



**Workforce  
Development Board  
Contra Costa County**

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**

**May 13, 2020**

**3:00 p.m. – 4:30 p.m.**

**Join to ZOOM Meeting**

<https://zoom.us/j/95038132888>

**Meeting ID: 950 3813 2888**

**Dial In**

**1 669 900 9128 US (San Jose)**

- 3:00 PM** CALL TO ORDER AND REMINDER OF POTENTIAL CONFLICT OF INTEREST
- PUBLIC COMMENT
- INTRODUCTIONS
- 3:05 PM** **CONSENT AGENDA**  
C1 Approve minutes from October 2, 2019 meeting
- 3:10 PM** **PRESENTATION ITEM**  
P1 Eastbay EDA COVID-19 Regional Resources and Survey Result  
California Employer Association (CEA) HR Hotline for Contra Costa
- 4:00 PM** **DISCUSSION ITEM & UPDATES**  
D1 WDB COVID-19 Business & Jobseeker Resources, including #Bounceback  
Contra Costa Hotline and New Social Media Presence
- 4:20 PM** **CHAIR’S REPORT AND NEXT AGENDA ITEMS**
- 4:30 PM** **ADJOURN**

**Next BED Meeting: TBD**

*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 2, 2019

The Business & Economic Development Committee met on Wednesday, October 2, 2019, at 4071 Port Chicago Highway, Conference Room A, Concord, California. Co-Chair Ashley Georgian called the meeting to order at 4:00 pm. Chair Ashley Georgian reminded everyone of the potential conflict of interest.

**ATTENDANCE**

MEMBERS PRESENT: – Ashley Georgian, Kristin Connelly, John Montagh, Steve Older, Robert Rivera, Justin Steele, Leslay Choy, and Terry Curley

MEMBERS EXCUSED –Yolanda Vega, Richard Johnson, Melissa Johnson-Scranton, Joshua Aldrich

WDB STAFF PRESENT –Donna Van Wert, Patience Ofodu, Charles Brown, George Carter, Verneda Clapp, Rochelle Soriano, Marilyn Acasio, Oscar Domingo, Kassandra Knox, Kathy Young, Rene Tucker

OTHER PRESENT – Karen Lingenfeller (MDAE), Monique Brown & Michael Covarrubias (Rubicon), Amalia Cunningham (CCC-DCD), Matthew Insko (US Bureau of Labor Statistics), Gina Del Carlo (Earn & Learn), Trenire Pens (DOR), Anne O. (BOS 4)

**PUBLIC COMMENT**

None

**ANNOUNCEMENTS**

None

**CONSENT AGENDA**

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

**Motion/Second: Leslay Choy/ Kristin Connelly**

**Motion Approved Approved**

**GENERAL BUSINESS/ACTION**

1. Review Attendance Record

**PRESENTATION ITEMS**

**P1 U.S. Bureau of Labor and Statistics – Labor Market Trends and the Future of Work – Employment Projections Through 2020**

Presented by Matthew Insko, Economist (US Bureau of Labor Statistics)

Highlights of the Presentations:

**About the U.S. Bureau of Labor Statistics (BLS)**

- The BLS is the principal fact-finding agency for the Federal Government in the broad field of labor economics and statistics.
- The BLS mission is to collect, process, analyze and disseminate data.
- BLS is an independent statistical agency. It serves its diverse user communities by providing products and services that are objective, timely, accurate, and relevant.
- Users include the American public, Congress, Federal agencies, state and local governments, businesses, and labor organizations.

BLS in a nutshell

- Produces gold-standard data
- BLS data affect lives
- Supplies info for employers and job seekers
- BLS data helps in making informed decisions

What has the Employment Situation been telling us about jobs? **130,000** Jobs added last month  
U.S. jobs at all-time high

Employment fluctuates monthly and varies by industry sectors

Healthcare industry keeps adding jobs while retail sector has been more volatile.

Retail: Online shopping boom and impacts other sectors

Unemployment Rate is **3.7%** is at 50-year low

Fast Fact! Higher education = higher pay, lower unemployment

Largest jobs in the United States

- Retail Salespersons
- Combined Food Prep and Serving Workers
- Cashiers
- General Office Clerks
- Registered Nurses

Largest jobs in California

- Personal Care Aides
- Retail Salespersons
- Cashiers
- Combined Food Prep and Serving Workers
- General Office Clerks

Final Facts!

- Nearly all of our surveys are voluntary
- Confidentiality is as important to the Bureau as it is to respondents
- We do our best to reduce respondent burden
- Without the cooperation of the people who participate in its surveys, BLS could not provide high quality information about the economy

## **P2 WDBCCC Business Services and SBDC Fiscal Year 2018-2019 Update**

### **WDB Business Services Year End Data Report**

#### **Business Forums**

- Northern Waterfront Forum – May 10, 2019
  - Goal to 18,000 Jobs; New Jobs by 2035
  - Co- Sponsored and on planning committee
- The Hidden Workforce Forum (DEA) – February 19, 2019
  - 80+ Attendees
- Hidden Untapped Talent Forum – November 7, 2018
  - 150+ attendees include 80 employers

#### **Business Expo**

- AMBay Area Summit – April 30, 2019
- East Bay Innovation Awards – March 28, 2019
- San Ramon Chamber Business Expo – March 21, 2019
- West Contra Costa Economic Summit – October 24, 2018
- Alameda County Reentry Expo – September 10, 2018

#### **Career Fairs**

- West Contra Costa Career Fair – March 20, 2019
  - 50+ employers, 12+ resource providers, 218 job seekers of which 110 were students.

- Collaboration with Contra Costa College, San Pablo EDC, EDD, Lao Family and sponsored by Chevron and Phillip66
- West County Detention Facility Job Fair – March 28, 2019
  - 47 inmates attended
- Marsh Creek Detention Facility Job Fair – April 11, 2019
  - 46 inmates attended
- Alameda County Sheriffs Re-entry Expo – September 18, 2018
- San Quentin Prison Readiness Resource Fair – 2018 & 2019
  - 40 Inmates attended
  - 25 employers and CBO's participated

#### Onsite Recruitments (OSR) Concord AJCC

- 53+ OSR's in partnership with EDD
- 500+ Job Seekers attended
- 159+ Job Placements from the OSR's

#### Employer Outreach

- Outreached to 2198 employers
- Outreach efforts produced 1882 job openings

#### Rapid Response

14 WARN Notice Received for 936 Employees

- Curvature – 2 Staff Laid Off
- Roman Catholic Welfare Corporation – 128 Staff Laid Off
- Bank of the West – 85 Staff Laid Off
- Archer Norris Law Firm – 97 Staff Laid Off
- AT&T – 62 Staff Laid Off (2 WARN Notices)
- Orchard Supply Hardware – 50 Staff Laid Off
- Kmart – 135 Staff Laid Off ( 2 WARN Notices)
- Brinderson (Tesoro Refinery) – 197 Staff Laid Off (2 Warn Notices)
- Kaiser Foundation Hospitals – 5 Staff Laid Off
- Ampirical Services Inc. – 2 Staff Laid Off
- SAP – 173 Staff Laid Off

#### Challenges & Support Needed

- Increased business services workload & expectations with reduced staffing
- Reduced funding for programs including business engagement
- Employer forums & opportunities to table at events as main source of Outreach

#### Accomplishments

- Generated financial sponsorship to host events from local businesses and CBO's including, Chevron, Philipps 66, Safeway, San Pablo EDC, City of Concord, Antioch, Pittsburg, Lao Family Community Development Inc. and others.
- We redesigned our outreach strategies to collaborate more with economic development, chambers, and advocacy groups hence, we intentionally participated on the planning committee of several economic development conferences and co-sponsored some events as listed above.
- Successfully leveraging resources by coordinating integrated Business and Employment Services Team (iBEST) to support businesses and job seekers in Contra Costa. Partners include EDD, Rubicon, & CCCEAC.

#### CCWorks Program

*Empowering People Back To Work*

#### Subsidized Employment & Training Program

**Total Placements 2015-2019 is 465**

## **CCWORKS has two approaches for subsidizing employment for CalWORKs jobseekers**

CCWORKS Interdepartmental training program, which provides work experience & training within various County departments (Examples include: Health Services, Public Works, Employment & Human Services (EHSD), EASTBAY Works, Child Support Services, Community Service Bureau, Probation Department, Human Resources, Information Technology, Workforce Services.) trainees are placed in the position for 6 months.

CCWORKS for external employers. Employer submits a request that outlines the position, including minimum qualifications. Employment Placement Counselor (EPC) refers participants for interview process. The employer selects the employee and EPC completes new hire paperwork.

CCWORKS expanded program focuses on serving individuals who meet hard-to-serve criteria must meet 1 of 6 criteria (Pregnant/Parenting Youth, Re-Entry, Veteran, Limited English Proficient, Victim of Domestic Violence & Individuals with Disabilities).

### **CCWORKS: For Employment**

- Subsidized employment program designed to help offset the cost of hiring and training a new employee.
- Provides a wage subsidy to employers who hire eligible job seekers for full or part-time positions.
- Participating employers may qualify to receive wage subsidies equal to California Minimum Wage for the first six months (up to \$20 an hour for last 3 months of employment for eligible job seekers).

### **CCWORKS: For Training**

- Interdepartmental placements provide work/training to participants at a worksite within various Contra Costa County departments.
- Participants are “Trainees” that need guidance & support. This opportunity will help facilitate their transition into the workforce and add experience to their resume and employment history.

### **Benefits to Partnering Agencies**

- Wage Subsidies (reimbursement as discussed)
- Pre-screened candidates
- Employer interviews and selects from referred candidates that meet employment needs based on skills and experience.
- Employers are provided with an Employment Placement Counselor (EPC) who is the point of contact to ensure the employer has proper paperwork.
- After placement, EPC continues to provide support to the employer and participant.

### **Earn & Learn**

#### ***Dream Big. Climb Higher***

#### **What we do**

- We help communities develop a regional approach to employer engagement so that business partners have a recognized point of contact with the K-16 system
- We enable tracking, measuring and managing all student WBL experiences with an online CRM tool “ELENA” to help schools and employers measure impact and distribute WBL opportunities
- We support schools and teachers with Technical Assistance and a Community of Practice to learn how to integrate WBL across their school community

#### **Who we work with**

- WDB CCC
- San Ramon Unified School District
- Antioch Unified School District
- Contra Costa Community College District
- Oakland Unified School District
- Pittsburg Unified School District
- Mt. Diablo Unified School District
- Richmond WDB

- Martinez Unified School District
- Alameda County WDB
- City of Oakland

**Earn & Learn : Our Impact**

- 75,000 learners served since inception
- 100+ active Connectors (site-based partners)
- 2,301 employer organizations and over 4,000 employee contacts.
- 1,700 WBL experiences from 2017-2019
- 12 School Districts and 4 Workforce Development Boards in the network

**SBDC Report July-June (fiscal year-end)**

**Training:** 109 workshops delivered to 512 participants

**Advising:** 663 Individuals advised and 367 business owners advised

**Economic Impact:**

**Between July 1, 2018, and June 30, 2019 Contra Costa SBDC assisted clients:**

- Launch 30 new businesses
- Create 75 full-time and 57 part-time jobs
- Increase annual sales by \$4,729,503
- Invest \$4,644,583 in debt and equity in local small businesses

**Programmatic accomplishments**

- Solicited, procured and on-boarded 12 new service providers
- Launched webinars or online training
- Established “outreach” locations/new entry points for SBDC services

**Noteworthy developments**

The largest infusion of direct support from California (specifically the Governor’s Office of Economic Development or GO-Biz) was a major driver for Contra Costa and all the other SBDC’s in the state. The “Technical Assistance Expansion Program” augmented the existing “Capital Infusion Program”, both competitively awarded and results-oriented. The TAEP award was \$191k and the CIP award \$60k (fiscal year September-October)

**Successes**

The Center successfully transitioned to a new (Central) location at 4071 Port Chicago Highway and established “outreach” locations at the SparkPoint Centers in Richmond (West) and Bay Point (East) creating more entry points and places to deliver training and advising to community members

**Success Story**

Delta Medical Services, a 30-year-old company acquired by Nisha and Chintan Purohit in February of 2016 was renamed it Sita Services. Challenges early on included client acquisition and modernization/automation of operations, to which existing staff was resistant. Nisha and Chintan worked with various SBDC advisors and our partners at the NorCal Procurement Technical Assistance Center (PTAC) on employee retention/relations and business development strategies. The firm successfully modernized, retaining 12 positions and increasing profitability by 20% by automating 90% of its processes, up from only 5%. Perhaps most impressively, Sita Services collaborated with Liberty and Pittsburg Adult Schools to recruit new staff (including one featured in a recent story: <https://www.eastbaytimes.com/2017/12/18/pittsburg-adult-ed-program-changed-their-lives/>)

**CHAIR’S REPORT**

None

**WDBCCC MEMBER REPORTS**

None

**THE MEETING ADJOURNED AT 4:56 PM**

Respectfully Submitted,

Rochelle Martin-Soriano, Board Secretary

/rms