

ASSEMBLY BILL (AB) 74
COUNTY WELFARE DEPARTMENT (CWD)
EXPANDED SUBSIDIZED EMPLOYMENT (ESE) PLAN

CWD: Sonoma County Human Services Department	DATE: 10/28/2014
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CWD CONTACT INFORMATION

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ADDRESS: 2227 Capricorn Way, Ste 100, Santa Rosa, CA 95407		
PHONE NUMBER: 707-565-5646	EMAIL ADDRESS: hhamby@schsd.org	PLEASE INDICATE THE DATE YOUR CWD WILL BEGIN OFFERING AN ESE PROGRAM: 07/01/2014
HOW MANY TOTAL PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE IN STATE FISCAL YEAR 2013-14?	HOW MANY PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE BY THE END OF MARCH 2014?	
HOW MANY PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE BY THE END OF DECEMBER 2013?	STARTING WITH STATE FISCAL YEAR 2014-15, HOW MANY PARTICIPANTS DO YOU EXPECT TO PLACE IN ESE ANNUALLY? 186	

Please describe how your CWD plans to utilize funds allocated for the ESE Program and include responses to the following 10 categories. There is an 11th text box to enter other information about your ESE Program if needed. The text boxes will accept up to 1,000 characters of text. If additional space is needed you may also submit attachments to accommodate the additional information. You may also attach CWD materials that address each of the areas below if the materials can be converted to pdf format for posting to the CDSS website (i.e., not scanned copies).

1. What are your ESE Program goal(s) for the participants: basic employability skills, training for a specific field, obtaining unsubsidized employment, other?

Two types of ESE:

The Transitional Work Program provides paid employment and unpaid training. The goal of the program is to prepare participants lacking experience with workplace expectations to gain marketable job skills, work through barriers while developing good work habits, build a work history and obtain job references, and advance their opportunities to obtain permanent employment at a sustainable wage.

The Enhanced Subsidized Employment Program consists of subsidized employment placements that transition to unsubsidized jobs. The program provides participants the potential to gain current work experience, improve skills, and gain on-going unsubsidized employment. Enhanced subsidies are provided to employers. Job Developers provide one-on-one counseling with participants to target employment to what the local employers' needs are using sector strategies and information received from the local Economic Development Board (EDB) and One Stop Center, Job Link.

2. What types of employers and industries will you place your participants in: private, public, non-profit, for-profit, retail, manual labor, data entry, health services, etc.?

See attached.

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3. What types of partnerships will you develop for your ESE Program: workforce investment boards, employers, community colleges, payroll services, other?

Sonoma County has developed the following partnerships:

Economic Development Board (EDB)

The EDB provides startup, retention and expansion assistance to Sonoma County businesses. Often these companies are looking for qualified employees and the EDB works with Human Services Department to help fill these openings. EDB also provides Sonoma County employment data that represents past trends as well as projections for the next twenty years. This information is valuable when working with clients to develop their employment goals.

Local Workforce Investment Board (WIB) and One Stop Center, Job Link

This partnership provides participants access to an array of services and workforce expertise. In addition, the North Bay Employment Connection (comprised of the WIBs and One Stops in Sonoma, Solano, Napa, Marin, Lake and Mendocino) recently published a 2014 Occupational Outlook for the North Bay Counties which helps us when working with clients on their employment goals.

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4. What strategies will you use to link clients with employers?

The goal of SonomaWORKS Business Services is to assist clients to obtain permanent, unsubsidized employment at a sustainable wage and to provide businesses with qualified candidates for their job openings. Business Services is designed to develop and sustain a strong relationship with local businesses and is a communication link between businesses and job seekers. Business Services provides regular feedback to program staff and partners regarding employer needs, labor trends and future changes that are occurring in the business community and will convey information about specific skill sets or training needed for applicants to qualify for current and future job vacancies. Participants are linked with employers that match the client's vocational goals, interest, past work history and education.

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5. Will your CWD use job developers? If yes, will they be CWD staff or contracted? What will their roles and responsibilities be: employer relations, job coaching, unsubsidized job search, conflict resolution, etc.?

Contracted Job Developers with Goodwill Industries of the Redwood Empire (GIRE) market participants to employers to secure subsidized employment for the Enhanced Subsidized Employment Program and assist Transitional Work Program clients to obtain unsubsidized employment as they reach the end of this activity. Job Developers match participants for current and future employment. They provide on-site presentations, make contact in person or by phone with employers to establish a connection to the participants. They coordinate employer needs and job openings with program participants to facilitate job placements. Job Developers support employers to ensure a successful placement and help with conflict resolution.

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6. What is your CWD's criteria for clients to participate: pre-requisites for entry, targeted population(s) to be served, etc.?
See attached.

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7. What entity (or entities) will serve as employer(s) of record: CWD, workforce investment board, placement agency, private employers, etc.?

The Transitional Work Program employer of record is the contracted non-profit Goodwill Industries of the Redwood Empire (GIRE).

Employer of record for the Enhanced Subsidized Employment program is the actual employer (employment site).

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8. What strategies does your CWD have to transition participants to unsubsidized employment?

Participants will receive a job search plan at month four into the Transitional Work Program. The contractor will assist the participant in obtaining and retaining permanent employment. Job Retention services are provided by the contractor to the participant up to 90 days after employment to ensure employment is retained.

The goal of the Enhanced Subsidized Employment Program is that at the end of the subsidy employers hire the participant into a permanent position. Participants are placed with this goal in mind. Job Developers work with employers to ensure a successful placement.

9. Will your CWD supplement ESE subsidies with Single Allocation funds? If yes, how?

We may consider it in the future.

10. What will be the average hourly wages and number of hours per week for placements?

The Transitional Employment Program provides each participant up to 20 hours per week of paid employment at minimum wage. Any remaining hours are spent on barrier removal activities which are unpaid.

The Enhanced Subsidized Employment Program average wage is \$12 per hour between 20-40 hours per week depending on the client.

11. Please include any other components of your ESE Program not covered above:

Unknown at this time.

Please fill out this form electronically and submit to ESEProgram@dss.ca.gov.

Note: CWDs must submit their plans no later than 30 days after implementation of their ESE Programs. CDSS may request subsequent submittals of AB 74 CWD ESE Plans from CWDs depending on the needs of the program.

2. What types of employers and industries will you place your participants in: private, public, non-profit, retail, manual labor, data entry, health services, etc.?

In the Transitional Work Program, participants receive training, coaching and placements in paid employment positions in a non-profit work setting. The paid employment aligns with their long term employment goals.

In the Enhanced Subsidized Employment Program, participants are able to work for an employer of their choice that aligns with their employment goals developed during their Assessment with their case worker.

SonomaWORKs Business Services assist participants in the Enhanced Subsidized Employment program by developing and sustaining strong relationships with local businesses. Business Services target employers in local economic and employment sectors of Sonoma County, which includes Sonoma Specialties (wine, dairy, agriculture and tourism), Sustainability Services (Green and Construction), Professional and Innovation Services, Advanced Manufacturing and Health and Wellness. Business Services identify incumbent worker training needs, develop both unsubsidized and subsidized employment opportunities and identify current and future job openings.

6. What is your CWD's criteria for clients to participate: Pre-requisites for entry, targeted population(s) to be served, etc.?

The Transitional Work Program targets:

- Individuals who have participated in job search services but failed to find employment;
- Individuals with little or no work experience and/or no high school diploma;
- Individuals who lack fundamental hard or soft skills needed to perform a basic job search or perform satisfactorily in an entry-level job;
- Individuals who do not have long-term job tenure; moving from job to job frequently;
- Individuals who need intensive career counseling to ensure job retention and advancement;
- Individuals who lack experience with workplace expectations, and/or spotty work histories;
- Individuals who are not fluent in English or who require specialized services work with bilingual and/or specialized staff for training and are assigned an onsite bilingual and/or specialized mentor.

The Enhanced Subsidized Employment Program targets:

- Individuals with close ties to the labor market or are assessed as job ready;
- Individuals with recent experience in job search, and who understand the application and interview process.