



Monterey County Workforce Investment Board

Results Achieved for
July 1, 2010 - June 30, 2011

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Welcome Message from the Chair



Thank you in advance for taking the time to read the Monterey County Workforce Investment Board (MCWIB) Annual Report. In the following pages you will find detailed, yet also very readable, information about the workforce training activities in Monterey County for fiscal year 2010. The numbers and the narrative paint an accurate picture of both the successes and the challenges of helping to place local residents into gainful employment during the longest and deepest slowdown the California economy has experienced since the 1930's.

Broadly stated, the goal of the MCWIB is to help those local residents who are out of work get back into the labor force. It seeks to transition county residents from the public assistance side of the economic ledger to the wage-earning, payroll tax paying side.

The population that utilized the services of the employment and training system in the past year included those who are the most difficult to place into long-term, sustainable-wage earning jobs: those county residents that have literacy and numeracy barriers to employment; alcohol and drug dependencies; criminal records and/ or the absence of a high school diploma or equivalent. In 2010, however, the population of the unemployed in Monterey County took on a much broader profile. Some of those folks who utilized services came from retail stores, restaurants and visitor serving businesses that have ceased to operate. Clients also came from the professional ranks and from agriculture and agriculture-related enterprises. And, as has been well documented, some of the newly unemployed came from the financial services industry, health-care, and city and county governments.

Set against this backdrop, in the following pages you'll read of key successes in the past year:

- Integrating Workforce training with Economic Development: The shift of the MCWIB to the newly created Economic Development Department to make job creation a partner in the goal of workforce activities. A simple sounding goal that took much time and energy to complete.
- Collaboration and creativity: The MCWIB increased the depth and breadth of its relationships across geographic and institutional boundaries to work with new partners in business, education and public agencies as well as working across county lines in a regional approach to workforce.
- Doing more with less: At a time when the demands for services were going up and the traditional funding sources were shrinking, the MCWIB responded by successfully diversifying its funding from new grants.
- Increased Efficiencies: Borrowing some of the best practices from the private sector, the MCWIB developed a strategic plan and implemented it. The MCWIB reduced the size of its board to make it more nimble while meeting the prescribed membership requirements. And knowing full well that you can't manage things you don't measure, we are pleased to present this ninth installment of the MCWIB Annual report for our Board of Supervisors and all of our stakeholders.

Should you have questions or suggestions, please call or write.

Erik Cushman, *MCWIB Chair*

Purpose Statement

The Workforce Investment Board (WIB) was established through the federal Workforce Investment Act (WIA) of 1998 and is responsible for providing strategic planning, oversight and policy direction for the utilization of WIA funds in Monterey County.

The overall goal of the WIA is to increase earnings, retention and skills attainment and improve the quality of the local, and ultimately, the national labor force.

The primary workforce service provider in Monterey County is the Office for Employment Training (OET), a branch of the Monterey County, Department of Social and Employment Services. The MCWIB also funds job training programs to partner in the workforce investment system, to meet Monterey County's demand for a qualified and ready workforce. The programs benefit local employers, unemployed adults and recently laid-off workers, and at risk youth ages 14 to 21.

In addition, the MCWIB invests time and resources in studying and analyzing our local economy. These important findings, trends and labor market needs are highlighted in studies that can all be found on our website at: www.montereycountywib.org

Roles of the MCWIB

- **CONVENER** - Bringing together business, labor, education, and economic development to focus on community workforce issues
- **WORKFORCE ANALYST** - Developing, disseminating and understanding current labor market and economic information and trends
- **BROKER** - Bringing together systems to solve common problems, or broker new relationships with businesses and workers
- **COMMUNITY VOICE** - Advocating for the importance of workforce policy, providing perspective about the need for skilled workers
- **CAPACITY BUILDER** - Enhancing the region's ability to meet the workforce needs of local employers

Strategic Work Plan

Strategic Doing enables people in loosely joined, open networks to think and act strategically. Instead of broad visions, they pursue measurable strategic outcomes. Instead of focusing on problems and deficits, they define new opportunities by connecting their assets. Instead of looking for a visionary leader, they recognize that leadership in open networks is a shared responsibility. www.pcrd.purdue.edu

Board Business: How is the MCWIB structured and positioned?

- MCWIB member **composition** was resized from 47 to 35 members. Seven new members were appointed to the Board and three to the Youth Council.
- Increased **communication** on initiatives of the MCWIB was accomplished through presentations to the Board of Supervisors and periodic emails to the workforce community partners.
- The MCWIB and staff joined the new county **Economic Development Department**.

Economic Development & Workforce Partnerships: How does the MCWIB partner with local businesses and economic development agencies to create and sustain jobs?

- A major emphasis was placed on **small business, microenterprise, entrepreneurship, self-employment and training** with the Department of Labor/Performance Excellence Partners, Monterey County's Redevelopment Agency and the region's three business incubator programs and two Small Business Development Centers.
- The **Layoff Aversion** project resulted in jobs retained and lessons learned. We co-hosted with Santa Cruz County the **Extreme Entrepreneurship Tour**.

Education & Workforce Partnerships: How does the MCWIB convene education and workforce development stakeholders to leverage resources and promote training programs for job-seekers?

- The MCWIB is a champion of **WorkKeys and WIN** so that job-seekers and students are skilled and employers have a certified job-ready workforce. MCWIB members and staff participate in **employer stakeholder groups** convened by education partners.
- Support K-12 programs such as the **Health Career Fairs**.
- Work with a growing community partnership to develop and sustain **summer youth enrichment**.

Model One-Stop Delivery System: How does the MCWIB support the goal that services of the Monterey County One-Stop Delivery System are understood by and accessible to all workforce investment stakeholders?

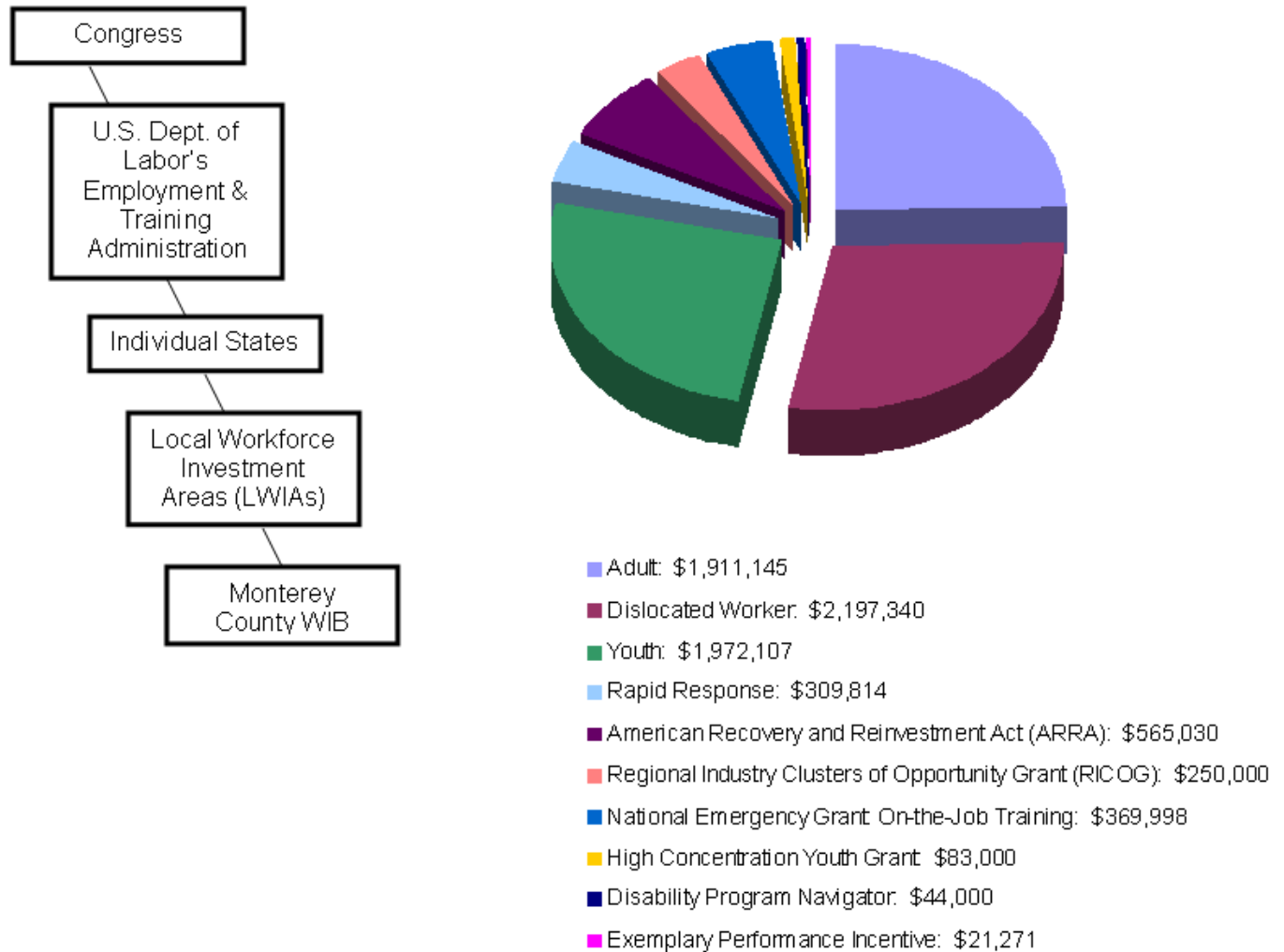
- Pilot project included the **Mobile One-Stop**, providing workforce assistance training for **library staff**. We continued to support a variety of **access points and community expertise** through subcontracts for WIA services, and supported staff professional development through **Career Development Facilitator Training**.
- MCWIB revised **local policies** to better inform and standardize the system.

Regional Collaborations: How does the MCWIB strengthen working relationships with regional partners and consortiums?

- **Regional projects** included Extreme Entrepreneurship Tour, National Emergency Grant, Regional Industry Clusters of Opportunity, Healthcare Advisory Round Table and Allied Health.
- We have **regional "workforce" working relationships** with San Benito, Santa Cruz, San Luis Obispo, Santa Barbara and Ventura Counties.

Funding Flow

The MCWIB is primarily funded by the federal Workforce Investment Act of 1998 (WIA) and is one of over 600 local workforce investment areas nationally and one of 49 in California.



Monterey County received an allocation of **\$6.4 million** dollars in WIA formula and Rapid Response funds. The funds included \$1.9 million for Adult Programs; \$2.2 million for Dislocated Worker Programs; \$2 million for Youth Programs and \$309,814 for Rapid Response Activities. Carry-in funds in the amount of \$565,030 in American Recovery and Reinvestment Act (ARRA) funds were also included in the budget.

In addition to WIA formula funds, the MCWIB applied for and received over \$750,000 in competitive grant funds, totaling the PY2010-2011 available funds to **\$7,724,415**.

MCWIB Funding Trends

Program	PY11-12 (Projected)	PY10-11	PY09-10	PY08-09
WIA Rapid Response	\$232,361	\$309,814	\$219,056	\$164,550
WIA Dislocated Worker	\$1,896,012	\$2,197,340	\$2,665,428	\$2,521,748
WIA Adult	\$1,540,915	\$1,911,145	\$2,129,584	\$2,155,719
WIA Youth	\$1,753,465	\$1,972,107	\$2,199,189	\$2,217,746
WIA Formula Funds TOTAL	\$5,422,753	\$6,390,406	\$7,213,257	\$7,059,763

American Recovery and Reinvestment Act (ARRA) TOTAL	\$565,030	\$7,136,530
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Dislocated Worker Additional Assistance <i>(Projected)</i>	\$999,661			
NEG – Multi Sector Grant	\$444,385			
Regional Industry Clusters of Opportunity Grant (RICOG)		\$250,000		
NEG – On the Job Training		\$369,988		
High Concentration Youth		\$83,000		
New Start Governor's Gang Reduction, Intervention and Prevention (CalGRIP)	\$54,476		\$5,000	\$500,000
Disability Program Navigator		\$44,720	\$58,000	\$72,000
Competitive Grants & Special Projects TOTAL	\$1,498,522	\$747,708	\$63,000	\$572,000

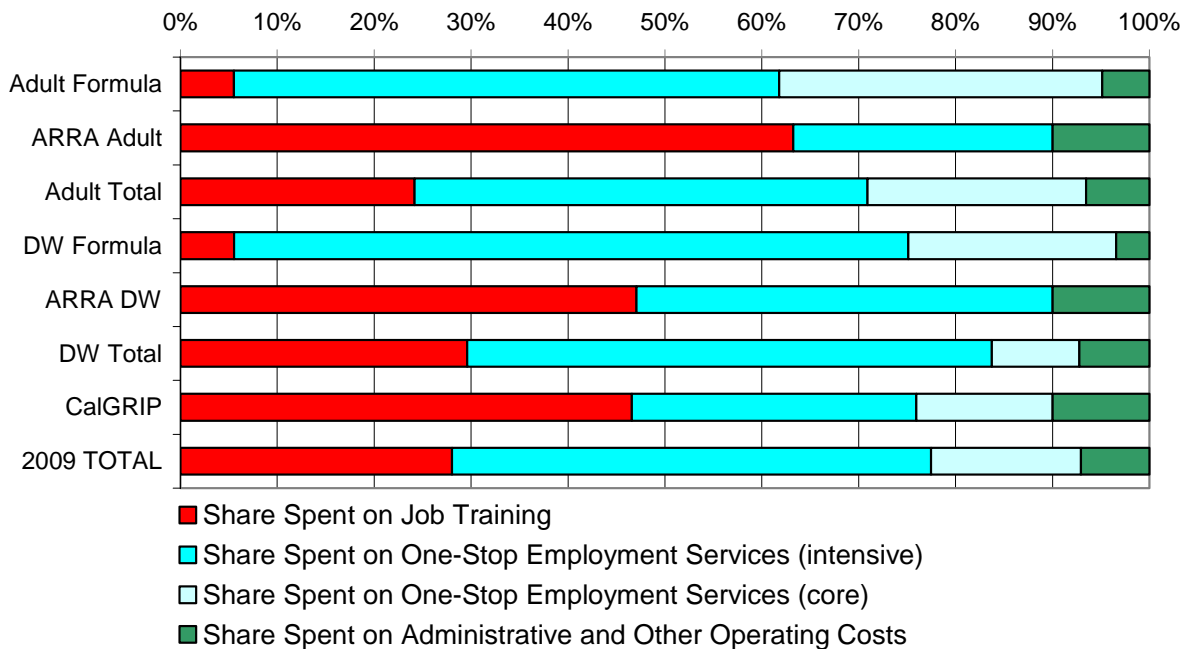
Exemplary Performance Incentives TOTAL	\$21,271
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Total funding	\$6,921,275	\$7,724,415	\$7,276,257	\$14,768,293
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One-Stop System and Training

Workforce Investment Act Expenditures
Reported by Monterey County Workforce Investment Boards
(2008 and 2009 Federal Program Year Appropriation, ARRA and CalGRIP)

Grant	Allocation (net)	Employment Services		Job Training		Administrative and Other Operating Costs		
		core	intensive	Expenditures	%	Expenditures	%	Expenditures
Adult Formula	\$ 2,879,584	\$ 960,512	\$ 1,620,244	89.62%	\$ 158,998	5.52%	\$ 139,830	4.86%
ARRA Adult	\$ 1,374,451	\$ -	\$ 367,802	26.76%	\$ 869,204	63.24%	\$ 137,445	10.00%
Adult Total	\$ 4,254,035	\$ 960,512	\$ 1,988,046	69.31%	\$ 1,028,202	24.17%	\$ 277,275	6.52%
DW Formula	\$ 1,915,428	\$ 410,624	\$ 1,332,782	91.02%	\$ 106,408	5.56%	\$ 65,614	3.43%
ARRA DW	\$ 2,636,244	\$ -	\$ 1,131,541	42.92%	\$ 1,241,079	47.08%	\$ 263,624	10.00%
DW Total	\$ 4,551,672	\$ 410,624	\$ 2,464,323	63.16%	\$ 1,347,487	29.60%	\$ 329,238	7.23%
CalGRIP	\$ 500,000	\$ 70,260	\$ 146,771	43.41%	\$ 232,969	46.59%	\$ 50,000	10.00%
2009 TOTAL	\$ 9,305,707	\$ 1,441,396	\$ 4,599,140	64.91%	\$ 2,608,658	28.03%	\$ 656,513	7.05%



In May 2011, the California Senate Office of Research published the white paper *Policy Matters* that stated "**Most Local Workforce Investment Boards report spending far less on job training than on Employment services at One-Stop Career Centers**". In this report Monterey County's training expenditures for Adult formula between July 2008 and June 2010 was 10% (\$259,000). For this period, training expenditures for all funds was 16% (\$1.2 million). The information above details Dislocated Worker (DW), American Recovery and Reinvestment Act (ARRA), and a special grant (CalGRIP). **For the period July 2009 - June 2011, the total spent on training was 28%, (\$2.6 million).** Recent state legislation will require 25% of expenditures to be for training.

Adult & Dislocated Worker Performance

In PY2010-11, Adult participants were served by the County's primary service provider, OET, and three subcontracted organizations, including: Arbor E&T, LLC; Shoreline Workforce Development Services and Turning Point of Central California. Dislocated Worker participants were served by OET.

WIA Category	2010-11 Statewide Enrollments	2010-11 New Plan Enrollments	P2010-11 Actual Enrollments	P2010-11 Actual/Plan
Adults	97,451	1,052	751	71%
Dislocated Workers	64,806	1,092	669	61%

When compared to Occupational Employment Statistics (OES) from the California Employment

What are clients earning post-program?	2010-11 Statewide	Monterey County 2010-11	Monterey County 2009-10	Goal	Success Rate 10-11	Success Rate 09-10
Average post-program earnings for Adults (6 month earnings)	\$12,546	\$10,168	\$9,952	\$10,500	97%	95%
Total post-program earnings for Adults (6 month earnings)	-	\$4.7 million	\$3.2 million	Investment of Adult Funds Approximately \$2 Million Each Year		
Average post-program earnings for Dislocated Workers (6 month earnings)	\$18,550	\$12,469	\$11,865	\$12,500	100%	95%
Total post-program earnings for Dislocated Workers (6 month)	-	\$4.8 million	\$1.7 million	Investment of DW Funds Approximately \$2 Million Each Year		

Occupational Employment Statistics – 1 st Quarter	Statewide Entire Labor Force		Monterey County Entire Labor Force	
	2011	2010	2011	2010
Mean (6 months)	\$25,667	\$25,666	\$21,695	\$21,724
25 th percentile (6 months)	\$11,918	\$11,794	\$10,005	\$10,026
50 th percentile (6 months)	\$17,306	\$18,845	\$15,579	\$15,642
75 th percentile (6 months)	\$32,448	\$31,491	\$27,061	\$27,217

Development Department <http://www.labormarketinfo.edd.ca.gov/Content.asp?pageid=152>, the Statewide WIA Average Earnings is just under the 50th percentile, and above the 25th percentile of state wages for all occupations. Monterey County's WIA Average Earnings is also between the 50th and 25th percentile compared to county wages for all occupations. **As the economy improves, the system needs strategies to move the adult and dislocated worker Average Earnings for Monterey County closer to the 50th percentile.**

Adult & Dislocated Worker Performance *(continued)*

In March 2011, the Californian Employment Development Department (EDD) published the final PY 2009-10 WIA Common Measures Performance Results for the 49 LWIBs. There are **three common measures** for Adults and Dislocated Workers: **Entered Employment, Employment Retention** and 6-month, post program **Average Earnings**
www.edd.ca.gov/Jobs_and_Training/pubs/wsin10-43.pdf.

Did our clients get jobs?	2010- 11 Statewide	Monterey County		Goal	Success Rate	
		2010-11	2009-10		10-11	09-10
Number of Adults who got a job	35,352	392/793	497/901		-	-
% of Adults who got jobs	49%	49%	54%	67%	73%	81%
Number of Adult Customers who remained employed	32,164	476/656	375/465	-	-	-
% of Adults who remained employed	77%	73%	80%	75%	97%	106%
Number of Dislocated Workers who got a job	26,643	539/1,079	403/783	-	-	-
% of Dislocated Workers who got a job	55%	50%	51%	63%	79%	80%
Number of Dislocated Workers who remained employed	15,927	408/531	189/228	-	-	-
% of Dislocated Workers who remained employed	81%	77%	80%	80%	96%	100%
Number of Veterans who got a job	3,908	40/85	38/89	-	-	-
% of Veterans who got a job	51%	47%	43%	-	-	-
Number of Veterans who remained employed	2,968	31/48	31/38	-	-	-
% of Veterans who remained employed	76%	65%	82%	-	-	-
Number of Individuals with Disabilities who got a job	2,087	62/125	42/100	-	-	-
% of Individuals with Disabilities who got a job	38%	50%	42%	-	-	-
Number of Individuals with Disabilities who remained employed	5,423	45/64	33/44	-	-	-
% of Individuals with Disabilities who remained employed	73%	70%	75%	-	-	-

Youth Performance

In PY 2010-11, Youth participants were served by the County's primary service provider, OET, and two subcontracted organizations, Turning Point of Central California and Unity Care Group, Inc. All information is reported and tracked in the Virtual One Stop System.

WIA Category	PY10-11 Statewide Enrollments	PY10-11 Plan Enrollments	PY 10-11 Actual Enrollments	PY 10-11 Difference to Plan
Youth	29,811	TOTAL 734	TOTAL 602	82%
		CARRY-IN 357	CARRY-IN 322	90%
		NEW 377	NEW 280	74%

In March 2011, the Californian Employment Development Department (EDD) published the final PY 2009-10 WIA Common Measures Performance Results for the 49 LWIBs.

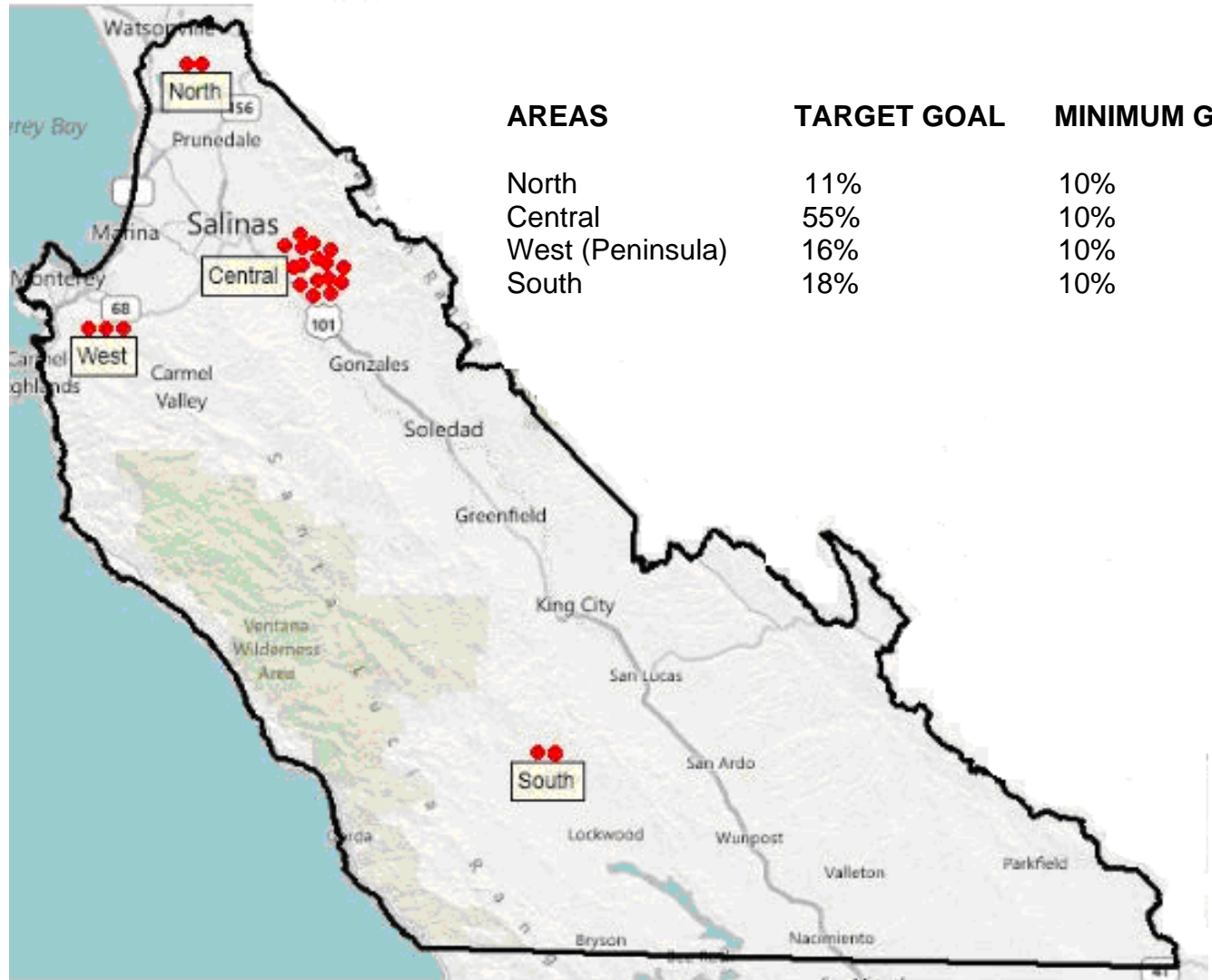
http://www.edd.ca.gov/Jobs_and_Training/pubs/wsin10-43.pdf

There are three common measures for Youth: Placement in Employment or Education, Degree or Occupational Certificate Attainment and Literacy & Numeracy gains.

Are we helping our Youth?	10-11 Statewide	Monterey County		Goal		Success Rate	
		10-11	09-10	10-11	09-10	10-11	09-10
Number of Youth who obtained their high school diploma or GED	6,539	136/251	86/122	-	-	-	-
% who obtained high school diploma or GED	53%	54%	70%	61%	65%	89%	108%
Number of Youth who entered employment or education	9,462	184/280	95/134	-	-	-	-
% who entered employment or education	67%	66%	71%	65%	69%	102%	104%
Number of Youth basic skills deficient who obtained literacy or math gains	2,960	87/116	30/59	-	-	-	-
% who obtained literacy or math gains	44%	75%	52%	40%	40%	188%	129%

County Geographic Areas Served

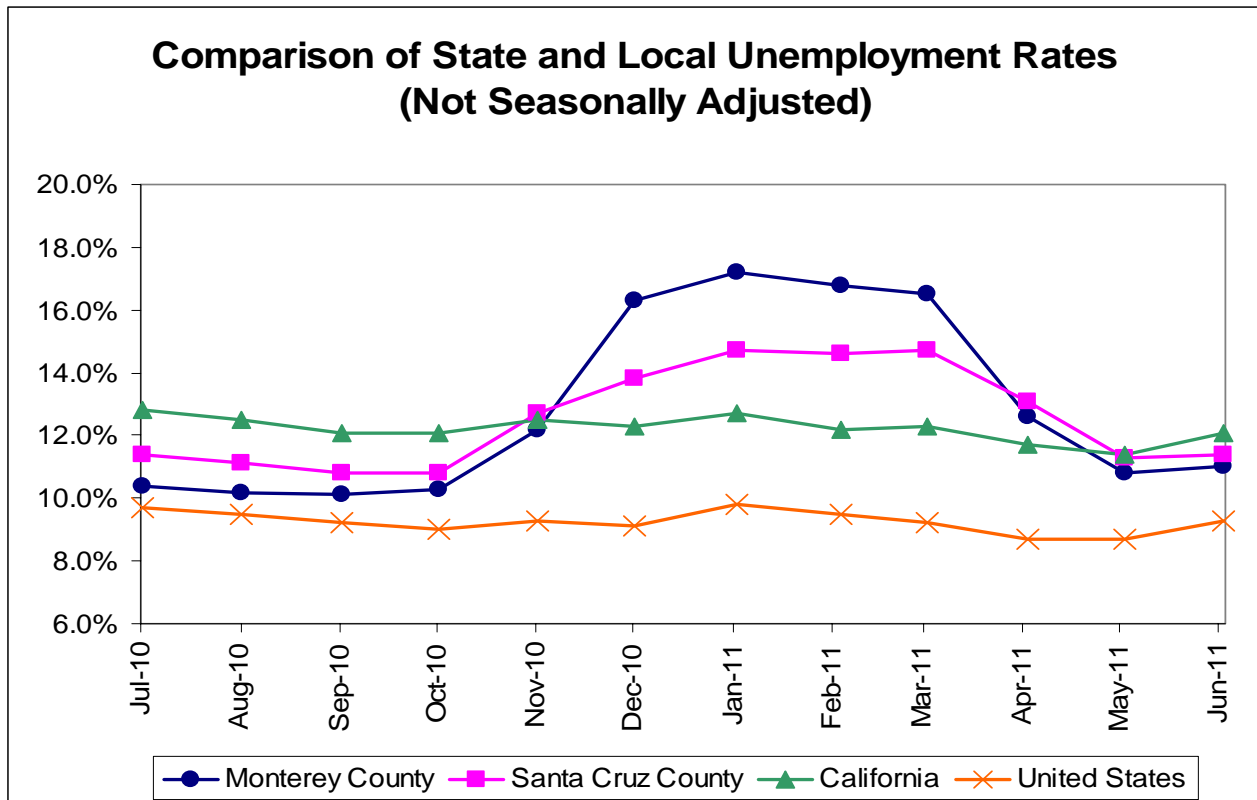
Target Geographic goals are set by MCWIB policy and based on unemployment data for sub county areas www.montereycountywib.org/policies.



Number of Participants Served:	Adult	Dislocated Workers	Youth	TOTAL	
				Count	Percentage
North	95	84	73	252	13%
Central	444	349	325	1,119	56%
West	109	145	84	338	17%
South	98	87	120	305	15%

Unemployment Data

The Monterey County total labor force for 2010 was 219,700, while the average unemployment rate for July 2010-June 2011 was 12.8%. Overall, the trend of unemployment dropped from a peak of 17.2% in January 2011, however, the State and local figures are still above the national average. The southern region of Monterey County boasted the lowest unemployment figures, with some areas as high as 24%.



Unemployment Comparison through June 2011. Data supplied by the Bureau of Labor Statistics and California Labor Market Information Division.

Rapid Response and Layoff Aversion

There were four Worker Adjustment and Retraining Notification (WARN) Act notices between November 2010 and March 2011 in Hospitality and Agriculture affecting 443 employees in Central, West and South county communities. Additionally, assistance was provided in response to many smaller events, less than 50 employees. Grant funds were secured to provide additional training resources for many effected employees.

Rapid Response teams from OET and the Employment Development Department are available to provide information to employees about unemployment and other services. Layoff Aversion has been a collaborative effort with the Monterey County Business Council and the two Small Business Development Centers in our region.

Youth Engagement

Extreme Entrepreneurship Tour



In October 2010, the Monterey and Santa Cruz County WIBs partnered with the Santa Cruz County Office of Education, other local business, community and educational partners to organize and host a regional Extreme Entrepreneur Tour (EET) Event.

The half-day event consisted of keynote speakers, an inspirational workshop, networking opportunities and a youth-lead panel and exhibitors. Youth were able to connect with exhibitors that provided information on entrepreneurship programs, how to start a business, applying for business loans, and taking advantage of training opportunities. The goal of the event was to inspire young people to **succeed in school and in life by seizing educational and entrepreneurial opportunities.**

Entrepreneurship lessons learned...

“I learned that creating and running my own successful business could be more fun and fulfilling than I thought.”

“It motivated me to be the best I can be every day. Life is good.”

“I learned the benefits of being your own boss and taking risks.”



High Concentration Youth

Monterey County was one of six areas to be awarded \$83,000 to provide expanded services to **youth of incarcerated parents**. OET, in collaboration with multiple community based organizations, provided 25 eligible youth, with: in-depth career assessment opportunities, vocational training, work experience and on-the-job training opportunities.

Youth Engagement *(continued)*

Allied Health & Nursing Career Exploration Fairs



For the second year, funding from the **Career Technical Education Community Collaborative Grant (CTE)**, a partnership between Hartnell College and Mission Trails ROP, allowed the MCWIB to collaborate with Community Hospital of the Monterey Peninsula, Natividad Medical Center, Salinas Valley Memorial Healthcare System, Clinica de Salud del Valle de Salinas, to host three, allied health and nursing hospital career fairs targeting underserved high school students throughout Monterey County.

Approximately 70 high school students attended each hospital event, where nurses and clinical staff from different allied health departments presented information about **career opportunities, educational requirements** and compensation.



"The CHOMP Healthcare Career Fair was a total success. My students were impressed with the organization and the time given by the CHOMP employees and their input and effort...the students are still talking to other teachers and CCHS staff about the hospital tour and presentations they experienced!"

- Rosana Diaz, Central Coast High School

Statistics provided by multiple reports underscore the need to develop a pipeline of culturally competent, allied health care workers that will be able to provide quality, appropriate care to our state, region and county's increasingly diverse patient population.

Summer Youth Employment Program

In 2010-2011, **over 300 youth**, ages 16-21, participated in a six-week, Summer Youth Employment Program administered by OET. Youth were placed at hundreds of different worksites and earned up to \$1,400 each. The ongoing summer youth program, built on the MCWIB and OET's extensive network of partners, included numerous private and public organizations in all areas of the County.

More Business and Community Partnerships

Regional Industry Clusters of Opportunity Grant (RICOG)

*“The RICOG project was able to **catalyze** a fresh group around the Green Coast Alliance and the Green Coast Innovation Zone... SLO was able to adopt the top three industry clusters active in Monterey County and as a result, there is collaboration on a regional wine trail, sustainable hospitality conference in January 2012 and a CEO Sustainability Boot-camp... We look forward to new, exciting partnerships, and are always willing to share our ideas to see them grow with our partners”. - Mary Ann Leffel*

National Emergency Grant: On-the-Job Training (NEG-OJT)

The MCWIB received \$369,988 from the US Department of Labor, American Recovery and Reinvestment Act (ARRA), NEG-OJT program in collaboration with OET and Shoreline to provide **OJT services to 43 long-term unemployed individuals.**

“I would like to express my appreciation to the staff at Shoreline Workforce Development Services for their work in helping individuals find their career path or a great job!!” - Jose H. Hernandez

Disability Program Navigator (DPN) and Monterey County Committee for the Employment of People with Disabilities (MCCEPD)

Over the past seven years, the One-Stop has received more than \$400,000 in State funding for a disability program navigator (DPN) as a resource for staff and job seekers. MCWIB staff supports the MCCEPD and their **recognition of employees and employers.**

Governor’s Gang Reduction, Intervention and Prevention (CalGRIP)

Turning Point, Rancho Cielo, and OET collaborated to serve 84 individuals 18-24 years old. While 14% returned to incarceration, the **successes** include 14 percent (10 individuals) attained a GED or diploma and 59% (41) entered employment or education.

Veterans Collaborative

OET convenes a veteran’s collaborative that has been instrumental in sharing information about resources and services for local Veterans including an online resource directory located at: www.help-4-Vets.org.

The MCWIB supported the following partnerships with letters of support and/or leveraged resources:

- Shoreline: Veterans Employment-related Assistance Program (VEAP)
- Hartnell College: Sustainable Ag Technology and Green Construction
- Rancho Cielo: Youthbuild
- Monterey Adult School: Pre-Apprenticeship and EPA Superfund Training
- Monterey Bay Geriatric Resource Center: health reform geriatric and chronic continuum of care training

Looking Ahead

Expanding Access to Services

Before the end of PY 2009-2010, the MCWIB decided to release a new request for proposal (RFP) for adult and youth employment services beginning July 1, 2011. In early 2011, MCWIB staff conducted **four focus groups throughout the county** to convene multiple stakeholders and gather input from their valuable perspectives on Monterey County's workforce system.

The Youth and Adult RFPs were released to the public in February 2011. All interested bidders were required to include a minimum of **three partners** in their proposal. In May, 2011, the MCWIB approved the RFP evaluation panel's funding recommendations of up to \$630,000 for WIA Adult Services and up to \$327,600 for WIA Youth Services.

The new contracts began July 1, 2011 and end June 30, 2012, with the MCWIB's option to extend the contracts annually, for a maximum of two subsequent years based on funds available and subcontractor performance. The following subcontracts were awarded:

ADULT Successful Bidders	Requested Amount	Proposed # of Enrollments	Total Funding Recommended	Min. # of Enrollments
Shoreline	\$900,000	264	\$327,600	77
Turning Point	\$900,000	264	\$302,400	70
Total			\$630,000	147

YOUTH Successful Bidders	Requested Amount	Proposed # of Enrollments	Total Funding Recommended	Min. # of Enrollments
Turning Point	\$468,000	189	\$170,352	58
Santa Cruz Office of Ed.	\$468,000	189	\$157,248	60
Total			\$327,600	118

Partners of the One-Stop Career Center System

- Teen Challenge/Pajaro Men's Center
- Vocational Rehabilitation Specialists, Inc.
- BI, Inc. Day Reporting Center
- Monterey County Office of Education
- North County Recreation and Park District
- Monterey County Probation and Sheriff's Departments
- California Department of Corrections and Rehabilitation
- Monterey Health Department – Behavioral Health Bureau
- Shoreline in Santa Cruz and San Luis Obispo
- Peacock Acres
- Cabrillo College
- Sun Street Centers
- Rancho Cielo
- Alliance on Aging

Looking Ahead

Monterey County Economic Development Department

The MCWIB is part of a new Economic Development Department with Housing and Redevelopment. The department was recently created by the Board of Supervisors in December 2010 to ensure that there is a County-wide perspective in support of a diversified economy, higher paying jobs and expanded revenue base for local government services, while preserving and protecting the County's agricultural base. The Department will promote economic growth and vitality for the County by attracting private investment in new and existing developments, and formulating economic, redevelopment, community development, housing and workforce investment strategies and programs for the County. The primary emphasis will be to assist existing and new businesses in identifying opportunities for growth, facilitate business financing, and encourage public/private partnerships.

Future initiatives include:

- **Agriculture:** Ag Rail Facility ~Wine Industry ~ Salinas Agricultural Innovation Programs
- **Tourism:** Eco-Recreation ~ Motor Sport Opportunity ~ Highway 156 Improvement
- **Education/Research:** Homeland Defense Consortium ~ Institute for Innovation Economic Development/Project 17 ~ Marine Research/Moss Landing
- **Fundamental Initiatives Small Business:** Organizational Capacity ~Technical Assistance/Living Laboratory ~ Lending

New Grants

NEG Multi-Sector

Monterey County partnered with 21 geographically contiguous local workforce investment areas encompassing 56% of the state's population, 53% of its labor force, and 43% of its land mass on a proposal addressing 123 mass dislocations in 19 industries totaling 5,887 workers. Monterey County received \$444,385 (40%) of the \$1,111,080 total award. Additional funding up to the amount approved will be made available based on performance and demonstrated need for assistance.

California New Start

Prison-to-Employment, a statewide program was launched to improve the vocational aptitude and enhance the employability of parolees and their access to employment opportunities. The MCWIB was awarded \$55,476 to provide funds to the One-Stop Career Centers to serve the parolee population, with a goal of reducing recidivism and enhancing public safety by increasing the employability of ex-offenders and helping them secure and retain employment.

During an era of government-wide budget cutting, broad program alignment and coordination is required. Workforce development and economic development policy alignment are essential to economic growth and job creation.

MCWIB Members

Anthony Aniello	AJ Associates
Mark Bastis	Hyatt Regency
David Bernahl	Pacific Tweed, Inc. and Coastal Luxury Mgmt
Wendy Brickman	Brickman Marketing
Diana Carrillo	Center for Employment Training
Maria Castillo	Monterey Bay Central Labor Council
Erik Cushman	Monterey County Weekly
Al Davis	National Association for the Advancement of Colored People
Rick Deraiche	Employment Development Department
David Dwyer	California Department of Rehabilitation
Maggie Echiburu	Clinica de Salud del Valle de Salinas
Doug Garrison	Monterey Peninsula College
Richard Gills	Energy Alternative Solutions, Inc.
Scott Grover	BoundWord Inc dba Art f/x Greetings
Hunter Harvath	Monterey-Salinas Transit
Phoebe Helm	Hartnell College
Cesar Lara	Monterey Bay Central Labor Council
Mary Ann Leffel	Veritas Associates, LLC
Steve MacArthur	Plumbers & Steamfitters Local 62
Salvador Munoz	Munoz and Associates
Lupe Palacio	Candelaria American Indian Council
Dave Potter	5th District Supervisor, County of Monterey, Board of Supervisors
Judith Profeta	Alain Pinel Realtors
Elliott Robinson	Department of Social and Employment Services
Ralph Rubio	Carpenters Local 605
Ken Scherpinski	International Brotherhood of Electrical Workers LU 234
Lawrence Silva	Tanimura & Antle Fresh Foods, Inc.
Teresa Sullivan	Alliance on Aging
Brian Turlington	Fenton & Keller
Mark Verbonich	Public Affairs, Pebble Beach Company
Robert Weakley	Coastal Luxury Mgmt
Joanne Webster	Community Hospital of the Monterey Peninsula

Youth Council Members

Diana Carrillo	Center for Employment Training
Randy Bangs	Mission Trails ROP
Vivian Brennand	Monterey County Housing Authority
Pamela Brown	Monterey County Public Defenders Office
Patricia Carter	WIA Eligible Youth Parent
Maria Castillo	Monterey Bay Central Labor Council
Mark Gonzalez	Northern California Cement Masons
Hunter Harvath	Monterey-Salinas Transit
Ann Kilty	Monterey Unified School District
Salvador Munoz	Munoz and Associates
Ginger Pierce	County of Monterey Children & Family Services
Tina Rosa	Seaside Police Activities League (PAL)

MCWIB Committee Chairs

Erik Cushman, Chair MCWIB & Executive Committee
Joanne Webster, Vice Chair MCWIB & Healthcare Advisory Roundtable
Anthony Aniello, 2nd Vice-Chair MCWIB
Mary Ann Leffel, Chair Oversight Committee
Diana Carrillo, Chair Youth Council