



Sonoma County
Local Workforce Development Plan 2017-2020
—
Two Year Update

Contents

Executive Summary.....	i
Workforce Services in Response to the October 2017 Wildfires	1
CalFresh: Regional Alignment, Coordination, and Integration.....	2
<i>Existing Partnerships and Strategies to Provide Workforce Development to CalFresh</i>	
<i>Participants</i>	2
<i>Federal 50% CFET funding</i>	3
<i>2019-2020 Strategies to Increase Workforce Development Opportunities for CalFresh</i>	
<i>Participants</i>	3
<i>Providing Services, Integration, and Retention in Sector Pathway Programs</i>	4
Child Support Services: Regional Alignment, Coordination and Integration.....	4
<i>Existing Partnerships and Strategies to Provide Workforce Development to DCSS Participants</i>	4
<i>2019-2020 Strategies to Increase Workforce Development Opportunities for DCSS Participants</i>	
.....	5
<i>Providing Services, Integration, and Retention in Sector Pathway Programs</i>	5
Partnerships and Engagement to Increase Competitive Integrated Employment.....	6
<i>Existing Partnerships and Strategies to Provide Workforce Development to Individuals with</i>	
<i>Intellectual and Developmental Disabilities</i>	6
<i>2019-2020 Strategies to Increase Workforce Development Opportunities for Individuals with</i>	
<i>ID/DD</i>	7
Services to English Language Learners, the Foreign Born, and Refugees: Regional Alignment, Coordination and Integration	7
<i>Existing Partnerships and Strategies to Provide Workforce Development to English Language</i>	
<i>Learners, the Foreign Born, and Refugees</i>	7
<i>2019-2020 Strategies to Increase Workforce Development Opportunities for ELL, the Foreign</i>	
<i>Born, and Refugees</i>	8
<i>Providing Services, Integration, and Retention in Sector Pathway Programs</i>	9
Community Engagement Process	9
Public Comments that Disagree with the Local Plan	9
Appendix A: Sonoma County CalFresh Population Overview & Needs Assessment.....	10
Appendix B: Assessment of Child Support Population Size and Need	13
Appendix C: Sonoma County WIB Competitive Integrated Employment Engagement	15
Appendix D: English Language Learners, the Foreign Born, and Refugees Population Overview & Needs Assessment	16

Appendix E: Sonoma County Community Engagement Process and Outreach Efforts 19

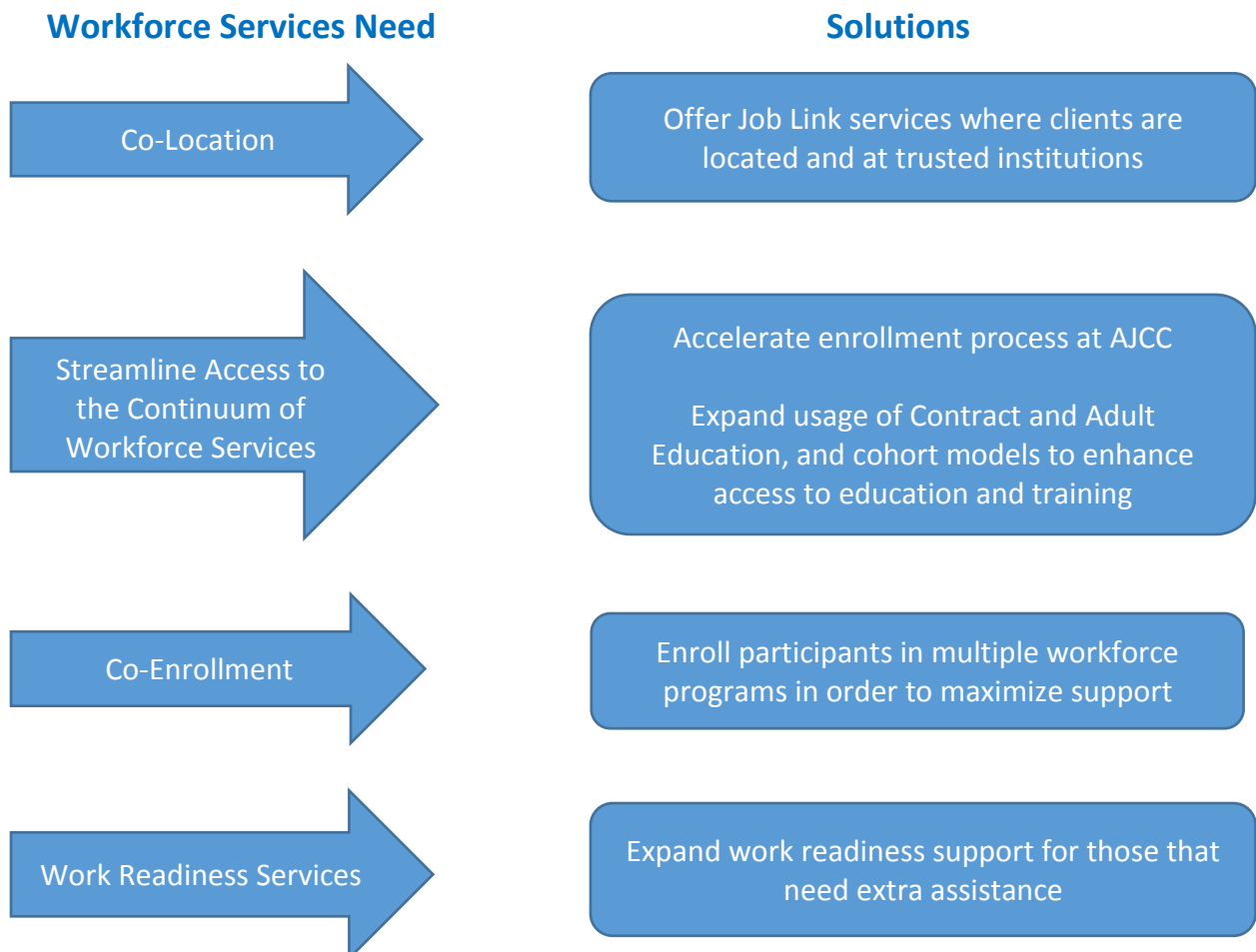
Appendix F: Public Comments that Disagree with the Local Plan 20

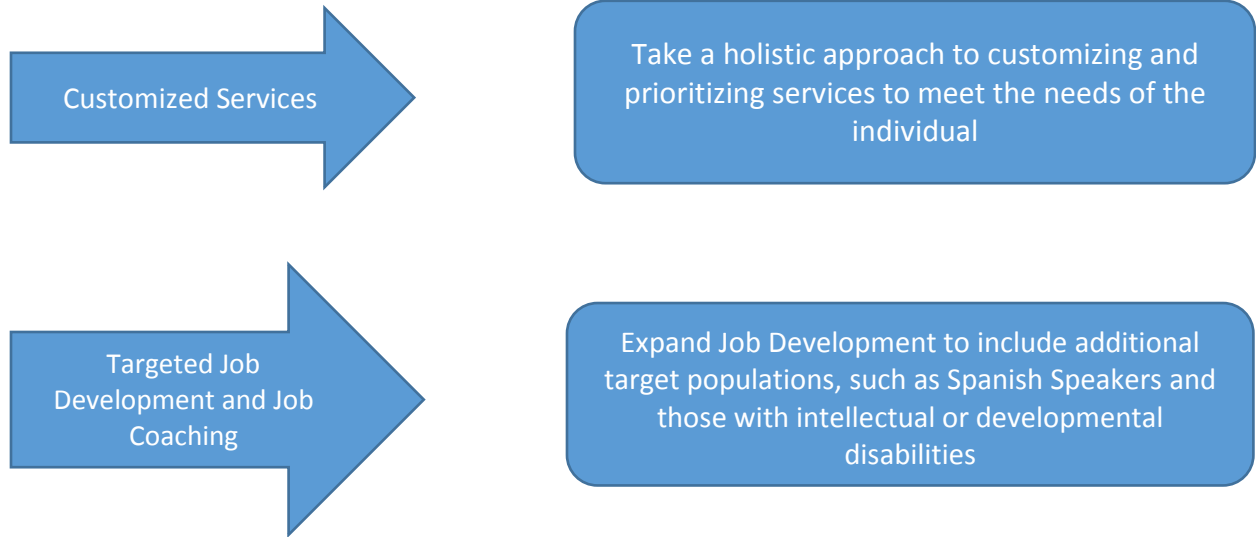
Appendix G: Sonoma County Community Engagement Process and Outreach Efforts
Documentation 21

Executive Summary

The Sonoma County Workforce Investment Board (WIB) is pleased to present this Two Year Update to the Sonoma County Local Workforce Development Plan 2017-2020, which defines key strategies, partnerships and resources that will promote local economic health through the development of a strong and relevant workforce. The WIB's goal is to ensure that the interests of our customers and our community are placed at the center of the planning conversations. Planning meetings were scheduled to discuss workforce challenges, gaps, and needs around each of the following populations, as required by the California Employment Development Department: 1) CalFresh recipients; 2) Child Support Non-Custodial Parents; 3) English Language Learners, the Foreign Born, and Refugees; and 4) Competitive Integrated Employment opportunities for individuals with intellectual disabilities. This update also includes a summary of the WIB's response to the October 2017 wildfires considering the disaster's effect on the local labor market.

While each of these populations is unique, the planning process revealed common themes several trends in needed workforce services, along with possible solutions that would benefit multiple groups.





The Veteran population attended the Community Listening Session and voiced similar needs as those listed above. In each meeting, participants affirmed a hope that these suggestions would become an actionable path forward, rather than a document on a shelf. The WIB is committed to the solutions listed above and throughout this plan in order to lessen the gaps in workforce services for the Sonoma County community.

Workforce Services in Response to the October 2017 Wildfires

The October 2017 Tubbs and Nuns fires created vast losses of business and residential properties and has and will continue to adversely affect jobs and economic health in Sonoma County. Over 5,300 homes were destroyed and 1,184 businesses were located within the multiple fire impact zones, affecting 8,247 workers. By early November, 4,721 for Sonoma County disaster unemployment claims had been filed.

By mid-November 2017, the Sonoma County Workforce Investment Board had applied for an Emergency Dislocated Worker Additional Assistance Grant from the California Employment Development Department to assist dislocated workers affected by the wildfires. The grant award was \$3,258,473.41 for eighteen months beginning March 1, 2018.

This funding has allowed the WIB and Job Link to assist workers and businesses at risk of layoff or affected by layoff as a result of the wildfires. In addition, the grant is supporting reemployment assistance for workers who have lost their jobs because their employers' businesses were destroyed, and/or have been otherwise impacted by the fires. Dislocated workers continue to receive assistance to get re-hired in their prior or similar industry, and others will continue to receive training, including subsidized on-the-job training, and tuition assistance in one of Sonoma County's priority sectors.

The WIB recognizes that the Building and Trades have become the top priority sector in Sonoma County not only as a result of the wildfires and the corresponding housing shortage, a shortage that existed even before the disaster, but also as a result of SB1 which taxes gasoline in support of investing in roads and infrastructure. The WIB has targeted its efforts specifically to training, including pre-apprenticeships and subsidized on-the-job training, in the Construction Industry. The other prong in the WIB's construction sector strategy is the expansion of supportive services. Utilization of supportive services has gone from \$41,000 in 2017-2018 to \$112,000 in the first half of 2018-2019. By setting participants on this career path, they will be ensured employment that will lead to a livable wage.

One year later, the WIB continues to see the effects of the fires on the local workforce. The cost of housing has skyrocketed while the vacancy rate remains at what industry experts consider full occupancy. The housing shortage continues to affect those who did not directly lose their homes because of displacement by owners returning to their rental properties and rent increases since the disaster. The increasingly high cost of living in the county has meant that participants, particularly the county's lower-paid workers, increasingly cannot afford to lose income by taking part in training programs. As evidenced in the County's unemployment rate of 2.6% in December 2018, most of the population that can work is working – meaning that the remaining unemployed are typically those facing more and higher barriers to employment. Chmura JobsEQ[®] Economic Overview data shows that the average worker in Sonoma County earned annual wages of \$52,978 as of the second quarter of 2018, an increase of 3.6% in the region over the preceding four quarters. However, these were still less than the annual average wages in the state of California which had increased by 4.2% to \$66,520. The annual average wages in the nation stood at \$55,223. The cost of living is 77.2% higher in Sonoma County than the U.S. average. It's no surprise that those who could benefit from

upskilling programs need incentives to access them to make up for income lost while in training. The WIB voted to add Needs Based Payments to its menu of Supportive Services in order to help participants pay for non-training expenses during the course of training.

The need for supportive services continues to increase as have layoff response requests in 2018 compared to 2017. The WIB increased the cap for supportive services to \$10,000 and expanded the menu of services to include assistance with housing and other disaster-related needs, as allowed under WIOA. Even so, local residents are leaving the area, affecting local businesses' ability to hire workers and attract customers. Residents continue to struggle with trauma and this is in turn affecting their ability to maintain their employment.

The WIB will continue to support the on-going recovery efforts of the Sonoma County community by responding as appropriate to the needs of the local workforce and local employers.

CalFresh: Regional Alignment, Coordination, and Integration

In December 2018, there were 27,581 CalFresh recipients in Sonoma County (Appendix A: Sonoma County CalFresh Population Overview & Needs Assessment). Job Link, Sonoma County's comprehensive career center (America's Job Center of California), provides employment services to approximately 90 CalFresh participants per year, many of whom are referred as a condition of their eligibility for County General Assistance.

Existing Partnerships and Strategies to Provide Workforce Development to CalFresh Participants

The Sonoma County Human Services Department Economic Assistance (EA) Division administers the CalFresh Program. Sonoma County is currently included in a state waiver of work requirements for CalFresh participants and therefore does not require local CalFresh recipients to engage in job search or other career development services.

The EA Division is also the administrators of the county's General Assistance Program which includes food assistance along with a small cash grant. Eligibility for General Assistance is contingent upon meeting work requirements, which can be met in the following ways:

1. Workfare – task-based assignments at either Sonoma County Regional Parks (e.g. litter removal) or Sonoma County Human Services Department (e.g. mail sorting)
2. Job Search – workshops, computer classes and job search assistance at Sonoma County Job Link
3. Community Health Worker Training – provided by the Northern California Center for Well-Being

These three options comprise Sonoma County's CalFresh Employment and Training (CFET) program. An average of 54 participants are enrolled in CFET per month. WIOA supportive services are available in the form of transportation assistance, work clothing and or uniforms, and haircuts.

Federal 50% CFET funding

Community colleges, community-based organizations, and other third-party providers are eligible for 50% federal reimbursement for CFET activities. Currently, only the Center for Well-Being pursues federal reimbursement. All other CFET expenses are supported with state and local funds.

2019-2020 Strategies to Increase Workforce Development Opportunities for CalFresh Participants

The Sonoma County Workforce Investment Board, in partnership with the Sonoma County Human Services Department and community-based organizations, will increase the number of CalFresh participants who benefit from WIOA services through the following strategies:

1. **Increase outreach to CalFresh participants about Job Link and other employment related services available in the community.** Job Link staff will provide written materials and do presentations to CalFresh staff on WIOA services, including providing pop-up tables in CalFresh lobbies and other high-traffic locations in the community to interact directly with CalFresh participants.
2. **Develop a strategy to accelerate the enrollment process at Job Link.** Streamlined enrollment means that participants can access needed services such as childcare, transportation, and work/training opportunities quickly.
3. **Explore and pursue federal 50% CFET funding, including “third party reimbursement” to extend the reach of employment services to more of the CalFresh population.** The Human Services Department will develop and submit a plan to Food and Nutrition Services in order to access additional funding through the CFET 50% option to allow for more CalFresh individuals to be served. The WIB will convene Santa Rosa Junior College and Sonoma State University, CalFresh program managers, and the community-based organizations that work directly with the CalFresh population in order to leverage resources to include in the CFET 50% funding plan. Additionally, HSD will establish procedures to co-enroll individuals in CFET and WIOA.
4. **Re-design the General Assistance workforce program to include work and training activities that are likely to translate into a path to employment.** Research and implement best practices, such as job development and job coaching, in serving this population and form additional partnerships and options for individuals required to complete work requirements in order to receive General Assistance.
5. **Strengthen coordination among CalFresh, Job Link and Department of Rehabilitation to ensure cross referrals and to increase the number of disabled individuals receiving vocational rehabilitation.**
6. **Explore additional community-based employment options well-suited to CalFresh participants that can be provided via contract with the Workforce Investment Board.** The Goodwill Industries of the Redwood Empire currently provides employment services to CalWORKs participants via contract with the Sonoma County Human Services Department. The Human Services Department will analyze and, if feasible, take steps to expand contracted employment services to serve CalFresh participants, especially those

well suited to Goodwill's service design such as individuals with very high barriers to employment.

Providing Services, Integration, and Retention in Sector Pathway Programs

The Sonoma County Workforce Investment Board utilizes labor market data from a variety of sources to keep up to date on local workforce needs and trends. One such source, JobsEQ (Chmura Economics), provides a monthly report containing current local data on industry sectors, occupations, educational attainment, cost of living and other workforce development indicators. These data are provided regularly to the Workforce Development Board and to Job Link vocational counselors in order to ensure that fiscal and programmatic policies and procedures reflect current workforce needs. For example, based on an analysis of labor market data immediately following the 2017 wildfire disaster, the Sonoma County WIB issued policy guidance increasing the spending cap for training and supportive services for individuals entering the building and trades industry.

In addition to the array of employment services available to CalFresh participants via Job Link, CalWORKs funds intensive employment services via contract with Goodwill Industries of the Redwood Empire. Both Job Link and Goodwill ensure that those needing intensive services and support get the assistance they need to gain employment, with an emphasis on jobs that have career pathways in local in-demand sectors. WIOA and CalWORKs funds are used for an array of employment services that support initial job search all the way through job placement and follow up.

Assistance with addressing barriers associated with poverty must be addressed through thoughtful social and emotional engagement that acknowledges that participants may often have multiple difficulties impacting their lives that require flexible and creative plans to ensure their success. Life skills workshops such as balancing work and family, decision-making, stress management, financial literacy, anger management, techniques for finding and retaining housing, and time management is also among the supports offered to CalFresh participants.

Child Support Services: Regional Alignment, Coordination and Integration

In Sonoma County, there are 11,986 individuals served by the Department of Child Support Services (Appendix B: Assessment of Child Support Population Size and Need).

Existing Partnerships and Strategies to Provide Workforce Development to DCSS Participants

In January 2015, the WIB partnered with the Sonoma County Department of Child Support Services (DCSS) to implement the Non-Custodial Parent (NCP) Program with the goal of assisting non-custodial parents with finding employment in order to provide financial support to their children. The departments developed an assessment and referral system that established one point of contact in each agency. NCPs can receive both basic and individual career services, including access to Job Link's workforce services focused on career pathway opportunities that lead to progression into livable wage jobs and careers. NCPs are able to access the extensive menu of supportive services, training and education opportunities, and job support and retention services.

DCSS focuses on the whole family by working with them to find solutions that are in every family member's best interest. This includes releasing a driver's license when a member needs to work and setting up payment plans. This whole family approach to support presents the opportunity to educate participants, as well as the DCSS caseworker, on what is available via Job Link to motivate participation, particularly when coupled with the flexibility DCSS has in issuing sanctions. Access to work-related uniforms, tools, and transportation assistance are often enough for DCSS participants to consider accessing individual career services.

However, many NCPs face significant barriers to employment, most notably lack of transportation and concerns and misinformation regarding the garnishment of wages, which have precluded many NCPs from seeking services at Job Link.

2019-2020 Strategies to Increase Workforce Development Opportunities for DCSS Participants

The Sonoma County Workforce Investment Board, in partnership with the Sonoma County Department of Child Support Services and community-based organizations, will increase the number of DCSS participants, particularly Payment Delinquent Non-Custodial Parents, who benefit from WIOA services through the following strategies:

1. **Increase outreach to DCSS participants about Job Link and other employment related services available in the community.** Job Link staff will provide written materials and do presentations to DCSS staff on WIOA services as well as explore holding office hours at DCSS to interact with potential participants directly. Outreach will highlight benefits of working with Job Link in terms of income mobility and positive impact to children.
2. **Develop a strategy to accelerate the enrollment process at Job Link.** Streamlined enrollment means that participants can access needed services such as childcare, transportation, and work/training opportunities quickly.
3. **Explore, with intent to implement, court-ordered participation in Job Link services.** Incentivized involvement in WIOA services has the potential to serve up to 200 referrals per year. This strategy is contingent upon thorough analysis of the resources required to effectively serve up to 200 more customers.
4. **Provide customized services based on the needs of the individual.** Some NCPs face barriers common to underserved communities that extend beyond the inability to pay their Child Support, including levels of instability that adversely affect decision making. Case managers across multiple systems will work together to take a holistic approach to serving the population. They will meet customers where they are, both physically and emotionally.
5. **Provide work readiness support.** The WIB will expand services to include the provision of work readiness and life skills coupled with community-based employment options as needed.

Providing Services, Integration, and Retention in Sector Pathway Programs

The Sonoma County Workforce Investment Board utilizes labor market data from a variety of sources to keep up to date on local workforce needs and trends, which is provided regularly to

the Workforce Development Board and to Job Link vocational counselors in order to ensure that fiscal and programmatic policies and procedures reflect current workforce needs.

Assistance with addressing barriers associated with poverty must be addressed through thoughtful social and emotional engagement that acknowledges that participants may often have multiple difficulties impacting their lives that require flexible and creative plans to ensure their success. Life skills workshops such as balancing work and family, decision-making, stress management, financial literacy, anger management, techniques for finding and retaining housing, and time management are additional supports that can be offered to integrate into the workforce.

Once participants gain employment, job retention services are provided that includes on-going case management and life skills support. As employment steadies and participants transition into livable wage jobs and careers, opportunities for growth and additional training and education opportunities are introduced as participants are supported in their progression into livable wage jobs and careers. This coupled with DCSS's increased support to the family should improve labor market outcomes for the DCSS population.

Partnerships and Engagement to Increase Competitive Integrated Employment

The Competitive Integrated Employment (CIE) Blueprint is a five-year plan, developed by the California Department of Education, the Department of Rehabilitation, and the Department of Developmental Services, to assist people with intellectual disabilities and developmental disabilities (ID/DD) prepare for and get a job earning at least minimum wage working in the community with people without disabilities. Work can be full-time up to 40 hours per week or part-time with the employee receiving the same level of benefits and opportunities for advancement as other employees. The Blueprint focuses primarily on building seamless transitions to employment for youth and young adults, ages 16 to 21.

Existing Partnerships and Strategies to Provide Workforce Development to Individuals with Intellectual and Developmental Disabilities

Department of Rehabilitation staff are co-located at Job Link to assist in serving customers with disabilities. Job Link has a Disability Navigator and staff have received training from both the Department of Rehabilitation (DOR) and the Human Services Department on serving clients with disabilities and on referring to DOR, as appropriate. Job Link offers job fairs focused on either a specific industry or on a specific job seeker population. In fall of 2018, Job Link held a Job Fair for individuals with disabilities, with 68 job seekers and 13 businesses in attendance. In addition to a number of community partners and resources, DOR specifically brings the following local and regional core partners in service of people with ID/DD:

1. North Bay Regional Center (NBRC)
2. Redwood Empire District, California Department of Rehabilitation (DOR)
3. Sonoma County Office of Education (SCOE)
4. Napa Valley Unified School District (NVUSD)

5. West Sonoma County Union High School District (WSCUHSD)
6. Lattice Educational Services

A Local Partnership Agreement currently under development outlines efforts to provide collaborative services that avoids duplication and provides optimal outcomes for individuals with ID/DD. The WIB is a core partner in this effort.

2019-2020 Strategies to Increase Workforce Development Opportunities for Individuals with ID/DD

1. **Explore increased collaboration with DOR and its Partners through the LPA process.** WIB and Job Link staff have been attending LPA development since late November 2018 with the intent of becoming a core partner (Appendix C: Sonoma County WIB Competitive Integrated Employment Engagement). The process has revealed more opportunities to strengthen and formalize local and regional collaboration.
2. **Expand the capacity to provide job development specific to the needs of the population.** Individuals with ID/DD need to be linked to employers. Job Link Business Services can create customized work opportunities that meet the needs of both.
3. **Strengthen coordination between DOR and Job Link to improve awareness of the needs of clients with ID/DD.** Train AJCC staff on how best to address the needs of these jobseekers in support of CIE. Staff cross training will also ensure DOR staff and AJCC staff understand each other's programs and corresponding services. Encourage adoption of a person-centered approach throughout planning and implementation.
4. **Formulate strategies for co-enrollment.** Provide more opportunities for accelerated co-enrollment, particularly as WIOA restricts the use of subminimum wages for individuals with disabilities.

Services to English Language Learners, the Foreign Born, and Refugees: Regional Alignment, Coordination and Integration

According to U.S. Census data, 10.7% of Sonoma County residents speak English less than "very well," with over half of all foreign-born falling into this category. Of those, nearly 83% speak Spanish at home (Appendix D: Sonoma County ELL, Foreign Born, and Refugees Population Overview & Needs Assessment).

Existing Partnerships and Strategies to Provide Workforce Development to English Language Learners, the Foreign Born, and Refugees

California Human Development (CHD) collaborates with the WIB in serving these populations. CHD provides services through four separate programs:

1. The 167 National Farmworker Jobs program provides career services, counseling, education, work experience, vocational and on-the-job training, English as a Second Language (ESL) and Vocational English as a Second Language (VESL) classes, and supportive services.
2. The Dislocated Agricultural Workers program issues emergency relief funding.

3. The WIOA 167 Temporary Housing Assistance Program provides needs-based payment.
4. Community Service Block Grants fund a rapid response network and mobile units to bolster outreach efforts.

Petaluma Adult School (PAS) also serves the ELL population through several programs made possible by WIOA Adult Education funding, including:

- ELL classes, along with work experience opportunities, a family resource center, a Spanish GED class
- Evening child care
- Training and certificate programs that do not require a minimum number of enrollments

CHD and PAS have open entry and exit in their education and training programs, allowing for greater flexibility and options for participants.

Job Link has five bilingual case managers on staff, bilingual navigators in the Job Center, and an English Language Learner (ELL) workgroup. While all outreach materials are published in both English and Spanish, word of mouth has proven to be one of the best ways to reach out to this population, as evidenced by the success of the WIB's recently piloted Vocational English Language Learner program in partnership with Santa Rosa Junior College Contract Education. Half of the cohort was supported by WIOA funds, while the other half was supported by private funding through Community Action Partnership of Sonoma County. Classes were offered when participants were available, primarily while their children were in school. Needs-Based Payments were made available to WIOA participants that lost income while attending training.

2019-2020 Strategies to Increase Workforce Development Opportunities for ELL, the Foreign Born, and Refugees

The WIB will increase workforce participation for the target community through the following strategies:

1. **Expand the capacity to provide bilingual and culturally competent job development specifically serving the ELL community.** Doing so will encourage trust by ELL participants that may be hesitant to engage with governmental institutions. Job Link Business Services is well positioned to create customized work opportunities for ELL job seekers.
2. **Explore co-location at California Human Development, Petaluma Adult School and other trusted institutions.** Engaging with participants in their geographic location, and using already trusted institutions, will strengthen outreach and engagement efforts. The WIB will strive to alleviate fears by convening and being present at forums and events hosted by trusted institutions, such as La Luz and the Hispanic Chamber of Commerce.
3. **Develop a strategy to accelerate the enrollment process at Job Link.** Streamlined enrollment means that participants can access needed services such as childcare, transportation, and work/training opportunities quickly.

4. **Co-enroll participants in multiple workforce programs, including Adult Education, in order to maximize available supports.**
5. **Take advantage of Job Link renovation to include culturally appropriate designs that increase comfort and trustworthiness in government agencies.** This will include multilingual signage, clear and concise explanation of the space, and a separate space specifically for services in Spanish.
6. **Expand the WIB's pilot Vocational English Language Learner Program, including fund development from private sources for those not eligible for federal programs.** A second cohort began in February 2019. The Sonoma County Adult Education Consortium has agreed to take over ownership of the program beginning Fall 2019, making it available to the community at large at no cost to the student.
7. **Convene Education and Community Based Organizations to streamline access to education and training.** More nimble programs need to be available that include open entry and exit, the ability to wave pre-requisites based on prior work/education experience, and that take into consideration the needs of individuals to work and earn income while attending training. WIOA can also be used to support the creation of customized training opportunities that are not offered by traditional education institutions.
8. **Develop customized service plans.** Take a holistic approach to customizing and prioritizing services to meet the needs of the individual, including consideration of needs beyond just vocational. Assistance will also be provided with labor market research for those whose second language is English.

Providing Services, Integration, and Retention in Sector Pathway Programs

Once trust is established by strengthening ties to the WIB's community partners, building on the success of the Vocational ELL Pilot and taking the steps listed above, the WIB will continue to utilize its labor market data to keep up to date on local workforce needs and trends to ensure that its actions reflect the needs of the workforce community. This will in turn influence the supports given to this population.

Community Engagement Process

See Appendix E for a summary of the community engagement process and outreach efforts in Sonoma County.

Public Comments that Disagree with the Local Plan

No public comments were received.

Appendix A: Sonoma County CalFresh Population Overview & Needs Assessment

Overview of the Size and Characteristics of Sonoma County's CalFresh Recipient Population

Number of Recipients	27,581
Gender	
Men	45%
Women	55%
Racial/Ethnic Breakdown	
White (non-Hispanic)	45%
Black/African American	3%
American Indian or Alaska Native	2%
Asian	2%
Native Hawaiian or Pacific Islander	1%
Hispanic or Latino	47%
Age Breakdown	
18-24	6%
25-44	23%
45-64	18%
65 and over	9%
Geographic Distribution	
North County (Windsor, Healdsburg, Cloverdale)	9%
West County (Sebastopol, Unincorporated Areas)	11%
South County (Petaluma, Rohnert Park, Cotati)	20%
East County (Sonoma Valley)	5%
Central County (Santa Rosa)	55%
WIOA – Enrolled Participants receiving CalFresh FY 2017-18	82
English Language Learners	27%
Foreign-Born	10%
Homeless	11%
Disabled	13%
Receiving General Assistance	1%
CalFresh Cases with Income	63%

CalFresh Participants at Job Link



Unique Clients	44
Job Link Visits (March – September 2018)	166
Average Visits per Client	3
Average Minimum Visits	1
Average Maximum Visits	6
Job Link Activities	
Resource Center	92%
Computer Lab	83%
Resource Navigation	23%
Assigned a Counselor	4%
Class/Workshop Attendance	1%

Current and Prospective Local Partnerships

Current partners include the Sonoma County Human Services Department, which includes the Employment & Training Division (housing the Workforce Investment Board, Job Link, and SonomaWORKS) as well as the Economic Assistance Division (housing CalFresh and General Assistance, among others).

Additional Partners include:

- All required Job Link partners, including the Employment Development Department, Department of Rehabilitation, that provide workforce services.
- Workforce Investment Board members including those from Higher Education, Adult Education, Workforce Representatives in the form of Labor groups and Community Based Organizations, and business leaders, all of which contribute to the oversight of Sonoma County’s workforce system and some of which provide specific workforce services

- The Center for Well-Being, which provides Workfare work experience activities.
- Catholic Charities, Redwood Empire Food Bank, 2-1-1, and Redwood Community Health Coalition, all of which administer CalFresh applications.
- Goodwill Industries of the Redwood Empire, which provides a variety of employment and job search activities for SonomaWORKS participants.

Information Sharing to Evaluate Need

The Human Services Department will continue to provide caseload data and qualitative data on how to best engage and serve CalFresh clients. Job Link staff will continue to enter workforce services data into CalJOBS with assurance that priority of service information is both accurate and current. The Human Services Department will also leverage its Planning, Research, Evaluation, & Engagement Division to assist with more formal data collection and analysis, such as focus groups, and to assist with program evaluation.

In addition, the WIB will request ongoing data on outreach and utilization of WIOA services by CalFresh clients in order to evaluate ongoing need and program improvements.

Appendix B: Assessment of Child Support Population Size and Need

Overview of the Size and Characteristics of Sonoma County's Child Support Population

Sonoma County Child Support Population	11,986
Geographic Distribution	
North County	20.3%
West County	24.1%
South County	14.6%
East County	13.7%
Santa Rosa	27.3%
Gender Breakdown	
Male	48.4%
Female	51.3%
"Unknown"	0.3%
Age Breakdown	
18-24	2.1%
25-44	56.4%
45-64	38.2%
65+	3.3%
Race/Ethnicity	
Non-Hispanic White	42.2%
Black/African-American	9.1%
American Indian/Alaska Native	1.7%
Asian	1.9%
Native Hawaiian/Pacific Islander	0.6%
Hispanic/Latino, any race	24.6%
English Language Proficiency	
Proficient	71.0%
English Language Learner	11.6%
"Unknown"	17.3%
Percent Foreign Born	21.9%
Percent Homeless	0.5%
Percent Non-Custodial Parents	38%
Percent Payment-Delinquent	32.7%
Number Payment-Delinquent	3,922
Number Unemployed and Payment-Delinquent	200 annually
Percent of NCPs with Records of Incarceration	37%

**Data is approximate*

Employment Barriers and Service Needs Assessment

Employment barriers for NCPs include lack of transportation, access to work clothing and other supportive services such as work readiness assistance, access to employment services for individuals with disabilities and misunderstanding the flexibility in the amount of support payments required once income is established. In addition, there are concerns that once the NCP is working, the wages will be garnished to provide for the child. Often this means that working “under the table” may seem more appealing.

The workforce services available at Job Link can meet the employment needs of the DCSS population. Basic career services are available for those that are looking for a new job and need to explore job openings and perhaps update a resume. Outcomes for the unemployed, underemployed, and payment-delinquent non-custodial parents can be improved by enrolling them in individualized career services to assist in the pursuit of training and education to upskill or to get established in a career pathway. Individualized career services are also available to those that need more intensive assistance and include supportive services and case management assistance.

DCSS can assist with the misperception that earning income will mean losing it to child support payments. Often, the caseworker has the ability to lower payments as long as the payment-delinquent NCP agrees to cooperate with requirements, leading not only to work engagement but also improved family dynamics.

Current and Prospective Local Partnerships

Current partners include the Sonoma County Department of Child Support Services and Family Court. Additional Partners include:

- All required Job Link partners, including the Employment Development Department, Department of Rehabilitation, that provide workforce services.
- Workforce Investment Board members including those from Higher Education, Adult Education, Workforce Representatives in the form of Labor groups and Community Based Organizations, and business leaders, all of which contribute to the oversight of Sonoma County’s workforce system and some of which provide specific workforce services
- Goodwill Industries of the Redwood Empire, which provides a variety of employment and job search activities for SonomaWORKS participants.

Information Sharing to Evaluate Need

The WIB and DCSS Human Services Department will continue to build on the current agreement to provide workforce services to the DCSS population, including taking the action steps listed in this Plan. The WIB will also leverage the Human Services Department’s Planning, Research, Evaluation, & Engagement Division to assist with more formal data collection and analysis to assist with program evaluation leading to program improvement.

Appendix C: Sonoma County WIB Competitive Integrated Employment Engagement

The Sonoma County Workforce Investment Board has been invited as a core partner to join the Sonoma-Napa Local Partnership Agreement. Core Sonoma-Napa partners include the North Bay Regional Center (NBRC); Redwood Empire District, California Department of Rehabilitation (DOR); Sonoma County Office of Education (SCOE); Napa Valley Unified School District (NVUSD); West Sonoma County Union High School District (WSCUHSD); and Lattice Educational Services. Additional potential partners include Sonoma County Workforce Alliance; Santa Rosa Junior College; Napa Valley College; Napa County Behavioral Health; Parents CAN of Napa; Consortium of Hospitality Partners (HIP); Sonoma County Juvenile Justice System; Disability Services and Legal Center (DSLCL); Petaluma Adult School; and the Napa Downtown Merchants Association.

As the LPA takes shape, the WIB and Job Link will attend meetings and most importantly, contribute to the LPA development in order to increase the number of opportunities for Competitive Integrated Employment for transition-age youth and adults who have intellectual and developmental disabilities in Sonoma and Napa Counties. Through this collaboration, duplication of efforts will be avoided and outcomes will be optimized. Partners will adopt a person-centered approach throughout planning and implementation ensuring meaningful, well-sequenced individualized plans that include the development and articulation of work goals. This will assist customers with ID/DD make informed choices and direct their own lives to the greatest extent possible.

Appendix D: English Language Learners, the Foreign Born, and Refugees Population Overview & Needs Assessment

Overview of the Size and Characteristics of the Population

Total Hispanic Population, 2017		136,100
	<i>Total Male:</i>	69,830
	<i>Total Female:</i>	66,270
Foreign Born Hispanic Population:		50,460
Total Foreign Born Population:		83,988
	<i>Naturalized Citizens:</i>	36,175
	<i>Non-U.S. Citizens:</i>	47,813
Median Age, Foreign Born:		45.20
Percent speak English less than "very well":		10.70%
	<i>Native:</i>	2.30%
	<i>Foreign Born:</i>	50.70%
Foreign Born Households		32,617
	<i>With cash public assistance income:</i>	2.20%
	<i>With Food Stamp/SNAP benefits:</i>	14.40%
	<i>Median household income:</i>	\$67,184
	<i>Limited English Speaking Households:</i>	22.50%
Foreign Born below poverty line:		10.10%
Foreign Born in labor force:		67.60%
	<i>Unemployed:</i>	1.60%
	<i>Private wage and salary workers:</i>	84.30%
	<i>Government workers:</i>	6.10%
	<i>Self-employed workers in own not incorporated business</i>	9.60%
	<i>Unpaid family workers</i>	0%
	<i>Management, business, science, and arts occupations</i>	25.00%
	<i>Service occupations</i>	26%
	<i>Sales and office occupations</i>	16.60%
	<i>Natural resources, construction, and maintenance occupations</i>	16.50%

	<i>Production, transportation, and material moving occupations:</i>	16.10%
Native Born in labor force:		64.2%
	<i>Unemployed:</i>	2.70%
	<i>Private wage and salary workers:</i>	73.20%
	<i>Government workers:</i>	15.60%
	<i>Self-employed workers in own not incorporated business</i>	10.90%
	<i>Unpaid family workers</i>	0.20%
	<i>Management, business, science, and arts occupations</i>	41.90%
	<i>Service occupations</i>	18.50%
	<i>Sales and office occupations</i>	23.40%
	<i>Natural resources, construction, and maintenance occupations</i>	8.20%
	<i>Production, transportation, and material moving occupations:</i>	8%
Total Refugee Arrivals, 1994-2016:		172
DACA-Eligible Population		6,000
English Language Learners enrolled in WIOA at Job Link		5
Participants served by CHD		
National Farmworkers Jobs Program FY 17-18		74

Current and Prospective Local Partnerships

Current partners include the Sonoma County Adult Education Consortium, Community Action Partnership of Sonoma County, and California Human Development.

Prospective partners include:

- All required Job Link partners, including the Employment Development Department, Department of Rehabilitation, that provide workforce services.
- Workforce Investment Board members including those from Higher Education, Adult Education, Workforce Representatives in the form of Labor groups and Community Based Organizations, and business leaders, all of which contribute to the oversight of Sonoma County’s workforce system and some of which provide specific workforce services
- Catholic Charities, which provides immigration services, among many other social service programs.

- La Luz Center, which provides health and wellness, education, and financial security services, among many others, located in Sonoma Valley.
- Goodwill Industries of the Redwood Empire, which provides a variety of employment and job search activities.
- Hispanic Chamber of Commerce, which can assist with the link to the employer.

Information Sharing to Evaluate Need

The WIB will continue to build on planning efforts and action steps to better serve this population, specifically around streamlined access to services and to nimble training and education opportunities. The WIB will also leverage the Human Services Department's Planning, Research, Evaluation, & Engagement Division to assist with more formal data collection and analysis to assist with ELL pilot program evaluation in order to replicate the model to serve other populations.

Appendix E: Sonoma County Community Engagement Process and Outreach Efforts

In order to engage the community in the two year update to the Local Workforce Plan, the WIB conducted the following engagement process and outreach efforts:

- Notice of each planning meeting, including the Public Listening Session, was forwarded to the State Board at least 10 days in advance of each meeting. Agendas were also forwarded to a local list of subject matter experts.
- All meeting/listening session agendas were physically posted on the Workforce Investments Boards public bulletin board.
- All meeting/listening session agendas were posted on the Regional and Local Plans Two Year Update dedicated webpage on the Sonoma WIB's website at <https://sonomawib.org/plan/> Information on the planning process as well as the Community Engagement Resource Guide for Community based Organizations publication were posted on the page.
- The Draft Plan was made ADA-compliant and posted at <https://sonomawib.org/plan/>
- Notification of the availability of the Draft Plan and the corresponding 30 day public comment period was distributed to the Sonoma County stakeholder list, expanded to include local subject matter experts, and published in The Press Democrat.
- A public hearing was held where comments on the draft plan were solicited at the WIB meeting on February 13, 2019.

Documentation, including agendas, outreach efforts, meeting sign in sheets, and notes from the Community Listening Session, are attached in Appendix G.

Appendix F: Public Comments that Disagree with the Local Plan

No public comments were received.

Appendix G: Sonoma County Community Engagement Process and Outreach Efforts Documentation

Documentation was attached to the final plan submitted to the State. Copies available upon request.