



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 5, 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 June 6, 2022, meeting**

- 3:10 p.m. PRESENTATION ITEMS
P1 Highlight the Workforce Development Board's Updated Website
By Patience Ofodu, Business Services Manager**

- 3:20 p.m. A1 ACTION ITEM
Approve Adhoc Committee for Proposed WDBCCC Business Resources Center**

- 3:35 p.m. D1 DISCUSSION ITEM
Strategies for Proposed WDBCCC Business Resources Center
Facilitated By Celina Shands, President of Full Capacity Marketing**

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

- 4:30 p.m. ADJOURN**

Next BED Meeting: Wednesday, December 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, June 1, 2022

The Business & Economic Development (BED) Committee met on Wednesday, February 16, 2022 via a Zoom meeting. Co-Chair Kwame Reed called the meeting to order at 3:07pm, and reminded everyone of potential conflicts of interest.

ATTENDANCE

MEMBERS PRESENT: Kwame Reed, Stephanie Rivera, Kelly Schelin, Leslay Choy, Richard Johnson, Terrence Cole, Terry Curley, Yolanda Vega

MEMBERS ABSENT: Carolina Herrera, Corry Kennedy, Joshua Aldrich (Excused), Monica McGee

OTHERS PRESENT: Douglas Lezamita (Board Member), Vincent McCoy, Bob Redlo, George Carter, Jennifer Quallick

WDBCCC STAFF PRESENT: Tamia Brown, Patience Ofodu, Charles Brown III, Maureen Nelson, Verneda Clapp, LaTosha Stockholm, Donn Matsuzaki, Patricia Conley

PUBLIC COMMENT

None

INTRODUCTION OF COMMITTEE MEMBERS

CONSENT ITEMS

C1 Approve February 16, 2022 Business & Economic Development Committee meeting minutes.

Motion/Second Leslay Choy/Stephanie Rivera

Motion Approved

AYES: Kwame Reed, Stephanie Rivera, Kelly Schelin, Leslay Choy, Richard Johnson, Terry Curley, Yolanda Vega

NAYES: None

ABSENT: Carolina Herrera, Corry Kennedy, Joshua Aldrich (Excused), Monica McGee, Terrence Cole

ABSTAIN: None

PRESENTATION ITEMS

**P1 Introducing New Small Business Development Center – Programs, Services, and Director
Vincent McCoy, Director**

Vincent McCoy is an East Bay CSU graduate and has a Master's in Business Administration & Finance, and a Marketing degree from Northeastern University. He worked at various companies in information services, laboratory automation software and industrial computers, owned a retail pharmacy for 14 years, and still owns a business writing grants and managing grants for nonprofits. For 20 years he worked for the Inland Empire Small Business Development Center (SBDC).

The Alameda and Contra Costa Counties SBDC's has been reformed into the East Bay SBDC, and now is hosted by Cal State University (CSU) East Bay. The East Bay SBDC is supporting new and existing small businesses to plan better, by providing access to resources, expertise, and capital, creating viable businesses that can grow and make profit.

- They are looking to acquire staff who speak multiple languages.
- There is the Dream Program for start-ups with forgivable loans, which becomes a grant.
- Governor's office of Business & Economic Development working on 3-4 funding programs. One of the target industries will be those with first responders, who maintained their jobs to serve the public.
- The largest sellers of businesses have been by baby boomers. SBDC helps businesses transition so they do not close.

CSU Concord campus is building a new library and plan to put in the SBDC office and Innovation Center. The grand opening should be this fall. There could be the possibility of having a BED Committee meeting there. The East Bay SBDC is currently offering mostly remote consulting services, and are finding that business owners like meeting this way.

DISCUSSION ITEMS

D1 WDBCCC Board Retreat Debrief

Yolanda Vega, Board Chair

An in person Board Retreat was held May 12, 2022 from 11am – 4pm, with lunch provided my Mechanics Bank, and meeting space provided by Bishop Ranch. Bob Lanter facilitated the Retreat. He was the former Workforce Development Board of Contra Costa County (WDBCCC) Executive Director, and is the current California Workforce Association (CWA) Executive Director. The theme was the Real Work of Workforce Boards, looking at how Board members work with the community and local representatives. Attendees broke out into four small groups and each group discussed one of four different models. Then everyone came together for a final discussion, keeping in mind to stay in alignment with the WDBCCC's 2021-2024 Local Plan. The next step will be to look at returning to meet in person.

The Business Services Manager reported that she received notes from the meeting. Two strategies were identified that the BED Committee put forward for the Retreat:

1. Incorporating equity, diversity and inclusion principles in all business services.
2. Development of a community business resource center, focusing on small minority and micro owned businesses.

Bob Lanter compiled the following to bring forward to the Board for consideration when strategizing:

- Do an inventory of community resources that are currently available.
- Conduct marketing analysis on small businesses, who they are and what they need.
- Develop a brand strategy.
- Develop a mentorship program.
- Develop a business plan for the resource center.
- Is the location going to be virtual or onsite, have staffing, need funding, what is it going to look like?
- Identify the metrics, how to know if it is successful.
- Provide training and technical assistance for those who are challenged.
- Host events with community based organizations (CBOs).
- Coordinate with educational institutions.
- Partner with organizations that are READI (race, equity, adversity, diversity and inclusion).

Helpful take aways from those that attended were:

- Many resources are available in Contra Costa, which members of the community and business owners do not know exist. Many small business owners have little or no knowledge about technology. The Hispanic Chamber is considering providing free services to help set up emails and websites for business owners, and give them the basic tools to help them operate, including business English as a second language.
- A “speed dating” event model as a way to access people in high-level positions, to learn about their positions, how they got there, what they like about it, etc.
- Bob Lanter’s role of the Board was helpful.
- The challenge of coming out of retreats is to assemble the ideas into a workable action plan.
- Bob Lanter’s slides were very helpful and getting a copy of them will be good.
- Next steps is how each of us can contribute to the success of the whole.

WDBCCC Executive Director reported that the next steps would be for staff to plot and plan, and get a schedule together on these items put together on the four strategies. The notes and the schedule will be brought to the August full Board meeting, to look at for working on over the next 2 years.

The Board Chair concluded to put together the action plan, will include who, what, and when, in order to assure accountability.

Staff thanked Jennifer Quallick, Field Representative to Supervisor Candice Andersen, for attending today, and Stephanie Rivera sent thanks to Candice Andersen for stopping in at the retreat.

CO-CHAIRS REPORT

There will be an event at the Bridge Yard in Oakland. There are a few spots open for Board members. If you would like to attend contact Rochelle. The next BED Committee meeting will be August 3rd.

THE MEETING ADJOURNED AT 4:05 PM

Respectfully Submitted,
Patricia Conley, Business Services Representative

/pc

DATE: October 5, 2022
TO: Business and Economic Development Committee
FROM: Patience Ofodu, Business Services Manager
RE: **Approve Adhoc Committee for Proposed WDB Business Resources Center**

RECOMMENDATION

1. Approve Adhoc Committee for Proposed WDB Business Resources Center
2. Approve the Adhoc Committee for Proposed WDB Business Resources Center to include non WDBCCC members

A. BACKGROUND & CURRENT SITUATION

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 Develop and expand relationships to leverage knowledge and resources

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



DATE: October 5, 2022
TO: BED Committee
FROM: Patience Ofodu, Business Services Manager
RE: **Strategies for Proposed WDBCCC Business Resources Center**

Celina Shands, President, and CEO of Full Capacity Marketing Inc, a consultant with WDBCCC, will facilitate a conversation among the committee members on strategies for establishing a Business Resources Center at WDBCCC.

A. BACKGROUND & CURRENT SITUATION

The Board approved strategies are:

- Create community resource centers that support all businesses with an emphasis on minority-owned and micro businesses to gain greater access to appropriate resources.
- Encourage diversity, equity, and inclusion in all outreach and resource sharing with local businesses and organizations.


B. ATTACHMENT

D1a - Contra Costa County Workforce Development Board Action Plan 2022

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

Contra Costa County Workforce Development Board Action Plan 2022

 Substantial progress

 Some progress

A. Incorporate Race, Equity, Diversity & Inclusion (REDI) Principles in all Business Services

1	Student/business speed dating: career exploration within communities <ul style="list-style-type: none"> • Coordinate to schedule event • Secure racially diverse business guest speakers • Promote to students • Orient and prepare both groups on what to expect 	NB, PO
2	Offer REDI workshops for HR for businesses <ul style="list-style-type: none"> • Engage California Employer Association 	PO
3	Regular Partner meetings <ul style="list-style-type: none"> • Weekly meetings with Rubicon and EDD; monthly iBEST meetings • Semi-annual Partner/Provider Convening (last one on 6/24/22) 	VC, PO
4	Host events with CBO's (Local and Regional) <ul style="list-style-type: none"> • Monument Impact, RCF Connects, Contra Costa Employer Advisory Council, iBest Career Fair, EC² (East County Economic Coalition), Untapped Talent #3: Employer Forum, City of Pinole, WINs, H-WIN, WDB Partners Meeting 	VC, PO
5	Marketing and relationship building among Business/CBOs/Government <ul style="list-style-type: none"> • Serving as a resource for information, programs, services and talent for businesses, for example: Advising them of tax incentives for hiring from diverse pools of talent. • Supporting minority businesses to ensure they are aware of, and take advantage of, incentives • Promote at Partners Meeting, Pinole Strategic Planning meetings, Contra Costa Economic Partnership (CCEP) 	PO, MN
6	Partner with organizations that are REDI ready – e.g., Fair Chance employers <ul style="list-style-type: none"> • RCF Connects, Rubicon, HealthRIGHT 360, Re-entry Success Center 	PO, EO

B. Development of Community Business Resources Center Focusing on Small Minority & Micro-owned Business

1	Inventory Community Resources <ul style="list-style-type: none"> • Conduct landscape scan of partners (mandated, ancillary, WIN, H-WIN) <ul style="list-style-type: none"> ○ Include 211 Information and Referral service 	MN, PO
2	Work with Contractor Full Capacity Marketing to Plan and Implement <ul style="list-style-type: none"> • Conduct market analysis on small biz; who they are and what they need • Develop and implement brand strategy, communication plan and outreach • Develop business plan for Resource Center (location, staff, funding, navigators) • Develop and implement business owner mentorship: “Pay it Forward” • Identify metrics and Business success stories 	PO, FCM, MN
3	Training + Technical Assistance (TA) on language and culture. For example, ESL, understanding culture, hiring vulnerable populations. <ul style="list-style-type: none"> • Serve on state Immigrant Mobility workgroup (and WIOA committee) to strategize on increasing access to services for immigrants • Highlight programs for minorities, newcomers, English Language Learners in our publications and assets <ul style="list-style-type: none"> ○ Refugee Career Pathways Program by International Rescue Committee (IRC) highlighted on WDB website site in first quarter 2022 	PO, VC

C. Creation & Expansion of Earn and Learn Models

1	Non-traditional Apprenticeships, Short-Term (ST) & Long Term (LT) plans <ul style="list-style-type: none"> • Secured DAS grant to develop paramedic apprenticeship for local ambulances ST: Get paramedic apprenticeship registered with DOL / DAS LT: Expand paramedic apprenticeship to include fire depts and hospitals • Submitted H RTP application to expand it ST: Initiate pilot paramedic cohort LT: Evaluate and identify other programs to consider for NTA • Partner in WAF 10 IT Pre-apprenticeship to RA Apprenticeship ST: Development of Outreach materials and Strategies LT: Expansion of model to other industries/occupations 	NB, JS
2	E&L Marketing Plans, Short-Term (ST) & Long Term (LT) plans <ul style="list-style-type: none"> • Secured WAF, RERP, DAS & H RTP and other grants to help market current Health Initiative and other efforts, which are 100% E&L ST: Develop video, brochures, flyers social media campaign to market upcoming E&L programs ST: Provide E&L story ideas to newsletters and other media outlets LT: Pursue opportunities to present at conferences and other industry events LT: Conduct resource mapping to identify other E&L opportunities to include in marketing efforts 	NB, JS

3	<p>Paid Internships /Academics, Short-Term (ST) & Long Term (LT) plans</p> <ul style="list-style-type: none"> • Expansion of WIOA paid WEX duration • Pairing of short-term occupational skills training with on-the-job experience <p>ST: Enhancement of Career Exploration and Career Assessment LT: Youth have both paid work-experience and occupational skills training aligned with their career goal</p>	NB, JS
4	<p>Streamline path from pre (PA) to full apprenticeship w/hiring commitment, Short-Term (ST) & Long Term (LT) plans</p> <ul style="list-style-type: none"> • Established EMT program w/ automatic hiring commitment w/ local ambulance company – including option to enroll in paramedic apprenticeship <p>ST: Moving forward with secured WAF grant to create program model based on EMT success ST: Replicate and scale above model to other WDBs ST: Partnered with BitWise on IT Pre-Apprenticeship program that also follows this goal LT: Review existing external PA programs to identify obstacles & partner with providers to ensure hiring commitments</p> <ul style="list-style-type: none"> • Creation of wrap-around supports for On-Ramp activities <p>ST: Partnered with BitWise on IT Pre-Apprenticeship program that also follows this goal LT: Commit to only supporting PA programs that lead directly into apprenticeship</p>	NB, JS
5	<p>Reimagine CCWORKS Bootcamp (office + soft skills) and worksite (internal/external), Short-Term (ST) & Long Term (LT) plans</p> <ul style="list-style-type: none"> • Develop a tiered service model <p>ST: Dialogue with Workforce Services and Staff Development to explore in-house training for CCWORKS clients prior to release to district offices LT: Offer soft-skills and basic system training for CCWORKS prior to release to internal or external employers for improved success rates LT: CCWORKS participants advance to job placement once training complete and barriers addressed LT: Streamline internal permanent hiring process for successful CCWORKS candidates (requires cooperation of County HR and EHSD Personnel)</p> <ul style="list-style-type: none"> • Implemented Summer Youth Employment Program (SYEP) 2022 	LS

D. Serving Vulnerable Populations to Build Transferrable Skills

1	<p>Fund career exploration – readiness – transitional jobs (TJ), Short-Term (ST) & Long Term (LT) plans</p> <ul style="list-style-type: none"> • Implemented Health Ambassador Pilot TJ program <p>ST: Analyze all priority sectors for transitional job program opportunities ST: Set goal of a certain percentage of existing funds for new transitional jobs LT: Have at least one transitional job program in each priority sector</p>	NB, JS
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	<ul style="list-style-type: none"> • Secured additional funds from CA for All to expand TJ programs ST: Identify/pursue new funding opportunities to sustain TJ expansion LT: Build strategic partnerships and identify sources of leveraged funds 	
2	<p>Grants for vulnerable populations, <i>Short-Term (ST) & Long Term (LT) plans</i></p> <ul style="list-style-type: none"> • Secured additional NDWG funding, as well as WAF10, DAS, ETP, CA for All grants targeting vulnerable populations ST: Maintain funding opportunities database, prioritizing pursuing opportunities targeting vulnerable populations LT: Add staff in order to increase annual grant submissions 20% annually • Submitted additional requests for GJC, H RTP and supplemental ETP funds ST: Submit 5-10 grants applications targeting vulnerable populations per year LT: Develop roster of trusted partners w/ MOU's of potential leads and subs with varying competencies to make teaming process more efficient • Identified Disadvantaged Communities and Low-Income Communities as additional target populations ST: Analyze potential partners to identify strengths, assets, competencies, etc. 	NB, JS
3	<p>Develop pilot for early wins / alumni program, <i>Short-Term (ST) & Long Term (LT) plans</i></p> <ul style="list-style-type: none"> • Currently organizing successful cohort of EMT students into alumni groups ST: Replicate alumni group model for Health Ambassador, NDWG and others LT: Develop alumni group and mentoring in all programs • Enlist support of previous participants to assist with recruitment ST: Develop marketing campaign to publicize success stories LT: Be intentional about transitioning to them leading marketing efforts ST: Develop mentoring program; successful participants mentor new ones LT: Help them achieve presence in communities: online, events, recruiting 	NB, JS
4	<p>Comprehensive wrap-around services under one roof, <i>Short-Term (ST) & Long Term (LT) plans</i></p> <ul style="list-style-type: none"> • EMT program established new supports such as tutoring, stipends, life coaching, etc for all participants at CCC ST: Use WAF 10 grant to streamline needs-related payments supportive svcs LT: Replicate and scale wrap-around services model to all internal programs • Secured WAF 10 grant to add services and convenience ST: Secure H RTP grant and other funds to ensure program model is sustainable LT: Encourage all Providers to either utilize or replicate the model • Wrap-around supports for On-Ramp Activities ST: Secure RERP funding LT: Prototype multi-program intake processes 	NB, JS
5	<p>Educate employers to overcome stereotypes + encourage hiring, <i>Short-Term (ST) & Long Term (LT) plans</i></p> <ul style="list-style-type: none"> • Educate employers about Business Services and incentives and how they can benefit from them 	PO, MN