



Expanding Reach Task Force August 28, 2018 Meeting Summary

Task Force members participating: Katherine Harasz (chair), Brenda Brown, Carl Cimino, Lionel de Maine, Linda Labit, and Anita Manwani

NOVA staff: Kris Stadelman, Cindy Stahl and Eileen Stanly

Guest: Floor Koudijs, Joint Venture Silicon Valley

I. Welcome and Review Agenda

The Task Force chair opened the meeting with a welcome and overview of the agenda that will include a follow-up from the last meeting and a review of the data that members had requested, a discussion on the focus of the task force's future work going forward, and next steps.

II. Follow-up to Last Meeting: Review Data

At the July 16 task force meeting, members had requested several data reports. Highlights of the discussion included:

- A map of NOVA customers served by city within the region and outside of the region was distributed. The total number served is slightly lower than it is now because the data for the two program years 2015/16 included on the map does not fully capture the change in the service delivery model that is now being implemented by CLCP in San Mateo County, as it transitions from the case management model to the integrated service delivery model that serves more customers.
- A customer flow map was distributed that shows that each job center is serving customers primarily from their local community, which was expected. What is unusual is the significant percentage of customers from outside the region also seeking services from NOVA.
- A map of poverty by city within the NOVA region was distributed that shows both the poverty rates and numbers of residents in poverty. In addition, a map of the unemployment rate and number of unemployed by city was also distributed. The reason that the task force expressed an interest in expanding reach in the northern San Mateo County area is due to the unmet need there illustrated by the large number of residents in poverty and unemployed in that area coupled with the small footprint of NOVA services provided there compared to the San Mateo and Sunnyvale job centers. Also, although NOVA is no longer contracting with Job Train to operate an AJCC anymore, their office in Menlo Park still contributes to the region's service-delivery system as

CLCP gives presentations about its services at that site. While there is poverty and unemployment in other parts of the region where NOVA services are limited, such as the coastal area of San Mateo County, the number of individuals effected is very small, so this area will not be the focus of the task force's expanding reach effort; however, other options will be explored to reach this population.

- Resource maps identifying where adult education, community colleges and large companies (employing 500 or more) are located in San Mateo County were distributed. These partners could be utilized to leverage NOVA's ability to expand its reach.

III. Confirm Work, Identify Resources Needed and Develop Goals/Tasks

- At the July meeting, task force members identified as its future work: 1) expanding reach with a focus on northern San Mateo County through existing job centers, through partners utilizing technology or other methods; and 2) evaluate transportation barriers to customers to access services.
- Currently, the Skyline College site in San Bruno is underutilized. The reason for this to two-fold: NOVA has limited staffing to distribute to this site but there could be opportunities to leverage staffing from other partners; and the physical location has limitations in terms of parking and being able to find the building where the services are offered on the Skyline campus. This is an issue that will require further research to better understand why customers are not utilizing services there that may entail surveying customers who are using the services, customers who come into the center but don't register, and CLCP customers who live near San Bruno but are not accessing services at Skyline.
- A good resource for delivering services could be the adult education programs. NOVA could explore utilizing the adult education sites to perhaps deliver workshops in the evening to maximize its reach. Another approach would be to reach out to the adult education programs in northern San Mateo County to educate them about NOVA services for future referrals to NOVA. Childcare and nursing programs would also be good programs to collaborate with in leveraging services.
- Employers are good partners for leveraging resources and we should approach them with the message that "we can expand your talent if you let us use your space." NOVA could target growing industry sectors and companies within these sectors such as Kaiser and Genentech. Home health care and remote technology are growing fields. Some companies provide internships so there may already be a willingness to partner with NOVA. A recommendation was made to create a map of companies, both large and small, along the San Mateo County bay corridor to identify potential partners.
- The expanding reach issue is both space availability and capacity to deliver services. NOVA convenes a quarterly Stakeholders meeting that has been meeting for more than 30 years and was recently expanded to include the San Mateo County providers a few years ago. At the next meeting that is scheduled for September 19, partners will be approached about expanding their reach and whether they have the capacity to work with NOVA on delivering services that may

include pushing out services through technology. The task force meeting discussions will be shared with the group, with their recommendations discussed at the next task force meeting.

- We should look at partner sites to host technology-based workshops through a “train-the-trainer” approach to expand the reach of services. It will be important to explore technology options that are less expensive and seek donations to purchase this equipment (e.g. pop-up classrooms.) Several options recommended included YouTube and Chromebooks.
- Transportation has been identified by the task force as an issue area. We should look at connecting job centers to transit hubs that may include both train and bus although train access may be more challenging. Surveying customers to determine who drives to the center and who takes public transportation may be of value. Many older adults don’t drive so this could be a barrier for them in accessing services.
- We shouldn’t make assumptions that transportation is the barrier. Transportation may be too narrow of a focus. The focus should be on the broader barriers that encompass more than just transportation. NOVA customers at the San Bruno and CLCP sites should be surveyed in addition to adult education programs and libraries so we have a better understanding of the need and how best to design this expanded reach effort to address this need.

IV. Wrap-up and Next Steps

- The focus of the task force’s work is confirmed: expanding reach with a focus on northern San Mateo County through existing job centers, through partners utilizing technology or other methods; 2) evaluate barriers for customers in accessing services (that goes beyond just transportation).
- Identify growing sectors and companies (both large and small – less than 500 employees) who would be interested in collaborating with NOVA that already have internships programs and are located along the San Mateo County bay corridor. Relationships will be key and Anita will work with staff on how best to approach these companies.
- Conduct surveys of NOVA customers at the San Bruno and CLCP sites to identify barriers to accessing services that may include: why customers enrolled and what is working for them (San Bruno site), why they didn’t enroll after they visited the center (San Bruno site), and why they are utilizing CLCP and not Skyline when they live in San Bruno (CLCP site). Surveys will also include identifying other barriers to accessing services that may include child care needs, hours of operation, parking, level of staff contact, languages, digital access/literacy, transportation, and access for individuals with disabilities, etc. At the September 19 Stakeholders meeting, partners will be approached about surveying their customers. Libraries could also be surveyed.