

Workforce
Development Board
Contra Costa County

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

February 16, 2022

3:00 p.m. – 4:30 p.m.

Join ZOOM Meeting

<https://us06web.zoom.us/j/89519176058?pwd=N21EM2tRNDRDajZNOHI2Z0s3aDITUT09>

Meeting ID: 895 1917 6058; Passcode: 726922

Join by Dial In: 253-215-8782 or 720-707-2699

**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 December 1, 2021 meeting**

**3:10 p.m. PRESENTATION ITEMS
P1 City of Pittsburg Economic Development Presentation
Jordan Davis, Director of Community & Economic Development
Derek Hull, Economic Development Manager**

**P2 Micro-Easy Vocational Institute
Kola Onafowode, Founder and CEO**

**3:50 p.m. DISCUSSION ITEM
D1 2022 BED Committee Goals and Strategic Planning**

**4:20 p.m. CO-CHAIRS' REPORTS
Committee Agenda Item Requests**

4:30 p.m. ADJOURN

Next BED Meeting: Wednesday, April 7, 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, 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, December 1, 2021

The Business & Economic Development Committee met on Wednesday, December 1, 2021 via a Zoom meeting. Co-Chair Stephanie Rivera called the meeting to order at 3:05pm, and reminded everyone of potential conflicts of interest.

ATTENDANCE

MEMBERS PRESENT: Kwame Reed, Stephanie Rivera, Carolina Herrera, Kelly Schelin, Leslay Choy, Monica McGee, Terrence Cole, Terry Curley

MEMBERS ABSENT: Corry Kennedy (EX), Richard Johnson (EX), Joshua Aldrich, Yolanda Vega

OTHERS PRESENT: Steve Older (Board Member), Timothy Jeffries (Board Member), Mark Hughes, Vi Ngo, Gloribel Pastrana, Bob Redlo

WDB STAFF PRESENT: Tamia Brown, Maureen Nelson, Patience Ofodu, Donn Matsuzaki, Noramah Burch, Charles Brown III, Jed Silver, Patricia Conley

CONSENT ITEMS

C1 Approve October 6, 2021 Business & Economic Development Committee meeting minutes.

Motion/Second Leslay Choy/Carolina Herrera

Motion Approved

AYES: Kwame Reed, Stephanie Rivera, Carolina Herrera, Kelly Schelin, Leslay Choy, Terry Curley

NAYES: None

ABSENT: Corry Kennedy, Joshua Aldrich, Monica McGee, Richard Johnson, Terrence Cole

ABSTAIN: None

PRESENTATION ITEMS

P1 Membership Benefits of Industrial Association of Contra Costa County

Mark Hughes, Executive Director

Mark Hughes worked 36 years for PG&E, the last 14 as the Director of Safety, Health and Claims, retiring in 2013. He also spent 13 years on the Benicia City Council from 2005 – 2018. He was going to run for Mayor of Benicia, but in January 2109 started as the Executive Director of the Industrial Association of Contra Costa County. The Industrial Association is over 100 years old and started in Pittsburg. They have expanded, including members in Solano, Alameda and San Francisco, and will continue to grow even though their focus is primarily on Contra Costa.

Membership is composed of 50 companies of different sizes. All 5 refineries are members including Valero in Benicia, USSUPI formerly USS Posco, Corteva formerly Dow Chemical, Republic Services, Mt Diablo Resource Recovery and more, including Workforce Development Board. Membership was mostly heavy industrial and manufacturing, but now includes environmental consulting, engineering and law firms, and other businesses that have relationships with industrial companies.

Benefits of membership are education and networking. They hold luncheons with speakers, such as Congressmen, Senators, and subject matter experts, educating members with what's going on in the community, and in business and political arenas. There has been a Mayors' Forum of about 5 mayors talking about how the

cities are and how the challenges might impact businesses. There is an annual Golf Tournament which is a good networking opportunity. The in-person events helped with networking.

A new emphasis is on members looking to each other for products and services instead of going elsewhere. Another change and benefit is public policy advocacy, having a collective voice for the membership. The Industrial Association should be one of the most influential organizations in the county, because of the number of jobs represented by the members, and the amount of revenue generated for the county and cities. They want to establish relationships with those that are making decisions, so they have the opportunity to tell their story. Then elected officials can make informed decisions, knowing what the consequences and perhaps unintended consequences may be.

In their 2022 planning, the Board will continue their standing forums, and want to have 4 – 5 additional forums. One of them would have Assemblyman Tim Grayson, another on the Concord Weapons Naval Station, and one on sea level rise and what's being done about it. Another forum would be on workforce development. The Workforce Development Board (WDB) would be part of this forum to educate their membership about WDB and its services, and how to help their companies that are trying to fill jobs.

Comments and Questions:

- The discussion will continue offline about what the arrangement would be between the Industrial Association and WDB. Beginning with Patience and Tamia who will bring in Board members as needed.
- The Industrial Association does not have cities and counties as members since it may be a conflict of interest. They have established relationships by being in contact with city council members, county supervisors, and some people in Sacramento.
- Membership dues depend on the size of the organization. Large companies are \$5,800 a year, smaller is \$2,000, 1 to 10 employees is \$300, and WDB is an associate membership which is \$700. They operate primarily on dues and fund raising.

DISCUSSION ITEM

D1 Return to Work Challenges

- Some challenges are reopening to the public and cannot verify vaccine status, employers being flexible with their employees, and vaccine mandates.
- Challenges for employers are meeting the needs of the organization, while being able to accommodate employees who want to work remotely, for instance with childcare issues. Also, not everything can be done remotely for some businesses.
- Businesses are required to enforce, for instance masking requirements, and their staff experiencing some resistance or difficult behavior from customers.
- The community colleges have mandatory vaccination for in person classes. They were fully conducting in person classes, then went to fully online classes, and now are at about 70% online classes. They have mandatory testing services on some campuses.
- East Bay EDA had a webinar on the safe return to work. They did an 18 month survey of workers. Patience will see if it can be distributed. According to a Bay Area Council poll, over 30% of employers have a fully remote workforce, with $\frac{3}{4}$ anticipating their workers returning, and 60% planning variable flexible work arrangements. As people return to work they are asking what measures need to be in place for a safe workplace. How will transit affect employees returning to work. Hybrid work is absolute to retain and attract workforce. Employers will need to rethink what remote work means. A lot of parents have been home with their children and are prioritizing family more in the work/life balance. Flexibility and adaptability may be considered in such things as rethinking meeting times (not during school drop off/pick up), moving away from open to partitioned work spaces, which may affect leasing office space. Public agencies should share with each other and focus on safety for their workforce. With a jobseekers' market, employers are denying themselves a better workforce if they are not willing to change.
- The banking and financial sector, with their 300 employees, are in the process of looking at everything so far discussed. At the onset they didn't react quickly enough to their employee concerns, and as a result lost some significant employees that were valuable to the organization. They are looking at their

policies, and while trying to accommodate everyone, they also need to remain fair. They have 40 positions open, which is a lot. They have legal involved and looking towards consultants in their industry.

- Union members in shops don't have the option to work from home. Their challenges are COVID mandates and mandatory masking. In their trades, employers are hiring auto mechanics and manufacturing. They are seeing better contracts; employers are compensating inflation and to trying to attract employees.
- Boilermakers, particularly in refineries, have mandated vaccines or regular testing. There is a refinery that is segregating areas, for instances drinking fountains and lunch rooms. Some have quit instead of getting vaccinated. The union office workers are working remotely.
- Kaiser health care industry has to follow stricter standards. Once the vaccine was mandated they had a huge uptick with employees getting it done. Some of their employees as their jobs require, cannot work remotely. They were early adopters of telehealth, which resulted in their mental health partners seeing a lot less cancellations. People are getting care that otherwise would not. Their tech campuses are working remotely, and have proven that they do not need to work out of an office. When building new facilities, they are thinking about designs for year round social distancing, instead of just during the flu season. They have been dealing with COVID coming up on 2 years now and their frontline staff are feeling burnt out. They are concerned about the mental health of their employees and are trying to do anything they can to help support their staff.
- The California Workforce Board had a lot of discussion about this topic. The good part is, that at this time, it is an opportunity for people to find the job they really want. In the healthcare industry they are seeing high level positions like doctors and nurses leave the profession and retire early. These positions are hard to replace. The high level training programs that require clinicals and internships have been delayed. This is going to affect the delivery system.
- The City of San Pablo has found it is difficult for people needing medical training in externships. The City has been fantastic about meeting flexibility. There is some resistance with vaccine mandates. It is pretty small except in some areas like PD. But there is mandatory testing, which is no longer being provided because there are plenty of resources.

CO-CHAIRS REPORT

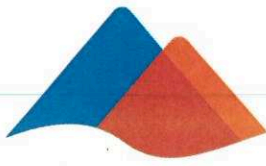
- Request for what everyone would like to discuss in 2022. Obviously COVID is still here. If cannot think of anything today, please let Patience know your suggestions later.
 - Provide studies on where the job growth and demand is now and into the future. It has been awhile since the "Blueprint for Growth" study/findings.
 - Explore how the WDB can work with the gas and oil industries while people are transitioning.
 - Do an evaluation on future workforce needs. It has been a couple of years and things have changed with COVID. With this discussion include not only a major health provider, but also invite one of the clinics like Lifelong or La Clinica, because their needs and delivery systems are very different.
 - A lot of resources are coming to our area because of the infrastructure bill in Washington. It has major issues in workforce, and midyear it would be good to hear what's happening and how it is affecting Contra Costa.

THE MEETING ADJOURNED AT 4:32 PM

Respectfully Submitted,

Patricia Conley, Business Services Representative

/pc



DATE: February 16, 2022
TO: Business & Economic Development Committee
FROM: Patience Ofodu, Workforce Services Specialist
RE: City of Pittsburg Economic Development

Presentation Summary:

Jordan Davis, Director of Community & Economic Development, and Derek Hull, Economic Development Manager, will highlight an outline of the recently approved Economic Development Strategic Plan for the City of Pittsburg. Included in the presentation are goals and objectives with accompanying projects, programs and activities that will be implemented over the next ten years.

Jordan Davis, Director of Community & Economic Development



Jordan Davis joined the City of Pittsburg in 2015, as has served as a planner, Assistant to the City Manager, Code Enforcement Manager, and currently Director of Community and Economic Development, where he oversees the Economic Development, Planning, Building, and Code Enforcement activities throughout the City. Jordan has a background in local government and community planning, and worked as part of a consultant team that prepared one of the earliest climate action plans in the state for the City of Benicia.

Jordan's work with the City includes overseeing Pittsburg current comprehensive general plan update, promoting the development of the Railroad Avenue Specific Plan and transit-oriented development around the City's newest BART station, expansion of the Pittsburg Power Company, and development of the City's commercial cannabis ordinance. Jordan is a member of the American Planning Association (APA) and an AICP-certified planner.

Jordan received his Bachelor of Science degree in City and Regional Planning from Cal Poly, San Luis Obispo. He holds a Master's of Arts degree in Public Policy and Administration from Northwestern University.

Derek R. Hull, Economic Development Manager



Derek R. Hull is an experienced urban planning, economic and community development professional, whose impact in these fields, spans from Washington, D.C to San Diego, CA. A former Congressional Intern for Congressman John Conyers, Jr., Derek uses his legislative experience to create public policies that will greatly enhance the quality of life for individuals who are often underrepresented in planning and economic development processes.

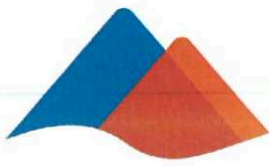
Derek has served as a skillful leader in municipal Planning and Economic Development Departments across the United States, including Detroit, MI, San Diego, CA, Riverside County, CA, Compton, CA, Los Angeles

County, CA and Inkster, MI. No matter the jurisdiction, Derek always leaves an indelible imprint of his commitment to improve communities for which he has worked. Whether it's leading a city delegation on a Trade Mission to China, writing policies and conducting community engagement activities for a Comprehensive Plan update, entitling wineries or negotiating complex commercial real estate deals on behalf of municipalities, Derek always put forth the energy and devotion to complete the task. Derek is currently employed by the City of Pittsburg, CA as the Economic Development Manager.

Derek has provided lectures for and presentation to audiences of all sizes. He has authored several publications and articles, including Detroit-A World Class City III, A Guide to Economic Development. Derek is a Past Chair of Planning and the Black Community Division (PBCD) of the American Planning Association (APA) and Vice President of Diversity and Inclusion for APA California Chapter, and holds memberships in APA National Diversity Committee, COMTO, CALED, ICSC and Alpha Phi Alpha Fraternity, Inc. His contributions to the Planning industry are noted at the national, state and local levels having received multiple awards for his work in the field.

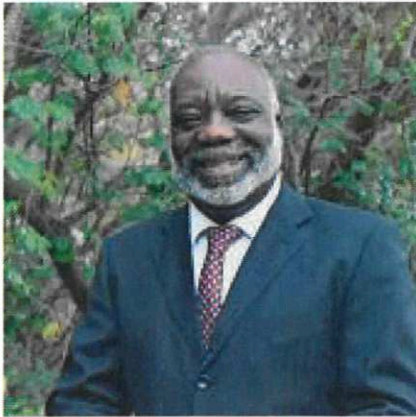
Derek attended Hampton University in Hampton, VA, and the University of the District of Columbia where he obtained a Bachelor of Arts Degree in Psychology and minored in Political Science. He earned a Master's Degree in Urban Planning from Wayne State University in Detroit, MI.

For any questions, please contact Patience Ofodu, Business Services Manager at 925-671-4515 or email at pofodu@ehsd.cccounty.us



DATE: February 16, 2022
TO: Business & Economic Development Committee
FROM: Patience Ofodu, Workforce Services Specialist
RE: Micro-Easy Vocational Institute

Kola Onafowode, Founder and CEO



Since 2000, Micro-Easy has empowered a diverse population of students with computer skills to help them acquire the skills for jobs in demand plus job placement. In addition, most of our students are minorities, so we're helping close the digital divide gap in the workforce. Micro-Easy Vocational Institute is changing lives. Moreover, we partner with helping minorities socio-economically, such as Rubicon, Richmond Works, San Pablo Economic Development Corporation, etc.

Mr. Kola Onafowode, President/CEO of Micro-Easy Vocational Institute (MEVI), is a Nigerian American who taught computer science courses at Oakland Adult School, including CompTIA A+. Also, he taught A+ for Contra Costa College.

Micro-Easy instructors are experienced and passionate about teaching ICT. Kola handpicks them. The school is approved by the Bureau for Private Post-Secondary Education and listed on the Workforce Innovation Opportunity Act Eligibility Training Provider List, and has excellent reviews on their website. MEVI offers various ICT courses from computer literacy to CompTIA certifications, such as CompTIA A+, Network+, etc. (CompTIA certifications are industry certifications: recognized worldwide by fortune 500 companies and small businesses).

Last year, Mr. Onafowode provided Internship opportunities to three Contra Costa College IT students; upon request from Professor Frank Reyes, at Micro-Easy Campus: 2300 El Portal Drive, Suite C, College Center, San Pablo, CA 94806.

For any questions, please contact Patience Ofodu, Business Services Manager at 925-671-4515 or email at pofodu@ehsd.cccounty.us



DATE: February 16, 2022
TO: BED Committee
FROM: Patience Ofodu, Business Services Manager
RE: **2022 BED Committee Goals and Strategic Planning**

DISCUSSION

We are extremely interested in ensuring that we are optimizing the time of the Committee and are productive and engaging. To that end, staff would like to engage the BED Committee in a discussion to ascertain this committee's goals and strategic planning recommendations for 2022. The BED Committee will look back on its accomplishments and challenges over the last year, as well as reflect on upcoming opportunities and risks.

At the last meeting on December 1, 2021 the following were suggestions for future discussion items:

- Provide studies on where the job growth and demand is now and into the future. It has been awhile since the "Blueprint for Growth" study/findings.
- Explore how the WDB can work with the gas and oil industries while people are transitioning.
- Look at future workforce needs and trends. Things have changed with COVID. Include not only a major health provider, but also invite a representative to share a clinic's perspective. Needs and delivery systems are very different in healthcare.
- A lot of resources are coming to our area because of the infrastructure bill in Washington. It has major issues in workforce, and midyear it would be good to hear what's happening and how it is affecting Contra Costa.

For any questions, please contact Patience Ofodu, Business Services Manager at 925-671-4515 or email at pofodu@ehsd.cccounty.us