

WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

CLEAN/GREEN COMMITTEE MEETING

Friday, May 19, 2017 8:00 a.m. - 9:30 a.m.

VCCF Nonprofit Center (Community Room) 4001 Mission Oaks Blvd., Camarillo, CA

AGENDA

8:00 a.m.	1.0 Call to Order and Agenda Review	Victor Dollar
8:02 a.m.	2.0 Public Comments <u>Procedure</u> : The public is welcome to comment. All comments not related to items on the agenda may be made at the beginning of the meeting only.	Victor Dollar
8:05 a.m.	3.0 Approval of Minutes: March 17, 2017	Victor Dollar
8:10 a.m.	4.0 Committee Spotlight: Villa Park Orchards Association	Grant Leichtfuss
	5.0 Ventura County Regional Strategic Workforce Development Plan	I
8:35 a.m.	Workgroup Report: Employer Awareness	John Brooks Patricia Duffy
8:45 a.m.	Deputy Sector Navigator Update:	Holly Chavez
8:55 a.m.	Career Pathways Update: VC Innovates	Darrell Gooden
9:05 a.m.	Meeting Calendar Discussion for 2017-2018	Patricia Duffy Committee Members
9:10 a.m.	Year-End Review	Patricia Duffy Committee Members
9:20 a.m.	6.0 Committee Member Comments	Committee Members
9:30 a.m.	7.0 Adjournment <u>Next Meeting</u> TBD- July (8:00 a.m.– 9:30 a.m.) VCCF Nonprofit Center (Community Room)	Victor Dollar

Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the Workforce Development Board of Ventura County staff at (805) 477-5306 at least five days prior to the meeting. TTY line: 1-800-735-2922.

4001 Mission Oaks Blvd., Camarillo, CA



WDB Clean/Green Committee Meeting March 17, 2017

MINUTES

Meeting Attendees

<u>Committee Members</u> Anthony Mireles* (Chair) John Brooks Victor Dollar Rebekah Evans Grant Leichtfuss Doug O'Brien Wayne Pendrey WDB Staff Patricia Duffy Guest Darrell Gooden

*WDB Members

1.0 Call to Order and Agenda Review

Anthony Mireles called the meeting to order at 8:10 a.m. No changes were made to the agenda.

2.0 Public Comments

There were no public comments.

3.0 Approval of Minutes: January 20, 2017

Motion to approve: John Brooks Second: Doug O'Brien Motion carried

4.0 Committee Chair Comments:

Welcome new committee member Grant Leichtfuss, Grant is Operations Manager & Export Sales at Villa Park Orchards Association.

5.0 Ventura County Regional Strategic Workforce Development Plan

Employer Awareness Workgroup Report

The Employer Awareness Workgroup shared their progress on ways to help businesses understand the value of incorporating sustainability into their business practices. The workgroup was exploring a way to create short videos of local industry success stories on how sustainable practices in business saves money, grows business, and creates jobs. John Brooks reported that the Ventura Adult Continuing Education multi-media program, did the first on-site video for the Clean/Green Committee project. The interviews were at the Himalaya Restaurant in Thousand Oaks and at Conejo Awards, at least two more video interviews are being scheduled.

Hospitality Update

Rebekah Evans (Ventura County Lodging Association) gave an update on the hospitality industry, reporting the success of on-going marketing campaigns increasing occupancy rates at

hotels in Ventura. Occupancy rates have increased from 60% to 79.3% in 5 years. They have also been promoting Agritourism by partnering with Farm Day events. In addition, they have partnered with VC Innovates for hospitality week, which will be held on April 21st, allowing high school students to visit hotels and learn about the various occupations and opportunities available in the hospitality industry.

Water/Wastewater Survey Update

Patricia Duffy discussed the completed Water/Wastewater Survey Report for the South Central Coast Region, provided for distribution by Holly Chavez (DSN for Agriculture, Water and Environmental Technologies). The results reported a high need for employees in the industry with a 3.7% employment growth rate for Ventura. Regionally there are anticipated high rates of retirements in the industry, with from 29.8% to 37.6% (percentages broken out based on occupation) of employees eligible for retirement in the next three years. A shortage of relevant skills and a need for offsite customized training was reported.

<u>Career Pathways Update: VC Innovates</u>

Darrell Gooden, Energy, Environment and Utilities Liaison, VC Innovates, gave an update on the accomplishments of the Career Pathways Program. One hundred eighteen pathways created and 352 classes have been aligned within pathways. Energy, Environment and Utilities Pathways in grades 9-12 are being articulated to the community college programs. CSUCI will be establishing a mechatronics program leading to opportunities to develop pathways from high schools and community colleges, into the program. The drone agribusiness collaborative was discussed, as well as other programs giving middle school and high school students opportunities to explore numerous career opportunities.

6.0 Committee Member Comments

Anthony Mireles announced the April 28th Sustainability Summit in LA, which will focus on how businesses in California are building greener communities.

John Brooks announced the City of Thousand Oaks will be having a public works week on May 23 and 24, 2017 celebrating National Public Works Awareness Week.

7.0 Adjournment

Anthony Mireles adjourned the meeting at 9:40 a.m.

Next Meeting:

May 19, 2017 (8:00 a.m. - 9:30 a.m.) VCCF Nonprofit Center (Community Room) 4001 Mission Oaks Blvd., Camarillo, CA.

2017-2018 MEETING CALENDAR Workforce Development Board of Ventura County (WDB) and WDB Committees

	WORKFORCE DEVELOPMENT BOARD	EXECUTIVE COMMITTEE	BUSINESS SERVICES COMMITTEE	CLEAN/GREEN COMMITTEE	HEALTHCARE COMMITTEE	MANUFACTURING COMMITTEE	MEMBERSHIP COMMITTEE	OUTREACH COMMITTEE	PROGRAMS COMMITTEE
JULY 2017				July 21 8:00 – 9:30 a.m. VCCF Board Room					
AUGUST 2017									
SEPTEMBER 2017				September 15 8:00 – 9:30 a.m. VCCF Community Room					
OCTOBER 2017									
NOVEMBER 2017				November 17 8:00 – 9:30 a.m. VCCF Community Room					
DECEMBER 2017									
Locations AJCC Riverpark = America's Job Center of California, 3 rd FIr, 2901 N. Ventura Road, Oxnard EDC-VC = Economic Development Collaborative -Ventura County, 1601 Carmen Drive, #215, Camarillo							CANCELED	RE-SCHEDULED	
HSA = Human Services Agency, 855 Partridge Drive, Ventura UFCW = United Food and Commercial Workers International Union, 816 Camarillo Springs Rd, Camarillo VCCF = VCCF Nonprofit Center, 4001 Mission Oaks Boulevard, Camarillo VCOE = Ventura County Office of Education, 5100 Adolfo Road, Camarillo							NEW	CHANGED	

2017-2018 MEETING CALENDAR Workforce Development Board of Ventura County (WDB) and WDB Committees

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JANUARY 2018		January 11	January 31	January 19 8:00 – 9:30 a.m. VCCF Community Room					
FEBRUARY 2018									
MARCH 2018				March 16 8:00 – 9:30 a.m. VCCF Community Room					
APRIL 2018									
MAY 2018				May 18 8:00 – 9:30 a.m. VCCF Community Room					
JUNE 2018									
Locations AJCC Riverpark = America's Job Center of California, 3 rd FIr, 2901 N. Ventura Road, Oxnard EDC-VC = Economic Development Collaborative - Ventura County, 1601 Carmen Drive, #215, Camarillo							CANCELED	RE-SCHEDULED	
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CLEAN/GREEN COMMITTEE 2-YEAR PLAN Workforce Development Board of Ventura County 2016-2018

<u>Goal</u>

The Clean/Green Committee will develop a pipeline of skilled workers in clean/green occupations to address the workforce needs of employers, working in collaboration with business, economic development, education, labor, government, and community-based organizations. Focus areas:

- Recycling/reuse
- Energy efficiency
- Natural and sustainable product manufacturing
- Renewable energy

- Water conservation
- Infrastructure
- Services
- Education, compliance and awareness

Components of Plan

- **1. Engage** Leaders Engage a core team of Ventura County employers, agencies, education, labor, and other organizations most involved in clean/green workforce development. Develop ways to identify, engage, and communicate effectively with the core team and other clean/green workforce partners
 - Waste Facilities/ Recycling Centers
 - Water/Wastewater
 - Trash Haulers
 - Utilities/Energy
 - Landscapers
 - Architects
 - Contractors
 - Agriculture
 - Automotive

- California State University, Channel Islands
- Ventura County Community College District
- Ventura County Office of Education
- Adult education
- Others
- 2. Analyze Data Conduct annual research to analyze clean/green workforce needs and changes.

3. Take Inventory current training providers in the region. Inventory

- Industry-recognized
 certification programs
 - Apprenticeships
- Pre-apprenticeships
- Internships
- Externships

- High school academies
- Regional Occupational Program
- Adult education
- Community colleges
- Universities
- Trade associations
- Community organizations

4. Determine Determine focus area priorities for clean/green workforce development.



CLEAN/GREEN COMMITTEE 2-YEAR PLAN Workforce Development Board of Ventura County 2016-2018

Priorities

- Sector workforce readiness
- Career pathways
- Sector certifications
- Stackable credentials
- Pre-apprenticeship programs
- Apprenticeship programs

- Business participation:
 - Curriculum development
 - Job shadowing
 - Internships
 - Externships
 - On-the-job training
 - Career awareness/outreach
- **5. Identify Gaps** Monitor identified gaps and continue to identify new gaps between education and clean/green workforce development needs.
- 6. Take Many employers, particularly small businesses, in Ventura County are not aware of the activities of the Workforce Development Board Clean/Green Committee in developing a pipeline of skilled workers for clean/green jobs. As such, we need to:
 - **Create awareness** throughout all business communities and the public sector of clean green jobs and certification programs that exist to provide skilled workers.
 - **Develop understanding** by employers and managers of the importance clean green practices in their operation (regardless of size) and how hiring skilled clean green workers will improve their organization's performance. Emphasize that virtually every job, in every industry, should incorporate clean green practices.
 - Encourage involvement by leaders in business and the public sector, in the education of skilled clean green workers through engagement in the classroom, providing internships or job training programs for students or externships for faculty.
 - **Complete integration** of clean green practices and workers in all components of the workforce in businesses and the public sector in Ventura County.
- **7. Monitor** The progress of the Clean/Green Committee is measured by the Workforce Development Board Year-End Review and a review of the Committee's 2-Year Plan.



WDB CLEAN/GREEN COMMITTEE DEFINITIONS

- Workforce readiness
- Career pathways
- Sector certifications
- Stackable credentials
- Pre-apprenticeship programs
- Apprenticeship programs

- Business participation:
 - Curriculum development
 - Job shadowing
 - Internships
 - On-the-job training
 - Career awareness/outreach
 - Externships

Workforce readiness: These are identified skills that are needed for certain industry sectors. Each of the skills categories are defined by the sectors' chief activities.

Career pathway programs: Offer a clear sequence or pathway of education coursework and/or training credentials aligned with employer-validated work readiness standards and competencies. (Department of Labor Career Pathways Toolkit)

Certifications: Industry-recognized certifications that are particular to a given industry. Community colleges, trade schools and apprenticeship programs can prepare students for certifications. Some training programs have the additional authority to test for or approve the certifications on site, depending on the certification requirements.

Stackable credentials: These are credentials earned in different levels of programs within industry sectors. For example, a person might earn a water distribution credential of D1 level with less than a high school diploma. Through work experience and classes water distribution professionals can move up to D2, D3, D4 D5 levels. The California Department of Public Health and American Water Works Association (A.W.W.A) can issue these certifications. Requirements can vary for both agencies.

Pre-apprenticeship and apprenticeship programs: Formalized training programs, usually sponsored or organized by post-secondary agencies, in which skills development is based on number of hours of work experience and On the Job Training combined with a requisite amount of class time. At the end of a certified apprenticeship, a certification is obtained.

Curriculum development - Career Technical Education (C.T.E.): The partnership between industry representatives and educators to collaborate in the development of career technical education curriculum that reflects the needs of industry.

Job shadowing: The opportunity for participants to observe the actions of an industry employee while they are engaged in the common functions of their job. It is usually limited to a few hours in a day and is not a regularly occurring activity.

Internships: A paid/unpaid position within a business whereby a student does work of value to the organization while they are engaged in completing the educational program or training leading to an entry level job in that industry.

On-the-job training: A position in which the employee learns the essential skills of a job while he is engaged in the job usually under the supervision of a senior employee.

Career awareness/outreach: Any variety of activities that raises the participant's awareness of an industry sector's job opportunities, or allows them to explore the variety of careers related to an industry sector.

Externships: Opportunities (paid or unpaid) for a teacher to work within a business so they can learn what that career is like from the inside out. Theoretically, the experience will help them speak with authority when they inform their students of work in that industry sector.



2015-2016 YEAR-END REVIEW Workforce Development Board of Ventura County

WDB CLEAN/GREEN COMMITTEE

2015-2016 Members

<u>WDB Members</u>: Anthony Mireles, Vice Chair/Acting Chair (Laborers International Union of North America), Nancy Williams, Chair (Southern California Edison), Kimberly Nilsson, Vice Chair/Chair (Solid Waste Solutions, Inc.), Teresa Johnson (Ventura Adult and Continuing Education)

<u>Other Members</u>: John Brooks (City of Thousand Oaks), Rebekah Evans (Ventura County Lodging Association), David Fleisch (County of Ventura Public Works Agency), Paul Grossgold (County of Ventura General Services Agency), Eric Humel (Oxnard City Corps), Margaret Lau (Deputy Sector Navigator, South Central Coast Region of California Community Colleges), Valeria Makarova (California Lutheran University), Tiffany Morse (Ventura County Office of Education), Douglas O'Brien (The Energy Coalition), Wayne Pendrey (Ventura County Contractors Association), Mary Ann Rooney (Ventura County Civic Alliance)

Committee Accomplishments

In support of the WDB's *Ventura County Regional Strategic Workforce Development Plan 2013-2017,* the WDB Clean/Green Committee accomplishments included:

- Workforce Innovation and Opportunity Act (WIOA)
- Stayed informed on the transition from WIA to WIOA, particularly in relation to regional requirements and industry sector strategies. The new law was effective on July 1, 2015, and Workforce Investment Boards (WIB) under the previous Workforce Investment Act (WIA) were renamed Workforce Development Boards (WDB).
- <u>Clean/Green Committee 2-Year Plan</u>

Formed a workgroup to develop recommendations for the Clean/Green Committee 2-Year Plan. The workgroup also developed draft definitions to help clarify education/career readiness and workforce development terminology. The Committee used a new WDB format for the 2-Year Plan, designed to standardize documents used by all of the WDB sector committees and make plans easier to follow.

- <u>WDBVC Clean/Green Occupational Employment Data</u> Updated the Clean/Green Occupational Employment Data chart for reference during priority and planning discussions.
- <u>Regional Economic Analysis Profile for Ventura County (REAP)</u> Reviewed the Occupational Analysis: Construction Materials and Services Cluster and other sections of the larger REAP document, expressing concern that the REAP report might not provide sufficient information for Clean/Green workforce development decision making.
 - Discussed the methodology of data collection and submitted questions to WDB staff for responses from Labor Market Information Division (LMID). Reviewed the responses from LMID and identified the need for more complete data that would provide a more accurate perspective on clean/green workforce needs in Ventura County.
 - Designated a Clean/Green Committee representative to work with a new, cross-sector WDB Data Analysis Workgroup to determine ways to collect more complete/accurate information on local employers.



2015-2016 YEAR-END REVIEW Workforce Development Board of Ventura County

Committee Accomplishments (Continued)

survey to the Ventura County region.

- <u>Inventory of Clean/Green Programs</u>
 Developed a draft matrix to inventory clean/green-related education and training programs
 available through the community colleges, adult schools and labor unions in Ventura County
 - available through the community colleges, adult schools and labor unions in Ventura County. Committee members offered to assist in the completion of the inventories.
- <u>Regional Survey of Water/Wastewater Industry</u> Formed a workgroup to identify contacts in the water and waste water industry. The workgroup developed an extensive list of contacts and submitted it to the coordinator of the Center of Excellence South Central Coast Region of Community Colleges to use when distributing the
- <u>Clean/Green Workforce Development</u> Began discussions to identify the top three Ventura County clean/green workforce development priorities and possible next steps.
- <u>Clean/Green Business Practices:</u> Discussed ways to raise employer awareness and promote clean/green jobs, emphasizing the importance of education on how to incorporate best practices into all types of business operations.
 - Formed an Employer Awareness Workgroup to examine how to create a green practices message for businesses and how to work with training programs to identify green skills needed to create a "sustainability" workforce to meet changing industry needs.
 - The workgroup recommended ways to help businesses understand the value of incorporating sustainability into their business practices. It was discussed how early adopters of sustainable practices in their businesses grew and profited. Sustainability often opens up new supply chains. The workgroup will continue to work on developing a way for businesses to tell their stories, on how incorporating sustainability has benefitted their businesses.
- <u>Apprenticeship Training</u>

Coordinated with the Laborers International Union of North America, Local 585 (LiUNA) to have apprenticeship training in Ventura County included on the Eligible Training Provider List (ETPL) training list.

<u>Career Pathways</u>

Received updates from the California Career Pathways Trust grant project representatives and discussed opportunities to connect business and education for career awareness and workforce preparation.

Environmental Education

Welcomed Melanie Peck, Program Manager for the PEAK Program, for a presentation on the statewide environmental education program focused on energy, water and career pathway development. PEAK is a program of The Energy Coalition and partners with California investor-owned and municipal electric and water utilities to empower students to be resource wise.



2015-2016 YEAR-END REVIEW Workforce Development Board of Ventura County

WDB CLEAN/GREEN COMMITTEE

Insights

- Recognized the need to identify the best methods to educate employers on the value of incorporating sustainability into the workplace.
- Need to get more businesses involved.
- Engage the Chambers of Commerce to become involved.
- There is a need to Increase formal training opportunities in construction and agriculture.
- Include sustainability in hospitality program curriculum.
- Work with current programs (such as the program offered by Ventura Adult and Continuing Education) to help incarcerated individuals prepare for jobs after release and reduce recidivism.



2016-2017 YEAR-END REVIEW Workforce Development Board of Ventura County

WDB CLEAN/GREEN COMMITTEE

2016-2017 Members

<u>WDB Members</u>: Anthony Mireles, Chair (Laborers International Union of North America), Victor Dollar (Brighton Management), Charles Harrington (SEIU Local 721)

<u>Other Members</u>: John Brooks (City of Thousand Oaks), Holly Chavez (Deputy Sector Navigator South Central Coast Region of California Community Colleges), Rebekah Evans (Ventura County Lodging Association), David Fleisch (County of Ventura Public Works Agency), Eric Humel (Oxnard City Corps), Teresa Johnson(Advisor), Grant Leichtfuss (Villa Park Orchards Association), Valeria Makarova (California Lutheran University), Tiffany Morse (Ventura County Office of Education), Kimberly Nilsson (Solid Waste Solutions, Inc.), Douglas O'Brien (Consultant, Energy Advisor), Wayne Pendrey (Ventura County Contractors Association), Mary Ann Rooney (Ventura County Civic Alliance)

Committee Accomplishments

In support of the WDB's *Ventura County Regional Strategic Workforce Development Plan 2013-2017,* the WDB Clean/Green Committee accomplishments included:

<u>WDB Cross Sector Meeting:</u>

In August 2016 the WDB had the first Cross Sector Meeting bringing all the WDB Sector Committees together, Clean/Green, Healthcare, Manufacturing and Business Services, to discuss common workforce needs across sectors.

Employer Awareness Workgroup

The Committee formed and Employer Awareness Workgroup. The workgroup was set up to explore a way to create short videos of local industry success stories on how sustainable practices in business saves money, grows business, and creates jobs. A proposal was submitted to Ventura Adult Continuing Education (VACE) Multimedia Program to work with the Clean/Green Workgroup to produce video interviews in a different businesses that incorporate sustainable business practices. The proposal was accepted. Four interview sites were identified and VACE multimedia staff and students have worked with workgroup members to do on-site videos at four locations. The videos will be edited and distributed through the WDB.

- <u>WDBVC Clean/Green Occupational Employment Data</u> Updated the Clean/Green Occupational Employment Data chart for reference during priority and planning discussions.
- <u>Inventory of Clean/Green Programs</u> Continued Development of a draft matrix to inventory clean/green-related education and training programs available through the community colleges, adult schools and labor unions in Ventura County. Continued development of industry credential matrix.
- <u>Clean/Green Workforce Development</u> Discussions to identify the top three Ventura County clean/green workforce development priorities and possible next steps.



2016-2017 YEAR-END REVIEW Workforce Development Board of Ventura County

Committee Accomplishments (Continued)

- <u>Regional Survey of Water/Wastewater Industry</u> In the previous year, the committee formed a workgroup to identify contacts in the water and waste/water industry. The workgroup developed an extensive list of contacts for Ventura and submitted it to the Deputy Sector Navigator for Agriculture Water and Environmental Technologies, who funded the survey completion. The survey was recently completed with a 42% response rate from the Ventura water/wastewater industries. Valuable information on the current and future water/wastewater workforce needs, for the region, was included in the survey report.
- <u>Apprenticeship Training</u>

Continued coordination with the Laborers International Union of North America, Local 585 (LiUNA). The apprenticeship training program in Ventura County is included on the Eligible Training Provider List (ETPL) training list.

<u>Career Pathways</u>

Received updates from the California Career Pathways Trust grant project representatives and discussed opportunities to connect business and education for career awareness and workforce preparation.

 <u>Environmental Education</u>
 Welcomed Bill Camarillo, CEO of Agromin and Nan Drake, Director of Government Affairs and Public Relations for Harrison Industries, for a presentation on AB 1826, the new legislation and requirements for commercial organics recycling. Discussion on how the legislation is creating new job opportunities and innovative business opportunities.

WDB CLEAN/GREEN COMMITTEE

Insights: