

**Workforce  
Development Board  
Contra Costa County**

[www.wdbccc.com](http://www.wdbccc.com)

**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**

**December 1, 2021**

**3:00 p.m. – 4:30 p.m.**

**Join ZOOM Meeting**

<https://us06web.zoom.us/j/84082467865?pwd=NWljWWdTL0M0Vnc5dmxHUVhJSk16UT09>

**Meeting ID: 840 8246 7865; Passcode: 336332**

**Join by Dial In: 253-215-8782 or 408-246-7865**

**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 October 6, 2021 meeting**

**3:10 p.m. PRESENTATION ITEMS**

**P1 Membership Benefits of Industrial Association of Contra Costa County**

**Mark Hughes, Executive Director**

**3:40 p.m. DISCUSSION ITEM**

**D1 Return to Work Challenges**

**4:20 p.m. CO-CHAIRS' REPORTS**

**WDBCCC MEMBER REPORT**

**Future Committee Agenda**

**4:30 p.m. ADJOURN**

**Next BED Meeting: Wednesday, February 2, 2022, from 3:00 p.m. to 4:30 p.m.**

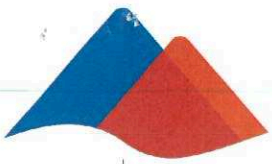
*Any appropriate public records related to an open session item on a regular meeting agenda and distributed by the Workforce Development Board and any of its committees to a majority of members of the Workforce Development and/or its committees, less than 72 hours prior to that meeting are available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

<b>Charter Element</b>	<b>Charter Agreement Information</b>
<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 2021-2024 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 2021-2024 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 6, 2021

The Business & Economic Committee met on Wednesday, October 6, 2021, via a Zoom meeting. Co-Chair Kwame Reed called the meeting to order at 3:06 pm and reminded everyone of potential conflicts of interest.

**ATTENDANCE**

**MEMBERS PRESENT** - Kwame Reed, Stephanie Rivera, Terry Curley, Richard Johnson, Leslay Choy, Monica Magee Corry Kennedy

**MEMBERS ABSENT** – Yolanda Vega (EX), Kelly Schelin (EX), Joshua Aldridge Carolina Herrera, Terrence Cole

**OTHERS PRESENT** – Steve Older (Board Member), Debora Allen, Ariel Mercado, Adrienne Hatter, Harumi Murata

**WDB STAFF PRESENT** – Tamia Brown, Patience Ofodu, Maureen Nelson, George Carter, Noramah Burch, Charles Brown, Jed Silver, Jeff Shoji, Rochelle Soriano, Jennifer Joel, and Patricia Conley

**PUBLIC COMMENT**

Harumi Murata, City of Oakley

With a partnership with the Los Medanos College, the City of Oakley has been hosting a free Entrepreneurial Workshop series (90min & virtual). Entrepreneur and Small Business Education may not be the #1 priority of this group but I thought I wanted to share this great opportunity with your workforce & entrepreneurship contacts.

October 15, 2021 Class detail:

Marketing leads to more customers, and more customers mean more revenue! The trick is to bootstrap your initial efforts and grow from there. Gorilla marketing techniques are low or no-cost techniques designed to bring attention to your business, services, or products. Use social media or traditional media to enhance your 4Ps of Marketing: product, place, price, and promotion.

The next session, “Gorilla Marketing,” is scheduled for Friday, October 15 at 12:00pm.

Registration Link: [https://losmedanos.cr3.rschooltoday.com/public/costoption/class\\_id/18/public/1/sp/](https://losmedanos.cr3.rschooltoday.com/public/costoption/class_id/18/public/1/sp/)

**CONSENT ITEMS**

**C1 Approve August 18, 2021, Business & Economic Development Committee meeting minutes.**

**Motion/Second** Stephanie Rivera/Kwame Reed

**Motion** Approved

**AYES:** Kwame Reed, Stephanie Rivera, Terry Curley, Richard Johnson, Monica Magee, Leslay Choy, Corry Kennedy

**NAYES:** None

**ABSENT:** Joshua Aldridge, Yolanda Vega, Carolina Herrera, Kelly Schelin, Terrence Cole

**ABSTAIN:** None

**C2 Approve the 2022 BED Committee Meeting Calendar**

**Motion/Second** Leslay Choy/Stephanie Rivera

**Motion** Approved

**AYES:** Kwame Reed, Stephanie Rivera, Terry Curley, Richard Johnson, Monica Magee, Leslay Choy, Corry Kennedy

**NAYES:** None

**ABSENT:** Joshua Aldridge, Yolanda Vega, Carolina Herrera, Kelly Schelin, Terrence Cole

**ABSTAIN:** None

## **PRESENTATION ITEMS (CHECK RECORDINGS)**

### **P1 The Return to BART: What's Changed? A Conversation with BART Director**

#### **BIOGRAPHY OF SPEAKER**

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.

#### **Major Impacts of COVID on BART**

##### **The GOOD:**

- **Enhanced cleaning protocols** were critical.
- **Masking required** in stations and on trains.
- **Capital projects were accelerated** due to lower service levels.
- **Bay Area transit agencies came together** to find efficiencies and ways to support each other through the impacts.
- **New Regional Initiatives** have emerged for streamlining Bay Area transit.

##### **The BAD:**

- **Ridership:** Dropped to 6% of normal in first week of COVID with current recovery only at 26% of pre-COVID levels on weekdays.
- **Service levels were reduced** to 50% of normal for 16 months. Now back to 95%.
- **Financial loss of over \$1B** of rider revenue in 3 <sup>1/4</sup> fiscal years. Replaced by federal subsidies to cover lost ridership revenues.
- **Federal Subsidies** will be needed for many more years to come.
- **Crime has decreased**, but not at the rate that ridership has.

##### **The WORKERS:**

- **Public employee labor contracts extended:** Non-police contracts extended 6 months early, status quo, except freezes on raises until riders return to above 50%. Police contracts extended 18 months early to mirror the wage freezes of others.
- **Incentive Retirement Program:** March 2021, 286 of Bart's over 4,000 employees retired with incentives of up to 24 weeks of additional pay.
- **Vaccine mandate for employees:** Under development. New hires required to be vaccinated. Stay tuned for more on current employees.

#### **BART'S Welcome Back Plan:**

##### **New Service Schedule (August 1)**

Weekdays: Open 5 am to midnight

Saturday Differences: Now open 6 am to 12 am

Antioch to Pitts\Bay Point and Castro Valley to Dublin Pleasanton have 30 headways

Sunday Differences: Operating 8 am to 9 pm

BART will improve Sunday service in February 2022

#### **Health & Cleanliness Initiatives**

- **Enhanced Cleaning & Mask Mandate**
- **Hospital Grade – MERV 14 Filters**
- **Contactless/Mobile Payment**

#### **Clipper Cards**

- **Goodbye Old Mag-Stripe tickets!** Phase out complete by 12/31/21.
- **Encourage to buy Clipper Cards.**
- **Regular Clipper Discounts:**
  - Seniors and Disabled – 62%
  - Youth under age 19 – 50%

- MTC Clipper Start Low  
Income Discount – 20%
- Quantity Discounts – 12%

### **BART's Constant Challenge: Improving the Rider Experience**

#### **Quality of Life/Rider Experience Issues**

- Homelessness
- Panhandling
- Cleanliness
- Crime
- Drug Use

#### **Reducing Fare Evasion – When fares are enforced:**

- Crime goes down
- Revenue goes up
- Cleanliness improves
- Rider Satisfaction goes up

*Estimated \$25-55M in annual lost Revenue*

#### **Solutions:**

- Faregates of the Future (entrance to our stations)
- Station Hardening
- New Technology
- More Police Presence is needed
- Addressing Homelessness – Strategic Homeless Action Plan

#### **Ridership During COVID-19 Pandemic**

March 16, 2020 – Bay Area Shelter in place begins, ridership initially drops 94%

BART Recovery Depends on Riders

## **P2 70 Million Jobs – Fair Chance Opportunities & Reentry Resources Nationwide**

### **BIOGRAPHY OF SPEAKER**

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.

### **How It Works**

1. Get Help Creating a Resume-Use the Resume Builder and follow our resume writing tips to generate a professional resume you can use on 70 Million Jobs and elsewhere.
2. Get Nearby Job Opportunities -We find job opportunities in your neighborhood that fit your interests and skills, from great companies interested in considering you.
3. Apply to Jobs and Get Hired -70 Million Jobs makes it easier to apply to positions online with just a few clicks, and prepares you to have a successful interview.



## **DISCUSSION ITEM**

### **D1 2021 American Rescue Plan Act Good Jobs Challenge**

Under the American Rescue Plan, EDA was allocated \$3 billion in supplemental funding to assist communities nationwide in their efforts to build back better by accelerating the economic recovery from the coronavirus pandemic and building local economies that will be resilient to future economic shocks. American Rescue Plan funding enables EDA to provide larger, more transformational investments across the nation while utilizing its greatest strengths, including flexible funding to support community-led economic development.

EDA's American Rescue Plan Good Jobs Challenge aims to get Americans back to work by building and strengthening systems and partnerships that bring together employers who have hiring needs with other key entities to train workers with in-demand skills that lead to good-paying jobs.

Through the Good Jobs Challenge, EDA is allocating \$500 million to collaborative skills training systems and programs. EDA encourages efforts to reach historically underserved populations and areas, communities of color, women, and other groups facing labor market barriers such as persons with disabilities, disconnected youth, individuals in recovery, individuals with past criminal records, including justice impacted and reentry participants, serving trainees participating in the Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance for Needy Families (TANF) and Women, Infants and Children (WIC), and veterans and military spouses.

These systems and partnerships will create and implement industry-led training programs, designed to provide skills for and connect unemployed or underemployed workers to existing and emerging job opportunities. Ultimately, these systems are designed to train workers with the skills to secure a union job or a quality job that provides good pay, benefits, and growth opportunities.

EDA will fund proposals within the following three phases, as applicable to regional needs:

- 1. System Development**

Help establish and develop a regional workforce training system comprised of multiple sector partnerships

- 2. Program Design**

Develop the skills training curriculum and materials, and secure technical expertise needed to train workers

- 3. Program Implementation**

Implement non-construction projects needed to provide workforce training and connect workers with quality jobs, including wrap-around services

### **WHO SHOULD APPLY - Application Deadline (January 26, 2022)**

The Good Jobs Challenge is designed to support the needs of an applicant's identified regional workforce system through a single integrated award. EDA will make awards to either the System Lead Entity of a regional workforce system or the Backbone Organization of a sectoral partnership as the lead applicant. These organizations may make sub awards to other eligible recipients as necessary to the proposed project and as approved by EDA.

Eligible applicants for EDA's Good Jobs Challenge include a(n):

- District Organization of an EDA-designated Economic Development District
- Indian Tribe or a consortium of Indian Tribes
- State, county, city, or other political subdivision of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions
- Institution of higher education or a consortium of institutions of higher education
- Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State

**Comments/Feedback:**

- Convene with partners for some feedback and suggestions
- Possible to have an open discussion from different business sectors
- Exciting opportunity

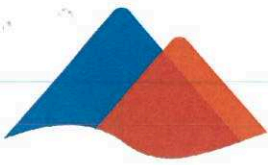
**CO-CHAIR'S REPORT**

- Theme for discussion\strategy for future agenda – Challenges for Employee going Back to work
- 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 4:39 PM**

Respectfully Submitted,  
Rochelle Martin-Soriano, Board Secretary

/rms



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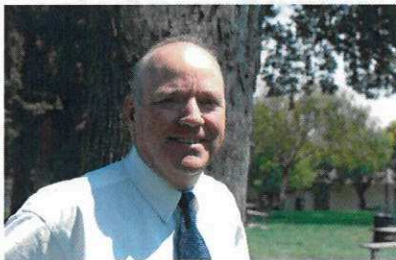
**DATE:** December 1, 2021  
**TO:** Business & Economic Development Committee  
**FROM:** Patience Ofodu, Workforce Services Specialist  
**RE:** Industrial Association of Contra Costa County – Mark C. Hughes, Executive Director

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**AGENDA:**

- Introduction
- Background of the Industrial Association of Contra Costa County (IACCC)
- Industrial Association Members
- Benefits of Being an IACCC Member
- 2022 Planning
- IACCC/Workforce Development Board Relationship/Partnership
- Questions/Answers

**BIOGRAPHY OF SPEAKER**



**Mark C. Hughes**  
Executive Director

**WORK EXPERIENCE**

**Industrial Association of Contra Costa County**  
Executive Director

2019 - Present

**City of Benicia**  
City Council Member

2005 - 2018

**Pacific Gas & Electric Company**

1977 – 2013

- Director, Human Resources
- Director, Safety, Health & Claims
- Variety of Departmental Assignments

2011 – 2013

1997 – 2011

1977 - 1997



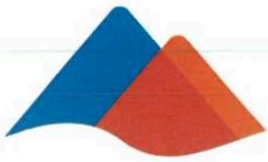
## **EDUCATION**

- MBA, Human Resources Management – Golden Gate University
- B.S., Business Economics – University of San Francisco
- Financial Management for Executives – Stanford University Executive Program

## **PROFESSIONAL AFFILIATIONS (past and present)**

- Contra Costa County Hazardous Materials Commission
- East Bay Leadership Council
- East Bay Economic Development Alliance
- Solano County Economic Development Commission Board of Directors
- Solano County Tri-City Cooperative Planning Board of Directors
- Valero Community Advisory Panel (CAP)
- Benicia Unified School District Bond Oversight Committee
- SolTrans Joint Powers Authority Board of Directors
- League of California Cities – City of Benicia Representative
- Association of Bay Area Governments – General Assembly Representative
- Benicia Youth Action Coalition Commission
- Benicia Unified School District / City of Benicia Liaison Committee

For any questions, please contact Patience Ofodu, Workforce Services Specialist Business Services Manager at 925-671-4515 or email at [pofodu@ehsd.cccounty.us](mailto:pofodu@ehsd.cccounty.us)



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**DATE:** December 1, 2021  
**TO:** Business & Economic Development Committee  
**FROM:** Patience Ofodu, Program Manager Business Services  
**RE:** Return to Work Challenges

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At the October 6, 2021 Business Economic Development (BED) meeting, there was discussion about hearing that people are not returning back to work. Several questions and concerns arose from the discussion. What can we do as an economic strategy? What is the real problem? Why aren't people returning to work? This discussion also included the following comments:

- Shortages are not in one specific place but everywhere. What are the high demand jobs? The number one issue is child care; it is expensive.
- At the recent Meeting of the Minds conference, often heard it is getting people back to work but also into middle class, not just minimum wage with 2 or 3 jobs.
- This is a time of creativity and innovation coming out of an unprecedented pandemic. This problem needs to be approached like it has not been approached before. It is not just a one problem solution, but multifaceted. People also no longer want to commute. Social justice and diversity is being noticed.
- People are thinking what do they really want. Personal choices are reprioritizing with family.
- Childcare and/or work from home may be the topics to focus on from a workforce perspective.
- People want flexibility with childcare and transportation issues, or they don't want to be in the office risking exposure. The 9-5 workforce may never be the same. Employers will have to adjust to maintain and attract talent.
- Resentment from essential employees seeing their managers staying at home and getting bonuses, while they are coming in and being exposed to and even getting Covid. It wasn't the extra unemployment keeping people from returning.
- In looking at equity, should people working from home get the same amount of pay.
- New employees may not get the same advancement opportunities if not getting mentored at work.

For any questions, please contact Patience Ofodu, Program Manager Business Services at 925-671-4515 or email at [pofodu@ehsd.cccounty.us](mailto:pofodu@ehsd.cccounty.us)