



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**

**April 6, 2022**

**3:00 p.m. – 4:30 p.m.**

**Join ZOOM Meeting**

<https://us06web.zoom.us/j/86860125914?pwd=ZXhIZExMU2VwZ1VuWjNXQjFvUk50Zz09>

**Meeting ID: 868 6012 5914; Passcode: 885403**

**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 February 16, 2021 meeting**

**3:10 p.m. PRESENTATION ITEMS  
P1 California Employers Association  
Kim Gusman, President & CEO  
  
P2 Achieving Shared Prosperity in Contra Costa County  
Lindy Johnson, CCEP Director of Research & Projects**

**3:50 p.m. DISCUSSION ITEM  
D1 BED Committee Agenda Item for Full Board Retreat**

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

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

**Next BED Meeting: Wednesday, June 1, 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

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 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, February 16, 2022

The Business & Economic Development (BED) Committee met on Wednesday, February 16, 2022 via a Zoom meeting. The meeting began at 3:07pm with the first presentation.

### PRESENTATION ITEMS

#### **P1 City of Pittsburg Economic Development Presentation**

**Jordan Davis, Director of Community & Economic Development**

**Derek Hull, Economic Development Manager**

Jordan Davis began working for the City of Pittsburg 7 years ago in the Planning Department, then moved to Assistant to the City Manager.

- The City of Pittsburg Economic Development Strategic Plan was scheduled for discussion on March 16, 2020, the first day the Governor announced Covid guidelines and shut downs.
- Consequently, the subsequent 2 years were spent refining the plan with stakeholders, to ensure it will work with other planning efforts. In house staff prepared the plan focusing on actionable items, so does not end up sitting on a shelf, but is fluid & flexible with cross departmental implementation, and will overlap with city goals.
- **The City Council's 4 Economic Development Goals:**
  1. Develop an Economic Development Strategic Plan
  2. Foster a business climate competitive with other regional cities, while supporting existing businesses and attracting new businesses
  3. Identify trends in employment needs and skill development, to scale up workforce and prepare residents for job opportunities; Workforce Development Board of Contra Costa County (WDBCCC) would play a role to help implement this goal
  4. Identify strategies for bringing additional commercial and job opportunities to underutilized areas; WDBCCC would again play a key role as many businesses struggling to find employees
- **Target Industries:** Green Energy; Autonomous Technology; Advanced Manufacturing; Food Production Distribution; Food Tech; Logistics (Suppliers); Sports Tourism
- **Assets and Opportunities:** Pittsburg Power Company (PPC); Waterfront/Trust Land Use Plan; BART/proximity to job centers; Infrastructure; Neighboring businesses; Availability and cost of land; LMC Partnership; Future recreation center
- **Objectives/Implementation Strategies Broken Down:**
  - Business retention & support – How to keep businesses and make Pittsburg a great place to operate
  - Business attraction – How to grow, bring jobs and opportunities
  - Strategy, outreach & review – How to prioritize, analyze & gather feedback
- **Biggest Challenges are Funding and Staffing:** American Rescue Plan Act (ARPA); Enhanced Infrastructure Finance District (EIFD); General Fund; Measure M; Business Improvement District; Grants; Dedicated staff

They have not had a dedicated Economic Development department. In 2021 recruited for and recently hired Derek Hull to implement the plan, who has over 25 years in planning and economic development experience. Without having someone to implement the plan, it is just a bunch of words on paper.

Before starting with the City of Pittsburg, Derek had his own lists of vision and goals. Some things identified in the strategic plan were on his list, being in sync with what they want to achieve.

- **Programs, Projects and Activities:**

- **Short Term (1 – 12 months):** Small Business Welcome Packet/Business of the Month; Pittsburg Business Directory; Economic Development Speaker Series; Est. Revolving Loan Fund; Pittsburg Branding Strategy; Vacant Commercial Support Program; Business Assessment Survey
- **Mid Term (1 – 4 Years):** Parking Audit; International Council of Shopping Centers (ICSC) Retail Initiative; Special Plans – Old Town/Marina/Industrial Waterfront; Creation of Enhanced Infrastructure Financing District (EIFD); Transit Oriented Developments – BART Stations; Creative Arts District; Regional Ferry Service; Sports Tourism; Amtrak Pittsburg Station Study
- **Long Term (5 – 10 Years):** Infrastructure Improvements; Phased Development of Bay Walk Project; Stoneman Park Redevelopment; Development Sites – Civic Center and Railroad; Pittsburg Industrial Park (Garcia Corridor); Century Plaza/Delta Gateway Shopping Center; Pittsburg Power Company

**Questions and Comments:**

- Seafood Festival - held by Brentwood Chamber was cancelled due to Covid but coming back this Fall.
- Regional Ferry Service – envision not just going to San Francisco or Oakland, but all of the bay area, even to Napa with shuttle services.

**P2 Micro-Easy Vocational Institute**

**Kola Onafowode, Founder and CEO**

Micro-Easy helps students acquire skills for in demand jobs. Most of their students are minorities. Kola has been working with WDBCCC with West County re-entry clients. San Pablo Economic Development Corporation has also worked with Micro-Easy with people facing some of highest barriers in getting placed and needing flexibility.

- In business for 22 years providing training in Information Technology (IT) services which will provide a doorway out of poverty.
- Focus on providing computer skills and job placement assistance. Their alumni and small business employers help get people hired.
- One goal is to be a technical hub for small businesses since many cannot afford technical services. Graduates will also be able to gain experience.
- Another goal is to expand statewide and provide instructor lead virtual training.

**Questions and Comments:**

- Contra Costa needs more people trained in technology and create a pipeline especially for populations who need it, like re-entry clients.
- Try to connect with Kaiser Permanente Pleasanton I.T. to see about creating any pipelines.
- Program set up – small classes with 10 to 15 students. This year classes start monthly.
- They do a knowledge survey to place students in classes at the level they are at, not just start them at the beginning.
- They are aiming to start an Information Communication Technology (ICT) apprenticeship for their students.

Co-Chair Kwame Reed called the meeting to order at 4:00pm, and reminded everyone of potential conflicts of interest.

**ATTENDANCE**

MEMBERS PRESENT: Kwame Reed, Stephanie Rivera, Carolina Herrera, Kelly Schelin, Leslay Choy, Richard Johnson, Yolanda Vega

MEMBERS ABSENT: Corry Kennedy, Joshua Aldrich, Monica McGee (Excused), Terrence Cole, Terry Curley (Excused)

OTHERS PRESENT: Douglas Lezamita (Board Member), Derek Hull, Jordan Davis, Kola Onafowode, G. Vittoria Abbate, Bob Redlo, Loretta Bisio, Joe Erby

WDBCCC STAFF PRESENT: Tamia Brown, Patience Ofodu, Charles Brown III, Jed Silver, Verneda Clapp, Patricia Conley

**CONSENT ITEMS**

**C1 Approve December 1, 2021 Business & Economic Development Committee meeting minutes.**

**Motion/Second Kelly Schelin/Leslay Choy**

**Motion Approved**

**AYES:** Kwame Reed, Stephanie Rivera, Carolina Herrera, Kelly Schelin, Leslay Choy, Richard Johnson, Yolanda Vega

**NAYES:** None

**ABSENT:** Corry Kennedy, Joshua Aldrich, Monica McGee, Terrence Cole, Terry Curley

**ABSTAIN:** None

**DISCUSSION ITEM**

**D1 2022 BED Committee Goals and Strategic Planning**

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.

**Ideas and Comments:**

- Can bring back some baseline discussion that is coming out of the local strategic plan that WDBCCC plans to accomplish over the next 4 years. The BED Committee will guide the work on Economic Development activities and business support. Rethink the way we do things, for instance employer forums and job fairs, since not doing them how we use to. Have framework by the May Board Retreat in order to have recommendations for the full Board.
- Have worked on talking about equity, and how important it is to talk to those we are serving and trying to serve, but also talk about how are we putting these forums in. Otherwise we will come up with a lot of smart plans, but haven’t considered all the barriers and how we can be more effective.
- Because of health care industry growth and spending in Contra Costa, have that forum where not only a major health care employer, but also a clinic come talk to us about what workforce challenges and new jobs look like, new ways of delivery, and entry level jobs. Perhaps have Opportunity Junction come back and talk about their CNA (Certified Nursing Assistant) program where there is high demand.

- WDBCCC has invested in some work with CCEP (Contra Costa Economic Partnership) to do some analysis in health care and bring in the perspective of both the clinics and larger organizations. Kristin Connelly or her staff will be presenting at the April BED meeting.
- Also with the Good Jobs Challenge that WDBCCC has applied for with the Bay area regional partners, WDBCCC will be focused on the health care part of that grant if it comes through.
- Mt. Diablo Unified School District K-12 adult education, in partnership with community colleges through their Regional Consortia working with 71 consortia statewide, are on the ETPL (Educational Training Provider List) for Career Technical Education Programs. Mt. Diablo has the first public/private partnership for CNAs established in 2018. Their group Health Careers Pathway would be glad to present the model and its components. They have had 90-100% employment placement that quickly leads to higher paying jobs.
- Prioritize the suggestions above and be prepared for funding. WDBCCC is in alignment with the funding that is coming down the pipeline. There can be an information item on the next agenda to talk about how WDBCCC is proactively going after funds.
- Would like to see Lifelong or La Clinica present at the next meeting. Patience will work with Stephanie to bring them.

#### **CO-CHAIRS REPORT**

- A meeting reminder will be sent the day before or the day of the meeting.

#### **THE MEETING ADJOURNED AT 4:30 PM**

Respectfully Submitted,  
Patricia Conley, Business Services Representative

/pc



---

**DATE:** April 6, 2022  
**TO:** Business & Economic Development Committee  
**FROM:** Patience Ofodu, Workforce Services Specialist  
**RE:** California Employers Association

---

**Kim Gusman**  
**President & CEO of California Employers Association**



The Contra Costa County Workforce Development Board has been working hard to provide resources to Contra Costa Employers throughout the pandemic. From an HR Hotline to virtual workshops on everything from Covid Prevention Plans to Recruiting Tips & Tricks, listen and learn how we've been doing our best to support employers!

California Employers Association (CEA) is a not for profit human resource association, established in 1940, that assists more than 15,000 businesses throughout California. CEA provides employers with *Peace of Mind* through training, recruiting and HR compliance solutions.

Kim is an experienced HR Generalist, a dynamic speaker and a proven leader who has been successfully leading CEA since 2002. Thoroughly immersed in human resources and operations for over 25 years, Kim has a variety of HR experience in retail, insurance and manufacturing environments. Kim exhibits her comprehensive bank of knowledge and crystal clear strategic guidance with CEA members and staff every day.

Kim earned her BA degree in Business Administration, with a minor in Human Resources, at the University of Puget Sound.

*In addition to her role as CEO at CEA, Kim is a founding member of the Employers Association of America. She is an active member of the California Society of Association Executives (CalSAE) where she serves on their Board of Directors and their Capital Region Council. Active with workforce development boards, she served on the Sacramento Works Board from 2004-2018.*

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



---

**DATE:** April 6, 2022  
**TO:** Business & Economic Development Committee  
**FROM:** Patience Ofodu, Workforce Services Specialist  
**RE:** Achieving Shared Prosperity in Contra Costa County

---

**Lindy Johnson**  
**CCEP Director of Research & Projects**



Lindy Johnson is the Director of Policy for the East Bay Leadership Council and the Director of Research and Projects for the Contra Costa Economic Partnership. Prior to joining the East Bay Leadership team, Lindy worked for local East Bay public agencies including Contra Costa Central Sanitary District and the Contra Costa Board of Supervisors. She began her career as a District Representative for then State Senator Mark DeSaulnier. Lindy has a Bachelor's of Arts degree from the University of California at Santa Cruz and a Master of Public Administration from California State University, Dominguez Hills.

In June 2020, the Contra Costa Economic Partnership joined the Contra Costa County Workforce Development Board and the Contra Costa County Employment and Human Services Department in launching the Equitable Economic Recovery Task Force to expand economic opportunity in Contra Costa County.

This report examines the economic impacts of the COVID-19 pandemic on Contra Costa County, summarizes the work of the Equitable Economic Recovery Task Force, and highlights strategies for continued investment, drawing particular attention to areas with the potential to uplift communities and enhance economic opportunity.

Lindy Johnson will present the Contra Costa Economic Partnership's report that the WDB commissioned [Shared Prosperity](#), and the WDB Board Members would decide how to engage with the report's recommendations.

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





---

**DATE:** April 6, 2022  
**TO:** BED Committee  
**FROM:** Patience Ofodu, Business Services Manager  
**RE:** **BED Committee Agenda Item for Full Board Retreat**

---

## DISCUSSION

The Workforce Development Board will have its annual retreat on May 12, 2022. The Committee will discuss strategies and recommend priorities for further discussion at the Full Board Retreat to ensure alignment with the WDB's 2021-2024 Strategic Plan timeline.

**The WDBCCC will pursue economic growth by supporting local businesses, employers, and community-based organizations to help them thrive and grow through these activities:**

- A. Create community resource centers that support all businesses with an emphasis on minority-owned and micro businesses to gain greater access to appropriate resources;
- B. Proactively work with all partners (including EDD, CBOs, etc.) to respond to the needs of the community accordingly and appropriately;
- C. Encourage diversity, equity, and inclusion in all outreach and resource sharing with local businesses and organizations;
- D. Invest in analyzing and identifying the skill needs (occupations) of high-demand industries and optimize investments in these skills and occupations; and
- E. Develop and expand relationships to leverage knowledge and resources.

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. The Committee advises and influences the direction and implementation of business services strategies as outlined in the WDB 2021-2024 Strategic Plan. The WDB and the BED Committee support convening and networking functions that draw together a broad spectrum of stakeholders that contribute to the local economy's health 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.

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