State of California
Program Year 2020
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
5. Contribution to help the state and local economy

Acknowledgement

A special acknowledgment to the California Employment Development Department Labor Market Information Division (LMID) staff for their work and contributions to the Workforce Information Grants to States activities and deliverables report. There were many LMID staff who worked on the compilation of this report and its successful outcome.

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

   a. **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 2021 1st Edition Data Axle Employer Database to the LMID website to complement WID elements and distributed the Data Axle 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 LMID 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.
   - The WID provides LMI to CalJOBS[SM], California's online resource for helping job seekers and employers navigate the state's workforce services.

   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:
   - An analyst from the Bay Area Council asked to find data for the construction industry. The LMC taught the customer how to extract the Current Employment Statistics (CES) and Quarterly Census of Employment and Wages (QCEW) datasets through several methods such as the Data Library, the Find Employers tool, and the quick search tools. The LMC also explained the background and the pros and cons of each dataset.
   - A County of Santa Clara Social Services Agency Career Consultant requested a walkthrough of the LMID website to better train job-seeking clients. The LMC provided an overview of tools available on the website including the online job vacancy statistics dashboard, employment projections, career exploration tools, occupational wages, and the Find Employers tool. The LMC also provided the

customer with an example of a hands-on LMI training PowerPoint and the training catalog for future training requests. The customer was very appreciative and excited to continue collaborating with the LMID.

- A business liaison for North Valley Consortium (NOVA) Job Centers inquired about data sources available for the NOVA service area. The LMC provided an introduction to online data sources available to workforce partners (e.g., local employers database, work-based learning tool, employment projections data, and supply and demand tool).
- A Workforce Development Manager of the Sacramento Employment and Training Agency requested a list of the top employers hiring in Sacramento County, along with business locations. The LMC provided the top 50 employers based on job ads data from Data Axle, Burning Glass, and Labor Insight™. The customer thanked the LMC for providing the information and stated in an email, "This is extremely helpful; a lot of good information. Thank you!"
- A Mendocino economic development entity requested a list of employers and the occupational outlook for Mendocino County. The LMC provided a Data Axle employers list for the county, the 2018-2028 North Coast Region Occupational Projections, and the 2018-2028 North Coast Region Occupational Employment and Wage data. The customer thanked the LMC for providing the information and stated in an email, "Oh my goodness - this is fantastic information. I may have more questions, but for now this is amazing."
- The Workforce Alliance for the North Bay (WANB) requested employer lists for Lake, Marin, Mendocino, and Napa counties for job development efforts and employer outreach. The LMC worked closely with the WANB analyst to ensure that the lists contained the information they were looking for and provided Data Axle lists for the four counties. The analyst replied, "Thanks for the quick response! We can't wait to get started!"
- A Business Specialist with the Department of Rehabilitation (DOR) requested an overview of career exploration tools available on the LMID website. The LMC provided an overview of career exploration tools, including occupational guides, occupational wages, employment projections, and the Find Employers tool. The customer was intrigued with the Find Employers tool and indicated that it would assist with searching for local employers by geography and occupations when assisting job seekers with finding employment.
- The City of Fresno, Opportunity Zone liaison, Economic Development Department, requested an employer list for the city of Fresno. The LMC prepared an employer list using the Find Employers tool on the LMID website. The LMC also provided a spreadsheet containing historical civilian labor force data for Fresno County covering the time period from 1990-2020. The customer stated in an email, "We appreciate your help on this."
- The Employment Development Department (EDD) Los Angeles Coastal Division requested an overview of the LMID website for staff working on the Trade Adjustment Act (TAA) Program. The LMC delivered a website overview presentation, including a review of the Find Employers tool. The EDD Los Angeles Coastal Division management thanked the LMC and found the tool useful to reach out to targeted industry employers.
- The EDD Los Angeles Coastal Division, San Gabriel Valley Employer Advisory Council requested an overview of the LMID website for staff designated as Employer Advisory Council Coordinators. The LMC delivered a website overview presentation, including a review of the Find Employers tool. The EDD Employer Advisory Council President thanked the LMC and noted that much of their success has come through their outreach efforts and found the tool extremely helpful.

- An EDD, Youth Employment Opportunity Program (YEOP) Specialist requested an overview of the LMID website. The LMC provided a website overview presentation, including the employment projections, occupational wages, and the Find Employers tool. The customer thanked the LMC for providing an overview and stated after the presentation, "Thank you so much for such an informative presentation. Our YEOP staff and the management team will benefit from this information, and we always enjoy having you at our meetings. We appreciate you helping us obtain useful data and understand labor market information 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 2020-2022 industry and occupational employment projections and fulfilled the March 5, 2021 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 Group meetings, 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.
- The short-term employment projection files were updated to improve customer usability. These changes benefit our customers by clarifying 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 are maintained 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 2020-2022 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 for the sub-state areas.

Summary of accomplishments:
- Produced sub-state long-term 2018-2028 industry and occupational employment projections and fulfilled the July 8, 2021 ETA deliverable to post the occupational results 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 maintained 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 maintained 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. A 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 Group meetings, 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.
- The long-term employment projection files were updated to improve customer usability. These changes benefit our customers by clarifying and providing a greater understanding of the data.
- As a result of customer requests, three data visualization dashboards are maintained 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 interactive data visualization dashboards 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 sub-state 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 sub-state long-term employment projections supports collaboration between the California community colleges, economic developers, local governments, and local WDBs. The sub-state 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 2020 virtual Projections Managing Partnership Summit provided by the LMI Training Institute.

How customer consultation was used:
- Our customers 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/updates and decision-making.

Which customer needs are met:
- The data provided supported customers' 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:

- A Veteran Representative from the EDD had a customer who wanted to know if the game development field is a thriving industry. The Veteran Representative reached out to the LMC to research this question. The LMC filtered out the appropriate Standard Occupational Classification (SOC) and North American Industry Classification System (NAICS) codes in the EDD's industry and occupational employment projections to analyze the demand for this field. The LMC also pulled relevant Burning Glass real-time job advertising data to showcase that jobs for this position have been increasing over the years. The LMC provided these reports to the Veteran Representative. The customer replied, "Wow - This is absolutely awesome! I can't believe you went to these lengths to provide me the benefit of this extensive research…"
- An Employment Program Representative (EPR) for the Concord America's Job Center of California (AJCC) requested a walkthrough of useful LMI tools for job-seekers. The LMC provided a walkthrough of multiple tools, including the online job vacancy statistics dashboard and employment projections.
- A Management Analyst for the County of Santa Clara Social Services Agency requested a presentation regarding the labor market forecast for the county, including what industries are hiring or likely to be hiring in the future. The LMC delivered a presentation on the monthly employment report, including labor force and industry employment data, occupations by industry sectors, and industry and occupational employment projections. The customer stated, "Thank you for your very thorough and detailed presentation to our group today. You shared a tremendous amount of useful information that will better inform the work of staff assisting families with the challenges of securing employment during these difficult times."
- A Business Specialist for the DOR requested a LMI best practices presentation for assisting job seekers. The LMC provided an introduction to LMI resources available to workforce partners (e.g., wage data, industry and occupation projections, occupational guides, work-based learning tool, and the supply and demand tool).
- The Deputy Director for the North Central Counties Consortium requested occupational data for dental assistants in the Yuba City Metropolitan Statistical Area (MSA). The LMC provided the occupational projections and wage data for dental assistants with a link to the occupational guide for dental assistants on the LMID website. The customer thanked the LMC for the information and stated in an email, "This is so awesome, thank you so much."
- The Superintendent of the Yuba Environment Science Charter Academy requested occupational projections to develop a new Career and Technical Education program. The LMC provided 2018-2028 occupational projections for the Yuba City MSA, North Valley-Northern Mountains Region, and California to provide a local, regional, and statewide perspective. In addition, O*Net Online was used to identify the occupations that were based on the selected pathways. The customer replied, "This is an excellent report. Thank you very much!"
- A Community Action Manager for the Colusa-Glenn-Trinity Community Action Partnership requested employment projections for heating, air conditioning, and refrigeration mechanics and installers to develop a trade program in Glenn County. The LMC provided the customer with 2016-2026 occupational projections, wages, which employers currently hire these occupations, and where training is currently being provided in the region. The customer replied, "Thank you so much for the data and for taking the time to speak with me over the phone. You are great!"
- A Business Services and Marketing Manager with the Tehama County Job Training Center requested occupational projections for the agriculture industry. This request

resulted from conversations with the Red Bluff High School Career and Technical Education Advisory Council. The LMC provided 2016-2026 occupational projections based on the agriculture industry staffing patterns for the region. The customer replied, "You are the best. The council appreciated the data and the quick turnaround."

- The Workforce Alliance of the North Bay (WANB) requested industry and occupational employment projections for Lake, Marin, Mendocino, and Napa counties. In addition to providing the industry and occupational employment projections, the LMC provided historical labor force data for the WANB regions. The customer was appreciative and thanked the LMC for the prompt response.

- The Vice President of Human Resources and Medical Staff Credentialing with the Riverside Medical Clinic requested occupational wages and projections for Riverside County. The LMC provided the customer with an overview of wages and projections data and a link to data sets on the LMID website. The customer was thankful for the information provided.

- A Business Journal reporter in Fresno requested information regarding the restaurant field. The LMC showed the reporter the 2018-2028 occupations with the most job openings and the 2018-2028 occupational employment projections spreadsheet. The LMC also provided the reporter with the press data sheet for Fresno County for March 2021 and highlighted the food services and drinking places data. The reporter replied, "Thank you for this information."

- The Bassett Adult School Principal requested employment statistics to plan and develop his adult educational curriculum. The LMC provided Los Angeles County 2016-2026 occupational employment projections report. The Principal was very grateful for the occupational projections data reports and said that this particular information is very important to him to keep his programs properly staffed and up to date with the latest emerging training programs.

- The Southern California Rapid Response Roundtable requested a presentation on the impact of COVID-19 on Southern California industries. The LMC provided a count of the number of jobs lost by industry and reviewed 2016-2026 projections data noting declining industries. The representatives were appreciative of the value-added data shared, and members expressed interest in additional projections.

- The Workforce Program Manager for the Santa Barbara County WDB requested information on projected employment opportunities in support of their English Language Learners grant application. The LMC provided 2016-2026 Santa Barbara County employment projections.

- The Poway Unified School District, Partners in Education Manager, requested data for their career pathways programs. The LMC provided occupational employment projections, current job ad information, and employment and wage data. The customer stated that the data would be very useful for their Career Technical Education Programs.

- The EDD Inglewood Office Manager requested employment projections for the Career Technical Education Advisory Council (CTEAC) to update their youth and young adult curriculum. The LMC provided Los Angeles County 2016-2026 industry employment and occupational employment projections. The customer expressed gratitude for the information provided and noted that "This information is great and will be useful for our board, thank you".

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

   a. **Activity:**

- Provide LMI trainings to meet local customer needs.

Summary of accomplishments:
- The LMID provided approximately 53 LMI trainings with more than 961 attendees designed to meet local customer needs.
- The LMID provided 69 local area presentations with nearly 2,137 attendees.

How customer consultation was used:
- 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 (COE), the LMID facilitated two LMI Advisory Group meetings during the 2020-2021 Program Year. During the November 2020 meeting, the LMID, in conjunction with the California Policy Lab, presented findings on the California Unemployment Insurance (UI) system during the pandemic crisis of 2020. During the June 2021 meeting, researchers from Joint Venture Silicon Valley and the Silicon Valley Institute for Regional Studies presented on EDD Data as a Component of Long-term Regional Health Tracking. The LMID staff also provided economic updates while soliciting feedback through group discussion during every meeting. LMI Advisory Group members represent stakeholders in education, workforce, job-training, and related areas. This includes state, local and federal government entities, the workforce preparation community, economic development agencies, businesses, economists, researchers, 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 Group meetings, stakeholders are consulted and feedback is gathered for new and updated LMI products. These 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:
- A Veteran Outreach Specialist at Concord AJCC requested training on the most useful tools on the LMID website. The LMC provided an overview of LMI, the LMID, and a live walkthrough of the LMID website. The training included exploring career exploration tools, employment projections, occupational wages, finding employers, online job vacancy statistics, supply and demand tool, and the earn and learn dashboard. The veteran staff thanked the LMC, stating in an email, "The LMI training provided was greatly appreciated, updated information and tools were presented that will aid the veteran staff in assisting veteran job seekers. Thank you and the LMI group for all your hard work."
- An Employment Program Manager (EPM) at Oakland AJCC requested a LMI training for staff at the Oakland and Fremont AJCC's to assist job-seekers in their job search. An overview of the LMID, as well as a live walkthrough of the LMID website's career exploration tools, employment projections, occupational wages, finding employers, and the supply and demand tool was provided. The management team thanked the LMC in an email stating, "We appreciated the opportunity for the LMC to present LMI information to staff. Attendees stated this was time well spent."
- A Community Employment Coordinator for the U.S. Department of Veterans Affairs requested a presentation for colleagues to understand LMI and its applications to better serve veteran job-seekers. The customer replied, "Our staff very much enjoyed the presentation, our employment coordinators especially, and ... Thank you for taking the time to create and present with us."
- A Senior Executive Analyst for the City of San Jose Office of Economic Development requested an introduction to LMI data. The LMC provided an introduction to the CES, the QCEW, and UI claims data.
- An EPM at the Stockton AJCC requested LMI training to aid staff in providing services to job-seekers. The LMC provided an overview of the LMID, the role of the LMC, and a summary of the key LMI tools available on the LMID website. The website tools included career exploration tools, employment projections, occupational wages, finding employers, online job vacancy statistics, supply and demand tool, and the earn and learn dashboard. The LMC highlighted the new interactive tools and provided attendees with navigational guides for future reference. The management team appreciated the presentation stating "Thank you again for the great presentation for staff and partners. Teamwork makes the dream work. Your knowledge-sharing and professionalism are always top-notch, our staff benefited from the training."
- The Workforce Services Northern Division requested LMI training for staff of the Concord, Marysville, and Sacramento AJCCs. The LMCs across these areas collaborated to provide training on LMI resources on the LMID website. The customer thanked the LMCs via email and stated, "Thank you so much."
- The Executive Director of the Golden Sierra WDB requested a regional labor market overview for the Board. The LMC provided a presentation covering UI claims data and LMI related to the COVID-19 pandemic. After the presentation, the customer

sent an email thanking 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."

- The EDD Workforce Services Northern Division Deputy Division Chief (DDC) requested LMI training for her staff. The LMC delivered a presentation focused on career exploration, occupational guides and profiles, wages, projections, and how to identify local and regional employers. In addition, the LMC provided tip sheets with instructions on how to navigate to each of the resources on the LMID website. The customer replied, "Thank you much. Everyone was very appreciative. I know I learn something new every time."

- The Executive Director of the Northern Rural Training and Employment Consortium requested a presentation on the impacts of COVID-19 on the regional labor force. The LMC provided data on unemployment rates, the number of unemployed and employed, as well as impacts on industries in the consortium's eleven-county region. The customer replied, "Great job! Thank you for the graphs as well as the data points; visuals help our board understand the impacts better."

- An EDD EPM requested an overview of the LMID website for their quarterly Veterans meeting. The LMC presented a live demonstration of the LMID website, including navigation to various tools and resources for assisting job seekers. The meeting's facilitator thanked the LMC for the presentation, noting that the staff will use the information when assisting Veterans in finding employment opportunities.

- A Business Specialist for the DOR requested a presentation of the products and tools available on the LMID website. The LMC provided an overview of tools and products available online, including occupational wages, employment projections, occupational guides, and find local employers. The LMC also provided an overview of the labor force and industry employment data and shared the data release schedule with the customer. The customer was extremely thankful for the information provided.

- The Executive Director for the WDB of Madera County requested a presentation from the Labor Market Information Training Catalog for the Madera Workforce Assistance Center and partner staff in Madera County. The LMC presented on the various modules that the customer selected. There were 22 participants. The customer said, "Thank you for your presentation."

- The California Workforce Association (CWA) requested a presentation for the Central Region, which includes the counties of Fresno, Inyo, Kern, Kings, Madera, Merced, Mono, San Joaquin, Stanislaus, Tulare, Amador, Calaveras, Mariposa, and Tuolumne. The LMC provided an overview of LMI trends in the Central Region. There were 146 participants. The LMC received an e-mail from the CWA thanking him for the presentation.

- The San Fernando Valley Employment Services office requested a presentation on the uses of LMI. The LMC delivered a LMID website overview which included the occupational profiles, wages and projections of employment, and career exploration tools. The customer was very appreciative and invited the LMC to return regularly to share useful and updated information.

- Goodwill of Southern California requested a presentation for their job developers and staff. The LMC delivered a presentation which included a review of occupational guides and profiles, wages and projections data, and local area employment statistics. The customer was highly satisfied and noted that the review of the data was extremely helpful to the new and existing staff.

- The Assistant Director of Operations for the Ventura County WDB requested training for their staff and partner staff. The LMC covered information on the labor force

methodology and its applications. The customer was grateful for the training and said, "Thank you so much for the great training! I learned that we could get labor market information by city, which is awesome!"

- The California DOR Orange-San Gabriel District requested training on the LMID website. The LMC presented the latest labor force data, industry ranking, and loss and recovery from the pandemic. The LMC demonstrated the latest labor market online tools which included the Online Job Vacancy Statistics Dashboard, Supply and Demand Tool, projections by educational levels, and earn and learn occupations. After the staff training, the customer said, "Please continue to update me with all the LMID reports (as) we find it useful to analyze job opportunities."

- The EDD Los Angeles Coastal Area DDC requested training for approximately 100 EDD and partner agency staff members. A team of LMCs co-presented at three training sessions. The training included an overview of the LMID website, benefits of using LMI, a demonstration of the new LMI tools, an overview of local labor force data, the state of pandemic loss and recovery, and emerging occupations resulting from the pandemic. After completing the trainings, the customer remarked, "We appreciate you enlightening our staff on the power of LMI. Thanks for all that you do!"

- The 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.

- The 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. The LMC delivered a presentation that included the most current local area labor force, industry employment, top jobs, and employers and resources for the service area. The customer greatly appreciated the continuous partnership and stated, "I'm always happy to have the LMC come back and share this important and interesting information."

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 15 RPUs used by the state workforce development system in strategic planning.
- The LMID produced the California's Veterans Workforce 2020 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 UI 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, UI claims, and veterans. All of these deliverables were completed under tight time constraints and satisfied the informational needs of the requestors.

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.

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.

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 Service (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:
- The 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.
- The 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 (UIB) staff, and allowed decision makers to stay informed during actual emergency events.
- The LMID staff provided Geographic Information Systems (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, provided 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.
- Updated the map of WIOA Regional Planning Units on the LMID website.
- Provided the State Workforce Board with the most recent GIS layer of LWDA boundaries, which includes recent updates to the SELACO Local Area.
- Performed weekly geocoding of UI claims; also performed spatial joins to determine total claims by LWDAs, and by Los Angeles County Supervisor Districts.
- At the request of the Los Angeles County Board of Supervisors, provided county unemployment rate data with census tract; also prepared a delineation of census tracts within each supervisory district.
- Designed an interactive map that displays QCEW points for NAICS 71 (Arts, Entertainment, and Recreation) and NAICS 72 (Accommodation and Food Services) to assist Unemployment Insurance Board efforts.
- Completed 2019 Annual Average Unemployment Rate Map and 2019 Annual Average Agricultural Employment Map. Maps are available on the web site.
- Assisted EDD Tax Branch by providing maps detailing county establishment counts from QCEW 4th quarter data with Tax Branch Offices.
- Updated the LWDA map with AJCC locations and major highways.
- 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 Public Safety Power Shutoff (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 Occupational Employment and Wage Statistics (OEWS) 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 OEWS 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 wage 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 employment 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 wage data.
- The LMID collaborated extensively with the California Department of Human Resources (CalHR) to produce their 2020 Salary Survey Report for California state employees. The OEWS staff used LEWIS to produce detailed OEWS 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 20 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:
- The 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:
- The Washoe Tribe asked for demographic labor market data for several counties to support their Tribal Family Assistance Plan. The LMC downloaded, cleaned, and calculated the civilian labor force data via the Census Bureau's 5-Year American Community Survey 2014-2018 dataset. Additionally, the LMC provided the number of UI and Pandemic Unemployment Assistance (PUA) claims filed by Native Americans and Alaska Natives in 2020 in the requested counties.
- The Communications Coordinator for Mother Lode Job Training requested assistance with locating the local information from the [Unemployment Insurance Claims Data Dashboard](). The LMC provided an overview of the newly released online dashboard; explained the steps to customize the data by county, date, claim type, and how to download a report. The LMC also provided the customer with the most current information for their tri-county area. The customer was very thankful for the extra support, as their organization relies on the most current data for their reports, and was very excited to continue using this self-help online tool.
- The Department of Industrial Relations requested data to analyze the impact of COVID-19 on industries that are particularly prone to wage theft. The LMC extracted QCEW data for all quarters for 2019 and 2020 for the requested counties and industries. Additionally, the LMC created time-series graphs that depicted how the average monthly employment and average weekly wage changed over that time period. The customer replied, "Thank you so much. I really appreciate all your hard work. This really sheds some light on several industries. It reflects what industries were affected and of course, those that appear to not be affected."
- The City of Walnut Creek Economic Development Manager requested labor force and industry employment data, commute patterns, and labor force demographics for the City of Walnut Creek. The customer was referred to the Census Bureau website and the Quarterly Workforce Indicator Explorer for labor force demographics, and On

the Map for commute patterns. The LMC also referred the customer to the LMID AdHoc team for city-level industry data and more current commute patterns.

- The East Bay Economic Development Administration requested labor market data for their regional economic assessment. The LMC provided the customer with information and Help Wanted Online jobs data for 2020 in Alameda and Contra Costa counties. The LMC also provided monthly labor force and industry employment data for Oakland-Hayward-Berkeley Metropolitan Division. The customer was grateful for the quick turnaround on the request.
- A Strategic Engagement Manager for Work2future requested 2020 UI data by ZIP Code for the City of San Jose. The LMC compiled a document containing 2020 weekly UI claims data for the corresponding ZIP Codes. The customer responded, "Thanks so much."
- The Executive Director of the Sacramento Employment and Training Agency WDB requested regular updates of the Sacramento MSA labor force, unemployment rate, and industry employment data for their bi-monthly meetings. The LMC provided updates at each meeting that included the latest labor force and industry data, current industry trends, and comparisons to historical data. After one of the meetings, the customer thanked the LMC in an email, stating, "Thanks for always keeping us current."
- The Executive Director of the Yolo County WDB requested the LMC to present the most current UI claims data and unemployment figures for Yolo County at their bi-monthly meetings. The LMC regularly presented updates at each meeting and provided the UI claims data. The customer thanked the LMC in an email, stating, "Thank you for your willingness to take the lead on presenting this data. We appreciate it."
- The Director for the North Central Counties Consortium WDB requested a presentation of the labor force and industry employment pre-pandemic and pandemic figures for Yuba, Sutter, Colusa, and Glenn counties. The LMC presented an analysis of his findings from the CES and QCEW data. The customer replied, "Thank you! Great presentation!"
- The EDD Cluster Manager at the Marysville AJCC requested Veteran population data and the number of businesses for various Northern California counties. The LMC delivered information from the U.S. Census Bureau, American Community Survey, and the QCEW and provided a 2013-2018 data comparison. The customer said, "Thank you, this is awesome information."
- The Administrative Secretary of the Marysville Joint Unified School District requested employment information to support the district's grant proposals. The LMC provided the customer with information from the U.S. Census Bureau, American Community Survey, and information from the CES. To further support grant efforts, the LMC provided county and state levels for comparison. The customer said, "You are a ROCK star, thank you so much, this is just amazing and we are grateful as this for sure will help. Again Thank YOU!"
- The Senior Project Coordinator for the Shasta College Economic and Workforce Development Office requested an analysis of the California Forestry industry cluster supply chain. The LMC provided California QCEW data for forestry-related industries at the most detailed level possible. The customer replied, "Thank you for all your help, insight, and expertise on this study. We truly appreciate all the hard work you put into this data. We look forward to your presentation."
- The Sonoma Economic Development Board requested current and historical QCEW data for agricultural-related industries in Sonoma County. The LMC also educated the customer on the methodology used for the QCEW program to help the customer

implement the data and information in their studies. The customer replied with "Thank you! This is tremendous".

- The Director of Economic and Workforce Development for Kings County requested data on minority-owned businesses in Kings County. The LMC provided the customer with an overview of U.S. Census Bureau data and the LMID website and forwarded the most recent data tables displaying Business and Owner Characteristics for Kings County. The customer thanked LMC and mentioned in an email, "This is much better information than we were able to pull locally...Thank you."
- The Kern, Inyo, Mono Consortium Departmental Analyst requested UI weekly claims data by county for the three-county consortium. The LMC provided UI claims data from July 2020 to December 2020 and continued to send weekly data as available. The customer was thankful for the timely response and continuous update.
- The Fresno Regional WDB and Director of Information Systems requested UI claims data by county. The LMC continued to provide these data files until the EDD introduced an online dashboard containing data about unemployment claims and related data. The LMC provided an overview of this new information on the dashboard.
- The City of Fresno, Opportunity Zone, Economic Development Department, requested UI claims data by Zip Code and UI claims data by race for Fresno County. The LMC formatted this data on a spreadsheet for the customer. The LMC received an e-mail thanking him for this data.
- The Orange County (OC) COE Director requested data to be included in the Orange County Economic Recovery Strategy Report. The report was a collaboration between the OC WDB, the OC Regional Consortium for the Community Colleges, and stakeholders representing public and private entities. The goal was to gather and share information that would develop a post COVID-19 roadmap to diversify and strengthen the regional economy. The LMC provided historical and current labor force, industry employment, UI claims data, population, and demographic data. The COE Director stated, "I'm super excited and thank you for everything you did to see this through the end!" The OC Regional Consortium Director said, "A very special thanks to the COE Team, for all their hard work and dedication, including EDD's Labor Market Information Division."
- The EDD Los Angeles Coastal Division DDC requested demographics and specialized employment data for their area to be used in a regional meeting. The LMC provided labor force, industry employment, and demographics data for the region's cities. The customer said, "The information you gathered for my region is perfect, and it will be helpful for this week's presentation."
- The Pasadena City Manager for the Office of Economic Development requested a local area industry employment report of job growth trends in the city in order to identify and assist struggling industries. The LMC arranged for a customized industry employment data report that outlined industry job growth over a ten year time period. The customer expressed much gratitude for the work and noted that they finally have a complete set of reliable local employment data that they can use for the business retention planning.
- The Local Information Services Group (LISG) produces a quarterly economic summary that provides information on industry employment, unemployment rates, and top job advertisements in the MSAs and Metropolitan Divisions. To address the specific needs of areas within Los Angeles County, the LMCs produce specialized versions for the six sub-county workforce development areas in the county. The May 2021 publication provided a special update on the industry employment growth rate and economic situation related to the COVID-19 pandemic. The South East Los

Angeles County director commented, "Thank you for such a great report. This will be useful and timely for my staff, Thank you."

- The Santa Barbara County WDB business services strategist requested a labor market informational video for business services. The LMC recorded a video highlighting employment opportunities in Santa Barbara County. The video was published in the Santa Barbara County AJCC YouTube channel and the Santa Barbara WDB monthly Workforce Wednesday newsletter release.

5. Contribution to help the state and local economy

- The LMID created three dashboards with interactive charts and graphs to help customers access and explore valuable California Unemployment Insurance claim information. The California Unemployment Insurance Claims Data Dashboard features total claims filed and what happens to those claims. The California Unemployment Industry & Demographics Data Dashboard shows claims data broken out by county, as well as industry and various demographics at the county and state level. The Call Center Data Dashboard shows total UI calls, unique callers, and calls answered by staff.
- Developed the Online Job Vacancy Statistics Dashboard that provides timely monthly measures of labor demand (advertised vacancies) for the United States, California, and 29 MSAs in California. The dashboard is housed on our LMID website and displays:
  - Top Occupations with the most job ads in your area
  - Cities and Census Designated Places with the most job ads in your area
  - Top Employment Sectors with the most job ads in your area
  - Top Employers with the most job ads in your area
- Developed the Earn and Learn Occupations Tool to assist job seekers and workforce partners to identify potential occupations in which you could earn a wage and learn new skills at the same time.
- Beginning on March 2020 the start of the COVID-19 pandemic, the LMC's disseminated weekly UI claims data by LWDAs, Zip Codes, county, and other demographic levels. In addition, the LMCs filled a variety of customized UI claims data requests for different customers.

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.

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