



**OAKLAND  
WORKFORCE DEVELOPMENT BOARD  
EXECUTIVE COMMITTEE MEETING**

**Friday, April 11, 2025**

8:30 a.m. – 11:00 a.m.

Hearing Room #4

Oakland CA City Hall





Do you need an ASL, Cantonese, Mandarin or Spanish interpreter or other assistance to participate? Please email [hlindsay@oaklandca.gov](mailto:hlindsay@oaklandca.gov). or call

(510) 238-3474 or (510) 238-3254 for TDD/TTY five days in advance.

¿Necesita un intérprete en español, cantonés o mandarín, u otra ayuda para participar? Por favor envíe un correo electrónico [LDial@oaklandca.gov](mailto:LDial@oaklandca.gov) o llame al (510) 238-3474 o al

(510) 238-3254 Para TDD/TTY por lo menos cinco días antes de la reunión. Gracias.

振需要手語, 西班牙語, 粵語或國語翻譯服務嗎? 請在會議前五**咩**駮挺愾電郵 [hlindsay@oaklandca.gov](mailto:hlindsay@oaklandca.gov) 或致電 (510) 238-3474 廢 (510) 238-3254 TDD/TTY氏

**OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)**

**EXECUTIVE COMMITTEE MEETING NOTICE**

**Friday, April 11, 2025**

8:30 a.m. – 11:00 a.m.

Hearing Room 4

Oakland City Hall

One Frank H. Ogawa Plaza

**PUBLIC PARTICIPATION**

The public may observe and/or participate in this meeting many ways.

**OBSERVE: To observe the meeting by video conference,** please click on this link:

<https://us06web.zoom.us/j/82178019834?pwd=Xdc6mmyRLFbXHJuGpZPhMGrBVudvAw.1> at the noticed meeting time. Instructions on how to join a meeting by video conference is available at: <https://support.zoom.us/hc/en-us/articles/201362193-joining-a-Meeting>

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**COMMENT:**

**Public comment is not available for remote participation at this time. If you would like to comment on an item remotely, please submit written comments 24 hours in advance by email to [owdb@oaklandca.gov](mailto:owdb@oaklandca.gov) or appear in person.**

If you have any questions, please email: [owdb@oaklandca.gov](mailto:owdb@oaklandca.gov)

**OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)**

**EXECUTIVE COMMITTEE MEETING NOTICE**

Friday, April 11, 2025  
City Hall  
1 Frank H. Ogawa Plaza, Oakland, CA  
**Hearing Room 4**  
8:30 a.m. – 11:00 a.m.

**AGENDA**

*Members of the public wishing to address the Board on issues shall complete a Speakers Card. Members of the public who wish to address the Board on published issues should do so at the time the agenda item is being discussed. Issues that the public wishes to address that are not published on the agenda will be heard during the Public Forum section. You will have 2-minutes to speak on the item.*

**I. PROCEDURAL ITEMS**

- a. Call to Order and Roll Call
- b. Chair Remarks
- c. Approval of Minutes (Action) – September 20, 2024

**II. ACTION ITEMS**

- a. Authorize Grant Agreement with Oakland Private Industry Council in an amount not to exceed \$97,101 for the Regional Equity and Recovery Partnership (RERP) Program.

**III. INFORMATIONAL ITEMS**

- a. OWDB Strategic Priorities Action Plan Discussion

**IV. PUBLIC FORUM**

For items that members of the public wish to address that are NOT on the agenda.

**V. STAFF REPORTS**

**VI. ANNOUNCEMENTS**

**VII. CLOSING REMARKS & ADJOURN**

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING**

**FRIDAY, JUNE 20, 2025**

**8:30 AM-11:00 AM**

*These WIOA Title I financially assisted programs or activities are “Equal Opportunity Employers/Programs”. Auxiliary aids and services are available upon request to individuals with disabilities.*

**OAKLAND WORKFORCE DEVELOPMENT BOARD (OWDB)  
EXECUTIVE COMMITTEE MEETING MINUTES**

Friday, Sept 20, 2024  
8:30 a.m. – 11:00 a.m.

**Acting Chair Jason Gumataotao** called the meeting to order at 8:48 a.m.

**Roll Call**

Ahmed Ali Bob, Lee McMurtray, Jason Gumataotao, Kalpana Oberoi a, Kim Jones, Louis Quindlen.

**Absent:** Kalpana Oberoi

Members of the public who wish to address the board on items noticed on the agenda, should complete a speaker card before the agenda item is discussed. Each speaker will have two minutes to speak on the item. Staff will be keeping time and will notify you when your two minutes are complete. Public comment is not available for remote participation. The public may address, items not published on the agenda, during the Public Forum section at the end of the meeting.

**APPROVAL OF MINUTES – ACTION**

**Acting Chair Jason Gumataotao** stated that there were no minutes to approve.

**I. ACTION ITEM**

- a. Adopt Policy 24-001 on Management and Advancement of Training Funds

**Staff Member Lindsay** provided the purpose, scope and policy, she then highlighted Advance Payments, Management of Advanced Funds, Financial Accountability & Reporting, Participant Choice, Waivers & Appeals, Procedure, End-of-Year Reconciliation and Return of Unspent Funds, Compliance with all applicable WIOA regulations. Review of the policy will be reviewed annually. Effective date is immediate.

**Public Comment:**

Oakland Private Industry Council.

**Board Member Louis Quindlen** inquired how would the board/staff know if a provider has the capacity to deliver, what happens if their performance falls below expectations.

**Board Member Kim Jones** inquired what the process is for reporting unspent funds.

**Staff Member Lindsay** shared that the funds are reallocated to service providers, staff will assess and identify any remaining funds. These unused funds will be returned to a general pool. At the

end of the year staff will then present an updated allocation to the board, along with recommendations for redistributing the funds available.

## **II. INFORMATIONAL ITEMS**

- a. OWDB Strategic Plan Key Elements – presented by David K. Shinder

David Shinder presented top priorities identified at the strategy discussion session at the June 2024 meeting. The key points that were focused on: improved coordination, collaboration and alignment with other systems and programs, funding agility through a diversified base of resources, improved engagement and relationship with businesses, and establishment of a “high integrity” data set for the workforce development board to make data-informed decisions. Other priorities identified: Diversity, Equity, and inclusion, economic security, board development, service delivery, communications.

## **III. PUBLIC FORUM**

For items that members of the public wish to address that are NOT on the agenda.

## **IV. STAFF REPORTS None**

## **V. ANNOUNCEMENTS**

*Sofia Navarro Board Executive Director* thanked David Shinder for providing the key elements of the strategic plan.

**Board Member Louis Quindlen** inquired when is the plan deadline?

**Sofia Navarro Board Executive Director** shared that it will be completed by January 9, 2025. with the Local & Regional Plans to follow.

## **CLOSING REMARKS & ADJOURN**

**NEXT SCHEDULED FULL BOARD MEETING, FRIDAY, DECEMBER 19, 2024  
8:30 AM-11:00 AM**

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## ITEM. II.a. - ACTION

**To: Oakland Workforce Development Board**  
**From: OWDB Staff**  
**Date: April 11, 2025**  
**Re: Regional Equity and Recovery Partnership (RERP)**

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### **RECOMMENDATION**

Staff recommends that the Oakland Workforce Development Board (OWDB) accept, appropriate, and authorize a grant agreement with the Oakland Private Industry Council (OPIC) in the amount of \$97,101 in Regional Equity and Recovery Partnership (RERP) grant funds from the California Workforce Development Board (CWDB) to implement the Laney College Electronics Certificate Program partnership.

### **EXECUTIVE SUMMARY**

The RERP grant is a statewide initiative designed to promote equitable economic recovery by strengthening partnerships between workforce boards and community colleges. As part of the East Bay Regional Planning Unit (RPU), the OWDB will implement a sector-based training initiative in the electronics and advanced manufacturing industry to support underserved Oakland residents. The project will provide targeted case management, supportive services, and workforce placement support to 36 participants enrolled in the Laney College Electronics Certificate Program. The program is currently in progress with project dates from May 1, 2024 to December 31, 2025.

### **BACKGROUND / LEGISLATIVE HISTORY**

The CWDB, in partnership with the Labor and Workforce Development Agency (LWDA), awarded funding to the RPU—EASTBAY Works—through the RERP grant. This initiative is designed to expand “High Road” workforce strategies that promote job quality, economic equity, and environmental sustainability by building on existing regional planning efforts.

The RERP grant aims to serve 2,500 individuals statewide over three years, with a strong emphasis on aligning community college and workforce development systems to improve access to quality jobs, particularly for underserved communities. Grant-funded activities include regional coordination across workforce boards, colleges, and employers; delivery of short-term credentialed training; earn-and-learn opportunities; and wraparound support services.

The East Bay’s RERP initiative focuses on Alameda and Contra Costa counties, including the cities of Oakland and Richmond, and reflects the geographic boundaries of the East Bay RPU.

## **ANALYSIS AND POLICY ALTERNATIVES**

This program focuses efforts on English language learners, justice-involved individuals, and residents of disadvantaged communities by providing them with a clear pathway into employment in the electronics and advanced manufacturing sectors through the Laney College Electronics Certification Program.

OPIC will lead recruitment and enrollment, deliver individualized case management and monthly check-ins, and facilitate participant access to essential supportive services such as transportation, childcare, and technology resources. Additional services will include financial literacy education, job readiness preparation (including resume workshops and mock interviews), and connection to apprenticeships and other work-based learning opportunities.

### **Performance goals include:**

- Enrolling 36 participants
- Achieving a 75% program retention rate
- Securing training-related employment for 60% of participants
- Ensuring at least 50% earn an industry-recognized credential

### **Performance to Date:**

Since recruitment began in August 2024 for the Fall semester at Laney College, the program has achieved the following:

- Participants Enrolled: 33
- Co-enrolled in WIOA: 12
- Training Completed / Certificates Earned: 26
- Participants in Training (Second Cohort): 7
- Completed Workforce Training: 6
- Workforce Training in Progress: 7
- Job Placements: 5
- Participants in Active Job Search / Applications: 9
- Supportive Services Provided: 33

Additional activities to date include:

- A workforce training workshop for Laney participants
- Two large-scale career fairs hosted on the Laney campus
- An employer-participant meet-and-greet held at OPIC
- Two group site visits to employers (Penumbra and U.S. Postal Service)

OPIC and Laney College will continue offering workforce readiness services—including resume and interview coaching, job search assistance, and follow-up support—through the remainder of the program period ending December 31, 2025.



# OAKLAND WORKFORCE DEVELOPMENT BOARD

## RESOLUTION NO. 25-\_\_\_\_\_

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### A RESOLUTION:

- (1) **ACCEPTING AND APPROPRIATING NINETY-SEVEN THOUSAND ONE HUNDRED AND ONE DOLLARS (\$97,101) FROM CONTRA COSTA COUNTY WORKFORCE DEVELOPMENT BOARD TO SUPPORT THE LANEY COLLEGE ELECTRONICS CERTIFICATION PROGRAM; AND**
- (2) **AUTHORIZING A GRANT AGREEMENT IN A TOTAL AMOUNT NOT TO EXCEED NINETY-SEVEN THOUSAND ONE HUNDRED AND ONE DOLLARS (\$97,101) WITH THE OAKLAND PRIVATE INDUSTRY COUNCIL**

**WHEREAS**, the Oakland Workforce Development Board (Board) is mandated to oversee the expenditure of federal Workforce Innovation and Opportunity Act of 2014 (WIOA) funding in partnership with the Mayor as local chief elected official in a designated workforce development area such as the City of Oakland (City), and the Mayor has designated the City Administrator to act on the Mayor's behalf on all WIOA administrative matters; and

**WHEREAS**, the Board's budget is made up of multiple funding streams that support the City's workforce development efforts; and

**WHEREAS**, the City is committed to enhancing career opportunities for its residents particularly for those in underserved and underrepresented communities; and

**WHEREAS**, the California Workforce Development Board (CWDB), in partnership with the Labor and Workforce Development Agency (LWDA), awarded funding to the East Bay Regional Planning Unit (RPU)—EASTBAY Works—through the Regional Equity and Recovery Partnership (RERP) grant to promote High Road workforce strategies that support job quality, economic equity, and environmental sustainability, while building upon existing regional planning efforts; and

**WHEREAS**, the RERP grant aims to serve 2,500 individuals statewide over three years, with a strong emphasis on aligning community college and workforce development systems to improve access to quality jobs, particularly for underserved communities; and

**WHEREAS**, the Board received Ninety-Seven Thousand One Hundred and One Dollars (\$97,101) in RERP grant funds from the Contra Costa County Workforce Development Board

(CCCWDB) as the fiscal agent, to support the Laney College Electronics Certificate Program in partnership with the Oakland Private Industry Council (OPIC); and

**WHEREAS**, the program officially launched recruitment in August 2024 in time for the Fall semester at Laney College; and

**WHEREAS**, OPIC and Laney College have collaborated to provide comprehensive workforce support, including on-campus career fairs, employer meet-and-greets, employer site visits, and ongoing job readiness services that will continue through the remainder of the grant period, ending December 31, 2025; now, therefore, be it

**RESOLVED:** That the Board hereby accepts and Ninety-Seven Thousand One Hundred and One Dollars (\$97,101) from the CCCWDB to support the Laney College Electronics Certificate Program; and be it

**FURTHER RESOLVED:** That the Board authorizes grant agreements with OPIC, in an amount not to exceed Ninety-Seven Thousand One Hundred and One Dollars (\$97,101); and be it

**FURTHER RESOLVED:** That the Board is authorized to take actions with respect to such agreements consistent with this Resolution and its basic purposes, subject to review and approval by the City Attorney’s Office as counsel to the Board.

PASSED BY THE FOLLOWING VOTE:

AYES -

NOES –

ABSENT –

ABSTENTION –



## ITEM. II a. - INFORMATIONAL

**To: Oakland Workforce Development Board**  
**From: OWDB Staff**  
**Date: April 11, 2025**  
**Re: OWDB Strategic Priorities Action Plan Discussion**

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### **BACKGROUND**

#### **1. Improved Coordination, Collaboration, and Alignment with Other Systems and Programs**

Building off the successes of collective impact models, OWDB seeks to establish, maintain, and strengthen purpose-driven partnerships with organizations and programs that provide services that complement those of the board and that offer potential to improve outcomes and increase impact.

##### *Strategies and Focus*

To achieve better alignment with education, business development, social services, and other local systems and organizations, efforts will be focused to achieve the following:

#### **A. Improve Awareness**

OWDB seeks to improve local and regional awareness of its programs by potential job seeker customers (including individuals from key target populations), businesses and industry leaders, and stakeholder of all types. Promotion of information about OWDB should highlight the board's relationships and alignment with a wide range of organizations, programs, and service delivery systems in Oakland and throughout the East Bay.

#### **B. Increase Access**

To collaborate effectively with other organizations, OWDB programs must be accessible to the businesses and job seekers, who are primary customers. Partners must have confidence that the workforce development system functions effectively and that services are easily accessible to individuals that they refer or that may be jointly served.

#### **C. Expand Resources**

Through collaboration and alignment with other systems and programs, OWDB seeks to connect its customers to services that enhance and supplement those that it provides. For job seekers, these might include educational programs, job-specific training, scholarships, stipends, internships, housing, transportation assistance, childcare, healthcare, and other services and support. For businesses, services may include information and support on financing, lowering costs, and connecting to other resources available through public and private organizations.

**D. Communicate Value**

Messaging about workforce development programs must communicate their benefits, emphasizing outcomes and unique opportunities that they provide. It should highlight access that workforce system customers have to other programs and resources and to OWDB's business partners. For business customers, the workforce system's proximity to a wide range of public programs and resources may help to communicate its value.

**E. Strengthen Impact**

OWDB is committed to assisting more individuals and businesses that need the services that it provides. In addition, the board seeks better outcomes for its customers, such as placements in good quality jobs, offering various benefits along with the potential for advancement. For businesses, the board strives to provide a better prepared pool of workers, who bring occupational and work readiness skills that enable companies to thrive. Coordination with others will bring resources, services, and expertise that will strengthen outcomes and the positive impact of OWDB programs throughout the city.

**2. Funding Agility through A Diversified Base of Resources**

OWDB members and all workforce system stakeholders recognize that the federal Workforce Innovation and Opportunity Act (WIOA) funds received by the city each year are not sufficient to meet local needs and that the program is limited in who it serves and the types of services that can be provided. The annual WIOA allocation to the city could be used more effectively and would have a greater impact if these resources were supplemented by additional funding and if grants were secured that would provide the workforce system greater flexibility in terms of the services and support it provides and the populations it serves.

*Strategies and Focus*

Initiatives in support of this strategic priority will include those that expand capacity, the types of services that are available, distribution of resources, and funding.

**A. Increase Capacity**

To increase the impact of workforce development programs and services, scale is critical. It is important that the board's programs be able to serve as many people as possible. It is also crucial that the services provided are sufficient in their intensity to reduce barriers to employment, and position job seekers to compete for good jobs.

**B. Expand the Range of Services**

Ideally, workforce programs and services should respond to customers' needs for services and reflect their individual circumstances and goals. However, the WIOA-funded programs that OWDB oversees limit both who can be served and what services are available. Securing diverse funding from an array of public and private sources could expand flexibility and the range of services provided by the local workforce system.

**C. Saturate Communities with Resources**

Many of the city's communities need comprehensive resources to develop greater resiliency and to meet head on the full range challenges they face. OWDB should work with its partners to develop comprehensive strategies for assembling and deploying the resources communities need.

**D. Secure Joint Funding**

By collaborating with local stakeholders on grant and funding opportunities, the board may not only improve the competitiveness of its proposals but may also increase opportunities for collaboration under joint venture projects. Such collaboration is likely to increase resources available to OWDB customers.

**3. Improved Engagement and Relationships with Businesses**

All evidence suggests that OWDB’s programs are most successful when they are designed and implemented in partnership with business. The workforce system must implement strategies to fully and effectively engage businesses of all types and sizes in the workforce system so that individuals looking for work can be prepared to succeed on the job and advance in the careers with companies that are critical to the stability and success of the local economy.

*Strategies and Focus*

The board intends to develop and implement strategies that actively and effectively engage local businesses as strategic partners in development of the local workforce. The principal focus of OWDB’s work on this priority will include the following:

**A. Become the First Choice for Business**

Many organizations, both public and private, operate within the workforce development space and target business as a primary customer. OWDB must identify, articulate, and broadcast those aspects of its services and approaches that make it the best choice for business.

**B. Prioritize Key Sectors**

The board should focus on industries that drive prosperity, job creation, and economic opportunity for Oakland residents. At the same time, OWDB should identify how it will support small businesses, which are critically important to the economic health of the city.

**C. Local Focus**

While job seekers participating in OWDB career services and training programs may be placed at businesses throughout the Bay Area, the board’s engagement with business should be primarily focused on local enterprises, as the city is uniquely invested in their success.

**D. Customized Services**

The board should develop a comprehensive business engagement strategy that includes how it will communicate to businesses about the workforce development system’s capacity to customize solutions to meet their specific needs.

**4. Establishment of a High Integrity Data Sets**

Board members need a wide range of data to make informed decisions about allocation of funds, evaluation of program performance, investments in workforce initiatives, and more. Data collected in and reported through the statewide CalJOBS system provides much of the information needed by the board, but may not represent the full range of data necessary to make critical decisions. OWDB must first determine the precise data essential to fulfill its

responsibilities and addressing its priorities, and, next, identify the best available sources of reliable data.

### *Strategies and Focus*

The board's work on this priority will be concentrated on the following research and activities:

**A. Source Reliable Data**

A scan of available workforce development, career and technical education, labor market, economic, and related data sources should be completed, and results should be provided to the board for review.

**B. Implement Data Review and Analysis Processes**

WIOA-specific data available through CalJOBS, along with data related to the WIOA performance measures, may dominate the board's data review processes. Board members should work closely with management and staff to identify the types of data and analysis that the board needs to inform its actions.

**C. Utilize Trusted Data to Inform Decisions**

Following actions to identify the types of data needed and available data sources, the board should decide on what data it will utilize to make decisions.

Strategic Priority	Strategy/Focus Area	Action	Timeline	Staff Responsible	Partners	Resources Needed	Outcome/Measure of Success
Improved Coordination, Collaboration, and Alignment	Improve Awareness	Develop a marketing and outreach strategy	Q2 2025	Communications Team	Community Partners	Marketing Budget	Increased public awareness metrics
	Increase Access	Conduct accessibility audit and implement improvements	Q3 2025	OWDB Team	Service Providers	Audit Tools, Funding	Improved user access ratings
	Expand Resources	Develop MOUs with support service organizations	Q4 2025	Executive Director	Educational Institutions, Social Services	Legal Support	Number of new partnerships formed
	Communicate Value	Create value messaging campaign for businesses and job seekers	Q2-Q3 2025	Marketing Lead	Business Community	Marketing Tools	Campaign engagement and conversion rates
	Strengthen Impact	Align outcome metrics with partner organizations	Q1 2026	Strategy Team	Partner Orgs	Data Analysts	Improved outcomes reporting
Funding Agility	Increase Capacity	Apply for capacity-building grants	Ongoing	OWDB Team	City Government	Grant Writing Tools	Grant funding secured
	Expand Range of Services	Identify private funders and submit proposals	Q2-Q4 2025	OWDB Team	Foundations	Proposal Templates	Increased service diversity
	Saturate Communities	Create community outreach resource strategy	Q3 2025	Community Engagement Lead	Neighborhood Councils	Community Feedback Tools	Resources deployed per district
	Secure Joint Funding	Collaborate on joint funding applications	Ongoing	Executive Director	Stakeholders	Joint Funding Framework	Successful collaborative grants
Business Engagement	Become First Choice for Business	Launch business engagement survey and response plan	Q2 2025	Business Development Team	Chamber of Commerce	Survey Tools	Business satisfaction increase
	Prioritize Key Sectors	Map and analyze top employment sectors	Q3 2025	Business Development Team	Industry Experts	Labor Market Tools	Identified priority sectors
	Local Focus	Organize local business roundtables	Quarterly	Exec. Director/OWDB Staff	Local Businesses	Event Budget	Roundtable participation rates
	Customized Services	Develop business needs assessment toolkit	Q4 2025	Business Liaison	Employers	Toolkit Development	Toolkit usage rate
Data Integrity	Source Reliable Data	Conduct data source inventory and review	Q2 2025	OWDB Team	Academic Partners	Database Access	List of verified sources
	Implement Review Processes	Develop data governance and review protocols	Q3 2025	OWDB Team	IT Department	Governance Framework	Protocol adoption rate
	Utilize Trusted Data	Integrate data use into board decision-making	Q4 2025	Board Chair	Board Members	Dashboard Tools	Informed decision tracking

**OAKLAND WORKFORCE DEVELOPMENT BOARD  
2025  
MEETING CALENDAR**

<b>Regular Full Board Meeting</b>	<b>Thursday - February 6, 2025</b>
<b>Executive</b>	<b>Friday - March 21, 2025</b>
<b>Regular Full Board Meeting</b>	<b>Thursday - May 1, 2025</b>
<b>Executive</b>	<b>Friday - June 20, 2025</b>
<b>Regular Full Board Meeting</b>	<b>Thursday - August 7, 2025</b>
<b>Executive</b>	<b>Friday - September 19, 2025</b>
<b>Regular Full Board Meeting</b>	<b>Thursday - November 6, 2025</b>
<b>Executive</b>	<b>Friday - December 19, 2025</b>