

Community Coordinator

Report

Plumas County

JULY-SEPTEMBER

2021

Finally Doing his Dream Job

Brad has been living and working in Plumas County for most of his life. He worked mainly in law enforcement. He was a jail commander at the Plumas County Jail for many years and then he worked at Plumas County Behavioral Health as a case manager, working with mainly criminal population. He had left his most recent job for personal reasons. Prior to working in these positions, he obtained his AA in Automotive. Brad came into the Alliance For Workforce Development, Inc (AFWD), Americas Job Center of California (AJCC) for assistance in getting trained for a Class A drivers license. Ever since he could remember, he has wanted to be a Truck Driver. He had been doing drive along with J&C Enterprises and Brad provided AFWD a letter of intent to hire him from that company.

Brad was thrilled at the thought of becoming a truck driver, but was unsure of how he would manage to pay for training. Brad met with a Career Center Advisor (CCA) at AFWD, who assessed his need for training assistance. Brad was determined eligible, and a plan was developed to help him successfully complete the program. He received assistance from AFWD in attending the Class A Truck Driving School. This offered him the chance to attend the training and obtain his Class A Drivers License.

This training has given Brad the opportunity he needed to advance along a career pathway of the job as a truck driver, while making a self-sufficient wage with room for growth. Now that Brad has completed his training, he is working for JC enterprises in the Transportation sector. Brad told his CCA that he is thankful for the opportunity to be able to do his dream job with the assistance he received from AFWD.



New Town - New Beginnings

Michael had come into the Plumas office of Alliance For Workforce Development, Inc. (AFWD) looking for assistance in obtaining a full-time job. He had recently relocated to Plumas County from Colorado to be closer to family. His most recent employment while in Colorado was working as a lead installer for a company that provides building supplies and insulation products for building homes and commercial buildings. Michael was interested in receiving individualized services assistance from a Career Center Advisor (CCA) at the Plumas Business and Career Network. In search of a full-time, year-round employment, Michael had applied for several jobs, but had not heard back from any of them. At this time, he learned there was an opening at Sierra Cycle as a Sales and Service Retail Counter Clerk and he put his application in.

Sierra Cycle interviewed him. They were very interested in hiring him and thought he would be a great fit for their company. However, they were concerned with his lack of hands on experience in this field and felt he would need training. The CCA spoke with the Business Services Representative (BSR) who reached out to Sierra Cycle to discuss the possibility of doing an On-The-Job Training (OJT). Sierra Cycle agreed to participate in an OJT with Michael, as it would benefit their business as well as the new employee. Michael was enrolled into the WIOA Adult program and worked with both his CCA and Sierra Cycle to put together an employment plan that would provide him with the skills and knowledge required to become a successful Sales and Service Retail Counter Clerk.

Michael is currently participating in his OJT, his trainer is very pleased with the work he is doing. They are happy with his ambition to learn and how he strives to become better at his position. They say they are happy with how quickly he is picking up the work and how well he takes direction. Michael loves his job and the staff that he works with and it shows with the smile on his face as he talks about his training. Michael is very grateful for the opportunity that the OJT through AFWD and partnered with Sierra Cycle, has given him. Keep up the good work Michael!



Partnering in Dixie Disaster

The Blue Ox Coffee shop is located in the small town of Westwood, California. With the local breakfast place closing several years ago, the Blue Ox Coffee shop was the only place in town serving coffee and delicious baked goods.

The owners Cecilia and Chris Allin thought they would keep this small mom-and-pop operation. Their baked goods reputation grew and soon they became overwhelmed and needed to hire help. The Business Services Representative frequented this coffee shop and discussed recruitment for both full-time and part-time positions.

In early July, the owner's house burnt down just before they hired a couple of part-time counter clerks. It was clear this small coffee shop's growing reputation of baked goods surpassed the owner's ability to keep up. Thus, AFWD helped recruit a new Baker.



Then Dixie Fires raged in Plumas and Lassen counties and Westwood became the fire camp bringing in additional 3,000 firefighter teams. AFWD was able to recruit a great Baker trainee candidate acceptable to the owners.

The owners were happy to participate in the On-The-Job program to help offset the training costs. Just days before the candidate was to start mandatory evacuation was issued for Westwood. Blue Ox Coffee shop could no longer serve those firefighters or evacuees from surrounding communities. The start date for the new Baker trainee was put off until it was safe to return to Westwood.

After 20 days of uncertainty, the people were able to return to Westwood safely, yet remaining on guard of this Dixie Fire. Blue Ox Coffee shop opened with just one day of returning. The new hire, Lawrence D, Baker, was happy to start this new position.

Cecilia was cautiously optimistic and sales grew during the day. Within a few days, the shop was the spot to meet fellow returning evacuees and baked goods ran out quickly.



AFWD Assist's Businesses in Challenging Summer Season

The business climate this summer began with hopeful optimism. The weather was a bit warmer than usual which brought more people venturing out to stores, restaurants, and local event gatherings. The local businesses looked forward to the summer of 2021 anticipating some needed economic growth.

The Business Services Representative (BSR) for Alliance for Workforce Development (AFWD) reached out to local businesses to assist in recruitment. Jason Blust, the owner of Heat Transfer, responded when he realized his business requires additional staff just to meet the demand in his heating and air conditioning business. He commented, "My staff can't take on any more work and I don't want to turn business away. I need an experienced HVAC person but will train the right skilled person". With that in mind, AFWD began referring a few qualified job seekers.

Recruitment this summer has been difficult for employers.

There are not enough job seekers to fill positions. Restaurants are shortening hours, not because of lack of business but lack of staff. Most owners are raising the hourly rate of pay to gain staff. Sharon Roberts of St. Bernard Lodge sought housekeepers at the unprecedented rate of \$20/hr. Sharon remarked, "The Business Services Representative suggested to raise the rate of pay and we did. We were able to hire a couple of people to get us through the season."

Keven Miller, of Plumas Pines Resort, contacted AFWD Business Services Representative to assist with seasonal recruitment. Listing jobs on the North State Jobs website in hopes of gaining a bit of visibility. Kevin found he was only able to hire 35 of the 50 staff needed for the season. Kevin remarked, "We have a dedicated crew and thankfully we can make do with staff. We appreciate all that AFWD has done to assist us with recruitment efforts". Hiring staff, at any rate, is a nationwide challenge for businesses

Just as the summer was progressing, the "Fire Season" hit Plumas County this July. The Dixie Fire grew fast resulting in many evacuations and road closures. The Highway 89 corridor in Chester temporarily closed several seasonal businesses. AFWD was able to assist both businesses with resources and employees with filling out the unemployment claims. Hopefully, this is a very short temporary closure. Though the AFWD office in Quincy was closed one week, staff working remotely were able to assist businesses and employees.

Many business owners are experiencing economic growth despite the challenges of operating in a post-Covid-19 environment or the large Dixie Fire, AFWD is right there assisting business owners with recruitment, partnering opportunities, and in the fire closures, helping by referring county services

AFWD is ready to assist business owners and their staff in challenging times and those of economic growth.

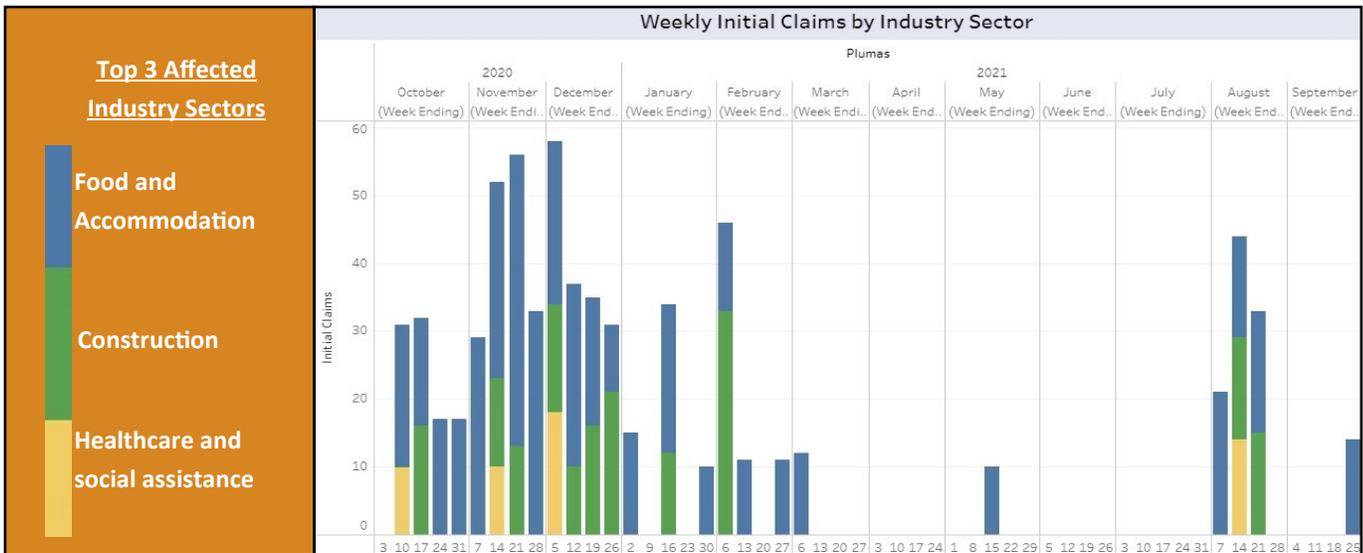




AFWD-America's Job Center of California Statistics

Unemployment Rates
(As of: Aug 2021)
California 7.5%
Plumas County 7.8%

Unemployment Information Oct. 2020 - Sep. 2021



Plumas County - 1st Quarter

One-Stop Visitors: 289

Businesses Served: 28

Business Services: 201

AFWD

Clients Enrolled: 578



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