



NOVA Workforce Board
May 22, 2019 Meeting Minutes

PRESENT: M. Alvarado, T. Baity, J. Chu, L. de Maine, B. Field, B. Guidry-Brown, K. Harasz, B. Knopf, L. Labit, S. Levy, J. Morrill, S. Porter, C. Springsteel, and A. Switky

ABSENT: S. Borgersen, C. Cimino, L. Dalla Betta, V. Dang, R. Foust, C. Galy, H. Goodkind, P. Guevara, E. Hamilton, J. Hill, M. Lucero, A. Manwani, J. Miner, J. Ruigomez, and J. Sugiyama

ALSO PRESENT: K. Stadelman, C. Stahl and E. Stanly

1. CALL TO ORDER

Co-Chairperson J. Morrill called the meeting to order at 12:05 p.m.

2. PUBLIC ANNOUNCEMENTS

No public announcements.

3. APPROVAL OF AGENDA

It was moved by B. Knopf, seconded by K. Harasz and carried by voice vote to approve the agenda as submitted, with one change: agenda item 6B3. moved up to become 4B.

4. CHAIRPERSON'S REPORT

4A. Introduction of New Board members: New Board members M. Alvarado of Communications Workers of America and C. Springsteel of Adobe, Inc. were introduced to the Board. Board members and staff introduced themselves to the new members.

4B. Presentation from Board members Katherine Harasz and Andy Switky: New App for Santa Clara County Housing Authority: Highlights of the presentation included:

- While housing is the foundation of what the Santa Clara County Housing Authority does, the agency has many customers that require extensive customer service in order to be successful, including: U.S. Housing and Urban Development Department (HUD) that regulates the local housing authority programs and provides funding; landlords that can elect to participate in the Section 8 program and have the authority to screen prospective tenants and deny housing for any reason such as eviction history (which makes customer service particularly important with landlords), although there is an effort to promote landlord participation in the Section 8 program through a City of San Jose proposal; and the recipients of housing assistance that require help with

navigating the program's requirements. Given the importance of customer service and employee engagement in this system, the agency asked the question, How might we improve customer service at SCCHA?, which resulted in the launch of a new app.

- Design thinking starts with people and needs. In designing a new product, consideration should be given to three basic principles: Do people want it? (Desirability), Can we make it? (feasibility) and Is it a good business? (viability). For the public sector, the third element would be changed to, Is it compliant and does it serve our clients?.
- The process began with Housing Authority staff participating in design thinking training that entailed: research, synthesis (insights), ideation, focus (concepts), prototype and test + refine. Then staff went out into the community to interview a wide range of individuals that interface with the Housing Authority that included: landlords, tenants, community-based organizations such as Sacred Heart Community Service, and other community partners. Following the interviews, the information collected was used to develop concepts that were clustered into three areas: specialist's dashboard/owner specialists/helping hands communications; owner concierge/owner engagement events; and self-service kiosks/housing solutions app. From these concepts, a new specialist role was created to greet people and distribute the new green form that would help to prevent customers from losing their vouchers and needing to check on their expiration dates. In addition, a new app was developed.
- An app prototype was developed and tested with Housing Authority tenants that was later brought to life by San Francisco-based design and development firms — Daylight Design and Blackbird Studios. The app focused on addressing the six most common things that were needed by customers (tenants) and staff with the end result relieving the burdens encountered by tenants in navigating the system and by staff seeking to assist customers. A sample screenshot of the app was shown to members. The tenant portal went live in February.
- A new improvement was also instituted with the previous wait list for vouchers. The last time the wait list for vouchers was open was in 2006 and received nearly 60,000 applications in five days. The new design principles for improving the current wait list was: make the process clear, give hope, be fair and be buildable. A new interest (wait) list was created that allows someone to join the list at anytime. The list is always open, but subject to periodic lottery and purge. Applicants are asked to check in once a year to reconfirm their interest and update their information; otherwise they are removed from the list, but can always rejoin. A sample screenshot of the app was shown.
- The app will be open-source, so other housing authorities may use the technology recognizing that each agency's operating system is different and uniquely complicated that will make adaptation challenging.

5. EXECUTIVE DIRECTOR'S REPORT

Director Kris Stadelman reported out on the following items:

5A. Update Prison to Employment Initiative (P2E): Implementation of P2E, a State-funded regional initiative targeting the supervised population, has been launched. The Bay-Peninsula

region (that includes NOVA) applied for \$4 million and was awarded \$1.8 million for the region that required a rewriting of the initial proposal and a procurement to distribute the funding. NOVA released a Request for Qualifications and is entering into negotiations with two applicants selected: Center for Employment Opportunities (CEO) serving Santa Clara County that has a current contract with the Department of Transportation for paid employment and JobTrain serving San Mateo County that has a longstanding history of serving this population. NOVA will be fiscal agent and work2future will be program lead for the region.

5B. Update NOVA Foundation: Given the increased donations received for the Foundation over the past few years and the Foundation Board's expressed interest in launching a fundraising campaign, the City of Sunnyvale was approached with formalizing a relationship between the City and the Foundation. The City has hired an outside attorney to develop a written agreement between the City and Foundation that should be finalized in June. The Foundation Board is expected to vote on this agreement at its June Board meeting.

As part of this agreement, one of the responsibilities that is being proposed is for the NOVA Workforce Board to serve as an intermediary between the City and Foundation with the following roles: appoint NOVA Foundation Board members (six seats that includes three current Board members), approve Foundation bylaws and review financial reports through the NOVA Board Finance Committee. This new arrangement will also permit the Foundation Board to fundraise increasing its capacity to support new innovative ventures. Joint Venture's Silicon Valley Talent Partnership is working with NOVA to create a group of volunteer loaned executives with expertise in fundraising to work with the Foundation on this effort. This new agreement will be agendized for NOVA Board approval at its September 25 Board meeting.

5C. Update New Civic Center Facility: The plans for the new civic center facility are moving forward and NOVA will be located on the first floor of the new city hall on the side of the building that has more square footage. Phase I of the development has now been fully funded.

5D. July 24 Study Session Topic: Last year, the Board devoted the July Board meeting to a study session to discuss the topic of corporate responsibility and what role the business community should play in preparing workers for employment, assist workers find affordable housing close to work, and facilitate worker's commute through alternative transportation. The conversation was lively and productive and continues as part of committee and task force meeting discussions. For the upcoming July 24 Board meeting, another study session will take place with the proposed topic targeting the retirement crisis and to answer the questions: Considering the aging of the present workforce, how might we turn the coming retirement wave into an opportunity?, How might we enable the effective transfer of knowledge from mature workers to the remaining workforce?, Could we encourage later retirement or a blend of work/retirement (a middle step)?, and Is there a model for partnering experience with new labor market entrants (master/apprenticeship)?. This topic will be vetted further over the course of the next several weeks. While this meeting will not require a quorum, Board members were encouraged to attend to promote a meaningful dialogue.

6. PUBLIC HEARING

6A. Approval of Minutes of March 27, 2019 Meeting: It was moved by K. Harasz, seconded by L. de Maine and carried by voice vote to approve the March 27, 2019 Board meeting minutes as submitted, with abstentions from B. Field and S. Levy.

6B. GENERAL BUSINESS:

6B1. Approval of WIOA 2019 Memorandums of Understanding for NOVA Workforce Board AJCC Service System: The State requires that the WIOA Memorandums of Understanding (MOU) be renewed every three years. While the MOUs capture shared customers, shared services and shared costs, it is the relationships among the partners developed over time that are considered most important to the success of local workforce development system. In 2016, the first MOU Phase I was approved detailing shared customers and services. Then in 2017, the MOU Phase II was approved specifying shared costs. In 2019, the State required that the MOU be renewed that combines the previous Phase I and II. There are two MOUs for the NOVA Workforce Board AJCC Service System: one for the County of Santa Clara (Temporary Assistance to Needy Families program) and one for all other mandated partners. In total, there are 29 partners to this MOU. It was moved by B. Knopf, seconded by S. Levy and carried by voice vote to approve the two WIOA MOUs for 2019.

6B2. Approval of WIOA AJCC Certification of Affiliate and Specialized Job Centers for NOVA Workforce Board AJCC Service System: In 2017, the State launched the AJCC certification process for comprehensive job centers and the Board approved the AJCC certification of the NOVA comprehensive center in Sunnyvale. In 2019, as part the certification process, the State required the AJCC certification of affiliate and specialized job centers. In the NOVA AJCC service system, there is one affiliate job center operated by the Central Labor Council Partnership in San Mateo and one specialized job center for youth operated by JobTrain in Menlo Park. The Regional Organizer for the Bay-Peninsula region conducted the certification assessments for Central Labor Council Partnership and JobTrain and has confirmed a ranking of at least three (out of five) for each of the Hallmarks of Excellence. It was moved by S. Levy, seconded by B. Guidry-Brown and carried by voice vote to approve the AJCC certification of the affiliate and specialized job centers for the NOVA Workforce Board AJCC service system.

6C. DISCUSSION

6C1. Opportunity for Dialogue among Board Members and Director: There were no topics identified for discussion at this meeting.

6D. GENERAL INFORMATION

6D1. Grant Status/Status of Funds: NOVA serves as the fiscal agent, on behalf of the Bay-Peninsula region. This is the first report that is showing funding for the region as described under the Notes section. As fiscal lead, NOVA will be reporting out on the expenditures for the region to the Board, as well as to the three other workforce boards in the region. A recommendation was made to break out the regional expenditures by workforce board.

7. ADJOURNMENT

The meeting was adjourned at 1:30 p.m.