



Business and Planning Committee

Thursday, March 13, 2025

1550 W. Main Street

El Centro, CA 92243

12:00 p.m.

Business and Planning Committee members please be advised: If an item on the meeting agenda relates to the provision of services by you, your immediate family, the entity you represent, or any person who has made \$250 in campaign contributions to you during the last 12 months, or if approval or disapproval of an agenda item would have a foreseeable material affect on an economic interest of you, your immediate family, or the entity you represent, then please follow these procedures: When the agenda item is first introduced, please immediately announce that you are recusing yourself from participating in the agenda item, and then refrain from discussing, voting on, or otherwise influencing the Committee’s consideration of the agenda item.

Supporting documentation is available for public review at the Imperial County Workforce Development Board Office.

- 1. Call to Order
 - a. Conflict of Interest Forms
- 2. Discussion of Agenda
 - a. Items to be pulled from Agenda
 - b. Approval of Meeting Agenda
- 3. Approval of Minutes
 - a. May 9, 2024.....p 2-3

ACTION AGENDA

- 4. Discussion/Action regarding marketing of Business Services and approval of new marketing expenditures..p 4-6
- 5. Discussion/Action to approve submitting an On-the-Job Training Waiver per WSD 24-14.....p. 7-10
- 6. Discussion/Action to approve submitting a Transitional Jobs Waiver per WSD 24-14.....p. 11-15

INFORMATIONAL AGENDA

- 7. Public Comment: *This is an opportunity for members of the public to address the Committee on any subject matter within the Committee’s jurisdiction, but not an item on the agenda. Each speaker should complete and submit a “Public Comment Request to Speak” form to the Business and Planning Committee Chair. When addressing the Committee, state your name for the record prior to providing your comments. Individuals will be given three (3) minutes to address the Committee.*
- 8. Business Services Unit Report
- 9. Committee Member Reports
- 10. Meeting adjournment



Next Business and Planning Committee Meeting, Thursday, May 8, 2025, at 12:00 p.m.

This WIOA Title I financially assisted program or activity is an equal opportunity employer/program, and Auxiliary aids and services are available upon request to individuals with disabilities.



MINUTES
MEETING OF THE
WORKFORCE DEVELOPMENT BOARD
BUSINESS AND PLANNING COMMITTEE
May 9, 2024
12:00 P.M.

MEMBERS PRESENT: Mark Gran, Alma Silva, and Shelby Trimm

MEMBERS PRESENT VIA ZOOM: Timothy Kelley

ABSENT: Jason Jackson

GUEST: David Baquerizo

STAFF: Jeff Burquist, Veronica Curiel, Camilo Garcia, and Carlos Lopez

AGENDA ITEMS

1. Call to order:

The meeting called to order by ICWDB Committee Chair Mark Gran, at 12:01 p.m. with quorum present.

2. Discussion of Agenda:

a. Items to be pulled from Agenda: None.

b. Approval of Meeting Agenda: **MOTION** by Ms. Silva, Second by Ms. Trimm, to approve meeting agenda. Opposed: None. Abstained: None. Motion carried.

3. Approval of Minutes for January 11, 2024: MOTION by Ms. Trimm, Second by Ms. Silva, to approve minutes for January 11, 2024. Opposed: None. Abstained: None. Motion carried.

ACTION AGENDA

4. Discussion/Action to approve the submission of WIOA Waiver Application – Transitional Jobs upon release of EDD Directive on Waiver Guidance:

Mr. Burquist provided an overview and recommended approving submission of WIOA Waiver Application – Transitional Jobs upon release of EDD Directive on Waiver Guidance.

This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

Discussion/Action to approve the submission of WIOA Waiver Application – Transitional Jobs upon release of EDD Directive on Waiver Guidance continued:

MOTION by Mr. Kelley, Seconded by Ms. Trimm, to approve the submission of WIOA Waiver Application – Transitional Jobs upon release of EDD Directive on Waiver Guidance. Opposed: None. Abstained: None. Motion carried.

5. Discussion/Action to approve the submission of WIOA Waiver Application – On-the-Job-Training upon release of EDD Directive on Waiver Guidance:

Mr. Burquist provided an overview and recommended approving submission of WIOA Waiver Application – On-the-Job-Training upon release of EDD Directive on Waiver Guidance.

MOTION by Mr. Kelley, Seconded by Ms. Silva, to approve the submission of WIOA Waiver Application – On-the-Job-Training upon release of EDD Directive on Waiver Guidance. Opposed: None. Abstained: None. Motion carried.

INFORMATIONAL AGENDA

6. Public Comments:

Ms. Silva invited attendees to the hybrid Jobs First Economic Development and Workforce Entities sector meeting on Tuesday, May 14th, from 10:00AM - 11:00AM, more information to follow.

Mr. Kelley provided an update on projects currently working on and invited everyone to the 2024 June IV Economic Development Corp summit.

7. Business Services Report:

Mr. Lopez provided an update on services currently working on and reported Pick-N-Save stores will take over Southern California 99 cent stores that are scheduled to close mid-June 2024, Pick-N-Save requested Business Services assistance to promote stores opening and hiring efforts.

8. Committee Member Reports: None

ADJOURNMENT

9. The meeting adjourned at 12:25 p.m. The next regularly scheduled meeting date for July 11, 2024.

**Imperial County Workforce Development Board
Business and Planning Committee
Action Agenda Item 4**

MEETING DATE: March 13, 2025

ITEM: 4

SUBJECT: Discussion/Action regarding marketing of Business Services and approval of new marketing expenditures

FROM: Priscilla A. Lopez, ICWEDO Director

RECOMMENDATION:
ICWEDO Director recommends to approve expenses

BACKGROUND:
Staff will provide an overview of proposed marketing expenditures to enhance the promotion and outreach of Business Services.

FISCAL IMPACT:
Approval of this item will authorize an expenditure of \$16,660 from line item WDB/WDO Marketing & Other Services. As of January 31, 2025, this fund has an unexpended balance of \$50,426.

Workforce Development Board - Digital Billboards 2025

Type	Dates	Description	Client Estimate
Digital Billboard	4/1/25 - 5/27/25	El Dorado F/N	\$ 3,565.00
Digital Billboard	4/1/25 - 5/27/25	El Dorado F/S	\$ 3,565.00
Digital Billboard	4/1/25 - 5/27/25	Cole F/N	\$ 1,610.00
Digital Billboard	4/1/25 - 5/26/25	Dogwood F/N	\$ 2,640.00
Digital Billboard	4/1/25 - 5/26/25	Dogwood F/S	\$ 2,640.00
Digital Billboard	4/1/25 - 5/26/25	LaBrucherie F/N	\$ 2,640.00
Total			\$ 16,660.00

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**Imperial County Workforce Development Board
Business and Planning Committee
Action Agenda Item 5**

MEETING DATE: March 13, 2025

ITEM: 5

SUBJECT: Discussion/Action to approve the submission of WIOA Waiver Application – On-the-Job-Training upon release of EDD Directive on Waiver Guidance

FROM: Priscilla A. Lopez, ICWEDO Director

RECOMMENDATION:

ICWEDO Director recommends to approve submission of WIOA Waiver Application – On-the-Job Training upon release of EDD Directive on Waiver Guidance

BACKGROUND:

In previous program years, the Employment Development Department (EDD) has released Waivers to allow for more flexibility in assisting businesses by increasing reimbursement of On-the-Job Training (OJT) costs from 75% to 90% for businesses with 50 or few employees. The ICWDB submitted applications requesting approval for this waiver in PY22-23, PY23-24, and PY24-25, which were subsequently approved by the EDD.

The EDD released Directive 24-14, WIOA Waiver Guidance on February 4, 2025, providing guidance on how to submit waivers requesting increased flexibility for OJT reimbursement., Waiver of WIOA Section 134(c)(3)(H)(i) allows up to 90% reimbursement of OJT costs for businesses with 50 or fewer employees.

It is being recommended that the Imperial County Workforce Development Board (ICWDB) submit application by the deadline of June 4th, to the California Workforce Development Board. If approved, the waiver would provide additional relief and cost savings to small businesses that may be more risk-averse when it comes to hiring and training new employees.

FISCAL IMPACT:

If approved, up to 90% reimbursement of OJT costs for businesses with 50 or fewer employees will be allowed for PY25-26.

WIOA Waiver Application – On-The-Job-Training

Workforce Innovation and Opportunity Act (WIOA) Section 134(c)(3)(H)(i) and Section 189(g): Waiver to allow a reimbursement of up to 90 percent of on-the-job (OJT) training costs for *small businesses with 50 or fewer employees* (referred to as small business hereinafter).

In order to comply with Department of Labor (DOL) requirements, applications must be completed for every year the waiver is in effect.

LOCAL WORKFORCE DEVELOPMENT BOARD (LOCAL BOARD) INFORMATION

Local Board: Imperial County Workforce Development Board

Contact Name and Title: Priscilla Lopez

Contact Phone Number: 442-265-4968

Contact Email: PriscillaLopez@co.imperial.ca.us

APPLICATION

1. Provide a justification for this waiver request as a separate attachment to this application, answering the following:

Explain how the use of this waiver will align with your Regional and Local Plans.

This waiver aligns perfectly with our regional and local plans as it addresses needs of local employers. Imperial County's and the Southern Border Regional Plans have identified needs to support small businesses in hiring and retaining skilled workers. By increasing the reimbursement rate for OJT, we can better serve employers in building their own trained workforce while reducing their direct costs. As a result, the small businesses utilizing this training program will be able to invest the cost savings in other areas of their business or hire more employees increasing productivity, innovation, and competitiveness.

2. What are the current numbers and percentages of all adult and dislocated worker participants using OJT placements with small businesses for Program Year (PY) 2023-24?

Adult

Number of participants: Pending

Percentage of participants: Pending

Dislocated Worker

Number of participants: Pending

Percentage of participants: Pending

WIOA Waiver Application – On-The-Job-Training

Workforce Innovation and Opportunity Act (WIOA) Section 134(c)(3)(H)(i) and Section 189(g): Waiver to allow a reimbursement of up to 90 percent of on-the-job (OJT) training costs for *small businesses with 50 or fewer employees* (referred to as small business hereinafter).

In order to comply with Department of Labor (DOL) requirements, applications must be completed for every year the waiver is in effect.

3. What number and percentage *increase* do you anticipate by using this waiver for all adult and dislocated worker participants using OJT placements with small businesses for PY 25-26?

Adult

Number of participants: Pending

Percentage of participants: Pending

Dislocated Worker

Number of participants: Pending

Percentage of participants: Pending

4. How will you ensure this waiver is being used for small businesses, 50 or fewer employees? (e.g., validate employer account number, verify with Dun & Bradstreet Corp, etc.)

A significant number of Imperial County businesses are composed of 50 employees or less. According to Lightcast Labor Market Information, in 2024, approximately 97% of employers in the county are considered Small Businesses with 50 or fewer employees.

1 to 4 employees: 32.5% (1,420 businesses)

5 to 9 employees: 30.8% (1,345 businesses)

10 to 19 employees: 21.4% (934 businesses)

20 to 49 employees: 12.4% (542 businesses)

5. How do you anticipate this waiver will impact your participants, community, and service delivery?

An increased reimbursement rate of the OJT Program will further incentivize employers in using the program. With more business participation, small businesses will be encouraged to hire and train new employees with limited or no work experience. This addresses their hiring needs and allows them to build a pipeline of skilled talent for their growth. Additionally, this will create more employment pathways for jobseekers.

WIOA Waiver Application – On-The-Job-Training

Workforce Innovation and Opportunity Act (WIOA) Section 134(c)(3)(H)(i) and Section 189(g): Waiver to allow a reimbursement of up to 90 percent of on-the-job (OJT) training costs for *small businesses with 50 or fewer employees* (referred to as small business hereinafter).

In order to comply with Department of Labor (DOL) requirements, applications must be completed for every year the waiver is in effect.

I request a waiver to reimburse up to 90 percent of OJT training costs for businesses with 50 or fewer employees.

Local Board Executive Director Name: Priscilla Lopez

Local Board Executive Director Signature:

Date: March 13, 2025

Submit Waiver Request to PolicyUnit@cwdb.ca.gov

Subject Line: "WIOA Waiver Request Application"

**Imperial County Workforce Development Board
Business and Planning Committee
Action Agenda Item 6**

MEETING DATE: March 13, 2025

ITEM: 6

SUBJECT: Discussion/Action to approve the submission of WIOA Waiver Application – Transitional Jobs

FROM: Priscilla A. Lopez, ICWEDO Director

RECOMMENDATION:

ICWEDO Director recommends to approve submission of WIOA Waiver Application – Transitional Jobs upon release of EDD Directive on Waiver Guidance

BACKGROUND:

On February 4, 2025, the Employment Development Department released WSD24-24, “WIOA Waiver Guidance”, providing guidance and established procedures regarding applying for WIOA waivers approved by the U.S. Department of Labor

Under 20 CRF 680.190, a transitional job is one that provides time-limited work experience, that is wage-paid and subsidized and in the public, private, or non-profit sectors for individuals with barriers to employment who are chronically unemployed or have inconsistent work history, as determined by the Local Board. These jobs are designed to enable an individual to establish a work history, demonstrate work success in an employee-employer relationship, and develop skills that lead to unsubsidized employment.

WIOA Section 134(d)(5) states that a Local Board may use up to 10 percent of their combined WIOA Title I adult and dislocated workers formula funds for the provision of transitional jobs. The transitional jobs waiver allows up to 30 percent of a Local Board’s combined WIOA Title I adult and dislocated workers formula funds to be used for the provision of transitional jobs.

Subsidized employment is a proven tool for encouraging employers to hire new employees, especially individuals with barriers to employment, to meet new and changing economic demands, and can be mutually beneficial for job seekers and employers. Due to the economic impact of the COVID-19 pandemic, utilizing transitional job placements could be a critical service delivery strategy, especially for participants with significant barriers to employment who are struggling to attach or reattach to the labor market.

The transitional jobs waiver provides Local Boards with increased flexibility to provide transitional employment to individuals with barriers to employment to gain income and work experience. Utilizing this waiver could also assist employers who may need to hire additional employees to adjust and meet new service standards and operating procedures.

Applications for PY25-26 are due by May 16, 2025, and must be electronically signed by the Local Board Executive Director and submitted electronically to the California Workforce Development Board (CWDB). The CWDB will review the applications and will notify Local Boards of their approval or denial through email by June 6, 2025.

FISCAL IMPACT:

If approved, up to 30 percent of Adult and Dislocated Worker formula funds may be allocated towards TJ training activities in PY25-26.

WIOA Waiver Application – Transitional Jobs

Workforce Innovation and Opportunity Act (WIOA) Section 134(d)(5) and Section 189(h)(i)(3): Waiver to allow up to 30 percent of adult and dislocated worker funds to be spent on transitional jobs.

To comply with Department of Labor (DOL) requirements, applications must be completed every year the waiver is in effect.

LOCAL WORKFORCE DEVELOPMENT BOARD (LOCAL BOARD) INFORMATION

Local Board: Imperial County Workforce Development Board

Contact Name, Title: Priscilla Lopez, Director

Contact Phone Number: 442-265-4968

Contact Email: PriscillaLopez@co.imperial.ca.us

APPLICATION

1. Provide a justification for this waiver request as a separate attachment to this application, answering the following:

- Explain why the current 10 percent cap is too restricting and/or inhibits service delivery.

A challenge Imperial County continuously faces is a shortage of service providers in the area offering training programs that counts towards meeting the 30 percent minimum training expenditure requirement. The 10 percent cap that local areas may use of their combined total of Adult and Dislocated Worker formula funds for Transitional Jobs limits Imperial County's offering of this effective training program beneficial for both job seekers and employers.

- Demonstrate how using this waiver aligns with your Regional and Local Plans.

During the development of Imperial County's PY2021-2024 Local Plan and Biennial Modification, discussions were held at public forums to address the needs of the county's workforce development system. Based on these discussions, several topics were identified that warranted further exploration, development, and enhancement. Particularly, developing strategies that directly target the needs of small businesses. Strategies that address support for hiring, onboarding, and training new staff, along with the upskilling needs of current employees. Additionally, expanding the availability of "soft skills" training for workers and creating a unified strategy to teach job applicants how to market their "work appropriate" attitudes and behaviors to businesses seeking qualified candidates for employment.

The PY 2025-2028 Local Plan is currently in draft form and open for public comment. A Community Forum held on October 28, 2024, gathered input from community members, stakeholders, and system partners, resulting in the following priorities:

- Strengthening communication skills among job seekers

WIOA Waiver Application – Transitional Jobs

Workforce Innovation and Opportunity Act (WIOA) Section 134(d)(5) and Section 189(h)(i)(3): Waiver to allow up to 30 percent of adult and dislocated worker funds to be spent on transitional jobs.

To comply with Department of Labor (DOL) requirements, applications must be completed every year the waiver is in effect.

- *Enhancing understanding of workplace behaviors and attitudes*
- *Addressing employee retention as both a business service and a job seeker skill*
- *Ensuring job seekers possess strong foundational skills*
- *Promoting job candidates from under-resourced populations*

The Imperial County Workforce Development Board (ICWDB) recognizes Transitional Jobs as a proven tool for incentivizing employers to hire individuals with barriers to employment. A waiver approval would allow ICWDB to continue utilizing Transitional Jobs as a key business service, creating opportunities for job seekers with limited work experience to gain valuable workplace skills while aligning with local workforce priorities.

2. What are the current numbers and percentages of all adult and dislocated worker participants using transitional jobs for Program Year (PY) 2023-24.

Adult

Number of participants: 44

Percentage of participants: Pending

Dislocated Worker

Number of participants: 4

Percentage of participants: Pending

3. What number and percentage increase in transitional job placement do you anticipate in PY 2025-26 by using this waiver?

Adult

Number of participants: 50

Percentage of participants: Pending

Dislocated Worker

Number of participants: 5

Percentage of participants: Pending

4. How do you anticipate this waiver will impact your participants, community, and service delivery?

With an approved waiver, increasing the cap to 30 percent would enable Imperial County to expand on this employment training program and business service offered through the

WIOA Waiver Application – Transitional Jobs

Workforce Innovation and Opportunity Act (WIOA) Section 134(d)(5) and Section 189(h)(i)(3):
Waiver to allow up to 30 percent of adult and dislocated worker funds to be spent on transitional jobs.

To comply with Department of Labor (DOL) requirements, applications must be completed every year the waiver is in effect.

America's Job Centers. As a result, more businesses would be served and more job seekers would be provided vital work experience.

I request a waiver to allow up to 30 percent of adult and dislocated worker formula funds to be spent on transitional jobs for participants.

Local Board Executive Director Name: Priscilla Lopez

Local Board Executive Director Signature:

Date: March 13, 2024

Submit Waiver Request to PolicyUnit@cwdb.ca.gov

Subject Line: "WIOA Waiver Request Application"