



Richmond Workforce Development Board Meeting Minutes – September 12, 2019

Richmond Workforce Investment Board meeting

Chairperson Cassandra Youngblood called the Richmond Workforce Development Board meeting to order on Thursday, September 12, 2019.

Roundtable welcomes and introductions

No past meeting minutes were reviewed.

Director's Report

Sal Vaca, Director, City of Richmond – Employment and Training Department

- City of Richmond's unemployment rate as of July 2019 is at 3.8%
- Richmond companies moving/closing and layoffs (totaling approx. 100 individuals between the two companies)
 - Wholesome Bakery
 - Bedrock Sandals
- Referenced Blokable Presentation from previous meeting; they were interested in a COR facility 500sq.ft. but will not be able to build in Richmond; Woodland will be possible location. May be able to work with RichmondBUILD for customized training to hire Richmond residents to shuttle to new location.
- Progress being made with Citywide Project – Labor Agreement (Negotiations with Sun Cal., Pt. Molate). City Council directed that RB be written into the Labor Agreement
- Letter of Intent – AB1111, serving high priority individuals. COR/E&T lead agency; very competitive grant, 100 applications were received. E&T has built a strong partnership for grant proposal to build upon serving immigrant population.
- Gas Tax initiative, has funding available for workforce development; Richmond is part of the regional application. RichmondBUILD to be a partner on this project; Richmond is committed above other applicants; we have a proven track record with RB already established.

Presentation: City of Richmond Quarterly Sales Tax

Thomas Adams, Clients Services Executive, Avenu Insights & Analytics

- Cannot respond to questions regarding sales tax for individual businesses, this information is confidential.
- Reviewed PPT information regarding government tech firms.
- Quiz from PPT:
 - Base Sales Tax Rate Cal = 7.25%
 - COR Sales Tax Rate = 9.25%
 - Cal Economy #5th largest in the world
 - Natl EQ Prep Month = September
 - Chances of 6.7 EQ in next 25 years = 72%



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- PPT – Sales Tax Background
 1. CA State ‘Base’ Sales Tax Rate is 7.25% with 6% with 6% to state and 1.25% local agencies.
 2. Richmond Transactions & Use Tax “District Tax” or “Add-On” Tax – two taxes (both .5%) in 2005 and 2015
 3. Countrywide taxes include .5% BART tax and .5% Contra Costa County Transportation Authority

- Lowest sales tax in the Bay Area = Dixon, Solano Co. 7.375%

- PPT – Sales Tax Facts
 1. Over 350 district taxes levied throughout California
 2. Richmond’s two .5% cent district taxes generate \$15M to \$18M annually (\$18.5 currently)
 3. Richmond’s Bradley Burns tax also generates \$18.5M
 4. Total Sales Tax ~ \$37M a year

- PPT - Top 25 Sales Tax Generators (Alpha Order)

7-Eleven Food Stores	Hanless Hilltop Buick	Praxair
American Soil Products	GMC	Ross
ARCO AM/PM Mini	Hanless Hilltop Hyundai	Serena and Lily
Marts	Hanless Hilltop Nissan	Southern Counties
Barocci Motor Group	Hanless Hilltop Toyota	Lubricants
BP West Coast Products	Hilltop Chrysler Plymouth	Target
Channel Lumber	Jeep	Thomas Scientific
Chevron Refinery	Hilltop Ford	Union 76 Service Stations
Chevron Service Stations	Home Depot	Wal Mart
Costco Wholesale	Macy’s	

- Board Sales Tax base for COR; 60% of total sales tax

- PPT – Capture & Cap – Richmond Sales Tax; Bay area consumption compared to Richmond & what is expected w/patterns throughout bay area.

- Historically department stores are good – they generate more sales tax. Cannabis appearing in drug store category; transportation doing well also.

- Richmond doing very well in food category – this category not being lost to internet sales. Recreation products sales are being captured by the internet (ex. Dicks Sporting Goods).

- Bay Area target for “Capture & Gap” is 100% or above. Looking at “fiscalization of land” = *The fiscalization of land use—the use of land use planning and development to encourage revenue production as a first-order goal became important in the United States anti-tax environment of the 1980s.*

- Sales tax is the driving force for land usage to increase taxes.



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- “Split Roll” tax reform = goal of the left and states to separate income property from housing property (real estate industry). *Recently, the split roll proposal qualified as a ballot initiative to be voted on in November 2020. Although split roll is described by its proponents as “tax reform,” it really is just a targeted tax increase on business—potentially to the tune of more than \$10 billion per year.*
- *Auto sales – new trend (slowing down); pretty well overall trend wise
- PPT – Is Recession looming? Hard question – will not answer today. Forecast is “Flat”. Current economic conditions are ok.
- Inverse Yield curve; better short term rates.
- Pre-recession potential.
- Interest rate 179-80 = 20%; this done to fight off inflation in late 70’s.
- In Closing: Housing Cycle = business cycle, could drive economy... when housing takes a dip so will business; don’t worry if market is crazy, it doesn’t mean recession.

Program Updates

Rosemary Viramontes, Project Coordinator, RichmondWORKS

Bouakhay Phongboupha, Senior Employment Specialist, YouthWORKS

Employment and Training was awarded the English Language Learner (ELL) Co-Enrollment grant: The ELL grant is new type of grant to us, Vets grant is not new.

PPT – ELL Project IMPACTO, \$300,000

- 18th month project
- Serving 90 immigrants
- COR population – 42% Latin decent; 35% foreign born.
- Reason is to help with immigrant population.

PPT – ELL Grant partners

- ELL Navigators are here to helping with meeting in Itza’s absence – thank you.
- ELL Also have Life Coach presenting ACES type program in Spanish and English.
- ELL Navigators assist with additional services, resume development and job search.
- 31 attendees at orientation; LEAP provided transportation.
- 30 Engaged with Navigators in initial assessment.

PPT – Updates

- 12 participants in ELL ACES academy.
- 30 in program; goal is to serve 90 individuals.
- Hope to expand ELL program to provide additional services to address barriers to employment.

PPT – New partners to provide wraparound services to participants; 500k grant, look to gain.



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Question: Other populations served by ELL Grant? Yes, however, predominantly Latino participants.

PPT – VET Project, \$488,635

- 3 orientations
- 23 registered in the program
- EDD has been great help with Vets program

Bouakhay Phongboupha – SYEP Program Outcome

- Some parts funded through STEPS ETP/DOR grant; served 50 individuals
- Rest of participants funded through COR and Chevron. Served total of 150 youth
- Have completed program including Recognition Night celebration.
- Show video of SYEP produced by Interns. Video showed students and the companies worked during SYEP.
- Youth Participants presented prep classes to SYEP participants: money management, soft skills coaching, etc.

During video: Talked about training youth on how to present workshops; some youth were hired as employees after end of SYEP program. STEPS students also participated in SYEP.

Public Comment

None

Announcements

None

Next RWIB Meeting

Thursday, November 14, 2019

11:30 a.m. to 1:00 p.m.

RichmondWORKS

330 25th Street

2nd Floor Training Room

Richmond, CA 94804

Attendees:

Antonio Banelos, Bouakhay Phongboupha, Cassandra Youngblood, Charita Patterson, Charles Carpenter, Elisandro Garcia, Geovanni Flores, Gina Baker, Hakim Johnson, Jane Fischberg, Jeffrey Carr, Jill Perry, Kelly Schelin, Len Turner, Marisol Del Rio, Michael Parker, Nancy Seto, Nathan Tyler, Richard Johnson, Rosemary Viramontes, Sal Vaca, Sarah Wally, Sherman Dean, Steve Bell, Uche Uwahemu, Xavier Abram

– Meeting Adjournment at 12:55 p.m. –