



RESPOND

Training Proposal for:

Sacramento Area Regional Technology Alliance

Agreement Number: ET15-1002

Panel Meeting of: February 20, 2015

ETP Regional Office: Sacramento

Analyst: M. Mazzone

PROJECT PROFILE

Contract Attributes:	Critical Proposal RESPOND/Drought (Alt/Gen Funds) Retrainee SB <100 Priority Rate	Industry Sector(s):	Services Agriculture Technology/Other Manufacturing Priority Industry: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Counties Served:	Butte, San Joaquin, Stanislaus, Sutter, Yolo, Yuba	Repeat Contractor:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Union(s):	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Turnover Rate:	≤20%		
Managers/Supervisors: (% of total trainees)	≤20%		

FUNDING DETAIL:

All funding is from the General Fund as authorized for the RESPOND program.

Program Costs	+	Support Costs	=	Total ETP Funding
\$260,000		\$18,000 8%		\$278,000

In-Kind Contribution:	50% of Total ETP Funding Required	\$300,000
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TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee Critical Proposal Priority Rate	Business Skills, Comm Skills, Continuous Impr, Mgmt Skills, Mfg Skills	180	8-200	0	\$1,112	\$15.07
				Weighted Avg: 40			
2	Retrainee Critical Proposal Priority Rate SB<100	Business Skills, Comm Skills, Continuous Impr, Mgmt Skills, Mfg Skills	70	8-60	0	\$1,112	\$15.07
				Weighted Avg: 40			

Minimum Wage by County: Job Numbers 1 and 2: \$15.07 per hour for Butte, San Joaquin, Stanislaus, Sutter, Yolo and Yuba Counties.

Health Benefits: Yes No This is employer share of cost for healthcare premiums – medical, dental, vision.

Used to meet the Post-Retention Wage?: Yes No Maybe

Participating employers may use health benefits to meet the Post-Retention Wage.

Wage Range by Occupation

Occupation Titles	Wage Range	Estimated # of Trainees
Environmental/Conservation Engineer		10
Engineer (Range 1)		30
Engineer (Range 2)		20
Landscape Crop Architect		15
Analyst		20
Urban Planner		5
Water Treatment Specialist		10
Sales Representative		20
Marketing Representative		15
Production Staff (Range 1)		30
Production Staff (Range 2)		15
Manager (Range 1)		20
Manager (Range 2)		20
Administrative Staff		10
Support Staff		10

INTRODUCTION

Founded in 2001 the Sacramento Area Regional Technology Alliance (SARTA) (<http://sarta.org/>) is a non-profit, membership-based organization, established to foster economic and entrepreneurial growth in the Sacramento region. SARTA focuses on accelerating the growth and development of companies within the nine-county Sacramento region including: Butte, El Dorado, Nevada, Placer, Sacramento, Solano, Sutter, Yolo and Yuba Counties. Multiple programs are operated by SARTA to grow businesses in the Agricultural Technology Industry (AgStart), Clean Technology Industry (CleanStart), Bioscience Industry) and Entrepreneurial Development.

This proposal is geared towards businesses that are participating in SARTA's AgStart, CleanStart and BioStart programs. The employers are located in one of the counties declared "severely impacted" by the drought by the Governor's office and the California Department of Food and Agriculture. Employers in the core group are primarily agricultural science companies and food processing manufacturers that provide farmers with solutions to maintain their current production yields whilst utilizing less water.

PROJECT DETAILS

The drought has impacted almost every company in the California agricultural industry, which has led to reduced crop acreage and reduced revenues. Training will begin with understanding the effects of the drought on California agriculture. There will be seven areas of focus:

- Water Conservation
- Water Treatment
- Water Recycling
- Water Manufacturing
- Water Capture Devices and Solutions
- Using Less Water for Power Generation
- Increase the Efficiency of Water Transportation Methods and Devices

These training needs were identified by SARTA in assessments and interviews with members and through consultation with partners such as UC Davis and the USDA. SARTA also identified the need for marketing and sales training to promote water conservation solutions and management training to improve internal efficiencies.

RESPOND/Drought

The Rapid Employment Strategies Pilot on Natural Disasters (RESPOND) pilot program was adopted by the Panel in early 2014 to fund training in designated drought areas. The drought has impacted several key industry sectors (e.g. agriculture) and could lead to loss of jobs. Hardest hit are the San Joaquin Valley and Central Coast areas. (A total of 24 counties have been identified by the Governor's Office.) The funds may be "alternate" using a special one-time appropriation of \$2,000,000 from the State's General Fund, as under this proposal. RESPOND funding is used to: (1) support displaced workers; (2) avert layoffs; and (3) help employers transition to more sustainable operations and practices.

Reimbursement Rate Modification

Due to the critical nature of the proposed drought training, SARTA is requesting a higher reimbursement rate of \$26 per hour for the large businesses participating. Under RESPOND, this rate is authorized for good cause.

The higher reimbursement rate will offset the high cost of trainers as all training vendors will be industry experts (some trainers may work for participating employers). Many training courses will include two expert trainers due to the high technical nature of the training and the expertise required. This will be especially true when training includes multiple technologies and products from different companies.

Training Plan

Business Skills (20%): Training will be offered to Engineers, Landscape Crop Architects, Urban Planners, Water Treatment Specialists, Administrative Staff, Support Staff, Managers and Analysts. Training will focus on the development and advancement of critical thinking skills to help trainees collaborate with farmers and municipalities to create drought solutions.

Commercial Skills (40%): Training will be offered to all occupations. Training will focus on solutions to remain productive and competitive during the drought.

Continuous Improvement (20%): Training will be offered to Engineers, Sales Representatives, Marketing Representatives, Production Staff, Analysts, and Managers. Training will focus on improving the necessary skills to reduce waste and increase productivity.

Management Skills (5%): Training will be offered to Managers only. Managers will receive courses such as Teambuilding Skills, Leadership and Coaching, and Decision Making Skills to help them become effective leaders.

Manufacturing Skills (15%): Training will be offered to Engineers, Sales Representatives, Marketing Representatives, Analysts, Production Staff and Managers. Engineers, Marketing Representatives, Analysts, Managers and Sales Representatives will learn how products from different companies can work together to successfully battle California's water problems. Production Staff and Managers will receive training that will focus on the production of drought related products.

Commitment to Training

SARTA represents that ETP funds will not displace the existing financial commitment to training for participating employers. Safety training is, and will continue to be, provided in accordance with all pertinent requirements under state and federal law. Training varies by participating employer, is both job specific and companywide, and includes new hire orientation, sexual harassment prevention, best practices, first-aid, and legal compliance.

High Unemployment Area

Some trainees may work in a High Unemployment Area (HUA), defined as any area with unemployment exceeding the state average by at least 25%. However, SARTA is not asking for a wage and/or retention modification.

Impact/Outcome

Drought training is expected to improve water retention solutions and increase efficiencies. Farmers will be able to use less water to produce the same amount of crops. With farms producing at the same capacity, it will prevent the loss of jobs in the Sacramento Valley region.

Marketing and Support Costs

SARTA is requesting 8% support costs to assist with recruitment, employer outreach, and assessments of employer-specific job requirements.

Marketing is done through conferences, mixers, events, personal contacts, telephone calls, print articles, emails, and social media. In addition, SARTA has contracted with JPMA Financial and Swiss Avenue Partners to complete drought training need assessments and develop the drought training plan.

Training Coordinator

JPMA Financial (JPMA) has been retained by SARTA to market, recruit, handle employer need assessments, schedule trainings, coordinate trainers, and create class curriculums. SARTA has two staff members who will assist JPMA with these responsibilities. Sierra Consulting Services has been retained by SARTA and will be responsible for project administration.

Tuition Reimbursement

In accordance with Title 22, CCR, Section 4412.1, SARTA represents that students enrolled in the ETP-funded program will not be charged tuition, fees, or any other costs associated with training. The representation will be made a condition of the Agreement.

RECOMMENDATION

Staff recommends approval of this proposal.

DEVELOPMENT SERVICES

SARTA retained Sierra Consulting Services in Cameron Park to assist with development of this proposal for a flat fee of \$19,000.

ADMINISTRATIVE SERVICES

SARTA also retained Sierra Consulting Services to perform administrative services in connection with this proposal for a fee not to exceed 12% of payment earned.

TRAINING VENDORS

To Be Determined

Exhibit B: Menu Curriculum

Class/Lab Hours

8–200 Job Number 1

8–60 Job Number 2

Trainees may receive any of the following:

BUSINESS SKILLS

- Business Fundamentals
- Business Writing
- Collaboration
- Conflict Resolution
- Creative Marketing
- Customer Relationship Management
- Communication styles
- Cost Control
- Dealing with Difficult People
- Financial Analysis
- Marketing/Sales Techniques
- Negotiating
- Operational Skills
- Planning and Organization
- Product Knowledge
- Project Management and Methodology
- Project Requirements Analysis and Specifications
- Retaining Customers
- Relationship Building
- Strategic Planning
- Time Management

COMMERCIAL SKILLS

- Crop Irrigation Strategies
- Irrigation Systems
- Soil Management
- Water Recycling
- Water Conservation
- Water Technologies
- Drought-Related Landscape Design
- Drought-Related Urban Design
- Drought Resistant Crops
- Waste Water Treatment Design

CONTINUOUS IMPROVEMENT

- 5S
- Kaizen
- Lean Manufacturing
- Process Improvement
- Leadership/Coaching

- Production Operations/Workflow
- Project Management
- Problem Solving and Decision Making
- Process Capability

MANAGEMENT SKILLS (Managers/Supervisors Only)

- Decision Making Skills
- Finance for Technical Managers
- Motivation Skills
- Effective Supervision
- Teambuilding Skills

MANUFACTURING SKILLS

- Assembly Process Control
- Assembly Procedures
- Cross-Training in Production Equipment/Skills
- Changeover Procedures
- Equipment Operation
- Manufacturing Practices
- Production Operations
- Parts and Products Manufacture
- Troubleshooting
- Warehousing
- Machine Safety

Safety Training cannot exceed 10% of total training hours per-trainee

Note: Reimbursement for retraining is capped at 200 total hours per trainee for Job Number 1 and 60 total hours per trainee for Job Number 2, regardless of method of delivery.

Participating Employers in Retrainee Multiple Employer Contracts

Contractor's Name: Sacramento Area Regional Technology Alliance CCG No.: ET15-1002
Reference No: 15-0244 Page 1 of 2

PRINT OR TYPE IN ALPHABETICAL ORDER

Company: Arcadia Biosciences

Address: 202 Cousteau Pl., Ste 200

City, State, Zip: Davis, CA 95618 (Yolo County)

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 20

Total # of full-time company employees worldwide: 80

Total # of full-time company employees in California: 40

Company: Baglietto Seeds

Address: 301 S. Aurora St.

City, State, Zip: Stockton, CA 95203 (San Joaquin County)

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 5

Total # of full-time company employees in California: 5

Company: Bayer Crop Science

Address: 890 Embarcadero Drive

City, State, Zip: Stockton, CA 95203 (San Joaquin County)

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 50

Total # of full-time company employees worldwide: 10,000

Total # of full-time company employees in California: 140

Company: Clean World

Address: UC Davis Campus, One Shields Ave.,

City, State, Zip: Davis, CA 95616 (Yolo County)

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 20

Total # of full-time company employees worldwide: 100

Total # of full-time company employees in California: 100

Participating Employers in Retrainee Multiple Employer Contracts

Contractor's Name: Sacramento Area Regional Technology Alliance CCG No.: ET15-1002

Reference No: 15-0244

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Company: Crop Data Management Systems

Address: 3453 Riviera Rd.

City, State, Zip: Live Oak, CA 95953 (Sutter County)

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 20

Total # of full-time company employees worldwide: 33

Total # of full-time company employees in California: 33

Company: Heinzseed HJ Heinz Corp

Address: 6755 C E Dixon Street, Suite 107B

City, State, Zip: Davis, CA 95618 (Yolo County)

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 25

Total # of full-time company employees worldwide: 10,000

Total # of full-time company employees in California: 85

Company: Marrone Biotech

Address: 2121 Second Street, Suite 107B

City, State, Zip: Davis, CA 95618 (Yolo County)

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 30

Total # of full-time company employees worldwide: 118

Total # of full-time company employees in California: 118

Company: Woodland Biomass

Address: 1786 East Kentucky Ave.

City, State, Zip: Woodland, CA 95776 (Yolo County)

Collective Bargaining Agreement(s): No

Estimated # of employees to be retrained under this Agreement: 30

Total # of full-time company employees worldwide: 30

Total # of full-time company employees in California: 30