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**DRIVING A STRONG ECONOMY COMMITTEE**  
**Report**  
**February 23, 2004**

Members Present: Chair Forrest Williams, Councilmember Judy Chirco, Councilmember Chuck Reed

Absent: Vice-Chair Terry Gregory

Staff Present: Mark Linder, Paul Krutko, Ed Moran, Jeff Ruster, Chris Donnelly, BJ Sims, Angel Rios, Joe Charfauros

The meeting was convened at 1:39 p.m.

1. **Silicon Valley Workforce Investment Network (Office of Economic Development)**

Paul Krutko, Director of the Office of Economic Development, Jeff Ruster, Director of Workforce Investment Network (WIN) and Deputy Director of the Office of Economic Development, Chris Donnelly, Assistant Director of WIN, BJ Sims, Business Services Manager (WIN), Angel Rios, Superintendent for Neighborhood Services, Parks, Recreation and Neighborhood Services (PRNS) Department, and Joe Charfauros, Senior Analyst for Parks, Recreation and Neighborhood Services Department, presented this staff report.

Staff provided an overview of the Silicon Valley Workforce Investment Network (SVWIN), outlining current activities and initiatives. Created in July 2000, the City of San Jose in partnership with seven surrounding cities in Santa Clara County created the SVWIN to act as the regional Workforce Investment Board. The Mayor of San Jose acts as the Chief Local Elected Official (CLEO) and appoints members to the SVWIN board. Appointed members are ratified by the San Jose City Council and consists of 43 members from private industry, the public sector and community-based organizations, including 19 mandated partners required under the Workforce Investment Act (WIA). The goal of this program is to assist businesses and individuals in meeting the workforce demands and opportunities that fosters economic development. SVWIN develops relationships and programs with local business, residents, government, educational and community-based organizations to

maximize local and regional employment opportunities. The strategic objectives are to:

- Provide businesses with the workforce tools they need to succeed in a global economy
- Provide all residents with the workforce tools and opportunity to maximize their employment potential
- Seek and implement successful employment strategies for residents with barriers
- Bring government, business, education and training providers together to create innovative workforce strategies and programs
- Foster a One-Stop System that fulfills the needs of our diverse communities
- Continuously improve our organization and the delivery of our services.

The One Stop Career Center is focused to combine employment, education and training services into a coherent network of resources in one centralized location with over 15 partners. SVWIN oversees the operation of the three One Stop Career Centers in San Jose, Campbell and Gilroy and is a cooperative effort between state and local agencies, business and community based organizations.

Chair Williams asked why the numbers of clients visiting the Gilroy and Campbell locations are higher than San Jose. Staff responded that the San Jose location has been open for only two years, and that the Campbell location is adjacent to the Employment Development Department that makes consistent referrals. Also the majority of visitors to the Campbell facility are actually San Jose residents.

Councilmember Chirco asked how many individuals complete their primary education either by high school diploma or earning a General Education Diploma. Staff responded that of the 2000 youth presently enrolled, about 500-600 clients have already completed their education goals. Councilmember Chirco asked who would be the coordinating agency once PRNS transitions out of the youth program. Staff responded a Request for Proposal is now being processed to select one. PRNS has been providing staff to administer the youth service delivery. Councilmember Chirco asked for the actual percentage of clients that are obtaining their General Education Diploma or High School Diplomas. Staff responded they would obtain that information and report back to her.

Chair Williams asked why the Request for Proposal was being pursued if the program has been adequately financed. Staff responded that PRNS presently administers the program on a contractual basis and the contract is soon to expire. In addition the community-based organizations have come forward and requested the opportunity to be more involved in the coordination and overall responsibility of the program. SVWIN has built the capacity to take on the role of overseeing this aspect.

Chair Williams asked how are youth getting into the program, and how is their success tracked. Staff responded incarcerated youth are contacted and once they leave the juvenile system, follow up is done on these individuals towards educational or occupational goals. Tracking success is challenging as youth move out of the area and greater emphasis is placed on obtaining job skills, placing individuals into employment and assisting them towards self-dependency. The Request for Proposals for Dislocated Adults and Youths, explicitly focus on performance based payment measures requiring clients be successfully trained and placed into jobs.

Councilmember Reed asked for the definition of basic skill deficiency. Staff responded that individuals that dropped out of junior or senior high school could be described as deficient in the basic skills of math, writing and interpreting. The One Stop Center has a self-paced program to help clients improve in core areas, and in addition learn basic skills in communications, interviewing skills, resume writing, the importance of job punctuality and other vocational skills.

Chair Williams asked who sets the standard and defines what conditions are barriers to employment. Staff responded the Department of Labor establishes this list. Chair Williams asked if there were larger companies using the One Stop for recruiting purposes. Staff responded with the present economy, many qualified applicants are already approaching the larger companies directly, but in previous years when applicants were scarce, the companies would use their services.

Mark Linder, Assistant City Manager asked what incentive is there for a business within the Enterprise Zone to hire clients from the SVWIN program. Staff responded companies receive a tax credit against California State Income earnings over a five-year period.

Paul Krutko, Director of the Office of Economic Development added that the non-profit partners in the chamber of commerce area help us by going out to their constituents and making them aware of the fact that if they place job orders through the SVWIN program, they will receive the tax credit reimbursement.

Councilmember Reed asked if the SVWIN program used the State's employment data. Staff replied that they do but there is a six-month delay of information to be updated.

Paul Krutko, Director of the Office of Economic stated that incumbent workers are also receiving training in upgrading their job skills at companies where application of new technologies are required. In addition, the One Stop provides clients with a professional, business environment providing Internet accesses, resume writing, fax machines, training and counseling.

Councilmember Reed offered his districts list of Vietnamese contacts for the SVWIN staff to use for the Literacy campaign outreach. Councilmember Reed also mentioned his district has a resource fair every June where SVWIN can also do outreach at.

**The committee accepted staff's report "Silicon Valley Workforce Investment Network"**

**2. Oral Petitions**

None

**3. Adjournment**

The meeting was adjourned at 3:24 p.m.

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**Forrest Williams, Chair**  
**Driving a Strong Economy Committee**