

Business and Economic Development Committee Meeting Agenda

June 12, 2024

3:00 p.m. – 4:30 p.m.

4071 Port Chicago Hwy, Suite 250, Conf Rm A, Concord, CA

ZOOM Meeting ID: 881 9521 4989; Passcode: 931788

<https://us06web.zoom.us/j/88195214989?pwd=b42hleNrW2rRwp3DPTh5lRQ8bgBGSZ.1>

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

- 3:00 pm CALL TO ORDER AND REMINDER OF POTENTIAL CONFLICT OF INTEREST
PUBLIC COMMENT
INTRODUCTIONS**
- 3:05 pm PRESENTATION ITEM**
P1 Updates on Projects and Initiatives
Presented by Alyson Greenlee, Economic Development Manager
Department of Conservation and Development Contra Costa County
- 3:25 pm CONSENT AGENDA**
C1 Approve April 26, 2023 Minutes
- 3:30 pm DISCUSSION ITEMS**
D1 Think Contra Costa Initiative
D2 BED Chair and Co-Chair Nominations
- 4:05 pm INFORMATION ITEMS**
I1 Rapid Response Services Report
I2 Marketing Services and Public Relations RFPs
- 4:20 pm CO-CHAIRS' REPORTS and NEXT AGENDA ITEMS**
- 4:30 pm ADJOURN**

Upcoming Committee Meetings: September 4, 2024, 3:00 p.m. – 4:30 p.m.
December 4, 2024, 3:00 p.m. – 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.

DATE: June 12, 2024
TO: Business and Economic Development Committee
FROM: Patricia Conley, Workforce Services Specialist
RE: **Updates on Projects and Initiatives**

Alyson Greenlee, Economic Development Manager
DEPARTMENT OF CONSERVATION and DEVELOPMENT, CONTRA COSTA COUNTY



Short Biography:

Alyson Greenlee is Economic Development Manager at the Department of Conservation and Development, Contra Costa County. She is experienced in workforce and economic development strategy, with over 15 years of experience managing large, cross-functional, multi-client projects, and developing business for a \$1 billion consulting firm, and as a founder. Originally from Poughkeepsie, NY, Alyson resides in Oakland and enjoys biking the Contra Costa Canal Trail in her free time.

Presentation:

Updates on the Northern Waterfront Economic Development Initiative, the Just Transition Economic Revitalization Plan, and the Green Empowerment Zone.

For any questions, please contact Patricia Conley at 925-671-4552 or email at pconley@ehsd.cccounty.us

BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, April 26, 2023

The Business & Economic Development (BED) Committee met at 4071 Port Chicago Highway, Conference Room C and via ZOOM on Wednesday, April 26, 2023. Co-Chair Kwame Reed called the meeting to order at 3:15 pm and reminded everyone of potential conflicts of interest.

ATTENDANCE

MEMBERS PRESENT: Kwame Reed, Stephanie Rivera, Yolanda Vega, Kelly Schelin, Leslay Choy, Richard Johnson, and Nichol Carranza

MEMBERS ABSENT: Terry Curley (EX), Corry Kennedy (EX), Traci Young (EX), Terrence Cole

OTHERS PRESENT: Sean Laurant (Board Member) Jags Krishnamurthy (DVTI), Celina Shands (Full Capacity)

WDBCCC STAFF PRESENT: Tamia Brown, Rochelle Soriano, Charles Brown III, Patricia Conley

PUBLIC COMMENT

None

CONSENT ITEM

C1 Approve February 1, 2023 Business & Economic Development Committee Meeting Minutes

Motion/Second Leslay Choy/Yolanda Vega

Motion Approved

PRESENTATION ITEM

P1 Diablo Valley Tech Initiative - Jags Krishnamurthy, Chief Technology Officer

Jags Krishnamurthy is a local tech executive with extensive experience in enterprise technology. He currently serves as CEO of Object Edge. As CEO of Object Edge, he follows how technology changes the landscape for businesses across the world.

Diablo Valley Tech Initiative

The Diablo Valley Tech Initiative (DVTI) studies and promotes the ideas that enable the Diablo Valley to cultivate and benefit from a thriving tech sector.

In partnership with Diablo Valley College, Chamber of Commerce (Pleasant Hill, Walnut Creek, Martinez, Concord), and Bay ICT partnership.

DVTI Goals

Influence – Influence skill development with Diablo Valley College

Align – Align all stakeholders: businesses, workforce development, city and county officials

Inform – Provide all information related to business to locate and thrive in this region

The Framework

1. **Talent Pool** -- Education partners that help with building the right talent pool that is a key asset to attracting the right business
2. **Location** -- Survey of all location data to understand which location is best for certain businesses and align that with talent pool

3. **Ecosystem** – Building an ecosystem of partnership with supply chain, contract manufacturers etc. to facilitate set up of business
4. **Quality of Life** -- Most location surveys invariably ask this question about schools, activities and other services in the area

DVTI – What does success look like

- 3 new large businesses enter DV
- 100 new jobs added
- 300 new students ready for workforce
- 400 jobs converted locally

Join DVTI Meeting - every first Thursday of the month

Subscribe to DVTI - <https://www.dvti.org/contact>

DISCUSSION ITEMS

D1 WDBCCC Action Plan 2022 – Business & Economic Development

The Workforce Development Board Contra Costa County (WDBCCC) Action Plan helped to prioritize and align the WDB's investments in different programs, initiatives, and activities supporting the workforce system in Contra Costa County and the region. We are in transition with the departure of Patience Ofodu, Business Service Manager, but the Business Services Team continues the work. The Business Resource Center (BRC) has been added to the Action Plan, which will be further discussed in D1 of the agenda.

D2 Business Resource Center Ad Hoc Committee – Data Mining Celina Shands, President of Full Capacity Marketing (FCM)

The Business Resource Center Ad Hoc Committee met with Full Capacity Marketing (FCM) who has developed an initial report and recommendations that have been distributed to the committee for review/input. Using primary and secondary research, FCM completed a market analysis of the most critical needs of companies and the challenges they face in 2023. Additionally, FCM has completed a regional asset map that identifies community partners who service businesses to overcome these key challenges, their area(s) of specialty and services, executive directors' contact information and social media handles. The asset map will support the Ad Hoc Committee in determining a set of collaborative partners to help bring the vision of the BRC to fruition.

FCM completed an initial asset map of organizations that could contribute tools, information, and resources to the Business Resource Center. FCM has asked the WDBCCC Business & Economic Development Committee to review and update the initial list of potential partners that can be used for referrals and coordination of services.

BED member and Hispanic Chamber of Commerce of Contra Costa County President, Douglas Lezameta Jr., recently launched a [Latino Business Resource Center](#) (LBRC). The chamber's website describes this center as: *We're a one-stop-shop dedicated to supporting and empowering Latino-owned businesses in Contra Costa County. Our center provides business counseling, workshops, networking events, and access to funding opportunities to help Latino entrepreneurs thrive. We're the only resource center in the county designed explicitly for the Latino business community. With our comprehensive services and support, we're driving economic growth and prosperity in the county.*

There is an application form that companies can complete to become a member which allows them to access service. Mr. Lezameta is just starting the process for the center and once applicants are selected will be moving forward to find funding to help a small cohort of entrepreneurs with starting and growing their businesses.

The launch of this new Center allows the BED Committee to think about how they could produce pop-up regional centers, to support businesses across the county, by using the locations of potential partners.

While the Hispanic Chamber is using a cohort model, the BED Committee may consider additional regional models with its partners to provide ongoing services. A regional model will provide an opportunity to garner funding more effectively if systems and protocols are in place.

Co-Chair Kwame Reed to extend the meeting up to 4:45 pm

Motion/Second **Leslay Choy/Yolanda Vega**

Motion **Approved**

INFORMATIONAL ITEMS

I1 Layoff/Worker Adjustment Retraining Notice Update

FEBRUARY WARN Notices

Two WARNs in February, from SAP America, Inc., in San Ramon, and IMI Norgren LLC., in Concord. SAP America, Inc., permanently laid off 65 affected employees on April 19, 2023.

WARN from IMI Norgren LLC was for 29 affected employees. IMI Norgren LLC, HR staff informed WDBCCC Rapid Response staff that nine formally affected employees had accepted job offers to remain with the company and transfer to other worksites in Minnesota and Massachusetts.

MARCH WARN Notices

Two WARNs in March, from Glassdoor in San Francisco, and Nutiva in Richmond. Glassdoor permanently laid off two affected employees on March 31, 2023. The affected employees worked remotely in the cities of San Ramon and Walnut Creek. The WARN Notice from Nutiva was for 63 affected employees.

I2 Teleconferencing Options Under the Brown Act

All WDBCCC Committees need to adhere to the Brown Act per the Board of Supervisors. Handouts are distributed to committee members and are used as a resource for any future committee meetings.

EXECUTIVE DIRECTOR'S REPORT

Executive Committee Meeting on April 12, 2023.

On the Agenda as follows:

- Approved transfer of funds from Dislocated Worker to Adult
- Establish an Ad Hoc Nominating Committee for Board Chair and Vice Chair
- Approved Appointment and Re-Appointment to the Board
- Approved Application for Local Area Designation and Recertification under WIOA
- Working on submitting our Application for High Performing Workforce Boards due on Friday, April 28; staff is working diligently

CO-CHAIRS' REPORTS

None

Next BED Committee Meeting: Wednesday, June 7, 2023, from 3:00 p.m. to 4:30 p.m.

THE MEETING ADJOURNED AT 4:45PM

Respectfully Submitted,

Rochelle Martin-Soriano, Board Secretary

/rms



DATE: June 12, 2024
TO: Business and Economic Development Committee
FROM: Patricia Conley, Workforce Services Specialist
RE: **Think Contra Costa Initiative**

A. BACKGROUND

Celina Shands, President and CEO of Full Capacity Marketing Inc (FCM), a consultant with Workforce Development Board Contra Costa County (WDBCCC), facilitated a conversation among the committee members on strategies for establishing a Business Resources Center at WDBCCC.

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.

The Business Resource Center Ad Hoc Committee met early last year with FCM who completed the deliverables in preparation for the Think Contra Costa launch, which occurred on October 11, 2023.

B. COMMITTEE REVIEW

The following information was presented at the November 17, 2023 Special Executive Committee meeting. **Think Contra Costa** is a county-wide professional network of organizations that focus on starting, growing, and retaining companies within Contra Costa County. The goal is to make it easier for entrepreneurs and companies of all sizes to tap into valuable information, consultations, resources, tools, events, and funding streams, both virtually and at in-person pop-up events throughout the county. Emerging and established entrepreneurs, small businesses, and interested partners are encouraged to reach out for more information via ThinkContraCosta.com or by calling 833-453-9555.

The initial campaign goals are to drive traffic to the newly built **Think Contra Costa** website and increase awareness of Contra Costa Services by showing ads to people most likely to click through to the URL. This search traffic will boost the website's search engine ranking position. The initial data results as of October 18, 2023 are as follows:

Meta (Facebook):

- 46,257 times ad displayed (multiple logins)
- 19,842 times ad seen (specific logins)
- 339 times ad clicked on

Linkedin:

- 13,151 times ad displayed
- 7,012 times ad seen
- 367 times ad clicked on

Presswire Report:

- 167 total mentions
- 111 million potential news reach
- 42.4 million top articles by reach and volume AP reprint of press release

B. CURRENT SITUATION

Twenty businesses have contacted Think Contra Costa as of March 11, 2024.

ATTACHMENTS

D1a - Marketing Plan Recommendations

D1b - Press Release

D1c - Fact Sheet

For any questions, please contact Patricia Conley, Workforce Services Specialist at 925-671-4552 or email at pconley@ehsd.cccounty.us



THINK CONTRA COSTA

YOUR POP-UP BUSINESS
RESOURCE CENTERS

Marketing & Communications Plan
Recommendations



Topics

- About Think Contra Costa
- Engagement Goals
- Proposed Recommendations for Next Phase
- Questions/Thoughts?



THINK CONTRA COSTA

YOUR POP-UP BUSINESS
RESOURCE CENTERS

Think Contra Costa!

Think Contra Costa is a professional network of organizations that focus on starting, growing and retaining companies within Contra Costa County. Our website and 800 number make it easy for entrepreneurs and companies of all sizes tap into valuable information, consultations, resources, tools, events and funding virtually and at a location near you.

Services include:

- Entrepreneurship and Business Start Up Consultations
- Funding and Loans
- Regulatory and Legal Assistance
- Workforce Talent and Training
- Growth Services
- Networking Opportunities



www.ThinkContraCosta.org

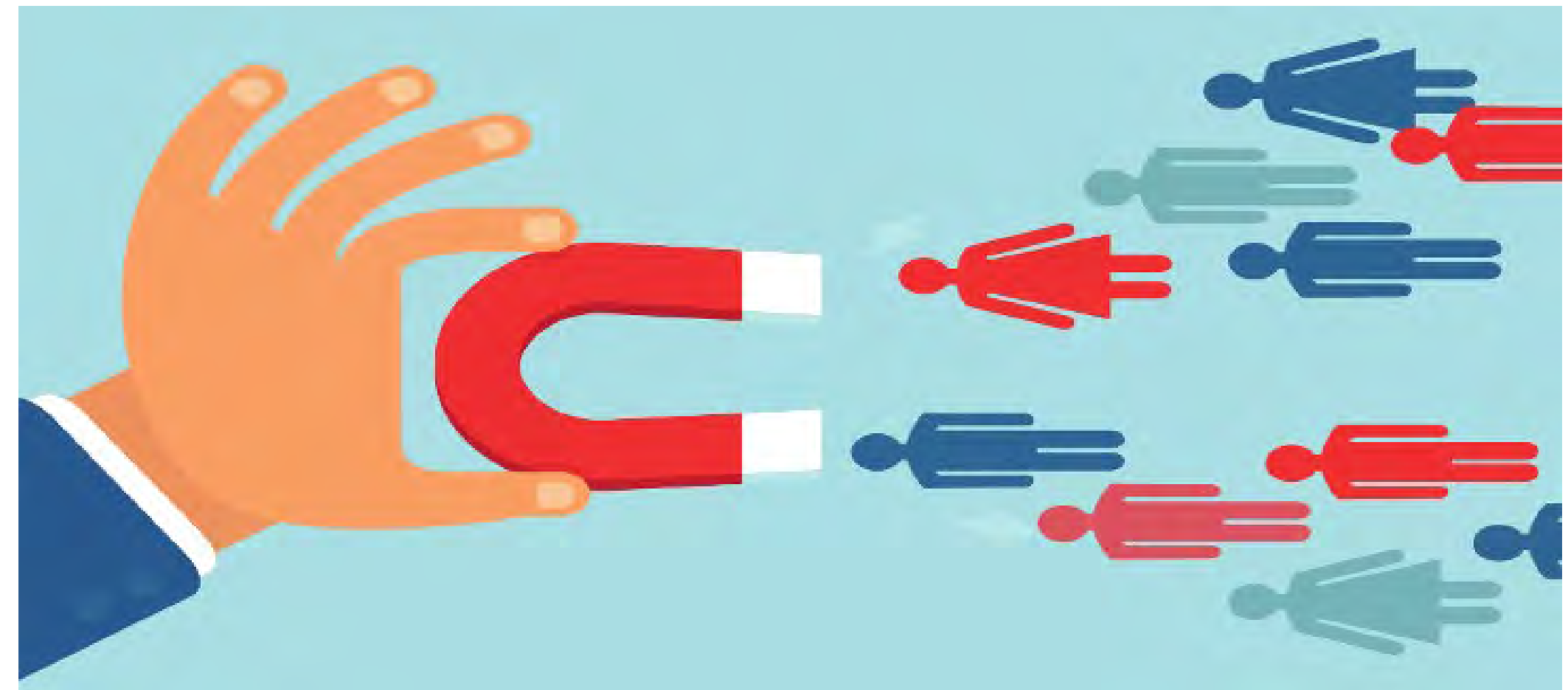
888.599.7653

Engagement Goals

Think Contra Costa would like to engage in a robust, integrated marketing campaign in order to create brand awareness and enrollment in services from entrepreneurs and businesses in the region.

Marketing components of the FCM recommended communications strategy include:

1. Phase 2 Website & Partner Onboarding
2. Digital Advertising
3. Grassroots Marketing
4. Marketing Templates
5. Social Media
6. Public Relations
7. Website Blog Posts

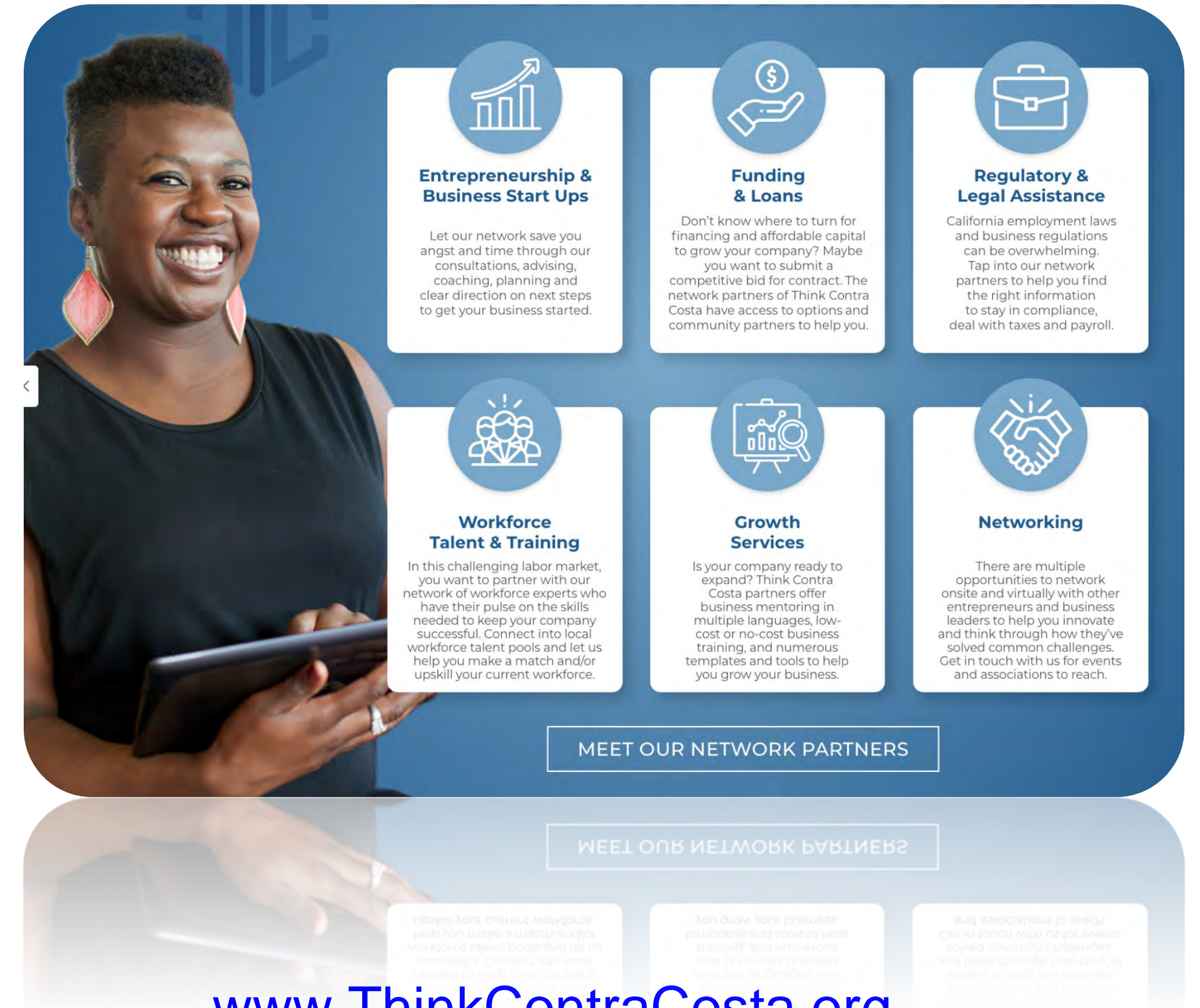


Phase 2 Website

Onboarding new partners to the network of service providers will be ongoing.

FCM recommends a second phase of the website to develop a search features in order to align services with service providers easily for the website visitor.

Network partners would receive a “proud partner” logo and byline to place on their website in order to support organic SEO.



www.ThinkContraCosta.org

888.599.7653

Digital Advertising/ Marketing

Digital Advertising is about getting Think Contra Costa in front of the right audiences, at the right time, through the right channels. A multi-channel advertising system will target awareness, consideration, and conversions from buyers. The Digital Advertising component will be impactful in amplifying the other marketing efforts for Think Contra Costa such as Public Relations and Social Media throughout the county.

Examples of online media channels that would benefit Think Contra Costa's goals would be awareness ads through social media channels like Facebook, Instagram, YouTube, and LinkedIn and traffic ads through Google Search and social media;

Scope of Work will include the following:

- Advertising Strategy & Media Plan
- Ad Copywriting
- Paid Search & Display
- Programmatic-Specific Advertising (based on 6 categories of services)
- Remarketing
- Weekly Analytics & Optimization



Grassroots Marketing

The latest research shows that 57% of boomers, 45% of GenX, 41% of millennials, and 37% of GenZ would be disappointed if they stopped getting physical mail.

These actions were driven by customers receiving direct mail:

- Website Visits- 77%
- Purchases - 64%
- Program Signups- 56%
- Store Visits- 53%
- App download- 53%

We recommend adding a micro-targeted direct mail postcard strategy with a unique identifier code to track the success of the campaign and to promote pop-up events in different areas of the county to provide consultations to entrepreneurs and small businesses.



Postanalytics

Marketing Templates

Marketing materials will be tailored to each target market and include the following items for network partners to utilize:

- Electronic Press Kit
- Fact sheets
- Presentation deck templates
- “Proud Partner” logo & byline
- Success story templates



Social Media

We propose robust a consistent, social media strategy with content pillars, content creation/ posting and community management, hashtag research and refinement, and additional services as needed. SM will focus on LinkedIn, Meta (FB/ IG), and YouTube, up to five posts/week.

- Content Pillars create consistency across social platforms and help increase the know, like and trust factor for your brand; we recommend developing content based on the 6 key service areas for Think Contra Costa.
- Content Creation will vary depending on the social platform
 - Video content is important for visibility, so recommend the development of customer videos and those using the network of services.
- Community Management will entail the following tasks: responding to questions, monitoring accounts, and follow/like relevant accounts to build trust with the community and increase organic engagement.
- Boosting posts for visibility and in concert with a digital advertising campaign is a great way to leverage organic content.



Public Relations

PR is the engine that fuels all marketing programs and will support Think Contra Costa's brand building efforts.

Recommended PR strategies for getting coverage:

- Expert profiles set up
- Pitching articles and interviews for local, regional and state business and entrepreneurship publications (online and offline), short lead and long lead, broadcast, and radio
- Podcast interviews
- Review of catalog of editorial calendars for long lead press opportunities



Public Relations: Think Contra Costa Day

Have a designated, proclaimed Think Contra Costa Day! Invite local business leaders, small businesses, partners, elected officials with a ribbon cutting opportunity, speeches, and a proclamation of an official Think Contra Costa Day!

Great opportunity for a press release, website announcement, email newsletter, social media promotion, and network partner participation.



Website Blog Posts

Think Contra Costa is primed for blogging, given the expertise provided by the network of partners. FCM recommends interviewing partners and writing a weekly blog post for the website that includes key words and phrases that will attract local businesses and entrepreneurs.

This strategy will:

- Increase website traffic
- Drive conversions and referrals to the network
- Contribute to social media efforts
- Build trusting client relationships
- Reinforce your brand
- Encourage engagement





THINK CONTRA COSTA

YOUR POP-UP BUSINESS
RESOURCE CENTERS

These strategies are FCM's recommendations for the next phase of Think Contra Costa. Next steps include discussion with the Board & identification of key priority areas & funding to support deployment.



THINK CONTRA COSTA
YOUR POP-UP BUSINESS
RESOURCE CENTERS

D1b

FOR IMMEDIATE RELEASE

MEDIA INQUIRIES:

Anika Jackson

anika@fullcapacitymarketing.com

310.567.0038

Think Contra Costa Campaign Expands Business Growth Opportunities for Entrepreneurs and Businesses

Campaign partners create no- and low-cost business service hubs throughout the county.

Concord, CA (October 11, 2023) – Think Contra Costa, an initiative of the Workforce Development Board of Contra Costa County (WDBCCC), has launched a county-wide professional network of organizations that will focus on starting, growing and retaining companies within Contra Costa County. The goal is to make it easier for entrepreneurs and companies of all sizes to tap into valuable information, consultations, resources, tools, events and funding streams, both virtually and at in-person pop up events throughout the county.

There are several factors which led to the demand for this initiative, including retaining a diverse and talented talent base. Compared to the rest of the Bay Area, [approximately 42% of residents commute](#) to neighboring counties for work, leaving Contra Costa with a shortage of skilled labor. [Housing shortages, homelessness, and a lack of affordable housing](#) contribute to the specific issues in the county.

Contra Costa is affected by the same issues other California businesses are facing, from data privacy and security, digitization, inflation, supply chain issues, California employment laws, and the disadvantages minority business owners continue to confront, who account for [20% of all U.S. business owners](#), and 45% in California.

“We have extensively examined the themes facing entrepreneurs and business owners in our region. Think Contra Costa provides a dependable resource that will meet them where they are physically and at any stage in their business cycle, to keep local businesses not only open and surviving, but thriving,” shared Tamia Brown, Executive Director, WDBCC.

Available services include entrepreneurship & business startup consultations, advising, and coaching; funding and loans opportunities; regulatory and legal assistance; workforce talent and training; growth services; and business networking.

Inaugural partners in the initiative include a variety of organization such as East Bay Works, Bay Area Development, GoBIZ, the Latino Business Resource Center, Port Labs, LLC, the Small Business Development Center East Bay, chambers of commerce and city economic developers. Emerging and established entrepreneurs, small businesses, and interested partners are encouraged to reach out for more information via ThinkContraCosta.com or by calling 833-453-9555.

About the Workforce Development Board of Contra Costa County: a business-led board that builds public-private partnerships with education, economic development, labor, and community organizations to solve complex workforce challenges. Our work achieves equitable economic growth for Contra Costa County. We ensure a pipeline of diverse workforce talent is available to keep local companies competitive. Through our strategic connections and partnerships, we find innovative, sustainable solutions to solve complex workforce issues and leverage public-private resources to benefit the workforce and businesses alike.

YOUR POP-UP BUSINESS RESOURCE CENTERS



THINK CONTRA COSTA



WHAT IS THINK CONTRA COSTA?

Think Contra Costa is a professional network of organizations that focus on starting, growing and retaining companies within Contra Costa County. Our website and toll free number make it easy for entrepreneurs and companies of all sizes to tap into valuable information, consultations, resources, tools, events and funding.

WHO ARE THINK CONTRA COSTA'S NETWORK OF PARTNERS?

Our network of partners continues to grow! Inaugural partners include public sector and nonprofit organizations that are leveraging their resources and support to help entrepreneurs and companies thrive in Contra Costa County. Check our website for more details at www.ThinkContraCosta.com.

If you are interested in joining our network to support Contra Costa County companies, call us at 833.453.9555

Need services but not sure where to start?
Complete the [contact form](#) or call us at
833.453.9555



For more information,
www.ThinkContraCosta.com

WHAT ARE THE SERVICES PROVIDED BY THE THINK CONTRA COSTA NETWORK?



THINK CONTRA COSTA



ENTREPRENEURSHIP & BUSINESS START UPS

Save time and reduce stress with our network's consultations, advising, coaching, planning, and clear direction to kickstart your business.



FUNDING & LOANS

Don't know where to turn for financing and affordable capital to grow your company? The network partners of Think Contra Costa have access to options and community partners to help you.



HR REGULATORY & LEGAL ASSISTANCE

California employment laws and business regulations can be overwhelming. Tap into our network partners to help you find the right information to stay in compliance.



WORKFORCE TALENT & TRAINING

In this challenging labor market, you want to partner with our network of workforce experts who have their pulse on the skills needed to keep your company successful. Connect into local workforce talent pools and let us help you make a match and/or upskill your current workforce.



GROWTH SERVICES

Is your company ready to expand? Think Contra Costa partners offer business mentoring in multiple languages, low-cost or no-cost business training, and numerous tools to help you grow your business.



NETWORKING

There are multiple opportunities to network onsite and virtually with other entrepreneurs and business leaders to help you innovate and think through how they've solved common challenges. Get in touch with us for events and associations to reach.



HOW DO I BENEFIT FROM THINK CONTRA COSTA?

All services are either no- or very low-cost so that entrepreneurs and companies can quickly and easily get the support they need to continue their journey. Check out our website or call our number for further assistance.

www.ThinkContraCosta.com
833.453.9555



DATE: June 12, 2024
TO: Business and Economic Development Committee
FROM: Tamia Brown, Executive Director
RE: **BED Committee Chair and Co-Chair Nominations**

A. BACKGROUND AND CURRENT SITUATION

The Business and Economic Development (BED) Committee Chairs' terms will be expiring June 30, 2024.

Per the Workforce Development Board of Contra Costa County (WDBCCC) bylaws:

ARTICLE VIII - COMMITTEES

- A. The size and purpose of each Standing or Ad Hoc Committee shall be determined by the WDBCCC Chairperson, in consultation with any designated Committee Chairperson(s). Every effort shall be made to ensure that each Standing committee is comprised of five (5) or more members of the WDBCCC.
- B. Each WDBCCC Standing Committee will have a minimum of one (1) chairperson with responsibility for conducting the regular business of that respective committee.
- C. Any WDBCCC member may serve as a Committee Chairperson or Co-Chairperson. WDBCCC members may serve as Chairs of a single WDBCCC Standing Committee for a period or no more than two (2) years.

B. SCHEDULE

The election of officers is currently scheduled to be conducted at the regularly scheduled full WDBCCC Board of Directors meeting on August 6, 2024.

For any questions, please contact Tamia Brown at 925-671-4514 or email at tbrown1@ehsd.cccounty.us



DATE: June 12, 2024
TO: Business and Economic Development Committee
FROM: Patricia Conley, Workforce Services Specialist
RE: **Layoff and Worker Adjustment Retraining Notices (WARN)**

RAPID RESPONSE/OUTPLACEMENT SERVICES

From April 2023 through June 2024, the following businesses submitted a WARN notice. The WDBCCC Rapid Response Coordinator contacted them to offer outplacement services. Laid off employees receive resources for employment transition, such as unemployment insurance information, employment training opportunities, affordable health care, and more. WARN notices were also received from companies outside of the County, if they employed remote workers residing in Contra Costa.

Upcoming Career Fairs scheduled: NA

WARN	Company / City	Laid Off / Month	Rapid Response (RR)
May 2024	Fresenius USA Concord	309 workers Aug 2024 – Jun 2025	Employer interested in future RR orientations & job fair in July; will follow up.
	Texas de Brazil Concord	30 workers June	Offered RR orientation & job fair; employer will consider and get back to us.
Apr 2024	Aura Management Walnut Creek	105 workers in June - Jul	Under new management, employees have option to work at ARCO AMPM.
	SAP America San Ramon	42 workers in June	Employer offering employees outplacement services.
	99 Cents Only Stores Antioch	45+ workers in June	Employer responded no layoffs until inventory complete, they will contact us.
	Elijah House Foundation Walnut Creek	42 workers in June	Employer received a contract renewal with funds, may be able to do less than 42 layoffs.
	Sodexo San Ramon	61 workers in June	Sent RR info. This is a union shop. Cal Labor Fed has been contacted.
Mar 2024	Volta Charging Industries	10 workers (remote in CCC) in May	Offered RR orientation & job fair.
Feb 2024	Corteva Agriscience Pittsburg	6 workers in Apr	Employees last workday 3/29/24, will be paid until 4/26/24. Employer will forward RR info to appropriate representative.
	RHI Services Co & Redesign Health New York	1 worker (remote) in Apr	Sent employer RR info.
Jan 2024	Lost Boys Interactive Madison WI	2 workers (remote) in Mar	Sent employer RR info.
Dec 2023	Pac-12 Conference San Ramon	46 workers in Mar	Sent employer RR info.

Nov 2023	Pac-12 Enterprises San Ramon	141 workers in Jan	Sent employer RR info, they will review resources.
	Sunrun Installation Services Concord	26 workers in Jan	Sent employer RR info.
	Kaiser Foundation Hospitals Walnut Cree	1 worker in Jan	Sent employer RR info.
Oct 2023	John Muir Health Concord	164 workers in Dec	This is a union shop. Cal Labor Fed has been contacted.
	Exabeam Foster City	94 workers in Jan (CCC remote # unknown)	Employer confirmed remote workers but CCC residents # unknown.
	BMO Bank San Ramon	200 workers in Dec (# unknown remote in CCC)	Sent employer RR info.
	Pulse Systems Concord	79 workers in Nov-Feb	Sent employer's law firm RR info.
Sept 2023	Rodan & Fields San Ramon	76 workers in Oct	Sent employer's law firm RR info.
	Reach Medical Holding Concord	10 workers in Sept	Employer emailed no employees lost pay or tenure, offered jobs at other locations.
	Peloton Walnut Creek	6 workers in Feb	Sent employer RR info.
	Target Pittsburg	98 workers in Dec	Sent employer RR info.
	USS POSSCO Pittsburg	474 workers in Dec-ongoing	11 orientations in Nov – Jan, 159 attendees onsite job fair in Oct w/20+ employers
Aug 2023	Carbon Health Martines	5 workers (remote) date unknown	Sent employer RR info.
July 2023	David's Bridal Pinole	29 workers in Sept	Sent employer RR info.
	Corteva Agriscience Pittsburg	40 – 82 workers in Oct - Feb	4 orientations in Jul – 69 attendees onsite job fair in Aug
	Alstom Mass Transit Pittsburg	41 workers date unknown	Sent employer RR info.
June 2023	Alpha Works Technologies 5 cities	6 workers in June	Mass layoff with 6 impacted employees in CC County.
May 2023	Summit Public Schools San Pablo	5 workers in June	73 employee layoffs Santa Clara & San Mateo Counties. Employers are working with Nova WDB RR staff.
Apr 2023	IMI Norgren Concord	29 workers in April	Feb orientation - 20 attendees Apr onsite job fair – 10 employers
	Nutiva Richmond	63 workers in June	3 orientations in Apr – 47 attendees onsite job fair in May – 12 employers (Richmond WDB WARN, WDBCCC supported)
	Sangamos Therapeutics Richmond	27 workers in May	May orientation and Nov orientation (Richmond WDB WARN, WDBCCC supported)

For any questions, please contact Patricia Conley, Workforce Services Specialist, at 925-671-4552 or email at pconley@ehsd.cccounty.us

DATE: June 12, 2024
TO: Business and Economic Development Committee
FROM: Patricia Conley, Workforce Services Specialist
RE: **Marketing and Public Relations Services Request for Proposal (RFP)**

A. BACKGROUND

The Workforce Development Board of Contra Costa County (WDBCCC), with the Board of Supervisors approval, has recently moved to a four-year procurement cycle.

- 1) An integral part of the WDBCCC's strategic plan is to maintain a communications plan including Marketing and Public Relations efforts enlisting outside expertise and other related assistance for such services. The goal is to continue positioning WDBCCC's brand and service information in the community for businesses and jobseekers, and supporting regional efforts and partnerships that enhance the value proposition of WDBCCC's workforce and economic development initiatives, attracting public and private investment to support them.
- 2) The Business & Economic Development Ad Hoc Committee worked on the development of a Business Resources Center focusing on small, minority-owned, and micro businesses. Think Contra Costa Pop-Up Business Resource Center launched on October 11, 2023.

B. CURRENT SITUATION

Full Capacity Marketing was contracted for the fourth year of the procurement cycle for Marketing and Public Relations from January 1, 2024 ending December 31, 2024. The WDBCCC Full Board/Executive Committee approved the release of two RFPs at their May 7, 2024 meeting.

- 1) To procure Marketing and Public Relations services.
- 2) To procure services for continued development and promotion of the Think Contra Costa Initiative brand and campaign.

C. FISCAL IMPACT

WDBCCC allocated no more than \$200,000 of funds to provide Marketing and Public Relations services, and to continue promoting the brand and development of the Think Contra Costa Initiative in the budget.

D. SCHEDULE

Staff have started the RFP planning process to release an RFP, evaluate proposals, select providers, negotiate and execute contracts, and created a draft RFP timeline.

RFP Timeline - Draft	
RFP Published	July 2, 2024 (Tues)
Optional Bidders Conference &/or Webinars	
Questions and Answers - posting period	
Deadline for RFP Submission	August 12, 2024 (Mon)
Compliance Review - Contracts	August 21, 2024
Fiscal Evaluation Review Period	August 28 – Sept 10, 2024
Programmatic Evaluation period	September 11 – Oct 2, 2024
Orientation for Evaluators	
Evaluators Read & Rate	
Reconciliation of Scores/Ranking	
WDB - Recommendation of Awards	
Exec or WDB Full Board approval of funding recommendations	October 9, 2024
Conditional Award Letters Sent	
Appeal period (10 business days from letter mailing)	
Contract Negotiations/Contract Development	October 30, 2024
Board of Supervisors - Approval of Contract	
Contract Start Date	January 1, 2025

For any questions, please contact Patricia Conley at 925-671-4552 or email to pconley@ehsd.cccounty.us