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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  
October 2, 2019  
3:00 p.m. – 5:00 p.m.  
4071 Port Chicago Highway, Conference 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 June 5, 2019 meeting
- 3:15 PM** **GENERAL BUSINESS/ACTION**  
Review Attendance Record
- 3:20 PM** **PRESENTATION ITEMS**
- P1 U.S Bureau of Labor and Statistics – Labor Market Trends and the Future of Work - Employment Projections Through 2028
- P2 WDBCCC Business Services and SBDC Fiscal Year 2018-2019 Update
- 4:50 PM** **CHAIR’S REPORT**  
**WDBCCC MEMBER REPORTS**  
**ADJOURN**

**Next BED Meeting:** **Wednesday, December 4, 2019 from 3:00 p.m. to 5:00 p.m.**

**Upcoming Event:** Hidden Untapped Talent, Oct 9, 2019 8:30 p.m. to 1:00 p.m.  
Antioch Community Center, 4703 Lone Tree Way, Antioch

*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, June 5, 2019

The Business & Economic Development Committee met on Wednesday, June 5, 2019, at 300 Ellinwood Way, Suite 200 Bodega Bay Conference Room, Pleasant Hill, California. Co-Chair Ashley Georgian called the meeting to order at 3:14 pm. Chair Ashley Georgian reminded everyone of potential conflict of interest.

**ATTENDANCE**

MEMBERS PRESENT: – Ashley Georgian, John Montagh, Steve Older, Robert Rivera, Yolanda Vega, Leslay Choy, and Terry Curley

MEMBERS EXCUSED – Kristin Connelly, Justine Steele, Richard Johnson, Melissa Johnson-Scranton, Joshua Aldrich

WDB STAFF PRESENT – Donna Van Wert, Patience Ofodu, Charles Brown, and Pamela Gernan

OTHER PRESENT – Mike McGill (Board Member), Kwame P. Reed (City of Antioch), Randell "Randy" Iwasaki (Contra Costa Transportation Authority (CCTA), Trenire Pensy (DOR).

**PUBLIC COMMENT**

None

**ANNOUNCEMENTS**

- Northern Waterfront Forum 2019: Bringing the Jobs to the People @ the Antioch Community Center on May 10, 2019. The forum brought together elected officials, including county supervisors and mayors of seven cities, regional thought leaders, and business and nonprofit representatives to recognize an important milestone in the Northern Waterfront Initiative that will bring jobs to the people and grow the economic vitality of our County and region. Featuring California State Treasurer Fiona Ma as the keynote speaker.
- Tribute to the Troops on Saturday, July 13, 2019 at the Lafayette Reservoir

**CONSENT AGENDA**

**C1 Approve June 5, 2019, BED Meeting Minutes**

**Motion/Second: Leslay Choy/ Terry Curley**

**Motion Approved Approved**

**GENERAL BUSINESS/ACTION**

1. Review Attendance Record

**PRESENTATION ITEMS**

**P1 City of Antioch Economic Development and Rebranding**

Kwame Reed, Economic Development Director of City of Antioch about the city's economic development outlook and Rebranding efforts underway.

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.

## Rebranding Efforts

- Efforts started 19 months
- Working with EVVIVA – Brand Marketing express
- Immersed themselves in Antioch
  - Listening Sessions
  - Police and Code Enforcement Ride-Alongs
  - Rented in Airbnb home for few weeks
- Analyzed History – Current State- Future ...
  - In Antioch, opportunity does not have to knock. Because **opportunity already lives here.**

## New Logo and new campaign (Rebranding)

- **ANTIOCH CALIFORNIA**  
OPPORTUNITY LIVES HERE

## Vision

- Antioch is desired location in the Bay Area. Building on our historic legacy, we will create bright opportunities for families to grow, places to play, business to thrive with a unique downtown experience.

## Mission

- To deliver quality services with integrity, excellence and innovation.

## P2 Contra Costa Transportation Authority (CCTA) – GoMentum Station

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.

## Who We Are

- CCTA is a public agency formed by voters in 1998 to manage the county's transportation sales tax program and to lead transportation planning efforts.
- We are responsible for maintaining and improving the county's transportation system by delivering critical transportation infrastructure projects to safely and efficiently get people where they need to go.
- Managing entity of autonomous vehicle (AV) testing site: GoMentum Station.

## What We Do

### PEDESTRIAN

- Make improvements to sidewalks, crosswalks, trails, and paths.

### LOCAL STREETS

- Smooth traffic flow on major roads and invest in improvements such as repairing potholes and road surfaces

### BUSES

- Invest in a reliable, comfortable and convenient bus network

### SAFE ROUTES TO SCHOOLS

- Focus on programs and projects aimed at bicycle and pedestrian safety for K-12 students

### FERRIES

- Expand the Bay Area Ferry System by looking to ferries as an alternate commute method between West County and San Francisco

## **BART**

- Improve BART service and stations, extend routes and increase parking at stations.

## **PROGRAMS FOR SENIORS AND PEOPLE WITH DISABILITIES**

- Enhance transit options to improve mobility for seniors and people with disabilities

## **Redefining Mobility in Contra Costa County**

Smart Mobility

Smart Corridor

### **Goals of GoMentum (21<sup>st</sup> Century Transportation)**

#### ***GoMomentum Station is an International Entity***

- Economic Growth & Job Creation
- Efficient Mobility
- Enhanced Safety
- Healthier Environments

Recent Improvements

- Resurfaced 340,000 sq. ft. of Bunker City
- 3 signalized intersections, including protected left turns
- Traffic equipment for scenario testing
- Renovated co-working spaces

Shared Autonomous Vehicle (SAV) Project Progress

- Proposed and passed Assembly Bill 1592 (Bonilla, 2016) authorizing pilot project of vehicle with no steering wheel, brake pedal or operator.
- Secured Bishop Ranch as partner and shared autonomous vehicles
- Obtained waiver from National Traffic Highway Safety Administration (NHTSA) to operate on public streets and first license from CA DMV to operate Shared Autonomous Vehicle on public streets

## **Increased Accessibility, Opportunity**

Studies show that Commute Time is the Key Factor in social mobility, more so even than factors related to crime or education.

Mobility as a Service (MaaS)

A combination of public and private transportation services that provides personalized mobility options based on traveler needs, to enable end-to-end journeys paid for by the traveler with a single payment and aims to optimize the transportation system.

## **Guiding Principles**

- Collaboration
- Complement Transit
- Support Sustainability
- Accountability & Data Sharing
- Include Disable Access
- Improve Safety
- Consider Effects on Congestion
- Promote Equitable Access
- Ensure Fair Labor Practices
- Positive Financial Impact

## **Benefits of MaaS**

- Increase Transit Efficiency

- Provide First and Last Mile Solutions
- Leverage Existing Transportation System
- Understand Travel Behavior
- Smart Investments

#### **CHAIR'S REPORT**

NAWDP 2019 Annual Conference (San Antonio, Texas)

- The experience is informational and interesting with the re- entry population.
- The opportunity is very educational.

#### **WDBCCC MEMBER REPORTS**

None

#### **THE MEETING WAS ADJOURNED AT 4:45 PM**

Respectfully Submitted,  
Rochelle Martin-Soriano, Board Secretary

/rms



## BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE ATTENDANCE RECORD

BOARD MEMBERS NAME	APPOINTMENT DATE	TERM END DATE	CALENDAR MONTH													Jan-20
			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	
Ashley Georgian (Co-Chair)	3/29/2016	6/30/2020					P		P							
Justin Steele (Co-Chair)	3/29/2016	6/30/2020					P		EX							
Yolanda Vega	3/29/2016	6/30/2020					P		P							
Kristin Connelly	3/29/2016	6/30/2020					P		EX							
Robert Rivera	3/29/2016	6/30/2020					P		P							
Steve Older	3/29/2016	6/30/2020					P		P							
Richard Johnson	3/29/2016	6/30/2020					P		EX							
John Montag	6/6/2017	6/30/2021					EX		P							
Melissa Johnson- Scranton	3/13/2018	6/30/2022					P		EX							
Terry Curley	10/9/2018	6/30/2022					P		P							
Josh Aldrich	10/9/2018	6/30/2022					P		EX							
		6/30/2020														
<b>BED COMMITTEE MEMBERS (Excl)</b>																
Leslay Choy								EX	P							
<b>PENDING APPROVAL</b>																
		6/30/2020														
		6/30/2020														
		6/30/2020														
		6/30/2020														
		6/30/2020														
<b>PENDING APPLICATION</b>																
		6/30/2020														
		6/30/2020														
		6/30/2020														

**LEGENDS**

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

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**DATE:** October 2, 2019  
**TO:** Business & Economic Development Committee  
**FROM:** Workforce Development Board Staff  
**RE:** U.S Bureau of Labor and Statistics – **Labor Market Trends and the Future of Work - Employment Projections Through 2028**

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Today’s presentation to the BED Committee is to develop a deeper understanding of labor market trends. The latest data from the U.S. Bureau of Labor Statistics, including an overview of Contra Costa County and the Bay Area, will be presented. The impact of recent macroeconomic events and workforce trends for employers and jobseekers will be detailed.

The presentation will also include the latest long-term employment projections through the year 2028. Trends and underlying assumptions used to develop the forecast and the expected “hot” and “cold” jobs and industries will be detailed. Characteristics of the changing workforce, the gig economy, and technological impacts will also be discussed.

Our presenter Mr. Matthew Insko is a Senior Economist for the U.S. Bureau of Labor Statistics (BLS), an agency of the Department of Labor, that collects, processes, analyzes, and disseminates statistical data to the American public, other government agencies, business, labor representatives, and the media. Mr. Insko holds a B.A. degree in economics (University of California, Riverside), and has more than a decade of experience working in the broad field of labor economics and statistics. Since 2011, he has worked with the BLS Economic Analysis and Information Division in San Francisco, where he helps to disseminate BLS data through reports, articles, and the BLS website. He has authored numerous press releases on the economy of the western U.S. and also serves as a frequent media contact for labor and economic data.



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**DATE:** October 2, 2019  
**TO:** Business & Economic Development Committee  
**FROM:** Workforce Development Board Staff  
**RE:** Business Services PY 18-19 Year-End Update

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President Barack Obama signed the Workforce Innovation and Opportunity Act (WIOA) into law on July 22, 2014 replacing the Workforce Investment Act.

Under the facilitation of the Glen Price Group, WDB Staff hosted three intensive planning sessions: August 17, August 23, and October 31 of 2017. Thirteen board members participated in the planning sessions. WDB members and staff put a great deal of time, effort and resources toward developing a strategic action plan to align with the local and regional plan per the California Workforce Development Board's vision and guidance for the 2017-2020 plan.

This presentation will highlight the work done in PY 2018-2019 by Business Services team including, CCWORKS, SBDC and Earn and Learn business engagement in support of the strategic plan. The presentation will keep the Committee members apprised of accomplishments and challenges as it relates to business services in alignment with WIOA local and regional 2017-2020 strategic plans.

**WDB 2017-2020 Strategic Plan Priority Goals:**

- #1** Increase employer engagement
- #2** Utilize priority industries and career pathways to inform strategies and coordination with business, education, and other stakeholders
- #3** Improve services, outcomes, and tracking of priority population placements.

**ATTACHMENT**

**P2a:** WDBCCC DRAFT 2017-2020 Strategic Action Plan



**Workforce Board of Contra Costa County Strategic Plan 2017-2020**

**VISION**

*A dynamic, diverse, well-trained and equitably compensated workforce in Contra Costa County.*

**MISSION**

*The WDB promotes a workforce system that meets the needs of businesses, job seekers and workers, to support a strong and vibrant economy in Contra Costa County.*

**STRATEGIC PLAN PRIORITY GOALS**

Goal #1	Goal #2	Goal #3
Increase employer engagement.	Utilize priority industries and career pathways to inform strategies and coordination with business, education, and other stakeholders.	Improve services, outcomes, and tracking of priority population placements.

## STRATEGIES FOR ACHIEVING GOALS

Goal #1	Goal #2	Goal #3
<p><b>(1)</b> Better understand local employer needs to increase business services, SBDC, and Earn and Learn East Bay impacts</p> <p><b>(2)</b> Implement strategies linked to regional economic development initiatives (Northern Waterfront, Reuse Project) and business-facing partners (EDD, ETP)</p> <p><b>(3)</b> Increase employer knowledge and use of WDBCCC services by developing and implementing new communication strategies</p>	<p><b>(1)</b> Update identification of priority industries with multiple data sources validated by local employers</p> <p><b>(2)</b> Increase engagement of key partners regarding employment opportunities in priority industries</p> <p><b>(3)</b> Expand access to relevant training opportunities and align them with employer needs</p> <p><b>(4)</b> Leverage partnerships with employers, community colleges, adult schools, CBOs, labor, local government, and economic development agencies</p>	<p><b>(1)</b> Recruit and engage <i>Champion</i> Employers</p> <p><b>(2)</b> Implement employer education and support aligned with the unique assets and needs of priority populations</p> <p><b>(3)</b> Improve quality of service through customer surveys</p> <p><b>(4)</b> Collect and analyze data to demonstrate need and measure outcomes</p>