
Workforce Innovation and Opportunity Act
4-Year Regional Planning Unit Plan
and Related Local Plans
Program Years 2017-2020

Local Workforce Development Area(s)

SCR, MON, SLO, SBA

**Regional Lead Contact for
RPU**

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EXECUTIVE SUMMARY

The local areas within the Coastal Regional Planning Unit (RPU) have been working together for many years and address their own priority sectors through a variety of activities unique to each area. Even so, Coastal RPU members welcomed a regional planning process that offered the RPU an opportunity to outline its efforts to formalize its partner collaboration and system stakeholder engagement practices. Ultimately, the goal is that RPU members intentionally, systematically, and regularly collaborate across agency, program, and funding streams to align goals, strategic efforts, investments, and service delivery activities to meet shared outcomes within common in-demand industry sectors.

During the planning process, Coastal RPU partners focused on articulating an approach that would meet the intent of the WIOA and the formal guidance issued while also working with the constraints of the region (geographic desistance, limited staff, and personnel changes). RPU members are confident that the approach to building regional sector pathways shared in this Plan will result in a sustainable structure that will support steady progress, foster improved relationships with critical partners, and contribute to the development of future Plans. Coastal RPU members acknowledge that the Plan is iterative and will change over time as the knowledge base and skill set of its members grows and the needs of industry change.

The Coastal RPU opts to build upon the State's strategic goals:

1. Fostering demand-driven skills attainment by:
 - . *Ensuring that data informs the industry sector selection and confirms education and training value*
2. Enabling upward mobility, especially for those with barriers to employment by:
 - . *Investing in career pathways, partnering with adult education providers, and ensuring access through AJCCs.*
3. Aligning, coordinating, and integrating programs and services by:
 - . *Building off of and incorporating community college and Adult Education plans in this Regional Plan and participating in and contributing to Strong Workforce plans*

The Plan seeks to establish parameters around regional sector strategy and career pathway development in the Health Care sector to create synergy across the Coastal RPU. The Health Care sector was chosen as the primary focus for the region as it is a priority sector common to each local area. The Coastal RPU's Regional Plan emphasizes the following:

- a) labor market information to identify the most promising industry sector for attention - using *JobsEQ, Census, and O*Net* data sources.
- b) protocols for industry engagement – using the *Industry Engagement Toolkit*, and
- c) establishing expectations for collaboration between workforce development and education – committing to participate in AEBG consortia meetings.

GEOGRAPHIC BOUNDARIES AND REGIONAL PARTNERS

The Coastal Regional Planning Unit (RPU) is an 11,783-square mile area along California's central coast made up of Santa Cruz, Monterey, San Luis Obispo, and Santa Barbara counties, each its own local workforce development area. The geography and demographics of these counties are similar and the industry sectors are heavily devoted to agriculture and hospitality/tourism. The RPU offers two geographic areas for subregion opportunity as based on commute patterns: the Monterey Bay area where Santa Cruz and Monterey counties meet and the area where southern San Luis Obispo and northern Santa Barbara counties meet.

The Coastal Regional Planning Unit (RPU) views the regional planning process as an opportunity to strengthen existing relationships with its education, economic development, and industry partners in furtherance of the development of regional sector pathway programs. The State's policy objectives for aligning programs with needs in the regional labor market, building pathways to the middle class for special populations, and aligning systems in the region will require significant effort on the part of RPU members and a shift toward more consistent intentional, and strategic partner engagement during the implementation phase. The RPU's approach to regional planning is to build on new and recently developed initiatives and planning processes from various system partners, including the community college's Strong Workforce initiative (2017), the Adult Education Block Grant consortia's AB86 Final Plan and AB104 Consortia Plan update (2015), WIOA Phase I Partner Memorandum of Understanding (MOU) among One-Stop system partners (2016), and workforce development industry sector engagement projects such as the Central Coast Slingshot (2016). The collaboration required among the local workforce development boards making up the RPU is long-standing as evidenced by the 2009 formation of the Workforce Collaborative of California's Central Coast (WCCCC) to promote the region's collective efforts to obtain funding. The WCCCC has since evolved into a learning community and its members hold monthly calls to discuss areas of mutual concern and opportunity. The workforce boards of the RPU are building on the WCCCC foundation in the development of its Plan. Local board staff were the primary drivers in writing the Plan. Staff met virtually and in-person over the September-December timeframe to discuss their shared response to the State's guidance. Each board provided information on programming, strategies, and partnerships specific to their local area. The RPU participates in two community college consortia, the:

1. **Bay Area Community College Consortium (BACCC):** the RPU's northern workforce development boards serving Santa Cruz County and Monterey County are members of the BACCC, which includes 13 workforce development boards, four regional planning units, 28 colleges, and 16 Adult Education Block Grant (AEBG) consortia around the San Francisco bay area; and the
2. **South Central Coast Regional Consortium (SCCRC):** the RPU's southern workforce development boards, serving San Luis Obispo County and Santa Barbara County, are members of the SCCRC, which includes three workforce development boards, two regional planning units, eight community colleges, and four AEBG consortia along the southern central coast down to the areas inland and north of the Los Angeles area.

RPU members also collaborate with six AEBG consortia in the region (listed from north to south):

1. Santa Cruz County Adult Education Consortium
2. Adult Education Regional Consortium of the Monterey Peninsula
3. Salinas Valley Adult Education Consortium
4. San Luis Obispo County Adult Education Consortium
5. Northern Santa Barbara County Adult Education Consortium
6. Santa Barbara Regional Consortium

Collaborations with community college consortia, Strong Workforce task forces, and AEBG consortia will ensure that future iterations of this Regional Plan fulfill the intended purpose of

aligning education and training provider services with industry sector needs. Specifics of these collaborations are detailed in relevant sections of the Plan. RPU members also work with a variety of economic development agencies, which may differ from those specified in the planning directive. Partners include:

- **Santa Cruz County:** Santa Cruz County Economic Development Department and economic development staff from the cities of Santa Cruz, Capitola, Watsonville, and Scotts Valley;
- **Monterey County:** Monterey County Business Council, Monterey County Economic Development Department, and the Monterey Bay Economic Partnership;
- **San Luis Obispo County:** Economic Vitality Corporation; and
- **Santa Barbara County:** Chambers of Commerce for the cities of Santa Barbara, Lompoc, and Santa Maria.

Given the broad range of partners, the comprehensive planning requirements, and relatively brief planning phase, the RPU reiterates that this plan is the first step of many required for the area to fully realize the State’s goals and that subsequent regional plans will reflect more robust engagement with economic development partners.

REGIONAL ECONOMIC AND BACKGROUND ANALYSIS

The Coastal RPU’s population, income, and employment data are listed below for each county (north to south) in the RPU:

County	Population	Median Household Income	Unemployment Rate
Santa Cruz	274,146	\$66,923	7.4%
Monterey	433,898	\$58,582	8.6%
San Luis Obispo	281,401	\$59,454	4.4%
Santa Barbara	444,769	\$63,409	5.1%

Source: JobsEQ. Population data from Census 2015. Median Household Income figures from ACS 2010-2014. Unemployment Rates from Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through September 2016.

Demographic Profile

In 2015, the population in the Coastal RPU was 1,434,214. Between 2005 and 2015, the Coastal RPU’s population grew at an annual average rate of 0.8%, which is less than the rate for California but consistent with the average for the nation.

Demographics	Coastal Region	California	USA	Coastal Region	California	USA
Population	Percent			Value		
Population	—	—	—	1,434,214	39,144,818	321,418,820
Population Annual Average Growth	0.8%	0.9%	0.8%	11,100	331,688	2,590,222
Age	Percent			Value		
Median Age	—	—	—	35.2	35.2	37.2
Under 18 Years	23.0%	25.0%	24.0%	315,319	9,295,040	74,181,467
18 to 24 Years	13.5%	10.5%	9.9%	185,335	3,922,951	30,672,088
25 to 34 Years	13.5%	14.3%	13.3%	185,626	5,317,877	41,063,948
35 to 44 Years	12.3%	13.9%	13.3%	168,125	5,182,710	41,070,606
45 to 54 Years	13.6%	14.1%	14.6%	186,282	5,252,371	45,006,716
55 to 64 Years	11.8%	10.8%	11.8%	161,284	4,036,493	36,482,729
65 to 74 Years	6.3%	6.1%	7.0%	86,758	2,275,336	21,713,429
75 Years, and Over	6.0%	5.3%	6.0%	82,242	1,971,178	18,554,555
Demographics	Coastal Region	California	USA	Coastal Region	California	USA

Race	Percent			Value		
White	68.5%	57.6%	72.4%	938,805	21,453,934	223,553,265
Black or African American	2.2%	6.2%	12.6%	29,614	2,299,072	38,929,319
American Indian and Alaska Native	1.1%	1.0%	0.9%	15,738	362,801	2,932,248
Asian	4.8%	13.0%	4.8%	65,542	4,861,007	14,674,252
Native Hawaiian and Other Pacific Islander	0.3%	0.4%	0.2%	3,615	144,386	540,013
Some Other Race	18.6%	17.0%	6.2%	254,427	6,317,372	19,107,368
Two or More Races	4.6%	4.9%	2.9%	63,230	1,815,384	9,009,073
Hispanic or Latino (of any race)	40.2%	37.6%	16.3%	551,755	14,013,719	50,477,594

Source: JobsEQ. Population data from Census 2015, with the average annual growth rate calculated from 2005-2015. Demographic data from Census 2010.

The region has a civilian labor force of 686,994 with a participation rate of 61.5% which is less than the rates for California and the nation. Of individuals 25 to 64 in the Coastal Region, 29.0% have a bachelor's degree or higher which compares with 30.9% in the nation.

Demographics	Coastal Region	California	USA	Coastal Region	California	USA
Economics	Percent			Value		
Labor Force Participation Rate and Size (civilian population 16 years and over)	61.5%	63.4%	63.5%	686,994	18,975,006	157,940,014
Armed Forces Labor Force	0.8%	0.4%	0.4%	9,035	133,870	1,025,497
Veterans, Age 18-64	4.3%	4.0%	5.8%	38,413	968,466	11,371,344
Median Household Income	—	—	—	\$61,948	\$61,489	\$53,482
Per Capita Income	—	—	—	\$29,317	\$29,906	\$28,555
Poverty Level (of all people)	16.2%	16.4%	15.6%	216,224	6,115,244	47,755,606
Households Receiving Food Stamps	6.6%	8.7%	13.0%	30,674	1,102,641	15,089,358
Mean Commute Time (minutes)	—	—	—	21.9	27.6	25.7
Commute via Public Transportation	2.5%	5.2%	5.1%	15,287	859,372	7,157,671
Union Membership	14.2%	16.4%	11.1%	—	—	—
Education	Percent			Value		
No High School Diploma	20.7%	17.7%	12.0%	145,617	3,582,292	19,939,890
High School Graduate	18.6%	20.3%	26.5%	130,652	4,103,854	44,000,387
Some College, No Degree	23.0%	22.4%	21.9%	161,363	4,530,225	36,270,359
Associate's Degree	8.7%	8.0%	8.7%	60,773	1,620,584	14,487,486
Bachelor's Degree	18.4%	20.4%	19.7%	129,428	4,131,150	32,646,533
Postgraduate Degree	10.6%	11.3%	11.2%	74,537	2,279,854	18,533,513

Source: JobsEQ. ACS 2010-2014.

The median household income in the region is \$61,948 and the median house value is \$445,466. Veterans in Santa Barbara County have the highest median income of \$47,481 for the RPU. This is 12.2% higher than California's median income for Veterans (\$41,984). All four counties have a higher median income for Veterans compared to California. Santa Barbara also has the highest median income for both males and females of the RPU.

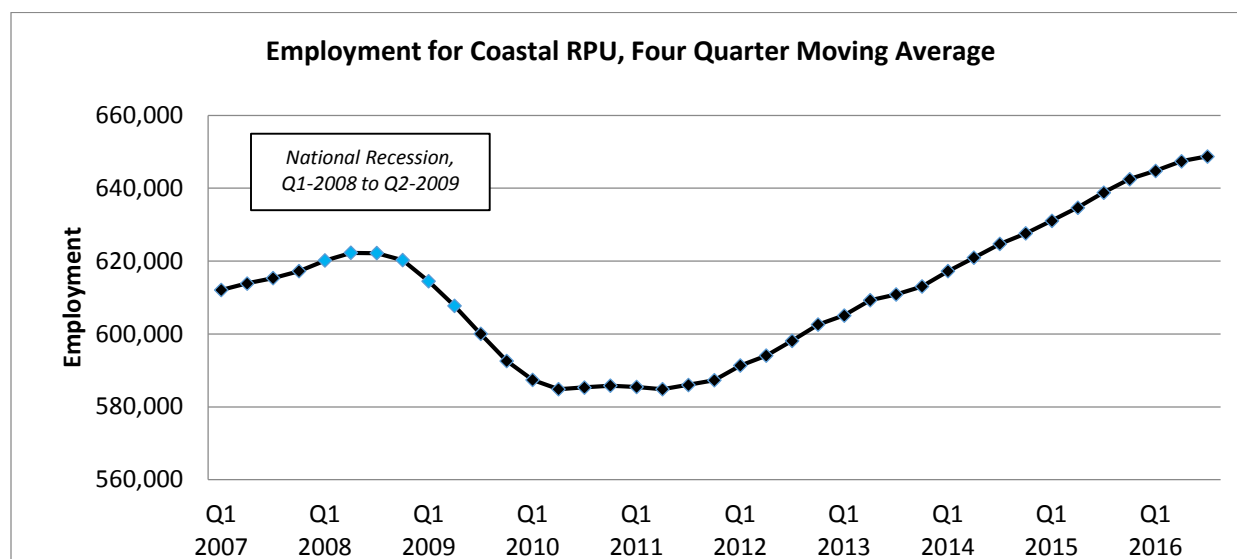
Demographics	Coastal Region	California	USA	Coastal Region	California	USA
Income	Percent			Value		
Total Households	—	—	—	463,712	12,617,280	116,211,092
Less than \$10,000	5.6%	5.8%	7.2%	25,962	732,367	8,395,338
\$10,000 to \$14,999	4.6%	5.1%	5.3%	21,458	645,041	6,189,386
\$15,000 to \$24,999	9.0%	9.5%	10.7%	41,681	1,202,447	12,402,928
\$25,000 to \$34,999	9.1%	9.0%	10.2%	42,413	1,138,708	11,870,709
\$35,000 to \$49,999	12.8%	12.1%	13.5%	59,267	1,531,281	15,681,133

\$50,000 to \$74,999	17.5%	16.7%	17.8%	81,059	2,111,201	20,719,319
\$75,000 to \$99,999	12.9%	12.2%	12.2%	59,751	1,544,981	14,125,429
\$100,000 to \$149,999	15.0%	14.9%	13.0%	69,552	1,881,400	15,123,755
\$150,000 to \$199,999	6.8%	6.9%	5.0%	31,355	870,522	5,857,717
\$200,000 or more	6.7%	7.6%	5.0%	31,214	959,332	5,845,378
Median Income (dollars)	—	—	—	\$61,948	\$61,489	\$53,482
Mean Income (dollars)	—	—	—	\$84,980	\$86,704	\$74,596
Housing	Percent			Value		
Total Housing Units	—	—	—	516,239	13,781,929	132,741,033
Median House Value (of owner-occupied units)	—	—	—	\$445,466	\$371,400	\$175,700
Homeowner Vacancy	1.7%	1.6%	2.1%	4,279	114,943	1,591,421
Rental Vacancy	3.6%	4.6%	6.9%	8,183	275,877	3,105,361
Renter-Occupied Housing Units (% of Occupied Units)	46.0%	45.2%	35.6%	213,193	5,708,355	41,423,632
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.6%	7.8%	9.1%	26,114	984,914	10,594,153

Source: JobsEQ. ACS 2010-2014.

Employment Trends

As of Q3-2016, total employment for the Coastal RPU was 648,738 (based on a four-quarter moving average). Over the year ending Q3-2016, employment increased 0.8% in the region.



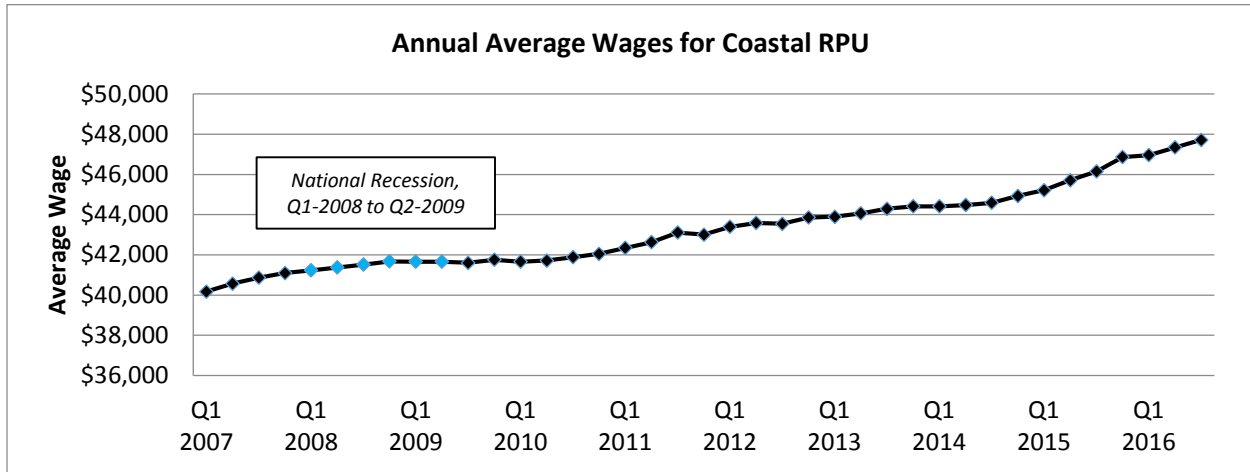
Source: JobsEQ. Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through Q1-2016 with preliminary estimates updated to Q3-2016.

Unemployment Rate

The seasonally adjusted unemployment rate for the Coastal RPU was 6.5% as of September 2016, the regional unemployment rate was higher than the national rate of 5.1%. One year earlier, in September 2015, the unemployment rate in the RPU was 6.6%. The unemployment rate in December 2007, just prior the national recession of 2008-2009, was 5.5%. Eighteen months later as the recession ended, the unemployment rate had reached 10.1%. The unemployment rate for the Coastal RPU peaked in September and October 2010 at 11.5%, and has shown a steady decline over the last five years.

Wages, Cost of Living, and Self-Sufficiency

The average annual wages per worker increased 3.4% in the region during the preceding four quarters. The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 57.8% higher in Coastal Region than the U.S. average.



Source: JobsEQ. Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through Q1-2016 with preliminary estimates updated to Q3-2016.

The average annual wage for the Coastal RPU is \$47,719, compared to a national average annual wage of \$52,724. The following table displays the self-sufficient average annual wages for each of the four counties in the Coastal RPU, based on two adults and two children per household.

Local Area/County	Average Annual Wage	Self Sufficient Annual Wage	Self Sufficient Hourly Wage (Per Adult)
Santa Cruz	\$47,112	\$77,954	\$18.46
Monterey	\$46,509	\$69,809	\$16.53
San Luis Obispo	\$44,446	\$68,560	\$16.23
Santa Barbara	\$51,156	\$66,764	\$15.81

Source: JobsEQ. Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through Q1-2016 with preliminary estimates updated to Q3-2016.

Industry Overview

The largest sector in the Coastal RPU is Agriculture, Forestry, Fishing and Hunting, employing 88,654 workers. The next-largest sectors in the region are **Health Care** and Social Assistance (79,026 workers) and Accommodation and Food Services (73,979). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Agriculture, Forestry, Fishing and Hunting (LQ = 9.36), Utilities (1.38), and Accommodation and Food Services (1.29).

Sectors in the RPU with the highest average wages per worker are Utilities (\$127,664), Mining, Quarrying, and Oil and Gas Extraction (\$108,933), and Management of Companies and Enterprises (\$84,977). Regional sectors with the best job growth (or most moderate job losses) over the last five years are **Health Care** and Social Assistance (+16,926 jobs), Accommodation and Food Services (+13,697), and Agriculture, Forestry, Fishing and Hunting (+7,771).

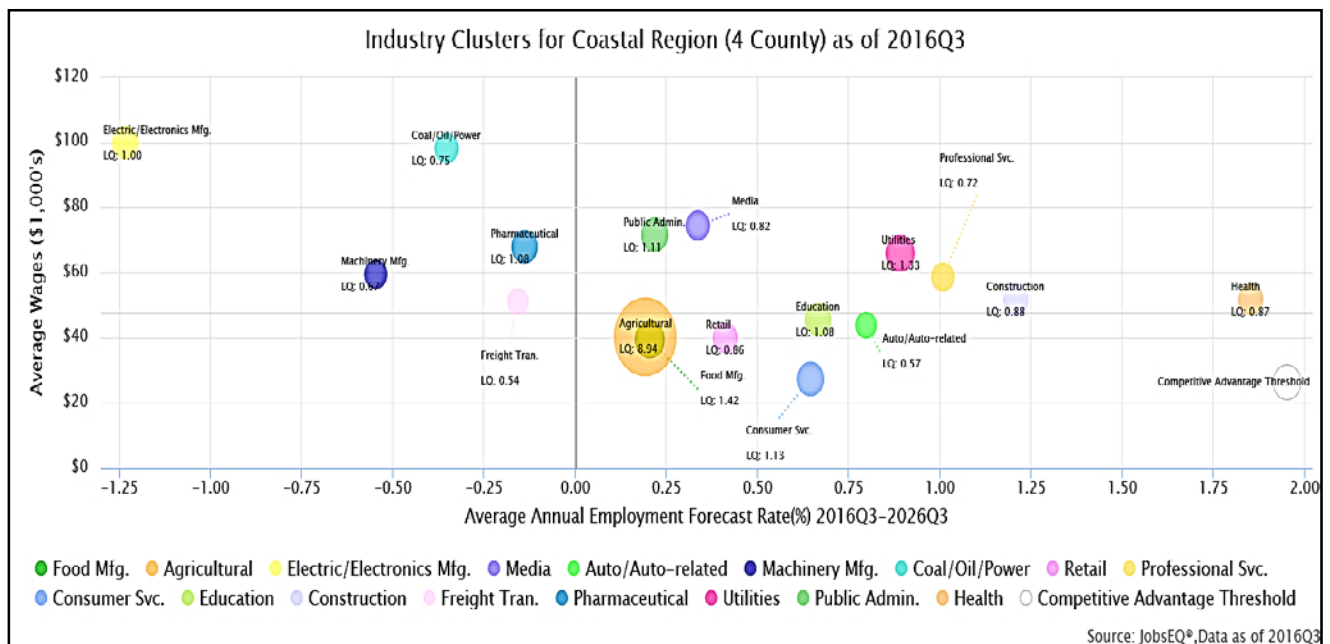
Over the next 10 years, employment in the RPU is projected to expand by 46,666 jobs. The fastest growing sector in the region is expected to be **Health Care** and Social Assistance with a +1.9%

year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for **Health Care** and Social Assistance (+16,080 jobs), Accommodation and Food Services (+4,984), and Professional, Scientific, and Technical Services (+4,437).

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Coastal RPU with the highest relative concentration is Agriculture with a location quotient of 8.94. This cluster employs 88,250 workers in the region with an average wage of \$40,255. Employment in the Agricultural cluster is projected to expand in the region about 0.2% per year over the next ten years.

The industry cluster in the RPU with the highest projected growth rate over the next 10 years is **Health Care**. This cluster employs 79,263 workers in the region with an average wage of \$51,739, which is higher than the average annual wage in any of the Coastal RPU counties. Employment in the health cluster is projected to expand in the region about 1.9% per year over the next 10 years.



Source: **JobsEQ**. Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through Q1-2016 with preliminary estimates updated to Q3-2016. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

In-Demand and Emerging Industry Subsectors

Over the next 10 years, the most in demand industry subsectors based on projected job openings will be Restaurants and Other Eating Places (22,190 openings), Support Activities for Crop Production (19,430 openings), and Elementary and Secondary Schools (9,924 openings).

NAICS	Industry	Current			10-Year Forecast
		Employment	Annual Wage	Location Quotient	Job Openings
7225	Restaurants and Other Eating Places	51,027	\$20,197	1.17	22,190
1151	Support Activities for Crop Production	43,412	\$34,395	29.52	19,430
6111	Elementary and Secondary Schools	33,493	\$46,647	0.99	9,924
7211	Traveler Accommodation	18,614	\$32,290	2.24	7,123

6241	Individual and Family Services	17,406	\$18,808	1.66	6,294
1113	Fruit and Tree Nut Farming	22,578	\$29,144	27.99	6,204
6113	Colleges, Universities, and Professional Schools	20,291	\$54,536	1.61	4,960
4451	Grocery Stores	13,340	\$31,407	1.16	4,936
6211	Offices of Physicians	10,654	\$99,720	0.93	4,621
5613	Employment Services	10,454	\$28,368	0.68	3,955
1112	Vegetable and Melon Farming	12,963	\$41,429	30.64	3,706
6221	General Medical and Surgical Hospitals	14,512	\$79,954	0.59	3,650
9221	Justice, Public Order, and Safety Activities	11,530	\$73,807	1.44	3,544
5617	Services to Buildings and Dwellings	11,010	\$30,774	1.00	3,283
7139	Other Amusement and Recreation Industries	7,632	\$22,801	1.24	3,098
6216	Home Health Care Services	3,625	\$39,720	0.57	2,930
6213	Offices of Other Health Practitioners	4,123	\$49,565	0.96	2,839
6233	Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	3,692	\$29,186	0.96	2,697
5415	Computer Systems Design and Related Services	5,996	\$90,217	0.69	2,589
9211	Executive, Legislative, and Other General Government Support	8,791	\$68,002	0.69	2,575
4529	Other General Merchandise Stores	3,722	\$30,691	0.46	2,572
5416	Management, Scientific, and Technical Consulting Services	4,887	\$78,874	0.74	2,466
2382	Building Equipment Contractors	6,498	\$55,345	0.71	2,400
5413	Architectural, Engineering, and Related Services	6,092	\$83,869	0.92	2,034
6214	Outpatient Care Centers	2,840	\$52,793	0.80	1,988

Source: JobsEQ. Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through Q1-2016 with preliminary estimates updated to Q3-2016. Forecast employment growth uses national projections adapted for regional growth patterns.

Over the next 10 years, the fastest growing industry subsectors based on the projected percentage growth change (minimum 100 new jobs) will be **Home Health Care Services** (+61.4%), Retirement Communities and Assisted Living Facilities (+49.1%), and Electronic Shopping and Mail-Order Houses (+47.8%).

NAICS	Industry	Current			10-Year Forecast
		Employment	Annual Wage	Location Quotient	Percentage Growth
6216	Home Health Care Services	3,625	\$39,720	0.57	61.4%
6233	Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	3,692	\$29,186	0.96	49.1%
4541	Electronic Shopping and Mail-Order Houses	994	\$48,742	0.59	47.8%
6214	Outpatient Care Centers	2,840	\$52,793	0.80	47.0%
6213	Offices of Other Health Practitioners	4,123	\$49,565	0.96	45.3%
6219	Other Ambulatory Health Care Services	927	\$54,563	0.67	41.4%
5239	Other Financial Investment Activities	957	\$122,729	0.43	40.1%
2371	Utility System Construction	1,550	\$64,582	0.75	38.9%
4859	Other Transit and Ground Passenger Transportation	363	\$23,573	0.71	34.7%
6232	Residential Disability, Mental Health, and Substance Abuse Facilities	1,958	\$30,214	0.63	34.5%
6215	Medical and Diagnostic Laboratories	661	\$59,641	0.57	32.7%
4529	Other General Merchandise Stores	3,722	\$30,691	0.46	32.2%
4533	Used Merchandise Stores	1,011	\$23,273	1.22	31.7%
5416	Management, Scientific, and Technical Consulting Services	4,887	\$78,874	0.74	27.4%
5313	Activities Related to Real Estate	3,653	\$47,320	1.06	26.6%
4511	Sporting Goods, Hobby, and Musical Instrument Stores	3,011	\$24,180	1.25	26.6%

5112	Software Publishers	2,483	\$109,780	1.66	26.1%
4251	Wholesale Electronic Markets and Agents and Brokers	1,352	\$94,330	0.34	25.8%
7212	RV (Recreational Vehicle) Parks and Recreational Camps	548	\$27,062	1.90	24.8%
5415	Computer Systems Design and Related Services	5,996	\$90,217	0.69	23.8%
6211	Offices of Physicians	10,654	\$99,720	0.93	22.1%
4239	Miscellaneous Durable Goods Merchant Wholesalers	1,045	\$57,875	0.74	20.4%
6116	Other Schools and Instruction	2,463	\$23,953	1.06	20.2%
6212	Offices of Dentists	4,710	\$49,720	1.19	18.9%
6241	Individual and Family Services	17,406	\$18,808	1.66	18.5%

Source: JobsEQ. Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through Q1-2016 with preliminary estimates updated to Q3-2016. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupational Overview

The largest major occupation group in the Coastal RPU is Office and Administrative Support Occupations, employing 81,460 workers. The next-largest occupation groups in the region are Food Preparation and Serving Related Occupations (65,745 workers) and Sales and Related Occupations (59,462). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming, Fishing, and Forestry Occupations (LQ = 13.96), Building and Grounds Cleaning and Maintenance Occupations (1.19), and Food Preparation and Serving Related Occupations (1.17).

Occupation groups in the RPU with the highest average wages per worker are Management Occupations (\$104,200), Legal Occupations (\$99,800), and **Healthcare Practitioners and Technical Occupations** (\$98,400). The unemployment rate in the region varied among the major groups from 1.6% among Legal Occupations to 8.6% among Transportation and Material Moving Occupations.

Over the next 10 years, the fastest growing occupation group in the Coastal RPU is expected to be **Healthcare Support Occupations** with a +2.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for **Healthcare Practitioners and Technical Occupations** (+4,928 jobs) and Food Preparation and Serving Related Occupations (+4,465). Over the same period, the highest replacement demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (26,244 jobs) and Sales and Related Occupations (19,746).

SOC	Title	Current			10-Year Forecast	
		Employed	Annual Wage	Online Job Ads	Job Openings	Annual Growth Percent
43-0000	Office and Administrative Support Occupations	81,460	\$38,500	3,369	20,743	0.3%
35-0000	Food Preparation and Serving Related Occupations	65,745	\$26,600	1,943	30,709	0.7%
41-0000	Sales and Related Occupations	59,462	\$38,000	3,937	22,504	0.5%
45-0000	Farming, Fishing, and Forestry Occupations	59,230	\$23,800	25	16,975	0.1%
11-0000	Management Occupations	42,001	\$104,200	1,765	17,687	0.3%
53-0000	Transportation and Material Moving Occupations	37,805	\$35,000	856	12,572	0.7%
25-0000	Education, Training, and Library Occupations	37,255	\$63,100	996	11,432	0.9%
29-0000	Healthcare Practitioners and Technical Occupations	29,613	\$98,400	2,111	11,635	1.6%

37-0000	Building and Grounds Cleaning and Maintenance Occupations	28,047	\$30,100	806	8,884	0.8%
51-0000	Production Occupations	27,828	\$37,100	499	7,768	0.1%
39-0000	Personal Care and Service Occupations	27,241	\$27,900	1,225	11,211	1.4%
47-0000	Construction and Extraction Occupations	25,907	\$55,900	199	8,260	1.2%
13-0000	Business and Financial Operations Occupations	24,091	\$75,800	835	7,753	0.9%
49-0000	Installation, Maintenance, and Repair Occupations	21,538	\$48,800	676	7,392	0.8%
31-0000	Healthcare Support Occupations	16,551	\$33,600	661	7,546	2.1%
15-0000	Computer and Mathematical Occupations	13,255	\$86,600	1,292	4,003	1.3%
33-0000	Protective Service Occupations	12,257	\$62,900	485	3,679	0.5%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	10,634	\$51,400	473	4,362	0.5%
21-0000	Community and Social Service Occupations	10,262	\$47,200	447	3,480	1.1%
17-0000	Architecture and Engineering Occupations	9,163	\$89,300	401	2,704	0.4%
19-0000	Life, Physical, and Social Science Occupations	5,619	\$75,600	391	2,276	0.8%
23-0000	Legal Occupations	3,775	\$99,800	35	1,095	0.8%
00-0000	Total - All Occupations	648,738	\$48,000	23,427	224,670	0.7%

Source: JobsEQ. Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through Q1-2016. Online Job Ads represent found online ads active within the last thirty days in any zip code intersecting or within the selected region.

In-Demand Occupations

Over the next 10 years, the most in demand occupations based on projected job openings will be Farm workers and Laborers (13,564 openings), Retail Salespersons (8,459 openings), and Waiters and Waitresses (7,447 openings). Within the **Health Care** sector, the most in demand jobs are projected to be **Registered Nurses** (+3,315 jobs), **Home Health Aides** (+2,251 jobs), and **Nursing Assistants** (+2,022 jobs).

SOC	Title	Current			10-Year Forecast	
		Employed	Annual Wage	Online Job Ads	Job Openings	Annual Growth Percent
45-2092	Farm workers and Laborers, Crop, Nursery, and Greenhouse	49,662	\$22,800	6	13,564	0.1%
41-2031	Retail Salespersons	19,440	\$28,000	1,576	8,459	0.7%
35-3031	Waiters and Waitresses	13,935	\$29,800	198	7,447	0.4%
41-2011	Cashiers	14,322	\$24,900	232	6,416	0.1%
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	15,254	\$21,600	571	6,341	0.8%
11-9013	Farmers, Ranchers, and Other Agricultural Managers	10,435	\$81,400	12	5,393	-0.9%
39-9021	Personal Care Aides	10,169	\$24,000	78	3,554	2.1%
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	8,553	\$27,900	217	3,418	0.7%
29-1141	Registered Nurses	8,531	\$103,000	527	3,315	1.4%
43-9061	Office Clerks, General	11,946	\$34,600	121	3,189	0.5%
11-9199	Managers, All Other	4,249	\$128,400	248	2,901	0.7%
11-1021	General and Operations Managers	7,988	\$117,700	70	2,853	0.8%

37-2012	Maids and Housekeeping Cleaners	7,848	\$25,200	421	2,852	0.9%
43-5081	Stock Clerks and Order Fillers	7,430	\$26,900	512	2,797	0.3%
35-2014	Cooks, Restaurant	6,336	\$29,300	64	2,785	1.4%
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	9,242	\$29,800	223	2,534	0.7%
43-4051	Customer Service Representatives	7,006	\$36,300	618	2,418	0.8%
31-1011	Home Health Aides	4,145	\$28,300	108	2,251	2.8%
49-9071	Maintenance and Repair Workers, General	6,053	\$41,000	284	2,183	0.8%
37-3011	Landscaping and Groundskeeping Workers	6,738	\$30,200	80	2,152	0.8%
47-2061	Construction Laborers	4,756	\$43,800	49	2,028	1.5%
31-1014	Nursing Assistants	4,754	\$31,600	74	2,022	1.8%
41-1011	First-Line Supervisors of Retail Sales Workers	6,331	\$43,600	1,262	2,006	0.4%
39-9011	Childcare Workers	4,161	\$27,300	728	1,983	0.8%
13-2011	Accountants and Auditors	4,529	\$79,000	166	1,891	1.1%

Source: JobsEQ. Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through Q1-2016. Online Job Ads represent found online ads active within the last thirty days in any zip code intersecting or within the selected region.

Top Middle-Skill, Middle Wage or Higher Occupations

Middle skill occupations are defined as those which require a higher level of education than a High School Diploma, but no more than a Bachelor's Degree. Middle wage is defined as at least 80% of the area's median annual wage (\$44,700). Over the next 10 years, the most in demand occupations meeting these middle skill/middle wage or higher requirements based on projected job openings will be **Registered Nurses** (3,315 openings), Accountants and Auditors (1,891 openings), and Heavy Tractor-Trailer Truck Drivers (1,775 openings). Presently, the Coastal RPU primarily focuses on occupations within the **Health Care** sector, while individual local areas within the region may also focus on other priority occupations.

SOC	Title	Current			10-Year Forecast	
		Employed	Annual Wage	Online Job Ads	Job Openings	Annual Growth Percent
29-1141	Registered Nurses	8,531	\$103,000	527	3,315	1.4%
13-2011	Accountants and Auditors	4,529	\$79,000	166	1,891	1.1%
53-3032	Heavy and Tractor-Trailer Truck Drivers	6,651	\$43,900	254	1,775	0.7%
25-2021	Elementary School Teachers, Except Special Education	5,507	\$71,300	21	1,632	0.8%
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	3,868	\$69,400	43	1,247	0.8%
29-2061	Licensed Practical and Licensed Vocational Nurses	2,411	\$53,600	96	1,071	1.6%
31-9092	Medical Assistants	2,311	\$35,400	204	1,062	2.2%
49-3023	Automotive Service Technicians and Mechanics	2,673	\$44,800	92	1,016	0.6%
15-1132	Software Developers, Applications	2,586	\$100,100	52	960	1.9%
13-1111	Management Analysts	2,636	\$92,000	44	861	1.3%
25-2022	Middle School Teachers, Except Special and Career/Technical Education	2,557	\$67,900	66	773	0.8%
25-3098	Substitute Teachers	2,472	\$38,100	7	744	0.8%
31-9091	Dental Assistants	1,632	\$40,700	25	732	1.8%
13-1199	Business Operations Specialists, All Other	3,519	\$74,900	40	648	0.6%
15-1121	Computer Systems Analysts	1,716	\$87,500	37	633	2.0%
11-3031	Financial Managers	1,678	\$122,200	82	574	0.8%
25-2011	Preschool Teachers, Except Special Education	1,462	\$37,500	105	542	0.8%

13-1161	Market Research Analysts and Marketing Specialists	1,631	\$67,300	35	539	1.8%
15-1151	Computer User Support Specialists	1,915	\$52,900	366	529	1.3%
27-2022	Coaches and Scouts	1,186	\$40,200	36	522	0.7%

Source: JobsEQ. Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through Q1-2016. Online Job Ads represent found online ads active within the last thirty days in any zip code intersecting or within the selected region.

Skill and Knowledge Requirements for Top Middle Skill/Middle Wage or Higher Occupations

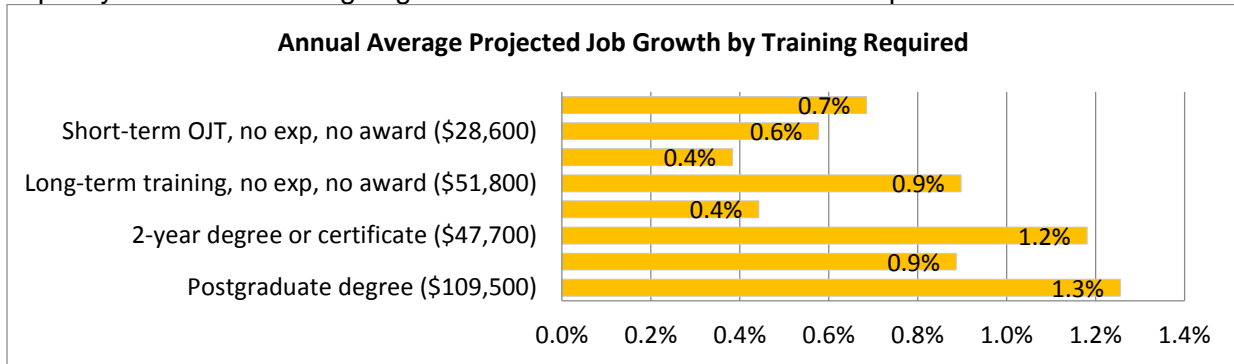
Based on the U.S. Department of Labor’s Occupational Information Network (O*NET), the required skills and knowledge required for these occupations are shown the table below. Skills appearing in “bold” are those needed for the majority of these occupations.

Knowledge	Skills
<ul style="list-style-type: none"> • Administration & Management • Biology • Chemistry • Clerical • Communications & Media • Computers & Electronics • Customer & Personal Service • Design • Economics & Accounting • Educating & Training • Engineering & Technology • English Language • Geography • History & Archeology • Law & Government • Mathematics • Mechanical • Medicine & Dentistry • Personnel & Human Resources • Philosophy & Theology • Physics • Production & Processing • Psychology • Public Safety & Security • Sales & Marketing • Sociology & Anthropology • Telecommunications • Therapy & Counseling • Transportation 	<ul style="list-style-type: none"> • Active Learning • Active Listening • Complex Problem Solving • Coordination • Critical Thinking • Equipment Maintenance • Instructing • Judgment & Decision Making • Learning strategies • Management of Personnel Resources • Mathematics • Monitoring • Negotiation • Operation & Control • Operation Monitoring • Operations Analysis • Persuasion • Programming • Quality Control Analysis • Reading Comprehension • Repairing • Science • Service Orientation • Social Perceptiveness • Speaking • Systems Analysis • Systems Evaluation • Time Management • Writing

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Coastal RPU is projected to grow 0.7% over the next 10 years, occupations typically requiring a postgraduate degree are expected to grow 1.3% per year, those requiring a bachelor’s degree are forecast to grow 0.9% per year, and occupations typically needing a two-year degree or certificate are expected to grow 1.2% per year. The next largest growth opportunity is in the combination of occupations requiring short and moderate-term on-the-job training (OJT), which are expected to grow by 1%. Therefore, the Coastal RPU members would benefit from

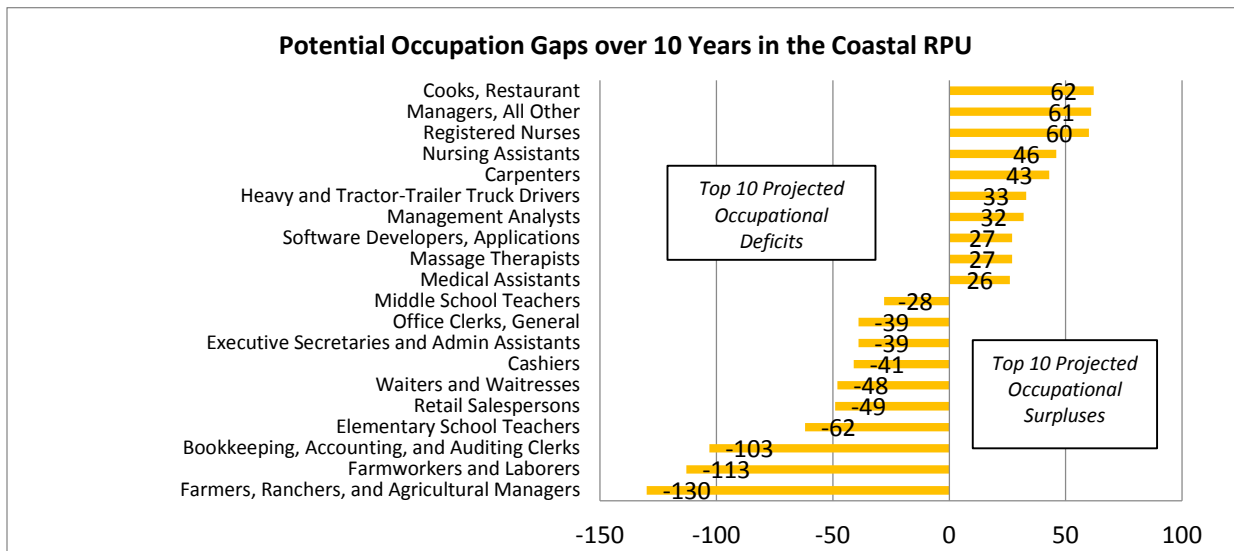
cultivating relationships with employers and industry representatives to strengthen their OJT capacity in addition to on-going efforts to collaborate with education partners.



Source: JobsEQ. Employment by occupation data are estimates as of Q3-2016. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Occupational Gaps

The annual supply gap, or surplus, is the annual average difference between the projected amount of available, qualified workers (supply) and the employer's needs (demand). A positive number represents a deficit in workers and a negative number represents a surplus of workers. Based on projected growth and employment numbers, the occupations with the highest occupational gap are Other Managers, Cooks, **Registered Nurses**, and **Nursing Assistants**, with 38% of the potential occupational gaps coming from **healthcare** occupations. The highest occupational surplus values are for Farmworkers, Ranchers, and Agricultural Managers, Bookkeepers, Auditors, and Accounting Clerks.



Source: JobsEQ. Employment by occupation data are estimates as of Q3-2016.

Analysis of the Health Care Sector

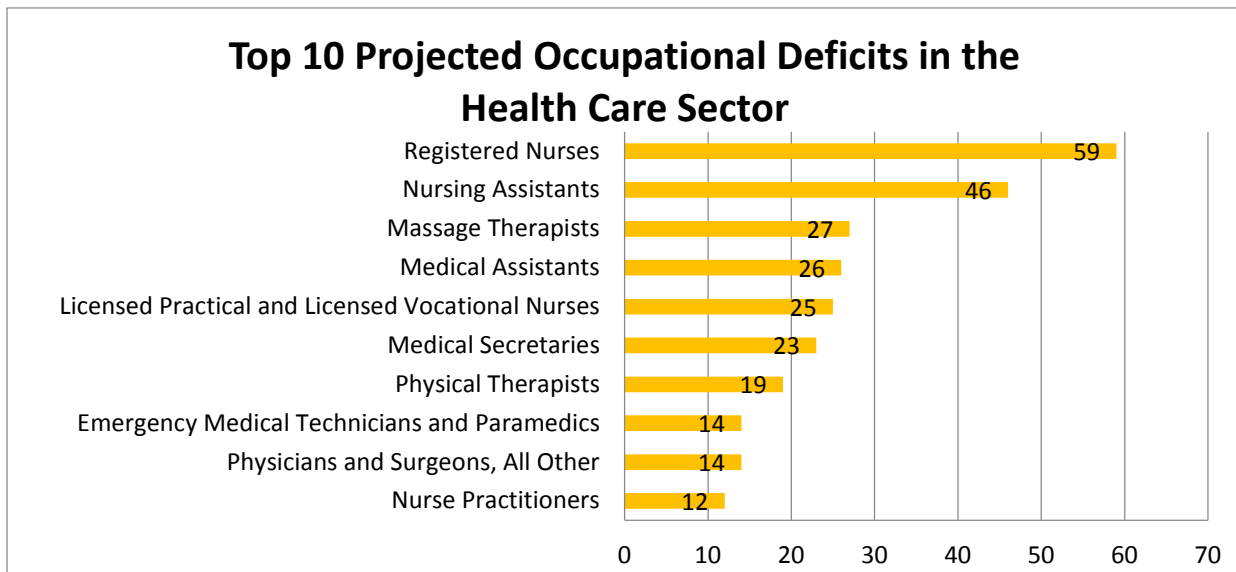
Within the Health Care Sector, the highest demand jobs based on projected job openings over the next 10 years are **Registered Nurses** (3,315 openings), **Home Health Aides** (2,251 openings), and **Nursing Assistants** (2,022 openings).

Current	10-Year Forecast
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SOC	Title	Employed	Annual Wage	Online Job Ads	Job Openings	Annual Growth Percent
29-1141	Registered Nurses	8,531	\$103,000	527	3,315	1.4%
31-1011	Home Health Aides	4,145	\$28,300	108	2,251	2.8%
31-1014	Nursing Assistants	4,754	\$31,600	74	2,022	1.8%
43-4171	Receptionists and Information Clerks	4,119	\$30,300	136	1,599	1.1%
29-2061	Licensed Practical and Licensed Vocational Nurses	2,411	\$53,600	96	1,071	1.6%
31-9092	Medical Assistants	2,311	\$35,400	204	1,062	2.2%
31-9091	Dental Assistants	1,632	\$40,700	25	732	1.8%
43-6013	Medical Secretaries	2,074	\$39,800	230	662	2.0%
29-1069	Physicians and Surgeons, All Other	1,312	\$212,200	71	604	1.6%
29-1123	Physical Therapists	714	\$94,800	121	467	3.2%

Source: JobsEQ. Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through Q1-2016. Online Job Ads represent found online ads active within the last thirty days in any zip code intersecting or within the selected region.

Many occupations within the **Health Care** sector contain high Occupational Gaps, indicating a potential deficit of available, qualified workers. The highest **Health Care** Occupation Gaps are for **Registered Nurses, Nursing Assistants, and Massage Therapists.**



Source: JobsEQ. Employment by occupation data are estimates as of Q3-2016.

Top Occupations for the Health Care Services Cluster by Education Level

The table below identifies the occupations with the most total projected job openings within the **Health Care Services** cluster, categorized by education requirements. The table includes the projected total job openings and median annual wages. In addition, recent totals of online job advertisements over a 30-day period are included. Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the cluster.

SOC	Title	Current			10-Year Forecast	
		Employed	Annual Wage	Online Job Ads	Job Openings	Annual Growth Percent
	Requires a Bachelor's Degree or Higher					

29-1141	Registered Nurses	8,531	\$103,000	527	3,315	1.4%
29-1069	Physicians and Surgeons, All Other	1,312	\$212,200	71	604	1.6%
29-1123	Physical Therapists	714	\$94,800	121	467	3.2%
29-1021	Dentists, General	645	\$195,300	2	318	2.0%
29-1171	Nurse Practitioners	471	\$112,800	91	297	3.1%
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree						
31-1014	Nursing Assistants	4,754	\$31,600	74	2,022	1.8%
29-2061	Licensed Practical and Licensed Vocational Nurses	2,411	\$53,600	96	1,071	1.6%
31-9092	Medical Assistants	2,311	\$35,400	204	1,062	2.2%
31-9091	Dental Assistants	1,632	\$40,700	25	732	1.8%
31-9011	Massage Therapists	777	\$47,800	12	410	3.1%
Requires a High School Diploma or Equivalent or Less						
31-1011	Home Health Aides	4,145	\$28,300	108	2,251	2.8%
43-4171	Receptionists and Information Clerks	4,119	\$30,300	136	1,599	1.1%
43-6013	Medical Secretaries	2,074	\$39,800	230	662	2.0%
29-2052	Pharmacy Technicians	1,346	\$41,700	133	251	0.8%
29-2081	Opticians, Dispensing	322	\$39,200	22	173	2.1%

Source: JobsEQ. Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through Q1-2016. Online Job Ads represent found online ads active within the last thirty days in any zip code intersecting or within the selected region.

Skill and Knowledge Requirements for Top Health Care Occupations

Based on the U.S. Department of Labor's Occupational Information Network (O*NET), the skills and knowledge required for these occupations are detailed in the table below:

Knowledge Requirements for Top 5 in Demand Occupations in Health Care by Education Level	Administration & Management	Biology	Chemistry	Clerical	Communications & Media	Computers & Electronics	Customer & Personal Service	Economics & Accounting	Education and Training	English Language	Law and Government	Mathematics	Medicine & Dentistry	Personnel & Human Resources	Philosophy and Theology	Production & Processing	Psychology	Public Safety and Security	Sales & Marketing	Sociology & Anthropology	Therapy & Counseling
	Requires a Bachelor's Degree or Higher																				
Registered Nurses		x		x			x	x	x		x	x				x				x	x
Physicians and Surgeons, All Other		x				x	x	x	x			x	x			x			x		x
Physical Therapists		x		x			x	x	x			x									x
Dentist, General	x	x	x			x	x	x	x			x	x			x					
Nurse Practitioners		x					x	x	x		x	x		x		x					x
Requires Some College, Postsecondary Non-Degree or Associate's Degree																					
Nursing Assistants				x		x	x	x	x			x	x			x	x				x
Licensed Practical and Licensed Vocational Nurses			x	x			x	x	x		x	x		x		x					x
Medical Assistants	x			x		x	x	x	x			x				x	x				x
Dental Assistants			x	x		x	x	x	x						x				x		
Massage Therapists	x	x		x			x	x	x			x				x			x		x
Requires High School Diploma or Equivalent or Less																					
Home Health Aide	x				x		x	x	x			x		x		x	x				x
Receptionists and Information Clerks	x			x	x	x	x	x	x		x		x					x			
Medical Secretaries	x			x		x	x	x	x		x	x	x			x					
Pharmacy Technicians	x		x	x		x	x	x	x		x	x	x								
Opticians, Dispensing	x					x	x	x	x		x			x					x		

Skill Requirements for Top 5 in Demand Occupations in Health Care by Education Level	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instructing	Judgement & Decision Making	Learning Strategies	Mathematics	Monitoring	Persuasion	Reading Comprehension	Science	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis	Time Management	Troubleshooting	Writing
	Requires a Bachelor's Degree or Higher																				
Registered Nurses	X	X		X	X				X		X	X		X	X	X					
Physicians and Surgeons, All Other	X	X	X		X		X	X			X	X			X						X
Physical Therapists		X		X	X		X				X	X		X	X	X					X
Dentist, General	X	X	X	X	X		X				X	X					X				X
Nurse Practitioners	X	X			X		X	X			X	X	X	X	X						X
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																					
Nursing Assistants	X	X		X	X						X	X		X	X	X					X
Licensed Practical and Licensed Vocational Nurses		X		X	X						X	X		X	X	X		X			X
Medical Assistants	X	X		X	X						X	X		X	X	X					X
Dental Assistants	X	X			X		X				X	X		X	X	X					X
Massage Therapists	X	X			X		X				X	X		X	X	X					X
Requires High School Diploma or Equivalent or Less																					
Home Health Aide	X	X		X	X			X			X	X		X	X	X					
Receptionists and Information Clerks		X	X	X	X							X		X	X	X		X			X
Medical Secretaries		X		X	X						X	X		X	X	X		X			X
Pharmacy Technicians	X	X		X	X					X	X	X		X		X					X
Opticians, Dispensing		X		X	X						X	X	X	X	X	X					X

Source: O*NET. Occupational knowledge and Skill assignments based on the U.S. Department of Labor's Occupational Information Network (O*NET).

Workforce Development Activities

The Coastal RPU enjoys a variety of publicly-funded workforce development options for job search, job placement, training, and networking activities through the America's Job Centers of California (AJCCs). AJCC staff and partner program staff provide basic and individualized career services as well as classroom-based training services via individual training accounts (ITAs), on-the-job training (OJT), and cohort training funded by the Workforce Innovation and Opportunity Act (WIOA). Basic skills education, literacy, English as a Second Language (ESL) and vocational ESL (VESL) are provided through local Adult Schools and Community Colleges. Community Colleges and private training providers also provide skill building and career technical training in a variety of industry sectors.

The *Local Workforce Development Resources* table below provides a snapshot of local workforce development resources and activities in the RPU. WIOA-funded training options are somewhat limited due to the low number of providers on the Eligible Training Provider List (ETPL). Additionally, State-mandated training expenditure requirements and an emphasis on training that leads to employment necessitate that local areas be more intentional and knowledgeable about training offerings. This regional planning process has been a useful first step in raising awareness of the regional workforce development offerings and challenges.

The strengths and weaknesses of the available workforce development activities in the RPU are discussed below, and described in greater detail in each RPU member's Local Plan.

Local Workforce Development Resources and Activities Table

Local Area	AJCCs		WIOA Training			ETPL			Training & Ed Providers		Priority Sectors Addressed via WIOA-funded Training
	Comprehensive	Satellite	ITAs	OJTs	Employment Related to Training for WIOA Enrolled	Local Providers	Courses	Focus Areas	Community Colleges	Adult Schools	
Santa Cruz County	Watsonville	Capitola & Santa Cruz	179 (100% in priority sectors)	13	61%	9	71	40	Cabrillo College (Aptos)	Santa Cruz A.S., & Watsonville/ Aptos A.S.	*Hospitality *Retail *Healthcare Services *Education *Agriculture
Monterey County	Salinas	King City & Seaside	277 (75% in Priority Sectors)	7 (75% in Priority Sectors)	32%	9	84	35	Hartnell (Salinas) & Monterey Peninsula (Monterey)	Monterey A.S. (Seaside), North Monterey A.S. (Castroville), King City, Pacific Grove A.S., Salinas A.S., & Soledad A.S.	*Agriculture, *Education, *Healthcare, *Hospitality
San Luis Obispo (SLO) County	SLO	None.	39 (100% in priority sectors)	11 (100% in priority sectors)	32%	6	116	36	Cuesta College (SLO)	Cambria, Lucia Mar USD (Oceano), Paso Robles USD, San Luis Coastal USD (SLO), & Templeton USD	*Building, Design, & Construction *Knowledge & Innovation, *Health Services
Santa Barbara County	Santa Maria	Santa Barbara	59 (52% in Priority Sectors)	57 (36% in Priority Sectors)	56%	11	183	72	Allan Hancock (Santa Maria) & Santa Barbara City College	Allan Hancock (Santa Maria), Lompoc USD, Center for Lifelong Learning (Santa Barbara), & Santa Barbara City College	*Building & Design * Business Support Services * Healthcare Services *Energy & Environment *Technology & Innovation *Tourism

AJCC Services

The AJCC / One-Stop are a locally-driven system which develops partnerships and provides basic and individualized career services to assist job seekers and employers who are:

- Looking to find a job
- Building basic educational or occupational skills
- Earning a postsecondary certificate or degree
- Obtaining guidance on how to make career choices
- Seeking to identify and hire skilled workers

Strengths:

- The AJCC system provides the required WIOA and Wagner-Peyser programs and services and is a primary resource for individuals looking to enter, re-enter or up skill in the labor

market, including low-income, dislocated workers, and individuals with barriers to employment.

- The AJCC has strong relationships with local workforce development partners and community-based organizations serving those targeted populations with barriers to employment, including low-income, disabled, veterans, homeless, and disconnected youth.

Weaknesses:

- Diversifying funding to allow for maximum flexibility is a challenge.
- Marketing the value and relevance to job seekers.
- Being market-responsive and consistently demonstrating value to business and industry remains a challenge for some AJCCs.
- Limited providers for ITAs.
- Limited OJTs executed.
- Flexibility for co-enrollment with non-WIOA funded programs.

Basic Skills Education, English as a Second Language (ESL), & Vocational ESL (VESL)

Strengths:

- Adult schools in the area are committed to providing basic skills education (English and math), general equivalency diploma (GED) preparation and testing, ESL, and VESL to ensure that job seekers with barriers to employment may improve their education and employment outcomes.
- Partners willing to consider ways to improve partnerships and strategize for success.

Weaknesses:

- AEBG consortia plans for Monterey and Santa Barbara counties, which both have individuals with limited English proficiency rates of greater than 15%, noted deficiencies such as a lack of capacity to serve all the individuals requiring ESL and VESL instruction, which is critical for introducing these individuals into a career pathway.
- Funding constraints versus established need. Every AEBG Final Plan indicated that, based on the demographics (disability status, basic skills deficiency status, limited English proficiency status, and educational attainment status) available for the region, there are not adequate programs and classes to meet the needs of adult learners.

Community College Programs

Strengths:

- Significant funds dedicated to Career Technical Education (CTE).
- Identified healthcare as an “educational priority” and stated interest in expansion of health care programming in both the SCCRC’s Strong Workforce Program plan and in early Strong Workforce Program task force discussion for the BACCC. For the SCCRC, half the colleges in the region identified new programs within health care sector or health information technology to implement over the next three years and a third of the colleges noted the general healthcare discipline as an area expanding in the future.

Weaknesses:

- Lack of short-term, non-credit CTE programs that could accommodate the low-income, low-skill, worker who cannot take the time for a full-semester course.
- Community College timelines for creating/approving market-responsive training.
- Lack of clarity regarding efforts to identify/increase industry recognized credentials.
- Lack of pre-apprenticeship certification curriculum in non-traditional trades/occupations.

Eligible Training Provider List (ETPL)

Strengths:

- It will provide a list of providers with demonstrated placement rates of 64.2%.

Weakness:

- Approval process is slow.
- Limited number of approved private training providers, especially in rural areas.
- State-level approval for online industry-recognized programs.

Special Projects

Services to Supervised Populations: Monterey County is serving 60 ex-offenders, through the *AB2060 Supervised Populations Workforce Training grant*, on supervised probation via WorkKeys assessments and basic skills remediation when necessary and training in growth sectors such as culinary arts, which speaks to labor market demand for talent in the hospitality/tourism sector, via a network of providers using either ITAs or OJTs. Training is also provided in the construction trades. Local *AB109* funding provides services for a minimum of 65 participants in Monterey County as well. Santa Barbara County is serving 150 ex-offenders on supervised probation via occupational skills training and post-secondary education leading to employment in the building trades sector which is an identified growth sector in Santa Barbara and San Luis Obispo counties. Services are funded through the *AB2060* grant.

Pre-Apprenticeship Training: Monterey and Santa Cruz counties have a special *Prop 39-Pre-Apprenticeship Training and Placement grant* to serve 25 participants each from targeted populations including Veterans, women, and at-risk youth ages 18-25. The project trains participants in green job skills, creating structured pathways to apprenticeships in the field, building the energy-efficiency workforce graduating participants who enter into the green job construction trades. This training and career pathway approach will lead participants into pre-apprenticeship training that creates a pipeline for job seekers to enter into registered apprenticeships and journey-level employment, offering a path to a living wage career. The building trades multi-craft core curriculum (MC3) offers industry-valued credentials upon successful completion of the course.

Entrepreneurial Training: The AJCC serving San Luis Obispo County offered a pilot project to assist individuals looking to start their own business. CalWORKs funding was used to fund a special 12-week session of the *Start, Run, & Grow Your Business* class offered through Mission Community Services Corporation, a non-profit dedicated to enhancing opportunities for entrepreneurs and small businesses. The curriculum provided job seekers with the tools to develop a business plan, obtain a business license, and access mentors to help maneuver through challenges of the business start-up process. The Small Business Deputy Sector Navigator (DSN) provided funding for a second 12-week session that was initiated following the first successful cohort. Small Business is a focus area for San Luis Obispo County.

Strengths:

- Special projects allow for the local area to serve individuals that may not meet WIOA eligibility requirements and to build partnerships with new agencies outside of WIOA Title I providers.
- Provide new partners a useful introduction to the system and fosters relationships.
- Greater emphasis on supports needed to ensure success in placement and retention.

Weaknesses:

- Administrative processes (contract development/approvals, procurement, and monitoring) can take significant time. Each RPU needs a strong lead area to assume these responsibilities.

Foreign-Born & Limited English Proficient (LEP) Populations

Monterey and Santa Barbara counties are the local areas in the RPU most significantly impacted by both foreign-born individuals and LEP individuals who speak Spanish. Here LEP is defined by

the Census Bureau as individuals, age five years and over, who speak English less than very well. The Northern Santa Barbara AEBG plan noted that 17% of the State’s indigenous farm worker population resides in northern Santa Barbara County, specifically the Santa Maria area. This farm-worker subgroup is primarily from southern Mexico has additional challenges such as little or no literacy, no written native language, and its per capita income is less than the average farm worker. AEBG consortia throughout the region identified outreach to the LEP population and increasing ESL and vocational ESL offerings as priorities in their individual plans. AJCCs in the region articulated strong relationships and identified education partner resources applicable to individuals with LEP in their Phase I MOUs. Each local area has unique challenges, resources, and partners; therefore, details on how the region addresses the needs of and provides services LEP populations will be addressed in the Local Plans. An overview of the need is provided below:

Local Area/ County	Foreign- Born Pop.	% of Total Pop. Foreign- Born	LEP Pop.	% of Total Pop. who are LEP	LEP Individuals Served By WIOA PY15-16	% of LEP Served in WIOA PY15-16	Total WIOA Enrollments PY15-16	% of WIOA Enrollments that are LEP
Santa Cruz	48,520	18.2%	34,283	13.6%	36	9%	398	9%
Monterey	127,844	30.1%	111,447	28.5%	87	10%	814	10.7%
San Luis Obispo	29,392	10.7%	18,919	7.3%	23	6%	414	5.5%
Santa Barbara	100,015	23.2%	72,501	18 %	6	2%	296	2%
Total	305,771	21.9%	237,150	18.1%	146	9%	1,922	7.6%

Source: JobsEQ. Population data from American Community Survey (ACS) by the Census Bureau 2010-2014. WIOA program participation/enrollment/exit figures from CalJOBS Participant Summary Report for PY2015-2016

REGIONAL SECTOR PATHWAYS

Local areas within the Coastal RPU determined their priority industry sectors through public/private partnerships with economic development and chambers of commerce in the recent past with updates during the 2013 Local Plan process. These efforts used labor market data to identify industries and sectors that were responsible for past growth and were projected to grow in the future. Current data (*Regional Economic Analysis section*) supports these same sectors as priority and emerging. Many of these same sectors have been identified as priority or emerging by the community college consortia.. These sectors are identified in the table below.

Coastal RPU Priority Sectors	Monterey County	Santa Barbara County	Santa Cruz County	San Luis Obispo County	BACCC (priority rank)	SCCRC (no priority)
Agriculture	x	x-Wine	x	x-Wine	8	X
Building, Design Construction		x		x		
Business Support Services		x				
Education	x		x		9	
Energy & Environment		x		x-Green Energy	4	X
Healthcare Services	x	x	x	x	2	X
Hospitality/Accommodation/ Tourism	x-Tourism/ Hospitality	x-Tourism	x- Hospitality	x- Recreation Accommodation	1*	
Retail			x		1*	
Manufacturing				x- Specialized	5-Advanced	x-Advanced
Technology/Innovation		x		x	3	x

*BACCC combines Hospitality/Accommodation/Tourism with Retail.

Each RPU member addresses its own sector efforts as determined by local preference, with actions ranging from prioritizing training investments in sectors with the most potential to incorporating priority sectors in grant funded projects such as San Luis Obispo County’s Green Energy training program. Nonetheless, the RPU is committed to building the region’s capacity to

more effectively serve the needs of priority sectors via a region-wide approach that will benefit from lessons learned, best-practices approach. An example of this is Santa Cruz County Workforce Development Board's pilot project to assist workforce professionals in determining the value of specific training offerings. The project intends to promote the region's most rewarding and in-demand careers and strategic investments that increase the number of individuals pursuing relevant trainings and entering a professional pathway. The project will accomplish this via the development of an "In-Demand Scholarship" list and process that the area and the larger RPU may follow to provide training scholarships to job seekers, promote training opportunities to the public, and train career center staff/partners on how best to assist individuals in entering a specified career path. The list will highlight a small selection (less than 10) of the region's most in-demand career opportunities based on a formula that factors in the potential average annual wages, possibility for mobility across industries, and job openings, associated with relevant training. The list will be updated annually with employer input, labor market information, and other relevant data. The vendor will set up a score card to facilitate investments in those measures that make the most difference. Ideally, the list would be a resource for AJCC staff and inspire job seekers to make career and training decisions that lead to higher returns in the form of sustainable employment and increased wages. **Next Steps:** 1. Santa Cruz County to implement the pilot; and 2. Share processes that make the most sense for replication across the region with RPU members.

Relevant Convening

The Coastal RPU is currently working on a Slingshot initiative focused on the Health Care sector. Health Care was chosen because it is well represented across the four counties, is growing, and provides opportunities for income mobility as evidenced by the aforementioned labor market information. The region is being mentored through the process by Collaborative Economics. Three of the four local areas within the RPU have held their initial launch meetings (Santa Cruz on August 11, 2016, Monterey on September 16, 2016, and San Luis Obispo on October 21, 2016) where workforce priorities (described elsewhere in this plan) and next steps were identified, local industry champions were engaged to co-convene subsequent partnership meetings (Santa Cruz on December 1, 2016 and San Luis Obispo on December 13, 2016). Santa Barbara will hold its first Slingshot convening sometime in early 2017. In the context of this regional plan, the Slingshot initiative will serve to establish protocols and promising practices that RPU member areas will use to address other priority and emerging sectors in the future. For example, local areas will use Collaborative Economics' *Industry Engagement Toolkit* as its recipe for employer, business, and industry engagement. Once the Health Care sector work gains momentum, the RPU will address a new priority sector.

Do Existing Training & Education Programs Meet Industry's Workforce Needs?

The Coastal RPU members will determine whether existing training and education programs meet industry's workforce needs through engagement with industry leaders and a review of relevant data. RPU members participate in on-going meetings related to the local California Career Pathway Trust (CCPT) projects, which address every other identified priority sector in the region, attend Community College Career Technical Education (CTE) industry advisory board meetings, and work with Strong Workforce task groups. With so many similar initiatives in play, RPU members recognize the need to participate in rather than duplicate the process with new WDB-centric meetings. Industry engagement via the aforementioned Slingshot initiative convening revealed the following industry workforce needs/priorities that are not being met:

Santa Cruz County identified two priorities:

1. Talent development to include the **a)** need for new skills across the occupational continuum, **b)** need for new talent in specific occupations, such as specialty nurses and community health workers to support growth and replace retirees, and **c)** need to improve the talent pipeline by

engaging youth in the Health Care pathway; and **2.** Care coordination to strengthen the coordination among institutions and types of care along the continuum.

Monterey County identified two priorities:

1. Filling critical talent needs such as the **a)** need for skilled specialty technicians such as surgical, magnetic resonance imaging (MRI), and radiology techs with community college-level preparation, **b)** need for health IT workers with post-secondary education and substantial experience, and **c)** need for staff and specialty nurses in hospital settings such as labor and delivery and surgery; and **2.** Changing the perception of the industry.

San Luis Obispo County: identified three priorities:

1. Growing the nursing talent pool; **2.** Engaging youth in the Health Care pathway; and **3.** Creating a “collaboration catalyst” group to identify and act on shared priorities.

RPU members will review data on projected surplus and shortfalls for certain industries. The *Health Care Sector – Potential Occupation Gaps Over 10 Years in the Coastal Region* table below provides a projected surplus or shortfall for the Health Care sector and for all occupations in the sector based on the projected workforce supply (completed trainings) and employer demand (job openings). The table is organized by the highest number of Total Annual Demand as based on new and replacement openings. Fifty occupations were identified as having a gap, 14 of which had a deficit greater than 10. Of these top 14 occupations with deficits, 60% are occupations that require education and training of two years or less, thus demonstrating the need for increased short-term training capacity, perhaps including increasing the number of eligible ITA providers, and improved processes to increase the availability of OJTs.

Health Care Sector - Potential Occupation Gaps over 10 Years in Coastal Region (4 County)							
SOC	Title	Annual Supply Gap (or Surplus)	Current Employment 2016Q3	Annual Growth Demand	Annual Repl Demand	Total Annual Demand	Projected Employment 2026
29-1141	Registered Nurses	59	8,531	130	201	332	9,833
31-1014	Nursing Assistants	46	4,754	92	110	202	5,674
31-9011	Massage Therapists	27	777	28	13	41	1,054
31-9092	Medical Assistants	26	2,311	57	50	106	2,876
29-2061	Licensed Practical and Licensed Vocational Nurses	25	2,411	42	65	107	2,832
43-6013	Medical Secretaries	23	2,074	46	21	66	2,529
29-1123	Physical Therapists	19	714	26	21	47	974
29-1069	Physicians and Surgeons, All Other	14	1,312	22	38	60	1,537
29-2041	Emergency Medical Technicians and Paramedics	14	882	25	15	40	1,134
29-1171	Nurse Practitioners	12	471	17	13	30	637
31-9091	Dental Assistants	11	1,632	32	41	73	1,950
29-2021	Dental Hygienists	11	1,035	20	17	37	1,239
29-1021	Dentists, General	11	645	14	18	32	786
11-9111	Medical and Health Services Managers	11	1,114	19	30	50	1,306
31-2021	Physical Therapist Assistants	9	272	12	9	20	388
29-1127	Speech-Language Pathologists	8	515	12	14	26	634
29-1071	Physician Assistants	8	366	12	9	20	482
29-1122	Occupational Therapists	7	394	11	8	19	501
29-2081	Opticians, Dispensing	7	322	8	10	17	398
29-1041	Optometrists	5	198	5	10	15	252
29-1199	Health Diagnosing and Treating Practitioners, All Other	5	208	5	8	13	261
29-1011	Chiropractors	5	238	5	7	12	291
31-9097	Phlebotomists	4	305	7	7	14	378
29-2032	Diagnostic Medical Sonographers	4	193	5	3	9	247
31-2011	Occupational Therapy Assistants	4	116	5	4	9	169
29-1129	Therapists, All Other	4	118	4	2	6	156
29-1062	Family and General Practitioners	3	585	7	19	26	650
29-2071	Medical Records and Health Information Technicians	3	626	10	14	24	726
29-2011	Medical and Clinical Laboratory Technologists	3	498	7	12	19	567
29-2056	Veterinary Technologists and Technicians	3	540	11	6	16	646
29-1067	Surgeons	3	195	4	5	10	237
29-2012	Medical and Clinical Laboratory Technicians	2	502	9	11	20	589
29-2031	Cardiovascular Technologists and Technicians	2	157	4	3	7	193
29-1151	Nurse Anesthetists	2	145	3	4	7	175
29-1061	Anesthesiologists	2	140	3	4	7	172
29-1031	Dietitians and Nutritionists	2	251	4	2	6	290
29-2057	Ophthalmic Medical Technicians	2	162	4	2	6	204
29-2034	Radiologic Technologists	1	633	6	11	18	697
29-1131	Veterinarians	1	412	4	8	12	452
29-1126	Respiratory Therapists	1	344	4	8	12	386
29-2055	Surgical Technologists	1	321	5	3	9	376
29-1063	Internists, General	1	213	2	7	9	234
31-9093	Medical Equipment Preparers	1	165	2	3	6	190
29-1065	Pediatricians, General	1	146	2	4	6	162
29-9099	Healthcare Practitioners and Technical Workers, All Other	1	149	2	3	5	170
29-1064	Obstetricians and Gynecologists	1	101	2	3	5	120
29-1128	Exercise Physiologists	1	63	1	2	3	76
29-1181	Audiologists	1	50	1	1	3	64
29-1023	Orthodontists	1	41	1	1	2	50
29-1022	Oral and Maxillofacial Surgeons	1	33	1	1	2	40
31-1011	Home Health Aides	0	4,145	133	92	225	5,476
29-2099	Health Technologists and Technicians, All Other	0	362	9	4	13	454
31-2022	Physical Therapist Aides	0	183	8	5	13	258
31-9099	Healthcare Support Workers, All Other	0	340	4	7	11	384
29-9011	Occupational Health and Safety Specialists	0	230	1	5	7	244
31-1015	Orderlies	0	161	2	3	5	180
29-1066	Psychiatrists	0	134	1	4	5	144
29-2035	Magnetic Resonance Imaging Technologists	0	101	1	2	3	112
29-2051	Dietetic Technicians	0	91	1	1	2	103
29-1124	Radiation Therapists	0	54	1	1	2	63
29-9012	Occupational Health and Safety Technicians	0	54	1	1	2	60
31-2012	Occupational Therapy Aides	0	31	1	1	2	41
29-2033	Nuclear Medicine Technologists	0	65	0	1	1	67
29-2091	Orthotists and Prosthetists	0	30	1	0	1	36
29-1029	Dentists, All Other Specialists	0	28	0	1	1	32
29-1081	Podiatrists	0	27	0	1	1	31
29-2092	Hearing Aid Specialists	0	20	0	0	1	25
29-1161	Nurse Midwives	0	19	1	0	1	24
29-9092	Genetic Counselors	0	8	0	0	0	10
29-1024	Prosthodontists	0	4	0	0	0	5
43-4171	Receptionists and Information Clerks	0	4,119	47	113	160	4,588
31-9096	Veterinary Assistants and Laboratory Animal Caretakers	(1)	405	4	8	12	443
31-9095	Pharmacy Aides	(1)	164	0	3	3	165
29-1125	Recreational Therapists	(1)	76	0	2	2	80
29-2054	Respiratory Therapy Technicians	(1)	32	-1	0	0	26
31-9094	Medical Transcriptionists	(2)	227	0	4	4	227
29-9091	Athletic Trainers	(4)	102	2	2	4	122
31-1013	Psychiatric Aides	(4)	421	-5	8	3	368
29-1051	Pharmacists	(7)	1,065	2	24	27	1,088
29-2052	Pharmacy Technicians	(7)	1,346	12	13	25	1,465
29-2053	Psychiatric Technicians	(10)	372	-5	3	-2	324

Source: JobsEQ*

Data as of 2016Q2 unless noted otherwise. Occupation wages are as of 2015 and represent the average for all Covered Employment

Healthcare Pathways

The WIOA regional planning process, which allows the Coastal RPU to identify protocols and establish relationships with education, industry, and economic development partners, is focusing on the Health Care sector initially. Health Care is a priority sector for all local areas within the RPU and area education consortia, and is well articulated. An example of this is the Salinas Valley Health Professions Pathway Partnership (SVHPPP) for which Hartnell College is the anchor organization and the Monterey County Workforce Development Board is a member/partner. Established in 2010, the SVHPPP is a collaborative of key stakeholders representing K-12, higher education, alternative education/juvenile probation, healthcare employers, academic supports, and social emotional capacity building partners committed to increasing and sustaining the number of 'locally grown' and 'locally prepared' health workforce to supply regional demand and to contribute to a stronger economic engine. Hartnell College has received funding from the Cal Endowment to support the SVHPPP. The SVHPPP held an Employer Summit November 4, 2017 where employers provided input on their workforce concerns and three priority workforce areas were identified: 1. Health IT; 2. Behavioral Health Professionals; 3. Medical Assistants. Workgroups will be created to develop formal, sustainable infrastructure for employer-education relationships, workforce supply measures, and implement recommendations to meet regional workforce and educational needs in each of the three areas. Another goal is the development of mechanisms to better link students to existing opportunities. As a SVHPPP partner, Monterey County is in a position to share lessons learned with the RPU as the RPU seeks to build its career pathway skill set.

Coastal RPU staff is actively involved with a variety of partners to identify career pathways. San Luis Obispo County has three Career Pathways Trust grants, which focus on dual (high school/community college) enrollments and introducing high schoolers to career pathways in growing occupations such as healthcare and information technology. San Luis Obispo County is in the process of convening employer and other community partners to gather the necessary information to document career pathways. Deputy Sector Navigators, through the Community College system, are also working to align workforce training and career pathways. Local boards are eager and active partners in these on-going projects.

Efforts to Implement Adjustments

The BACCC held Strong Workforce Program regional planning meetings with education and workforce development stakeholders October 21 and December 2, 2016 and the SCCRC held a regional stakeholder meeting for San Luis Obispo and Santa Barbara counties on August 5, 2016. At the BACCC regional meeting, the AEBG, workforce development boards, and community colleges, including faculty partners from Santa Cruz and Monterey counties discussed opportunities to expand healthcare pathways to address the specific needs to the Coastal RPU. The Health Care Services pathway was suggested because a bilingual skill set is a benefit and it offers clear opportunities for income mobility. Members discussed the need to coordinate Health Care training with vocational ESL and supportive services and ensure that training providers are bilingual when possible. It was noted that the monthly labor market snapshot the Monterey County Workforce Development Board releases for Monterey County shows consistent openings in several healthcare occupations which require an Associate's degree. The community college suggested developing programs for "aides" such as an "occupational therapist aide" specifically for the LEP worker/student as a feeder into the Occupational Therapist pathway which provides a clear income/career ladder. Discussions also focused on the needs of LEP individuals with Adult Education partners suggesting expanding their VESL and other contextualized learning offerings for specific occupational/industry clusters as well as essential employability skills curriculum to specifically address those individuals seeking employment on the lower-skilled end of the healthcare occupations ladder, such as Certified Nursing Assistants, Medical Assistants, and

Personal Care Aides. Further conversations and planning are required; however, this experience reiterates the importance of workforce development staff attend meetings with Adult Education and community college partners.

At the December meeting, potential Regional Joint Ventures (RJVs) were identified based on input from stakeholders and critical mass interest across the BACCC for further collective action. Two promising RJVs are:

1. **Career Pathway Collaboration/Development:** Identify 1-2 Career Pathways to develop regionally with Adult Education, rather than work independently. Convene a series of workshops devoted to best practices/professional development for part of the day and the co-development of pathways in the latter part of the day; and
2. **WIOA/SWP/AEBG Integration Strategies:** Develop joint staffing models and shared professional development for Workforce Boards, Community College Workforce/CTE Programs, and AEBG consortia. Streamline ETPL, referrals, work readiness, placement, and shared models for business engagement and work-based learning.

These RJVs are excellent options to ensure that the northern areas of the RPU gain momentum and results in the area of career pathway development, collaboration with education partners, and integration between workforce development and adult education partners. **Next Steps:** Santa Cruz and Monterey counties designate staff to participate in RJVs.

INDUSTRY-VALUED POST-SECONDARY CREDENTIAL ATTAINMENT

All partners agree on the value of credentials, as studies show that credential holders have higher earnings than non-credentialed workers. The current process is for community college partners to consult industry leaders and employers to determine that the relevant credentials are actually valued by the industry. The format for this process is by discipline and via an advisory board. Therefore, industry participation is critical and each workforce board may assist in connecting its industry contacts and members to relevant advisory boards. Regional efforts to increase industry recognized post-secondary credentials will require that RPU members attend committee meetings and participate in task group activities rather than duplicate this process,

The RPU has three California Career Pathway Trust (CCPT) projects, all of which are in San Luis Obispo County:

1. **San Luis Obispo Community College District** (Cuesta College) was awarded \$600,000 in Round One CCPT funds for the period of 2015-2018 for a local application intended to strengthen the career educational partnership between Cuesta College and local high schools through the development of shared regional curriculum and the development of career pathways in college programs such as Agriculture Mechanics (Paso Robles Joint Unified School District), Health Care (Lucia Mar Unified School District and Templeton Unified School District), and Information and Communications Technology (ICT) (San Luis Coastal Unified School District and Lucia Mar).
2. **Templeton Unified School District** was awarded \$5,720,110 in Round Two CCPT funding for a regional project focused on the Agriculture sector for the period of 2016-2019 for activities of the South Coast Region Agricultural Education Consortium to target Agricultural Mechanics and Agriscience pathways for all San Luis Obispo County public high schools (except Coast Unified).

- San Luis Obispo County Office of Education** was awarded \$5,943,958 in Round Two CCPT funds for the period of 2016-2019 for a local project to develop eight career pathways (hospitality/tourism; performing arts; patient care with emphasis in sports medicine; manufacturing and product development; design, visual, and media arts; engineering design; applications development/software design; and public services/legal practices) that articulate with area community colleges as well as strengthening pathways currently in schools.

San Luis Obispo County workforce staff participates alongside industry and education partners to weigh in on various programs throughout a pathway. Over this program year and in the future, the workforce boards in the RPU are partnering with their community college partners on the Strong Workforce planning and implementation effort, which touches on third-party credentials as part of the broader completion metric. “Completions” are defined as a count of the unique individuals who completed a credit or noncredit local certificate, credit or noncredit Chancellor’s Office-approved certificate, associate’s degree, applied bachelors’ degree, or a *third-party credential*. RPU members will partner to address how third-party credentials are validated as relevant to industry and advocate that industry is involved in the process.

Industry Recognized Credentials Provided in the Region

Credential	Issuing Agency	Industry
Certified Medical Administrative Assistant	National HealthCareer Assoc.	Health Care
Medical Coding/Billing –	National HealthCareer Assoc.	Health Care
Hospitality (Front Desk & Guest room Associate)	American Hotel Lodging Institution	Hospitality
ServSafe	National Restaurant Association	Hospitality
Microsoft Office Suite	CertiPort	Business Services
QuickBooks	CertiPort	Business Services
Project Management Professional Certification (PMP)	Project Management Institute, Inc	Technology
Customer Service	National Retail Federation	Retail, Tourism, Hospitality
Green Building	National Center for Construction Education & Research	Building/Construction
Welding	American Welding Society	Building/Construction, Manufacturing
AIBP Certified Bookkeeper	American Institute of Professional Bookkeepers	Business Services

Regional Goals

The Coastal RPU’s process for establishing regional goals for, and tracking attainment of, industry recognized credentials produced in each region, including each Local Board’s contribution, will initially involve only the local boards within the RPU. Local boards will use the credential figures that were provided by the California Workforce Development Board for program year 2017 performance negotiations. The percentages in the table below are derived from the numerator, denominator, and percentages for each WIOA program from the second quarter of 2014 and will be used to establish a baseline:

Local Area/ County	Adult Baseline Credential Rate	Dislocated Worker Baseline Credential Rate	Youth Baseline Credential Rate	Combined Adult/DW/Youth Credential Rate
Santa Cruz	37.21%	52.35%	90.11%	59.89%
Monterey	46.55%	59.7%	59.15%	55.13%
San Luis Obispo	27.03%	59.26%	81.58%	55.96%
Santa Barbara	14.06%	54.90%	82.14%	50.37%
Baseline Regional Credential Rates	31.21%	56.55%	78.25%	55.34%

The process for establishing the total contribution of industry recognized credentials produced by the partners collectively in the RPU will include the involvement of the applicable community college consortia and Strong Workforce task forces. Third-party credentials attained is part of the Strong Workforce’s “Completion” metric and therefore goals for this metric will be determined at a later date. For the SCCRC, which includes San Luis Obispo and Santa Barbara counties, “Convene discussions to address development of common CTE career pathways, entry points, and industry valued credentials based on regional industry needs” is part of Goal #1 of its Strong Workforce Regional Plan.

ACCESSIBILITY AND INCLUSIVITY

Outreach Efforts

Regional planning outreach efforts to community-based organizations that serve individuals from target populations, including those with limited English proficiency (as it represents the demography of the region) and agencies with experience serving or working with high-need and historically disadvantaged communities such as farm workers, ex-offenders, and individuals with disabilities occurred during the Phase I Partner MOU development process. These partners were invited to provide input into the plan during the public comment process.

AEBG Consortia Participation

Coastal PRU members are eager to capitalize on the momentum within the education and workforce development arenas to construct a regional training and education architecture that aligns with the regional labor market. The Adult Education consortia in the RPU completed comprehensive plans in the spring of 2015 and updated in 2016, are current participants on the task forces convened for the Strong Workforce Program’s regional planning efforts, and are One-Stop system partners. The relevant Adult Education consortia for the Coastal RPU are listed on page 1.

AEBG consortia participated in the WIOA regional planning process through Strong Workforce Program (SWP) task force meetings, Phase I Partner MOU development, and one-on-one interviews. The proposed RJV identified during the SWP stakeholder planning meetings for WIOA/SWP/AEBG Integration Strategies, which would result in the development of joint staffing models and shared professional development for Workforce Boards, Community College Workforce/CTE Programs, and AEBG consortia will strengthen the collaboration between workforce development and education. Additional proposed outcomes including streamlining ETPL, referrals, work readiness, placement, and shared models for business engagement and work-based learning. The AB86 Final Plans and subsequent updates for AB104 also influenced the development of the regional plan.

Need for Basic Skills Education

Local workforce development area staff participate in AEBG consortia meetings, with at least one WDB Director holding a voting role in the consortia. Local boards in the planning region are committed to building upon these relationships to better serve targeted populations, specifically those with LEP, those who are basic skills deficient, and individuals with disabilities. Improved outreach and services to these very populations are identified as priorities in the AEBG Final Plans for the individual consortia.

Veterans in Santa Barbara County have the highest median income of \$47,481 of the four-county region. This is 12.2% higher than California's Median Income for Veterans (\$41,984). Santa Barbara also has the highest median income for male and females of the four-county region. All four counties have a higher median income for Veterans compared to California. Santa Barbara County has the greatest number of disabled persons (39,851) in the four-county region, age 16 and over, and represents 32.5% of the regions disabled population. Santa Cruz County has the highest percentage of employed disabled persons at 23.9%. Santa Barbara and Santa Cruz counties have a higher rate of employed disabled persons than California (20.2 %). All four counties have a large percentage of disabled persons not in the labor force; they all exceed 70%. However, San Luis Obispo (77.6%) and Monterey (75.9%) counties have a greater percentage than California (75%).

The Coastal RPU is interested in developing strategies to increase services to these targeted populations. Monterey and Santa Barbara counties have a population with limited English proficiency rates of 28.5 and 18% respectively. Therefore, coordination among workforce development boards and community based organizations serving these specific populations is critical to completion of education and training and placement and retention in employment for these impacted populations. During the planning phase, the RPU reached out to several community-based organizations for input on the Plan. The RPU utilizes a three- prong approach to ensuring coordination:

1. Working with organizations that are party to the Phase I One-Stop Partner MOU: this can be satisfied through efforts such as San Luis Obispo's Services and Strategies committee.
2. Bringing the AJCC, AEBG consortia members, and community-based organizations together with greater frequency and clearer intent: this could be accomplished by formalizing the current and developing collaborations between adult education providers and the AJCC; and
3. Participation in the AEBG consortia and working with its member agencies: this could be satisfied through participation and results achieved from the Strong Workforce Program's *WIOA/SWP/AEBG Integration Strategies* RJs.

Basic Skills Integration

Planning partners recognize a need to ensure that individuals with special needs, disabilities, limited English proficiency, and other barriers to learning and employment, are provided with opportunities for training that includes supportive services such as child care and transportation, and in methods (short term, scheduled in late afternoons or evenings) that allow the individual to continue working while they are learning. Consistent with the Phase I Partner MOU, Title II adult education and literacy providers who are mandated partners of the AJCC delivery system in each local area of the RPU, agree to provide services to individuals who require adult education (adult basic education (ABE) and adult secondary education (ASE) which includes high school diploma

or its state-approved equivalency), literacy, workplace adult education and literacy activities, family literacy activities, English language acquisition activities, integrated English literacy and civics education (IEL/CE), workforce preparation activities, and integrated education and training.

For Adult Education and workforce development staff, including providers in the AJCCs, strong and effective working relationships are critical to the effective integration of basic skills education. Interviews with Adult Education providers indicated that much of the collaboration is done via personal relationships, which is adequate only so long as staff do not change. This and the increased expectations placed on workforce and adult education stakeholders emphasizes the need to firm up the referral processes between agencies. Over the next program year, local areas in the Coastal RPU will reconvene partners to fine tune referral and information sharing processes to support job seekers/students in their participation in regional sector pathway efforts. For example, the AJCC serving San Luis Obispo County has a promising referral practice with two members of the San Luis Obispo County Adult Education Consortium (San Luis Coastal Unified School District and Cuesta College) that is worth considering for replication in other local areas of the RPU. AJCC staff visit Adult Education classes to provide information on AJCC services and to provide essential employability skills training (soft skills) as detailed in the *Skill Requirements for Top Middle Skill, Middle Wage or Higher Occupations* on page 13 of this Plan. All partners use a universal referral form to refer from one to the other. This increases awareness of workforce development services for adult education students while exposing workforce development staff to a pool of underserved job seekers. **Next Steps:** Build time for collaboration between workforce development and education in relevant on-going meetings.

Coordination in Basic Skills Remediation

The need to streamline and coordinate intake, assessment, and referrals of individuals needing basic skills remediation is appreciated by the Coastal RPU partners. Initially, the local boards in the region will undertake efforts in this area to:

- **Agree** to use recent assessments so that individuals won't have to complete new, duplicative assessments whenever a recent and equivalent assessment has been completed by a regional partner. This practice will be formalized in local area policy as necessary;
- **Adopt** the CASAS assessment instrument. With the exception of Monterey County, which uses the TABE instrument, all the local boards and adult education providers in the Coastal RPU use CASAS for assessing the basic skills needs. Monterey County will transition to CASAS in the new program year;
- **Expand** the use of ACT WorkKeys and Career Ready 101 for work readiness assessment; and
- **Implement** a Universal Referral Form (URF) for use among partners. URFs were identified in the Phase I MOU for the One-Stop system and its partners and will reduce barriers to communication between partners.

Monterey, San Luis Obispo, and Santa Cruz counties currently use the ACT National Career Readiness Certificate (NCRC), a portable, evidence-based credential that certifies essential skills needed for workplace success (reading for information, applied mathematics, and locating information). Successful completion of three WorkKeys assessments in these areas can help an individual earn the NCRC. ACT Career Ready 101 will be implemented by the three local areas starting in December 2016. Career Ready 101 includes courses in career awareness and exploration, career preparation, job search, career success skills, financial awareness, and the foundational work skills measured by the WorkKeys assessment system. The ACT Career Ready 101 offers work readiness indicator testing for those individuals not ready for the full WorkKeys cohort of tests can take the Career Ready 101 pre-assessment to learn what skills require further

development. Those needing basic skills education will be referred to Adult School and Community College providers in the region. Benefits of the Career Ready 101 and WorkKeys online curriculum include preparing job seekers to compete and succeed in the workforce, providing prospective employers with proof of a job seeker's skills, and improving job seekers' confidence that their skills meet the needs of local employers. This work will help underprepared job seekers and displaced workers to enter and complete education and training programs in in-demand industries and occupations, and to obtain a marketable and industry-recognized credential or degree, with a special emphasis on unemployed, underemployed, low-skilled, low-income, veterans, individuals with disabilities, and other at-risk populations.

The Adult Education providers are partners to the Phase I Partner MOU with the AJCC and as such the entities share a common referral form. AJCC employment counselors will use the common referral form in each area to refer job seekers to adult education providers when assessment result indicates a need. Similarly, Adult Education providers will use the common referral form to refer their basic skills, ESL and VESL students to the AJCC for WIOA services as appropriate. **Next Steps:** **1.** Santa Barbara County adopts WorkKeys and Career Ready 101; and **2.** Schedule annual outreach to education partners for updates on URF processes between AJCCs and education partners.

Programmatic and Physical Accessibility

Coastal RPU partners, including Local Boards, Community Colleges, Adult Schools, and AEBG consortia, are recipients of federal funding and as such, must ensure program and physical accessibility via compliance with applicable federal accessibility and non-discrimination laws including the Americans with Disability Act (ADA of 1990 and the Rehabilitation Act of 1973). Local boards are responsible for completing a biennial self-assessment process that includes the completion and submittal of a *Compliance Monitoring Checklist* designed to collect information to ensure policies, procedures, and systems provide a reasonable guarantee of compliance with the nondiscrimination and equal opportunity requirements. The informational data gathered from the LWIAs helps to validate their efforts in meeting these regulatory requirements. The second part of the self-assessment is the completion and submittal of the *Physical and Program Accessibility Checklist* that combines physical and program access elements that local area offices and AJCCs must assess. This process ensures that facilities and programs are universally accessible for all customers with disabilities.

TANF/CalWORKs Enrolment & Regional Sector Pathway Programs

CalWORKs is currently a partner in each local area AJCC and a party to each Phase I MOU, which coordinates mandatory partners in the one-stop system. Job seekers utilizing the services of an AJCC are not identified by their relationship to a fund source. Any job seeker may seek to participate in WIOA-funded services, including training; therefore, nothing precludes TANF/CalWORKs recipients from participating in regional sector pathway programs. Additionally, members offer targeted information and outreach to CalWORKs recipients, for example, workforce board and AJCC staff in San Luis Obispo County orient new county Social Services staff during their on-boarding so that Social Services line staff are aware of the benefits of referring CalWORKs recipients to the AJCC and highlight the WIOA services available and how the programs may work hand in hand to promote self-sufficiency and income mobility. Members of the RPU have determined that an agreement outside of the Phase I MOU is not appropriate at this time.

Comprehensive Provision of Supportive Services

Regional partners will work together to provide supportive services to individuals enrolled in regional sector pathways programs by tapping into the wealth of services and supports available from service provider partners, particularly those partners that are party to the Phase I MOU. The Phase I MOU identifies the services that mandatory partners to the local one-stop system provide. These partners have a shared history in the workforce development area, enjoy productive relationships, serve individuals with barriers to employment and members of target populations, and as mandated one-stop system partners that just completed the Phase I MOU share an awareness with the areas of focus for the WIOA. Partners will provide the following services, as committed in the Phase I MOUs:

- **Community Colleges/Adult Schools** will provide contextualized learning, academic counseling and student support services. Some Community Colleges provide co-location for employment specialist staff at their registration centers;
- **WIOA Title I Adult/Dislocated Worker** services will provide supportive services such as child care, transportation, (as a last resort) and career counseling, work experience, when appropriate, and the provision of essential employability skills. Upon completion of the career pathway training, the AJCC will assist with job placement and retention support;
- **Job Corps** (Santa Cruz/Monterey counties) will provide supportive services such as housing, clothing food services, health and welfare;
- **TANF/CalWORKs** partners will provide supportive services including child care, transportation, and other supports as determined by co-enrollment assessments;
- **Center for Employment Training (CET)**, WIOA Section 167 grantee, will provide services to eligible migrant seasonal farmworkers, including hands-on skills training, supportive services, Vocational ESL, and job placement.
- **Department of Rehabilitation (DOR)** will provide assistive technology, supportive services (transportation, child care, medical services, and clothing).

Local workforce boards in the Coastal RPU will align local area policies to include a commitment to “co-enroll” participants so that if a participant moves from one local area to another within the RPU they may still receive services. This could also prove beneficial for individuals who live in the San Luis Obispo/Santa Barbara and the Monterey Bay subregion. A region-wide supportive services policy, subregion resource sharing, training lists for individuals in established commute patterns is in discussion among RPU member and will be developed.

Role of CBOs in Program Development

As previously mentioned, CBOs are involved in the development of service delivery strategies primarily at the local level. Most recently, providers serving relevant target populations, such as adult learners, LEP individuals, and those with basic skills deficiencies, low-income/recipients of public assistance, veterans, and those with disabilities were engaged in service delivery conversations and commitments during the Phase I Partner MOU development process during the spring and summer of 2016. The MOU development process served as the primary vehicle for partner/stakeholder engagement as the discussions around co-location, referral processes, and resource sharing were informed and framed by the need to align resources in response to the direction provided by the WIOA and the State. The local plans and Partner MOUs articulate how mandated partners and community-based organizations will engage with the system and help the AJCC be an on-ramp to regional sector pathway programs.

San Luis Obispo County is building upon this momentum through the formation of a standing *Services and Strategies* advisory committee to its Workforce Development Board. The committee supports the AJCC and local partners to assess the effectiveness of the workforce development community in delivering responsive services that meet the needs of local job seekers and employers. A special focus of the committee is on ensuring that special populations and

individuals with disabilities have adequate access to workforce development services, as such the committee will work to identify the needs of these special populations and support implementation of effective strategies to meet their diverse needs. The committee is chaired by the Department of Rehabilitation representative of the Board and the committee will be populated by relevant CBOs.

Process Used to Retain Individuals in Programs

Local Boards in the region and their partners will use a collaborative approach to retain individuals in relevant programs as they work their way through the career pathway progressing into livable wage jobs and careers. Because the process can take time and will vary from one individual to the next, the process to support retention will include several components, such as:

- Accessing student support services at the community colleges.
- Provision of supportive services available from partners.
- Retention services post exit to support employment retention.
- Development of incumbent worker training opportunities that encourage career progression and resulting job openings.
- Maintaining policies allowing for re-enrollment in WIOA for continued training and supports.
- Support AEBG consortia efforts, as described in the *Santa Barbara Consortium Regional Comprehensive Plan* “to promote seamless transitions from non-credit to credit and develop bridge courses needed for both college success and career exploration.”

JOB QUALITY

Each local area within the RPU will address its approach to assisting and prioritizing working with employers who offer quality jobs in its local plan, see Local Plan attachments. Subsequent regional plans will reflect shared promising practices from local areas across the Coastal RPU. The table below provides a description of the projected earnings of those employed healthcare

services occupations, the primary regional sector pathway programs emphasized in this plan.

Middle Skill Occupation Wages in Coastal Region (4 County), 2015								
SOC	Title	Average Annual Wages				Comparison Regions		
		Mean	Entry Level	Experienced	Percentiles 50% (Median)	California Mean	USA Mean	
29-1124	Radiation Therapists	\$112,500	\$78,900	\$129,200	\$110,900	\$110,300	\$84,500	
29-1126	Respiratory Therapists	\$84,800	\$62,800	\$95,800	\$85,400	\$79,400	\$59,600	
29-1141	Registered Nurses	\$102,800	\$76,600	\$115,900	\$104,600	\$101,300	\$71,000	
29-2021	Dental Hygienists	\$95,600	\$80,700	\$103,000	\$96,200	\$94,000	\$72,700	
29-2031	Cardiovascular Technologists and Technicians	\$71,600	\$43,900	\$85,400	\$66,300	\$71,200	\$56,100	
29-2032	Diagnostic Medical Sonographers	\$94,000	\$69,400	\$106,400	\$94,000	\$95,900	\$70,900	
29-2033	Nuclear Medicine Technologists	\$107,100	\$82,600	\$119,400	\$107,200	\$105,200	\$75,000	
29-2034	Radiologic Technologists	\$75,400	\$48,600	\$88,800	\$74,100	\$76,100	\$58,500	
29-2035	Magnetic Resonance Imaging Technologists	\$90,300	\$59,500	\$105,700	\$89,200	\$88,800	\$68,300	
29-2041	Emergency Medical Technicians and Paramedics	\$39,600	\$24,700	\$47,100	\$36,200	\$37,400	\$35,400	
29-2051	Dietetic Technicians	\$37,100	\$22,700	\$44,300	\$35,800	\$36,500	\$29,200	
29-2052	Pharmacy Technicians	\$41,700	\$31,400	\$46,900	\$41,500	\$40,200	\$31,700	
29-2053	Psychiatric Technicians	\$61,200	\$44,900	\$69,400	\$61,600	\$57,600	\$36,300	
29-2054	Respiratory Therapy Technicians	\$69,000	\$48,900	\$79,000	\$68,600	\$67,800	\$49,700	
29-2055	Surgical Technologists	\$54,600	\$38,800	\$62,500	\$52,500	\$59,400	\$45,900	
29-2056	Veterinary Technologists and Technicians	\$38,800	\$29,000	\$43,700	\$37,700	\$38,600	\$33,300	
29-2057	Ophthalmic Medical Technicians	\$38,400	\$26,800	\$44,200	\$36,100	\$40,800	\$36,700	
29-2061	Licensed Practical and Licensed Vocational Nurses	\$53,600	\$41,300	\$59,800	\$52,800	\$51,900	\$44,000	
29-2071	Medical Records and Health Information Technicians	\$43,300	\$27,800	\$51,000	\$40,900	\$48,600	\$40,400	
29-2081	Opticians, Dispensing	\$39,300	\$29,300	\$44,200	\$39,800	\$42,400	\$36,800	
29-2091	Orthotists and Prosthetists	\$70,000	\$43,900	\$83,000	\$66,600	\$68,600	\$70,000	
29-2092	Hearing Aid Specialists	\$57,300	\$36,400	\$67,800	\$55,900	\$56,300	\$52,900	
29-2099	Health Technologists and Technicians, All Other	\$56,900	\$40,000	\$65,300	\$54,100	\$51,300	\$45,700	
29-9011	Occupational Health and Safety Specialists	\$84,900	\$62,900	\$95,900	\$82,500	\$82,400	\$71,800	
29-9012	Occupational Health and Safety Technicians	\$55,900	\$34,300	\$66,700	\$52,900	\$55,100	\$51,300	
29-9099	Healthcare Practitioners and Technical Workers, All Other	\$68,600	\$38,500	\$83,700	\$60,200	\$70,700	\$56,400	
31-1011	Home Health Aides	\$28,300	\$20,100	\$32,400	\$24,900	\$27,600	\$22,900	
31-1013	Psychiatric Aides	\$28,800	\$22,500	\$31,900	\$27,500	\$29,500	\$28,200	
31-1014	Nursing Assistants	\$31,600	\$24,700	\$35,100	\$30,400	\$31,100	\$26,800	
31-1015	Orderlies	\$36,200	\$26,200	\$41,200	\$35,300	\$39,000	\$27,600	
31-2011	Occupational Therapy Assistants	\$63,500	\$42,500	\$74,000	\$68,200	\$63,600	\$58,300	
31-2012	Occupational Therapy Aides	\$40,500	\$23,300	\$49,100	\$31,500	\$40,500	\$31,100	
31-2021	Physical Therapist Assistants	\$52,700	\$32,600	\$62,800	\$56,300	\$62,600	\$55,300	
31-2022	Physical Therapist Aides	\$28,100	\$21,900	\$31,200	\$26,500	\$29,600	\$27,400	
31-9011	Massage Therapists	\$47,800	\$25,900	\$58,700	\$47,600	\$43,300	\$43,200	
31-9091	Dental Assistants	\$40,700	\$29,800	\$46,100	\$39,400	\$38,700	\$36,900	
31-9092	Medical Assistants	\$35,300	\$27,600	\$39,200	\$34,300	\$35,400	\$31,900	
31-9093	Medical Equipment Preparers	\$41,800	\$30,500	\$47,500	\$40,900	\$45,100	\$35,000	
31-9094	Medical Transcriptionists	\$36,700	\$24,200	\$43,000	\$36,200	\$44,000	\$35,700	
31-9095	Pharmacy Aides	\$31,400	\$25,000	\$34,600	\$32,100	\$33,200	\$27,500	
31-9096	Veterinary Assistants and Laboratory Animal Caretakers	\$28,700	\$22,800	\$31,600	\$28,000	\$29,100	\$25,900	
31-9097	Phlebotomists	\$41,600	\$32,300	\$46,200	\$40,700	\$39,000	\$32,800	
31-9099	Healthcare Support Workers, All Other	\$39,200	\$27,600	\$45,000	\$38,300	\$43,500	\$36,900	
43-4171	Receptionists and Information Clerks	\$30,300	\$22,500	\$34,200	\$29,500	\$31,400	\$28,400	
43-6013	Medical Secretaries	\$39,800	\$27,700	\$45,800	\$39,200	\$38,900	\$34,300	
1804	HEALTHCARE_SECTOR	\$71,100	\$48,300	\$82,600	\$69,000	\$69,800	\$58,800	
00-0000	Total - All Occupations	\$48,000	\$32,100	\$56,000	\$44,700	\$53,800	\$47,900	

Source: JobsEQ®
Data as of 2015

Approach to employers with Good Wages & Benefits

The RPU's initial regional approach to employers with good wages and benefits will be through its Slingshot project. As previously mentioned, the Slingshot project is focusing on the Health Care sector because of its well-articulated pathways, job progression and potential for middle-wage jobs, and income offer jobs with good wages and benefits. The RPU will consider sharing promising practices from local areas across its region in subsequent regional plans and is considering incorporating wage and benefits expectations and preferences into either a region-wide MOU or policy in the future. See individual Local Plan attachments.

Incumbent Worker Training

Industry input during the aforementioned Health Care Sector Slingshot initiative meetings across the region identified talent development as a priority for action. Santa Cruz County, Monterey County, and San Luis Obispo County local areas held their launch meetings in late summer/early fall and are now working on the identified next steps. One of the potential shared outcomes and

metrics identified by participants is: Residents making upward job transitions along career pathways (e.g. number of people progressing from entry-level positions to higher paying jobs, more individuals on a pathway to living-wage careers, the percentage of local/regional employees promoted to higher positions, more entry-level positions as prior job holders have moved up, and a greater number of qualified applicants per job posting). A goal for the project is the development of specific actions to implement incumbent worker training strategies to ensure progression along the healthcare career pathways by PY2017-18. The RPU is confident that this is a reasonable goal as the similarly organized SVHPPP in Monterey County, resulted in Hartnell College creating educational programming for specialty nursing in the geriatric services area in response to industry need which provided training opportunities for incumbent workers. The Coastal RPU is confident that full participation in these initiatives and new Health Care work groups resulting from the Slingshot initiatives in each of the local areas will create additional opportunities for incumbent workers. **Next Steps:** Coastal RPU members implement Slingshot action plans.

REGIONAL ASSESSMENT

Local workforce development areas within the Coastal RPU track training-related employment for individuals entering the labor force via CalJOBS. Local workforce development staff reports this information at program exit and use the CalJOBS *WIOA Participant Summary* report to track these outcomes. The RPU will start tracking these outcomes in the aggregate beginning this program year. A baseline of 43.3% of all “entered unsubsidized employment” exits for the local workforce development boards in the RPU was established for PY15-16.

Local Area/ County	WIOA Exits PY15-16	Entered Unsubsidized Employment PY15-16	% of Entered Unsubsidized Employment Exits that found Training-Related Employment	Total Individuals Exiting to Training- Related Employment
Santa Cruz	174	85	61%	52
Monterey	449	107	32%	34
San Luis Obispo	345	129	32%	41
Santa Barbara	228	95	56%	53
Total	1,196	416	43.3%	180

The RPU plans to work with its partners in education and training to capture outcomes for the Coastal RPU’s regional partners. “Employment in the field of study” is one of the program metrics for the community college’s Strong Workforce Program. Employment in the field of study is defined as “the proportion of students who reported that their current job is close or very close to their field of study, with disaggregated data provided on outcomes for completers and skill builders (based on responses in the CTE Outcomes Survey)”. **Next Steps:** 1. Continue participation on the BACCC and SCCRC Strong Workforce Program work groups and will follow progress on these outcomes as they develop; and 2. Designate staff from each local area to participate on the task forces.

FEDERAL WIOA REGIONAL PLAN REQUIREMENTS (WIOA Section 106 (c) (1) A-H)

Per the final Regional and Local Planning Directive (WSD16-07) specified that Regional Plans could meet federal RPU B & E requirements via cooperative service delivery agreements and MOU when these requirements were not already met using regional plan content related to State Plan requirements. While the Coastal RPU has met the requirements, formal agreements are not yet executed. Agreements and/or updated MOUs are anticipated to be executed by July 1, 2018.

B. Program and Physical Accessibility and Inclusivity Requirements: The Coastal RPU is committed to providing services to individuals with disabilities but has not developed a cooperative service delivery agreement at this time. The Coastal PRU anticipates formalizing

strategies that achieve streamlined, coordinated intake, the use of a common assessment tool, and coordinated referral for individuals needing basic skills remediation among its local boards and other WIOA partners such as adult basic education providers.

Next Steps: Execute cooperative service delivery agreements by July 1, 2018.

- E. Establishment of Administrative Cost Arrangements:** Each local area has its own unique budget structure and cost allocation plan that do not permit regional administrative cost arrangements. Even so, RPU members are committed to identifying options for sharing costs and reducing duplication through resource sharing. Examples of current and planned shared resources include:
- a. LMI Analysis:** Santa Cruz County designated its data analyst as a resource to the RPU for initiatives that require regional labor market information analysis;
 - b. Training Coordination:** Recognizing that building staff and provider capacity is a critical need, one that should not be limited to a geographic boundary, and would benefit from coordination, Monterey County designated an administrative support staff as the region's training coordinator. Acting as the single point of contact for California Workforce Association-affiliated trainers, disseminating information, and handling invitations and logistics will ensure that capacity development resources are maximized;
 - c. Compliance Monitoring:** Members are exploring ways to share the cost of program and fiscal compliance monitoring via the procurement of a vendor to provide monitoring services for the entire RPU region; and
 - d. Management Information System (MIS):** RPU members are considering designating a senior MIS staff to be a "lead" that could assist in training and mentoring new MIS staff for the local areas within the RPU.

There is no MOU in place at this time to address pooled resources. **Next Steps:** **1.** Explore options for how each local area may contribute to the cost of data analyst position based on benefit received; and **2.** Complete the MOU and have the agreement in place by July 1, 2018.

- H. RPU's Agreement on Negotiating Performance Accountability Measures:** Coastal RPU staff discussed individual and regional performance concerns during its regular monthly conference calls in July and each RPU member agreed that each local area would negotiate its performance based on the prior year's performance. In late August, the RPU negotiated with state board on the final performance measures that were agreed upon.

REGIONAL MOU(S) OR COOPERATIVE SERVICE AGREEMENTS

The Coastal RPU is exploring opportunities for regional services when applicable, allowable, and beneficial to the region. Regional strategies will be implemented when the RPU is able to effectively leverage its resources and influence to broaden impact and minimize duplicative efforts occurring within the local areas. In addition to the aforementioned efforts to establish administrative cost arrangements, other areas of consideration for regional agreements include establishing a mechanism for the issuance/approval of region wide policies that would improve the cohesion and consistency across the region. Policies under consideration include supportive services, quality job considerations, and living wage efforts. A region wide MOU would also serve to formalize member commitments to and investments in agreed upon region wide initiatives which would promote greater efficiency in the replication of a local area's promising practices

across the region such as scaling the aforementioned scholarship training list process across the region. **Next Steps:** Complete a regionwide MOU by July 1, 2018.

PUBLIC COMMENT

The public comment period for the Regional Plan started on January 18, 2017 and ended on February 16, 2017. Each local area within the RPU provided notice of the public comment period in area newspapers, notified stakeholders such as Phase I MOU and AEBG consortium partners, placed hardcopies of the Plan in each AJCC for review/comment by the public, and posted the draft Plan on local Workforce Development Board websites. Monterey County held two public meetings to review the Plan, respond to questions, and accept comments. All Phase I MOU partners were invited to attend. Each local board in the RPU reviewed the Plan with the public and stakeholders during regularly scheduled Workforce Development Board public meetings:

- Santa Cruz Workforce Development Board Executive Committee: February 1, 2017
- Monterey County Workforce Development Board: February 1, 2017
- San Luis Obispo County Workforce Development Board: February 2, 2017
- Santa Barbara County Workforce Development Board: January 27, 2017

Monterey County placed the item on a meeting of its Phase I and II MOU partners, and Santa Barbara County's AEBG consortium placed the Draft Plan on the agenda of its February 1, 2017 meeting. No comments in disagreement with the Plan were received.

REGIONAL PLAN SIGNATURES

This regional plan represents the Coastal Regional Planning Unit's efforts to align education and training provider services with regional industry sector needs as required under the *Workforce Innovation and Opportunity Act*. The Coastal Regional Planning Unit is comprised of Santa Cruz County, Monterey County, San Luis Obispo County, and Santa Barbara County local workforce development areas.

This regional plan is submitted for the period of July 1, 2017 through June 30, 2021 in accordance with the provisions of the WIOA.

Local Workforce Development Board Chair

Local Workforce Development Board Director

Signature

Signature

Carl Dudley

Tammy Aguilera

Name

Name

Chair, WDB of San Luis Obispo County

Director, WDB of San Luis Obispo County

Title

Title

3/8/2017

3/8/2017

Date

Date