

**LMI ADVISORY GROUP MEETING**  
**Thursday, April 10, 2008**  
Meeting Minutes

**Advisory Group Attendees:**

Daniel Blake	SFV Econ Research Center
Andrea Buffa	UC Berkeley Labor Center
John Carrese	SF Bay Region-Center of Excellence
Charlsey Cartwright	CAL CRN California Resource Network
Peter Cooper	CA Labor Fed/WED
Laura Coleman	Los Rios Community College District
Patricia de Cos	California Research Bureau
Richard Della Valle	Economic and Workforce Development
Gino Di Caro	Manufacturers & Technology Assn.
Socorro Garcia	EDD – Workforce Services Branch
Laura Harris	Riverside County Workforce Development
Warren Jensen	California State University, Chico
Mather Kearney	California Business Investment Services
Helen Lambert	Employment Development Department – Marketing
Janet Maglinte	CA Economic Strategy Panel
Ray McDonald	City of San Jose Work2future
Teresa Milan	Los Rios Community College District
Cliff Moss	California Department of Education
Beverly Odom	California Workforce Investment Board
Jennifer Oliver	Silicon Valley-Center of Excellence
Cheryl Parker	Urban Explorer
Dennis Reid	Bureau of Labor Statistics
Javier Vanga	City of San Jose Work2future
Frank Wen	Southern California Association of Governments
Julie Wible	California Department of Education
Stacy Wilson	California Postsecondary Education Commission
Mark Wong	Employment Development Department – Marketing

**LMID Staff:**

Laurie Ahtelik  
David Dahlberg  
Nancy Gemignani  
Bonnie Graybill  
Marla Harper  
Robyn Jensen  
Joseph Lee  
Daniela Mocan  
Esther Ruiz

Murice Shelton  
Marilyn Smith  
Jennifer Stefanick  
Kitty Stinson  
Jenifer Taylor  
Paul Wessen  
Sharon Williams

**Housekeeping** – Bonnie Graybill

**Welcome** - Bonnie Graybill

Introductions were made around the room. Bonnie welcomed everyone and extended thanks for attending. Bonnie advised she was filling in for Steve Saxton who is in Phoenix attending an ETA conference. Presented an overview of the agenda. Provided test web site address for new web site and new on-line occupational guides as well.

**Review of January 17, 2008 Minutes**

No changes/alterations. Minutes were accepted as final.

**Budget Update** - Bonnie Graybill

Bonnie advised they have cautiously moved into a hiring mode as the budget appears to offer slightly more in the coming year. Looking forward to a new administration in Washington – hope to see 2009 budget look better than the budget published by the Bush Administration.

**Demonstration of Silicon Valley GIS Project** - Ray McDonald, Javier Vanga & Cheryl Parker

Introduction of the Silicon Valley Project was made by Ray McDonald. Ray described the Geomapper project and how it came about. Ray stated it was a long journey which began 3-4 yrs ago. They are at the point where it's starting to be used by their One Stops and is about to be shared with other folks as well. Ray introduced Javier Vanga who gave a further overview of the project and introduced Cheryl Parker who is the developer and programmer. Cheryl stated that what she is demonstrating today is currently available through her company's web site urbanexplorer.com but will soon have its own web site. Cheryl stated they made it as user friendly as possible. She showed an example of a search done by Industry Clusters which can further break out business counts, total jobs, regional projections, etc. She stated their information goes back 17 years and is derived from Dun & Bradstreet data. All information can be exported quickly and easily to an Excel spreadsheet. Javier added this tool gives us the ability to "drill down" into sub-sectors and is the perfect tool for Green Industries and Advanced Manufacturing. Javier provided his contact information as well: (408) 277-3168 email: work2future.biz Javier opened the floor for questions.

**Q:** How often is the list updated?

**A:** It's real time and updated monthly.

**Q:** About clusters, are they the same as those identified by the Economic Strategy Panel and the California Regional Economies Project?

**A:** There is some commonality.

**Q:** Are the number of jobs shown at that location or headquarters?

**A:** At that particular location, based upon the Dun and Bradstreet data.

**Q:** What are the boundaries of the tool? What other regions will it search?

**A:** Will include San Mateo County by June 2008. It will essentially follow the nine County Bay Area regions.

**Q:** It appears that this tool is geared more towards professionals?

**A:** No, the whole idea behind it is to make it accessible to:

- job seekers
- workforce staff
- the business community

**Q:** Is there any validation of the employment numbers?

**A:** Yes, there are a couple of things we have done locally using sales tax information and also the Office of Economic Development in order to validate our numbers. Dun says they are picking up approx 85-90% of all businesses as Santa Clara County requires a Duns number in order for a business to operate in the county. We have done industry research as well to validate the data, but by and large we are taking Duns' Data.

**Q:** Have you thought through the privacy issues? How are companies going to feel?

**A:** Yes, we have thought about the privacy issues and we have to sign a licensing agreement. By and large, people we are working with – mainly government entities are using the information for public benefit activities. As it relates to job seekers, they can look up businesses by sector and get names, addresses – no problem. However, privacy is a major hurdle. Ultimately, people will have to have a security password to access this information. What's printable will be controlled as well.

### **Economic Update** – Paul Wesson

Paul began his presentation by asking the question: “Is the US economy in a recession? Paul defined an Economic Recession and stated it is determined by the National Bureau of Economic Research (NBER) which takes an inherently introspective approach. Paul's first PowerPoint slide reflected quarterly US Real GDP and from the GDP it's too early to tell if we are in a recession. Slide #2 reflects where the biggest weakness is – investment in housing is down 25% in

4<sup>th</sup> Qtr of 2007. Paul further stated the projections shown in slide #2 are taken from UCLA Business Forecast. Paul further discussed the rise in unemployment and essentially a “flattening out” of employment this last year. US Nonfarm payrolls reflects a long steady expansion that topped out around December 2006 and shows a small loss as part of this year. Additionally, month-over changes in US Nonfarm payrolls showed three consecutive months of job losses. Before the losses in January, there were 52 months of job growth. Paul added that looking forward, much depends on the resilient, but increasingly beleaguered American consumer which makes up two-thirds of the economy. Paul opened the floor to questions:

**Q:** Are there any studies/analysis on the stimulus package?

**A:** If consumers go out and spend, it will “prop up” the economy – but the consensus is it won’t have much impact.

**Q:** What’s the bright news?

**A:** Nothing’s changed since yesterday – this is a business cycle.

**Q:** Isn’t it true that the long term unemployed “fall off” and are not counted?

**A:** As long as you’re actively seeking work you’re counted.

### **CWIB Update – Bev Odom**

Bev Odom with the CWIB spoke on LMID’s interactive map for the CA Workforce Investment Board showing local workforce investment areas. CD’s with the interactive maps were passed out to the group. The map shows One-Stop Career Centers and affiliates, community colleges, adult education centers, ROP programs, and related geographical data. It also shows data on schools (i.e. physical addresses).

A discussion brought up areas of the map that need enhancement which include:

- Put more emphasis on Adult Education schools providing high demand training and short term vocational schools.
- Add more information about apprenticeship programs and where they are located (use the DIR list ).
- Add public and private colleges and universities. EDD can add a listing of new schools and their addresses from the Dept. of Education’s list.

The State Board’s Accountability Workforce Investments Committee and partners sponsored the first activity-based cost accounting model study to take a holistic look at One-Stops. The study examined the partner agencies’ costs and outputs to improve the integration of services. Workgroups will continue this process.

Regarding the Senate Bill (SB) 293 The Workforce Training Act, the State Board is responsible for development of a state strategic workforce plan to advance

California's workforce system. To date, the local Workforce Investment Boards have convened five regional round table meetings to develop a workforce strategy to support California's competitive edge in the economy. One theme that emerged from roundtable discussion is the importance of providing career information to students before they get to high school and to increase educational attainment and get students job ready.

CWIB and EDD attended the DOL Employment and Training Administration's Transformational Forum. This was ETA's first event to support states in creating innovative service delivery strategies. Plans developed by the attendees will be showcased at the Workforce Innovations Conference July 15-17.

California Integrated Service Delivery Strategy, a new effort to integrate One-Stop services and collaborate with local partners is underway with goals of streamlining processes and strengthening job seeker skills most responsive to demand. Twelve learning labs will develop and test the integrated service model. The model is designed to improve deficiencies and strengthen job seeker skills.

When WIA started it was charged with integrating the various titles but each title has its own mandates. So, One Stop partner agencies have experienced challenges in service integration due to different funding requirements and service priorities. Consequently, as a start the Integrated Service Delivery Strategy will attempt to integrate all WIA (adult and dislocated), Wagner Peyser Act, Trade Adjustment Assistance, and Veterans services staff as a team to work together.

The State Board is funding six additional California Regional Economies Project Industry Clusters of Opportunity training sessions from July through November. The Board is involved in initiatives such as the New Start Project (to assist newly released parolees in obtaining marketable skills and access job search services) and the State Youth Vision Team (to foster collaboration of WIA-funded youth programs). On April 11 the State Board Administrative Committee meeting will discuss the future of the Board and its structure.

### **Green/Clean Energy** – Janet Maglinte

Janet Maglinte with the Economic Strategy Panel presented a monograph to help define California's green economy and answer questions about what makes up the green economy, what jobs are being created, and what economic policy issues need to be addressed. Janet invited comments on this draft version as it is still being tested. The report showed that the green economy is new technologies combined with public policy and strategic investment. The new technologies are applied across the entire economy stimulating growth of new markets for green products/services and reinvigorating slowing markets. The green economy consists of renewable resources, enhanced energy efficiency, conserving

resources, expanding storage capacity, and limiting negative impact on the environment.

Tracking the green economy is more complex than conventional industry because green products/practices are contained in the same industry categories as conventional products/practices and at all stages of a product's value chain.

California's green businesses are primarily in energy generation and efficiency. The Bay Area and Southern California Regions are the two major hubs of green activity. Based on NAICS, most of California's green establishments are in professional, scientific and technical services. The next largest industry is construction followed by manufacturing. Based on NAICS, the largest distribution of jobs in the green industry is in manufacturing; followed by professional, scientific and technical services; then construction; and then wholesale trade and utilities.

The monograph also showed a sampling of green jobs such as carpenters, construction laborers, electricians, and management analysts, etc. Janet Peters suggested to obtain input from labor to help determine if the occupation is really green.

The monograph is available on the Economic Strategy Panel's website at [www.labor.ca.gov/panel](http://www.labor.ca.gov/panel).

Jennifer Oliver with the Community Colleges' Greater Silicon Valley Centers of Excellence provided a list of downloadable statewide environmental scan reports and a mind map of the Silicon Valley area showing jobs that involve clean technology.

John Carrese with the Community Colleges' San Francisco Bay Region Centers of Excellence provided a preview of the full report on the Bay Region's solar industry workforce study to be released in two weeks. Data came from 77 employers out of the 258 that were surveyed and showed approximately 800 solar businesses in California, 32% located in the Bay Area, most had less than 25 employees, and most were non-manufacturing. Bay Area solar firms employ up to 8,000 workers and expect to increase employment 17% in the next year. Three out of four employers indicate difficulty finding entry-level employees, while four out of five employers indicate difficulty finding experienced employees. The occupations studied were PV installers, solar thermal installers, sales representatives, solar designers/engineers, and installation managers/project foremen. In hiring, 52% of employers prefer more hands-on experience for PV and solar thermal installers, while 36% prefer project foremen/managers. Associate degrees are preferred by 33% of employers for sales representatives.

Half the employers preferred to hire candidates with a bachelor's degree for solar designers/engineers.

For entry-level positions, over half the employers surveyed were interested in a certificate program for PV Installers and a two-year degree program for designers, engineers, and technicians in renewable energy.

Laura Coleman with the Community Colleges' Los Rios Centers of Excellence presented a preview of the Statewide report on solar-related businesses. The majority of firms are less than 25 employees and are installation, wholesalers and retail businesses. These firms employ up to 17,500 and expect to increase employment by up to 29.2%.

Peter Cooper with the California Labor Federation, Workforce and Economic Development, attended a conference in Pittsburg, Pennsylvania where the concerns expressed were job loss and the opportunity to align the funding stream for workforce development to get jobs that are well paying. Regarding AB 32, The Global Warming Solutions Act, the goal is to reduce carbon emissions significantly by the year 2020. They are looking at what new jobs are being created vs. retraining the laid-off workforce to be more efficient. They are also looking at early action such as electrifying the ports. They note more training is needed in refineries and cement to be more efficient and decrease carbon emissions. They are looking for what skills and what regulatory actions are needed to reach the goals of AB 32. It is difficult to figure out where the green jobs are so are thinking about what kind of data needs to be collected to identify the green economy better.

Bonnie Graybill solicited attendees, and anyone they refer, to form a discussion group as a communications broker of information regarding new research and analysis of the green industries and occupations.

Suggestions for how EDD can add value in the area of the emerging green economy:

- List agencies in the state and nation that have initiatives related to the green economy
- For the employer surveys, add questions about their perspective of being green
- Zero in on the new/more specific skill sets for green jobs (buried under more general SOC codes)
- For the employer surveys, clearly distinguish between establishing green technology or if adopting/using green technology
- Forward the green collar jobs report and the greener pathways report to attendees

- Look at Washington State—the labor and legislature—which is ahead of the curve
- Look at the green economy state Web site
- Look at creating a repository for information about green research findings, or set up a Wiki where all can post information
- Open an opportunity to share information on green related legislation

**Wrap-Up/Closing/Agenda Planning**

+	Δ
Good Handouts	Bonnie couldn't join group for lunch!
Interesting topics	Would like a better economic outlook!
Good participation	
External presentations	

**Next Meeting:** Thursday, July 17, 2008

**Agenda Items:**

Update on Green research—Bonnie and staff  
 Division/Budget update for LMID—Steve Saxton  
 California Federal of Labor Layoff Aversion Tool kit—Peter Cooper  
 Dept. of Education/Adult Ed Literacy Pilot—Neil Kelly  
 Update on Applied Research Unit activities—Spencer Wong