



# SMART Workforce Center Community Coordinator Report



Q1-2023

DEL NORTE COUNTY EDITION

IN THIS ISSUE



## SMART SPECIAL GRANTS “COVERS THE BASES” in 2023, including SHASTA, SISKIYOU, DEL NORTE & TRINITY COUNTIES

In Shasta County, September 2020 Wildfires NDWG Funding continued to assist 26 individuals with returning to the workforce – 18 of those at Whiskeytown National Recreation Area. Whiskeytown National Recreation Area was severely impacted by not only the 2020 Zogg Fire but also the more recent extreme winter storms. Additional funding is critical to the damage clean up and returning the park to its pre-fire state. SMART will be receiving funding that will be able to provide Whiskeytown National Recreation Area with at least 10 more participants that will work alongside park employees to re-open and repair trails and recreation sites that are frequently visited by the public.

Additionally, SMART is on the tail end of 3 years of COVID grants, which supported 60+ workers through work placements in Shasta, Del Norte, Siskiyou and Trinity Counties. Employers included YMCA, Whiskeytown NRA, Dignity Health Connected Living, County of Del Norte, City of Crescent City, Mt. Shasta Resource Center, Family Resource Center of Weed,

Yreka Community Resource Center, and Scott Valley Family Resource Center; performing additional support activities due to high impact of COVID in areas such as Building & Facilities Maintenance, Office & Clerical, and Sanitization.

And, finally, In Trinity County under the August Complex & Summer Fire grants, special grants/work placements include Watershed Research and Training Center, Trinity Nursey and Gift Shop, and Trinity Alps Golf Course Restaurant. The Forest Service will take on a fire cleanup crew in Shasta Trinity National Forest.



### Inside This Issue

#### Success Stories

Read about the people SMART Impacts  
Page 3



## SMART Community Partners

County of Del Norte's Parks & Building Maintenance department has been a wonderful partner throughout the years, especially with our various special grants. Allen Winogradov is the County's Parks & Building Maintenance Director. He believes in giving everyone that is willing to show up, a chance at a temporary job through SMART's special grant programs. He has learned throughout the years that good employees come out of these programs, some that are still with him today. "Without the Workforce Center programs, County Parks and Buildings would not be in the shape they are today. These programs have produced some of the best employees that the County has ever hired, and we are lucky to have the chance to continue our working relationship." says Mr. Winogradov. His department has hired 9 special grant participants on as County employees. Thank you, Allen Winogradov and the County Parks & Maintenance department, for always being willing to partner with SMART and provide a great worksite for our participants!



## SMART attends Chamber of Commerce Annual Awards Banquet

### On the Job Training and Work Experience Partners:

Haven Humane  
ProGarage Doors  
Cascade Circle  
Emergent 3D  
Trinity Alps Golf Restaurant & Lounge  
Fasteners Inc.  
Frank's Upholstery  
Cinders Wood Fired Pizza  
Sunshine Ladies Cleaning  
Woodys Brewing Co.  
Farmers Market Place  
Impact Solutions  
Mains'L  
Redwood Park Conservancy  
McEntire Landscaping  
Dr. Kristi Davis OD  
ACE Hardware  
Mobile Design  
Shasta Tanks  
Campora  
Shasta Builders Exchange  
The Fly Shop

The Del Norte SMART staff attended the Crescent City – Del Norte Chamber of Commerce Annual Awards Banquet at Elk Valley Casino on January 21st. They were thrilled to hear from so many community leaders and business owners. Award winners included Tsunami Lanes, Marlo's Restaurant, Bicoastal Media, Humboldt Area Foundation/Wild Rivers Community Foundation and Elk Valley Casino to name a few. SMART is very honored to be a part of this Chamber of Commerce and this community of wonderful and resilient businesses/organizations!



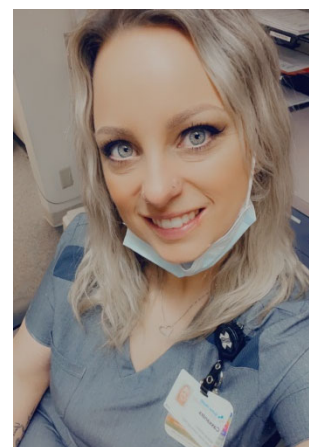
### LET'S GET SOCIAL

Facebook  
<https://www.facebook.com/TheSMARTCenterBiz/>  
LinkedIn  
<https://www.linkedin.com/company/SMART-business-resource-center>  
Instagram  
[https://www.instagram.com/the\\_SMARTcenter](https://www.instagram.com/the_SMARTcenter)



## Cassandra's Success!

Cassandra's first interaction with SMART Workforce Center staff was when she was looking into taking the CNA class at College of the Redwoods. She was referred to SMART to see if there was a possibility of assistance with training costs. It was then that she met with Imelda Ramirez, who became her Career Advisor. Cassandra completed the CNA training and, shortly thereafter, was accepted into the LVN program. She went into nursing to follow in her grandmother's footsteps, who was a nurse for 50+ years. It was her grandmother's dying wish that she go into the healthcare industry. Cassandra is now a Licensed Vocational Nurse at Sutter Coast Hospital in the Acute Rehabilitation Unit. Cassandra had this to say, "I am forever grateful for the SMART Workforce Center in helping me achieve my dream of becoming a nurse. Thank you so much Imelda for all your help and for cheering me along the way!"



## Gil's Story



Gil first came into the SMART Workforce Center to apply for unemployment insurance (UI) benefits, after being terminated from his job of just over 4 years. SMART staff assisted him with the UI application process and discussed job search assistance. Staff also informed Gil that the County of Del Norte was looking to fill temporary job openings for the COVID National Dislocated Worker Grant. Gil was interested, and soon thereafter interviewed and selected for one of the openings. During his time working the temporary job, Gil was applying to various places where he felt he could put his skills of helping people to use. He was quickly offered a full time job at Learning Independence and Nurturing Connections as a Behavioral Technician. Gil had this to say, "My experience was amazing working with the SMART staff. They went above and beyond to make sure they could help me in any way possible." Congratulations on your new job Gil!

## Young Adult Success Story

Sophia came to SMART in search of her first job, having recently graduated high school and being a new mom. However, she was hesitant about how to begin the job search and how to showcase her skills on a resume, having never been employed before. Through career exploration sessions with her Young Adult Career Advisor, Sophia identified her interest in working in the school system.

With SMART's assistance, Sophia embarked on creating a comprehensive resume that highlighted her transferable skills. She also participated in interview workshops that honed her skills. Soon after, Sophia secured an aide position at a local school, which was just the beginning of her success story.

With the continued support of her Career Advisor, Sophia received assistance accessing local community resources to secure her first apartment for herself and her daughter. She also started driving lessons and is scheduled to take her license test in April. Additionally, Sophia was able to secure childcare assistance and find a childcare that her daughter loved. Her Career Advisor even guided her through the process of enrolling into Shasta College to start taking art and early childhood classes.

Sophia's hard work and dedication paid off when she was recently offered a promotion in her school position. Sophia has found the Young Adult Program at SMART to be an invaluable resource that has helped her every step of the way. Reflecting on her journey, Sophia said, "It's a cool program that everyone should do. SMART helps with everything, even if it was something outside of Rachele's realm, she would find the answer. She believed in me the day I walked in the door and made me realize I had a lot of skills that an employer was looking for."

SMART is thrilled to support Sophia as she continues her educational journey and proud to have played a part in her success story.

## SMART Workforce Center and WHIS Work Together to Restore Areas Devastated by the Zogg Fire

In the wake of the devastating Zogg Fire, which burned 56,338 acres, claimed four lives, and destroyed 204 buildings in September 2020, a remarkable partnership has emerged between the SMART Workforce Center and Whiskeytown National Recreation Area (WHIS), a division of the National Park Service (NPS). This collaboration has led to hiring 18 local individuals from diverse backgrounds through the Zogg Fire Grant. This partnership greatly assisted in restoring and rehabilitating the damaged landscape. Many of these participants transitioned to federal careers following their performance on the fire cleanup.

Participants worked tirelessly to address the fire's aftermath. Their responsibilities have included removing hazardous trees, rebuilding trails, and rehabilitating bulldozer fire suppression lines. The combined efforts of the SMART Workforce Center and WHIS have facilitated an effective response to the disaster, fostering hope for a full recovery of the affected areas.

However, there is still much more work. Currently, 2 miles of bulldozer lines require rehabilitation, and participants will restore 8.6 miles of trails. The continued partnership between the SMART Workforce Center and WHIS is crucial for completing these tasks and re-opening public spaces for the community.

This collaboration mirrors the successful partnership between the SMART Workforce Center and WHIS, established following the Carr Fire in 2018. The participants cleaned up fire damage within Whiskeytown, making it possible for these cherished public spaces to re-open to the

community.

The unwavering commitment and collaborative efforts of the SMART Workforce Center and WHIS have set a shining example for other organizations dealing with the aftermath of natural disasters. Through their hard work and dedication, these teams play a vital role in restoring and preserving the beauty and integrity of the affected landscapes for future generations.



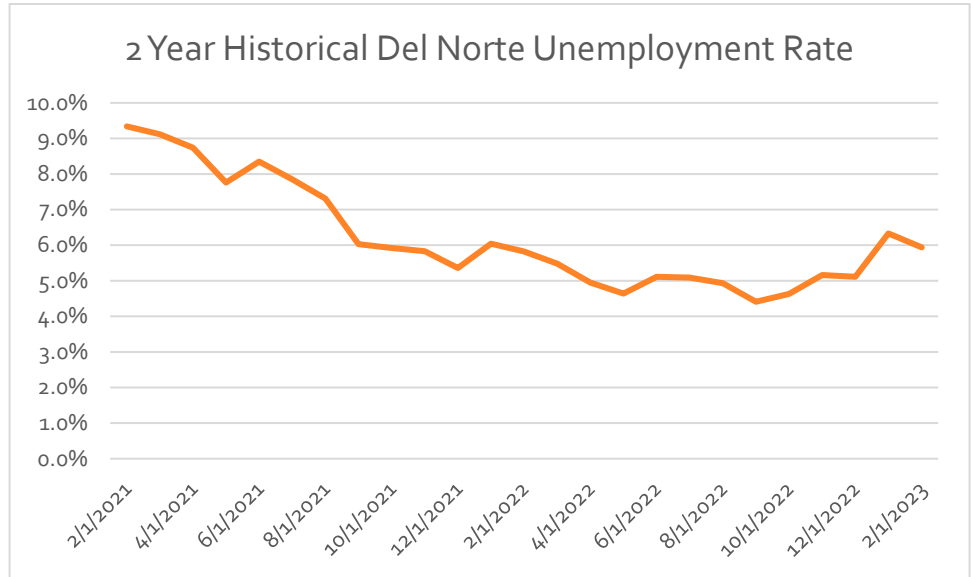
*Whiskeytown Supervisor Dave Oechsoi*

# Slight rise in Unemployment in Del Norte County

As of February 2023, In Del Norte County, the civilian work force is 9210, this includes everyone that is working, and everyone that is looking for work. Of those, 8670 are currently employed.

The unemployment rate is 5.9% for February, this is up from 5.8% in the same time last year.

In raw numbers there are approximately 550 people currently considered unemployed in Del Norte County. This is the same raw number unemployed seen in February of 2022.



Source [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

While this is an increase in unemployment over the last year it is also a reflection that the labor force in Del Norte County has shrunk slightly over the last year. While the rate of unemployment has ticked up in the last few months, it has been at historic lows for most of 2022. This may mean we've reached an end to the unusually low unemployment rates near 4% seen through much of the last year. We can continue to say that the unemployment rate is low. As the total number of participants in the labor force remains smaller than years past, and as unemployment remains low, it will remain difficult to fill labor needs. With a smaller pool of experienced and knowledgeable candidates, some businesses will have difficulties filling their labor needs. Fortunately, SMART offers assistance to businesses, in the form of On-The-Job training reimbursement and training programs for their employees.

Through SMART's funded On the Job Training programs we can help reduce risk when hiring a new employee. As this labor shortage creates complications for employers in the county, SMART can be there to help employers navigate it.

## Major Employers Shasta County

Sutter Health
State of California
Seattle Colleges
California Division of Correctional Rehabilitation
Walmart
Pizza Hut
Wellpath
Charter Communications
AutoZone Auto Parts
Walgreens
Starbucks Coffee Company
Sound Inpatient Physicians
Kindred Healthcare Inc
National Parks Service

Source [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

Employers in Del Norte County may also need to rethink how they recruit and fill their labor needs. There are untapped labor pools not traditionally counted in the unemployed numbers. Retirees looking for something to do, college students just about to enter the labor pool, parolees who have just completed their prison terms, and homemakers thinking about reentering the work force are not included in the unemployed numbers. Businesses can tap those resources but will likely need to adjust their thinking of what the job demands. Retirees or students may not want or be able to accommodate a 40 hour a week position. Perhaps someone lacks the skills needed to perform the work but has strong motivation to learn.

This is where SMART can help. We can connect businesses to candidates that employers may not have had access to, or even knew were options. SMART clients come from all walks of life and are looking for careers today. As the county's pool of candidates to hire continues to shrink, SMART can assist businesses filling their labor needs.

## SMART attends NorCal Point in Time Survey

SMART staff attended the Point in Time (PIT) count event for Del Norte County, held at the Recreation Center. The PIT count is a survey of sheltered and unsheltered people experiencing homelessness on a single night in January. Department of Health and Human Services staff, along with other community partners were able to survey over 110 individuals at the event and over 500 individuals and families over the week of the count within the county. SMART Workforce Center was one of the many community partners tabling at the event, to share resources available to all individuals within our community.



### SMART Professional Development:

- EDD/Cross-Training- WORKSHARE
- Shasta County Office of Education (SCOE) outreach
- Pathways to Hope- At Risk families/Resource Guidance
- 2023 WOTC- Work Opportunity Tax Credits- North Valley Employer Advisory Council
- FEDERAL GRANTS/Procurement Boot Camp
- Essential Communication Skills Training
- TRINITY COUNTY WORKFORCE Roundtable
- SMART Fiscal & Budget Tracking Reports- Best Practices
- 23<sup>RD</sup> ANNUAL ECONOMIC FORECAST
- SMART ARPA grants-in house training/overview
- The Five Coaching Conversations Program
- Best Practices- LMI & Occupational Data- NORTEC

### New Face at SMART - Terri

Hi, my name is Terri. I am new to SMART. I have been providing case management for the past 25 years. I have joined the team as a Young Adult Career Advisor. My spare time is spent working on my family's ranch. I enjoy horseback riding, camping and taking photos. I also enjoy spending time with my fur babies.





The SMART Workforce Center is a 501c3 non-profit committed to providing job seekers with resources, training, education, job development, and job placement to help them not only receive living wage jobs, but to grow in their careers. We also help businesses grow by educating employers about available tax credits, alternative labor pools, and helping with recruiting, interviewing, and hiring, as well as offsetting wages for work experience and on the job training programs. SMART is a proud partner of America's Job Center of California and the NoRTEC Workforce Development Board. We have locations in Crescent City, Redding, Weaverville, and Weed. For more information visit the SMART website at <http://www.thesmartcenter.biz>.

Equal Opportunity Employer. Auxiliary aids and services are available to individuals with disabilities. TTY 711.

Del Norte County: 707.464.8347  
875 5<sup>th</sup> Street  
Crescent City, CA 95531

Shasta County: 530.246.7911  
760 Cypress Ave Suite 210  
Redding, CA 96001

Trinity County: 530.623.5538  
790 Main Street #618  
Weaverville, CA 96093

Siskiyou County: 530.657.0139  
582 Main Street  
Weed, CA 96094

