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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
June 5, 2019
3:00 p.m. – 5:00 p.m.
300 Ellinwood Way, Suite 200, Bodega Room
Pleasant Hill, CA 94523**

- 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 April 3, 2019 meeting
- 3:15 PM** **GENERAL BUSINESS/ACTION**
Review Attendance Record
- 3:20 PM** **PRESENTATION ITEMS**
P1 City of Antioch Economic Development and Rebranding
P2 Contra Costa Transportation Authority (CCTA) - GoMentum Station
- 4:45 PM** **CHAIR’S REPORT**
WDBCCC MEMBER REPORTS
ADJOURN

Next BED Meeting: Wednesday, August 7, 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, 2nd 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
Business Objective	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.
Case for Action	<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"> • 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; • The employment gap is widening between those with higher levels of education and credentials and those who lack them; • 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; • 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 • 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.
Requirements	<p>The BED Committee will:</p> <ul style="list-style-type: none"> • Analyze and understand trends in order to respond to business needs • Bring industry and education together to address workforce needs in priority sectors • Collaborate with industry and education partners to develop solutions for workers to acquire essential skills in high-growth, high-demand sectors • Work with WDB partners to develop an array of innovative workforce services supports • Support development and evolution of regional workforce and economic development networks to address workforce education and training priorities
Boundaries / Guidelines	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).
Team Membership	<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>
Timing	The work of the BED Committee is aligned with the timeline of the WDB’s 2017-2020 Strategic Plan.
Resources	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.
Review Process	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, April 3, 2019

The Business & Economic Development Committee met on Wednesday, April 3, 2019, at 4071 Port Chicago Highway, Conference Room A, Concord, California. Co-Chair Justin Steele called the meeting to order at 3:04 pm. Co-Chair Justin Steele reminded everyone of potential conflict of interest.

ATTENDANCE

MEMBERS PRESENT: – Kristin Connelly, Ashley Georgian, Steve Older, Robert Rivera, Justin Steele, Yolanda Vega, Richard Johnson, Melissa Johnson-Scranton, Joshua Aldridge, and Terry Curley

MEMBERS EXCUSED – John Montag, Leslay Choy

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

OTHER PRESENT – Madeline Bailey and Mitchell Margolis (IRC), Loretta Bisio and Jim Blanton (EDD)

PUBLIC COMMENT

None

ANNOUNCEMENTS

None

CONSENT AGENDA

C1 Approve October 3, 2018, BED Meeting Minutes

Motion/Second: Bob Rivera/ Richard Johnson

Motion Approved Approved

Abstain, Yolanda Vega,

GENERAL BUSINESS/ACTION

1. Review Attendance Record

PRESENTATION ITEMS

P1 Presentation on new Website by Pat Davis Design Group

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.

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.

New Website will be ADA compliant and interactive.

Website Layout A (BED members approved)

- Cleaner and sharper layout
- Details are on point
- The color scheme is pleasing visually

P2 Contra Costa Economic Partnership/East Bay Leadership Council

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.

Contra Costa Economic Partnership

Founded in 1995 by business and civic leaders who cared about the future of Contra Costa County. CCEP is the 501(c)(3) sister organization of the East Bay Leadership Council.

Beacon Economics:

Point-to-Point Commute Patterns

Purpose

Analyze Commute patterns in to and out of the East Bay and examine how these patterns interact with the housing market.

Definitions

- **West County:** Richmond, El Cerrito, and Hercules
- **Central County:** I-680 corridor, including Walnut Creek, Concord, Pleasant Hill, Martinez
- **East County:** East of Mt. Diablo, including Brentwood, Antioch, Pittsburg, and Oakley
- **Tri-Valley:** Livermore, Dublin, Pleasanton, San Ramon, Danville
- **Other Alameda:** Berkeley, Oakland, San Leandro, Tri-cities
- **Working Residents:** Employed residents, either inside or outside the sub region
- **Live/work locally:** People who live *and* work in a sub region
- **Workers:** Number of people employed within a sub region

Job Growth

West Contra Costa County

- 2/3 of working residents commute out of the sub region, an increase of 18% over 2005
- Inbound commuting increased by 17%
- 45% of jobs in the sub region are held by workers living outside of Contra Costa County or the Tri-Valley

Central Contra Costa County

- Outbound commuting rose 13% to 69,200. Mostly to SF and West Alameda County
- Inbound commuting grew by 14% from Tri-Valley and 8% from the north and east

East Contra Costa County

- Outbound commuting increased by 29%
- Inbound commuting increased by 37%
- The number of people living and working in East County increased by 27%

Tri-Valley Sub region

- The number of residents commuting out of CC/ TV increased from 48% to 54%
- 15% increase in Tri-Valley residents living and working in CC/ TV
- Most workers in Tri-Valley commute from north and east of Contra Costa County

Key Takeaways

1. Workers are increasing their commute times for cheaper housing.
2. Change in counter commute (SF East Bay) has generally held steady or slightly decreased.
3. New housing does not necessarily benefit the local workforce.
4. The West Bay continues to increase its reliance on East Bay housing.

5. 78% of commuters who live in Contra Costa County or the Tri-Valley commute to San Francisco, San Jose, or coastal Alameda.
6. 410,000 people commute to the West Bay from or through Contra Costa County or the Tri-Valley – an increase of 24%.
7. Number of jobs along the 680 corridors increased by less than 1%.

Implications for Policy Advocacy

- Regionally dispersed workforce housing is necessary to solve jobs/ housing imbalance.
- Regional infrastructure & transit investments should focus more specifically on increasing capacity along these corridors.

P3 West Contra Costa Career Fair 2019 Highlight

West Contra Costa Career Fair on Wednesday, March 20, 2019, from 10:00 am to 1:00 pm at Contra Costa College.

Job Seeker Feedback – Career Fair 2019

Attendance

How many people attended?	218
How many registered on Eventbrite?	237
How many of those were CCC Students?	110
How many of those were community members?	108
How many were surveyed?	130

Feedback shows that the majority of respondents believed the Career Fair to be a huge success. Our analysis shows the job seekers were “very satisfied” with the fair in regards to the event’s accessibility, staff assistance, employers and resources, and their overall satisfaction. Agencies were also pleased with their feedback. A number commented on how well the fair was organized.

In addition, these agencies represent hard to serve populations, which include returning citizens, low-income seniors, the disabled, veterans, and disadvantaged youth. They indicated that their clients also had a positive experience.

Job seekers were also asked to provide comments or suggestions. Some questions that came up were because of the change of venue from Fireside Hall /Outside, to the Gym to avoid the rain. Responses from all 130 surveys were reviewed and were highly positive.

Employer and Exhibitor Feedback was collected and indicated that they were mostly very satisfied.

280 organizations were contacted for the event.

50 organizations registered to attend.

12 organizations that were not previously registered showed up to participate.

61 exhibitor surveys were collected.

CHAIR’S REPORT

- Full Board Meeting on Tuesday, May 7, 2019.
- Co-Chair Justin Steele attended the NAWB Forum 2019
 - It was a learning opportunity
 - It was a very enriching experience
 - Learned Best Practices (State and Regional)

OTHER WDBCCC MEMBER REPORTS

None

THE MEETING WAS ADJOURNED AT 4:40 PM

Respectfully Submitted,
Rochelle Martin-Soriano, Board Secretary

/rms



BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE ATTENDANCE RECORD

			CALENDAR MONTH													
BOARD MEMBERS NAME	APPOINTMENT DATE	TERM END DATE	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20
Ashley Georgian (Co-Chair)	3/29/2016	6/30/2020					P									
Justin Steele (Co-Chair)	3/29/2016	6/30/2020					P									
Yolanda Vega	3/29/2016	6/30/2020					P									
Kristin Connelly	3/29/2016	6/30/2020					P									
Robert Rivera	3/29/2016	6/30/2020					P									
Steve Older	3/29/2016	6/30/2020					P									
Richard Johnson	3/29/2016	6/30/2020					P									
John Montag	6/6/2017	6/30/2021					EX									
Melissa Johnson- Scranton	3/13/2018	6/30/2022					P									
Terry Curley	10/9/2018	6/30/2022					P									
Josh Aldrich	10/9/2018	6/30/2022					P									
		6/30/2020														
BED COMMITTEE MEMBERS (Excl)																
Leslay Choy							EX									
PENDING APPROVAL																
		6/30/2020														
		6/30/2020														
		6/30/2020														
		6/30/2020														
		6/30/2020														
PENDING APPLICATION																
		6/30/2020														
		6/30/2020														
		6/30/2020														

LEGENDS

- P = PRESENT
- A = ABSENT
- EX = EXCUSED ABSENCE
- C= CANCELLED MEETING
- NO QUORUM
- RESIGNED

DATE: June 5, 2019
TO: Business & Economic Development Committee
FROM: Workforce Development Board Staff
RE: City of Antioch Economic Development and Rebranding

The Business & Economic Development Committee members will hear a presentation from Kwame Reed, Economic Development Director of City of Antioch about the city's economic development outlook and Rebranding efforts underway.

Kwame P. Reed, Economic Development Director, City of Antioch:



Kwame Reed is the Economic Development Director for the City of Antioch where he currently oversees the city's economic development endeavors. His career spans more than 20 years, where he has had the opportunity to work for the cities of Brentwood and Oakley, the San Joaquin Regional Rail Commission/ACE Train, the San Joaquin Council of Governments, and AC Transit.

Throughout the years, Kwame has worked on economic development, planning, countless studies, transportation funding and procurement, building renovations including a library and a rail depot, affordable housing, redevelopment, ballot measures for fire funding, and other projects.

Born and raised between the cities of Berkeley and Richmond, Kwame is all EAST BAY. Leaving the area to get his degree in City and Regional Planning from Cal Poly San Luis Obispo where he met his wife of 20 years. They have three wonderful and very active children.

DATE: June 5, 2019
TO: Business & Economic Development Committee
FROM: Workforce Development Board Staff
RE: Contra Costa Transportation Authority – GoMentum Station Presentation by R. Iwasaki

The Business & Economic Development Committee members will hear a presentation about GoMentum Station, the largest secure autonomous/connected vehicle proving grounds in the US

Randell "Randy" Iwasaki, Executive Director of the Contra Costa Transportation Authority (CCTA).



Iwasaki was appointed by the CCTA Board on April 16, 2010. In his role as Executive Director, he administers the one-half percent sales tax program. The Authority is also the Congestion Management Agency, so he makes recommendations on how state and federal transportation funds will be used in Contra Costa. He created GoMentum Station the largest secure autonomous/connected vehicle proving grounds in the US. He continues to work with Silicon Valley companies to provide innovative solutions to congestion relief. He is the 2019 recipient of the Golden Beaver Award for Engineering.

Iwasaki earned his Bachelor of Science Degree in Civil Engineering from California Polytechnic State University San Luis Obispo, where he currently serves on the School of Engineering's Industrial Advisory Board. In 2017, he received the Sandra Gardebring Ogren Leadership Award as one of the honored alumni from Cal Poly. He also earned a Master's of Science Degree in Engineering from California State University, Fresno.

GoMentum Station in Concord, California

One of the nation's largest secure testing facilities for connected and automated vehicle technology. GoMentum Station is owned and operated by AAA NCNU, whose goal is to assist Members and the public in adapting to the fast-changing mobility landscape, while continuing to focus on traffic safety.

Formerly a naval base, the 2,100-acre GoMentum Station is now the center of cutting-edge transportation research. The innovative technology being explored and tested at GoMentum Station will redefine the next generation of transportation, bring unprecedented mobility options to people, and help advance traffic safety towards zero fatalities.