

Our Mission:

The Workforce Development Board of Contra Costa County exists to promote a workforce development system that meets the needs of businesses, job seekers, and workers in order to ensure a strong, vibrant economy in Contra Costa County.

Wednesday, June 3, 2009
3:30 p.m. – 5:00 p.m.
2425 Bisso Lane, Conference Room A-D
Concord, California 94520

BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

3:30 PM CALL TO ORDER

PUBLIC COMMENT

3:45 PM CONSENT AGENDA

C1 Approval of April 1, 2009 Minutes

3:50 PM

PRESENTATION ITEMS

P1 Presentation on the Gender-Focused Sector Project.

DISCUSSION ITEMS

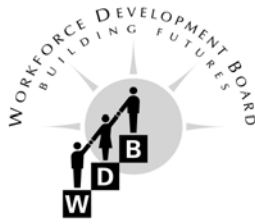
D1 Assess the Rapid Response Database.

D2 Review the Business and Economic Development Committee Six-Month Strategic Objectives.

4:50 PM CO-CHAIRS' REPORT

4:55 PM SET NEXT MEETING DATE

5:00 PM ADJOURN



**Minutes
Business and Economic Development Committee
April 1, 2009**

COMMITTEE MEMBER ATTENDANCE:

Michael Aidan.....IFPTE Local 20
R. Todd Brantley.....First Republic Bank
Bob BrewerGoodwill Industry
Gretchen Medel.....Office Tech Staffing
Brad Nail.....City of Pittsburg
April TreeceOpus Communications

COMMITTEE MEMBER ABSENCES:

Anthony De VenutaCyberspace Technologies (excused)
Aram Hodess.....Plumbers & Steamfitters 159(excused)
Jan HunterJohn Muir Health (excused)
Priscilla LeadonContra Costa College
John Montag.....City of Concord (excused)
Jim KennedyCCC Community Development Dept. (excused)

WDB STAFF:

Tracey Brown-CarterWDB Staff
Linda Chandler.....WDB Staff
Ginny PerthelWDB Staff

OTHERS IN ATTENDANCE:

Stephen Baiter.....Consortium/EASTBAY Works
Jim Cassio.....Consultant
Bette Felton.....WDB Chair/Pascal French Oven
Susie O'Bryant.....Consortium/EASTBAY Works
Tom Waller.....WDB Member/Business Growth Solutions

CALL TO ORDER:

The meeting was called to order at 3:40 p.m. by Co-Chair Brad Nail.

PUBLIC COMMENT:

None

PRESENTATION ITEMS:

P1: Presentation on Green Occupations

Jim Cassio, Consultant in Career Information and Workforce Development, gave a slide presentation and answered questions from the group about the definition of “green” and green occupations.

Green careers or green jobs are jobs that reflect green values such as energy efficiency and green building and sustainable design, such as environmental protection and preservation. They always have a relationship to the environment as they serve to protect, preserve, or improve the environment.

They include renewable energy, solar, wind, biomass, marine energy, sustainable development and business practices, including clean technology. They include organic and natural products such as agriculture, food, even clothing.

Green jobs cannot necessarily be identified by title; unfortunately, the titles don’t reveal a job’s relationship to the environment, with a few exceptions. If the titles include “solar”, then that’s a giveaway.

There is no actual green industry; there is a cluster of industries where there are a number of green jobs. Every industry has some green jobs and some green employers.

There is no list of occupations that tell us where the green jobs are. Virtually every occupation can lead to some green jobs somewhere. You have to look beneath the surface and examine the nature and purpose of the individual job itself and the nature and purpose of the employer. If you see those green values on either count, then you know you have a green job.

Three years ago there really was no difference between a green job and a green collar job. Today green collar jobs are often defined as trade occupations, or blue collar jobs with a green twist. They are typically described as jobs that don’t require a Bachelor’s degree; there are blue collar jobs where you can get training at a community college.

Sustainability may be defined as a method of harvesting or using a resource so that the resource is not depleted or permanently damaged.

Criteria for a sustainable organization or green business may vary. Sometimes the primary criterion is that the business pays a fee to be called green or sustainable. There is a list of values that seem to be at the core for defining a sustainable organization:

- Actively conserve energy and water
- Actively seek to prevent pollution
- Active in reducing, reusing, and recycling waste
- Using renewable energy

In the private sector most green jobs are found in industries such as:

- Agriculture and food related industries
- Alternative fuel vehicles and related industries
- Alternative fuels
- Bicycle related industries
- Biotech and life sciences
- Cleaning and janitorial services
- Clothing and accessories
- Green building, sustainable design, energy efficiency industries
- Ecotourism
- Environmental services
- Landscaping and habitat restoration services
- Legal services
- Manufacturing and technology industries (cleantech)
- Pesticide services
- Printing and publishing industries
- Recycling and salvage industries
- Renewable energy industries
- Socially responsible investing (SRI) services
- Transportation
- Utilities - electric and water

Green jobs can also be found in a wide variety of non-profit sector organizations such as:

- Agriculture
- Air Quality
- Climate Change
- Ecosystems
- Energy
- Environmental Disasters
- Environmental Economics
- Environmental Education
- Environmental Ethics
- Environmental Legislation/Policy
- Forests
- Ground Pollution
- Habitat Conservation

- Human Health
- Natural History
- Oceans
- Population
- Sciences
- Sustainable Business
- Sustainable Development
- Sustainable Living
- Transportation
- Urban Issues
- Waste Management
- Water Quality
- Wildlife

Green jobs in the public sector may be found in agencies such as:

Federal Agencies:

- Army Corps of Engineers
- Bureau of Land Management (BLM)
- Centers for Disease Control and Prevention (CDC)
- Department of Energy
- Environmental Protection Agency
- Fish and Wildlife Service
- Forest Service
- Geological Survey (USGS)
- National Oceanic and Atmospheric Admin (NOAA)
- National Park Service
- Natural Resources Conservation Service (NRCS)

State Agencies:

- Agriculture and Food Safety
- Coastal Zone Management
- Community and Economic Development
- Emergency Services
- Energy
- Fisheries and Wildlife Protection
- Parks and Recreation
- Planning
- Pollution Control and Prevention
- Public Health
- Water Resources

Cities, Counties, and Special Districts:

- Air Quality Management
- Conservation/Park Land Management

- Electricity
- Green Building
- Green Business
- Public Transportation
- Recycling
- Regional Planning
- Waste Management
- Water and Wastewater Treatment

We don't know for certain how many green jobs there are. In 2007 there were about 9-12 million green jobs out of 150 million total jobs in the U.S. That's 6% to 8% overall.

Since then we have lost about 4 ½ million jobs and some of those have been green jobs. As the economy improves, and as the billions of dollars of economic stimulus money have an impact, the green job market will be a very good place for people to seek careers.

On EDD's Labor Market Information Division's website, go to California Labor Market Information, and look for the **Green Digest**; this is the best source in the nation for listing green studies.

What types of jobs are green jobs?

- Engineering & Mechanical Careers
- Environmental Health/Safety & Regulatory Careers
- Green Building, Sustainable Design & Energy Efficiency Careers
- Green Business & Enterprising Careers
- Natural & Land Resource Management Careers
- Natural Sciences & Physical Geography Careers
- Sustainable & Organic Agriculture Careers

There others such as Environment Educators that don't fit neatly into these clusters.

Why create and encourage green jobs?

Green jobs are good for our:

- environment
- workforce
- economy
- national security

Green jobs are popular with career explorers and job seekers

- For workforce and economic development purposes, green jobs are aligned with the Obama Administration's policies and stimulus spending

The administration is firmly committed to reforming how we create and consume energy in America. A large part of that agenda is promoting renewable energy and energy

efficiency and the creation of green jobs. These green jobs have the potential to be quality and family-sustaining jobs that help to improve the environment. With the possible exception of the manufacturing sector, these are domestic jobs that are not going to leave the U.S. They tend to pay more than comparable non-green jobs. The Middle Class Task Force is a report that shows the earnings difference between green jobs and comparable non-green jobs.

Green jobs may help to reduce our green house gas emissions and improving our national security by reducing our dependence on foreign oil.

The American Recovery and Reinvestment Act allocates nearly 30 billion dollars for high tech and green tech provisions, including 11 billion dollars for smart grid modernization, nearly 20 billion dollars for science and energy funding and incentives, billions more in energy tax credits and funding that includes an investment credit to promote the development of advanced energy facilities, a tax credit for families that purchase hybrid vehicles, etc. There are almost 10 billion dollars for public transportation and infrastructure funding, and over 9 billion dollars to be invested in AMTRAK, high speed, and intercity rail. There are several billion dollars for green job training.

Recommendations:

To help create quality green jobs in Contra Costa County, focus on key industries as recommended in Gary Craft's Green Economy Industry Cluster Study:

- Green Building
- Solar Technology
- Environmental Services

Conduct a comprehensive study to assess and evaluate the workforce needs of employers in those key industry clusters, including the desired skill sets and the labor market and job market outlooks for the key occupations, as well as the need for new, expanded or updated training programs

Develop a **career resource guide** for career explorers and job seekers focusing on occupations and career paths in those key industry clusters

Committee members commented on the presentation and asked questions:

Are new jobs being created or are there just changes to existing jobs?

There is a lot of "green-washing" out there. There are people, businesses, and products that are being labeled "green" without a change in content. For example, recycling is a good start, but it doesn't make you green.

There are new jobs in green building, energy efficiency, and the renewable energy field.

There are general contractors in construction who are announcing that they can do green building, but they do not know what LEED certification is. LEED certification is a big part of green building and energy efficiency.

Skill sets for green building carpenters are similar to other carpenters, but their knowledge is different. They have up-dated knowledge of green building practices and materials that allows them to do the work in a way that is eco-friendly, more energy efficient and less wasteful.

We are being charged as a workforce board to train people for green jobs. This is a real fuzzy goal that we have to do. We need someone to come in so we can define green jobs so we have specific jobs to train people for.

The Green Collar Economy, by Van Jones speaks to that and tries to de-mystify that. When you are talking about green building and insulating a building, it is not really a different skill set. It is not re-inventing the wheel and doing incredible new training. In some areas it is very translatable to green.

A lot of positions that become available will be because of the need to replace someone who has left, and people will need new information, new knowledge. Skill sets will continue to evolve.

Diablo Valley College is offering courses in photo-voltaics, and just-in-time training; LEED certification is a push in terms of green and being able to make sure that we have construction management firms and people that are LEED certified.

Contra Costa College is doing some leading edge work with green math and green English relating to green jobs. There are some specific things that are going on in engineering, construction, and manufacturing sectors that are worthy of strategic focus.

The whole trend in the future is green, across all sectors.

If you are “greening” a city and putting on solar panels on schools, that is new work. We need to focus on jobs that are being developed through the economic stimulus funding. It may be the same skill set with some additional knowledge or certification.

We may want to recommend to the Board that we bring in someone like Jim who can do an in-depth study of green occupations and green jobs and then we can come up with a specific list of jobs that we can train people for.

A study could focus jobs and careers in the specific industries outlined by Gary Craft.

San Francisco State may have done something like that.

EDD is studying about thirty green occupations statewide.

It may be helpful to conduct a more local study on companies in Contra Costa and Alameda Counties.

Jim Cassio is able to pair the Labor Market Information employment statistics with “real people” information. You get to hear what people like and don’t like.

It would be up to staff to recommend a policy direction for us to adopt, and it would be up to the Board to either approve it or not.

Staff can also provide direction for the short term as well as other direction for workforce training and support.

Staff Brown-Carter indicated that it might be helpful to pull together a small group of Board members and Career Center staff to help guide the work. We have to have the end in mind; how we can help those people we are here to serve.

It may be helpful to engage employers to find out what the future looks like for them, what kinds of occupations they looking at, what skill sets are lacking. That is the kind of information that we will need to help drive the work and line up with the funding that is coming down.

Are we looking at the best practices that are out there, such as the Green Collar Initiative, DVC, Contra College, Los Medanos College, etc.? We may be able to replicate some of these programs. Are they attentive to the cross sector implications?

DVC has submitted a program of certificate programs and a two year comprehensive program to the State Chancellor’s office for approval that focuses on photovoltaics, sustainable living, reconstruction, etc. They have it mapped out.

CONSENT AGENDA:

C1: Approval of February 4, 2009 Business & Economic Development Committee Meeting Minutes.

Motion to approve:.....Bob Brewer
Second:.....Todd Brantley
Action:.....Carried

DISCUSSION ITEMS:

D1: Discuss the Outcomes of the Business and Economic Development Committee Meeting Availability Poll.

After discussion of various options, the group agreed to keep the current meeting schedule of the first Wednesday of the month from 3:30 – 5:00 p.m.

D2: Review the Business and Economic Development Committee Six-Month Strategic Objectives.

Discussion was postponed due to time constraints.

D3: Examine the Proposed Economic Stimulus Job Creation and Business Assistance Projects.

Staff Linda Chandler gave an overview of Proposed Economic Stimulus Job Creation and Business Assistance Projects (Agenda Item D3a):

Green:

In terms of green, when you mention green jobs, the Richmond Workforce Investment Board with their Richmond Build Project and Alameda have gone after green in a big way. There is a green quarter that is not defined as much broader than where Richmond sits. We have all kinds of cities in East County that are interested in joining on to that.

The California Green Coalition started with the South Bay Workforce Board; they have asked us to join their green coalition. There is also a green coalition work group at the state level.

It is difficult to keep up with all the groups. The colleges are looking at green. It is still emerging and a little difficult to define and pin down.

Transportation:

In a lot of ways we are a through put, not a destination; we are not really a hub. In that sense we can look at Oakland which has trucking, transportation, trans-modal, BART, a lot of things coming in to the Oakland airport, and by water.

We are watching and taking cues from our friends in Oakland.

Advanced Manufacturing:

We know there are a lot of positions in the trades. We are looking at how we can be of assistance there.

Construction:

We need to look at how we can get people into the trades. There may be some short term alternatives to the long term apprenticeship programs. We need to initiate a conversation with the building trades.

Health Care:

You have probably heard of the Contra Costa Health and Bioscience Career Collaborative. It is rich with data.

We have been meeting with local hospitals to determine occupations to focus on for short term training for the health care work force. It could be entry level or certification for health care workers. We could buy a class or develop a class in a specific area. We are trying to determine what the hospitals projected needs are for health care occupations.

They are interested in training for Operating Rooms RNs and other incumbent workers. They are also interested in Clinical Lab Scientists, and some need Medical Technologists.

Members noted that there is the whole area of outpatient services such as: mental health, substance abuse, public health, behaviorists in the k-12 school system, teacher's aides, clinical psychologists, special education, and social work careers that the hospitals may not be thinking of.

There is a human services certificate as a two year program at the community college level.

Staff Chandler requested that members help us quantify needs for some of these occupations if they can. Members can provide contact information to her.

Small Business:

We met with our Small Business development Center to discuss green businesses and integrating something into their New Venture Training program. We also discussed youth entrepreneurship. We looked at training around microloan packaging, and how we can help people put the package together.

Members noted that there may be a need for some type of certification through the SBDC as a prerequisite for applying for a microloan, to make sure that the business owner is prepared to operate a business.

In other areas:

We have been meeting with the water districts and community colleges to identify workforce needs and solutions. Our initial grant application was not funded, but we are

continuing the conversation. We have a meeting coming up to discuss apprenticeships in water district occupations.

D4: Discuss the Economic Developers Stimulus Discussion Meeting.

Discussion was postponed due to the absence of staff George Carter, Business Services Representative.

D5: Discuss the Rapid Response Database

Discussion was postponed due to time constraints.

D6: Discuss the Gender-Focused Sector Project

Discussion was postponed due to time constraints.

CO-CHAIR'S REPORT:

None

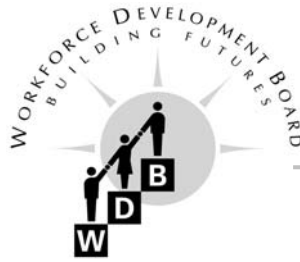
OTHER COMMENTS:

The Workforce Board will be moving to the Ellinwood Campus in Pleasant Hill near John F. Kennedy University. However, we should still be at Bisso Lane address for the June meeting. We do not have a firm date for the move at this time.

SET NEXT MEETING DATE:

The next meeting will be held June 3, 2009 at 3:30 p.m.

The meeting was adjourned at 5:10 p.m.



P1

DATE: June 3, 2009

TO: Business & Economic Development Committee

FROM: Tracey Brown-Carter, Business and Economic Development Coordinator

RE: **Presentation on the Gender-Focused Sector Project**

This report to the Business & Economic Development Committee is to present the gender-focused project.

BACKGROUND AND DISCUSSION

Last fall the Insight Center for Community Economic Development approached the Workforce Development Board with a sector project that was specifically designed to study women in the workforce. This project was developed out of the Insight Center's long history of sector work and economic security work. The Insight Center has long realized that sector work could be used to create critical opportunities for women, but that the methodology behind it would have to take on a slightly new form, one that looked at how evenly, or unevenly, women workers are spread throughout particular industries. By doing this, one can identify the barrier points that keep women from (a) entering into certain industries and (b) prevent women from moving along career pathways in other industries.

In addition, the Insight Center wanted to create a methodology that was relatively straightforward. Insight plans to use accessible data sources so that community groups, training providers, public agencies, and advocacy groups that may not have the internal expertise to do labor market analyses could develop accurate numbers allowing them to create sector initiatives (or sector-focused policies) that will create openings for women.

CURRENT SITUATION

Labor market information from various sources has been analyzed to determine which sectors and occupations should be studied. Based upon current data, more women work in Services, Finance, and Leisure & Hospitality industries, and tend to work in Management, Professional and Related occupations, and Sales and Office occupations. While more men, on the other hand, work in the Construction, Mining, and Manufacturing industries in the occupations of Management, Professional and Related, Natural Resources, Construction and Maintenance, and Production, Transportation, and Material Moving.

Staff will begin researching the myriad of community-based organizations that serve women – those which should receive the sector training. Our goal is to provide organizations that serve women with the labor market information, i.e., wage rates, skill and educational requirements, and the training services necessary to develop programs and create policies that will not only support the needs of women, but will also help address barriers that obstruct the progress of women in the workplace.

The project goals and deliverables are:

1. Develop a gender-focused sector research methodology that promotes access to family-sustaining jobs in high-growth, high-wage industries;

2. Train a public and/or private funder on how to use the methodology to guide in grant-making.
3. Provide a workshop to 5 community-based organizations training them on how to use the methodology in developing an effective program design that will move women into economically secure jobs.

FISCAL IMPACT

This project has been funded by the Women's Foundation of California. The total grant amount is \$25,000. The Workforce Development will provide in-kind staff support.

SCHEDULE

The start date for the project was July 2008 and the end-date is June 2009.

CUSTOMER IMPACT

Sector work will allow the Workforce Development Board to support the employment needs of its constituents.

ATTACHMENTS

P1a – Gender-Focused Sector Work Plan

P1b – Women in the Workforce Data

Gender-Focused Sector Strategy
Insight Center For Community Economic Development and Workforce Development Board of Contra Costa County

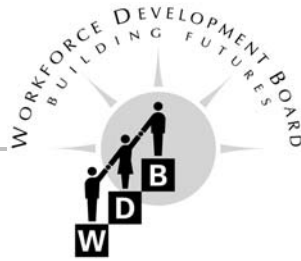
Who	What	By When	Status
Tarecq (lead) Tracey	Design a methodology to study, by industry sector, the working-woman population.	6/30/09	Insight staff is designing sector strategy methodology
Tarecq (lead) Tracey	Determine, by industry sector, the proportion or disproportion of women working; ascertain the level of disproportion, i.e., job classification, education and wages.	5/1/09	Other services, Education services, Health services, Financial assistance and Leisure and hospitality
Tarecq (lead) Tracey	Determine which occupations to study and analyze those filled by women working in Workforce Development Board (WDB) adopted industry sectors and/or special grants, e.g. NEG and Stimulus: Manufacturing, Health Care, Construction and Retail, Finance, Green, Transportation, and Health Care.	5/1/09	Other services, Education services, Health services, Financial assistance and Leisure and hospitality
Tracey (lead) Tarecq	Engage industry leaders, e.g., economic development, redevelopment, public and private businesses to gather industry and occupational projections data.	on-going	Tracey will attend meetings and request data from industry leaders
Tracey (lead) Tarecq	Convene community-based organizations and training providers to provide information about the gender-focused sector strategy project, e.g., purpose, methodology and anticipated outcomes.	on-going	Tracey working with WDB staff will coordinate and convene meeting, i.e., logistics and invitees
Tarecq Tracey	Advocate for non-profit organizations by encouraging local elected officials to place greater emphasis on and craft plans to provide outreach, recruitment, training and job creation services and resources for women.	on-going	Tracey will schedule meetings
Tracey (lead) Tarecq	Segue gender-focused sector strategy project by incorporating it as a subset of future WDB projects, e.g., economic stimulus, industry initiatives, competitive funding opportunities, career information and training for younger women (youth).	6/30/09	Tracey will propose incorporating this project and its outcome into future proposal development efforts

Women in the Labor Force

Major Industries (Numbers in thousands)	Total Workforce 2006	Women	%	Men	%	
Agriculture, forestry, fishing, and hunting	2,206	543	25%	1,663	75%	
Mining	687	89	13%	598	87%	
Construction	11,749	1,131	10%	10,618	90%	
Manufacturing	16,377	4,834	30%	11,543	70%	
Durable goods	10,499	2,710	26%	7,789	74%	
Nondurable goods	5,877	2,123	36%	3,754	64%	
Wholesale and retail trade	21,328	9,526	45%	11,802	55%	
Wholesale trade	4,561	1,323	29%	3,238	71%	
Retail trade	16,767	8,203	49%	8,564	51%	
Transportation and utilities	7,455	1,807	24%	5,648	76%	
Transportation and warehousing	6,269	1,547	25%	4,722	75%	
Utilities	1,186	259	22%	926	78%	
Information	3,573	1,588	44%	1,985	56%	
Financial activities	10,490	5,817	55%	4,673	45%	9
Finance and insurance	7,254	4,219	58%	3,035	42%	8
Real estate and rental and leasing	3,237	1,598	49%	1,638	51%	
Professional and business services	14,868	6,322	43%	8,546	57%	
Professional and technical services	8,776	3,897	44%	4,878	56%	
Management, administrative, and waste services	6,092	2,425	40%	3,668	60%	
Education and health services	29,938	22,414	75%	7,524	25%	6
Educational services	12,522	8,630	69%	3,892	31%	7
Health care and social assistance	17,416	13,784	79%	3,632	21%	3
Hospitals	5,712	4,376	77%	1,337	23%	5
Health services, except hospitals	8,639	6,790	79%	1,850	21%	4
Social assistance	3,065	2,619	85%	446	15%	2
Leisure and hospitality	12,145	6,230	51%	5,914	49%	12
Arts, entertainment, and recreation	2,671	1,208	45%	1,463	55%	
Accommodation and food services	9,474	5,023	53%	4,452	47%	10
Other services	7,088	3,663	52%	3,425	48%	11
Other services, except private households	6,285	2,921	46%	3,364	54%	
Private households	803	742	92%	60	7%	1
Public administration	6,524	2,961	45%	3,563	55%	

Industries that employ more women than men:

1. Other services (Private households)
2. Education and health services (social assistance, health services, hospitals, educational services)
3. Financial activities (finance and insurance)
4. Leisure and hospitality (accommodation and food services, and other services)



DATE: June 3, 2009
TO: BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE
FROM: Tracey Brown-Carter, Business and Economic Development Coordinator
RE: **Assess the Contra Costa County Rapid Response Database**

This report to the Business & Economic Development (BED) Committee is to assess the Contra Costa County Rapid Response Database.

BACKGROUND AND DISCUSSION

The Alameda County Workforce Investment Board designed and maintained a database to provide the community with current and historical information about their local Rapid Response program and activities. Contained within the Rapid Response database are Worker Adjustment Retraining Notification (WARN) and non-WARN layoffs and closures, rapid response orientation activities, and local labor market trends. San Mateo County Workforce Investment Board recently joined Alameda County in providing their customers with local and regional rapid response and labor market data via this database.

CURRENT SITUATION

During program year 2008-2009 the Contra Costa Workforce Development Board planned to purchase a rapid response database that is identical to the one being used by the Alameda County Workforce Investment Board. Alameda Counties' contractor has developed, set-up and is now hosting the Contra Costa template. Workforce Development Board staff will perform database administration functions constantly maintaining the system and populating it with data.

Costs for the first year will be \$990 dollars. Included in this purchase is the development and hosting of the database. The fee to set-up the software and customize the template for the Contra Costa Workforce Development Board is \$750 dollars. In addition to the set-up and customization services is the annual database hosting service fee. Hosting will cost \$240 dollars each year.

Users and customers will be able to query layoffs and closures data and analyze labor market trends for each county contained within the database. Layoffs and closures data is now accessible via a link found on the Workforce Development Board website. To view the layoffs and closures data visit www.wdbccc.com. Once there, take the following path:

- Business Services
- Layoffs and Closures Data (click on the word data in the bottom-center of the page)

A few notable benefits for providing this information in an electronic format on the web are that staff and customers (service providers, news reporters and other interested parties) are able to query current and historical layoff and closure data. With the addition of the Contra Costa data, staff and customers soon will be able to query not only local but also regional layoff, closure and labor market data for Alameda, Contra Costa, and San Mateo Counties.

FISCAL IMPACT

All costs for maintaining, hosting and marketing the database will be included in the Rapid Response annual budget.

SCHEDULE

The new database became available for public viewing May 2009.

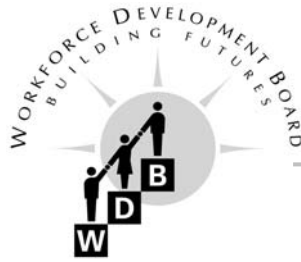
CUSTOMER IMPACT

Beginning May 2009 customers were given access to Contra Costa County layoffs and closures data to assist in their decision making efforts. Upon initial review of the database, it was suggested that the following changes be made, as they may clarify content information for the customer:

- A. Layoffs and closures headings should be broken out by: 1) notices for the current month, as well as 2) notices for the program year.
- B. Layoffs and closures notices should be listed in reverse date order, with the most recent layoff notice listed first.

ATTACHMENTS

D1a – Contra Costa County Rapid Response Layoffs and Closures Report



D2

DATE: June 3, 2009

TO: BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE

FROM: Tracey Brown-Carter, Business and Economic Development Coordinator

RE: **Review the Business and Economic Development Committee Six-Month Strategic Objectives.**

This report to the Business & Economic Development (BED) Committee is to review the Business and Economic Development Committee Six-Month Strategic Objectives.

BACKGROUND AND DISCUSSION

During the December 2008 strategic planning retreat, Workforce Development Board (WDB) Staff reviewed the Board's six-month goals and strategic objectives. Although we were in the throngs of restructuring the WDB budget and reorganizing staff duties, our focus remained on maintaining the 3-year goals and streamlining the six-month strategic objectives. Ultimately, the strategic objectives of the Board will continue to navigate us down a path of connecting to the business community, targeting employment opportunities, coordinating programs & services, diversifying funding and further developing the Board. To this end, it is the aim of the BED committee to create and support workforce development strategies which ascertain employer demand and cultivate worker preparation systems.

Listed below are the Workforce Development Board's Three-Year Goals:

- A. Support Business Growth
- B. Maximize Employment
- C. Establish and Communicate a Coordinated System of Programs and Services
- D. Enhance Fiscal Health, Sustainability and Efficiency
- E. Engage Leaders From Key Industries and Organizations in the Work of the Workforce Development Board.

CURRENT SITUATION

Today the Business & Economic Development Committee will discuss the work and create timelines for the six-month objectives. After reviewing the Six-Month Strategic Objectives document, BED committee members and BED Staff will amend the objectives and proposed timelines in order to develop a realistic plan of action.

FISCAL IMPACT

The impact that this plan will have on the revenue levels of the Board is not known at this time.

SCHEDULE

If necessary, Staff will revise the current action plan to logically reflect objectives that are essential to achieving the goal. Working together, Workforce Development Board Staff and BED committee members will clarify and establish the six-month goals and monitor their progress. Staff will provide monthly updates on the Work Plan during future BED committee meetings.

CUSTOMER IMPACT

The impact that this plan will have on the service levels of the Board's programs is not known at this time. However, a successfully executed plan could increase the effectiveness of delivery, the value of services and the number of customers we serve.

ATTACHMENTS

D4a - Business and Economic Development Committee Six-Month Strategic Objectives

CONTRA COSTA COUNTY WORKFORCE DEVELOPMENT BOARD

SIX-MONTH STRATEGIC OBJECTIVES

January 2009 through June 2009

THREE-YEAR GOAL: *SUPPORT BUSINESS GROWTH*

(e.g., THROUGH PARTNERSHIPS WITH ECONOMIC DEVELOPMENT, REDEVELOPMENT AND COMMUNITY INITIATIVES)

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. May 31, 2009	George Carter, working with Bob, Tracey and One-Stops	Develop and implement strategy to link regional and city economic development to WDB strategies – targeting job creation and placement		X		Follow up meeting are being held with individual cities.
2. June 30, 2009	Tracey Carter working with key service providers and BED Committee	Review accomplishments/challenges and implement any needed program design changes in Rapid Response and Layoff Aversion Programs.		x		Work on-going with service providers; update to BED June 2009
3. June 30, 2009	Tracey Carter working with key service providers and BED Committee	Assess NEG Grant activities, implement phase two, as well as any design changes due to partnership with Insight Consulting		x		Submitted application to State for second-round funding (report first-round outcomes to BED, June 2009) Working with Insight Center for Community Economic Development on a Gender-Focused Sector Strategy

THREE-YEAR GOAL: *MAXIMIZE EMPLOYMENT* (e.g., BY DEVELOPING AND MATCHING LOCAL TALENT TO INDUSTRY NEEDS)

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. May 31, 2009	Tracey Brown-Carter-lead, Linda Chandler, working with the BED Committee and WDB	Analyze opportunities regarding CoCo Industry Sectors – present model/plan to expand existing or create new initiatives – include a work readiness component		x		Conducting on-going assessments of sector opportunities
2. Apr 30, 2009	Terri Shields working with Youth Council	Discuss, develop and present to the Board for action a plan for youth employment for summer 2009.		x		Ad-hoc committee meets 3/10 plan to WDB 3/27
3. Mar 31, 2009	George Carter, working with Bob, Tracey, Linda, One-Stop Staff and EDD	Develop and implement strategy to target job creation and placement activities to One-Stop Career Centers.		x		Workforce system (EDD, EBW and WDB) planning underway; working on an inventory of services and technology tools

THREE-YEAR GOAL: *ENHANCE AND COMMUNICATE A COORDINATED SYSTEM OF PROGRAMS AND SERVICES*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Mar 30, 2009	Joyce Reynolds working with Bob Lanter and Jennifer Mitchell	Enhance the WDB System Performance Report (includes highlights, trend analysis, areas of strength and challenges regarding the performance of the all WDB programs and services) to include dissemination process to WDB and Committees.		x		Committee to finalize Report to be forwarded to Exec
2. Feb 28, 2009	Joyce Reynolds working with Bob Lanter and Jennifer Mitchell	Renegotiate and execute MOU with One-Stop Consortium for 2008-09			x	Will be completed 3/31
3. Mar 31, 2009	Joyce Reynolds working with Linda Chandler and Bob Lanter	Hold meeting with One-Stop Consortium Staff and EDD to review integration model and determine if there are desired activities to pursue – present findings to P3				

THREE-YEAR GOAL: *ENHANCE FISCAL HEALTH, SUSTAINABILITY AND EFFICIENCY*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. June 30, 2009	All Policy Staff	All Service Provider Contract Renewals will be completed and incorporated into the new PY Budget		x		On target reviewed contract list in March
2. June 30, 2009	Bob Lanter working with Bette Felton	Establish and Implement 501c3		x		Meeting being planned
3. March 31, 2009	WDB Policy Staff	Identify funding opportunities and submit at least 3 proposals.		x		Three proposals already submitted, more to come Waterworks Youth Build NEG
4. February 28, 2009	Bob Lanter, working with Jennifer Mitchell and Exec Committee	Monitor WDB expenditures and develop contingency plans as needed to balance 08-09 budget		x		Ongoing
5. June 30, 2009	Bob Lanter, working with Jennifer Mitchell and Exec Committee	Develop and Approve 2009-10 WDB Budget		x		Budget planning underway, draft budget already developed, budget will be presented Apr 09

**THREE-YEAR GOAL: *ENGAGE LEADERS FROM KEY INDUSTRIES AND ORGANIZATIONS
IN THE WORK OF THE WDB***

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. March 31, 2009	Linda Chandler, working with Exec Committee	Analyze openings and conduct targeted recruitment of WDB members.		x		Ongoing
2. June 30, 2009	Terri Shields, working with Youth Council and partners	Develop plan for an apprenticeship prep program		x		Planning well underway, model submitted in conjunction with Youth Build
3. April 30, 2009	Bob Lanter, working with George Carter and Executive Committee	Develop plan to strengthen are relations and position of the WDB relative to key local, state and congressional leaders		x		Conducting ongoing meeting with County Supervisors re: Stimulus funding