



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 1, 2023

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. ACTION ITEMS**
A1 Approve Minutes from December 7, 2022 meeting
- 3:10 p.m. PRESENTATION ITEMS**
P1 Employment Development Department Labor Market Update
Juliet Moeur, Labor Market Consultant

P2 Support for Small Business Owners from the State of California
Clair Whitmer, Northern California Regional Advisor for Office of the Small Business Advocate at GO-Biz
- 3:45 p.m. INFORMATIONAL ITEMS**
I1 Layoff/Worker Adjustment Retraining Notice Update
I2 Business Resource Center Adhoc Committee Update – Data Mining
Celina Shands, President of Full Capacity Marketing Inc.
- 4:00 p.m. D1 WDBCCC Action Plan 2022 - Business & Economic Development**
- 4:20 p.m. CO-CHAIRS' REPORTS**
Committee Agenda Item Requests
- 4:30 p.m. ADJOURN**

Next BED Meeting: Wednesday, April 5, 2023, 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 7, 2022

The Business & Economic Development (BED) Committee met via Zoom on Wednesday, December 7, 2022.

PRESENTATION ITEM

P1 Just Transition Economic Revitalization Plan

Alyson Greenlee, Economic Development Manager of Department of Conservation & Development Contra Costa County

Department of Conservation & Development Contra Costa County (DCD) has over 100 staff with resources that serve businesses of unincorporated Contra Costa County (CCC) and 175,000 residents who may start a business. They also provide support to countywide efforts as relates to marketing and coordination, such as the Northern Waterfront Economic Development Initiative adopted in 2019.

DCD will be updating the data with this plan and finding ways to move forward and implement it. The plan is to attract industry sectors in Advance Manufacturing, Ag Tech and Food Processing, Biomedical Manufacturing, Clean Tech, and Transportation Technology. DCD provides support around CCC's tax sharing agreements, which will prioritize commercial and industrial development with above minimum wage jobs, and help spur the kind of investments desired along the northern waterfront. On November 22nd, DCD did an economic development bus tour with 25 participants from federal, state, regional and county levels. Six of the seven northern waterfront city representatives met with them and showed different sites in their cities.

Using Lightcast economy overview data source, from 2016 to 2021, jobs declined in CCC by 2.3%, from 423,107 to 413,554. Compared to the rest of the country, CCC and the bay area has not recovered in job growth since the pandemic. This is a trend that DCD is looking at, so to reverse and see jobs grow along the Hwy 4 corridor, because of the quality of life imperative. Manufacturing is the leading industry in terms of revenue and economic impact. A lot is petroleum refining but a lot is also in diversified manufacturing. Historically CCC has been a petroleum-based economy. A key project of a just transition to a zero emission economy will be the focus in the coming year.

The highest paid industries are Utilities and Management/Enterprises. Manufacturing averaging \$150,000, while health care is under \$100,000, yet the highest job growth is in health care. Next in growth is Administrative and Waste Management/Remediation Services. They would like to see this grow since CCC is home to a recycling market development zone. It is a way to get access to low interest financing for businesses in manufacturing that use materials that are recycled. DCD is developing partnerships between CCC and Berkeley Lab, which could lead to recruitment of new starts ups in CCC.

Their biggest project for the next 1-2 years is the Just Transition Economic Revitalization Plan (JTERP), a \$750,000 federal earmark grant. Two out of the four refining companies is in the process of transitioning to bio fuels, Marathon and Phillips 66. This is a plan about conducting an economic analysis, a roadmap on workforce changes, and land use needed. DCD is working closely with the Workforce Development Board of Contra Costa County (WDB).

Questions and Comments:

- All of the health organizations' new construction are going green and to zero emissions. This has created new jobs. Health care is not just clinical work but has administrative, engineering and now zero emissions jobs. Is there any connection with health care jobs training with zero emissions and the \$750,000 grant with training for these new jobs, or a possibility to create partnerships around it?
 - No, the JTERP calls out job growth in the industrial sectors of the Northern Waterfront initiative: Advance Manufacturing, Ag Tech and Food Processing, Biomedical Manufacturing, Clean Tech, and

Transportation Technology industry sectors, opportunities that exist around GoMentum Station in Concord, and the autonomous vehicles technology at Byron airport.

- Are you working with the Unions? As with Marathon layoffs, reskilling or upskilling, and with what partnerships?
 - Just getting started with this work. At this point, the primary avenue is through the County Sustainability Committee, who want to have the creation of a Stakeholder table. Stakeholder engagement is going to be first and foremost that the Just Transition plan has to do. The Stakeholder table involves labor, industry, frontline communities, educational partners and community based organizations (CBOs). High Road Training partnership led by Blue/Green alliance focusing on trying not to duplicate efforts in CCC.

DISCUSSION ITEM

D1 Business Resource Center Adhoc Committee Updates

Celina Shands, President of Full Capacity Marketing (FCM)

The first meeting of the Business Resource Center (BRC) Adhoc Committee meeting was earlier today. Began with why Adhoc Committee members are excited about the concept of a BRC. It will be where businesses can access technical assistance and resources to navigate and grow, especially in the Covid environment. Whether it will be online, in an office, or hybrid, it will be a place to be strategic with partnerships. There was a slide presentation of the following talking points listing feedback from the Adhoc Committee.

- BRC Target Audience – who will this serve. The BRC embraces Racial, Equity, Diversity, Inclusion (REDI) principles and serves those that want to start, retain and grow their businesses.
- What challenges will BRC solve and the solutions offered.
- Who is already offering these services. Need to do a thorough search/inventory, in order to avoid duplication.
- How would success and key performance indicators (KPIs) be measured. Technology may be needed for reporting customer relationship management (CRM). Maybe talk with the Small Business Development Center (SBDC) to leverage current technology.
- 1. What data/information is needed about and from target audiences, in order to move forward and test the need for and vision of the BRC.
2. How should we gather the information, market research processes.
- Develop project plan/timeline.

Questions and Comments:

- How would the percentage of market penetration and KPIs be determined?
 - Use existing data for number of businesses in each area, and collect businesses served by the BRC, to map it back out. Market penetration rate calculated by number of businesses served divided by total number of businesses.
- What is the next step of the Adhoc Committee?
 - Understanding the market more deeply, be in market research phase, and bring it back.
- There is a lot to know and work to do. Discussions assume what the needs are of business owners. Then set up priorities and goals. Unsure of how long to build but know needs are now.
- There is value to research but may have to move forward without perfect information. Might make mistakes, but once word is out that this is coming, businesses have needs and will want something tangible.

Celine will make a project plan so we can figure out what we will be doing in 1st quarter of this year.

Co-Chair Kwame Reed called the meeting to order at 3:57 pm and reminded everyone of potential conflicts of interest.

ATTENDANCE

MEMBERS PRESENT: Kwame Reed, Douglas Lezameta, Leslay Choy, Nichol Carranza, Richard Johnson, Terrence Cole, Traci Young

MEMBERS ABSENT: Stephanie Rivera, Corry Kennedy, Kelly Schelin, Terry Curley, Yolanda Vega

OTHERS PRESENT: Alyson Greenlee, Vincent McCoy, Celina Shands, George Carter, G. Vittoria Abbate, Bob Redlo, Joe Erby

WDBCCC STAFF PRESENT: Tamia Brown, Patience Ofodu, Jed Silver, Donn Matsuzaki, Veronica Ramos, Jennifer Joel, Patricia Conley

ACTION ITEMS – COMBINED CONSENT

A1 Approve October 5, 2022 Business & Economic Development Committee Meeting Minutes

A2 Approve WDBCCC Board & Committee Meetings 2023 Calendar

Motion/Second Richard Johnson/Leslay Choy

Motion Approved

AYES: Kwame Reed, Douglas Lezameta, Leslay Choy, Nichol Carranza, Richard Johnson, Terrence Cole, Traci Young

NAYES: None

ABSENT: Stephanie Rivera, Corry Kennedy, Kelly Schelin, Terry Curley, Yolanda Vega

ABSTAIN: None

INFORMATIONAL ITEMS

I1 WARNS Update 2023

In the agenda packet, the I1 report references [Layoffs.FYI](#), with a link to a current list of the latest Tech company layoffs in the Bay Area. In October, Contra Costa had 611 people receive layoffs at Hello Fresh in Richmond, with 111 of them in San Pablo. Richmond WDB, WDBCCC, San Pablo EDC, and Rubicon Programs rallied with Rapid Response support meetings to dislocated workers, and did a career fair with Advanced Manufacturing (AM) Bay Area to help bring in employers. In November, WDBCCC received WARNs (Worker Adjustment & Retraining Notification) from ZenDesk and IMI Norgren.

I2 2023 Labor Law Update

WDBCCC retained California Employment Association (CEA) to continue offering webinars and the Employer HR Support Hotline. The 2023 Labor Law Update on December 14th has over 80 people registered, a good response at this time. The registration link is on the WDB website calendar, WDB newsletter, and the flyer was emailed to the BED Committee. This service is provided to CCC businesses at no cost.

Questions and Comments:

- WDB Staff will resend the 2023 Labor Law Update flyer and WDB newsletter registration link.
- Over 600 union workers are going to be laid off from USS-Posco/UPI. WDB heard about this early in 2022 through the City of Pittsburg.
- Can links be put on the agenda?
 - Links pertinent to the topic are included on the agenda packet attachments.
- Can WARNs notices be agendized?
 - Staff agreed.

CO-CHAIRS' REPORTS

Committee Agenda Item Requests

Staff noted agenda item requests in Questions and Comments under I2 Informational Item above.

THE MEETING ADJOURNED AT 4:12 PM

Respectfully Submitted,
Patricia Conley, Business Services Representative

/pc

DATE: February 1, 2023
TO: Business and Economic Development Committee
FROM: Patience Ofodu, Workforce Services Specialist
RE: Contra Costa County 2022 LMI Economic Overview

**Employment Development Department Workforce Services Labor Market Update
Juliet Moeur, Labor Market Consultant**

The presentation will cover Labor Market Information for the East Bay area, focusing on Contra Costa County. Labor force data, industry employment trends, and online job vacancies statistics data will be reviewed for 2022.

Juliet Moeur is the Labor Market Consultant for the Employment Development Department Workforce Services East Bay area for four years. She recently graduated with a Master of Science in Industrial Organization Psychology. Her background in psychology gives her the tools to efficiently analyze and distribute data to customers.



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



DATE: February 1, 2023
TO: Business and Economic Development Committee
FROM: Patience Ofodu, Workforce Services Specialist
RE: Support for Small Business Owners from the State of California

Support for Small Business Owners from the State of California
Clair Whitmer, Northern California Regional Advisor



This presentation will be about support for small business owners from the State of California. An overview of initiatives and programs administered by the California Office of the Small Business Advocate, the principal office responsible for implementing the Governor's vision for sustaining California's entrepreneurship economy and mindset.

Clair Whitmer is the Northern California Regional Advisor for the Office of the Small Business Advocate at the Governor's Office of Business and Economic Development (GO-Biz). She recently served for two years as a FUSE Corps Executive Fellow for the City of Fresno Economic Development Team, helping the city to devise a strategic framework for inclusive economic development. She has also been running her own small business, UpBay Express, since 2020.

Prior to being tapped as a FUSE Corps Fellow, Ms. Whitmer was Head of Consumer Experience for Maker Media, publisher of Make, and producers of Maker Faire, from 2014 to 2019. She has worked in Silicon Valley since the 1990s, holding positions at several major brands in product management and tech-focused journalism. While living in France, she also served as Director of Voter Outreach for the Overseas Vote Foundation. She graduated *summa cum laude* in Political Science from San Francisco State University and is a dual citizen of France and the United States. Her mission is to help grow her region's entrepreneurial ecosystem in pursuit of an economy that works for everybody.

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



DATE: February 1, 2022
TO: Business and Economic Development Committee
FROM: Tamia Brown, Executive Director
RE: **Layoff and Worker Adjustment Retraining Notices (WARN)**

RAPID RESPONSE/OUTPLACEMENT SERVICES

The Workforce Development Board of Contra Costa County (WDBCCC), Rapid Response staff saw an increase of layoffs in the Bay Area, especially from tech companies. On January 20, 2023, according to [The Associated Press Bay Area Tech Industry Layoffs article](#), there have been nearly 50,000 job cuts across the technology sector.

January

WDBCCC Rapid Response staff did not received any WARNs in January.

Golden Sierra Job Training Agency contacted the WDBCCC Rapid Response staff regarding the statewide 370+ layoffs for Blue Shield of California. The reason for the layoffs is due to losing contracts. According to the [ABC News Blue Shield article](#), the majority of the 370+ layoffs are in El Dorado, Sacramento, and San Joaquin counties. Sixty workers are being redeployed to other departments within Blue Shield of California.

WDBCCC Rapid Response staff did not receive this WARN from Blue Shield of California, however 11 remote workers were referred by the Golden Sierra Job Training Agency. The impacted workers are residents of Contra Costa County (CCC). Their last day of work is Wednesday, January 25, 2023. Staff contacted the CCC dislocated workers and provided them with Rapid Response and Workforce Innovation Opportunity Act (WIOA) information, and encouraged them to sign up for services in Contra Costa County.

WDBCCC Rapid Response Staff contacted the City of Pittsburg-Economic Development Department to check if there were any updates about the closure of USS-Posco/UPI. There are no updates at this time. The plant continues to operate until further notice. The WDBCCC will be contacted when there are updates.

December

WDBCCC Rapid Response staff did not received any WARNs for December.

For any questions, please contact 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
Business & Economic Development**

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

1	<p>Student/business speed dating: career exploration within communities</p> <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
2	<p>Offer REDI workshops for HR for businesses</p> <ul style="list-style-type: none"> • Engage California Employer Association
3	<p>Regular Partner meetings</p> <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)
4	<p>Host events with CBO's (Local and Regional)</p> <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
5	<p>Marketing and relationship building among Business/CBOs/Government</p> <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)
6	<p>Partner with organizations that are REDI ready – e.g., Fair Chance employers</p> <ul style="list-style-type: none"> • RCF Connects, Rubicon, HealthRIGHT 360, Re-entry Success Center

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

1	<p>Inventory Community Resources</p> <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
2	<p>Work with Contractor Full Capacity Marketing to Plan and Implement</p> <ul style="list-style-type: none"> • Conduct market analysis on small biz; who they are and what they need

	<ul style="list-style-type: none"> • Develop and implement brand strategy, communication plan and outreach • Develop business plan for Business Resource Center (location, staff, funding, navigators) • Develop and implement business owner mentorship: “Pay it Forward” • Identify metrics and business success stories
3	<p>Training + Technical Assistance (TA) on language and culture. For example, ESL, understanding culture, hiring vulnerable populations.</p> <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

C. Creation & Expansion of Earn and Learn Models

Delegated primarily to the Youth Committee.

D. Serving Vulnerable Populations to Build Transferrable Skills

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
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