State of California
Program Year 2019
Workforce Information Grants to States Annual Performance Report

Introduction

The U.S. Department of Labor, Employment and Training Administration (ETA), funds annual grants to the states to develop and disseminate essential state and local workforce and labor market information (WLMI) for job seekers, employers, educators, economic developers, and others.

The Workforce Information Grants to States (WIGS) is a critical fund source as it supports many value-added labor market information (LMI) products and services not supported by the U.S. Department of Labor's Bureau of Labor Statistics (BLS). The following are the core deliverables and activities supported by the WIGS:

1. Workforce Information Database (WID)
2. Industry and occupational employment projections
3. LMI training provided for service delivery
4. Annual economic analysis and other reports

1. **Workforce Information Database (WID)**

   Activity: Populate and maintain the WID with tables designated as core tables in accordance with guidelines issued by the Analyst Resource Center. This database contains the state's most recent publications and data releases and supports the Labor Market Information Division (LMID) website which is essential to our service delivery.

   Summary of accomplishments:
   - Updated the WID to version 2.8.
   - Data updates occurred monthly, quarterly, and annually.
   - Information technology staff used an in-house application to load the data. In addition, back-end changes to the online application occur as necessary.
   - Integrated the 2019 2nd Edition InfoGroup Employer Database to the LMID website to complement WID elements and distributed the InfoGroup DVD to 13 eligible sub-licensees and 20 LMID Labor Market Consultant (LMC) staff and managers, who assist local customers in mining these data.

   How customer consultation was used:
   - LMC staff and managers work with a variety of customers to assess their data needs in order to guide them through the website and provide them with appropriate data resources.

   Which customer needs are met:
   - The WID supports the LMID website which is the primary method that LMI in California is distributed to clients and the general public. By updating the WID to version 2.8, LMID ensures customers are able to have access to the most current and accurate LMI available. The LMI published on the LMID website is used by customers and stakeholders to make the data driven decisions needed to successfully perform their jobs.

   If the activity supports collaboration or leveraged funding:
   - Regularly updating data to the WID allows customers from federal, state, and local government, workforce investment boards, public sector entities, and research institutions access to the most current LMI data. Access to the current data serves as a catalyst for customers to interact with the LMCs who may provide additional information, resulting in future collaborations or research products.

   Customer Feedback:
   - California Department of Rehabilitation Planning Unit Analyst requested an overview of the LMID website. The LMC provided an overview of LMI resources including the monthly press release, employment projections, occupational wages, and find employers tool. The LMC also discussed disability characteristic data available through the U.S. Census Bureau. The customer thanked the LMC for providing an overview and stated in an email, "I enjoyed connecting with you today and I am so grateful for the time you shared in helping me obtain useful data and understand LMI a bit more."

2. **Industry and occupational employment projections**

    a. **Activity:** Produce and disseminate short-term industry and occupational employment projections for California.

        Summary of accomplishments:
        *   Produced statewide short-term 2019-2021 industry and occupational employment projections and fulfilled the March 6, 2020 ETA deliverable to post the occupational results on the Projections Managing Partnership's projections central website as well as on the LMID website for public dissemination.

        How customer consultation was used:
        *   Through presentations and workshops provided at the LMI Advisory meeting, customers are consulted and feedback is gathered for new and updated LMI products. Customers are continuously encouraged to provide suggestions and recommendations for future LMI Products to better fulfill their needs.
        *   As a result of customer consultation, the ADA accessible short-term employment projection files' column titles were updated to improve usability. These changes benefit our customers by clarifying data and providing a greater understanding of the data.
        *   Customers requested short-term employment projections data be presented on the website via interactive data dashboards. In response to the request, interactive data dashboards were created to display short-term industry and occupational employment projections. These changes benefit our customers by creating more resources and bringing greater accessibility to the employment projections data.

        Which customer needs are met:
        *   Customers use the short-term 2019-2021 industry and occupational employment projections to assist with California community college curriculum planning, and assist job seekers in identifying in demand occupations by the number of projected job openings.
        *   The Workforce Information and Opportunity Act (WIOA) requires the identification of in demand occupations. The short-term employment projections meet these needs by providing local Workforce Development Boards (WDB) with data on the near-term projected growth of industries and occupations.

        If the activity supports collaboration or leveraged funding:
        *   The short-term employment projections support collaboration between the California community colleges, economic developers, local governments, and local WDBs. The short-term employment projections allows the various customers to coordinate resource investment in order to maximize their funds and achieve mutual strategic goals.

    b. **Activity:** Produce and disseminate long-term employment projections.

        Summary of accomplishments:
        *   Produced statewide long-term 2018-2028 industry and occupational employment projections and fulfilled the July 7, 2020 ETA deliverable to post the occupational results on the Projections Managing Partnership's projections central website as well as on the LMID website for public dissemination.

- The LMID created infographics that feature in demand entry-level occupations for both metropolitan areas and Regional Planning Units (RPUs). The LMID also created infographics displaying in demand middle-skill occupations with the highest total projected job openings listed by RPUs.
- The LMID developed and maintains the interactive California Labor Market Supply and Demand Tool webpage to assist workforce partners, businesses, and educational institutions. The supply represents a population of newly trained and credentialed individuals ready to enter the workforce and can be compared to the current employment demand using real-time LMI and long-term occupational employment projections.
- The LMID staff developed and maintains the Regional Planning Unit LMI Dashboard. This interactive tool was designed as a resource for the local WDBs to use in their strategic planning. This dashboard highlights the top 25 occupations with the most long-term total projected job openings.
- The LMID continues to maintain and improve the state and local Internet-based career product, California Occupational Guides, sourced with data contained in the WID. This product delivers detailed statewide and local area occupational information on California wages, long-term employment projections, education and licensing requirements for approximately 300 occupations. Printable summary or detailed career reports are available on the LMID website.

How customer consultation was used:
- Through presentations and workshops provided at the LMI Advisory meeting, customers are consulted and feedback is gathered for new and updated LMI products. Customers are continuously encouraged to provide suggestions and recommendations for future LMI Products to better fulfill their needs.
- As a result of customer consultation, the ADA accessible long-term employment projection files' column titles were updated to improve usability. These changes benefit our customers by clarifying data and providing a greater understanding of the data.
- As a result of customer requests, three data visualization dashboards were created to display long-term industry and occupational employment projections by geographical area: Employment Projections Dashboard; Regional Planning Unit LMI Dashboard; and the California Labor Market Supply and Demand Tool. These changes benefit our customers by creating more resources and bringing greater accessibility to the employment projections data.

Which customer needs are met:
- Long-term 2018-2028 industry and occupational employment projections assist customers by identifying the projected growth or decline for specific industries and occupations throughout the state, over the course of the 10-year projection period. In addition, the statewide long-term industry and occupational employment projections are used in various publications and products including the occupational guides and the data visualization dashboards.
- The WIOA requires the identification of in demand occupations. The long-term employment projections provides local WDBs with data on the projected long-term growth of industries and occupations.
- The California Labor Market Supply and Demand Tool provides workforce partners, businesses, and educational institutions with an interactive tool that shows the user which geographic areas are producing newly trained and credentialed workers

(supply) and the respective projected job openings and online job advertisements (demand) where the newly trained individuals may find employment.

- The Regional Planning Unit Dashboard provides the local WDBs with LMI data needed to fulfill their regional planning requirements.
- The California Occupational Guides assist workforce service professionals, students, and job seekers with identifying occupations of interest, local wages, and information on educational requirements.

If the activity supports collaboration or leveraged funding:
- The long-term employment projections supports collaboration between the California community colleges, economic developers, local governments, and local WDBs. The long-term employment projections provides customers with a reliable data source to coordinate resource investment in order to maximize their funds and achieve mutual strategic goals.

c. **Activity**: Attend required projections training sponsored by the Projections Managing Partnership through the LMI Training Institute.

Summary of accomplishments:
- Attended Projections Managing Partnership-sponsored webinars/training and virtual conferences.
- Attended the September 2019 Projections Managing Partnership Summit and training provided by the LMI Training Institute in Arlington, Virginia.

How customer consultation was used:
- Consultation led our customers to use industry and occupational employment projections for strategic planning to ensure that program focus and funding are data driven. The industry and occupational employment projections help our customers identify areas of need, future planning, curriculum development/update and decision-making.

Which customer needs are met:
- Customer needs were satisfied; the data provided helped support their program goals and future planning.
- By attending the Projections Managing Partnership trainings, projections analysts are informed of nationwide technical methodology and software updates that impact the projections program. The implementation of these nationwide technical methodology and software updates are required to produce statistically relevant employment projections data for our customers to utilize in meeting their program objectives and investing their resources.

If the activity supports collaboration or leveraged funding:
- The activity supports and strengthens collaboration between us and our partners. They rely on the data we produce to make informed decisions, and depend on our guidance to interpret the information and to provide them with necessary training to apply their findings.

Customer Feedback:
- An Employment Program Representative (EPR) at the Employment Development Department (EDD) requested industry and occupational employment projections for the Oakland Hayward Berkeley Metropolitan Division in order to justify an

educational grant. The LMC walked the customer through how to find this data on the LMI website and how to search for a specific occupation.

- An EPR requested LMI for a customer participating in a one-on-one career counseling session. The LMC provided an explanation of the employment projections data and pulled data based on the EPR's requested criteria.
- Career Technical and Education (CTE) Director of the San Mateo County's Office of Education requested a meeting for resources to help guide the CTE program. The LMC went over the 2016-2026 employment projections and provided an overview of labor market trends in the San Francisco Metropolitan Division. The LMC also curated the occupations and industries in the employment projections dataset that matched with the CTE pathways and links to potentially useful resources. The CTE director stated, "You have given me so much research and links that are very helpful for guiding and shaping the schools."
- San Francisco's Human Services Agency requested employment projections to identify top employment opportunities by industry and occupations in the San Francisco Metropolitan Division. The LMC reviewed each variable of the employment projections dataset and showed the customer how to access employment projections data via the online Tableau tool and how to download and filter out the complete set of employment projections.
- Work Experience Education Coordinator for Campbell Union High School District requested an update on the labor market for the Work Experience advisory board. The LMC provided a presentation on the local labor market to include new industry and occupational employment projections relevant for career exploration. The Work Experience Education Coordinator commented: "As always, we appreciate your presentations as they provide evidence and statistics about industries that our students currently work in and/or plan to pursue. Additionally, they point out current and future industry trends which is also very valuable information…having you on our advisory board is a definite benefit to both of us."
- The Department of Employment and Benefits Services, County of Santa Clara Social Services Agency, requested a presentation on the number of people unemployed and forecast of the county's demographics. The LMC presented how to locate labor force and industry employment projections data, occupations within specific industry sectors, and the employment projections for select industries and occupations. The workforce development partner provided feedback: "I appreciate you taking the time to present…so far the feedback I received is that people would like to know specifically about the job market in Santa Clara County; which industries are expected to grow and project employment opportunities. A lot of our attendees work with clients that are unemployed or looking for new opportunities, so any information that can assist clients attain employment is helpful.
- San Joaquin County CTE Director requested guidance to research various occupations under consideration for their curriculum planning, with a focus on higher-paying occupations within the local areas. The LMC went over the 2016-2026 employment projections as well as Quarterly Census of Employment and Wages (QCEW) reports within the Stockton-Lodi Metropolitan area and helped to locate occupations requiring certificates and higher education as well of occupations in higher pay scales. The LMC also explained how the Occupational Guides/Profiles in LMID can assist with detailed career exploration of the occupations under consideration for their CTE program.
- Visit Temecula Valley President and CEO requested local occupational employment projections and wages in the hospitality industry. The LMC provided the customer with customized tables that included occupational employment projections by

industry and wages for the Riverside-San Bernardino-Ontario Metropolitan Statistical Areas (MSA) and a link to the interactive employment projections on the LMID website. The customer replied, "This is perfect! Thank you. I will be in touch."

- Director for the Riverside Community College District, Office of Economic Development, requested and received local occupational and industry employment projections and sub-county labor force data for the Riverside-San Bernardino-Ontario MSA from the LMC. The customer replied, "Thank you very much. This is very helpful information."

- Western Placer Unified School District STEM Support Instructor requested local occupational and industry employment projections for the career pathways in their CTE program. After receiving the data for the 14 pathways, the customer was very grateful and stated in an email, "Oh My, Thank you so much! This is amazing information. I'm so excited to share this information with the CTE teachers and our industry partners. Thank you, Thank you, and Thank you!"

- Business Specialist and Rapid Response Coordinator for the Fresno Regional WDB requested employment projections information for the health care industry. The LMC provided the customer with a spreadsheet that included the 2016-2026 occupations with the most job openings for health care. The customer replied, "Thank you once again for providing this information to me."

- Fresno Regional WDB and Director of Information Systems requested occupational employment projections for Fresno County. The LMC showed the customer how to navigate and obtain this information from our website, and provided a link to the Conference Board Help Wanted OnLine™ (HWOL) data for Fresno County. The customer stated, "Thank you for providing this information to me. I will share it with my staff."

- Program Manager for the Imperial Valley ROP-Project Connect requested employment outlook projections and other labor market data for registered nurses in Imperial County. The LMC sent the information and took the time to explain the data. The customer replied, "Thank you for your speedy response. This is exactly what I needed. I really appreciate it sir."

- Career Development Center Director for Fresno State University requested industry and occupational employment projections data to identify the projected number of jobs that require at least a bachelor's degree in Fresno County to coordinate with educational programs at the university. The LMC provided the customer with a detailed overview of industry and occupational employment projections and helped her navigate the online interactive employment projections tool. The customer was extremely pleased with the employment projections data and the ease of use of the interactive tool.

- Director for the Yuba County America's Job Center of California (AJCC) requested labor force, industry employment projections, poverty, and graduation rates data for Yuba County to submit in a grant proposal. The LMC provided the customer with the data he requested, and the customer replied, "Thank you very much!"

- CareerPoint Marin One Stop Operator requested local industry and employment projections for Marin County. The LMC provided the customer with the largest growing and fastest growing occupations for 2016-2026 for Marin County, along with a link to the interactive dashboard on the LMID website. The customer was very thankful.

- Executive Director of the Workforce Alliance of the North Bay (WANB) requested and received industry and occupational employment projections for 2016-2026 for Napa County. The LMC also informed the customer that employment projections are also available for the other WANB counties, although Mendocino county industry and

occupational employment projections would be part of the greater North Coast Region. The customer was very appreciative.

- Program Specialist for the College of Marin requested occupational employment projections and wage data for targeted occupations by the college. The LMC provided 2016-2026 occupational employment projections for their list of occupations. The customer replied, "Thank you."
- Region A Deputy Division Chief for the EDD Workforce Services Branch (WSB) requested a LMI presentation at the first Cannabis Career Expo held in the Inland Empire (Palm Springs, California). The LMID's Southern Area team presented relevant information related to the cannabis cluster, including local occupational and industry employment projections. After the event, the organizer was very grateful and stated in an email, "I want to take a moment to thank all of you for the efforts you made to support our 1st Cannabis event held in the Inland Empire...we had a successful event."
- Disabled Veterans Outreach Program Specialist requested a presentation at their monthly Jobs for Veterans State Grants Cluster meeting. The LMC covered the latest labor market statistics for Riverside and San Bernardino counties, including long-term employment and occupational employment projections. The customer was very appreciative of the data and thanked the consultant for the information provided.
- West Covina EDD EPR needed employment statistics to coordinate a youth career exploration event. The LMC provided Los Angeles County 2016-2026 occupational employment projections which includes wages and projections of employment by occupational family. The EPR later used the data to help high school students learn about career exploration and expressed that the information was "very helpful for the students to see and understand the actual wages and projections of employment by occupation to make more informed career choices."
- Santa Barbara Unified School District CTE coordinator requested information on projected job openings for individuals with emergency medical technician skills. The LMC produced a customized product with occupational employment projections and occupational wage estimates. The coordinator expressed gratitude for the information provided and noted that "This is great information."
- An EPR of the WSB requested industry and occupational employment projections along with other labor market data to be shared at an Orange County Symposium. The LMC provided both industry and occupational employment projections for the county, with a focus on in-demand middle skill occupations. The EPR replied, "This is great! Thank you so much! I appreciate your time. This will help support our presentation in a big way."
- Orange County One-Stop Manager requested information on in-demand occupations in the region. The LMC provided a list of occupations estimated to grow faster than the county overall, and links to the employment projections interactive dashboard and spreadsheets on the LMID's website. The customer commented, "Thank you so much for the information. The staff will find this very useful when working with clients."
- Placentia Yorba Linda Unified School District CTE Advisory Board requested data for various occupations within the computer, science/programming, culinary, business and commercial arts industries. The LMC provided profiles for select occupations within each industry which included employment projections for Orange County. The CTE Department Chair stated, "Awesome. This is perfect. Thank you so much! We always look forward to your data. We really love and appreciate this information!"
- Hacienda Unified School District CTE Principal requested a presentation on the future of the labor market as it relates to the CTE. The LMC delivered a LMI

presentation and reviewed the Los Angeles County 2016-2026 industry and occupational employment projections to CTE educators. After the presentation, the Hacienda Adult School CTE Principal, stated to his staff that it was "reassuring to know that the data supports their goals of CTE professional development and their future association with the Western Association to Schools and Colleges and the Council on Occupational Education."

- The LMC provided California wages and employment projections to the Shasta College CTE Board in connection with disseminating Perkins funding for CTE programs. The CTE Board reviews proposals every year to determine which CTE programs will receive funding. The Board uses a grading rubric to decide funding allocations. Part of the rubric contains employment projections and wages. The Board asked the LMC to provide an overview of how wages and employment projections are calculated and provided data for specific CTE occupations. The Board expressed their appreciation for the data. The CTE Dean said, "This information is very valuable to our institution. We thank you for all of your hard work and dedication to our students and faculty."

- An EPR for the EDD requested local wage data for growing occupations in San Diego County. The LMC provided the customer with links to the employment projections Tableau dashboard and occupational employment projections Excel documents. The LMC also explained how to use and interpret the dashboard and Excel documents. The customer said, "Thank you for your help!"

- California Employment and Training Panel Research Data Specialist requested occupational wage data for all areas in California. The LMC provided the customer with a link to the wage data on the LMI website, and the steps to gather wage data for all areas in California. The customer was grateful for the assistance and stated in an email, "You are the best! Thanks!"

3. **LMI training provided for service delivery**

   a. **Activity:** Provide LMI trainings to meet local customer needs.

      Summary of accomplishments:
      - The LMID provided approximately 52 LMI trainings with more than 800 attendees designed to meet local customer needs. There were 126 local area presentations with nearly 2,000 attendees.

      How customer consultation was used:
      - The consultation led to customizing LMI training to meet the customer needs. Customers request LMID training to learn about the LMI data and tools available through our website to make informed decisions on curriculum planning, career development and exploration, as well as statistical data to better understand the labor market trends.

      Which customer needs are met:
      - Customers are interested in learning how to incorporate the information and resources into their day-to-day work to produce and provide better services and outcomes using factual LMI data.

      If the activity supports collaboration or leveraged funding:

- The activity supports and strengthens collaboration between us and our partners. They rely on our expertise and knowledge to help them train their staff on the use and application of LMI data and tools.

b. **Activity:** Facilitate the LMI Advisory Group.

Summary of accomplishments:
- In collaboration with California Community College Chancellors Office Centers of Excellence, the LMID facilitated an LMI Advisory Group meeting during the 2019-2020 Program Year. The LMID staff provided an overview of the Geographic Information Systems (GIS) program, including determining business establishments, number of employees, and total wages within a state assembly district as well as certain disaster areas. In addition, they provided economic updates while soliciting feedback through group discussion. Members represent stakeholders in education, workforce, job-training, and related areas; state, local and federal government entities; the workforce preparation community; economic development agencies; businesses; economists; and researchers; as well as labor, and the employer and job seeker communities. Meeting agendas and presentations are published on the LMID website.

How customer consultation was used:
- Through presentations and workshops provided at the LMI Advisory meeting, customers are consulted and feedback is gathered for new and updated LMI products. Customers are continuously encouraged to provide suggestions and recommendations for future LMI Products to better fulfill their needs.

Which customer needs are met:
- In addition to providing feedback on new and updated LMI products, customers are asked to complete a satisfaction survey at the conclusion of each meeting. Through the survey, customers can make suggestions for future presentations, request tailored products to fit their needs, and volunteer to present on a current project they are working on that features LMI.

If the activity supports collaboration or leveraged funding:
- The LMI Advisory Group meeting encourages and supports collaboration by bringing customers and stakeholders from a variety of professional backgrounds together and allowing them the opportunity to share how they benefit from LMI and connect with fellow LMI Advisory Group meeting participants who are working on similar projects.

Customer feedback:
- Cluster Manager at the San Francisco AJCC, requested a presentation to familiarize staff with LMI that will aid in their workforce development efforts. The presentation included a review of the differences between industry employment and civilian labor force data, and how to access demographic data, use the occupational profile tool, and find data for San Francisco County only.
- Pathway Consultants, a company that helps train workforce development professionals, requested a high level summary of the labor force in the San Francisco Metropolitan Division (MD) and Oakland MD. The LMCs also explained how to understand the data, the monthly estimates, and demonstrated how to access

LMI tools such as occupational profiles, the supply and demand tool, employment projections data, and the Occupational Employment Statistics (OES) dataset.

- San Francisco's Office of Economic and Workforce Development requested a presentation of LMID's datasets. The LMC followed up with a website walk-through on key LMI tools available online. The workforce development partner expressed gratitude: "Thank you so much for your presentation last week! I speak for everyone when I say that we all enormously valued your help with training our staff on LMI and tools available through the EDD. Your training allowed our staff to bring theory into practice, and many ideas for new projects have popped up since then."

- Employment Program Manager (EPM) for Concord's AJCC requested a hands-on training to access various tools and products on the LMID website. The LMC provided an overview of LMI as well as a live walk-through of the website exploring career exploration tools, employment projections, occupational employment and wage statistics, occupational guides, and finding employers for AJCC staff and managers. Some of the comments from staff said "Thank you, this is very informative and relevant to our work."

- WIOA Career Center Operator, County of Santa Cruz, requested training on labor market essentials and resource tools. The LMCs conducted the training on labor force and industry data, employment projections, occupational wages, finding local employers, and career exploration tools. The workforce development partner mentioned: "I wanted to thank you once again for the LMI training. It looks as if a majority of the people attending found the information very useful in their line of work and appreciated the opportunity to learn more about it."

- Regional Manager at Oakland AJCC, requested a one-on-one LMI training session to gather labor market statistics and demographic facts needed to assist with a report on staffing needs for the area. The LMC gave a navigational demo of the area profile, commute patterns, and demographical profile sites within the LMID website.

- The LMC co-presented an overview of the LMI to the Dublin Unified School District at their annual Career Development and Training Regional meeting. The presentation was delivered to 60 administrators, educators, and counselors and highlighted the key LMI tools necessary for educators and students to make informed decisions on curriculum planning, career development and exploration, as well as statistical data to better understand the labor market trends.

- At the request of the Local Information Services Group (LISG) management, the LMC co-presented a LMI overview to about 15 new EDD hires at the LMID headquarters in Sacramento, California. The presentation focused on providing a summary of the functions of the LISG group, its link to the other LMID groups, and the role of the LMCs.

- The LMCs gave an overview to a WIOA partner staff member from the Stockton AJCC. This was a one-on-one session to train the presenter, who delivers LMI overviews to staff as part of the cross-training goals set by the center. The LMC provided LMID Fact Sheets and resource materials to the AJCC staff, and attended the training session as an observer to assist with the questions and answers portion of the presentation.

- The LMCs gave a LMID navigation and overview to a staff from the Modesto AJCC, in preparation for an upcoming all-staff meeting that would include a session on the LMID's website navigation and tips. The LMC gave an in-depth navigation of key sites, tools, and resources in the LMID website and emailed LMID Fact Sheets and LMID guide cards to the AJCC staff in charge of the training.

- Riverside County One-Stop Operator requested a LMI overview during their monthly Riverside County Partner's meeting. The LMC provides the latest local labor force,

employment, and economic data to the partners. The customer was very thankful and told the LMC, "Thank you very much for your presentation."

- Cluster Manager for the EDD WSB requested a LMI update at the Sacramento AJCC all-staff meeting. After the meeting, the customer thanked the LMC and stated in an email, "I appreciate you stepping in at the All Staff meeting and for the information you provided."
- Executive Director for the WDB of Madera County requested a LMI presentation for the Madera Workforce Assistance Center partner staff meeting in Madera County. The LMC provided an overview of the latest labor force data, industry employment data, employment projections data, and other local datasets. The customer said, "Thank you for your presentation."
- EPM for the EDD WSB requested an LMI update for the Indio AJCC WSB staff. The LMCs provided a detailed overview of the Regional Planning Unit Tableau dashboard, and explained the dashboard's benefits and usefulness to job seekers. The LMCs answered questions from approximately 30 staff in attendance from the local AJCCs. The staff expressed gratitude for the presentation.
- Marysville Cluster Manager for the EDD WSB requested a LMID website walk-though for WSB staff in Butte County. The LMC provided an overview of LMI resources including the monthly press release, employment projections, occupational wages, find employers, occupational guides, and career exploration tools. The staff in Butte County were extremely grateful for the presentation and resources. They stated that they felt more confident sharing LMI with their clients.
- CTE Program Director for the Yuba City School District requested a LMID website walk-through for his staff in Sutter County. The LMC provided an overview of LMI resources including the monthly press release, employment projections, occupational wages, find employers, occupational guides, and career exploration tools. The customer stated, "Many thanks for coming out yesterday to show us the LMID website."
- EDD WSB North Bay Cluster Manager requested a LMI overview for the Vallejo AJCC WSB staff. The LMC provided a training-style overview of the LMID website for new staff to learn about the various LMI tools, and as a refresher for others. The staff expressed gratitude for the presentation.
- EPM for the EDD WSB requested a presentation for their quarterly Veteran's meeting. In the presentation, the manager requested an update on the Los Angeles economy, as well as how to use the LMI portals to identify data to help service their Veteran clients. The manager thanked the LMC for the presentation, noting that "Our team will use the information to better serve our Veterans."
- Orange County WDB Director requested a meeting with the local LMC to discuss LMI training for her staff and board members. The LMC provided an overview of the LMID website and highlighted the various data sets available in addition to other resources. The Director was very thankful for the LMC's time and future training sessions that will focus on specific labor market data were discussed. The Director commented that the LMID's information is very essential in order for the region to thrive.
- EDD WSB Training Coordinator requested a LMI presentation as part of a new employee orientation. The LMC delivered a half day LMI training which included and introduction to website navigation, new employment projections tools, wage data, job advertisement information and career exploration pages. The Training Coordinator was very pleased and noted it was an informative introduction and that "the employment projections by educational level tool was outstanding and will save his staff much time in speeding up the placement process."

- Pomona AJCC operator requested staff training for their five locations. The LMC presented the latest labor force data, industry ranking, local job demand, and staffing patterns. The staff experienced a "hands-on" demonstration of online tools including employment projections by educational level and staffing patterns. The AJCC manager and staff were impressed with the available information and tools and communicated their plans to incorporate them into their day-to-day work.
- Training Coordinator for the Los Angeles County Department of Mental Health invited the LMC to provide LMI presentations to counselors across the county on three different occasions. During these trainings the LMC delivered a presentation which included the most current local area labor force, industry employment, top job ads and employers and resources for the service area. The Training Coordinator greatly appreciated the continuous partnership and stated "I'm always happy to have the LMC come back and share this important and interesting information."
- Director of Stanislaus County Office of Education requested assistance with labor force methodology in preparation of a presentation to educators and administrators. The LMC assisted the customer with LMID definitions, methodology, and key career development tools vital to educators and students. The LMC also provided the customer with LMI fact sheets, including How to Calculate the Unemployment Rate. Links to the U.S. Census Bureau and BLS websites were provided for further reference. The customer stated. "I do appreciate all the expert help and thorough data you shared. I expect it will be well received and used for all our curriculum planning."
- Case manager and staffing specialist of a Santa Maria nonprofit organization requested training for the organization's case managers. The LMC-led training included a live online session of resourceful tools on the LMID's internet website. The case manager provided feedback following the training: "I just wanted to thank you so very much for the training you provided us today. It was extremely helpful to me. The biggest part of my job is getting youth into work experience. One of the things I do as well is teach a class on how to look up jobs for the future so this was extremely helpful. Thank you again."
- The Northern LMC provided an overview of the LMI website at the request of the Northern WSB office manager. The LMC highlighted new tools and data since the last LMI overview and provided tip sheets to use for future reference.
- Experience Unlimited (EU) Coordinator requested an overview of LMI resources available for job seekers. The LMC provided an overview of Contra Costa County's labor market, how to find employers, occupational guides, and career exploration tools at the EU meeting. In addition, the LMC provided tip sheets to the group for further website exploration.
- Assistant Director of Adult and Career Education at the Dublin Unified School District requested a LMI overview for Alameda County. The LMCs provided an overview of Alameda County's labor market, employment projections, and occupational employment and wages at the Tri-Valley Education Collaborative meeting.
- Region A Deputy Division Chief for the EDD WSB requested a LMI presentation at the Cannabis Education and Career Expo. The LMCs provided a presentation related to the emerging cannabis employment sector to the industry leaders in attendance. The customer said, "The presentation was great, thank you!"
- Tulare County WDB and San Joaquin Valley Representative requested a LMI overview for the Central Valley Region Industry Engagement Roundtable consisting of Workforce Development and partner staff from all counties in the San Joaquin Valley Regional Planning Unit. The LMC provided an overview of LMI products and data sets, including the monthly labor force and industry employment data release,

Current Economic Statistics (CES) data, OES wages, occupational employment projections, and HWOL data. The customer thanked the LMC.

- CTE Program Director for the Marysville Unified School District requested a LMI overview for the CTE instructors at Lindhurst High School. The LMC provided an overview of LMI resources including, career exploration tools, employment and wages by occupation, employment projections, find employers tool, and occupational guides. In addition, the LMC provided tip sheets for each of the covered resources. After the presentation, the customer stated, "Thank you for joining our CTE teachers for the back-to-school professional development. I appreciate you taking time out of your day to introduce us to EDD resources on the web and sharing cool tools for our teachers and students alike. We are lucky to have you as a partner in education."
- Marysville Cluster Manager for the EDD WSB requested an economic update at their all-staff meeting. The LMC shared information for Yuba and Sutter counties. The topics covered included an explanation of LMI, labor force and industry employment, demographics, commute patterns, unemployment trends, employment projections, ad-hoc request examples, and demonstration of the dashboards on the LMID website. The customer and staff were grateful for the information shared, and they expressed that it answered a lot of their questions related to how the data are gathered.
- CareerPoint Marin One Stop Operator requested a LMI overview for various partners in Marin County. The audience included the local WDB, College of Marin, Department of Rehabilitation, and more. The LMC provided an overview of the latest industry and labor force data, employment projections data, Conference Board HWOL data, and navigational instructions for our website. The customer replied, "Thank you!"
- EPM for the EDD WSB requested a LMI overview for the Santa Rosa AJCC WSB staff. The LMC provided an overview of the latest industry and labor force data, employment projections data, HWOL data, and navigational instructions for our website. The customer replied, "Thank you!"
- Riverside County Workforce Development Coordinator requested an overview of the local industry and labor force data on behalf of the Riverside County WDB. The LMC provided the overview along with navigation instructions on how to find the data during the WDB monthly meeting. The customer said, "Thank you very much for these reports...your time and support are greatly appreciated."
- The LMC presented a LMI review to Ventura County WDB, including information on county industry rankings, unemployment rates, online job vacancies, and long-term labor force trends. The presentation was well received and the Ventura County WDB administration manager noted, "Thank you for a great presentation this morning at our WDB meeting. Our board members really enjoyed the information and had great questions in response to it."

4. **Annual economic analysis and other reports**

   a. **Activity**: Conduct labor market research and produce periodic online labor market reports providing analyses of statewide and regional labor market trends.

   Summary of accomplishments:
   - The LMID continues to produce the monthly California Labor Market Review. It provides a current analysis of the California economy as it relates to the current employment situation.

- As the nation commemorates Labor Day, the LMID completed the annual [Labor Day Briefing Report](#) which provides data on California's labor market. This report presents significant labor market trends and topical statistics relating to the California economy. It also includes regional analysis for the 14 RPUs used by the state workforce development system in strategic planning.
- The LMID produced the [California's Veterans Workforce 2019](#) report that highlights the accomplishments of our veterans, provides an overview of workforce trends related to veterans, and offers information on the types of services the EDD offers veterans.
- The LMID utilized Unemployment Insurance claims data and provided data deliverables broken out by industry and county for stakeholders within the University of California campuses.
- The LMID produced economic deliverables to support the EDD's monthly campaigns that highlighted various components of the state's economy including: farm workers, small businesses, veterans, and youth in the workforce. These deliverables included a quantitative analysis as well as a narrative that highlighted workforce trends.
- The LMID produced clear, concise deliverables over the course of the fiscal year for members of the media, state agencies, and other EDD stakeholders across the state. The deliverables covered a range of topics including: disabled persons, hourly workers, industry analysis, regional analysis, unemployment insurance claims, and veterans. All of these deliverables were completed under tight time constraints and satisfied the informational needs of the requestors.
- The LMID produced the [California Manufacturing Jobs in Demand](#) report which examines the current demand for jobs and skills in California's manufacturing industry, using real-time access to job listings posted online. Real-time job demand data allow employers to identify the emerging skills, job seekers to discern the location of current manufacturing hiring "hot spots," workforce developers to analyze various up-to-the-minute job trends, and training providers to tailor their programs and curriculum to better satisfy the existing job demand.

How customer consultation was used:
- Part of the mission of the EDD is to deliver valuable services to meet the evolving needs of employers, workers, and job seekers. The EDD LMID receives information inquiries and requests for research from stakeholders that range from the general news media to state legislature. Information on these requests is recorded in the LMID's customer database. It provides insight into the nature of the data request and the information the LMID is able to provide. This information is valuable and reviewed to gauge the type of information our customers look for. In addition to the customer database, the LMID personnel are always in direct communications with our stakeholders and the LMID receives valuable feedback and recommendations for research reports and products directly from them.
- The California Manufacturing Jobs in Demand report was created in consultation with the California Manufacturers & Technology Association (CMTA). Working in consultation with the CMTA, they featured the report in their Manufacturing Day 2019 media campaign.

Which customer needs are met:
- The LMID provides information tailored to our customers' ever-changing needs. We have received positive feedback from a host of our customers that include: local workforce boards, members of the news media, and private research firms. The information the LMID provides is to support data-driven decision making. Customers'

needs are met and seen in the large number of returning customers looking for LMID to provide high-quality LMI.

- The California Manufacturing Jobs in Demand report fulfilled the CMTA's needs of highlighting the vast opportunities within manufacturing and the geographic areas where job demands in manufacturing are the highest.

If the activity supports collaboration or leveraged funding:

- The EDD LMID supports partnerships, collaborations, and joint research ventures to not only foster working, professional relationships, but to enhance the number and quality of LMI products and services that can be provided to the general public. The activities outlined contain information that have supported joint research ventures and leveraged funding in the past.

b. **Activity**: Collect and deliver agricultural employment data (not funded by the BLS or U.S. Department of Agriculture).

Summary of accomplishments:

- The LMID published detailed regional monthly agricultural employment data from 1990 forward. This data series continues to be the most current agricultural employment data available. This has been useful for conducting analysis of the effects of climate changes in California on economic activity.

How customer consultation was used:

- The LMID staff meet quarterly with U.S. Department of Agriculture-National Agricultural Statistics (USDA-NASS) California staff to review the data collection instrument and any data collection issues that have been identified in the intervening months.

Which customer needs are met:

- This unique data series produces agricultural employment and average hourly wage estimates by crop type by region. This data is used by the State Legislature, various entities within the EDD, and outside customers to track the economic health of the agricultural labor market.

If the activity supports collaboration or leveraged funding:

- The LMID has a contract with USDA–NASS to collect a subsample of data for the first month of each quarter for national use. This lessens respondents' burden by allowing agricultural employers to report only once to fulfill the needs of two agencies.
- Leveraged existing LMI and WIOA funding to continue the collection and preparation of agricultural data providing analyses on these data that otherwise would not be available to customers.

c. **Activity**: Produce small county industry employment data (not funded by the BLS).

Summary of accomplishments:

- The LMID produced small area industry employment estimates, allowing partners in the workforce development system to access consistent sub-state industry employment data to assist them in making strategic and operational program decisions. This supports the ETA's strategic goal of generating the most current and local information. The LMID continues to produce timely, monthly estimates for small

areas, which are released at the same time as the BLS estimates for larger MSAs in the state.

How customer consultation was used:
- LMC staff and managers attend various meetings throughout the state to provide data on the most current economic conditions. They then relay customer feedback and suggestions back to the LMID staff assigned to produce the small county estimates. This information is analyzed and incorporated into future estimation cycles.

Which customer needs are met:
- This data series is the primary source of current economic information by industry for small counties within the state. It is used by Local Workforce Development Areas (LWDA), local government entities, and regional economic planners in assessing the current economic health of the small areas.

If the activity supports collaboration or leveraged funding:
- The LMID staff use the BLS AcesWeb system for non-CES areas to produce the monthly employment by industry estimates. They also use it for the annual benchmarking of the estimates to the QCEW data, which allows for the updating of both statewide and county-level data. The small county data are also used as an input into the BLS Local Area Unemployment Statistics (LAUS) program estimates.
- Leveraged existing LMI and WIOA funding to continue the preparation of small county data providing analyses on these data that otherwise would not be available to customers.

d. **Activity**: Produce disaggregated county-level data from multi-county MSAs (not funded by the BLS).

Summary of accomplishments:
- Disaggregated industry employment data for multi-county MSAs into single-county data sets annually. This allows customers to make county-level data driven decisions, which would not otherwise be available.
- Disaggregated occupational employment and wage data for multi-county MSAs into single Metropolitan Division data sets annually. This allows customers access to more detailed local data, which would not otherwise be available.

How customer consultation was used:
- Consultations lead to educating the customer on data availability at the local level.
- LMC staff and managers attend various meetings throughout the state to provide data on the most current economic conditions. They then relay customer feedback and suggestions back to the LMID staff assigned to produce the estimates. This information is analyzed and incorporated into future disaggregation efforts.

Which customer needs are met:
- The customers use the data for local planning and evaluation at the county and sub-county level.
- These data series are used by the LWDA, local government entities, and regional economic planners in assessing the current economic health of the subareas within larger aggregated MSAs.

If the activity supports collaboration or leveraged funding:
- The activity supports collaboration between partners, in that the LMID is able to customize deliverables at the county and sub-county level to meet their needs.

e. **Activity**: Produce static and interactive maps and geospatial analyses reports for workforce development, AJCCs, policy decision makers and others.

Summary of accomplishments:
- The LMID staff mapped employment and related data to assist policy makers and staff responsible for responding to various emergencies, such as fires and earthquakes. Staff created and updated real-time fire perimeter maps that illustrated and tabulated employers and employment potentially affected within actual fire perimeters and various radii of those perimeters. These efforts assisted the workforce delivery system, the EDD Unemployment Insurance Branch staff, and allowed decision makers to stay informed during actual emergency events.
- The LMID staff provided GIS Services and Maps for customers, including AJCC decision makers and local WDBs. Staff also conducted geo-spatial analyses using GIS tools, provided geocoding services in support of mapping requests, mapping assistance, and prepared data files for use in various projects. Examples of the above include:
  - Updated maps displaying number of H2A openings, Farm Labor Contractors, Fixed Site Growers and Sheepherders for the Foreign Labor Certification Unit.
  - Updated a map displaying Opioid Overdose rates in California counties.
  - Provided maps for the revised California Manufacturing Jobs Report displaying number of job listings and year over growth for engineering, logistics and production occupations.
  - Provided employment impact summaries of the Public Safety Power Shutoffs (PSPS) by affected areas and individual counties.
  - Added PSPS data to existing EDD Offices and Wildfires interactive map.
  - Provided the Small Business Association with data regarding small businesses effected by Northern California power outages.
  - Designed a look up table to aid in the determination of specific LWDA addresses for the Eligible Training Provider List Coordinator.
  - Provided the Center for Sustainable Energy with census tract data and geographic identification fields to be used as supplemental data with GIS software.
  - Received a request through the EDD communications email from a University of San Francisco student who was conducting research for a quantitative analysis class. A GIS staff person met with the student and provided her with an overview of the organizational benefits of GIS technology.
  - Updated the interactive map of EDD Facilities and Wildfires for the Business Continuity Office and Statewide Security.
  - Updated the Monitor Advocate Office (MAO) agricultural employment map by adding Significant and Special Circumstance AJCCs and a current listing of MAO Analysts.
  - Updated the LWDA map with AJCC locations and major highways.
  - Prepared 27 maps for the State Board report, "Data Driven Analysis for Regional Planning Units." The report included three maps for each of the eight Economic Markets plus additional maps for the Overview and Methodology section.
  - At the request of the WSB Southern Division and the LISG, GIS staff prepared four maps of Orange County, displaying datasets used for Wagner-Peyser funding: employers, unemployed, UI claimants, and below poverty.

- The LMID continued to create, evaluate, and use sub-county data sets in analysis and mapping. The data includes U.S. Census Bureau data, UI claims data, Disability Insurance claims data, and data from the BLS QCEW Program.

How customer consultation was used:
- The LMID GIS staff periodically provide presentations at the LMID Advisory Group meetings on the latest products and maps. Information provided by meeting participants is then incorporated into future GIS projects.

Which customer needs are met:
- The LMID GIS products support both statewide and regional planning efforts as mandated by the WIOA implementation guidelines. Various entities throughout the state have used GIS products to better understand the scope and impact of natural disasters and other one-time events such as the PSPS on the statewide and local economies.
- Expanded GIS capacity to produce maps and related data for the local WDBs. The maps assisted local planners with LMI organized by geographic areas such as political districts, fire districts, and customized boundaries.

If the activity supports collaboration or leveraged funding:
- The LMID has worked with the California Office of Emergency Services, California Department of Forestry and Fire Prevention and the Governor's Office of Business and Economic Development to respond to customers' requests for tables and/or maps that detail various economic activities, such as industry employment or labor force statistics, in areas throughout the state affected by sudden economic events.

f. **Activity:** Produce detailed occupational employment and wage data for customers, including joint projects with other government agencies, and various regional workforce boards for career and economic development.

Summary of accomplishments:
- The LMID responded to internal and external customer requests to provide customized occupational estimates of employment and wages. Using the Local Employment Wage Information System (LEWIS), staff were able to produce the most current custom estimates for detailed geographic areas not otherwise available from the base OES survey data such as: wage estimates at various percentiles; staffing patterns by industry; employment and wage estimates by education and training levels; and other data critical for in-depth occupational research. Staff use this system to store, produce, and screen occupational data at a detailed level that would not otherwise be available for the above described purposes.

How customer consultation was used:
- Consultations lead to producing detailed occupational employment and wage data for customers, including joint projects and customized reports.
- To educate the customers and stakeholders about the collection of employment and wage data through the OES program, and how estimates are created for the number of people employed in certain occupations and the wages paid to them.

Which customer needs are met:

- This data series is the only comprehensive source of regularly produced occupational employment and wage data for the U.S. economy. Customers use occupational employment and wages data for research and decision-making.
- To provide timely and accurate occupational and wage data sets of non-confidential and statistically reliable data for designated areas and industries.
- The detailed occupational data provide the basis for short-term and long-term occupational projections. These projections are critical for planning statewide and local job training efforts.

If the activity supports collaboration or leveraged funding:
- The activity supports collaboration and joint projects between the LMID and partners. Customers rely on the LMID as the official source of occupational employment and wages data.
- The LMID collaborated extensively with the California Department of Human Resources (CalHR) to produce their 2019 Salary Survey Report for California state employees. The OES staff used LEWIS to produce detailed OES occupational wage data. The CalHR used the data to compare California state employee wages to those offered to private sector, local government, and federal government employees in the same occupations.
- As part of an ongoing contract with the California Prison Industry Authority, the LMID provided analysis of minimum entry-level wage information for jobs established through the Joint Venture Program. Using the detailed wage information on selected occupations, the customer was able to determine acceptable wages and the effects of jobs provided to inmate workers.
- An integral part of producing custom occupational employment and wage data is the use of the LEWIS. Collaboration with nationwide LEWIS staff for updates and training allow us to produce detailed occupational estimates and to identify confidentiality issues.

g. **Activity:** Provide public information services and field public requests for LMI.

Summary of accomplishments:
- The 19 locally assigned LMCs routinely responded to questions from the general public, handled media requests, developed products, and provided presentations and training to local WDBs, employer groups, economic development entities, local educational entities, Legislators, state agencies, and other WIOA partners.
- Staff responded to calls, emails, and in-person requests from local workforce development executive directors and their staff to assist with the analysis of LMI and other external data sources for their long-term strategic plans. Other WIOA partners interacted with LMI staff during regularly scheduled meetings and special events (i.e., cannabis resource fairs).

How customer consultation was used:
- Customer consultations are used to fill and customize requests using internal or external tools and resources.

Which customer needs are met:
- LMID responds timely to any inquiries that are received from our various customers groups.

If the activity supports collaboration or leveraged funding:

- The activity supports collaboration and partnerships with various customers through continued communication and information sharing upon request.

Customer Feedback:
- Data Analyst for the San Francisco International Airport asked for San Francisco county only industry employment data by month. The LMC showed the customer where to find county-level CES data online and explained that the data are disaggregated from a Metropolitan Area level to the county level in May or June each year. The LMC also provided an explanation and link to the Quarterly Census of Employment and Wage Data, for additional county-level data.
- San Francisco's Human Services Agency requested total employment and businesses, size of business, occupation, labor force, and employment projections data for a particular neighborhood in San Francisco County, to determine the type of outreach that is needed to assist constituents. The LMC compiled a document with the requested data from EconoVue, the U.S. Census Bureau, and the LMID to meet the customer's geographic detail, as closely as possible. The customer responded, "So thorough and well-documented. This will be very helpful."
- Los Angeles County Board of Supervisors, First District Deputy, requested labor force data, occupational employment projections, and occupational summary guides for visiting constituents to their office based on specific targeted industries and occupations. The LMC provided current labor force and industry employment estimates, top projected occupations for Los Angeles County, and occupational guides for construction, logistics, and healthcare. The District Deputy's staff articulated that their constituents would benefit greatly from the materials.
- Building and Operations Manager for the Employment and Human Services Office requested information on the economic summary at the county level. The LMC walked the customer through finding the labor force data for cities and Census Designated Places on the LMID website. The LMC also provided a link to Contra Costa County's 2018 industry employment estimates and informed the customer that the 2019 disaggregated estimates would be available on the website later in the year.
- Economic Development Manager for the City of Tracy requested QCEW data from 2000-2020. The LMC referred the customer to the LMID Ad-hoc team, advising the customer to pay attention to economic changes after 2010.
- Community Development Director for the City of Arcata requested commercial fishing employment data for Del Norte, Humboldt, and Mendocino Counties. The LMC provided the most current QCEW data for commercial finfish, shellfish, and other types of commercial fishing. The LMC also supplied a link to the California Department of Fish and Wildlife's Commercial Landings and Commercial Licenses databases. The customer replied, "Awesome. Thank you for the data. Very helpful. Interesting too!"
- Executive Director of the Oakland WDB requested 2019 annual labor force data by zip code for the City of Oakland. The LMC forwarded this request to the Current Economic Statistics Group (CESG) for processing. The requested information was provided to the customer.
- The LMC distributed an Economic Summary for both the Stockton-Lodi and Modesto Metropolitan areas which contained labor force, industry employment, and job vacancy demand information for each local area, surrounding counties, as well as for California. The LMC provided this data to primary customers from each Local Workforce Development Agency, local government Economic Development Agency, EDD WSB managers, and WDB staff.

- Sacramento Employment and Training Agency Deputy Director requested labor force data for the Oak Park neighborhood in Sacramento County. The LMC identified the census tracts for the neighborhood and provided the customer with labor force, employment, unemployment, and unemployment rate data for the area. The Deputy Director was pleased that we were able to provide this data and stated in an email, "Thank you! You're awesome!"
- Fresno Regional WDB and Director of Information Systems requested UI claims data by county. The LMC provided files containing January – June 2020 weekly UI claims data and continues to send the new data weekly. The Director was very appreciative of this information.
- Worknet Merced County Assistance Director requested UI claims data by county. The LMC provided files containing January – June 2020 weekly UI claims data and continues to send the new data weekly. The Director always sends an email thanking the LMC for this information.
- Executive Director for the WDB of Madera County requested UI claims data by county. The LMC provided files containing January – June 2020 weekly UI claims data and continues to send the new data weekly. The Executive Director always sends an email thanking the LMC for this information.
- City of Los Angeles Economic Development Department Administrator requested data on the number of initial UI claims in the LA City WDB area. The LMC provided week-over initial UI claim data including Pandemic Unemployment Assistance (PUA) claims from January to June 2020 with a written analysis and visual graphs of the numbers. The LMC explained that although down, the number of claims is still very high. The City Administrator expressed the following over email, "…this really helps folks understand the importance of UI and PUA to these individuals and families. Thank you again for sharing this and I know the Mayor reads these reports to make critical decisions."
- North Bay Cluster Manager for the EDD WSB requested available data for the cities of Vallejo, Santa Rosa, Napa, and San Rafael in order to help with hire justification of additional EPRs. The LMC provided the customer with current and historical labor unemployment rates for the four counties, along with U.S. Census Bureau data that included literacy rate information. The customer replied, "Thanks for the timely response, this is very helpful."
- EDD's Marysville Cluster Manager requested available data for the seven-county region to assist with justification to fund additional EPR positions. The LMC provided the customer with labor force data from LAUS, U.S. Census Bureau, Veteran's data, and QCEW data that compares business and employment numbers to demonstrate quarterly changes and seasonality. The customer replied, "Thank you, this is awesome information."
- Riverside Cluster Manager for the EDD WSB requested Riverside County, Orange County, and sub-county level data for Assembly District 73 for a Town Hall meeting. The LMC provided the latest labor market statistics requested and the customer was very appreciative of the data and generously thanked the LMC for the information provided.
- Deputy Director for the Riverside County WDB thanked the LMC for providing valuable Unemployment Insurance Initial Claims (UIIC) data for the Riverside County LWDA and California. The document contained the latest UIIC data for the Riverside County LWDA and California. The customer found the data very useful.
- A Program Planning and Evaluation Analyst for the Sonoma County Human Services Department requested zip code labor force data on behalf of the Sonoma County

WDB. The LMC provided the customer with 2018 Annual Average Labor Force Data by zip code. The customer said "thank you so much for this!"

- Economic Development Manager for the City of Dixon requested city-level data for various cities in Solano County. The LMC provided an explanation of the types of data available at the local level, and provided the customer with sub-county labor force data for Solano County and zip code level data.
- A Customer Outreach Specialist at Take Scoop, a start-up company focusing on transportation, requested help with zip code level industry employment data and size-of-business data to target specific customers. The LMC summarized and demonstrated how to find and use the LMID's County-to-County commute pattern maps, monthly industry employment estimates, the QCEW data, the U.S Census Bureau's On the Map application, and data.census.gov. The customer later wrote, "I wanted to pass along a note of appreciation towards a member of your team. Over the last few months I've had a number of very specific data inquiries on commuter flows, employment, counties, and so on. For each of my inquiries, the LMC went above and beyond to guide me, share resources, and help me accomplish my intended outcomes. She's been a stellar consultant and an invaluable resource to my research efforts–I'm very grateful for the California EDD and for being connected to the LMC."
- San Francisco's Human Services Agency requested zip code level civilian labor force data for the years 2018 and 2019 for San Francisco County to narrow down which neighborhoods to expand outreach efforts. The LMC coordinated with the LMID's CESG to fulfill this request.
- San Francisco's Office of Economic and Workforce Development requested HWOL data for January-April 2019 and January-April 2020, categorized at the four digit North American Industry Classification System (NAICS) level to match the monthly industry employment estimates. The data was used to analyze how public health orders affected San Francisco's economy.
- EPM for the EDD requested LMI on the cannabis industry in San Diego County. The LMC provided real-time labor market data from Burning-Glass Technologies. The datasets included top employers, geographic locations, occupations, salaries, and skills categories related to job postings linked to keywords commonly used in the cannabis industry. The customer said, "THIS IS AMAZING! Thank you for doing this—ABSOLUTELY BEAUTIFUL!"
- County of Riverside Director thanked the LMC for providing valuable industry employment data for Riverside-San Bernardino-Ontario MSA in an innovative and interactive Tableau dashboard format. The Internet-based dashboard contained hyperlinks to the latest industry employment and labor force data press release found on the LMID website and displayed data for California, Riverside-San Bernardino-Ontario MSA, Los Angeles-Long Beach-Glendale MD, and other parts of California. The customer found the Tableau dashboard very appealing and said, "Thank you, this is super helpful."
- N Power, a company that focuses on helping connect youth to jobs in the information industry, requested data on the number of available technology jobs and civilian labor force data in several Bay Area counties. The LMC walked the customer through how to pull data from data.census.gov and provided a thorough review of how to calculate the civilian labor force data. The LMC provided the customer with explanations and links to the HWOL data and 2016-2026 industry employment projections distributed by the LMID. The customer stated "thanks so much – that is super helpful! You are amazing."

- Contra Costa County Employer Advisory Council Coordinator requested an overview of current labor market trends in Contra Costa County. The LMC presented the economic summary, labor force data, and industries under high financial stress in Contra Costa County.
- Hemet-Temecula Employer Advisory Council Coordinator requested a LMI overview training at the Region 7 Employer Advisory Council quarterly meeting. The LMC provided an overview of LMI resources and highlights of the LMI Labor Day Briefing, as well as a LMI Employer Quick Links handout. The customer said, "Your enthusiasm, knowledge, and ability to provide timely information was appreciated by all EAC coordinators, managers, and employers in attendance."
- Golden Sierra WDB Executive Director requested a presentation covering UI claims data and LMI related to the COVID-19 pandemic. After the presentation, the customer sent an email to thank the LMC for the presentation and stated, "I wanted to take a moment to thank you for your assistance with the Workforce Board discussion today. I greatly appreciate your participation, and I believe your contributions are vital to the immediate work of the Board. Thank you so much."
- Director for the San Diego-Imperial Centers of Excellence requested a presentation of the progress made on a Tableau dashboard that shows the geographic distribution of demographic need at the zip code level. The LMCs teamed together to provide an overview of demographic data sources, definitions of demographic characteristics and geographic regions, and a live demonstration of the dashboard's usefulness and functionality. The customer thanked the LMCs for the progress report and provided relevant feedback on the dashboard.
- Director of the Southeast Los Angeles County (SELACO) WDB requested employment and demographic data for the cities within their administrative area. The WDB was working together with a representative from the local state senator's office to produce a report on the local area. The Director of SELACO related to the LMC "that with the [provided] information, my team, together with the senator's office, will be able to complete our report."
- One-Stop Operator for the City of Anaheim requested a labor market update for the city. The LMC provided labor force data in addition to occupational and industry employment, educational attainment, and veteran information from the U.S. Census Bureau, and job advertisement data for the top employers and occupations using HWOL data. Customer stated, "Thanks for the information for the Anaheim WDB one-stop partners." As a result, the LMC received additional requests for various cities in the county.
- Community Employment Coordinator for the VA Greater Los Angeles Healthcare System requested a LMI presentation on the impact of COVID-19 on the local labor markets. The LMC provided a presentation which included a snapshot of labor force, industry employment, and new UI claim data for Los Angeles County pre and post-state mandated closures, and compared the COVID-19 related job losses to the recession of 2008. The VA Community Employment Coordinator emailed the following: "Thank you again for the information! You brought up valuable insights that our team greatly benefited from. We will definitely be in touch but we sent your information out to the entire team and saved your handouts for future reference."
- Business Economic Manager for the South Bay Workforce Investment Board requested a report containing the latest industry data for their administrative area, along with the cities containing the most job ads from HWOL data. After receiving the prepared report, the business economic manager said, "this information is what we were looking for and it corroborates and confirms what we see in local economies, thank you."

- The LISG produces a quarterly economic summary that provides information on industry employment, unemployment rates, and top job advertisements in MSAs. The June 2020 publication provided a special update on the public health and economic situation related to the COVID-19 pandemic including a breakdown of essential and non-essential employment and a timeline of UI claims. Orange County's Deputy Division Chief commented, "I really like the snapshot as it is easy to read. I appreciate this and will certainly share."
- LMCs collected feedback as part of the pilot release of the quarterly economic summary. The development and release of the economic summary was a result of team effort of LMC's. Executive Director of Santa Barbara County WDB noted the following regarding the economic summary, "This is very useful - especially the most openings chart." Subsequent releases also received positive feedback. The Solvang Chamber of Commerce's Economist responded very positively to the economic summary, noting that it is "a thoroughly useful document."
- EPM for the EDD requested that the monthly labor force and industry employment estimates for Imperial County be summarized in a narrative format. The LMC developed a monthly narrative format to describe recently released labor force and industry employment estimates, and the month-over and year-over changes to disseminate to the Imperial County customers. The customer said, "Thank you. I like this report for my partnership meetings."
- Imperial County WDB Administrative Analyst requested the latest farm employment for Imperial County. The LMC provided the customer with the latest farm employment figures and the customer said, "Thank you very much! This is very helpful."
- Administrator for the Butte County Office of Education requested unemployment rates by age group for Butte County in an effort to receive funding for their youth program. The LMC provided the customer with labor force information from the U.S. Census Bureau's 2013-2017 American Community Survey (ACS) 5-year estimates. The data provided over the past several years resulted in successfully receiving grant funding for the Youth Build program.
- Executive Director for the Jefferson Economic Development Institute requested data on the number of women and minority-owned businesses for a grant application and the number of businesses with less than 50 employees in California. The LMC provided minority and women-owned businesses data from the U.S. Census Bureau's 2018 Annual Business Survey and 2019 Size of Business data. The customer replied, "I must have caught you on a slow day. Thank you! So very much. I love this thinking, and I appreciate your timeliness."
- Verdugo WDB Director requested data including the impact of COVID-19 to be published for the Verdugo quarterly full board meeting report. After discussing the data with the Director, the LMC suggested publishing week-ending city level UI claim data for a better assessment of the local impact of COVID-19. The Director agreed and the LMC provided data and graphs which outlined the changes on the number of UI claims from January 2020 to June 2020. After receiving the data, the Director emailed the following: "Thanks for the UI claims suggestion. I appreciate you sending this information very quickly, you always provide great customer service!"
- The LMC provided U.S. Census Bureau data for the WSB Northern Workforce Division office to assist with documenting justifications for requesting additional funding to hire a Spanish speaking EPR. Census data included total number and percent of Hispanic or Latino population, as well as their labor force participation rates for several northern California counties.

- Program Officer for the North Central Counties Consortium (NCCC) requested veteran data in the NCCC region that includes population, homelessness, educational attainment, and the disabled. The LMC provided the most current data from the U.S. Census Bureau's ACS. The customer replied, "Thank you; I really appreciate your hard work and quick turnaround on this!"
- DSN Advanced Manufacturing, Economic and Workforce Development requested available data to understand turnover rates in Butte County in the wake of the Camp Fire to create strategies for workforce retention. The LMC provided the customer with turnover rates by industry for Butte County from the U.S. Census Bureau, Quarterly Workforce Indicators Extraction Tool. In response to the data provided, the customer stated, "Thank you very much for providing this data. It's greatly appreciated."
- Director for the San Diego-Imperial Centers of Excellence requested a QCEW industry cluster study for San Diego and Imperial Counties to aid in their economic and workforce development planning for the 2019-2020 community college program year. The LMC conducted long-range (2012-2017) local and regional industry cluster analyses, in addition to providing age demographic data from the U.S. Census Bureau. The study was delivered in a cutting-edge and interactive format using Tableau software, to offer a different approach to an industry and demographic cluster study. After a demonstration to the Director, the comments received were extremely positive. The customer expressed that the final product exceeded their expectations. The LMCs involved in the creation of the study also presented the final product to LMID senior management and their comments were abundantly positive.
- West Covina WSB EPM requested occupational handouts for a youth conference. The request specified growing occupations in industry sectors of manufacturing, logistics, leisure and hospitality, and healthcare. The manager reported great success with more than 300 youth in attendance that responded well to the data. The Foothill WDB requested in demand jobs data for their service area. The LMC produced the Top 25 occupations and Top 25 employers specific to their area. The customer found the information very helpful and requested that the LMC provide the report on a quarterly basis.
- Compensation Consultant in Human Resources for the University of California, Office of the President, requested customized occupational employment and wage data by geography, ownership, and custom Standard Occupational Classification (SOC) codes. The OES staff provided the data and the customer responded "Thank you again for taking the time to assist us with this information."
- Senior Project Manager for San Diego Association of Governments (SANDAG), requested detailed staffing patterns of occupational employment and wages by SOC and NAICS for statewide and the San Diego-Carlsbad MSA. The OES staff provided the data and the customer replied "This looks fantastic! Thank you so much. I will share it with the team. Really appreciate your help!"
- Research Program Specialist for the Center of Health Care Quality, California Department of Public Health, requested occupational employment and wage data for nursing occupations in the Nursing Care Facilities industry (NAICS code 6231) to calculate nursing shortages in skilled nursing facilities in California MSAs. The OES staff provided the data and the customer responded "Again, thanks for your help on this matter."
- Veterans Representative for the EDD requested the minimum wage for fast food workers in and around the city of Vallejo to help an employer decide what wages to pay workers in order to stay competitive. The LMC showed the customer the wage tool as well as the OES employment and wage data table for Solano County. The

LMC provided the customer the mean/median wages for fast food workers in Solano County.

- Employment Counselor requested assistance to find truck driving wages and monthly labor force and industry data. The LMC helped the customer locate occupational employment wages and the monthly press data sheets for future reference.
- Riverside County WDB member requested wage data for various occupations in the Food Preparation and Serving-Related Occupations group. The LMC provided the customer with the wage data requested. The customer replied, "Thank you, you are awesome!"
- Employment Readiness Specialist for the Fresno Regional WDB requested local wage data for various occupations in Fresno County. The LMC provided the customer with assistance on how to obtain this information from the LMID website. The LMC also provided the customer with LMI job seeker Quick Links. The Employment Readiness Specialist sent an email stating, "You're awesome! Thanks so much!"
- Executive Director for the Solano County WDB requested wage data for various occupations in Solano County, and neighboring counties. The LMC provided the customer with the wage data requested.

Recommendations for changes or improvements to the required grant deliverables

- The LMID believes the current required grant deliverables adequately serve our customers and the Division is well positioned to continue to produce goods and services under the existing parameters, though increasing costs will eventually affect the quality and quantity of products and services provided to customers.