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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.*

**Business & Economic Development  
Agenda  
April 3, 2019  
3:00 p.m. – 5:00 p.m.  
4071 Port Chicago Hwy, Suite 250, Room A  
Concord, CA 94520**

- 3:00 PM** CALL TO ORDER AND REMINDER OF POTENTIAL CONFLICT OF INTEREST  
  
PUBLIC COMMENT
- 3:05 PM** ANNOUNCEMENTS
- 3:10 PM** **CONSENT AGENDA**  
Approve minutes from October 3, 2018 meeting
- 3:15 PM** **GENERAL BUSINESS/ACTION**  
Review Attendance Record
- 3:20 PM** **PRESENTATION ITEMS**  
P1 Presentation on new Website by Pat Davis Design Group  
P2 Contra Costa Economic Partnership/East Bay Leadership Council  
P3 West Contra Costa Career Fair 2019 Highlight
- 4:45 PM** **CHAIR’S REPORT**  
**WDBCCC MEMBER REPORTS**  
**ADJOURN**

**Next BED Meeting: Wednesday, June 5, 2019 from 3:00 p.m. to 5:00 p.m.**

*Any appropriate public records related to an open session item on a regular meeting agenda and distributed by the Workforce Development Board and any of its committees to a majority of members of the Workforce Development and/or its committees, less than 72 hours prior to that meeting are available and for public inspection at 4071 Port Chicago Highway, 2<sup>nd</sup> Floor, Concord, CA during normal business hours*

*The Workforce Development Board will provide reasonable accommodations for individuals with disabilities planning to attend Board meetings. Arrangements can be made by contacting the Workforce Development Board at 925.671-4560*

WORKFORCE DEVELOPMENT BOARD (WDB) OF CONTRA COSTA COUNTY  
BUSINESS & ECONOMIC DEVELOPMENT (BED) COMMITTEE CHARTER

Charter Element	Charter Agreement Information
<b>Business Objective</b>	The primary objective of the Business & Economic Development (BED) Committee is to meet the workforce needs of high-demand sectors of the local and regional economies.
<b>Case for Action</b>	<p>As we advance our work toward realizing our vision for creating shared opportunity and economic prosperity, a number of key factors drive our work:</p> <ul style="list-style-type: none"> <li>• Good jobs in today’s economy and labor market require workers to have a growing level of knowledge and skill in order to compete for them;</li> <li>• The employment gap is widening between those with higher levels of education and credentials and those who lack them;</li> <li>• Jobs are growing at both the high-skill and low-skill end of the labor market, while growth of “middle skill” jobs has been lagging; however, the retirement of baby boomers from the labor force will create openings in nearly every industry and occupation;</li> <li>• The incoming workforce does not have the education and skill-sets needed to perform many of these jobs, as manifested by a continued lag in the educational attainment levels of young people (although beginning to show some signs of improvement, student preparedness for post-secondary education remains very low); and</li> <li>• The difference between supply and demand indicates that there is a “skills gap” between what most workers have to offer and what businesses need, creating the urgency to develop and support new strategies that can better equip and train people for jobs in today’s economy.</li> </ul>
<b>Requirements</b>	<p>The BED Committee will:</p> <ul style="list-style-type: none"> <li>• Analyze and understand trends in order to respond to business needs</li> <li>• Bring industry and education together to address workforce needs in priority sectors</li> <li>• Collaborate with industry and education partners to develop solutions for workers to acquire essential skills in high-growth, high-demand sectors</li> <li>• Work with WDB partners to develop an array of innovative workforce services supports</li> <li>• Support development and evolution of regional workforce and economic development networks to address workforce education and training priorities</li> </ul>
<b>Boundaries / Guidelines</b>	The BED Committee advises and influences the direction and implementation of business services strategies as outlined the WDB 2017-2020 Strategic Plan, including playing an advisory role to the Contra Costa Small Business Development Center (SBDC).
<b>Team Membership</b>	<p>The BED Committee brings together leaders from business, economic development, education, labor, community-based organizations, and the public sector. The BED Committee co-chairs are members of the WDB Executive Committee and all members of the BED Committee hold a seat on the Workforce Development Board. The BED Committee and the WDB work on behalf of the Contra Costa County Board of Supervisors and the businesses and residents of Contra Costa County.</p> <p>The WDB and the BED committee often draw upon the knowledge and expertise of other individuals and organizations that are not members of the WDB and occasionally form <i>Ad Hoc</i> committees to do work.</p>
<b>Timing</b>	The work of the BED Committee is aligned with the timeline of the WDB’s 2017-2020 Strategic Plan.
<b>Resources</b>	The WDB and the BED Committee provide and/or support convening and networking functions that draw together a wide spectrum of stakeholders that contribute to the health of the local economy and prepare residents for effective participation in the workforce. These include local and regional businesses, economic development experts and organizations, public agencies, education, labor, and community-based organizations.
<b>Review Process</b>	The WDB and the BED Committee provide and/or support convening and networking functions that draw together a wide spectrum of stakeholders that contribute to the health of the local economy and prepare residents for effective participation in the workforce. These include local and regional businesses, economic development experts and organizations, public agencies, education, labor, and community-based organizations.

**BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE MINUTES**

Wednesday, October 3, 2018

The Business & Economic Development Committee met on Wednesday, October 3, 2018, at 300 Ellinwood Way, Bodega Bay Conference Room Pleasant Hill, California. Co-Chair Justin Steele called the meeting to order at 3:10 pm. Co-Chair Justin Steele reminded everyone of potential conflict of interest.

**ATTENDANCE**

MEMBERS PRESENT: – Kristin Connelly, Steve Older, Robert Rivera, Justin Steele, Richard Johnson, Leslay Choy, and Jim Caponigro

MEMBERS EXCUSED – Ashley Georgian, John Montagh, and Yolanda Vega

WDB STAFF PRESENT – Donna Van Wert, Patience Ofodu, George Carter, Gina Del Carlo, Charles Brown, and Rochelle Soriano

OTHER PRESENT – Terry Curley, Keith and Iris Archuleta (Emerald HPC International, LLC), Meaghan Doran (MCE), Jane Louie (CCCEAC)

**PUBLIC COMMENT**

None

**ANNOUNCEMENTS**

None

**CONSENT AGENDA**

**C1 Approve July 25, 2018, BED Meeting Minutes**

**Motion/Second: Leslay Choy/Richard Johnson**

**Motion Approved Approved**

**GENERAL BUSINESS/ACTION**

1. Review Attendance Record

**PRESENTATION ITEMS**

**P1 Human Capital and Community Development Strategy of the Northern Waterfront Initiative**

This presentation from Emerald HPC International, LLC, will highlight the Human Capital and Community Development Strategy of the Northern Waterfront Initiative.

Keith and Iris Archuleta, executives from Emerald HPC International, LLC, will provide a brief update on the progress of the Northern Waterfront Initiative, a multi-pronged economic, workforce, and community development strategy for revitalizing the region's economy.

*Building High Performing Waterfront Communities: An Effective Model for Human Capital and Community Development in the Contra Costa Northern Waterfront Region*

The Northern Waterfront Initiative  
Human Capital and Community Development Strategy

The Northern Waterfront Initiative is a multi-pronged economic, workforce, and community development strategy for revitalizing the region's economy. There are two inter-connected elements of the Northern Waterfront strategy:

One is focused on economic development policies through a Strategic Action Plan for the county and the cities along the waterfront region, working with Gary Craft of Craft Consulting. The other is focused on Human Capital/Community Development to enhance and improve economic opportunity for all residents in the waterfront region. Emerald HPC International was contracted by the County in fiscal year 2017-18 to develop a conceptual framework for a community/human capital development strategy for the initiative.

A completed Conceptual Framework was accepted by the BOS Ad Hoc Committee in May of this year. We are now working independently in cooperation with the county, the cities and the municipalities in the waterfront region, to facilitate implementation of the Human Capital/Community Development Strategy.

The Conceptual Framework, built through our HPC process that included engagement with over 80 community stakeholders, the County, and city staff of all the cities along the waterfront region, is now serving as a guide for partnership development; further engagement of the community; building collaboration with stakeholders, and defining the interlocking roles needed for implementation of the strategies.

The conceptual framework is intended to be a model for community and human capital development in the entire Contra Costa Northern Waterfront Region.

#### **Initial Focus on the East Contra Costa Region: Bay Point, Pittsburg, Antioch, Oakley, and Brentwood**

We are starting with a demonstration pilot in the eastern region of the waterfront, working in partnership with the County and the cities and communities there to implement the 3 key components of the strategy:

- Small Business Incubation and Support for Existing Business Expansion
- Strategic Regional Partnerships that include Barrier Removal Services
- Workforce Training Enhanced Partnerships with Education

The Human Capital/Community Development Strategy emphasizes expansion of existing businesses and opportunities for local entrepreneurs to hire more employees, create supply chain companies, and/or become subcontractors.

They are now working with over 150 stakeholders, residents and families, thought partners, and service organizations that are helping to inform implementation of this strategy through interconnected partnerships that can address the needs and leverage the opportunities that exist in this region.

#### **P2 MCE's Ancillary Benefits Catalyzed by Activities beyond Grid De-carbonization**

This presentation from Marin Clean Energy (MCE) will highlight their mission and purpose and identify opportunities for collaboration to support our strategic plan.

MCE is California's longest-serving Community Choice program, partnering with PG&E to generate more renewable energy for our electric grid. As a local, not-for-profit, public agency, MCE has been serving customers in the Bay Area since 2010. As of 2018, MCE is the default provider of generation services for much of Contra Costa County and its incorporated communities. MCE's mission is to address climate change by reducing energy-related greenhouse gas emissions through renewable energy supply and energy efficiency at stable and competitive rates for customers while providing local economic and workforce benefits.

#### **Mission**

Address climate change by reducing greenhouse gas emissions

- Renewable Energy
- Stable, Competitive Rates

- Local Economic & Workforce Benefits
- Energy Efficiency

### **33 Member Communities**

Marin County + 11 Cities

Benicia

Napa County + Cities

Contra Costa County + 13 Cities

### **Local Control**

28 Board Members, Elected Officials - No tax dollars

### **Community Benefits**

Not for profit; public agency + No shareholders = Local Reinvestment

### **Light Green Power Content Goal**

78% carbon-free by 2018 & 100% carbon-free by 2025

### **MCE California Jobs**

- 2,800+ jobs supported
- 1.3M + union work hours created

### **MCE Solar One**

- Bay Area's largest public-private solar partnership
- 3,000+ homes powered
- Partners: City of Richmond, sPower, Cenergy Power, Chevron, and RichmondBUILD
- Over 68,000 total labor hours
- 341 jobs supported
- 50% local hire requirement
- 60% union jobs

### **CHAIR'S REPORT**

None

### **OTHER WDBCCC MEMBER REPORTS**

- Save the Date: The Hidden Untapped Talent  
Wednesday, November 7, 2018  
Willow Pass Community Center  
8:30 am to 11:30 am

### **THE MEETING WAS ADJOURNED AT 4:59 PM**

Respectfully Submitted,  
Rochelle Martin-Soriano, Board Secretary

/rms

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**DATE:** April 3, 2019  
**TO:** Business and Economic Development Committee  
**FROM:** Workforce Development Board Staff  
**RE:** Presentation on new Website by Pat Davis Design Group

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The WDB website has not been updated for 8-10 years. In this age of technology, the platform that the WDB is using is no longer current or viable for the functionality required to remain relevant.

In March of last year, RFI # 651 was released to solicit responses to redesign and improve the functionality of the WDBCCC website in order to continue its work with positioning itself as an important resource for community based organizations, labor, educational organizations, vendors and general public and increase organization efficiencies and visibility. The Pat Davis Design Group was selected to assist the WDBCCC with this endeavor.

The Pat Davis Design Group started working on our website revision February 1, of this year and will be presenting some preliminary ideas and landing pages to the Executive Committee today.

### **Pat Davis Design Group**

Pat Davis Design Group was founded in 1977 in Sacramento, California as a one-woman shop providing graphic design services to a handful of clients. Over the past 40 years, the agency has strategically grown to include three offices (two in California and one in Texas), a robust team of highly qualified individuals with complementary skill sets, an expansive portfolio of client work spread all across the country, and a diverse service offering covering all aspects of marketing communications, strategic planning, and targeted outreach.

All services for this particular engagement will be provided by the Sacramento office, located at 333 University Avenue, Suite 200, Sacramento, CA 95825.

Pat Davis Design Group has more than 40 years of marketing communications experience, of which more than 20 years have been spent working with Workforce Development Boards all across the country.

Some key highlights that make our firm a great fit for this project include:

- We have served as the marketing agency of record for Workforce Solutions for the Heart of Texas since 2007, producing over 800 unique deliverables. Our team has extensive knowledge of all Board functions and has been deeply involved in all facets of every program and initiative of Workforce Solutions since 2007. At the end of last year our contract was renewed for an additional five-year term.

- As a nationally-recognized workforce marketing firm, we have partnered with such notable workforce clients as the Sacramento Employment and Training Agency (CA), SkiiiSource Group (VA), South Central Workforce Investment Board (PA), Silicon Valley Workforce Investment Network (CA), and Foothill Workforce Development Board (CA).
- Our creative team currently serves as the lead marketing agency for numerous public-sector clients, including the Town of Gilbert (AZ), City of Scottsdale (AZ), New Castle County (DE), California Department of Transportation (CA), and the City of Maricopa (AZ).
- In the Southern California marketplace, we have recently been awarded design and marketing contracts with the City of Santee and City of Victorville; and, in previous years, we have provided marketing communications services to Sempra Energy, Southern California Gas Company, Southern California Edison, San Diego Gas & Electric, County of Ventura, University of Southern California, and Irvine Medical Center, among others.

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**DATE:** April 3, 2019  
**TO:** Business and Economic Development Committee Members  
**FROM:** Workforce Development Board Staff  
**RE:** **Contra Costa Economic Partnership/East Bay Leadership Council**

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The Business & Economic Development Committee members will hear a presentation about the work of the East Bay Leadership Council and how we can align and better support their programs. Kristin Connelly, CEO and Executive Director, will present the draft results of the Contra Costa Economic Partnership's most recent Commute Study performed by Beacon Economics for Contra Costa and the Tri-Valley.

**The Contra Costa Economic Partnership** engages business and civic leaders to make the region a better place to live and work.

**The East Bay Leadership Council (EBLC)** is a public policy advocacy organization with a mission to increase economic vitality and quality of life in East Bay. The EBLC is driven by hundreds of employers who value their bold advocacy agenda, access to elected officials, networking opportunities, and regional marketing.

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**DATE:** April 3, 2019  
**TO:** Business and Economic Development Committee Members  
**FROM:** Workforce Development Board Staff  
**RE:** **March 20<sup>th</sup> Career Fair at Contra Costa College**

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West Contra Costa Career Fair  
Wednesday, March 20, 2019  
10:00 am to 1:00 pm

Contra Costa College  
2600 Mission Bell Road, San Pablo, CA 94806

Participating job seekers will learn about:

- Local employment opportunities
- Career counseling and resume review services
- Services for veterans, youth and disabled job seekers
- Subsidized employment, including on-the-job training (OJT)
- Education Resources



# West Contra Costa Career Fair

## Wednesday, March 20, 2019

### 10 a.m. to 1 p.m.

2600 Mission Bell Road, San Pablo, CA 94806

Job seekers can call (510) 215 - 3209 for more information

To register for this event, please visit:

[Eventbrite.com](https://www.eventbrite.com) and search: West Contra Costa Career Fair 2019

**Register on Eventbrite to enter into a drawing for 1 of 20 \$50 gift cards!**

Participating job seekers will learn about:

- Local employment opportunities
- Career counseling and resume review services
- Services for veterans, youth and disabled <sup>\*\*</sup> job seekers
- Subsidized employment, including on-the-job training (OJT)
- Education Resources

*Most employers may require online applications, but please bring copies of your resume to personally share with recruiters or employers that are hiring at the event. Remember to dress professionally!*

*\*\*The event facility is ADA compliant. Anyone requiring special assistance may call (510) 215-3961 prior to the event.*

#### Transportation:

You can take BART trains to either of these two stations below and take an AC Transit bus directly to Contra Costa College.

**El Cerrito Del Norte BART Station:** AC Transit buses 72 and 72R are the most direct to the campus.

**Richmond BART Station:** AC Transit buses 71, 74 and 76 are the most direct to the campus.

**AC Transit Bus lines that stop at Contra Costa College:** 71, 72, 72R, 74 and 76

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