



1000 Emeline Ave.
Santa Cruz, CA 95060
(831) 454-4873

www.santacruzwb.com

**COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
(CEDS) COMMITTEE MEMBERS:**

- Ron Slack, Chair**
Fine Print Graphic Design
- Carol Siegel, Vice-Chair**
Santa Cruz Seaside Company
- Andy Constable, Economic Development Manager**
County of Santa Cruz
- Jo Anne Dlott, Vice President, Human Resources**
SureHarvest
- Jamie Goldstein, City Manager**
City of Capitola
- Bonnie Lipscomb, Director**
City of Santa Cruz Economic Development
- Kurt Overmeyer, Economic Development Manager**
City of Watsonville
- William Tysseling, Executive Director**
Santa Cruz Area Chamber of Commerce

Alternates:

- Peter Dellefs**
County of Santa Cruz
- J Guevara, Economic Development Coordinator**
City of Santa Cruz
- Barbara Mason, Economic Development Coordinator**
County of Santa Cruz

DIRECTOR:
Andy Stone

**Workforce Investment Board
Comprehensive Economic Development Strategy
(CEDS) Committee
Human Services Department
1000 Emeline Ave., Santa Cruz, CA
Wednesday, May 4, 2016 @ 3:00 pm**

Agenda 1

I. Call to Order / Introductions Ron Slack, WIB Chair

II. Approval of Agenda

III. Public Comment: For items not listed on the agenda. Limited to 3 minutes

IV. Comments by Chair / WIB Director Ron Slack / Andy Stone

V. Approval of January 20, 2016 Minutes 2-5

VI. Consent Items (none)

VII. Discussion and Action Items

D.1 Plan for CEDS Updates **6-8**

D.2 EDA Funding Application Requirements **9**

D.3 Jurisdiction Projects / EDA Applications **10**

D.4 Discussion of a Potential 2015-16 Special Project **11**

D.5 Jurisdiction Reports and Discussion **12**

VIII. Administration

A.1 WIB Strategic Plan Report **13**

A.2 Labor Market Information **14-17**

IX. Other Issues / Discussion / Announcements

X. Adjournment

Next Meeting: TBD (Tentatively September 21, 2016 @ 3:00 pm)
1000 Emeline Ave., Santa Cruz, CA 95060

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefit of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please call (831) 763-8900 (TDD/TTY- 711) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.

Building Economic Prosperity through Workforce Development



Workforce Investment Board
**Comprehensive Economic Development
Strategy Committee**
January 20, 2016 @ 3:00 pm
Human Services Department
1000 Emeline Ave., Santa Cruz, CA

1000 Emeline Avenue
Santa Cruz, CA 95060
(831) 454-4873

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- Ron Slack, Chair*
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- Steve Ando, City Manager*
City of Scotts Valley
- Jo Anne Dlott, Vice President, Human Resources*
SureHarvest
- Jamie Goldstein, City Manager*
City of Capitola
- Jon Gundersgaard, Senior Technical Recruiter*
Seagate Technology
- Bonnie Lipscomb, Executive Director*
City of Santa Cruz Economic Development
- Kurt Overmeyer, Economic Development Manager*
City of Watsonville
- Kathy Previsich, Planning Director*
County of Santa Cruz
- William Tysseling, Executive Director*
Santa Cruz Area Chamber of Commerce

Alternates:

- Carol Berg, Housing & Community Dev. Manager*
City of Santa Cruz
- Joe Hall, Management Professional*
City of Santa Cruz
- Corrie Kates, Deputy City Manager*
City of Scotts Valley
- Barbara Mason, Economic Development Coordinator*
County of Santa Cruz

Director:
Andy Stone

The Chair Ron Slack called the meeting to order at 3:03 pm.

Committee Members in Attendance

- Slack, Ron – Chair – Owner, Fine Print Graphics
- Goldstein, Jamie – City Manager, City of Capitola
- Mason, Barbara – Econ Dev. Coordinator, County of Santa Cruz
- Overmeyer, Kurt – Econ Development Mgr, City of Watsonville
- Tysseling, Bill – Exec. Director, Santa Cruz Chamber of Commerce

Committee Members Absent

- Siegel, Carol- *Vice Chair* – Employment Mgr, Santa Cruz Seaside Co.
- Ando, Steve – City Manager, City of Scotts Valley
- Dlott, JoAnn – VP, Human Resources, Sure Harvest
- Gundersgaard, Jon – Sr. Technical Recruiter, Seagate
- Lipscomb, Bonnie – Exec Dir, City of Santa Cruz Econ Dev.
- Previsich, Kathy – Director, County of Santa Cruz Planning Dept.

Staff in Attendance

- | | |
|----------------|------------------|
| Stone, Andy | WIB Director |
| Gray, Lacie | Sr. Analyst |
| Zeller, Brenda | Typist Clerk III |

Guests

- Constable, Andy – County Economic Development Manager
- Detlefs, Peter – County Administrative Office Associate Analyst
- Ullestad, Sharolynn – Goodwill Central Coast

Subject: Welcome/Introductions

Discussion: Chair Ron Slack welcomed everyone.

Subject: Changes to Agenda

There were no changes to the Agenda.

Subject: Public Comment

There was no public comment.

Subject: Chair / WIB Director Comments

Andy Stone, WIB Director, noted that most of the agenda items in the meeting packet were also on the September 16, 2015, meeting agenda but since there wasn't a quorum, no votes were taken at that time.

Subject: Approval of the May 6, 2015 and September 16, 2015 Meeting Minutes

Discussion: Jamie Goldstein noted that on Item D.2 Status of the CEDS Five-Year Plan of the May 6, 2015, minutes, he made the motion.

Action: Approve the May 6, 2015 Meeting Minutes with the amendment noted above.

Status: Motion to Approve: Jamie Goldstein
Motion Seconded: Kurt Overmeyer
Abstentions: None
Committee Action: Approved

Action: Approve the September 16, 2015 Meeting Minutes.

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Barbara Mason
Abstentions: None
Committee Action: Approved

Discussion and Action Items:

Subject: D.1 Status of 2014 CEDS Five-Year Plan

Discussion: Director Andy Stone gave a brief update on the Plan, including noting that it was approved by the Economic Development Administration (EDA) on May 28, 2015.

Action: Accept the Status Report on the 2014 Five-Year Comprehensive Economic Development Strategy (CEDS) Plan as presented.

Status: Motion to Approve: Barbara Mason
Motion Seconded: Bill Tysseling
Abstentions: None
Committee Action: Approved

Subject: D.2 Plan for CEDS Updates

Discussion: The group briefly discussed the new proposed schedule for developing CEDS Plan Updates. WIB Staff will check in with EDA staff to verify that a letter of compliance from the County is only required if the project is not identified in the CEDS Plan and a jurisdiction will be applying for EDA funds for that project. Also, WIB staff will verify that a letter of compliance with the goals in the Five-Year Plan is needed rather than a letter of support (the latter might imply that a formal letter from the Board of Supervisors is required).

Action: Approve the recommendation to complete Updates for 2016 and 2018 and the next Five-Year CEDS Plan for 2019. Review the 2015-16 CEDS Budget; and Direct staff to return with data points and specific goals for the 2016 and 2018 Updates at a 2016 meeting.

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Kurt Overmeyer
Abstentions: None
Committee Action: Approved

SUBJECT: D.3 Jurisdiction Projects/ EDA Applications

Discussion: The Chair opened the floor for jurisdictions to note any upcoming applications to EDA. None were noted.

Action: N/A

Status: Motion to Approve: N/A
Motion Seconded: N/A
Abstentions: N/A
Committee Action: N/A

SUBJECT: D.4 Discussion of a Potential 2015-16 Special Project

Discussion: Five different potential projects were noted and briefly discussed:

1. Contracting for a twenty year “scenario analysis” which would include developing various potential economic scenarios (an example would be “what if robotics eliminated 50% of the jobs locally?”) and then developing solutions to them;
2. Developing a training for visitor/tourism front line staff to enhance their understanding and ability to communicate the array of things to do, places to stay, etc, in Santa Cruz County;
3. Implementing a study of the cost of traffic to the local economy;
4. Developing a study of skills needed locally to attract employers to the area. This would include assessing current commute patterns so that there is a better understanding of who (with what skill set(s)) leaves the County daily to work elsewhere;
5. Developing a study of the impact of Uber and Air B&B on the local economy.

Action: Authorize the WIB Director to move forward with a study of the cost of traffic to the local economy as long as it doesn’t exceed the available budget (\$14,660) for a special study.

Status: Motion to Approve: Jamie Goldstein
Motion Seconded: Kurt Overmeyer
Abstentions: None
Committee Action: Approved

SUBJECT: D.5 Jurisdiction reports and discussion (No action required)

Discussion: Each jurisdictional representative present at the meeting (City of Capitola, City of Watsonville, and County of Santa Cruz) gave a brief report on the various projects being worked on in their area, and discussed possible new projects to meet community needs.

Action: N/A

Status: Motion to Approve: N/A
Motion Seconded: N/A
Abstentions: N/A
Committee Action: N/A

SUBJECT: A.1 WIB Strategic Plan

Discussion: The WIB Director gave a brief overview of the current status of the WIB Strategic Plan as it relates to the CEDS Committee: of the three benchmarks noted, two are completed and one has been referred to the WIB Business Services Committee for next steps.

Action: Accept the WIB Strategic Plan Status Report as presented.

Status: Motion to Approve: Kurt Overmeyer
Motion Seconded: Jamie Goldstein
Abstentions: None
Committee Action: Approved

SUBJECT: A.2 Labor Market Information

Discussion: The WIB Director noted the labor market information in the agenda packet, including the preliminary individual jurisdictional labor force and unemployment information for November, 2015.

Action: N/A

Status: Motion to Approve: N/A
Motion Seconded: N/A
Abstentions: N/A
Committee Action: N/A

Chair Ron Slack adjourned the meeting at 4:34 pm.

**Next Meeting: May 4, 2016 @ 3:00 pm
Human Services Department
1000 Emeline Avenue
Santa Cruz, CA 95060**



Action Consent Information Discussion

D.1 Plan for CEDS Updates

COMMITTEE: CEDS	MEETING DATE: 05/04/16
STAFF NAME: Lacie Gray, Senior Analyst	

SUMMARY:

The Economic Development Administration (EDA) approved the local 2014 Five-Year CEDS Plan on 5/28/15. The following language was also included in the acceptance letter: *Inasmuch as your development strategy has been prepared using your own resources, there are no special requirements or due dates set by EDA for updates and revisions. However, if you intend to use your development strategy in support of an application for EDA funding, it will be necessary to ensure that the document remains current, revising or updating it within one year of the submission of a grant application.* Malinda Matson, regional EDA representative, noted that in the years that an Update is not completed, she would want a support letter from the County about the project, and how the project is important to the fulfillment of the strategies in the CEDS Plan, submitted with the funding application. Item D.2 discusses the conversation WIB staff had with Malinda Matson about this request.

As you will recall, your Committee approved the following schedule at its last meeting:

- Five-Year CEDS Plan: 2014 (completed 5/2015)
- Update 1: 2016 (completed 5/2017)
- Update 2: 2018 (completed 5/2019)
- Five-Year CEDS Plan: 2019 (completed 5/2020)

The first Update is due May 2017. The Draft update will need to be reviewed by your Committee at its January 2017 meeting and then go to the WIB. It will need to go to the Board of Supervisors at an April 2017 meeting and then be submitted to EDA in May 2017.

Staff has assembled this list of data points as well as recommended goals related to the new Performance Measures in the 2014 Five-Year Plan (attached). Staff will send out a request for the data in the next few months and discuss again at its September, 2016 meeting.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to • Approve data points and specific goals for the 2016 and 2018 Updates and direct staff to request corresponding data from the jurisdictions before the next CEDS meeting.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

D.1 PLAN FOR CEDS UPDATES - ATTACHMENT

RE: CEDS Update Data and Recommended Goals

Data for 2015-16 Period:

- current through *June 30, 2016* with the following exceptions:
- CIP Projects should reflect budgeted amounts for the 2015/2016 fiscal year.
- Sales tax and TOT may not yet be available through the latest, so please report latest available.

If any of these requested data are not applicable to your jurisdiction or the information just isn't available, please let us know.

Data Items to be supplied by the Jurisdictions for the CEDS Update

Data Element	Definition
1. Number of affordable housing units constructed or retained	Doug Svensson (Nov 2012): sometimes affordable housing is in jeopardy of going market rate, due to loss of funding or sun-setting covenants or whatever, so jurisdictions sometimes step in to renew the arrangement that allows the housing to be retained as market rate. So, basically it is any action that allows existing affordable housing to remain affordable, as opposed to constructing new affordable units.
2. Projects completed with positive net fiscal impact	Doug Svensson (Nov 2012): Last year was a bit of a transition as well so we didn't get exactly the information we had been getting in prior years. We (ADE) get data from a third party vendor that tracks building permits issued by major land use category and the dollar value of the permits. We use that data to create the graph in Figure 4 in the report. So the item Barbara is referring to is really an opportunity for the jurisdictions to highlight significant economic development projects that were completed in the past year, but not necessarily in a comprehensive data-driven way. So, if Barbara could see what building permits were finalized during the year for job-creating projects and maybe just provide a project name or a 1 line description that would be fine. It won't really matter if that overlaps with what was reported last year since the point would be the that projects actually got completed during the current study year.
3. Other planning projects completed to meet objectives of the Fiscal Health Goal	
4. Collaboration with other local jurisdictions on economic	

development efforts.	
5. TOT and Sales tax collected since September 30, 2011.	
6. Capital improvement projects related to economic development	
7. Number of threatened jobs retained and a description of any job retention activity	
8. "Plant" closures including businesses of significant size.	
9. Any changes in the status of the CEDS regional priority projects or other projects listed in the 2011 CEDS Update document	The county Jurisdiction has a process for developing the priorities: http://sccounty01.co.santa-cruz.ca.us/bds/Govstream/BDSvData/non_leg_acy/agendas/2012/20120228/PDF/022.pdf

Other questions:

<u>From CAO's office:</u> How to get on the County project and/or priority list	The county Jurisdiction (County Planning Dept) has a process for developing the priorities: http://sccounty01.co.santa-cruz.ca.us/bds/Govstream/BDSvData/non_leg_acy/agendas/2012/20120228/PDF/022.pdf . County departments should contact the County Planning Dept/Economic Development Director.
<u>From CAO's office:</u> how to explore the feasibility of an application for any project at this property (upper Harbor area) with EDA	Advised CAO's office to check in with Planning since project applications are originated at the jurisdictions (ie for the County that would be County Planning)
WIB Analyst: Performance Measures Measure #15:	Jurisdictions need more specific parameters about completing this. Some gave only one bullet; some gave multiple bullets to the level of attending CEDS Com meetings.



Action Consent Information Discussion

D.2 EDA Application Requirements

COMMITTEE: CEDS	MEETING DATE: 05/04/16
STAFF NAME: Lacie Gray, Senior Analyst	

SUMMARY:

At your Committee's January 20, 2016, meeting, your Committee requested that WIB staff clarify with Malinda Matson, Economic Development Administration (EDA) staff assigned to the Santa Cruz County Comprehensive Economic Development Strategy (CEDs) Committee, what was meant by a "letter of support/compliance" to accompany any applications for funding to EDA.

A letter of compliance from the County Economic Development Department stating that the application helps further the goals of the local area CEDs Plan, and even better stating specifically which goals and how they will be furthered, would be very helpful for any application (although it is not strictly required). Further, the letter should state if the CEDs Plan is still current.

However, on a slightly different note, Malinda Matson stated that if a jurisdiction applies for funding and includes match dollars, completed resolutions for that match must be submitted with the application.

The proposal review process at EDA has changed. Funding applications should not come in "cold". Instead, any application should be submitted in summary. A monthly review team meets to see if the summary shows that the application has met all application requirements and that it will be competitive. EDA will ask for a full proposal to be submitted should those two criteria be met.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to • Consider a special project; • Direct Staff to develop a schedule for the implementation of the special project and bring that plan to the next CEDs Committee meeting.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action Consent Information Discussion

D.3 Jurisdiction Projects/EDA Applications

COMMITTEE:	CEDS	MEETING DATE:	05/04/16
STAFF NAME: Lacie Gray, Senior Analyst			

SUMMARY:

With the bi-annual Update schedule approved by your Committee, when a jurisdiction plans to apply for funding in a year that a CEDS update is not being developed, it would be helpful, according to Malinda Matson at the Economic Development Administration (EDA), to have the County Economic Development Department write a letter of support for the funding application. As such, it would be helpful if the jurisdictions discussed their upcoming projects and any current or upcoming EDA applications at each meeting so that the County can be prepared to draft these letters as necessary. It would be important for a jurisdiction, if applying for EDA funding, to note how the project helps meet the goals in the CEDS plan so that this can be noted in any letter that the County drafts to accompany the specific jurisdiction's application.

Please come prepared to discuss each upcoming project/EDA application, when the application will be submitted and how the project is important to the fulfillment of the strategies in the CEDS Plan.

Attachment(s)

SUGGESTED MOTION: (if applicable)

Discuss each jurisdiction's upcoming project(s) and EDA funding application(s) and how they help meet the goals of the CEDS.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action Consent Information Discussion

D.4 Discussion of 2015-16 Special Project

COMMITTEE: CEDS	MEETING DATE: 05/04/16
STAFF NAME: Lacie Gray, Senior Analyst	

SUMMARY:

At your Committee's last three meetings, the possibility of undertaking a special project in Fiscal Year 2015-16 was briefly discussed. There are CEDS budget funds not earmarked for a 2015 Update that could be considered for a special project; more funds are available if your Committee adopts a bi-annual Update schedule (ie no Update is developed for 2015).

At your Committee's last meeting on January 20, 2016, five possible projects were discussed:

1. Contracting for a twenty year "scenario analysis" which would include developing various potential economic scenarios (an example would be "what if robotics eliminated 50% of the jobs locally?") and then developing solutions to them;
2. Developing a training for visitor/tourism front line staff to enhance their understanding and ability to communicate the array of things to do, places to stay, etc, in Santa Cruz County
3. Implementing a study of the cost of traffic to the local economy;
4. Developing a study of skills needed locally to attract employers to the area. This would include assessing current commute patterns so that there is a better understanding of who (with what skill set (s)) leaves the County daily to work elsewhere;
5. Developing a study of the impact of Uber and Air B&B on the local economy.

The traffic study was considered to pursue. However, there were unexpected political implications.

At this time, your Committee may wish to discuss developing a special project based on those ideas previously discussed or new ideas and direct staff to develop a schedule for its implementation for consideration for the next CEDS Committee meeting.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to • Consider a special project; • Direct Staff to develop a schedule for the implementation of the special project and bring that plan to the next CEDS Committee meeting.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action
 Consent
 Information
 Discussion

D.5 Jurisdiction Reports and Discussion

COMMITTEE: C E D S	MEETING DATE: 05/04/16
STAFF NAME: Lacie Gray, Senior Analyst	

SUMMARY:

To share information between all members of the Comprehensive Economic Development Strategy (CEDs) Committee, each jurisdiction is asked to provide an update on economic development activities. The discussion will center on addressing the following key subjects:

- What economic development efforts are underway or imminent in your jurisdiction?
- Information on businesses at-risk of closing or relocating.
- Information on businesses growing and hiring.
- Other updates of interest.

Attachment(s)

SUGGESTED MOTION: (if applicable)

Accept reports on Jurisdictional local and regional economic development strategies.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action Consent Information Discussion

A.1 WIB Strategic Plan Report

COMMITTEE:	CEDS	MEETING DATE:	05/04/16
STAFF NAME: Lacie Gray, Senior Analyst			

SUMMARY:

There are no updates to this item since the last meeting:

On June 4, 2014 the WIB adopted the WIB Strategic Plan for Program Years (PY) 2014-17. At that time the WIB also approved the WIB Director's PY 2014-15 Operational Plan which lays out the specific actions for the program year designed to ensure that the Strategic Plan's goals are met.

Both the Strategic Plan and the WIB Director's Operational Plan incorporate the 2014-17 Strategic Goals referenced below. A status report on the 2014-15 year-end status of benchmarks (from the Strategic Plan) which are relevant to your Committee are also below.

2014-2017 Strategic Goals for Workforce Santa Cruz County

Goal 1: Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs

Goal 2: Align workforce development strategies to support local economic development

Goal 3: Develop strategic relationships with educators, employers and community partners to:

- Increase the skill levels of youth and adult job seekers, and
- Create opportunities for employment, career mobility, and self-sufficiency

Goal 4: Increase Board (WIB) Effectiveness

Benchmarks:

- Plan for Continuing CEDS Operations in PY 2014-15 - Completed
- Integration of Workforce Develop content in 2015 CEDS - Completed
- Host sector based business round table - WIB Business Services Committee is developing a Business Engagement plan and hosting a retreat

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the WIB Strategic Plan Status Report as presented.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action
 Consent
 Information
 Discussion

A.2 Labor Market Information

COMMITTEE: CEDS	MEETING DATE: 05/04/16
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STAFF NAME: Lacie Gray, Senior Analyst

SUMMARY:

On April 15, 2016, Local Employment Development Department (EDD) Labor Market Analyst Jorge Villalobos released Labor Market Information as attached.

Attachment(s)

SUGGESTED MOTION: (if applicable)

Information only. No motion needed.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

A.2 Labor Market Information Attachment A

On April 15, 2016, Local Employment Development Department (EDD) Labor Market Analyst Jorge Villalobos released the following information:

The unemployment rate in the Santa Cruz MSA was 8.8 percent in March 2016, unchanged from a revised 8.8 percent in February 2016, and below the year-ago estimate of 9.5 percent. This compares with an unadjusted unemployment rate of 5.6 percent for California and 5.1 percent for the nation during the same period.

The unemployment rate in the **Santa Cruz MSA was 8.8 percent in March 2016**, unchanged from a revised 8.8 percent in February 2016, and below the year-ago estimate of 9.5 percent. This compares with an unadjusted unemployment rate of 5.6 percent for California and 5.1 percent for the nation during the same period.

The Department of Labor's [Bureau of Labor Statistics](#) (BLS) recently featured its **Regional Homepages**, giving links to a variety of tables and news releases ranging from Consumer Price Index (CPI) information to area economic summaries. To easily access these data for your area, select **WEST**, then *California*, and from the right side of that page, scroll down to the link for your area.

The BLS Career Outlook posted its latest [Education Matters](#) chart, in its *Data on Display* series. Nationwide in 2015, workers with a professional degree generally had the highest median weekly earnings (\$1,730) and lowest unemployment rate (1.5 percent), more than triple the earnings (\$493) and less than one-fifth the unemployment rate (8.0 percent) of workers with less than a high school diploma.

The Bay Area Council Economic Institute released a report, [Reinventing Manufacturing: How the transformation of Manufacturing is Creating New Opportunity for California](#). It offers the following strategies to strengthen manufacturing:

- A pool of competitive funding through the Governor's Office of Business and Economic Development (GO-Biz) for the Innovation Hub (iHub) system with dedicated statewide funding.
- Shared manufacturing spaces, and investment in high-tech facilities and state-of-the-art equipment to promote faster commercialization.
- Creating cross-campus coordination in engineering research across the University of California (UC) system.
- Initiating corporate apprenticeship programs to build skills for new workers and career changers.
- Special tax credits for venture capital investments in small enterprise manufacturing.
- Publicizing state-provided funding sources, such as Industrial Development Bonds.
- California Environmental Quality Act (CEQA)-challenge reforms.
- Prioritization of land use planning and zoning toward mixed, compatible uses, such as commercial and industrial space alongside residential areas.

**A.2 Labor Market Information
Attachment B**

State of California
April 13, 2016
March 2015 Benchmark

Employment Development Department
Labor Market Information Division
<http://www.labormarketinfo.edd.ca.gov>
(916) 262-2162

**Monthly Labor Force Data for Cities and Census Designated Places (CDP)
March 2016 - Preliminary
Data Not Seasonally Adjusted**

Area Name	Labor Force	Employment	Unemployment Number	Unemployment Rate	Census Ratios Emp	Unemp
Santa Cruz County	144,000	131,400	12,600	8.8%	1.000000	1.000000
Amesti CDP	1,700	1,400	300	15.4%	0.010724	0.020270
Aptos CDP	3,300	3,000	300	8.6%	0.022769	0.022175
Aptos Hills Larkin Valley CDP	1,000	1,000	100	6.0%	0.007438	0.004877
Ben Lomond CDP	3,500	3,200	300	9.8%	0.023981	0.027052
Boulder Creek CDP	3,000	2,700	300	11.0%	0.020579	0.026366
Capitola city	5,700	5,300	400	7.0%	0.040129	0.031403
Corralitos CDP	1,300	1,200	100	6.9%	0.009206	0.007011
Day Valley CDP	1,900	1,700	300	14.4%	0.012616	0.022099
Felton CDP	2,200	2,100	100	4.5%	0.016347	0.007925
Freedom CDP	1,700	1,500	200	11.5%	0.011506	0.015469
Interlaken CDP	3,900	3,700	200	6.3%	0.028033	0.019508
Live Oak CDP	9,600	8,900	800	7.8%	0.067704	0.059514
Rio del Mar CDP	4,800	4,600	300	5.3%	0.034846	0.020194
Santa Cruz city	33,500	30,800	2,600	7.8%	0.234790	0.207424
Scotts Valley city	6,400	5,900	500	8.0%	0.044907	0.040535
Soquel CDP	5,700	5,300	400	6.9%	0.040594	0.031395
Twin Lakes CDP	3,400	2,900	500	14.9%	0.022323	0.040616
Watsonville city	25,600	22,700	2,900	11.3%	0.172715	0.227617

CDP is "Census Designated Place" - a recognized community that was unincorporated at the time of the 2013 Census.

Notes:

- 1) Data may not add due to rounding. All unemployment rates shown are calculated on unrounded data.
- 2) These data are not seasonally adjusted.

Methodology:

Monthly city and CDP labor force data are derived by multiplying current estimates of county employment and unemployment by the employment and unemployment shares (ratios) of each city and CDP at the time of the 2013 ACS Census. Ratios for cities and unincorporated areas were developed from special tabulations based on household population only from the Bureau of Labor Statistics. For smaller cities and CDP, ratios were calculated from published census data.

City and CDP unrounded employment and unemployment are summed to get the labor force. The unemployment rate is calculated by dividing unemployment by the labor force. Then the labor force, employment, and unemployment are rounded.

**A.2 Labor Market Information
Attachment B**

Data Not Seasonally Adjusted

Area Name	Labor Force	Employ- ment	Unemployment Number	Rate	Census Ratios Emp	Unemp
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This method assumes that the rates of change in employment and unemployment, since 2013 ACS are exactly the same in each city and CDP as at the county level (i.e., that the shares are still accurate). If this assumption is not true for a specific city or CDP, then the estimates for that area may not represent the current economic conditions. Since this assumption is untested, caution should be employed when using these data.