



Workforce Investment Act Dislocated Worker Additional Assistance Project Application

Funding Application Transmittal Page

Organization Applying: San Francisco Office of Economic &
Workforce Development (SFO)


Submitted By: Rhonda Simmons

Date Submitted: 8/28/13

Contact Person: John Halpin

Contact Phone Number: 415.701.4856

SIGNATURE PAGE

Applicant Name: San Francisco Office of Economic and Workforce Development	
Participating LWIB(s): WISF-San Francisco	
Project Title: Information & Communication Technology Agile Response Program- (ICTARP)	
Term: 10/1/2013	through 3/31/2015
Amount of Request: \$ 902,465	
Initial Application: <input checked="" type="checkbox"/>	Amendment Request: <input type="checkbox"/> Amendment #:
Summary Purpose Statement including the worker population that will be served (use only available space):	
<p>Information & Communication Technology Agile Response Program- (ICTARP) Is a value added program to assist Dislocated Workers within our Information & Communication Technology Priority Sector. ICT sector was identified as a priority sector in WISF's Regional Strategic Plan. Locally, the ICT Sector is one of the largest and rapidly growing industries. Due to recent large-scale WARN dislocation events concentrated within the ICT sector (LucasArts, Goodby & Sliverstein, Zynga) 470 individuals lost employment. To both further assist this sector's recovery as well as serve recently dislocated workers, WISF respectfully request additional assistance support. The unexpected 470 affected workers were all concentrated within 45 days of each other and the majority were also within the last month of fiscal year 2012-2013. Additionally, both Cisco and Symantec have announced large scale workforce reductions (over 5000) which may further adversely impact the regional ICT sector in the current fiscal year. Additional Assistance funds will be utilized to supplement and expand current Dislocated Worker services which may include but are not limited to: career interest assessments; industry sector evaluation; access to resume, cover letter, and interviewing workshops; employment referrals; job placement assistance; post-secondary training for advanced IT skills; and portfolio development assistance.</p> <p>This project application/amendment request consists of the following documents marked with an "X":</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Narrative <input checked="" type="checkbox"/> Participant Plan <input checked="" type="checkbox"/> Budget Summary(ies)/Support Documents 	
Authorized Representative Approval (Submit two original signature copies):	
Rhonda Simmons, Director	 8-28-13
Typed Name and Title	Signature and Date

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WSD Regional Advisor signature and date:	/ /
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NARRATIVE

Applicant Name: San Francisco Office of Economic and Workforce Development		
Participating LWIB(s) WISF-San Francisco		
Project Title: Information & Communication Technology Agile Response Program-(ICTARP)		
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I. Statement of Need

Describe the need for the project by addressing all of the following:

- *Evidence of substantial layoff(s) or other qualifying event(s), including employers and industry clusters affected, and timeframe of layoffs; and*

WISF has recently experienced a cluster of dislocations events within the Information and Communication Technology (ICT) sector. On 5/23/13 WISF received a WARN from Goodby, Silverstein & Partners that resulted in loss of 51 positions. On 6/2/13 WISF received a WARN from LucasArts which affected 201 employees. Similarly, on 6/03/13 WISF received a WARN from Zynga identifying the elimination of an additional 218 positions. Furthermore, although the specific local impact remains undetermined, both Cisco and Symantec have announced a combined workforce reduction of over 5000 which will further impact regional job losses in the first quarter of FY 2013-2014. Lastly, the Federal sequestration resulted in a \$545,000 reduction in our annual WIA allocation, causing reductions to staffing and direct services provided by Community Based Organizations.

- *Evidence of the number of affected workers who will seek services and the types of services needed; and*

Additional Assistance funds will be utilized to supplement and expand current Dislocated Worker services which may include but are not limited to, career interest assessments, industry sector evaluation, access to resume, cover letter and interviewing workshops, employment referrals, job placement assistance, post-secondary training for advanced IT skills and assistance with portfolio development. Although the affected population constitutes 470 individuals we estimate that half of those individuals will not require Dislocated Workers services due to an overall general vitality of the sector. Thus we are targeting the second half of the affected population with a goal to serve 220 dislocated workers.

- *Demonstration that existing local resources (WIA or other) are not adequate to address the needs of the affected workers seeking services. (Complete and refer to the table in section III, Resource Utilization, below.)*

After the end of the final quarter of the fiscal year, Dislocated Worker resources have been obligated and/or expended for the year. TechSF is the primary resource serving the sector and no additional resources are available to expand services to meet the influx of newly impacted dislocated workers.

II. Project Description

Describe the proposed actions to address the need described above:

WISF have already begun to convene training providers, employers, and sector specialist to address the recent activity around the dislocation events. Via sector roundtables it was determined that additional training services would be a value-added benefit that could help ICT professionals more quickly rejoin the workforce.

Describe any special or unique aspects of this proposed Additional Assistance project:

Furthermore collaborative planning and curriculum design efforts have identified a need to focus on the development of flexibility and adaptability when working within a project based team environment. Likewise, the need for general business acumen for technical non-management employees has been identified by industry employers as a needed skill acquisition.

Describe any special or unique characteristics of the area or population to be served by the proposed Additional Assistance project that are relevant to the funding decision:

The ICT sector is a high-growth and leading edge industry that requires consistent and constant new skill acquisition. Furthermore, WISF has noticed an industry trend towards cross-functional experience and/or training. So the traditional career paths that have been clearly distinguished between programmers, security professionals, network administrators, tech support specialist, sales representatives, and web/graphic designers are becoming more permeable as the sector evolves.

III. Resource Utilization

Describe how other resources are being used to address the affected workers' needs (integration/leverage/match):

The underpinnings of the ICT Sector has its roots in the TechSF Initiative which was started last year with the support of two Department of Labor Grants. Both the Workforce Innovation Grant and the H1-B Grant have assisted in the development of successful sector based training models that we hope to both leverage and expand. Likewise, our preferred contact training providers have diverse and robust training resources that will also be leveraged in support of this grant application.

Will the costs per participant charged in this grant be higher than \$5,500?

Yes **No**

If yes, provide evidence that the costs are comparable to the regional average for formula-allocated dislocated worker funds.

Is Trade Adjustment Assistance (TAA) available?

Yes *describe how Additional Assistance is linked with TAA to ensure it does not supplant TAA.*

No, **but if TAA becomes available the applicant certifies it will ensure Additional Assistance funds are not used to supplant TAA resources.**

Complete the following table:

	Average Quarterly Expenditures for Prior Four Quarters	Amount that will be Unexpended at Proposed Project Start
WIA Adult Formula Funds	\$640,654.16	\$2,142,117.49
WIA Dislocated Worker Formula Funds	\$499,398.69	\$3,253,239.35
WIA Dislocated Worker Additional Assistance Funds	\$0.00	\$0.00
WIA National Emergency Grant Funds	\$0.00	\$0.00
Total	\$1,140,052.69	\$5,395,356.84

IV. Local/Regional Collaboration

Provide evidence of public and private partnerships that will be used to leverage services and minimize duplication. Provide information about any partnering entities. (If non-LWIB applicant, include a letter evidencing LWIB support.):

WISF will be expanding our partnership with several of our current contract providers to both maximize our ability to quickly roll out services as well as leverage their diverse funding streams. Specifically Bay Area Video Coalition (BAVC) and Jewish Vocational Service are our primary sector partners.

Describe the involvement of employers in the development and operation of this project. Explain if not applicable.

Industry employers are valued stake holders and integrated members of sector convening efforts. Currently, TechSF initiative brings together employers that regularly attend working groups that advise on curriculum design efforts ensuring that employer needs are addressed in the roll out of new programs. Presently our Business Services Team is in discussions with AT&T about their expanding workforce needs and hopes to funnel recently dislocated ICT workers into new career opportunities within the sector.

Describe the involvement, if any, of organized labor in the development and operation of this project. Explain if not applicable.

Although WISF welcomes the partnership of organized labor, the local Information and Communication Technology sector has traditionally been a non-unionized industry. Furthermore, as it pertains to the positions that were affected by the recent cluster of dislocation events none of the 470 dislocated workers were members of an organized labor organization.

The applicant will enter into a cost reimbursable agreement with a partner(s) for contractual services to be provided pursuant to the operation of this project.

Yes, specify below: **No**

Contractual Services*		
Contractual Services Description—Type of Service (including training services)	Cost	Service Provider If Known
Job Transition Assistance Services (JTAS)	\$200,000	Jewish Vocational Service
Information and Communication Tech Trainings (BAVC)	\$300,000	Bay Area Video Coalition
Advanced Personal Effectiveness Skills (APES)	\$160,000	Bay Area Video Coalition
Total (must equal Services entry in Budget)	\$660,000	

*All contractual services must be competitively procured in accordance with federal and

V. Governor's Priorities

Explain how the project will provide services that focus on one or more of the Governor's priorities (discussed in detail in Directive WIAD05-18):

- *Growth industries – high-wage, high-skill job training,*
- *Removing barriers for special needs populations, and/or*
- *Industries with statewide need.*

WISF is addressing the Governor's Priorities in 3 different areas. One, the project is targeting a priority industry sector. Secondly, the targeted ICT Sector is a high-growth industry which locally is adding 47,253 jobs through 2020. Furthermore, it is the largest industry sector both locally and regionally. Thirdly, ICT sector is a high-wage industry whose average annual income exceeds both the national annual income average and the state average annual income. Although most individuals employed within the ICT sector hold a Bachelor's Degree, the nature of the sector necessitates constant updating of job skills regardless of educational background or career experience level.

VI. Performance

Document past performance that indicates the ability to achieve project objectives:

Although WISF has a demonstrated track record for successfully serving dislocated ICT sector clients via our TechSF initiative, we have not made a previous additional assistance grant request. These funds will be used to augment both our successful Tech SF initiative as well as expand the resources available to dislocated workers via JTAS.

Describe how performance goals will compare to statewide goals (refer to chart at bottom of Participant Plan):

All of our performance goals are aligned with our LWIA Dislocated Workers goals contained in our regional strategic plan.

VII. Allowable Use of Funds

The applicant certifies that funds will be used for client services and training costs only, and will not be used to acquire capital assets:

Yes No

VIII. Compliance with Five-Year Plan

The applicant certifies that the operation of this project, if funded, will comply with the local WIA Five-Year Plan:

Yes No

IX. Core, Intensive and Supportive Services

Describe the sources and approximate amounts of other resources to be committed to this project for core, intensive and supportive services, including contractual obligations or voluntary arrangements by employers or unions to provide such services to terminated employees.

WIA Formula Dislocated Worker: \$100,000

Describe the Core, Intensive and Supportive Services which will be provided:

Core, Intensive and Supported Services will be made available via both Bay Area Video Coalition (lead sector partner) and Jewish Vocational Services (JVS) --Job Transition Assistance Services (JTAS). JVS is our Dislocated Worker Services Coordinator who will provide the following Core Services: staff assisted job referrals, staff assisted job search and placement, local office orientation, and staff-assisted initial assessment. Likewise, the following Intensive Services will also be available to participants: case management, individual employment plans, individual and/or group career counseling/planning. Lastly, enrolled participants will have access to miscellaneous Supportive Services which may include support payments for transportation, books and/or materials.

X. Training Services

Demand occupations for which retraining is expected:

11-3021 Computer & Information Systems Managers, 15-1051 (15-1131) Comp Systems Analysts, 15-1031 (15-1132) Comp Software Engineers, Applications Software, 15-1061(15-1141) Database Administrators, 15-1071 (15-1142) Network & Comp Systems Engineers, including Security Specialists, 15-1032 (15-1133) Comp Software Engineers, Systems Software, 15-1081 (15-1152) Network Systems and Data Communications Analysts, 15-1099 Comp Specialists, All Other, 15-1041 Comp Support Specialist, 27-1024 Graphic Designer, 27-1014 Multi-Media Artists & Animators.

The applicant certifies that the number of currently unemployed workers available for employment in the above occupations is insufficient to meet the labor market need

Yes

No

Describe the sources and approximate amounts of other resources to be committed to this project for training services, including contractual obligations or voluntary arrangements by employers or unions to provide such services to terminated employees.

U.S. Department of Labor, H1B Technical Skills Training Grant: \$100,000

Describe the Training Services which will be provided:

Dislocated workers will participate in cohort based trainings that will not exceed 9 weeks in length. Training unless otherwise specified by special arrangement will be made available via TechSF. Upon successful completion of training participants will receive a certification of completion and/or completion certificate. When possible participants will be encouraged to pursue more than one certification. Examples of available training offerings may include Tech Support, Computer Networking & Security, Computer Programming, and Multi-Media.

PARTICIPANT PLAN

Applicant Name: San Francisco Office of Economic and Workforce Development						
Participating LWIBs: WISF-San Francisco						
Project Title: Information & Communication Technology Aglie Response Program-(ICTARP)						
Term: 10/1/2013 through 3/31/2015						
Initial Application: <input checked="" type="checkbox"/> Amendment Request: <input type="checkbox"/> Amendment #:						
I. Quarterly Participation (Cumulative)						
A. Quarter End Date (MM/YY)	12/31/ 13	3/31/14	6/30/14	9/30/14	12/31/ 14	3/31/15
B. Participants Carried In	0	0	0	0	0	0
C. New Participants	29	59	88	117	146	175
D. Total Participants (B+C)	29	59	88	117	146	175
E. Participants Co-Enrolled in other WIA Programs	12	24	36	48	60	72
F. Participants Exited	7	21	35	55	85	130
II. Program Services (Total Participants, Regardless of Funding Source, to Receive Each of the Following During the Term of the Project)						
A. Core Self Services				175		
B. Core Registered Services (enrollments)				175		
C. Intensive Services				160		
D. Training Services				110		
III. Performance Goals				PY2012- 2013 State Goals*	Project Goals	
A. Entered Employment Rate				64.5%	72%	
B. Employment Retention Rate				84%	84%	
C. Average Earnings Rate				\$18,543	\$20,000	
D. Employment and Credential Attainment Rate					50%	

*For current State performance goals, see the most recent Information Bulletin on the topic at www.edd.ca.gov/wiarep/wiainbu.htm.

BUDGET SUMMARY PLAN

Applicant Name: San Francisco Office of Economic and Workforce Development						
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I. Budget Detail	Planned Expenditures This Grant	Planned Expenditures Other Sources				
A. Staff Salaries	\$136,686					
B. Number of full-time equivalents: 1						
C. Staff Benefits	\$59,531					
D. Staff Benefit Rate (percent) 43.55%						
E. Staff Travel						
F. Operating Expenses (communications, facilities, utilities, maintenance, consumable supplies, etc.)						
G. Equipment (not permitted)						
H. Contractual Services (must equal Contractual Services total entry on page 5)	\$660,000					
I. Indirect Costs	\$46,248					
J. Indirect Cost Rate (percent) 23.57%						
Name of Cognizant Agency: DOL						
K. Other (describe on attached sheet):						
L. Total	\$902,465					
II. Quarterly Expenditures (cumulative):						
A. Quarter End Date (MM/YY)	12/13	03/14	06/14	09/14	12/14	03/15
B. Expenditures	\$134,189	\$281,797	\$436,785	\$647,431	\$768,010	\$902,465