

File No. 211239

Committee Item No. 7

Board Item No. 9

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee Date January 12, 2022

Board of Supervisors Meeting Date January 25, 2022

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER (Use back side if additional space is needed)

- CAREER Implementation Work Plan
- Project Synopsis
- OEWD Explanation of Retroactivity
- _____
- _____
- _____
- _____
- _____
- _____

Completed by: Brent Jalipa Date January 7, 2022

Completed by: Brent Jalipa Date January 18, 2022

1 [Accept and Expend Grant - Retroactive - The North Valley Workforce Development Board -
2 CAREER National Dislocated Worker Grant - \$500,000]

3 **Resolution retroactively authorizing the Office of Economic and Workforce**
4 **Development to accept and expend a grant in the amount of \$500,000 from the North**
5 **Valley Workforce Development Board, a recipient of the grant award from United States**
6 **Department of Labor for CAREER National Dislocated Worker Grant to expand San**
7 **Francisco’s public workforce development system to respond to an additional 100**
8 **dislocated workers impacted by COVID-19 for the grant period of October 1, 2021,**
9 **through August 19, 2023.**

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11 WHEREAS, The Administrative Code requires City departments to obtain Board of
12 Supervisors’ approval to accept or expend any grant funds (Section 10.170 et seq.); and

13 WHEREAS, The United States Department of Labor released emergency Workforce
14 Innovation and Opportunity Act (WIOA) National Dislocated Worker Grants to support the
15 workforce in response to the COVID-19 pandemic and nationwide shelter-in-place orders; and

16 WHEREAS, The Office of Economic and Workforce Development proposed expanding
17 San Francisco’s public workforce development system to respond to an additional 100
18 dislocated workers impacted by COVID-19; and

19 WHEREAS, The United States Department of Labor awarded The North Valley
20 Workforce Development Board, as lead applicant for the Bay-Peninsula Regional Planning
21 Unit, CAREER National Dislocated Worker Grant to support dislocated worker; and

22 WHEREAS, The North Valley Workforce Development Board, as pass-through for the
23 United States Department of Labor awarded Office of Economic and Workforce Development
24 \$500,000 of federal WIOA funds to support dislocated workers; and

25 WHEREAS, Matching funds not required by Grantor; and

1 WHEREAS, The grant does not require an Annual Salary Ordinance amendment; and
2 WHEREAS, The grant budget includes provision for indirect costs of \$45,454; now,
3 therefore, be it

4 RESOLVED, That The North Valley Workforce Development Board may fund the Office
5 of Economic and Workforce Development; and, be it

6 FURTHER RESOLVED, That the Office of Economic and Workforce Development is
7 responsible for oversight of funding from The North Valley Workforce Development Board as
8 pass-through for the United States Department of Labor; and, be it

9 FURTHER RESOLVED, That the Board of Supervisors hereby authorizes the Office of
10 Economic and Workforce Development to accept and expend, on behalf of the City and
11 County of San Francisco, a grant from The North Valley Workforce Development Board for
12 CAREER National Dislocated Worker Grant in the amount of \$500,000; and, be it

13 FURTHER RESOLVED, That the Director of the Office of Economic and Workforce
14 Development is authorized to enter into the Agreement on behalf of the City.

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File Number: 211239
(Provided by Clerk of Board of Supervisors)

Grant Resolution Information Form
(Effective July 2011)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend grant funds.

The following describes the grant referred to in the accompanying resolution:

- 1. Grant Title: CAREER National Dislocated Worker Grant
- 2. Department: Office of Economic and Workforce Development
- 3. Contact Person: Lisa Pagan Telephone/Email: lisa.pagan@sfgov.org
- 4. Grant Approval Status (check one):
 Approved by funding agency Not yet approved
- 5. Amount of Grant Funding Approved or Applied for: \$500,000
- 6. a. Matching Funds Required: \$0
b. Source(s) of matching funds (if applicable): N/A
- 7. a. Grant Source Agency: United States Department of Labor
b. Grant Pass-Through Agency (if applicable): North Valley Workforce Development Board
- 8. Proposed Grant Project Summary:

OEWD in partnership with the Department of Labor and NOVA Works to expand the public workforce development system to respond to a surge in unemployment due to COVID-19, specifically within San Francisco's Hospitality Industry. All participants will receive reemployment services and supportive services such as transportation, clothing, childcare, linkage to community or social services, and other supportive services defined by WIOA.

- 9. Grant Project Schedule, as allowed in approval documents, or as proposed:

Start-Date: October 1, 2021 End-Date: August 19, 2023

- 10. a. Amount budgeted for contractual services: \$382,044
b. Will contractual services be put out to bid? No
c. If so, will contract services help to further the goals of the Department's Local Business Enterprise (LBE) requirements? N/A
d. Is this likely to be a one-time or ongoing request for contracting out? One-time
- 11. a. Does the budget include indirect costs?
 Yes No
b. 1. If yes, how much? \$45,454
b. 2. How was the amount calculated? 10% de minimis rate
c. 1. If no, why are indirect costs not included?
 Not allowed by granting agency To maximize use of grant funds on direct services
 Other (please explain):

c. 2. If no indirect costs are included, what would have been the indirect costs? N/A

12. Any other significant grant requirements or comments: N/A

****Disability Access Checklist***(Department must forward a copy of all completed Grant Information Forms to the Mayor's Office of Disability)**

13. This Grant is intended for activities at (check all that apply):

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Existing Site(s) | <input checked="" type="checkbox"/> Existing Structure(s) | <input checked="" type="checkbox"/> Existing Program(s) or Service(s) |
| <input type="checkbox"/> Rehabilitated Site(s) | <input type="checkbox"/> Rehabilitated Structure(s) | <input type="checkbox"/> New Program(s) or Service(s) |
| <input type="checkbox"/> New Site(s) | <input type="checkbox"/> New Structure(s) | |

14. The Departmental ADA Coordinator or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local disability rights laws and regulations and will allow the full inclusion of persons with disabilities. These requirements include, but are not limited to:

1. Having staff trained in how to provide reasonable modifications in policies, practices and procedures;
2. Having auxiliary aids and services available in a timely manner in order to ensure communication access;
3. Ensuring that any service areas and related facilities open to the public are architecturally accessible and have been inspected and approved by the DPW Access Compliance Officer or the Mayor's Office on Disability Compliance Officers.

If such access would be technically infeasible, this is described in the comments section below:

Comments:

Departmental ADA Coordinator or Mayor's Office of Disability Reviewer:

Alfredo Fajardo
(Name)

Workforce Programs Compliance Officer
(Title)

Date Reviewed: 10/21/2021 | 7:30 AM PDT

DocuSigned by:
Alfredo Fajardo
(Signature Required)

Department Head or Designee Approval of Grant Information Form:

Kate Sofis
(Name)

Director, Office of Economic and Workforce Development
(Title)

Date Reviewed: 10/21/2021 | 7:32 AM PDT

DocuSigned by:
Kate Sofis
(Signature Required)

CAREER NDWG (October 1, 2021 - August 19, 2023)

Budget Item	Total
OEWD:	
Staff Salary	\$60,481.00
Staff Fringe	\$12,021.00
Travel	
Indirect Costs	\$45,454
Total OEWD Costs	\$117,956.00
Contractual:	
Program Coordination	\$352,044.00
Direct Support Costs	\$30,000
Total Contractual	\$382,044.00
Total Budget	\$500,000.00

Office of Economic & Workforce Development
NDWG CAREER

BUDGET NARRATIVE

Budget costs for the San Francisco National Dislocated Worker Grant (NDWG) CAREER Project include personnel salaries and fringe, supplies, contractual, other, and indirect charges, as described below. San Francisco Office of Economic and Workforce Development (OEWD) requests \$500,000 to cover 100% of project costs. Match is not required for this project.

PERSONNEL: \$60,481

Funding will support .25 FTE personnel with OEWD Senior Community Workforce Development Specialist 1 (9774) over two years. Salaries total \$60,481. Senior Community Workforce Development Specialist 1 will support data capturing, employer engagement and overall program compliance of the program. (.25 FTE x \$120,962 9774 Salary x 2 years = \$60,481)

FRINGE BENEFITS: \$12,021

Fringe is calculated at 20% of total salary (\$60,480 x 20% = \$12,021).

CONTRACTUAL: \$382,044

Project requests \$352,044 for job search and training contracts. Project will contract with two community-based organizations to deliver services. Both organizations will provide job search and training services, including: Career Assessment, Career Advising, One-on-One Intensive Job Search Support; Resume Review; Interview Preparation; Development of an Individualized Employment Plan; Job Coaching; Access to Computer and Utilities; Intensive Direct Placement services, and potential enrollment into OEWD Sector Occupational Skills Training programs. (\$3,520.44 per participants x 100 participants = \$352,044)

Project requests \$30,000 for supportive services contracts. Project will provide financial assistance to participants that will support Transportation, Interview Clothing, Training Equipment and Materials, Driver's License, Child Care, and Testing Costs. Average cost per participant for supportive services will be \$300. (\$300 supportive services allowance x 100 participants = \$30,000)

Job search and training contracts of \$352,044 and supportive services contracts of \$30,000 = \$382,044 total contracts.

TOTAL DIRECT COSTS: \$454,546

Salary (\$60,481), fringe (\$12,021), and contractual services (\$382,044) comprise \$454,546 for direct costs.

INDIRECT COSTS: \$45,454

We do not have Federal Approved NICRA for this grant term. We are using the indirect cost rate at the de minimis rate of 10%. (\$454,546 x 10.0% = \$45,454)

FEDERAL REQUEST TOTAL: \$500,000

OEWD requests \$500,000, comprised of \$454,546 for direct costs and \$45,454 for indirect costs.

ATTACHMENT B**Budget Form and Narrative Instructions****Budget Narrative**

The Budget Narrative must provide a description of costs associated with each line item on the SF-424A. It must separate the primary cost components of each line item, which when added together provide the line item total. It must also provide the basis for the costs, and the function or use of particular items. The Budget Narrative should also include a section describing any leveraged resources provided (as applicable) to support grant activities. Leveraged resources are all resources, both cash and in-kind, in excess of this award. Valuation of leveraged resources follows the same requirements as match. Applicants are encouraged to leverage resources to increase stakeholder investment in the project and broaden the impact of the project itself.

Each category should include the total cost for the period of performance. Use the following guidance for preparing the Budget Narrative.

Personnel: List all staff positions by title (both current and proposed) including the roles and responsibilities. For each position give the annual salary, the percentage of time devoted to the project, and the amount of each position's salary funded by the grant.

Fringe Benefits: Provide a breakdown of the amounts and percentages that comprise fringe benefit costs such as health insurance, FICA, retirement, etc.

Travel: For grantee staff only, specify the purpose, number of staff traveling, mileage, per diem, estimated number of in-state and out-of-state trips, and other costs for each type of travel. Applicants who would like to attend any post-award technical assistance events will need to request funding for travel costs under the Travel line item; ARC and DRA may host no more than three, two-day technical assistance events through the life of these grants. Applicants are encouraged to follow federal per diem rates when calculating costs for travel (e.g. meals, lodging, transportation, mileage). More information on federal per diem rates can be found at <https://www.gsa.gov/travel/plan-book/per-diem-rates>.

Equipment: Identify each item of equipment you expect to purchase that has an estimated acquisition cost of \$5,000 or more per unit (or if your capitalization level is less than \$5,000, use your capitalization level) and a useful lifetime of more than one year (see 2 CFR 200.1 for the definition of Equipment). List the item, quantity, and the unit cost per item.

Items with a unit cost of less than \$5,000 are supplies, not "equipment." In general, we do not permit the purchase of equipment during the last funded year of the grant. Supplies: Identify categories of supplies (e.g., office supplies) in the detailed budget and list the item, quantity, and

the unit cost per item. Supplies include all tangible personal property other than “equipment” (see 2 CFR 200.1 for the definition of Supplies).

Contractual: Under the Contractual line item, delineate contracts and subawards separately. Contracts are defined according to 2 CFR 200.1 as a legal instrument by which a non-federal entity purchases property or services needed to carry out the project or program under a federal award. A subaward, defined by 2 CFR 200.1, means an award provided by a pass-through entity to a subrecipient for the subrecipient to carry out part of a federal award received by the pass-through entity. It does not include payments to a contractor or payments to an individual that is a beneficiary of a federal program. For each proposed contract and subaward, specify the purpose and activities to be provided, and the estimated cost.

Construction: Construction costs are not allowed and this line must be left as zero. Minor alterations to adjust an existing space for grant activities (such as a classroom alteration) may be allowable. We do not consider this as construction and you must show the costs on other appropriate lines such as Contractual.

Other: Provide clear and specific detail, including costs, for each item so that we are able to determine whether the costs are necessary, reasonable, and allocable. List items, such as stipends or incentives, not covered elsewhere.

Indirect Costs: If you include an amount for indirect costs (through a Negotiated Indirect Cost Rate Agreement or De Minimis) on the SF-424A budget form, then include one of the following:

1) If you have a Negotiated Indirect Cost Rate Agreement (NICRA), provide an explanation of how the indirect costs are calculated. This explanation should include which portion of each line item, along with the associated costs, are included in your cost allocation base. Also, provide a current version of the NICRA.

or

2) If you intend to claim indirect costs using the 10 percent de minimis rate, please confirm that your organization meets the requirements as described in 2 CFR 200.414(f). Clearly state that your organization does not have a current negotiated (including provisional) rate, and is not one described in 2 CFR 200, Appendix VII (D)(1)(b).

Applicants choosing to claim indirect costs using the de minimis rate must use Modified Total Direct Costs (see 2 CFR 200.1 below for definition) as their cost allocation base. Provide an explanation of which portion of each line item, along with the associated costs, are included in your cost allocation base. Note that there are various items not included in the calculation of Modified Total Direct Costs. See the definitions below to assist you in your calculation.

- **2 CFR 200.1 Modified Total Direct Cost (MTDC)** means all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and up to the first \$25,000 of each subaward (regardless of the period of performance of the subawards under the award). MTDC excludes equipment, capital expenditures, charges for patient care, rental

costs, tuition remission, scholarships and fellowships, participant support costs and the portion of each subaward in excess of \$25,000. Other items may only be excluded when necessary to avoid a serious inequity in the distribution of indirect costs, and with the approval of the cognizant agency for indirect costs.

The definition of MTDC in 2 CFR 200.1 no longer allows for any sub-contracts to be included in the calculation. You will also note that participant support costs are not included in modified total direct cost. Participant support costs are defined below.

- **2 CFR 200.1 Participant Support Cost** means direct costs for items such as stipends or subsistence allowances, travel allowances, and registration fees paid to or on behalf of participants or trainees (but not employees) in connection with conferences, or training projects.

See Section IV.B.4. and Section IV.E.1 for more information. Additionally, the following link contains information regarding the negotiation of Indirect Cost Rates at DOL:

<https://www.dol.gov/agencies/oasam/centers-offices/office-of-the-senior-procurement-executive/cost-price-determination-division>.

Note that the SF-424, SF-424A, and Budget Narrative must include the entire federal grant amount requested (not just one year). Do not show leveraged resources on the SF-424 and SF-424A. You should describe leveraged resources in the Budget Narrative.

Applicants should list the same requested federal grant amount on the SF-424, SF-424A, and Budget Narrative. If minor inconsistencies are found between the budget amounts specified on the SF-424, SF-424A, and the Budget Narrative, ETA will consider the SF-424 the official funding amount requested. However, if the amount specified on the SF-424 would render the application nonresponsive, the Grant Officer will use his or her discretion to determine whether the intended funding request (and match if applicable) is within the responsive range.

**Prison to Employment Implementation Direct Services Grant
Form 3: Work Plan**

EDD RFA #84049

CAREER DWG Implementation Plan**Targeted Population of Dislocated Workers served by this activity include:**

- Individuals from historically marginalized communities
- Individuals unemployed for an extended period of time
- Individuals dislocated from San Francisco's Hospitality Industry
- Individuals the have exhausted UI or other Pandemic UI programs

Objectives/Activities	Timeframe / Completion
Quarter 1 (July - Sept 2021)	
Quarter 2 (Oct - Dec 2021)	
Contracts negotiated and executed with selected service providers.	10/31/2021
Meet with selected service providers to review services and expectations.	11/30/2021
Discuss program strategy, planning, data sharing, and implementation with selected providers (MHH/SHE)	12/31/2021
Hold collaborative meeting with OEWD Staff, provider agencies (MHH/SHE), employer partners, and stakeholders to establish referral and employment pipelines	12/31/2021
Quarter 3 (Jan - March 2022)	
OEWD and subrecipients provide services, as identified in grant proposal and contracts.	ongoing
Targeted outreach to historically disenfranchised communities/neighborhoods	ongoing
Begin enrollment of participants into intensive Direct Placement Services	ongoing
Provide Supportive Services to appropriate participants	ongoing
Hold collaborative meeting with OEWD Staff, provider agencies (MHH/SHE), employer partners, and stakeholders officially start program and implement referral and employment pipelines	3/31/2022
Provide technical assistance and support to providers to ensure program outcomes are met	ongoing
Initial participants attain employment	ongoing
Quarter 4 (April - June 2022)	
Participants continue to attain employment	ongoing
Provide Supportive Services to appropriate participants	
Conduct Hospitality Industry related Hiring Fair produced by OEWD and Provider Agencies (MHH/SHE)	6/30/2022
Hold collaborative meeting with OEWD Staff, provider agencies (MHH/SHE), employer partners, and stakeholders to discuss best practices and to course correct if need be.	6/30/2022
Provide technical assistance and support to providers to ensure program outcomes are met	ongoing
Quarter 5 (July - Sept 2022)	
Participants continue to attain employment	ongoing
Provide Supportive Services to appropriate participants	ongoing
Hold collaborative meeting with OEWD Staff, provider agencies (MHH/SHE), employer partners, and stakeholders to discuss best practices and to course correct if need be.	9/30/2022
Provide technical assistance and support to providers to ensure program outcomes are met	ongoing
Quarter 6 (Oct - Dec 2022)	
Conduct Hospitality Industry related Hiring Fair produced by OEWD and Provider Agencies (MHH/SHE), in partnership with San Francisco International Airport (SFO)	12/31/2022
Hold collaborative meeting with OEWD Staff, provider agencies (MHH/SHE), employer partners, and stakeholders to discuss best practices and to course correct if need be.	12/31/2022
Participants continue to attain employment	ongoing
Provide Supportive Services to appropriate participants	ongoing
Provide technical assistance and support to providers to ensure program outcomes are met	ongoing
Program evaluation and assessment related activities: reporting on performance outcomes, best practices, lessons learned, continuous improvement strategies, recommendations, and sustainability	ongoing
Quarter 7 (Jan - March 2023)	

**Prison to Employment Implementation Direct Services Grant
Form 3: Work Plan**

EDD RFA #84049

Participants continue to attain employment	ongoing
Provide Supportive Services to appropriate participants	ongoing
Hold collaborative meeting with OEWD Staff, provider agencies (MHH/SHE), employer partners, and stakeholders to discuss best practices and to course correct if need be.	3/31/2023
Provide technical assistance and support to providers to ensure program outcomes are met	ongoing
Program evaluation and assessment related activities: reporting on performance outcomes, best practices, lessons learned, continuous improvement strategies, recommendations, and sustainability planning	ongoing
Quarter 8 (April - June 2023)	
Participants continue to attain employment	ongoing
Provide Supportive Services to appropriate participants	ongoing
Hold collaborative meeting with OEWD Staff, provider agencies (MHH/SHE), employer partners, and stakeholders to discuss best practices and to course correct if need be.	6/30/2023
Provide technical assistance and support to providers to ensure program outcomes are met	ongoing
Program evaluation and assessment related activities: reporting on performance outcomes, best practices, lessons learned, continuous improvement strategies, recommendations, and sustainability planning	ongoing
Quarter 9 (July - Sept 2023)	
Final Reporting Delivered to NOVA	9/30/2023
Participants continue to attain employment	ongoing
Provide Supportive Services to appropriate participants	ongoing
Final collaborative/celebratory meeting with OEWD Staff, provider agencies (MHH/SHE), employer partners, and stakeholders to discuss best practices and review overall programmatic outcomes	9/30/2023
Provide technical assistance and support to providers to ensure program outcomes are met	9/30/2023

Element / Quarter Ending Date	12/31/2021	3/31/2022	6/30/2022	9/30/2022	12/31/2022	3/31/2023	6/30/2023	9/30/2023	Total Grant
Salary & Wages		8585.57	8585.57	8585.57	8585.57	8585.57	8585.57	8967.57	60,481
Fringe Benefits		1,717	1,717	1,717	1,717	1,717	1,717	1,718	12,021
Travel									-
Supplies									-
									-
actual:									-
Job Search/Training		47,962	49,957	49,690	51,669	49,930	50,926	51,910	352,044
Training/OJT									-
Direct Support Costs		1,200	6,400	3,000	10,600	3,000	5,200	600	30,000
									-
Provide categories									-
									-
									-
									-
Total Direct Charges	-	59,465	66,660	62,993	72,572	63,233	66,429	63,196	454,546
									-
Indirect Charges		5,946	6,666	6,299	7,257	6,323	6,643	6,320	45,455
									-
Total Costs	\$0	\$65,411	\$73,326	\$69,292	\$79,829	\$69,556	\$73,072	\$69,515	500,000

Participant Plan: SF OEWD									
Measures / Quarter Ending Date	12/31/2021	3/31/2022	6/30/2022	9/30/2022	12/31/2022	3/31/2023	6/30/2023	9/30/2023	Grant Total
1 Total participants served		14	14	14	15	14	14	15	100
2 Number of Participants receiving Basic & Career Services		14	14	14	15	14	14	15	100
3 Number of Participants receiving Training Services									N/A
4 Number of Participants receiving OJT Services									N/A
5 Number of Participants receiving Supportive Services		14	14	14	15	14	14	15	100

CA-Bay-Peninsula Regional DOL CAREER Grant
Project Synopsis – Supplement to Attachment A

Priority Participation Populations (continued from Attachment A, page 2):

1. *(Individuals from historically marginalized communities or groups) (Why chosen?)*

Despite its global reputation as a socially progressive and wealthy region, the San Francisco Bay Area, including Silicon Valley, is home to low-income communities that are disadvantaged due, in part, to intentional and persistent residential racial and ethnic segregation.

These communities of need are also hampered by underfinanced schools, social capital deficits and a regional cost of living that is 79.2 percent higher than the U.S. average. The COVID-19 plunged communities that were already struggling into crisis mode, with mass layoffs of leisure and hospitality and other underpaid workers.

2. *(Individuals have been unemployed for an extended period of time or who have exhausted UI or other Pandemic Unemployment Insurance programs) (Why chosen?)*

Regardless of work history or level of educational attainment, long-term dislocated workers in the San Francisco Bay Area face two distinct challenges. The rapid pace of technological change means that existing skills quickly become stale and long-term unemployed individuals face huge educational and reskilling barriers to returning to employment. In addition, the high cost of living does not enable most workers to take time off from their job search to acquire new skills.

3. Rationale for Project Service Area (continued from Attachment A, page 2):

In the North Fair Oaks “opportunity zone,” 84 percent of residents were Latinx, the per capita income was \$25,787 and 17.2 percent had a bachelor’s degree or higher. Further, almost one-quarter of Silicon Valley households lack home internet access.

The pandemic hit underpaid workers of color with the force of a 7.0 earthquake. Global shelter-in-place orders hindered San Francisco International Airport’s (SFO) role as an economic engine for business travel and the region’s once-thriving convention business. In 2019, there were 49 events at San Francisco’s Moscone Convention Center, the tourism industry supported 56,060 hotel and restaurant jobs and convention attendees spent \$1.175 billion. In 2020, there were 7 events at Moscone, the industry supported 12,247 hotel and restaurant jobs and convention attendees spent \$94.6 million. San Jose’s convention ecosystem experienced similar losses as a percentage of revenue.

In San Mateo County (where SFO is physically located), 85% of the food preparation and serving workers are people of color, according to an analysis of 2019 data by University of California-Santa Cruz professor Chris Benner. Accommodation and food service worker employment plummeted

35.3 percent as a result of the pandemic. Almost one-half of those workers earned \$30,000 or less in 2019, according to Professor Benner's data.

These pandemic impacts played out in a region characterized by economic instability and workforce churn. There were 39,870 individuals impacted by WARN mass layoffs in San Francisco, Santa Clara and San Mateo counties in the first 11 months of the 2020-2021 program year. That compares to 38,147 in Los Angeles City and Los Angeles County workforce areas (combined), a region with a population more than 2.5 times higher than the three Bay Area counties.

4. Project Summary (continued from Attachment A, page 4):

In addition, NOVA will enhance its MyPlan remote career navigation platform to better connect with dislocated workers in marginalized communities.

Seeking to support the "whole person" in their workforce journeys, this initiative will provide supportive services including child-care and transportation support as well as potential access to guaranteed basic income opportunities through ongoing workforce recovery initiatives supported by non-WIOA funding streams.

The RPU will launch outreach campaigns to address opportunity gaps and resource awareness gaps for marginalized communities through active engagement with anchor institutions throughout the region. These outreach partners include labor unions, faith institutions and community-based organizations such as Self Help for the Elderly in San Francisco's Chinatown and the Si Se Puede Collective in the Mayfair district of San Jose. The boards will also leverage existing resources through ongoing COVID recovery initiatives in the cities of San Francisco, San Jose and Milpitas and in San Mateo County. For example, the three workforce boards are currently leading a regional effort in collaboration with Skillful, funded by the Markle Foundation, and employers to promote racial equity and inclusion through skills-based hiring. San Francisco's Racial Equity Action Plan will guide this work.

5. Required Grant Activities - career and training activities (continued from Attachment A, page 5):

Workforce board career awareness programming will be informed by UCLA professor Jasmine Hill's research on the lack of career mobility knowledge in a low-income community of color in Southern California.

The RPU will offer an array of supportive services including access to childcare, clothing, testing costs and transportation, as well as the prospect of guaranteed basic income payments through non-WIOA funding streams. These payments would benefit individuals who cannot afford to stop their job search in order to participate in skills training.

From a labor market intelligence perspective, the RPU is leveraging relationships with community college and industry consortia to learn of emerging careers long before they appear in government data. One example is "blue collar" artificial intelligence, a new opportunity for individuals without advanced degrees to participate in the region's innovation economy.

In addition to these proposed interventions, the region is employing two programs directly designed to surmount employment barriers faced by individuals from marginalized communities.

Apprenticeships and pre-apprenticeships are important resources enabling underpaid workers to access good paying jobs and greater mobility. The RPU will leverage its leadership in Apprenticeship Bay Area and two regional building trades pre apprenticeship programs to expand opportunities for job seekers under this grant. On the demand side, the RPU is leading an initiative in partnership with the Markle Foundation to train companies about the value and techniques of skills-based hiring. This model, called Skillful, enhances equity and inclusion by focusing on existing skills instead of credentials and pedigree.

NOVA's programming will provide each customer with a customized job search plan based on an individual's skills, experiences, passions and career aspirations.

To support the career discernment process, NOVA will launch a pilot program offering 50 participants the opportunity to engage in an intensive two-week self-assessment and career exploration process. Another group of 50 participants will engage in an existing customer choice model of accessing any service based on career advisor recommendation. The goal is to determine if the two-week intensive program assists customers in gaining a clearer focus and the ability to engage in additional training and job search activities at a faster rate.

All customers will have access to a broad menu of career navigation services. Working with career advisors, job seekers will benefit from extensive local labor market data to learn more about high growth job opportunities and the skills and experiences required to transition new jobs. Job seekers will also benefit from over 20 different workshops to learn foundational job search skills including resume development, interviewing skills, using social media in job search, and strategies for accessing both visible and hidden job leads.

To address a growing need for digitally skilled and fluent workers, NOVA will develop a curriculum and provide in person training in digital skills including creating an email account, attaching documents to email messages, basic use of document and spreadsheet software, how to search for information, and internet privacy and securing personal information.

In addition, NOVA will provide sector skills training for prepare job seekers to opportunities in the growing economy. Training resources will include free and low-cost industry offerings such as IBM SkillsBuild and Grow with Google skills training. Certificate based training through public and private training providers will assist job seekers in transition to new careers or enhancing existing skills to be more competitive. Industry targets include information technology, health care, construction, and manufacturing.

In San Francisco, some CAREER grant participants will find employment through direct placement in order to help revitalized businesses find workers. The Chinatown-based Self-Help for the Elderly and Mission Hiring Hall San Francisco non-profits have connections to a myriad of job opportunities within the city's growth sector industries. Those include information and community technology, health care, hospitality and construction.

The work2future workforce agency will provide its customers access to Occupational Skills Training through individual training accounts to better connect individuals to emerging career opportunities in high growth industries including business and finance, construction, health care and social assistance, manufacturing and technology.

6. Required Grant Activities – Research, purchase, build, or expand virtual technology applications or platforms (continued from attachment A, page 5):

The CAREER grant will enable NOVA to expand the functionality and offerings on the MyPlan platform. NOVA will engage in a customer-centered design process to vet enhancements that would make the portal more user friendly, increase return rates, and provide users with an interactive platform to store job search data. Current enhancement ideas that would be vetted with customers include the ability to login and track job search activities on a dashboard, a place to store resumes, applications and employer interactions, and the ability to automate engagement emails to bring users back to the platform for ongoing assistance. NOVA would also produce additional video content.

NOVA will continue to make MyPlan available to all job seekers and will work with its San Francisco and work2future regional partners to customize the platform for users throughout the region.

7. Allowable Grant Activities - outreach campaigns (continued from Attachment A, page 6)

In response, the RPU will create a focused campaign to connect with dislocated workers throughout the region. In San Francisco, the workforce board will contract with Self-Help for the Elderly, a non-profit with deep roots in the communities of Chinatown, Tenderloin and South of Market.

The board will contract with another non-profit, Mission Hiring Hall, to reach residents in the Mission, Bayview/Hunter's Point, Western Addition and Visitation Valley/Sunnydale districts. All of these communities are historically underserved with large populations of people of color and relatively high unemployment rates. In Santa Clara County, work2future will leverage its partnerships with 25 community organizations, including Homeless Vet Emergency Housing, LGBT Youth Space and Campbell Adult and Community Center, in order to reach individuals most in need.

The RPU will leverage union organizer resources to reach out to dislocated union members, many of whom were leisure and hospitality industry workers who were hard hit by the virtual collapse of the region's convention business. This CAREER grant will also enable the RPU to leverage broad community relationships through participation in several local COVID recovery initiatives throughout the region. Partners include community-based organizations, chambers of commerce, school districts and faith-based institutions.

8. Allowable Grant Activities - strategic partnerships (continued from Attachment A, page 6)

Partnerships with these institutions will enable the RPU to gain access to potential program enrollees and share information about available workforce services throughout a broader geography. In effect, this strategy will embed a portion of NOVA, San Francisco Office of Economic and Workforce and work2future within community-serving institutions across a 2,095 square mile region.

The proposed MyPlan expansion presents a strategic use case for how the RPU will work with anchor institutions. NOVA will train staff and volunteers at these institutions about how they can use MyPlan to reach a broader audience of job seekers. The institutions will provide NOVA with intelligence regarding how MyPlan can be adapted to meet the particular needs of their community. This arrangement will expand valuable workforce access to residents without internet access and who are not eligible for WIOA services due to documentation status and other considerations.

9. Achieving the CAREER DWG Goal (continued from Attachment A, pages 6 & 7)

In concrete terms, that means supporting a dislocated accommodation and food service worker's career journey from a \$38,628 average annual wage and little growth in employment opportunities to growing careers in health care - \$77,543 average wage, construction (\$94,012) or even information technology (\$318,875).

The region's unequal and disconnected workforce ecosystem is not solely an issue of fairness or equity. Our economy suffers when talented individuals from marginalized communities lack clear pathways to careers that fuel the economy. Getting underappreciated talent "on the field" will benefit workers, families, communities and the regional economy. The region's workforce boards will combine intensive career exploration with career navigation advice and occupational focus with networking for social capital to build a bridge between hidden talent and opportunity.

The CAREER grant will enable this process, help address a persistent legacy of segregation and support the region's efforts to build back better from the pandemic.

From: [AbouJaoude, Andrew \(ECN\)](#)
To: [Yu, Lisa \(ECN\)](#)
Subject: Fw: CAREER grant
Date: Wednesday, September 8, 2021 10:24:56 AM

Hi Lisa,

I'm having a bunch of issues with my laptops, and not sure why I cannot save as PDF? DO you mind saving this email below and adding to the CAREER Folder?

Sorry about that...

Andrew Abou Jaoude

Sr. Community Workforce Development Specialist II
Hospitality Initiative Manager
Office of Economic and Workforce Development
1 South Van Ness Avenue, 5th Floor
San Francisco, CA 94103
Office: (415) 701-4866

Cell: (415) 518-5177

OEWD COVID-19 RESOURCES:

OEWD Covid Response Website (www.oewd.org/covid19)

OEWD Worker Information Line

415-701-4817 (*Mon-Fri, 9 AM to 5 PM*)

Jobseekers Email: workforce.connection@sfgov.org

www.oewd.org

andrew.aboujaoude@sfgov.org



From: AbouJaoude, Andrew (ECN) <andrew.aboujaoude@sfgov.org>

Sent: Tuesday, July 13, 2021 10:31 AM

To: Durrall, Sangeeta <sangeeta.durrall@sanjoseca.gov>; Luther Jackson <ljackson@novaworks.org>

Cc: Melchor, Monique <monique.melchor@sanjoseca.gov>; Howell, Janan (ECN) <janan.howell@sfgov.org>; Akwa-Asare, Amabel (ECN) <amabel.akwa-asare@sfgov.org>; Hand, Jennifer (ECN) <jennifer.hand@sfgov.org>

Subject: Re: CAREER grant

Hello Luther,

Here are OEWD's planned expenditures:

Support Services: 100 participants, up to \$300 each - \$30,000 **(6%)**

Employment Services: 100 participants, up to \$3,77.81 cost-per - \$377,881 **(75%)**

Training Categories: Career Assessment, Career Advising, One-on-One Intensive Job Search Support; Resume Review; Interview Preparation; Development of an Individualized Employment Plan; Job Coaching; Access to Computer and Utilities; Intensive Direct Placement services, and enrollment into OEWD Sector Occupational Skills Training programs.

Support Service Categories: Transportation, Interview Clothing, Training Equipment and Materials, Driver's License, Child Care, Testing Costs.

Let me know if you have any questions or concerns. Thanks for putting this together, Luther!

Andrew Abou Jaoude

Sr. Community Workforce Development Specialist II

Hospitality Initiative Manager

Office of Economic and Workforce Development

1 South Van Ness Avenue, 5th Floor

San Francisco, CA 94103

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www.oewd.org

andrew.aboujaoude@sfgov.org



From: Durrall, Sangeeta <sangeeta.durrall@sanjoseca.gov>

Sent: Tuesday, July 13, 2021 10:03 AM

To: Luther Jackson <ljackson@novaworks.org>

Cc: Melchor, Monique <monique.melchor@sanjoseca.gov>; AbouJaoude, Andrew (ECN) <andrew.aboujaoude@sfgov.org>

Subject: RE: CAREER grant

Hi Luther,

Please answers below ... Thank you -sangeeta

From: Luther Jackson <ljackson@novaworks.org>
Sent: Monday, July 12, 2021 2:57 PM
To: Durrall, Sangeeta <sangeeta.durrall@sanjoseca.gov>; Melchor, Monique <Monique.Melchor@sanjoseca.gov>; AbouJaoude, Andrew (ECN) <andrew.aboujaoude@sfgov.org>
Subject: CAREER grant

[External Email]

Hello: I have a few questions re. our budget narrative.

- How much - by percentage of your grant expenditures - will be used for training and support services? Please provide a separate percentage for each.

25 participants will receive Occupational Skills Training (ITAS): 30%

45 will receive supportive services: 5%

- Please provide your training categories (e.g. ITAs, online training, apprenticeships)

ITAs

- Please provide your support service categories (child care, transportation, clothing, etc.)

Transportation, Interview Clothing, Training Equipment and materials, Testing Costs.

Please respond to these questions and the grant first draft as soon as possible and by tomorrow early afternoon at the latest.

Thank you.

Luther

Luther Jackson, Program Manager (Pronouns: he/him/his)
505 W. Olive Ave, Ste 550 • Sunnyvale, CA 94086
408-730-7832 • novaworks.org



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ATTACHMENT A

**Comprehensive and Accessible Reemployment through Equitable Recovery
(CAREER) National Dislocated Worker Grant
Project Synopsis**

*This synopsis **must** be completed and submitted along with other required application materials as described in Section 4.g of the CAREER DWG TEGL. If more space is required than the synopsis provides, please attach additional pages with that information clearly identified. ETA will not review any information in excess of five additional pages.*

Applications that do not include all the required information in this synopsis will be considered non-responsive and will not be reviewed.

APPLICATION INFORMATION	
Instructions: Please complete all of the following elements in this table.	
Applicant Organization Name	NOVA Workforce Development Board - City of Sunnyvale
Applicant Organization Type Select the appropriate type of eligible applicant.	<input type="checkbox"/> State or Outlying Area Workforce Agency (or consortium of states or outlying areas)
	<input checked="" type="checkbox"/> Local Workforce Development Board (WDB) or consortium of WDBs
	<input type="checkbox"/> An entity eligible for funding through the Indian and Native American program in WIOA Section 166(c)
	<input type="checkbox"/> Entities determined eligible by the Governor of the state involved <i>(These entities must provide a letter from the Governor with application submission, as well as a letter from at least one WDB, as required in section 4.b.iii of the TEGL)</i>
	<input type="checkbox"/> Entities demonstrating to the Secretary the capability to implement this grant (These entities must submit additional documentation supporting their eligibility, as well as additional letters of support/partnership, as required in section 4.b.ii of the TEGL.)
Number of Participants Projected to be Served	600
Participant Eligibility Applicant acknowledges that the only eligible participants are dislocated workers as described in Section 4.b.iii of the TEGL.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Priority Participant Population(s) Describe those populations	<input checked="" type="checkbox"/> Individuals from historically-marginalized communities or groups Why chosen:

<p>of eligible dislocated workers you intend to serve, and why such groups were chosen.</p>	<p>(See response #1 in Project Synopsis - Supplement to Attachment A)</p> <p><input checked="" type="checkbox"/> Individuals have been unemployed for an extended period of time or who have exhausted UI or other Pandemic Unemployment Insurance programs</p> <p>Why chosen: (See response #2 in Supplement to Attachment A)</p> <p><input checked="" type="checkbox"/> Other eligible dislocated workers</p> <p>Why chosen: Any period of dislocation hits workers harder in the Bay Area because of the cost of living and rapidly changing skill demands.</p>
<p>Project Service Area Describe the geographic areas to be served by the proposed grant. If all activities will be carried out statewide, indicate here. If some activities will be statewide and others in geographic regions, please include both options and list communities included.</p>	<p><input type="checkbox"/> Statewide</p> <p><input checked="" type="checkbox"/> Counties/Communities (list): The California counties of San Francisco, San Mateo and Santa Clara. The service area's 2021 population of 3,564,492 is greater than 22 states.</p>
<p>Rationale for Project Service Area Provide a brief (<i>approximately 250 words</i>) description of why the service area(s) for this proposed project were chosen, including how providing services in these areas will help address the goal of the CAREER DWG.</p>	<p>While devastating throughout the region, the COVID-19 pandemic struck hardest at Bay Area communities that were struggling mightily prior to March 2020. The adjacent San Mateo County communities of North Fair Oaks and Atherton are a classic regional tale of two cities. In 2019, 71.6 percent of Atherton residents were white, the per capita income was \$165,947 and 81.9 percent of residents had a bachelor's degree or higher. (See continued response #3 in Supplement to Attachment A)</p>
<p>Consent to Submitting Performance Data Commitment to ensuring ability to submit performance data through WIPS as required in Section 4.g of the TEGE.</p>	<p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>

<p>Performance Reporting As described in section 4.j. of the TEGL, applicants must indicate the performance outcomes they intend to achieve in their proposed project.</p>	<p>Planned Employment Rate (2nd Quarter after Exit) (e.g. 75%): 65%</p> <p>Planned Employment Rate (4th Quarter after Exit) (e.g. 75%): 71%</p> <p>Planned Median Earnings (per quarter earnings rate, after 2nd quarter after employment): \$9,281</p> <p>Planned Credential Rate: 62%</p> <p>Planned Measurable Skill Gains Rate: 37%</p>
<p>Performance Outcomes Are the planned performance outcomes for the activities in this project the same as the applicable negotiated goals established for state or local formula Dislocated Worker Programs?</p> <p>Applicants who do not intend to use the state or local negotiated goals for the above measures must explain what goals they will use and why those goals will be used in lieu of the negotiated goals.</p>	<p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No, please explain why</p>

Partnership with Public Workforce System Entities			
<p>Instructions: To ensure proper participant eligibility determinations as well as delivery of appropriate career, training, and supportive services, at least one local Workforce Development Board (WDB) or American Job Center (AJC), located in the area(s) proposed to be covered by the grant, must be a partner in the grant. Applicants must complete the table below and include at least one required partner, as described in Section 4.d.iv of the TEGL.</p>			
Required Partner Name	Entity Type (Local Workforce Development Board; AJC)	Geographic Area Covered by Partner	Partnership Letter Included? (Y/N)
<i>Ex. Coastal Workforce Board</i>	<i>Local Board</i>	<i>6-county area including A, B, C, D, E and F counties</i>	<i>Y</i>
SFOEWD work2future	Local Board	San Francisco County Santa Clara County	Y Y

Strategic Partners (Optional)

Instructions: Per section 4.c.ii.B of the TEGL, applicants may propose to organize and maintain strategic partnerships, as well as contractual arrangements where appropriate, with community organizations or other entities to develop targeted efforts aimed at identifying and enrolling eligible participants from priority communities. *These partnerships may help ensure grant success but are not required to be included in the application.*

Partner Name	Partner Type (Employer/industry, education, economic development, community organization, etc)	Partner Role(s) In Proposed Project	Geographic Area Covered by Partner
<i>Ex. Community Health Association</i>	<i>Community organization</i>	<i>Outreach to potential participants</i>	<i>City of Alexandria; Fairfax County</i>
Central labor councils	Organized Labor	Outreach to participants	3 Bay Area counties
Si Se Puede Collective	Community organization	Outreach to potential	Santa Clara County
Child Care Coordinating	Community organization	Access to child care	San Mateo County
Bay Area College	Education	Training & labor market	3 Bay Area counties
San Mateo Econ. Dev.	Economic	Employer equity	San Mateo County
Renaissance	Small business	Minority business	2 Bay Area Counties

Project Summary

Instructions: Per section 4.d.i, applicants must briefly describe their vision for how their proposed project will achieve the goal of the CAREER DWG, including which of the required and allowable activities they intend to carry out.

Addressing the economic and human devastation of COVID-19 and a “build back better” equity imperative, three workforce boards in the Bay Area will design and implement holistic “success formulas” connecting dislocated workers with opportunities leading to quality jobs with greater career mobility. Currently organized as a State of California sponsored Regional Planning Unit (RPU), the boards will accomplish this vision through an enhanced suite of career and training activities including career assessments, training in resume development and interviewing skills, access to apprenticeships and other earn and learn opportunities, occupational skill training and direct placement into employment. (See continued response #4 in Supplement to Attachment A)

Grant Activities

Instructions: Applicants must	Brief Description of Activities (Approximately 250 words or fewer for
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<p>identify which of the required and allowable activities they intend to employ under the grant to achieve the goal of the program.</p>	<p>each element)</p>
<p><i>The goal of the CAREER DWG is to help reemploy dislocated workers most affected by the economic and employment fallout from the COVID-19 pandemic, in particular those from historically-marginalized communities or groups, and those who have been unemployed for an extended period of time or who have exhausted UI or other Pandemic Unemployment Insurance programs.</i></p>	
<p>A. Required Grant Activities Applicants for CAREER DWG funds must commit to providing <i>at least one</i> of the following activities.</p>	
<p><input checked="" type="checkbox"/> Provide career and training activities for participants, including staff-assisted career services and appropriate supportive services, focused on reemployment. See section 4.c.i.A for more information.</p>	<p>The Bay Area workforce agencies will offer a blended service delivery strategy with some interventions applied across the region while others are designed to meet the unique needs of local area populations.</p> <p>The region will offer dislocated workers a comprehensive suite of career and training activities including career assessment, career advising, one-on-one intensive job search support, resume review, interview preparation and job coaching. (See continued response</p>
<p><input checked="" type="checkbox"/> Research, purchase, build, or expand virtual technology applications or platforms for job search, career guidance, training, or other activities to expand the capacity of the workforce system to serve larger numbers of dislocated workers and job seekers, to ensure accessibility to services beyond the physical American Job Centers, and to ensure that service delivery will not be interrupted due to emergencies such as the COVID-19 pandemic. See section 4.c.i.B for examples and additional information.</p>	<p>NOVA staff developed the MyPlan virtual career navigation platform in 2012. It was designed to give job seekers around-the-clock access to job search resources through open-source content that was free for anyone to use. Job seekers can use MyPlan without having to enroll in NOVA services. MyPlan is available to undocumented workers and others not eligible for WIOA services. MyPlan follows NOVA's four stage job search process: 1) focus (career exploration, career assessments and labor market information), 2) resume and application, 3) job search and network (building social capital through networking, including on social media) and 4) interview & negotiate.</p> <p>MyPlan proved invaluable during the pandemic by smoothing the transition to 100 percent remote services and increasing accessibility of NOVA services well beyond its local area. As a result, the Brookings Institution's Metropolitan Policy Program highlighted MyPlan as a COVID workforce best practice. (https://www.brookings.edu/research/sunnyvale-californias-open-source-online-tool-for-job-seekers/) (See continued response #6 in</p>

B. Allowable Grant Activities

Applicants may carry out other activities to support the project design and in order to achieve the goal of the CAREER DWG program. Please select any of the options below that will be included in the proposed project, and provide a brief description of how these activities enable the success of the project. For additional information on these allowable activities see section 4.c.ii of the TEGL.

<input checked="" type="checkbox"/> Creating and executing focused outreach campaigns designed to reach priority populations and other potentially-eligible participants to ensure they are able to enroll in grant-funded activities.	<p>In addition to loss of wages and career opportunities, dislocated workers of all backgrounds often suffer from a loss of social capital and professional networks that create gaps in awareness of employment and career service resources. For example, almost 80 percent of workers in the segregated North Fair Oaks community work in underpaid occupations, thus limiting networking access to career opportunities in technology, health care and other growing sectors in the Bay Area. (See continued response #7 in Supplement to Attachment A)</p>
<input checked="" type="checkbox"/> Organizing and maintaining strategic partnerships , including contractual arrangements, with community organizations or other entities to identify and enroll eligible participants from target communities	<p>The RPU will identify and engage with anchor institutions throughout the region to sustain and scale grant initiatives and ultimately enhance the CAREER grant return on investment. Anchor institutions are rooted in place and are part of the regional infrastructure. Those institutions include Self-Help for the Elderly and Mission Hiring Hall in San Francisco, the Renaissance Entrepreneurship Center and various faith-based institutions in San Mateo County, and the Milpitas Unified School District, Working Partnerships USA and the Si Se Puede Collective of non-profits in Santa Clara County. (See continued response #8 in Supplement to Attachment A)</p>
<input type="checkbox"/> Carrying out other allowable activities that are intended to achieve the goal of the CAREER DWG	

C. Achieving the CAREER DWG Goal

The applicant must demonstrate that its project will help move its workforce toward high-quality family sustaining-wage employment opportunities and address the economic and workforce challenges caused or exacerbated by the COVID-19 pandemic. To address these challenges, applicants must briefly (in approximately 250 words or less) identify and describe how the strategies or approaches described above will help to achieve the goal of the CAREER DWG as described in section 4.a of the TEGL.

From the fog-shrouded beaches of San Francisco to the sprawling tech and academic campuses of Silicon Valley and the sun baked garlic fields of southern Santa Clara County, the RPU is a region of great contrasts, demographic diversity, extraordinary wealth and yawning gaps in opportunity and access to resources for many residents.

This regional grant proposal is focused on bridging these gaps and connecting dislocated workers to the training resources and career opportunities in one of the world's premier innovation hubs. The RPU's focus on career awareness, building social capital through networking and partnering with anchor institutions are all designed to connect under appreciated talent to opportunity. (See continued response #9 in Supplement to Attachment A)

CA-Bay-Peninsula Regional DOL CAREER Grant
Project Synopsis – Supplement to Attachment A

Priority Participation Populations (continued from Attachment A, page 2):

1. *(Individuals from historically marginalized communities or groups) (Why chosen?)*

Despite its global reputation as a socially progressive and wealthy region, the San Francisco Bay Area, including Silicon Valley, is home to low-income communities that are disadvantaged due, in part, to intentional and persistent residential racial and ethnic segregation.

These communities of need are also hampered by underfinanced schools, social capital deficits and a regional cost of living that is 79.2 percent higher than the U.S. average. The COVID-19 plunged communities that were already struggling into crisis mode, with mass layoffs of leisure and hospitality and other underpaid workers.

2. *(Individuals have been unemployed for an extended period of time or who have exhausted UI or other Pandemic Unemployment Insurance programs) (Why chosen?)*

Regardless of work history or level of educational attainment, long-term dislocated workers in the San Francisco Bay Area face two distinct challenges. The rapid pace of technological change means that existing skills quickly become stale and long-term unemployed individuals face huge educational and reskilling barriers to returning to employment. In addition, the high cost of living does not enable most workers to take time off from their job search to acquire new skills.

3. Rationale for Project Service Area (continued from Attachment A, page 2):

In the North Fair Oaks “opportunity zone,” 84 percent of residents were Latinx, the per capita income was \$25,787 and 17.2 percent had a bachelor’s degree or higher. Further, almost one-quarter of Silicon Valley households lack home internet access.

The pandemic hit underpaid workers of color with the force of a 7.0 earthquake. Global shelter-in-place orders hindered San Francisco International Airport’s (SFO) role as an economic engine for business travel and the region’s once-thriving convention business. In 2019, there were 49 events at San Francisco’s Moscone Convention Center, the tourism industry supported 56,060 hotel and restaurant jobs and convention attendees spent \$1.175 billion. In 2020, there were 7 events at Moscone, the industry supported 12,247 hotel and restaurant jobs and convention attendees spent \$94.6 million. San Jose’s convention ecosystem experienced similar losses as a percentage of revenue.

In San Mateo County (where SFO is physically located), 85% of the food preparation and serving workers are people of color, according to an analysis of 2019 data by University of California-Santa Cruz professor Chris Benner. Accommodation and food service worker employment plummeted

35.3 percent as a result of the pandemic. Almost one-half of those workers earned \$30,000 or less in 2019, according to Professor Benner's data.

These pandemic impacts played out in a region characterized by economic instability and workforce churn. There were 39,870 individuals impacted by WARN mass layoffs in San Francisco, Santa Clara and San Mateo counties in the first 11 months of the 2020-2021 program year. That compares to 38,147 in Los Angeles City and Los Angeles County workforce areas (combined), a region with a population more than 2.5 times higher than the three Bay Area counties.

4. Project Summary (continued from Attachment A, page 4):

In addition, NOVA will enhance its MyPlan remote career navigation platform to better connect with dislocated workers in marginalized communities.

Seeking to support the "whole person" in their workforce journeys, this initiative will provide supportive services including child-care and transportation support as well as potential access to guaranteed basic income opportunities through ongoing workforce recovery initiatives supported by non-WIOA funding streams.

The RPU will launch outreach campaigns to address opportunity gaps and resource awareness gaps for marginalized communities through active engagement with anchor institutions throughout the region. These outreach partners include labor unions, faith institutions and community-based organizations such as Self Help for the Elderly in San Francisco's Chinatown and the Si Se Puede Collective in the Mayfair district of San Jose. The boards will also leverage existing resources through ongoing COVID recovery initiatives in the cities of San Francisco, San Jose and Milpitas and in San Mateo County. For example, the three workforce boards are currently leading a regional effort in collaboration with Skillful, funded by the Markle Foundation, and employers to promote racial equity and inclusion through skills-based hiring. San Francisco's Racial Equity Action Plan will guide this work.

5. Required Grant Activities - career and training activities (continued from Attachment A, page 5):

Workforce board career awareness programming will be informed by UCLA professor Jasmine Hill's research on the lack of career mobility knowledge in a low-income community of color in Southern California.

The RPU will offer an array of supportive services including access to childcare, clothing, testing costs and transportation, as well as the prospect of guaranteed basic income payments through non-WIOA funding streams. These payments would benefit individuals who cannot afford to stop their job search in order to participate in skills training.

From a labor market intelligence perspective, the RPU is leveraging relationships with community college and industry consortia to learn of emerging careers long before they appear in government data. One example is "blue collar" artificial intelligence, a new opportunity for individuals without advanced degrees to participate in the region's innovation economy.

In addition to these proposed interventions, the region is employing two programs directly designed to surmount employment barriers faced by individuals from marginalized communities.

Apprenticeships and pre-apprenticeships are important resources enabling underpaid workers to access good paying jobs and greater mobility. The RPU will leverage its leadership in Apprenticeship Bay Area and two regional building trades pre apprenticeship programs to expand opportunities for job seekers under this grant. On the demand side, the RPU is leading an initiative in partnership with the Markle Foundation to train companies about the value and techniques of skills-based hiring. This model, called Skillful, enhances equity and inclusion by focusing on existing skills instead of credentials and pedigree.

NOVA's programming will provide each customer with a customized job search plan based on an individual's skills, experiences, passions and career aspirations.

To support the career discernment process, NOVA will launch a pilot program offering 50 participants the opportunity to engage in an intensive two-week self-assessment and career exploration process. Another group of 50 participants will engage in an existing customer choice model of accessing any service based on career advisor recommendation. The goal is to determine if the two-week intensive program assists customers in gaining a clearer focus and the ability to engage in additional training and job search activities at a faster rate.

All customers will have access to a broad menu of career navigation services. Working with career advisors, job seekers will benefit from extensive local labor market data to learn more about high growth job opportunities and the skills and experiences required to transition new jobs. Job seekers will also benefit from over 20 different workshops to learn foundational job search skills including resume development, interviewing skills, using social media in job search, and strategies for accessing both visible and hidden job leads.

To address a growing need for digitally skilled and fluent workers, NOVA will develop a curriculum and provide in person training in digital skills including creating an email account, attaching documents to email messages, basic use of document and spreadsheet software, how to search for information, and internet privacy and securing personal information.

In addition, NOVA will provide sector skills training for prepare job seekers to opportunities in the growing economy. Training resources will include free and low-cost industry offerings such as IBM SkillsBuild and Grow with Google skills training. Certificate based training through public and private training providers will assist job seekers in transition to new careers or enhancing existing skills to be more competitive. Industry targets include information technology, health care, construction, and manufacturing.

In San Francisco, some CAREER grant participants will find employment through direct placement in order to help revitalized businesses find workers. The Chinatown-based Self-Help for the Elderly and Mission Hiring Hall San Francisco non-profits have connections to a myriad of job opportunities within the city's growth sector industries. Those include information and community technology, health care, hospitality and construction.

The work2future workforce agency will provide its customers access to Occupational Skills Training through individual training accounts to better connect individuals to emerging career opportunities in high growth industries including business and finance, construction, health care and social assistance, manufacturing and technology.

6. Required Grant Activities – Research, purchase, build, or expand virtual technology applications or platforms (continued from attachment A, page 5):

The CAREER grant will enable NOVA to expand the functionality and offerings on the MyPlan platform. NOVA will engage in a customer-centered design process to vet enhancements that would make the portal more user friendly, increase return rates, and provide users with an interactive platform to store job search data. Current enhancement ideas that would be vetted with customers include the ability to login and track job search activities on a dashboard, a place to store resumes, applications and employer interactions, and the ability to automate engagement emails to bring users back to the platform for ongoing assistance. NOVA would also produce additional video content.

NOVA will continue to make MyPlan available to all job seekers and will work with its San Francisco and work2future regional partners to customize the platform for users throughout the region.

7. Allowable Grant Activities - outreach campaigns (continued from Attachment A, page 6)

In response, the RPU will create a focused campaign to connect with dislocated workers throughout the region. In San Francisco, the workforce board will contract with Self-Help for the Elderly, a non-profit with deep roots in the communities of Chinatown, Tenderloin and South of Market.

The board will contract with another non-profit, Mission Hiring Hall, to reach residents in the Mission, Bayview/Hunter's Point, Western Addition and Visitation Valley/Sunnydale districts. All of these communities are historically underserved with large populations of people of color and relatively high unemployment rates. In Santa Clara County, work2future will leverage its partnerships with 25 community organizations, including Homeless Vet Emergency Housing, LGBT Youth Space and Campbell Adult and Community Center, in order to reach individuals most in need.

The RPU will leverage union organizer resources to reach out to dislocated union members, many of whom were leisure and hospitality industry workers who were hard hit by the virtual collapse of the region's convention business. This CAREER grant will also enable the RPU to leverage broad community relationships through participation in several local COVID recovery initiatives throughout the region. Partners include community-based organizations, chambers of commerce, school districts and faith-based institutions.

8. Allowable Grant Activities - strategic partnerships (continued from Attachment A, page 6)

Partnerships with these institutions will enable the RPU to gain access to potential program enrollees and share information about available workforce services throughout a broader geography. In effect, this strategy will embed a portion of NOVA, San Francisco Office of Economic and Workforce and work2future within community-serving institutions across a 2,095 square mile region.

The proposed MyPlan expansion presents a strategic use case for how the RPU will work with anchor institutions. NOVA will train staff and volunteers at these institutions about how they can use MyPlan to reach a broader audience of job seekers. The institutions will provide NOVA with intelligence regarding how MyPlan can be adapted to meet the particular needs of their community. This arrangement will expand valuable workforce access to residents without internet access and who are not eligible for WIOA services due to documentation status and other considerations.

9. Achieving the CAREER DWG Goal (continued from Attachment A, pages 6 & 7)

In concrete terms, that means supporting a dislocated accommodation and food service worker's career journey from a \$38,628 average annual wage and little growth in employment opportunities to growing careers in health care - \$77,543 average wage, construction (\$94,012) or even information technology (\$318,875).

The region's unequal and disconnected workforce ecosystem is not solely an issue of fairness or equity. Our economy suffers when talented individuals from marginalized communities lack clear pathways to careers that fuel the economy. Getting underappreciated talent "on the field" will benefit workers, families, communities and the regional economy. The region's workforce boards will combine intensive career exploration with career navigation advice and occupational focus with networking for social capital to build a bridge between hidden talent and opportunity.

The CAREER grant will enable this process, help address a persistent legacy of segregation and support the region's efforts to build back better from the pandemic.



City and County of San Francisco: Office: Mayor – London Breed
Economic and Workforce Development: Kate Sofis, Director

CA-Bay-Peninsula Regional DOL
CAREER Grant Attachment A
Partnership with Public Workforce
System Entities Letter SF

July 16, 2021

Kris Stadelman
Director
NOVA Workforce Development Board
505 West Olive Avenue, Suite 550
Sunnyvale, CA. 94086

RE: CAREER National Dislocated Worker Grants

Dear Kris:

On behalf of the San Francisco Office of Economic and Workforce Development and our workforce development board, this is to enthusiastically support NOVA's application to promote greater career mobility and access to opportunity for dislocated workers through the DOL CAREER grant.

As you know, our office proudly services residents and business in the City and County of San Francisco. We look forward to deepening our longstanding regional partnership with NOVA and the work2future workforce development board in this important regional initiative.

The CAREER grant opportunity is particular significant because of its focus on dislocated workers who were suffering economically prior to the COVID-19 pandemic. Our workforce agency serves many residents living in pockets of extreme poverty in a region with astronomical housing costs.

I am confident that our region will succeed in meeting the grant goals, particularly in light of the foundation we have built to promote equitable hiring practices and to connect workers to apprenticeship opportunities. I am proud of our work in leading the Apprenticeship Bay Area consortium and in working with the Markle Foundation's Skillful project to help regional companies achieve greater diversity and inclusion. We are thankful for NOVA's ongoing role as fiscal lead in these initiatives.

Thank you for the opportunity to join NOVA is this critically important work.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Joshua Arce'. The signature is fluid and cursive.

Joshua Arce
Director of Workforce Development

One South Van Ness Ave., 5th Floor
San Francisco, CA 94103



(415)701-4848
(415)701-4897

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CA-Bay-Peninsula Regional DOL
CAREER Grant Attachment A
Partnership with Public Workforce System
Entities Letter work2future

July 16, 2021

Kris Stadelman
Director
NOVA Workforce Development Board
505 West Olive Avenue, Suite 550
Sunnyvale, CA. 94086

RE: CAREER National Dislocated Worker Grants

Dear Kris:

On behalf of the work2future workforce development board, this is to enthusiastically support NOVA's application to promote greater career mobility and access to opportunity for dislocated workers through the DOL CAREER grant.

As you know, work2future proudly services residents and business in two-thirds of Santa Clara County, including the cities and towns of San Jose, Gilroy, Campbell, Los Gatos and Stanford. We look forward to deepening our longstanding regional partnership with NOVA and the San Francisco Office of Economic and Workforce Development in this important regional initiative.

The CAREER grant opportunity is particular significant because of its focus on dislocated workers who were suffering economically prior to the COVID-19 pandemic. Our workforce agency serves many residents living in pockets of extreme poverty in a region with astronomical housing costs.

I am confident that our region will succeed in meeting the grant goals, particularly in light of the foundation we have built to promote equitable hiring practices and to connect workers to apprenticeship opportunities. I am proud of the region's role in creating the Apprenticeship Bay Area consortium and in working with the Markle Foundation's Skillful project to help regional companies achieve greater diversity and inclusion. We are thankful for NOVA's ongoing role as fiscal lead in these initiatives.

Thank you for the opportunity to join NOVA is this critically important work.

Sincerely,



Monique Melchor
Director work2future

**U.S. DEPARTMENT OF LABOR
EMPLOYMENT AND TRAINING
ADMINISTRATION (DOL/ETA)**

**NOTICE OF
AWARD (NOA)**

Under the authority of the *WIOA Sec. 170, National Dislocated Worker Grants*, this grant or agreement is entered into between the above named *Grantor Agency* and the following named *Awardee*, for a project entitled - **CAREER DISLOCATED WORKER GRANTS**.

Name & Address of Awardee:
NOVA Workforce Development Board - City of Sunnyvale
505 W. Olive Avenue
Suite 550
Sunnyvale, CALIFORNIA 94086-7626

Federal Award Id. No. (FAIN): DW-36841-21-60-A-6
CFDA #: 17.277- WIOA National Dislocated Worker Grants / WIA National Emergency Grants (NEGs)
Amount: \$3,000,000.00
EIN: 946000438
DUNS #: 047897863

Accounting Code: 1630-2021-0501742121BD202101740003215DW093A0000AOWI00AOWI00-A90200-410023-ETA-DEFAULT TASK-

Payment Management System DOC#: DW368415R0

The Period of Performance shall be from **August 20, 2021 thru August 19, 2023**.
Total Government's Financial Obligation is **\$3,000,000.00** (unless other wise amended).

Payments will be made under the Payments Management System, and can be automatically drawn down by the awardee on an as needed basis covering a forty-eight (48) hour period.

The Recipient's application of July 20, 2021, requesting CAREER National Dislocated Worker Grant funding to address workforce impacts resulting from the COVID-19 pandemic, is conditionally approved for \$3,000,000. Please see attached Special Conditions of Award.

In performing its responsibilities under this grant agreement, the awardee hereby certifies and assures that it will fully comply with all applicable Statute(s), and the following regulations and cost principles, including any subsequent amendments:

Uniform Administrative Requirements, Cost Principles, and Audit Requirements:

2 CFR Part 200; Uniform Administrative Requirements, Cost Principles, and Audit Requirements; Final Rule
2 CFR Part 2900; DOL Exceptions to 2 CFR Part 200;

Other Requirements (Included within this NOA):

Condition(s) of Award (if applicable)
Federal Award Terms, including attachments

Contact Information

The Federal Project Officer (FPO) assigned to this grant is Noel Woods. Noel Woods will serve as your first line point of contact and can be contacted via e-mail - woods.noel.m@dol.gov. If your FPO is not available, please call your Regional Office at 415-625-7900 for assistance.

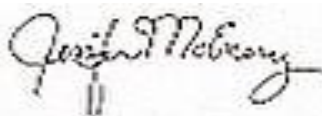
The awardee's signature below certifies full compliance with all terms and conditions as well as all applicable Statutes(s), grant regulations, guidance, and certifications.

Signature of Approving Official - **AWARDEE**

Signature of Approving Official - **DOL / ETA**

See SF-424 for Signature

No Additional Signature Required



Jenifer McEnery, August 20, 2021
Grant Officer



September 15, 2021

- ASlice of New York
- Amazon
- Carobar Business Solutions
- California Department of Rehabilitation
- California Employment Development Dept.
- Center for Continuing Study of the California Economy
- Code Name Collective
- Communications Workers of America
- Couchbase
- Cupertino Electric, Inc.
- Foothill-De Anza Community College District
- LinkedIn
- Manpower Group
- MM Hamilton Financial Group
- Outset Medical
- Peninsula Family Service
- Pipe Trades Training Center
- Rev
- Sacred Heart Community Service
- San Mateo Adult School
- San Mateo County Building & Construction Trades Council
- San Mateo County Community College District
- San Mateo County Economic Development Association
- Santa Clara and San Benito Counties Building & Construction Trades Council
- Santa Clara County Housing Authority

Mr. Joshua Arce
Director of Workforce Development
City of San Francisco
Office of Economic and Workforce Development
1 South Van Ness Avenue, 5th Floor
San Francisco, CA 94103

Subject: Letter of Intent to Enter Agreement for CAREER National Dislocated Worker Grant

Dear Josh:

This letter is to inform you of our intent, through the City of Sunnyvale, to enter into a formal agreement with the City of San Francisco, as a Subrecipient, to provide employment and training services as part of the CAREER National Dislocated Worker Grant (NDWG).

The City of Sunnyvale applied for and was granted funds from the U.S. Department of Labor (DOL) to provide workforce development services under the Workforce Innovation and Opportunity Act Title I to address the impacts from COVID-19. Through a formal agreement, the City of San Francisco will participate in the operation of such services as a subrecipient of funds and will adhere to and comply with the conditions and requirements established for use of these grant funds. The term of this agreement is expected to be from October 1, 2021 through August 19, 2023. The funding limit is expected to be \$500,000.

These basic terms are considered non-binding and contingent on a formal agreement that will be initiated following receipt of the grant agreement from the DOL and expected funds.

If you have any questions, please don't hesitate to contact me. We look forward to working with you in the future on this exciting endeavor.

Sincerely,

Kris Stadelman
NOVAworks Director

- Co-Chairs:
Jennifer Morrill
Andy Switky
- Vice Chairs:
Rosanne Foust
Poncho Guevara
- Past Chair:
Christopher Galy
- Director:
Kris Stadelman

From: [Pagan, Lisa \(ECN\)](#)
To: [Jalipa, Brent \(BOS\)](#); [AbouJaoude, Andrew \(ECN\)](#)
Cc: [Tano, Crezia \(ECN\)](#)
Subject: Re: BOS File No. 211239 - Accept and Expend Grant - Retroactive - The North Valley Workforce Development Board - CAREER National Dislocated Worker Grant - \$500,000
Date: Wednesday, January 19, 2022 1:25:13 PM

Hello Assistant Clerk Jalipa,

Thank you for your email. Below is the additional written explanation regarding the “retroactive” approval we shared with the Budget & Finance Committee, please forward this same information for file 211239 to Members of the Full Board of Supervisors. Andrew Abou Jaoude, OEWD's Workforce Hospitality Initiative Manager, will be available to answer questions from Members of the Board if they arise on 1/25/22.

Retroactive Nature of Resolution

File 211239 is a Resolution retroactively authorizing the Office of Economic and Workforce Development to accept and expend a grant in the amount of \$500,000 from the North Valley Workforce Development Board, a recipient of the grant award from United States Department of Labor for CAREER National Dislocated Worker Grant during the grant period of October 1, 2021 through August 19, 2023.

The United States Department of Labor released emergency Workforce Innovation and Opportunity Act (WIOA) National Dislocated Worker Grants to support the workforce in response to the COVID-19 pandemic and nationwide shelter-in-place order. The United States Department of Labor awarded The North Valley Workforce Development Board, as lead applicant for the Bay-Peninsula Regional Planning Unit, CAREER National Dislocated Worker Grant to support dislocated workers; and as pass-through the United States Department of Labor awarded the Office of Economic and Workforce Development \$500,000 of federal WIOA funds to support dislocated workers following the close of the OEWD's budget period for FY 21-22.

Program Description

- **Equitable Outreach** - Focused outreach to disadvantaged/opportunity neighborhoods and SFO: Self-Help for the Elderly (SHE) will focus on the Chinatown, Tenderloin, and SOMA areas. Mission Hiring Hall (MHH) will focus outreach efforts to Mission, Bayview/Hunter's Point, Western Addition, and Visitation Valley/Sunnydale areas. All areas of focus are SF Districts with high unemployment rates and have a high number of minorities who have historically been underserved (see census data we sent 7/7). SFO outreach will be shared by both agencies, with OEWD being liaison, connector, and provides over cite.
- **General Reemployment Services:** All participants will receive reemployment services

that are offered in a virtual and/or in-person environment and include: career assessment, career advising, one-on-one job search support; resume review; interview preparation; development of an individualized employment plan; job coaching; access to computer and utilities. OEWD will provide supportive services such as transportation, clothing, child care, linkage to community or social services, and other supportive services defined by WIOA. Supportive services for each participant will be up to \$300 per participant (\$30,000 total).

- **Direct Placement Services** - Employment: Upon completion of General Reemployment Services and career assessment, participants will be intensely supported to find employment through Direct Placement services. Both SHE and MHH have connections to a myriad of job opportunities within San Francisco's growth sector industries, which include information and community technology, health care, hospitality and construction. OEWD staff will provide over site, as well as connection to employer partners.

Sincerely,

Lisa Pagan
Director Policy & Planning, OEWD

From: Jalipa, Brent (BOS) <brent.jalipa@sfgov.org>
Sent: Tuesday, January 18, 2022 4:07 PM
To: Pagan, Lisa (ECN) <lisa.pagan@sfgov.org>; AbouJaoude, Andrew (ECN) <andrew.aboujaoude@sfgov.org>
Cc: Tano, Crezia (ECN) <crezia.tano@sfgov.org>
Subject: BOS File No. 211239 - Accept and Expend Grant - Retroactive - The North Valley Workforce Development Board - CAREER National Dislocated Worker Grant - \$500,000

Good afternoon,

As you are aware, your following item was heard in Budget & Finance Committee on January 12, 2022, and forwarded to the full Board for January 25, 2022:

- **File No. 211239** - Accept and Expend Grant - Retroactive - The North Valley Workforce Development Board - CAREER National Dislocated Worker Grant - \$500,000

This legislation authorizes “retroactive” approval. Due to the full Board’s concerns regarding “retroactive” approvals, please make sure you - or a department representative - will be in attendance to answer any questions or concerns when the full Board considers this matter.

If you would like to include additional written explanation regarding the “retroactive” approval,

please forward to me and I will disseminate to the Members and include in the legislative file.

Thank you for your continued collaboration on the legislative process.

Regards,

Brent Jalipa

Assistant Clerk

Board of Supervisors - Clerk's Office

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

(415) 554-7712 | Fax: (415) 554-5163

brent.jalipa@sfgov.org | www.sfbos.org

(VIRTUAL APPOINTMENTS) To schedule a “virtual” meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.

TO: Angela Calvillo, Clerk of the Board of Supervisors

FROM: Lisa Pagan, Director of Policy and Planning,
Office of Economic and Workforce Development

DATE: October 1, 2021

SUBJECT: Accept and Expend Resolution for a Pass-Through State Grant

GRANT TITLE: CAREER National Dislocated Worker Grant

Attached please find the original* and one copy of each of the following:

X Proposed grant ordinance; original* signed by Department, Mayor, Controller

X Grant information form, including disability checklist

X Grant budget

X Grant application

X Letter of Intent or grant award letter from funding agency

N/A Ethics Form 126 (if applicable)

N/A Contracts, Leases/Agreements (if applicable)

N/A Other (Explain):

Special Timeline Requirements:

Departmental representative to receive a copy of the adopted ordinance:

Name: Lisa Pagan

Phone/Email: lisa.pagan@sfgov.org

Interoffice Mail Address: 1 Dr. Carlton B. Goodlett Pl., City Hall, Room 448, San Francisco, CA 94102

Certified copy required Yes

No

(Note: certified copies have the seal of the City/County affixed and are occasionally required by funding agencies. In most cases ordinary copies without the seal are sufficient).