

**Sierra County  
Board of Supervisors'  
Agenda Transmittal &  
Record of Proceedings**

<b>MEETING DATE:</b> September 15, 2020	<b>TYPE OF AGENDA ITEM:</b> <input type="checkbox"/> Regular <input checked="" type="checkbox"/> Timed <input type="checkbox"/> Consent
--	---

**DEPARTMENT:** Board of Supervisors  
**APPROVING PARTY:** Heather Foster, Clerk of the Board  
**PHONE NUMBER:** (530) 289-3295

**AGENDA ITEM:** Presentation by the Alliance for Workforce Development, Inc. on business and job seeker services provided to Sierra County for fiscal 2019/2020.

**SUPPORTIVE DOCUMENTS ATTACHED:**  Memo  Resolution  Agreement  Other  
See attached briefing

**BACKGROUND INFORMATION:**

**FUNDING SOURCE:**  
**GENERAL FUND IMPACT:** No General Fund Impact  
**OTHER FUND:**  
**AMOUNT:** \$ N/A

<b>ARE ADDITIONAL PERSONNEL REQUIRED?</b>  <input type="checkbox"/> Yes, -- -- <input checked="" type="checkbox"/> No	<b>IS THIS ITEM ALLOCATED IN THE BUDGET?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  <b>IS A BUDGET TRANSFER REQUIRED?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
--	---

**SPACE BELOW FOR CLERK'S USE**

<b>BOARD ACTION:</b> <input type="checkbox"/> Approved <input type="checkbox"/> Approved as amended <input type="checkbox"/> Adopted <input type="checkbox"/> Adopted as amended <input type="checkbox"/> Denied <input type="checkbox"/> Other <input type="checkbox"/> No Action Taken	<input type="checkbox"/> Set public hearing For: _____ <input type="checkbox"/> Direction to: _____ <input type="checkbox"/> Referred to: _____ <input type="checkbox"/> Continued to: _____ <input type="checkbox"/> Authorization given to: _____	Resolution 2020- _____ Agreement 2020- _____ Ordinance _____ Vote: Ayes: Noes: Abstain: Absent: <input type="checkbox"/> By Consensus
---	---	---

**COMMENTS:**

---



---



---



---



---

\_\_\_\_\_  
CLERK TO THE BOARD

\_\_\_\_\_  
DATE



*Alliance For  
Workforce Development, Inc.  
Providing pathways to success*

**Serving Butte, Lassen, Modoc, Nevada, Plumas and Sierra Counties**

**Alliance for Workforce  
Development, Inc.**  
Operations & Program Highlights  
in Sierra County

**Program Year 2019 - 2020**

**Presented by:  
Kristine Farrell  
Director of Adult Programs  
kfarrell@ncen.org  
(530) 616-1525**



## **Purpose:**

We are pleased to update the Board on the Program Year 2019-2020 activities at the Alliance for Workforce Development Sierra County One-Stop in Sierraville. Alliance for Workforce Development is Sierra County's America's Job Center of California (AJCC) provider.

Our mission is to provide businesses and workers a common point of access for employment, recruiting, training, consultation, and other workforce services. AFWD provides federal and state Workforce Innovation & Opportunity Act (WIOA) programs to Adults, Youth, Dislocated Workers, and Veterans. Our WIOA services also provide crucial recruiting, upskilling and workforce investment resources to Sierra County businesses.



## **Overview:**

AFWD is one of three service providers for the Northern Rural Training & Employment Consortium (NoRTEC). We provide workforce development programs and services in six of NoRTEC's eleven counties: Butte, Lassen, Modoc, Nevada, Plumas, and Sierra.

As an America's Job Center of California (AJCC) One-Stop, we maintain a "business first" philosophy, as embraced by NoRTEC and WIOA legislation. This means we emphasize business outreach and employers are at the forefront of our service delivery model.

The One-Stop model provides businesses and job seekers a single access point; ensuring that employers find the most qualified candidates, and workers obtain sustainable, long term employment. All of our efforts are tied to enhancing workforce development, promoting economic vitality, and fostering a stable and prosperous business community in Sierra County.

We would like to thank Supervisor Roen, who continues to represent Sierra County on the NoRTEC Governing Board.

# Employment Numbers at a Glance



## Discussion:

In February of 2020, Sierra County, the State of California, and the United States were experiencing a period of record-low unemployment. As of **February 2020**, Sierra County unemployment was **6.7%**, California unemployment was **4.3%**, and the National rate was **3.5%**.

Not surprisingly, the COVID-19 pandemic has upset the labor market in ways both predictable and surprising. As of July, the Sierra County unemployment rate is **9.3%**, while the State and National rates are **13.7%** and **10.2%**, respectively. However, these rates are calculated using Unemployment Benefit claims, which are currently augmented by the **Pandemic Unemployment Assistance program (PUA)**. They likely do not provide a true "snapshot" of the Sierra County labor market.

Our observation of the Sierra County job market shows a large number of openings. However, many employers report difficulty in filling these positions, despite high unemployment rates. Our analysis finds that many unemployed individuals are choosing to remain on unemployment in light of health concerns, and the relatively large weekly PUA benefit amounts. However, we predict many will return to the job market, once the PUA program becomes non-existent.

# July, 2020



Sierra County

9.3%



California

13.7%



United States

10.2%

**Program Highlights:** AFWD provides four branches of services in Sierra County: **Adult & Dislocated Workers, Youth Programs, and Business Services.** Our broad range of employment services are tailored to individuals from all skill levels and backgrounds; from entry-level to skilled technical, and management. This diversity provides Sierra County employers in all sectors with a labor pool for all hiring needs.

The last three months of the 2019-2020 program year have been a whirlwind of activity with COVID –19 challenges. AFWD staff have adapted to assisting and supporting job seeker and businesses on the phone with EDD services due to the overwhelming amount of unemployment claims submitted and the EDD department staffing needs. Information on unemployment insurance processes, Pandemic Assistance Unemployment, and copious amounts of information pertaining to the Federal Legislation regarding the CARES Act has come out in rapid fire. AFWD endeavored to keep both employers and job seekers up-to-date on the many resources available to them.

AFWD's **Adult and Dislocated Programs** support individuals through skill assessments and career exploration. Individuals have the opportunity for support in vocational programs that will leads to local, upwardly mobile jobs.

Our **Youth Program** serves serve individuals, ages 17 - 24 years, who have barriers to employment. Youth clients are provided with individualized training and employment plans and assistance with a variety of workplace readiness factors. The AFWD Youth Program helps clients obtain high school diplomas and GED's, navigate exit from foster care and youth detention, and obtain real-world skills such as household budgeting and job market exploration.

AFWD **Business Service** Representatives (BSR) maintain constant contact with the Sierra County Business community to keep abreast of hiring needs, employment trends, and economic conditions. BSR's also work closely with our partners in the government, nonprofit, and advocacy sectors (local **Chambers** and **Professional Groups**) in order to develop contacts and find ways to align services.

### **Other One Stop Services:**

AFWD provides a holistic set of services for employers and job seekers. In Program Year 2019 - 2020, we hosted workshops on topics such as "**Interviews,**" "**Job Search Skills,**" "**Resume Writing,**" and "**21st Century Job Skills.**"

In the wake of COVID-19, AFWD has implemented a **Virtual Workshop** model beginning **July 2020.** These live, interactive workshops are hosted on Zoom twice each month. In addition to providing a safe way for job seekers to gain valuable information, this online model provides a platform for hundreds of individuals to attend our workshops at once.



# WIOA SERVICES

Sierra County Customers Served:

**114**

Job Search • Resume Assistance • Skills Testing • Classroom Training  
Career Exploration • On-the-Job Training (OJT)

Unique Sierra County Businesses Served:

**14**

Recruiting • Job Fairs • Labor Market Data • HR Consultation  
Access to Untapped Labor Pools • Rapid Response • OJT Training  
77 Individual Business Services

From July 1, 2019 to June 30, 2020, AFWD served **114 customers** in our One Stop Office. Support was provided to **14 unique businesses** with recruiting, retention, training, and HR support; labor market data and analysis, strategic planning for sector growth, and a variety of other services.

# Responding to Community Needs



The COVID-19 Pandemic has fundamentally changed the workforce needs of the Nation, the State, and Sierra County. AFWD has responded by collaborating with county agencies and other partners to assist local businesses and workers. In April, we partnered with the **Department of Employment & Social Services** to provide relief information to workers with our **Rapid Response Webinar**. Our **COVID-19 Disaster Grant** is for providing support to Sierra County residents, assisting with varying needs such as rent, utilities, etc.

Since April, we have been staffing dedicated phone and email lines for businesses and workers to get COVID-19 information and referral to local resources.

In April, we were honored to host economist **Dr. Robert Eyler** for a webinar focused on giving the Sierra County Business Community an informed perspective on the local economic forecast. This webinar, as well as a recording of our **Rapid Response Webinar**, and a **Resource Guide** for businesses and workers impacted by COVID-19, can now be found on our website, **www.afwd.org**.

**COVID-19 Economic Update for Sierra County**  
**April 24, 2020 – Webinar**  
 Sponsored by:  
**Alliance for Workforce Development (AFWD)**

**Presented by: Robert Eyler, PhD**  
 President, Economic Forensics and Analytics  
 Professor, Economics, Sonoma State University  
 eyler@econforensics.com

**COVID-19 Resources**

Resources for Job Seekers | Resources for Employers | Economic Update Webinar Series | Layoff Assistance Webinar Series | COVID-19 Blog

Alliance for Workforce Development Locations

<b>Butte County</b> (530) 961-5725 Individuals: covid@customer@ncen.org Employers: covid@employer@ncen.org	<b>Lassen County</b> (530) 267-5057 Individuals: covid@customer@ncen.org Employers: covid@employer@ncen.org	<b>Modoc County</b> (530) 233-4161 Individuals: covid@customer@ncen.org Employers: covid@employer@ncen.org
<b>Nevada County</b> (530) 265-7088 Individuals: covid@customer@ncen.org Employers: covid@employer@ncen.org	<b>Plumas County</b> (530) 283-1606 Individuals: covid@customer@ncen.org Employers: covid@employer@ncen.org	<b>Sierra County</b> (530) 994-3349 Individuals: covid@customer@ncen.org Employers: covid@employer@ncen.org

**Rapid Response**

LAYOFF ASSISTANCE—INFO SESSION

ALLIANCE FOR WORKFORCE DEVELOPMENT WITH OTHER LOCAL PARTNERS PROVIDES INFORMATION ON RESOURCES AND ASSISTANCE AVAILABLE IN YOUR LOCAL

Butte County Lassen County Modoc County Nevada County Plumas County Sierra County

**Alliance For Workforce Development, Inc.**

*"Helping Californians Get Back To Work!"*

# Conclusion & Looking Ahead

As Sierra County's America's Job Center of California, Alliance for Workforce Development's mission is to enhance economic vitality by creating a skilled, job-ready workforce, and a stable, prosperous business community throughout Sierra County. We appreciate our partners in the education, public, and private sectors who help make our mission possible.

As Sierra County residents and businesses navigate the COVID-19 pandemic, we will continue to develop dynamic solutions to workforce and employment issues. We continue to expand and refine our online capabilities with tools like:

- ♦ **Virtual Workshops and Webinars**
- ♦ **Effective online recruitment through CalJOBS and [Northstatejobs.com/afwd](http://Northstatejobs.com/afwd)**
- ♦ **Social Media engagement with the community on Facebook, LinkedIn, Twitter, and Instagram**
- ♦ **Live assistance for job seekers and businesses on our website chat feature at [www.afwd.org](http://www.afwd.org)**

We continue to advocate on behalf of Sierra County in order to provide ongoing OJT training assistance for employers, vocational and classroom upskilling for workers, and Temporary Job Creation programs designed to mitigate the effects of COVID-19, while enhancing the local economy with wages.

We thank the Board for providing us the opportunity to present today, and thank Sierra County for partnering with us in creating *pathways to success*.

For more information on AFWD activities please visit [www.afwd.org](http://www.afwd.org) and click "CC Reports." Here you will find highlights of our work in the community. If you have any questions, please contact me at **(530) 616-1525** or **[kfarrell@ncen.org](mailto:kfarrell@ncen.org)**

Kristine Farrell  
Director of Adult Programs

