



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 Committee Meeting
Agenda**

October 6, 2021

3:00 p.m. – 4:30 p.m.

Join ZOOM Meeting

<https://us06web.zoom.us/j/86020166196?pwd=OGdDVXFrbnMrQnJaOGF4L2ZFajJqdz09>

Meeting: 860 2016 6196

Password: 044469

**3:00 p.m. CALL TO ORDER AND REMINDER OF POTENTIAL CONFLICT OF INTEREST
PUBLIC COMMENT
INTRODUCTION OF COMMITTEE MEMBERS**

3:05 p.m. CONSENT AGENDA

C1 Approve Minutes from 08.18.2021 meeting

C2 Approve the 2022 BED Committee Meeting Calendar

3:10 p.m. PRESENTATION ITEMS

P1 The Return to BART; What's Changed? A Conversation with BART Director

P2 70 Million Jobs - Fair Chance Opportunities & Reentry Resources Nationwide

3:50 p.m. DISCUSSION ITEM

D1 [2021 American Rescue Plan Act Good Jobs Challenge](#)

4:20 p.m. CO-CHAIR'S REPORTS

WDBCCC MEMBER REPORT

Future Committee Agenda

4:30 p.m. ADJOURN

Next BED Meeting: Wednesday, December 3, 2021, from 3:00 p.m. to 4:30 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 2021-2024 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 2021-2024 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, August 18, 2021

The Business & Economic Committee met on Wednesday, August 18, 2021, via a Zoom meeting. Co-Chair Stephanie Rivera called the meeting to order at 3:07 pm and reminded everyone of potential conflicts of interest.

ATTENDANCE

MEMBERS PRESENT - Kwame Reed, Stephanie Rivera, Yolanda Vega, Carolina Herrera (Late), Richard Johnson, Monica Magee, Kelly Schelin, Terrence Cole

MEMBERS ABSENT – Corry Kennedy (EX), Leslay Choy (EX) Joshua Aldridge, Stacey Marshall

OTHERS PRESENT – Steve Older, Timothy Jefferies, Tracy Young (Board Members), Cathy Adams, Alissa Friedman, Suzanne Murphy, Bruno Sablan, Nicole Howell, Bob Redlo, Michelle Jimenez, Harumi Murata, Brianna Robinson, Lillian Roselin

WDB STAFF PRESENT – Tamia Brown, Patience Ofodu, George Carter, Verneda Clapp, Noramah Burch, Charles Brown, Jed Silver, Jeff Shoji, Rochelle Soriano, and Patricia Conley

PUBLIC COMMENT

None

CONSENT ITEMS

C1 Approve June 2, 2021, Business & Economic Development Committee meeting minutes.

Motion/Second Yolanda Vega/Kelly Schelin

Motion Approved

AYES: Kwame Reed, Stephanie Rivera, Yolanda Vega, Richard Johnson, Monica Magee, Kelly Schelin, Terrence Cole

NAYES: None

ABSENT: Corry Kennedy, Leslay Choy, Joshua Aldridge, Stacey Marshall, Carolina Herrera (Late Attendance)

ABSTAIN: None

C2 Approve BED Charter Update to reflect Strategic Plan 2021-2024

Motion/Second Terry Curley/Yolanda Vega

Motion Approved

AYES: Kwame Reed, Stephanie Rivera, Yolanda Vega, Carolina Herrera, Richard Johnson, Monica Magee, Kelly Schelin, Terrence Cole

NAYES: None

ABSENT: Corry Kennedy, Leslay Choy, Joshua Aldridge, Stacey Marshall

ABSTAIN: None

PRESENTATION ITEMS

P1 Oakland Black Chamber of Commerce

BIOGRAPHY OF SPEAKER

Adams, the founder of CDA Consulting Group, an events management company, brings more than 25 years of extensive experience and knowledge in marketing, branding, community outreach, and project management. As the President and CEO for the past 3 years, Adams plans advocates for African American-owned businesses through mentorship, leadership development, and business solutions. Adams works with her team and partners to provide access to technical assistance, capital and funding opportunities, branding workshops,

wealth management, business banking, certification workshops, and ways to increase business revenue. During COVID, Adams led the efforts to raise over 1 million dollars for Oakland Black-owned businesses disproportionately impacted by the pandemic.

They serve diverse business owners who (a) have been in business for at least one year and (b) have generated at least \$100,000 in revenue. Whether the venture is in healthcare, construction, technology, environment, manufacturing, transportation, consumer products, or is socially purposed, the Capital Pathways program will provide resources and connect a national network of our community's most established entrepreneurs.

With a model that infuses local partnerships and outreach, we aim to highlight home-grown founders and CEOs, as well as promote inter-generational connections for collective economic growth and empowerment.

Vision

We envision an inclusive and thriving local business community that supports and values the contributions of its Black-owned businesses.

We will sustain and grow businesses through providing technical resources.

We help to increase our members' profitability by providing business development opportunities.

Opportunities

We Advocate on behalf of the business community and create sustainable jobs.

We are committed to helping promote, sustain, and grow our member businesses.

We work close with other organizations to address inequities, uncover grant opportunities and expand the business to business network of Black-owned businesses.

Membership Benefits

- Advocacy and representation for Black Business issues within the city, state, and local Government.
- Complimentary registration to GCCBCC Annual Meeting.
- Procurement Opportunities with Corporate Partners. TNERS
- Discounted enrollment in the U.S. Black Chamber of Commerce National Conference.
- Member Only access to briefings, programs and events.
- Access to monthly webinars and workshops.
- Exclusive access to Grants and Capital resources.
- Business and member spotlight opportunities in our our weekly newsletter.
- Monthly member networking mixers.

Community Partnerships

Partnerships with Community Entities

- Minority Business Development Agency
- Small Business Development Corporation
- Small Business Administration
- 100 Black Men of the Bay Area, Inc.
- National Coalition of 100 Black Women, Inc. Oakland Bay Area Chapter
- Main Street Launch
- Contra Costa County
- The Black Bay Area
- U.S. Black Chamber of Commerce
- California African American Chamber of Commerce

Relationship Building

Build Media Relationships with key media partners

- Leverage Local and regional media relationships
- Create opportunities for PSA's about the GCCBCC
- Create Integrated media campaign to encourage new members
- Leverage relationships with key stakeholders within Contra Costa County

Build relationship with Political Leaders and Influencers:

- Mayor's from surrounding cities
- Key City and elected officials
- State of California Small Business Advocate

P2 Healthcare Career Pathway (HCP) CNA Program

BIOGRAPHY OF SPEAKER

Alissa Friedman is the President and CEO of Opportunity Junction and has overseen its growth from a pilot workforce development program into an East Contra Costa hub for training, education, and job placement serving more than 1,000 local residents annually. Alissa joined Opportunity Junction in 2001 as Project Manager and took over as its Executive Director in 2003. Before joining the organization, she worked in software development and as an attorney.

Alissa is active in the leadership of several Contra Costa collaboratives, including serving as the Interim Chair of the Family Economic Security Partnership and on the Steering Committee of the East Contra Costa Community Alliance. She has also served as a Commissioner on the Contra Costa County Commission for Women, which advises the Board of Supervisors on issues affecting women and girls in the county.

Contra Costa County is a region in need of high-quality health care as well as additional local career opportunities. In response to these needs, Ombudsman Services of Contra Costa and Solano, Mount Diablo Adult Education, and Opportunity Junction collaborated to create a Healthcare Careers Pathway (HCP) program. This program –funded by the John Muir Community Health Fund (CHF) –re-launched a Certified Nursing Assistant (CNA) training into Mt. Diablo Adult Education certification offerings. The CNA provides whole-person wraparound support for students as well as training in person-centered care. The HCP program is also collaborating with industry partners to train and hire CNA program graduates.

Philosophy: Innovation & Collaboration

- Wraparound support for students
 - Case Management
 - Program supports
- Curriculum & Training
 - Next Generation
 - Comprehensive
 - Growth mindset
- Industry partnership and support
- Expanded placement and retention

The Launch and Our Success

Within 90 days of completing the CNA program, nearly all students were certified and employed.

	Graduated from the program	Certified after program completion	Employed related to the CNA program
Cohort 1	89%	100%	88%
Cohort 2	100%	88%	75%
Cohort 3	80%	83%	83%
Overall	88%	95%	89%

Cohort 4: Graduated June 2021

15 enrollees

15 graduates

14 certified (so far)

7 employed (so far)

P3 Martinez Adult Education Presents Success Story with Small Businesses for their Optical Assistant Training

BIOGRAPHY OF SPEAKER

Susan Murphy is in her 5th year as the director of Martinez Adult Education, part of the Martinez Unified School District. She has been in education for the past fifteen years working in Adult Education, K-12 CTE programs, and as an adjunct faculty in community college in Business and Computer Studies. In her leadership position with Martinez, she is involved as a founding member for the Contra Costa Workforce Collaborative as an AJCC access site, currently the co-chair for the Steering Committee for the Contra Costa County Adult Education Consortium, and serving as a member of the Interagency Advisory Committee on Apprenticeship, (IACA) Pre-Apprenticeship Subcommittee.

This presentation from Susan Murphy is about the successful Optical Assistant Training Program, which is an approved apprenticeship program with the state of California. We wanted to follow up on a previous presentation to WDB Business iBest Team (WDB, Rubicon, and EDD) and show how our new partnerships have resulted in increased job opportunities for students and advantages for small businesses in our community.

Successful outcomes for our Optical Assistant Training Program

- Outcome from the Optical Assistant Orientation in Mach 22, 2021
- 35 potential students attended via ZOOM
- **Hiring Employers Joined:**
 - Costco
 - Warby Parker
 - Walmart

20/21 – 11 students completed the program. 8 of the 11 students are working full time in the Optical Field.

- 16 weeks, approx. 2-3 weeks of hands-on training
- The program is taught in modules, new students can enter module approx. every 3 weeks
- High demand students are working while learning
- No-cost and we pay for the certification exam upon course completion

Paid Internships supporting Small Business

The paid internships is a great opportunity for career transitioners or those who have been out of employment to gain valuable work experience.

- Finding a partner to be employer of record
 - Established Partnership with Turning Basin Labs

- Finding small business to partner with and willing to support our student offering meaningful job experience
 - Presentation to Martinez Chamber of Commerce
- Local small business

DISCUSSION ITEM

D1 Post-COVID/Reopening Challenges – Facilitated by Monica Magee, Bishop Ranch, Sunset Development
Monica McGee, Director of Marketing at Bishop Ranch by Sunset Development Company will lead this robust conversation. With her experience working for Bishop Ranch.

Bishop Ranch, owned and operated by Sunset Development Company, is built on a legacy of sound planning and smart growth. Located on 585 acres in the San Ramon Valley, it is the largest mixed-use business community in Northern California. For nearly four decades, Bishop Ranch has continually, carefully grown to become a dynamic center for the modern business.

Monica is a Workforce Development Board Member and BED Committee Member

A discussion on how companies are navigating the COVID-19 pandemic aftermath on Return to Work and the impact of COVID-19 in the workplace. Attracting and retaining talent has been one of the main reasons that companies are rethinking remote work policies. There are many stories about employees who would rather leave their jobs if there were no remote work options. Companies are also struggling with digital transformation and other related challenges.

Offices:

Return to Work issues and challenges

Mandate Vaccine? – need guidance (tough questions)

Need to implement Mental Health Programs

Working with Kaiser Permanente and John Muir Health to address Mental Health

Retail Industry Tenants Challenges

- New stores/restaurants are opening and it is exciting but have hiring challenges
- Current stores /tenants have staffing issues or challenges
- Lingering fears of the Virus
- Long commute is not an option
- Job Fair is an option, but employers do not have the capacity, and recruitment efforts have yielded an unsatisfactory result, as job seekers are limited.

Comments/Feedback:

- On-going discussion to our meetings/ share experiences
- The Workforce Board offered to help with recruitment support.
- Possible to have an open discussion from different business sectors

CO-CHAIR'S REPORT

- Feedback & thoughts for future agenda items for the BED Committee to be consider.
- Topic or business to tap to reach out.

THE MEETING ADJOURNED AT 4:33 PM

Respectfully Submitted,

Rochelle Martin-Soriano, Board Secretary

/rms

BED Committee Calendar Year 2022

January 2022

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January

February 2022

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February

2 Business & Economic Development Committee

March 2022

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March

April 2022

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April

6 Business & Economic Development Committee

May 2022

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June

1 Business & Economic Development Committee

July 2022

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July

August

3 Business & Economic Development Committee

August 2022

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September

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October

5 Business & Economic Development Committee

October 2022

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November

November 2022

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December

7 Business & Economic Development Committee

December 2022

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January

January 2023

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February

1 Business & Economic Development Committee

February 2023

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 = Board Committee Meetings

* BED Committee – 1st Wednesday of the month from 3:00 pm to 5:00 pm

** SUBJECT TO CHANGE IF NEEDED**



DATE: October 6, 2021
TO: Business & Economic Development Committee
FROM: Patience Ofodu, Workforce Services Specialist
RE: The Return to BART; What's Changed? A Conversation with Debora Allen BART Director

BIOGRAPHY OF SPEAKER

Deborah Allen, BART Director



Debora Allen is a Board Director for San Francisco Bay Area Rapid Transit (BART), representing central Costa County cities from San Ramon to Martinez, and Lafayette to Clayton.

Debora spent over 25 years in financial management as a CPA, Tax manager, CFO and business owner. She served 6 years on the Contra Costa pension board prior to election to BART in 2016.

Debora was called the “lightning rod” of the BART board during the 2020 election cycle and often chided by San Francisco media for championing views about what suburban riders should demand from public transit, most notably “safe, clean, affordable and reliable transit” for every rider. She was re-elected in 2020 with 64% of the votes.

Debora is a founding member and Chair of the BART Audit Committee and serves on several other regional transportation boards in Contra Costa County.

As a BART Board Director, she has been a champion for improving public safety in transit and ensuring the fiscal sustainability and accountability of the fifth largest transit agency in America.

ATTACHMENT

P1a [The Return to Bart: What's Changed? A Conversation with Debora Allen BART Director](#)

The Return to BART

What's Changed?



A Conversation with



- BART Welcome Back Plan
- Rider Experience
- Rebuilding Efforts
- Fiscal Sustainability



DATE: August 18, 2021
TO: Business & Economic Development Committee
FROM: Patienc Ofodu, Workforce Services Specialist
RE: 70 Million Jobs – Fair Chance Job Opportunities and Reentry Resources Nationwide

BIOGRAPHY OF SPEAKER

Adrienne Hatter, Program Director

Adrienne Hatter is the Director of Programs at 70 Million Jobs, the first, national for-profit employment platform for people with criminal records. She oversees reentry programming and support partnerships, and has facilitated partnership with over 450 nonprofit organizations and government agencies nationwide.

70 Million Resources, Inc. is a national, for-profit employment platform for people with criminal records. The company operates a job board, staffing agency and mobile app offering fair chance job opportunities and reentry resources nationwide, 100% free to community partners and users. They currently have fair chance job opportunities available throughout the state of California that they would like to make available to individuals looking for employment through the Workforce Development Board. Learn how to access these job opportunities, discover reentry resources (including career development and skills training programs), and get your clients connected to 70 Million Jobs at no cost.