potential penalties for unresolved issues.</p> <p>Member Rodriguez inquired whether the San Francisco Fire Department, Police Department, and Sheriff's Department manage their recruitment, training academy, and placement independently. Director Houston mentioned OEWD collaboration with these departments, particularly in supporting recruitment efforts like the City EMT program and identifying candidates for various positions.</p> <p>Member Rodriguez questioned whether recruitment efforts were collaborative or competitive across the three departments. Director Houston</p>

	<p>observed that recruitment efforts were mostly separate among the three departments rather than being joint ventures.</p> <p>Member Rodriguez asked if the departments adhere to the same 30% local hiring standard as other city entities. Director Nim explained that local hiring regulations typically apply to public works projects or construction under contracting regulations.</p> <p>Member Rodriguez questioned the absence of a local hiring threshold for City employment, particularly in taxpayer-funded departments. Directors Houston and Nim discussed potential policy constraints within human resources regulations that might prevent the implementation of local hiring requirements for City employment. Member Cotter highlighted the importance of framing the discussion on local hiring as an opportunity for productive recruitment rather than a punitive restriction.</p> <p>Member Rodriguez stressed the need for continuous evaluation of policies, especially concerning public sector recruitment, to ensure alignment with the city's evolving demographics and needs. Director Houston mentioned the willingness of departments to collaborate and promote local workforce engagement.</p> <p>Chair Cotter acknowledged the delay in the agenda and concluded the discussion on the item.</p>
<p>Citywide Workforce Development Plan <i>(Discussion Item)</i></p>	<p>Chair Cotter called the next item and introduced Jen Hand, Workforce Impact Manager, to present on the FY 2024-2029 Citywide Workforce Development Plan ("FY 24-29 Plan").</p> <p>Ms. Hand reported that the FY 24-29 Plan has been approved. Ms. Hand provided an overview of the stakeholders involved in shaping the FY 24-29 Plan, which included the 17 members representing City departments, community-based workforce organizations, and labor organizations. Over the past year, substantial stakeholder engagement had occurred through quarterly meetings, community gatherings, and ongoing research by the committee staff.</p> <p>The FY 24-29 Plan covers various components, such as the history of the Alignment work, labor market data, existing workforce development systems, partnerships, funding, and strategic goals. Critical themes raised by members include family-sustaining wages, intentional strategies, equity and inclusion, future of work, skill development, and inclusivity.</p> <p>Feedback from community meetings emphasizes the importance of incorporating lived experience, accessibility, social rehabilitation, and employer services in the workforce pathway. The definition created by the team and community members focuses on providing workforce navigation, employment, training, and supportive services to achieve family-sustaining</p>

wages and career pathways, prioritizing economically vulnerable participants.

Ms. Hand outlined five key goals of the workforce development plan and provided details on each goal's objectives, outcomes, example actions, and lead agencies. The goals include:

1. Coordination of partners' plans and priorities
2. Equitably invest in workforce programs for our most vulnerable
3. Invest in workforce development across the life course
4. Enhance apprenticeship and pre-apprenticeship programs that lead to careers
5. Enable data-sharing for better coordination between workforce and other systems

Member Rodriguez inquired about the champion from the Board of Supervisors for the legislation. Ms. Hand clarified that Supervisor Walton was the champion who proposed and sponsored the legislation in 2022.

Member Rodriguez inquired whether the San Francisco Fire Department, Police Department, and Sheriff's Department were invited to join the coordinating committee. Ms. Hand explained that they were not part of the committee due to not being the largest workforce service-investing departments. Director Houston added that while they are not on the committee, their input is welcomed during public meetings. Ms. Hand further clarified that each of the five goals and strategies has a working group, with leadership from the committee, and other departments and stakeholders are invited to participate.

Member Rodriguez inquired about the possibility of including these departments in the coordinating committee and asked about the threshold for committee membership. Ms. Hand mentioned that the committee assesses workforce development funding annually and that historically, the entities on the committee have invested more than \$5 million into training programs. Ms. Hand noted that City departments with internal programs are represented by DHR's membership, but that additional City departments may participate on the working groups. Regarding the participation of first responder departments like the Police Department, Ms. Hand suggested the Alignment Committee consider reaching out to them for the annual workforce services survey, including providing technical assistance around coding the Training Academy as a workforce development program.

Member Cotter commended the comprehensive nature of the plan, emphasizing its importance in addressing past challenges and fostering opportunities.

Member Rodriguez questioned whether the SFMTA and the Department of the Environment met the threshold for workforce development. Ms. Hand clarified that they did not, but their involvement in community meetings and

	<p>working groups was encouraged. Additionally, Ms. Hand noted that OEWD has the responsibility for convening and coordinating the broader workforce development system, and SFMTA and Department of the Environment—while they are not on the Committee—are valuable partners in the workforce system and are engaged in special projects.</p> <p>Member Rodriguez proposed the idea of amending legislation in the future to include additional departments in the coordinating committee. Ms. Hand acknowledged the possibility but highlighted the legislative amendment process and timeline, as well as the utility of growing the committee.</p> <p>Member Cotter concluded the discussion due to time constraints and moved to public comment on non-agenda items.</p>
<p>Future Discussion Items <i>(Action Item)</i></p>	<p>Chair Cotter noted that this item would be forwarded to the following meeting due to time constraints.</p>
<p>Public Comment on Non-Agenda Items <i>(Discussion Item)</i></p>	<p>Chair Cotter called for public comment on non-agenda items. Secretary Rollins informed the public on how to provide public comment in the meeting and on Zoom. There was no public comment in the room nor on Zoom.</p>
<p>Adjournment <i>(Action Item)</i></p>	<p>Chair Cotter expressed gratitude to all the attendees for their participation in the meeting and invited any member comments before proceeding with a vote to adjourn.</p> <p>After receiving no further comments, Chair Cotter made the motion to adjourn the meeting, which was seconded by Member Rodriguez and was unanimous. Members adjourned the meeting at 10:29 a.m.</p>