

Full Board/Executive Committee

AGENDA

May 13, 2025

3:00 p.m. – 5:00 p.m.

4071 Port Chicago Highway, Conference Room A

Concord, CA 94520

Join Zoom Meeting

<https://us06web.zoom.us/j/87811224364?pwd=f1teXtX7Kn9pGNiV38kH3saQCvEJPP.1>

Meeting ID: 878 1122 4364 Passcode: 752879

- 3:00 PM WELCOME AND CALL TO ORDER**
REMINDER OF POTENTIAL CONFLICT OF INTEREST
PUBLIC COMMENT
- 3:10 PM DIRECTOR'S REPORT**
- 3:20 PM PRESENTATION ITEMS**
P1 CocoKids
P2 CCC Guaranteed Basic Income Program
- 4:20 PM CONSENT AGENDA**
C1 Approve February 4, 2025 Full Board Minutes
C2 Approve Appointment to Board (Business Seats #12 & #13)
C3 Approve Selection for Youth Services Providers RFP #1215
- 4:25 PM ACTION ITEMS**
A1 Approve Selection of WIOA Youth Services Providers
A2 Approve Selection of Marketing Services and Public Relations Services Provider
- 4:40 PM INFORMATIONAL/UPDATE ITEM(S)**
I1 Early Childhood Care and Education Report
I2 WAF 11 Close-Out
- 5:00 PM ADJOURN**

UPCOMING COMMITTEE MEETINGS

Full Board: Tuesday, August 5, 2025

Youth Committee Meeting: Wednesday, May 21, 2025

BED Committee Meeting: Wednesday, June 4, 2025

Executive Committee Meeting: Wednesday, August 13, 2025

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, Suite 250 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



DATE: May 13, 2025
TO: Full Board/Executive Committee
FROM: Serena Moore, Program Manager
RE: CoCo Kids Inc.

BIOGRAPHY OF SPEAKER



**John Jones, Executive Director
CocoKids Inc.**

John F Jones is the Executive Director of CocoKids Inc, a private non-profit organization with the mission to champion and advance quality childcare and early education. John leads a team of 122 dedicated professionals providing programs, services, initiatives, and advocacy that benefit young children and their families, including free child care referrals, a child health and nutrition program, child care subsidy for financially deserving families, and quality improvement programs for existing and new child care providers.

John is a recognized thought leader in the nonprofit field having served leadership roles in major community-based organizations. Throughout his 31-year nonprofit career, he has focused his work, passion, and advocacy on children’s education, care, welfare, and well-being. Prior to his current ED role at CocoKids, he served for fifteen years as President and CEO of We Care Services for Children, a nonprofit that provides early intervention services for young children. He was also formerly the Director of Community Services and Assistant Director of Day Treatment at Lincoln Families in Oakland. He has served on the Board of Directors of the California Child Care Resource and Referral Network, We Care Society, St. Peter Martyr School, The Center for Community-based Organizations, and the Delta Youth Soccer League. He is currently President of the Contra Costa Children and Families Commission and President of the California Resource and Referral Network.

He obtained his B.A. in Journalism with a minor in Sociology from the University of Northern Colorado at Greeley, Colorado and did graduate work in Nonprofit Management at Regis University in Denver, Colorado.

For any questions, please contact Serena Moore, Program Manager at 925-671-4529 or email at smoore@ehsd.cccounty.us



DATE: May 13, 2025
TO: Full Board/Executive Committee
FROM: Tamia Brown, Executive Director
RE: **CCC GUARANTEED BASIC INCOME PROGRAM**

BIOGRAPHY OF SPEAKER

Aisha Teal, Workforce Services Specialist
CalWORKs Home Visiting Program Coordinator
CalWORKs Outcomes & Accountability Review (Cal-OAR)
Contra Costa County | Employment & Human Services Dept. | Workforce Services Bureau

18 years of experience working with CalWORKs families in Contra Costa and Solano counties, serving in a variety of roles including caseworker, trainer, program analyst, and currently as a Workforce Services Specialist in the Employment and Human Services Department (EHSD) Workforce Services Bureau. Her work has centered on improving outcomes for low-income families, with a strong focus on equity, accountability, and innovation. Current role, serves as the coordinator for the CalWORKs Home Visiting Program that supports early childhood development, parenting skills, and well-being through home-based services for CalWORKs families. Lead the CalWORKs Outcomes and Accountability Review (Cal-OAR), an initiative to improve service delivery and client outcomes in the CalWORKs Welfare-to-Work program. A Project Manager for EHSD's Guaranteed Basic Income pilot, which aims to provide financial stability and support to vulnerable populations. Throughout her career, she has been committed to systems change that uplifts families and promotes long-term well-being.

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



FULL BOARD MINUTES

Tuesday, February 4, 2025

The Full Board met on Tuesday, February 4, 2025 at 4071 Port Chicago Highway, Conference Room A and via a ZOOM meeting. Chair Terry Curley called the meeting to order at 3:02 pm and reminded everyone of potential conflict of interest.

ATTENDANCE

MEMBERS PRESENT: Terry Curley, Tom Hansen, Michael McGill, DeVonn Powers, Nichol Carranza, Steve France, Kelly Schelin, Leslay Choy, Richard Johnson, Gregory Brooks, Alison McKee

MEMBERS ABSENT: Joshua Anijar, Jerry Aranas, Timothy Jeffries, Douglas Lezameta, Brandon Matson, Steve Older

OTHERS PRESENT: Jennifer O'Donnell (Glen Price Group), DC Carole Dorham-Kelly, Vi Ngo, Dwan Taylor (Rubicon), Celina Shands (Full Capacity Marketing), Vittoria Abbate (Adult MDUSD), Anita Kasim (IRC), Esperanza Velarde-Ellis

WDB STAFF PRESENT: Tamia Brown, Maureen Nelson, Noramah Burch, Verneda Clapp, LaTosha Stockholm, Rochelle Soriano, Patricia Conley, Serena Moore, Jon Rodriguez, Ken Austin, Jed Silver, Charles Brown, Veronica Ramos, Marco Patitucci, Anisa Smith, Iyadunni Adeyemi, Brandi Cleveland

PUBLIC COMMENT

Anita Kasim, Workforce Development Manager at International Rescue Committee (IRC) in Oakland.

International Rescue Committee is a non-profit organization with seven offices across the United States. IRC Oakland is also a federally designated refugee resettlement agency and a workforce service provider that is immigrant centered. They serve Contra Costa as well as Alameda County residents.

As reported in the news, the new government is doing its best to dismantle the refugee services and refugee resettlement system in the country, and still there are thousands of refugees here in Contra Costa and immigrants who are your neighbors and friends, and many of them are already here and working hard to establish their lives in Contra Costa and in the Bay area as a whole.

Nearly most of the resettling refugees in Contra Costa, do possess work authorization documents, and are eligible for WIOA services, as Adult or Dislocated Worker, or Youth. It is important to give them actual services, to help them, to keep rebuilding their lives here, particularly as the government and the new administration, is dismantling the refugee resettlement services, and education workforce development services and so on. To reemphasize that it's critical to help these individuals.

PRESENTATION ITEM

P1 RUBICON PROGRAMS

Services and Performance

Service Reach

To date in the 2024-25 program year, through December 2024, the CCWC has served 279 new WIOA participants with 86% (241) being Adults and 14% (38) being DW. The countywide service reach is approximately 20% in West, 32% in East and 48% in Central Contra Costa.

Reaching Priority Populations

For 2024-25 to date, the CCWC network is reaching 80% Adult priority communities, exceeding the 75% goal. At this midpoint of the program year, DW enrollments are slightly down from the 18% at year’s end for 23-24, The comprehensive AJCC continues to be the service site reaching the highest volume of DW community, currently serving 53% of new DW enrollments.

Employment and Training

Training and Employment	2022-23	2023-24
New ITAs Approved	121	221
Non-ITA Training Activity	97	64
Total in Training	287	336
Successful Training Completions	71%	72%
WIOA Exits with Employment	44% (126/186)	47%(126/267)

Through December 2024, 293 WIOA consumers are engaged in training activity during the current year. Of those 293, 185 are new ITAs and 45 being supported in new training activities that are not ITA funded. Training completion data is not yet available to make meaningful comparisons to prior program year.

CONSENT AGENDA

C1 Approve December 4, 2024 Full Board Meeting Minutes

Motion/Second Michael McGill/DeVonn Powers

Motion Passed

AYES: Terry Curley, Tom Hansen, Michael McGill, DeVonn Powers, Nichol Carranza, Steve France, Kelly Schelin, Leslay Choy, Richard Johnson, Gregory Brooks

NAYS: None

ABSENT: Joshua Anijar, Jerry Aranas, Timothy Jeffries, Douglas Lezameta, Brandon Matson, Steve Older

ABSTAIN: Alison McKee

ACTION ITEMS

A1 Approve Revised Youth Committee Meeting Calendar 2025

That the Full Board approve a Revised Youth Committee meeting schedule

YOUTH COMMITTEE (3rd Wednesday of the 2nd month of each quarter from 12 noon – 1:30 pm)

- Wednesday, February 19, 2025
- Wednesday, April 23, 2025 - additional YC Meeting for action to select service providers
- Wednesday, May 21, 2025
- Wednesday, August 20, 2025
- Wednesday, November 19, 2025

Motion/Second Michael McGill/Tom Hansen

Motion Passed

AYES: Terry Curley, Tom Hansen, Michael McGill, DeVonn Powers, Nichol Carranza, Steve France, Kelly Schelin, Leslay Choy, Richard Johnson, Gregory Brooks, Alison McKee

NAYS: None

ABSENT: Joshua Anijar, Jerry Aranas, Timothy Jeffries, Douglas Lezameta, Brandon Matson, Steve Older

ABSTAIN: None

A2 Approve FY 2025-2026 WDB Proposed Budget

That the Full Board to approve the Executive Committee's recommendation to approve the FY 2025-26 Proposed Budget.

Motion /Second **Richard Johnson/Tom Hansen**
Motion **Passed**

AYES: Terry Curley, Tom Hansen, Michael McGill, DeVonn Powers, Nichol Carranza, Steve France, Kelly Schelin, Leslay Choy, Richard Johnson, Gregory Brooks, Alison McKee

NAYS: None

ABSENT: Joshua Anijar, Jerry Aranas, Timothy Jeffries, Douglas Lezameta, Brandon Matson, Steve Older

ABSTAIN: None

A3 Approve DRAFT Local Plan

Approve the Draft 2025-2028 Local Plan as presented and authorize any potential minor changes resulting from online surveys and a 30-day public comment period (end of February through end of March 2025), and direct staff to submit the Final Local Plan to the State Workforce Board by April 28, 2025.

Motion /Second **Michael McGill/Tom Hansen**
Motion **Passed**

AYES: Terry Curley, Tom Hansen, Michael McGill, DeVonn Powers, Nichol Carranza, Steve France, Kelly Schelin, Leslay Choy, Richard Johnson, Gregory Brooks, Alison McKee

NAYS: None

ABSENT: Joshua Anijar, Jerry Aranas, Timothy Jeffries, Douglas Lezameta, Brandon Matson, Steve Older

ABSTAIN: None

INFORMATIONAL/UPDATE ITEMS

Informational reports have been shared with both the board members and the public. These reports were disseminated, ensuring transparency and accessibility for all relevant parties.

I1 Measure X Year End Performance Status Report

This report summarizes key achievements and milestones for these programs from July to December 2024.

PROGRAM HIGHLIGHTS

1. First 5 Contra Costa: Inclusion in Early Learning Project

Objective: Enhance the capacity of early learning programs to include children with disabilities, developmental delays, or social-emotional challenges.

Accomplishments:

- Conducted **5 validation sessions** with 53 participants, including childcare providers, parents, and advocates, to finalize findings from earlier stakeholder engagement efforts.
- Hosted two equity-focused community events, engaging **141 participants** to prioritize recommendations for inclusive childcare.
- Published a comprehensive plan with actionable short- and long-term recommendations, such as:
 - Mini-grants for capacity building and supplies.
 - Culturally and linguistically responsive navigation supports.
 - Advocacy for better wages and inclusion-focused training.
- Delivered **8 professional development training courses** to 151 childcare providers, improving their ability to implement inclusive practices. Over **94% of attendees** reported confidence in applying the strategies learned.
- Distributed 112 inclusion-focused material packages to providers, enhancing classroom environments for children with special needs.

2. CocoKids: Stipends Program for Early Educators

Objective: Support workforce retention by providing financial incentives to early educators serving underserved communities.

Context: The program focuses on incentivizing early childhood educators to continue providing critical services in underserved areas, with a special emphasis on infant care and non-traditional hours.

Accomplishments:

- Developed an **innovative rubric scoring system** to equitably prioritize funding, targeting educators working in underserved zip codes and programs serving infants.
- Prepared for program launch with applications opening in January 2025. **Information sessions** attracted 195 family childcare providers and 50 center-based staff, demonstrating strong interest and demand.
- Established a comprehensive lottery-based selection process to ensure equitable distribution of **stipends, which range from \$1,000 to \$1,167 per month based on role and hours worked.**

3. CocoKids: Vouchers Program for Low-Income Families

Objective: Increase access to affordable, high-quality childcare for low-income families.

Context: This program addresses a critical need for affordable childcare by subsidizing costs for families while partnering with licensed providers to ensure quality care.

Accomplishments:

- Enrolled **51 families** and **54 children** by December 2024, with a goal to serve an additional **120-150 children** by June 2025.
- Partnered with **49 licensed providers** to ensure consistent and high-quality care for enrolled children.
- Streamlined enrollment processes through pilot testing in September, followed by countywide implementation in October. This phased approach allowed the team to refine operations and ensure effective service delivery.

Conclusion And Next Steps

The Measure X ECE initiative is making significant progress in addressing childcare challenges in Contra Costa County. Key priorities for the coming months include:

- Expanding family and child enrollments in the Vouchers Program to meet mid-year goals.
- Launching the first cohort of the Stipends Program and evaluating its impact on workforce retention.
- Implementing recommendations from the Inclusion in Early Learning Project and continuing professional development efforts.

12 Regional Equity and Recovery Partnership (REP) Grant

Regional Equity and Recovery Partnership Grant (RERP) represents an acceleration and deepening of existing Regional Plan Implementation efforts and will support and invest in partnerships attempting to add high road approaches to existing sector strategies and career pathway programs. RERP seeks to enhance and expand existing cross-system planning of regionally organized workforce development boards, i.e., the East Bay Regional Planning Unit, with partner community colleges and their career education programs to jointly serve 160 individuals over the grant term. Projects focus on successfully leveraging and integrating community college priorities such as industry-valued credentials, digital literacy, dual enrollment, credit for prior learning, and work-based learning, with workforce development priorities of economic recovery, racial justice, and equity, and digital access and literacy.

All projects are on schedule to achieve their performance goals.

DIRECTORS REPORT

Two New WDB Staff:

Anisa Smith, Business Service Representative, who is helping out with some of our programmatic aspects and supporting our business team.
Marco Patitucci, Administrative Services Specialist II, will be supporting our WDB Fiscal unit.

THE MEETING ADJOURNED AT 4:26 PM

Respectfully Submitted,
Rochelle Martin-Soriano, Board Secretary

/rms

Application Form

Profile

Patience

First Name

C

Middle Initial

Ofodu

Last Name

[Redacted]

Home Address

Suite or Apt

San Ramon

City

CA

State

94582

Postal Code

[Redacted]

Primary Phone

[Redacted]

Email Address

[District Locator Tool](#)

Resident of Supervisorial District:

District 2

East Bay Economic Development Alliance - Oakland, CA

Employer

Head of Community Relations and Strategic Partnerships

Job Title

Length of Employment

16 months

Do you work in Contra Costa County?

Yes No

If Yes, in which District do you work?

How long have you lived or worked in Contra Costa County?

18 years

Are you a veteran of the U.S. Armed Forces?

Yes No

Board and Interest

Which Boards would you like to apply for?

Workforce Development Board: Submitted

Seat Name

open

Have you ever attended a meeting of the advisory board for which you are applying?

Yes No

If Yes, how many meetings have you attended?

over 50

Education

Select the option that applies to your high school education *

High School Diploma

College/ University A

Name of College Attended

CSU East Bay

Degree Type / Course of Study / Major

Masters / Public Administration

Degree Awarded?

Yes No

College/ University B

Name of College Attended

Degree Type / Course of Study / Major

Degree Awarded?

Yes No

College/ University C

Name of College Attended

Degree Type / Course of Study / Major

Degree Awarded?

Yes No

Other Trainings & Occupational Licenses**Other Training A**

Workforce Development Executive Development

Certificate Awarded for Training?

Yes No

Other Training B

Leadership Contra Costa

Certificate Awarded for Training?

Yes No

Occupational Licenses Completed:

California Department of Real Salesperson License

Qualifications and Volunteer Experience**Please explain why you would like to serve on this particular board, committee, or commission.**

As an 18-year county resident, I am passionate about giving back to my community. I bring extensive experience in workforce and economic development, honed during my almost 11 years as county staff. The county has provided me with outstanding leadership experience and training. I am passionate about workforce development and deeply relate with the workforce community and stakeholders. I advocate for programs to help small businesses and the vulnerable population. My current role at the East Bay Economic Development Alliance as Head of Community Relations and Strategic Partnerships aligns with key industry sectors. I believe in the power of innovative strategic partnerships and collaborative efforts to create a thriving economic landscape. I continue collaborating with the WDBCCC staff and board members, referring alliances and supporting the WDBCCC's efforts. Board membership will allow me to leverage my partnerships in Alameda and Contra Costa to support the WDBCCC.

Describe your qualifications for this appointment. (NOTE: you may also include a copy of your resume with this application)

I have 15 years of leadership experience in workforce and economic development across the Bay Area. My nearly 11 years with Contra Costa County include serving as Interim Executive Director of the Workforce Development Board, Workforce Services Specialist/Business Services Manager, One-Stop Career Center Coordinator, and Case Manager. I convene industry, government, labor, education, community, and other stakeholders to address the skills gap and match job seekers with future employers. I recruited board members from top employers and non-profit organizations, staffed committees, raised sponsorships for events, and presented at workforce conferences and to community partners. I collaborated with state workforce and economic development organizations to ensure the appropriate application and accountability of workforce programs and funding. I participated in several county initiatives. As a California Workforce Association (CWA) Race and Equity Committee member, we designed an Action plan during the pandemic. My experience also extends to the workforce and economic development roles in Alameda County and the San Jose Office of Economic Development. Other initiatives and publications I coordinated or partnered with are the Contra Costa Economic Partnership for the Equitable Economic Recovery Task Force, which aims to expand economic opportunity in Contra Costa County and MEETING THE DEMAND HEALTH CARE WORKFORCE IN CONTRA COSTA COUNTY. I serve on several boards, including as Chair for the City of San Ramon Economic Development Advisory Committee. I also have experience as a CA-licensed real estate salesperson for over 20 years and as a past small business owner.

Upload a Resume

Would you like to be considered for appointment to other advisory bodies for which you may be qualified?

Yes No

Do you have any obligations that might affect your attendance at scheduled meetings?

Yes No

If Yes, please explain:

Are you currently or have you ever been appointed to a Contra Costa County advisory board?

Yes No

If Yes, please list the Contra Costa County advisory board(s) on which you are currently serving:

If Yes, please also list the Contra Costa County advisory board(s) on which you have previously served:

List any volunteer or community experience, including any advisory boards on which you have served.

Board Member Concord Chamber of Commerce, 2024, Chair City of San Ramon Economic Development Advisory Committee, 2024. Chair Economic Development Directors Council of East Bay Economic Development Alliance 2023, Executive Board Member San Ramon Chamber of Commerce 2018, East Bay Leadership Council 2022, and California Workforce Association member 2022.

Conflict of Interest and Certification

Do you have a familial or financial relationship with a member of the Board of Supervisors? (Please refer to the relationships listed under the "Important Information" section below or Resolution No. 2021/234)

Yes No

If Yes, please identify the nature of the relationship:

Do you have any financial relationships with the County such as grants, contracts, or other economic relationships?

Yes No

If Yes, please identify the nature of the relationship:

Please Agree with the Following Statement

I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge and understand that all information in this application is publicly accessible. I understand that misstatements and/or omissions of material fact may cause forfeiture of my rights to serve on a board, committee, or commission in Contra Costa County.

I Agree

Important Information

1. This application and any attachments you provide to it is a public document and is subject to the California Public Records Act (CA Government Code §6250-6270).
2. All members of appointed bodies are required to take the advisory body training provided by Contra Costa County.
3. Members of certain boards, commissions, and committees may be required to: (1) file a Statement of Economic Interest Form also known as a Form 700, and (2) complete the State Ethics Training Course as required by AB 1234.
4. Meetings may be held in various locations and some locations may not be accessible by public transportation.
5. Meeting dates and times are subject to change and may occur up to two (2) days per month.
6. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.
7. As indicated in Board Resolution 2021/234, a person will not be eligible for appointment if he/she is related to a Board of Supervisors' member in any of the following relationships:
 - (1) Mother, father, son, and daughter;
 - (2) Brother, sister, grandmother, grandfather, grandson, and granddaughter;
 - (3) Husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, and stepdaughter;
 - (4) Registered domestic partner, pursuant to California Family Code section 297;
 - (5) The relatives, as defined in 1 and 2 above, for a registered domestic partner;
 - (6) Any person with whom a Board Member shares a financial interest as defined in the Political Reform Act (Gov't Code §87103, Financial Interest), such as a business partner or business associate.

Contact Information

Patience C Ofodu – [REDACTED]

Professional Summary:

East Bay workforce and economic development leader with over 15 years in strategic roles across the Bay Area. Demonstrates a proven track record in driving economic growth, enhancing workforce capabilities, and fostering community partnerships. Skilled in strategic partnerships, community relations, policy development, advocacy, program management, event coordination, and stakeholder engagement. Recognized by the California Workforce Association (CWA) and the region as an expert on workforce development, frequently invited as a subject matter expert at state and regional convenings. Has hosted numerous employer and job seeker events with hundreds in attendance and participated extensively in national and local workforce and economic development conferences. Recognized for board member recruitment and managing board relationships and dedicated to Equity and Inclusion in supporting workforce development initiatives.

Professional Experience:

Head of Community Relations and Strategic Partnerships Economic Development Director

East Bay Economic Development Alliance - 2023-Present

- Engage with various stakeholders, including community members, business partners, government officials, and non-profit organizations.
- Design and implement community engagement strategies to foster positive relationships that align with the organization's mission and goals.
- Identify and pursue strategic partnerships that align with the organization's goals.
- Foster collaboration between the organization and its partners to achieve mutual goals.
- Ensure efficient and effective use of resources and leverage partnerships to secure funding and sponsorships.
- Track and evaluate the performance and impact of partnerships.

Interim Executive Director (positions during this time include Workforce Services Specialist, Business Services Manager, One-Stop Career Center Coordinator, and Career Center Case Manager).

2012- 2023, Contra Costa County Workforce Development Board

- Expert in board member recruitment and staffing multiple committees
- Managed Federal and State programs and funding, including AB109/ Reentry, Rapid Response, Business Services, and Youth, Adult, and Dislocated Worker Programs.
- Built strong relationships with business leaders, policymakers, and community organizations.

- Conducted comprehensive labor market analyses to inform program development.
- Led initiatives that improved employment opportunities and access to employment opportunities
- Managed multi-million-dollar budgets and funding for workforce programs.
- Developed and implemented strategic plans with local businesses and educational institutions.

Business Services Lead

Alameda County - NUMMI Re-Employment Center (NRC-LETC-UAW), 2010 -2012

Business Services Coordinator Job Placement Specialist

City of San Jose Office of Economic and Program Development, Work2future, 2010 – 2012

New Home Community Sales Manager for Several Builders Including:

Summer Hill Homes, Lennar Homes, Signature Properties and Pulte Homes, 2001-2008

Computer Associates, ACCPAC Inc,

Account Manager/Business Partner Recruiter, 1998-2001

Education:

Master’s degree in public administration

California State University, East Bay

Board Memberships and Leadership:

- Chair City of San Ramon Economic Development Advisory Committee, 2023-2024
- Board Member, Concord Chamber of Commerce, 2020-2024
- Chair and Co-Chair, Economic Development Directors Council of East Bay Economic Development Alliance, 2021-2023
- California Workforce Association, Race and Equity, Legislative, and Capacity Building Committees 2016-2023
- Contra Costa County Employment and Human Services Diversity and Equity Committee, 2021-2023
- Executive Board Member San Ramon Chamber of Commerce, 2017-2018
- Member East Bay Leadership Council (EBLC)
- Contra Costa College Community College District, Advisory Board Participation to support skills and curriculum development as invited.

Professional Development and Conferences:

Bay Area Social Services Consortium, UC Berkeley Executive Development Program, - 2022
California Association for Local Economic Development Conference (CALED) - 2014-2024
California Economic Summit, 2016-2023
California Federation of Labor Unions / Rapid Response Conference – 2013-2022
National Association of Workforce Boards Forum and California Workforce Association
Conference, 2014–2022
Leadership Contra Costa Graduate - 2020
California Workforce Association (CWA) Executive Boot Camp - 2017
Keys to Economic Development Certificate Program (CALED) - 2019
Contra Costa County — EHSD Leadership Academy and Mentor and Mentee Program

Executive Skills:

- Community Relations, Strategic Partnerships, Strategic Planning, Event Planning, Policy Development, Program Management, Stakeholder Engagement, Budget Management, Public Speaking, Advocacy.

Certifications:

- California Licensed Salesperson Certificate – 2001-Present
-

Application Form

Profile

Dawn _____ King _____
 First Name Middle Initial Last Name

_____ Suite or Apt
 Home Address

Concord _____ CA _____ 94521 _____
 City State Postal Code

_____ Primary Phone

_____ Email Address

[District Locator Tool](#)

Resident of Supervisorial District:

District 4

Harris & Rosales LLP _____ Controller _____
 Employer Job Title

Length of Employment

1 year

Do you work in Contra Costa County?

Yes No

If Yes, in which District do you work?

How long have you lived or worked in Contra Costa County?

17 years

Are you a veteran of the U.S. Armed Forces?

Yes No

Board and Interest

Which Boards would you like to apply for?

Workforce Development Board: Submitted

Seat Name

Business

Have you ever attended a meeting of the advisory board for which you are applying?

Yes No

If Yes, how many meetings have you attended?

1 - of the youth committee

Education

Select the option that applies to your high school education *

High School Diploma

College/ University A

Name of College Attended

SFSU

Degree Type / Course of Study / Major

Humanities/Philosophy

Degree Awarded?

Yes No

College/ University B

Name of College Attended

Degree Type / Course of Study / Major

Degree Awarded?

Yes No

College/ University C

Name of College Attended

Degree Type / Course of Study / Major

Degree Awarded?

Yes No

Other Trainings & Occupational Licenses

Other Training A

Certificate Awarded for Training?

Yes No

Other Training B

Certificate Awarded for Training?

Yes No

Occupational Licenses Completed:

Qualifications and Volunteer Experience

Please explain why you would like to serve on this particular board, committee, or commission.

I have worked as an accountant for 30+ years, mainly for small and medium-sized businesses. I have worn a lot of hats including the human resources role and I have a deep appreciation of what goes into business hiring decisions. I am passionate about small businesses and would like to contribute to the great work the WDB does creating opportunities in our local economy. I volunteered for many years with the San Francisco ILSP and have an appreciation of the obstacles many youth face in gaining an education and employment. I am interested in learning and serving my community and this seems like a perfect application of my skills, interests and background.

Describe your qualifications for this appointment. (NOTE: you may also include a copy of your resume with this application)

I am an experienced accountant, business manager and small business owner, so I would bring a wealth of private sector knowledge and experience to the board. I bring skills in data management and analysis which I use daily in my job. I have done job training and tutoring both in my professional and volunteer work and have lead marketing and fundraising efforts both at work and in my volunteer experiences. I am eager to learn more about the great work the WDB has been doing in our community and would love to be a part of it.

Upload a Resume

Would you like to be considered for appointment to other advisory bodies for which you may be qualified?

Yes No

Do you have any obligations that might affect your attendance at scheduled meetings?

Yes No

If Yes, please explain:

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Yes No

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Yes No

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1. This application and any attachments you provide to it is a public document and is subject to the California Public Records Act (CA Government Code §6250-6270).
2. All members of appointed bodies are required to take the advisory body training provided by Contra Costa County.
3. Members of certain boards, commissions, and committees may be required to: (1) file a Statement of Economic Interest Form also known as a Form 700, and (2) complete the State Ethics Training Course as required by AB 1234.
4. Meetings may be held in various locations and some locations may not be accessible by public transportation.
5. Meeting dates and times are subject to change and may occur up to two (2) days per month.
6. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.
7. As indicated in Board Resolution 2021/234, a person will not be eligible for appointment if he/she is related to a Board of Supervisors' member in any of the following relationships:
 - (1) Mother, father, son, and daughter;
 - (2) Brother, sister, grandmother, grandfather, grandson, and granddaughter;
 - (3) Husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, and stepdaughter;
 - (4) Registered domestic partner, pursuant to California Family Code section 297;
 - (5) The relatives, as defined in 1 and 2 above, for a registered domestic partner;
 - (6) Any person with whom a Board Member shares a financial interest as defined in the Political Reform Act (Gov't Code §87103, Financial Interest), such as a business partner or business associate.

Controller, Harris & Rosales, LLP (3/2024-present)

Accounting, Process Development, Retirement Planning, Data Analytics for a growing law firm. Supervise a staff of 4 accounting professionals.

Controller, ServiceMaster Restoration Services and ServiceMaster Recovery Management (3/2018-6/2023)

Controller and Accounting Manager for the largest ServiceMaster Franchise in the country. Supervised a staff of 14+ accountants and auditors. In my tenure we have remade and upgraded all department processes to maximize use of today's technology. Using Power BI, I successfully aggregated data from the Accounting and Operations sides of the business into actionable, integrated dashboards and reports that have contributed to more profitable billing and speedier collections.

Accounting Manager, Collins, Mason & Co. CPAs (8/2017-3/2018)

Supervised 6 bookkeepers who provided onsite and offsite full-charge, outsourced Accounting Services. We served Small-to-medium-Sized businesses clients, high net worth individuals and property investors. I worked closely with our clients as a proactive member of their management team. Leveraged cloud based apps, Excel and PowerBI skills to streamline client workflow and deliver insightful, accurate and customized financial reports.

Accounting Manager/Controller, California Sports and Orthopaedic Institute (10/2011-7/2017)

Performed/Supervised all accounting functions for a 2-location medical practice with 7 doctors and a large administrative staff. Produced and present to partners budgets and profitability reports on 12 profit centers. Calculate profitbased compensation for partners and physicians. Proactively worked with partners to identify areas for cost savings, contract improvements and new opportunities for growth. Manage the process of bringing the website, online profile and social media maintenance in-house.

Owner/President, King & Associates, Inc. (2010-2013)

I started this bookkeeping services firm which specialized in using QuickBooks along with other add-on applications to provide Full-Charge and after-the-fact, off-site, cloud-based bookkeeping services to 35+ clients. I supervised a staff of 11+ bookkeepers, data entry and marketing personnel. We did extensive marketing to the CPA community including 3 direct mail campaigns per year, 6 speaking engagements with the Cal Society of CPAs and a telemarketing campaign. I sold the company to one of my competitors in October 2013.

Accountant, Family Office, Seven Stones Winery, Ronald C. Wornick and the Wornick Family Foundation (2004-2008)

Full-Charge Bookkeeper for Seven Stones Winery, Ronald C. Wornick and the Wornick Family Foundation. Managed all aspects of Accounting and family office tasks for this high net-worth individual, his small business and his family foundation.

In 2007 I was promoted to a business management and marketing role to assist with the setup and the launch of Seven Stones Winery. In that capacity I developed relationships with vendors, oversaw the creation of all packaging and marketing materials, including website development and product launch.

Full Charge Bookkeeper (1999-2002), Associate Publisher (2002-2004), FrancePress, Inc.

I began as a bookkeeper for this publisher of two small magazines: France Today (an English-language publication targeting American Francophiles) and Le Journal Français (a French-language publication targeting American Francophones). In 2002 I was promoted to the position of Associate Publisher. Over my term of employment I was responsible for performing or delegating all financial management tasks, managing a team of 11 people, including two editorial staffs, overseeing the production of both publications, developing Advertising and Marketing (circulation) strategies, developing strategic marketing partnerships, performing/delegating the Advertising Sales and all marketing efforts, which included two websites, email newsletters and 7+ direct mail campaigns/year.

Full Charge Bookkeeper, Featherpen Business Services (1996-2000)

I worked under the supervision of an experienced accountant and was placed at multiple clients in a variety of industries doing a full range of bookkeeping services. Duties included: A/R, A/P, Bank Reconciliation, Payroll (both in-house and via third-party service provider), Collections, Financial Statements, Job profitability analysis, cash flow, budgets; Setup clients in QuickBooks. Setup and maintained Chart of Accounts. Regularly filed Sales Tax, City of SF Business Tax, Worker's Compensation.

EDUCATION

San Francisco State University:
M.A., Philosophy, Minor, Economics
(coursework completed, thesis pending)
B.A. Philosophy & Religion
B.A. Humanities

LANGUAGES

French

CERTIFICATIONS

QuickBooks ProAdvisor 20+ years
Certifications in Excel Power Pivot
and Microsoft Power BI

Contact

www.linkedin.com/in/dawnwilkinsking (LinkedIn)
proadvisor.intuit.com/app/accountant/search (Other)

Top Skills

Data Modeling
Spreadsheets
Microsoft Outlook

Languages

English (Native or Bilingual)
French (Professional Working)

Certifications

QuickBooks Proadvisor
P3 Foundations Certified
P3 Accounting Certified

Dawn King

Experienced Controller/Accounting Manager
Concord, California, United States

Summary

Extremely hi-tech, experienced accounting manager, with business management, business development and marketing experience. 30+ years of experience working directly with small to medium-sized business owners.

Quickbooks Expert and reporting specialist
Advanced Excel user
Power BI & Powerapp developer

I have a passion for helping business leaders take charge of their data and delivering the KPIs your current system has long denied you!

I'm very excited about the future role of accountants in delivering insightful Business Analytics.

In recent years technology has come to meet the skills set of most experienced accountants and we now can have data superpowers that a few years ago we only dreamed of having.

I enjoy using QuickBooks, Excel, Power BI and PowerApps to automate, integrate & streamline data and deliver meaningful financial reports & dashboards to managers at all levels of enterprise.

Experience

Harris & Rosales, LLP
Controller
March 2024 - Present (1 year)

Dawn King Bookkeeping & Consulting
Business Owner, Accountant and Consultant
June 2023 - Present (1 year 9 months)
Walnut Creek, California, United States

ServiceMaster Restoration Services (Sharjo, Inc.)

Controller

March 2018 - June 2023 (5 years 4 months)

Concord, CA

Controller and Accounting Manager for a local ServiceMaster franchisee that became the largest ServiceMaster in the country during my tenure. Built and supervised an international team of 14+ accountants and auditors. I used Power BI to automate complex calculations and create dashboards that aggregated data from across the organization and delivered meaningful, actionable KPIs to all levels of management.

Collins, Mason & Company

Accounting Manager

August 2017 - March 2018 (8 months)

Oakland, California

Led the Accounting Services Team providing comprehensive, cutting-edge, outsourced Accounting Services to Small and Medium-Sized clients.

California Sports and Orthopaedic Institute, Inc.

Business Manager/Accounting Manager

October 2011 - July 2017 (5 years 10 months)

Berkeley

Bookkeeping, Reporting, Financial Analysis and Budget preparation for this 2-location medical practice. Produce and present to partners budgets and profitability reports on 12 profit centers. Calculate profit-based compensation for partners and physicians. Proactively worked with partners to identify areas for cost savings, contract improvements and new opportunities for growth. Contributed to process refinements to automate and offshore workflow wherever possible.

Managed the process of bringing the website, online profile and social media maintenance in-house. Contributed to developing marketing and branding strategy for the practice.

King & Associates, Inc.

Owner and CEO

August 2010 - October 2013 (3 years 3 months)

Walnut Creek, CA

I started as Dawn King Bookkeeping Services, specializing in using QuickBooks along with other add-on applications to provide Full-Charge and after-the-fact, off-site, cloud-based bookkeeping services. We grew and incorporated as King & Associates. I supervised a staff of 6+ bookkeepers, data entry and marketing personnel. We did extensive marketing to the CPA community including 3 direct mail campaigns per year, 6 speaking engagements with the Cal Society of CPAs and a telemarketing campaign. I sold the company to a competitor in October 2013.

Save The Pleasant Hill Dome (501(c)3)

Founding Treasurer

April 2013 - May 2013 (2 months)

Pleasant Hill, CA

I helped found a non-profit to organize the efforts of Pleasant Hill-area citizens who were protesting the impending demolition of a Bay Area architectural gem, the Pleasant Hill CinéArts Dome.

In a matter of months we successfully organized, incorporated and raised over \$10,000 to support our legal battle against the demolition of this community landmark. Unfortunately, our efforts were unsuccessful and the Pleasant Hill city council approved the request of the property owners to destroy one of the last remaining Vinceny G. Raney domes in our country.

Our efforts are documented here:

https://en.wikipedia.org/wiki/Pleasant_Hill,_California

For more on the Raney domes see:

<http://www.theverge.com/2014/4/21/5635454/silence-of-the-domes-1964-2014>

Pleasant Hill/Walnut Creek Mothers' Club (501(c)7)

Treasurer

August 2010 - August 2011 (1 year 1 month)

Volunteer treasurer for a non-profit social club 501(c)7 whose mission is to, "Nurture the Nurturer" Manage deposits, disbursements, bank reconciliation, yearly budget. Prepare for yearly tax filings. Regularly present budget and financial reports to the club board.

Seven Stones Winery

Full Charge Bookkeeper

September 2004 - February 2008 (3 years 6 months)

Accountant for Seven Stones Winery, Ronald C. Wornick and the Wornick Family Foundation. Managed all aspects of bookkeeping and various administrative tasks for this high net-worth individual, his small business and his family foundation. Assisted CPA with necessary documentation for yearly tax filings. Managed outside payroll provider. Completed winery compliance filings with various federal and state agencies. Helped with human resources as needed. Audited and updated inventory of Mr. Wornick's large art collection.

Friends of San Francisco Independent Living Skills Program (501(c)3)

Founding Treasurer

May 2005 - December 2007 (2 years 8 months)

I served as volunteer treasurer for this non-profit 501(c)3 whose mission it is to, "Support current and former foster youth to meet life's challenges and work towards getting what they need to become self-sufficient, successful young adults."

I processed donations, disbursed scholarship funds, prepared budget and financial reports and regularly presented them to the board.

Freelance Bookkeeper

Freelance Bookkeeper

1991 - December 2004 (13 years)

San Francisco, Napa and Walnut Creek, CA

A/R, A/P, Bank Reconciliation, Financial Statements.

Job profitability analysis, Inventory management, Sales and Commission reports.

Inventory tracking. Cost of Sales analysis.

Cash flow planning, Collections, Budgets for business and non-profits.

Have worked with manual accounting systems and Quickbooks.

Processed payroll internally, filing all related tax filings, or managed payroll service provider.

Have filed Sales Tax, City of SF Business Tax, Worker's Compensation.

Trained/managed bookkeeping & admin personnel.

Regularly work with CPAs to ensure transactions are tracked to your best tax advantage.

Extensive Quickbooks and Excel experience: have setup countless clients on Quickbooks.

Have also done extensive cleanup of Quickbooks data.

Have documented and cleaned up books after bookkeeper fraud.

Personal bookkeeping, bill payment, financial statements for individuals.

Over the years I have worked for clients in the following industries:

- Advertising
- Architect
- Art gallery
- Construction
- E-commerce
- Furniture wholesale
- Graphic Design
- Hair salon
- High tech
- Import/Export
- Non-profit Foundation
- Non-profit 501(c)3
- Non-profit 501(c)7
- Photographer
- Real estate investors
- Rental property management
- Small magazine publishing
- Winery

FrancePress, Inc.

5 years

Associate Publisher

2002 - 2004 (2 years)

San Francisco

Promoted from Accountant to Associate Publisher, I was the business manager of FrancePress, publishers of Journal Francais, the largest French-language newspaper in the United States and France Today, a publication in English on contemporary France.

Managed a staff of 11 people: two editorial staffs, Circulation, Marketing, Advertising Sales and Accounting Departments

- Direct Marketing: planned and executed 7+ direct mail campaigns per year aimed at subscriber acquisition and retention
- Advertising & Promotion: designed range of print and web ads, sales tools (media kits, sales sheets)

- Circulation Management: oversaw the operations of the fulfillment house, managed and developed other distribution and sales channels
- Partnerships & Event Planning: negotiate partnerships and cross-promotional agreements with key French-American organizations and event planners nationwide
- Online Marketing: implemented programs to increase web traffic and online sales such as e-newsletter campaigns
- Sales Team Management: trained and supervised new sales account executives, defined advertising offering, identified and allocated accounts, responsible for ad sales reporting and forecasting.

Part-Time Bookkeeper

September 1999 - 2002 (3 years)

San Francisco

Accounting data entry, reconciliation and file maintenance for the publisher of the Journal Francais, the largest French-language newspaper in the United States and France Today, a publication in English on contemporary France.

Featherpen Business Services

Full Charge Bookkeeper

March 1996 - 2000 (4 years)

I worked under the supervision of an experienced accountant and was placed at multiple clients in a variety of industries doing a full range of bookkeeping services.

Duties included:

A/R, A/P, Bank Reconciliation, Payroll (both in-house and via third-party service provider), Collection calls, Financial Statements, Job profitability analysis, cash flow, budgets; Setup clients in Quickbooks. Setup and maintained Chart of Accounts. Regularly filed Sales Tax, City of SF Business Tax, Worker's Compensation. Regularly work with CPAs throughout the year and on year-end close.

Work included clients in advertising, design, photography, small magazine publishing, art gallery.

Quickbooks was used exclusively. Both Mac and PC environments.

Education

San Francisco State University

M.A., Philosophy · (2000 - 2002)

San Francisco State University

Bachelor's degrees, Humanities, Philosophy & Religion · (1997 - 2000)

Indiana University Bloomington

Bachelor's degree (incomplete), Classical Flute Performance · (May
1988 - January 1991)

Logansport High School

DATE: May 13, 2025
TO: Youth Committee
FROM: LaTosha Stockholm, Workforce Services Specialist
RE: **Approved Awards under RFP #1215 for Youth Centers Project – Measure X**

The Youth Committee approved:

- 1) Issuance of award letters to organizations named in Section B below to provide programming and services to youth ages 12-18 under the Measure X Youth Centers Project, in Districts 3, 4 and 5.
- 2) WDBCCC staff to enter contract negotiations with awarded organizations and to recommend contracts in a cumulative amount of approximately \$3.2 million per year (based on Board of Supervisors annual allocations) to the Board of Supervisors for approval.
- 3) WDBCCC staff to identify options for contracting with additional service providers to deliver Substance Abuse Services in Districts 3, 4 and 5 and Academic Support Services in District 3.

A. BACKGROUND

The purpose of this Request for Proposals (RFP) was to identify and fund organizations to deliver programs and services in Supervisorial Districts 3, 4 and 5 to youth ages 12-18 through Measure X Youth Center funding. Contracts for services are anticipated to be for the period of FY 25-26 and FY 26-27 with an option to extend for up to three additional years.

Services to be funded include: academic support, mental health and substance abuse services, mentoring, music/arts/cultural programs, sports and fitness programs, youth employment and job readiness services, and youth leadership development.

The services to be funded through this RFP (“Service Types”) are listed in the table below. There is some variation in the services to be funded in each district, as indicated.

Service Type	Service Locations		
	District 3	District 4	District 5
Academic Support	X	X	X
Mental Health and Substance Abuse Services	X	X	X
Mentoring		X	
Music/Art/Cultural Programs	X		X
Sports and Fitness Programs	X	X	
Youth Employment and Job Readiness Services	X	X	X
Youth Leadership Development			X

B. AWARD RECOMMENDATIONS

WDBCCC released an RFP to procure one or more contractors to provide youth services for the Measure X Youth Centers Project, awarding approximately \$3.2 million annually across one or more service providers for the Service Types and Districts indicated in the table above and in the [Implementation Plan](#) accepted by the Board of Supervisors in August 2024. An equal amount of funding is available for each of the three districts.

A total of 27 Proposals were submitted in response to RFP1215. WDBCCC received 17 proposals for program review which had passed compliance and fiscal review. The 17 proposals were divided up by service type and distributed to two teams of Reader/Raters for evaluation at Step One. The top two scoring proposals for each service type in each district were sent to Step Two of the evaluation process, an interview conducted by a Youth Panel. The Youth Panel scores were added to the Reader/Rater evaluation scores to arrive at an aggregate score.

The tables below reflect the aggregate scores of each applicant that underwent program review and WDBCCC’s recommendations regarding which should be funded, subject to successful reference checks and contract negotiations. Specific funding amounts have yet to be determined.

District 3 Scoring Summary

Applicant	Service Type Funding Pool	Aggregate Score (110 possible)	Recommended for Funding (Yes/No)	Applicant’s Funding Request
Improve Your Tomorrow	Academic Support	105.2	Yes	\$217,433
Additional Provider TBD	Academic Support			
Northern California Family Center	Mental Health/Substance Abuse	85.4	Yes	\$73,067
Independent Arts & Media (ARTSCCC)	Music/Arts/Cultural Programs	91.7	Yes	\$217,405
East Oakland Youth Development Center	Sports/Fitness (Integrated Proposal w/ Youth Employment)	98.3	Yes	\$391,500
Split Second Response	Sports/Fitness	83.4	No	\$215,988
City of Brentwood	Sports/Fitness and Music/Arts/Cultural (Integrated Proposal)	76.3	No	\$15,000
Bay Area Community Resources	Youth Employment and Job Readiness	98.9	Yes	\$217,433

District 4 Scoring Summary

Applicant	Service Type Funding Pool	Aggregate Score* (110 possible)	Recommended for Funding (Yes/No)	Applicant's Funding Request
Community Youth Center	Academic Support	98.7	Yes	\$207,433
Northern California Family Center	Mental Health/Substance Abuse	85.4	Yes	\$62,017
Community Youth Center	Mentoring	83.9	Yes	\$207,433
Community Youth Center	Sports/Fitness	86.5	Yes	\$207,433
Making Waves Education Foundation	Youth Employment and Job Readiness	88.9	Yes	\$207,433
Community Youth Center	Youth Employment and Job Readiness	86.3	No	\$207,433

District 5 Scoring Summary

Applicant	Service Type Funding Pool	Aggregate Score* (110 possible)	Recommended for Funding (Yes/No)	Applicant's Funding Request
Improve Your Tomorrow	Academic Support	105.0	Yes	\$217,433
Northern California Family Center	Mental Health/Substance Abuse	85.4	Yes	\$70,417
Independent Arts & Media (ARTSCCC)	Music/Arts/Cultural Programs	91.7	Yes	\$217,405
People Who Care Children Association	Youth Employment & Job Readiness (Integrated Proposal with Mental Health/Substance Abuse)	91.6	Yes	\$149,156
YMCA of the East Bay	Youth Leadership	98.0	Yes	\$41,699
Ambrose Recreation & Park District	Youth Leadership and Academic Support (Integrated Proposal)	82.0	Yes	\$434,866

C. RECOMMENDATION TO HOLD BACK FUNDING FOR SUBSTANCE ABUSE SERVICES AND DISTRICT 3 ACADEMIC SUPPORT SERVICES

WDBCCC did not receive any proposals for program review that addressed Substance Abuse services, which was combined with Mental Health as a single service type. The department recommends

setting aside a portion of the available funding for Mental Health/Substance Abuse in each district to fund a

Substance Abuse service provider in each district.

WDBCCC also notes that the highest scoring proposal for Academic Support in District 3 and District 5 is Improve Your Tomorrow, a program that exclusively serves young men of color. WDBCCC recommends that some of the funding available for the Academic Support service type in Districts 3 and 5 be set aside to fund an additional program(s) in order to ensure that all youth have access to an Academic Support Program. In District 3, this means an additional provider would have to be identified as there was no applicant other than Improve Your Tomorrow. In District 5, this means that the second-ranked applicant for Academic Support (Ambrose Recreation & Park District) would additionally be considered for an award from the funding pool for that service type.

As a next step, WDBCC staff would work to identify additional qualified Substance Abuse and Academic Support service providers and explore mechanisms by which the County could enter into contract with them using the Measure X funds that remain unallocated.

D. FISCAL IMPACT

Approximately \$3.2 million annually of the Measure X Funding allocated for Youth Centers will be utilized to fund contractors for youth services and programming for youth ages 12-18 in Contra Costa County Districts 3, 4 and 5. (This is not WIOA funding.)

E. ATTACHMENT:

C3a RFP 1215 Service Providers Summaries

For any questions, please contact LaTosha Stockholm, Workforce Services Specialist, Youth Centers Program Manager at 925-671-4541 or email at lstockholm@ehsd.cccounty.us

RFP1215: Summary of Proposals from Recommended Applicants**Ambrose Recreation & Park District**

Service Type: Integrated (Academic Support and Youth Leadership), District 5

The Bay Point Youth Academy is designed to increase exciting exposure opportunities to participate and volunteer in community service projects, develop strong leadership skills, and collaborate with a diverse group of positive people. The focus is to engage young people in high-level activities and service leading projects. Students have the opportunity to practice applying and interviewing for a position and their aim is to further develop their youth's skills every year.

Bay Area Community Resources

Service Type: Youth Employment and Job Readiness, District 3

Bay Area Community Resources is proposing a Youth Job Center in Antioch to serve age-appropriate Youth Job Center programming with segments of 12-13, 14-15, and 16-18 for youth to progressively build their employment skills. The program exposes youth to careers in different sectors and incorporates youth feedback into programming.

Community Youth Center

Service Type: Sports and Fitness, District 4

CYC offers programs for 10 different sports with both recreational and competitive classes. Members have access to all offerings and classes are created by age group and ability level. CYC coaches work to educate the whole human in all programs.

Service Type: Academic Support, District 4

The Academic Excellence program offers age-appropriate learning support. Their 8th grade-high school program offers subject-specific tutoring, organization skills, English Language Learner help, computer skills, and test preparation.

Service Type: Mentoring, District 4

CYC's mentorship program includes a goal setting program called Vision Quest and a partnership with Stu212 Music Therapy. CYC has partnered with Life Skills Empowerment Group, Above it All, and Shell Western States Federal Credit Union to provide mentorship opportunities. Informally, CYC staff also build relationships with and coach youth members.

East Oakland Youth Development Center

Service Type: Integrated (Sports/Fitness and Youth Employment and Job Readiness), District 3

Lead Applicant EOYDC will collaborate with Dream House to deliver an innovative and comprehensive Sports and Fitness program aimed at fostering physical well-being, social-emotional development, and leadership skills among youth ages 12-18 in District 3 with a Youth Employment and Job Readiness component that will provide youth ages 14-18 with job training and paid internships.

Improve Your Tomorrow

Service Type: Academic Support, Districts 3 and 5

Improve Your Tomorrow's mission is to increase the number of young men of color to attend and graduate from colleges and universities. Restoration Through Education will implement a comprehensive academic support and mentoring program designed to enhance student achievement, graduation rates, and college/career readiness among high-need youth. The evidence-based model integrates structured mentorship, academic support, social-emotional learning and leadership development to ensure that students persist in school and successfully transition to postsecondary education or the workforce.

Independent Arts & Media

Service Type: Arts/Music/Culture, Districts 3 and 5

Independent Arts & Media is the Fiscal Sponsor for Arts Contra Costa County (ARTSCCC). The program offers weekly workshops where youth participate in personal growth and team building initiatives through spoken-word, storytelling, and writing exercises. Workshops begin with student check-ins, reflections on provided books, listening sessions that inspire writing prompts, student sharing of writings, class recaps, and goals for the next workshop. Youth share unique perspectives and cultural backgrounds as a creative outlet to deal with stress, trauma, and the experiences of their everyday lives. Workshops are led by professional local artists and community advocates.

Making Waves Education Foundation

Service Type: Youth Employment and Job Readiness, District 4

Lead Applicant Making Waves will partner with Earn & Learn to deliver job readiness and career exploration services to youth, integrating a project-based learning framework with work-based learning activities to provide real-world career exposure and skill development. The four integrated components are Drop-in One-on-One Career Guidance, 24/7 access to online career development resources, Career Exploration Program for 12–15-year-olds, and Work-Based Learning Program for 16–18-year-olds.

Northern California Family Center

Service Type: Mental Health, Districts 3, 4, and 5

NCFC proposes services that include intake and assessment, counseling (with individual youth and/or family therapy), case management, after-care and links to specialized services (such as psychiatric assessments, drug and alcohol education or therapy, independent living skills program, runaway youth shelter) and outreach.

People Who Care Children Association

Service Type: Integrated (Mental Health and Youth Employment and Job Readiness), District 5

The program of NextGen Green Careers Exploration will focus on introducing high-risk and at-risk middle-school and high-school youth to "green" pathways out of poverty by offering them the chance to explore environmental careers and job opportunities in renewable energy and sustainability while instilling foundational entrepreneurial skills such as business management

and financial literacy. The program is a 3-month recurring career exploration and readiness program designed for middle and high school students.

YMCA of the East Bay

Service Type: Youth Leadership, District 5

YMCA's Youth and Government is an experiential program for high school students. By modeling California's legislature and courts, youth learn how bills are created, presented, and passed into law and participate in mock legislative sessions. Students develop skills in critical thinking, writing and research, project management, public speaking, and leadership. The program offers youth the opportunity to learn and develop these critical skills while collaborating and advocating on a wide range of topics with a diverse student body from across the state.

DATE: May 13, 2025
TO: Full Board/Executive Committee
FROM: Noramah Burch, Interim Administrator, and Youth Program Manager
RE: **Approve Selection of Workforce Innovation & Opportunity Act (WIOA) Youth Services Providers**

RECOMMENDATION

That the Full Board approve the Youth Committee’s recommendation for:

- 1) The selection of the Workforce Innovation & Opportunity Act (WIOA) Youth Service Providers
- 2) Issuance of award letters to **Contra Costa County Office of Education** and **Mt Diablo Unified School District**
- 3) WDBCCC staff to enter contract negotiations with awarded organizations in a cumulative amount not to exceed \$1,200,000 to the Board of Supervisors for approval.

A. BACKGROUND

Competitive selection of WIOA service providers is required every four years. In accordance with regulations and at the recommendation of the Youth Committee, the Workforce Development Board approved the release of a Request for Proposals (RFP) for WIOA Youth Services. The RFP anticipated awarding up to \$1,200,000 of youth funds in one-year contracts starting July 1, 2025. In addition to the 14 Youth Elements required by WIOA, the RFP addressed local priorities recommended and approved by the Board including expanded work-experience and continued investments for services to In-School Youth.

Under WIOA, there are two categories of youth: Out-of-School Youth and In-School Youth. WIOA requires that a minimum of 75% of the Youth allocation be spent on Out-of-School youth. WDBCCC and its Youth Committee recognize the value of drop-out prevention and elected to continue to make WIOA funding available for both of the youth populations. To align with the A Stronger Workforce for America Act (WIOA re-authorization), the RFP also stipulated that 40% of allocated funds are required to be spent on Work Experience.

WDBCCC recognizes three distinct regions of Contra Costa County each with their own set of characteristics, needs and assets: East/Far East, Central, and West. The RFP stipulated that bidders could propose to serve any or all of the geographic sub-regions.

B. CURRENT SITUATION

Five proposals were received by the WDB and were distributed for evaluation to a team of Reader/Raters.

WIOA Youth Services RFP # 1218							
Summary of Scores							
	Reader Rater Avg Score	Recommended for Funding?	Proposed Geographic Region	Funding Requested	Total # of Youth Proposed	# of OSY	# of ISY
Contra Costa County Office of Education	96	YES	East & West	\$ 897,765	140	105	35
Mt Diablo Unified School District	91	YES	Central	\$ 500,000	50	20	30
International Rescue	87	No	East & Central	\$ 600,000	80	80	n/a
Center for Urban Excellence	83	No	County-wide	\$ 600,000	75	57	18
Young Womens Freedom Center	70	No	East & West	\$ 139,703	30	20	10
				\$ 2,737,468			

C. FISCAL IMPACT

\$1,200,000 of WIOA Youth funding for the provision of WIOA Youth Services.

D. SCHEDULE

This item will move to the Board of Supervisors meeting.

For any questions, please contact Noramah Burch, Interim Administrator and Youth Program Manager at 925-671-4532 or email at nburch@ehsd.cccounty.us

DATE: May 13, 2025
TO: Full Board/Executive Committee
FROM: Yelena Miakinina, Program & Project Coordinator | EEO Officer |
RE: **Approve Selection of Marketing Services and Public Relations Services Provide**

RECOMMENDATION

That the Full Board approve:

- 1) The selection of **Full Capacity Marketing, Inc.** to provide marketing and public relations services for the Workforce Development Board of Contra Costa County (WDBCCC).
- 2) Issuance of award letter to **Full Capacity Marketing, Inc.**
- 3) Authorize staff to negotiate and execute a contract with Full Capacity Marketing, Inc. for an initial term beginning July 1, 2025, through June 30, 2027, with a total contract amount not to exceed \$199,980.

A. BACKGROUND

The Workforce Development Board of Contra Costa County (WDBCCC) released a Request for Proposals (RFP) for Marketing Services and Public Relations Services to support its strategic communications and public engagement goals. Maintaining a proactive marketing and public relations strategy is a critical component of WDBCCC's mission to promote economic opportunity, raise awareness of workforce programs, and strengthen regional partnerships.

B. CURRENT SITUATION

The RFP was published in February 2025, and five proposals were received by the submission deadline of March 2025. A staff evaluation committee reviewed and scored each proposal based on experience, approach, alignment with WDBCCC's needs, and cost-effectiveness.

After a thorough evaluation, Full Capacity Marketing, Inc. is recommended for the award. Full Capacity Marketing, Inc., led by CEO Celina Shands, demonstrated superior experience in workforce development communications and presented a comprehensive approach utilizing the PESO® (Paid, Earned, Shared, Owned) methodology to strategically position WDBCCC's brand, initiatives, and events. Their proposal also detailed the use of real-time brand sentiment monitoring through the Meltwater platform, advanced analytics for campaign performance, and a strong focus on strategic alignment with WDBCCC's Local and Regional Plans.

C. PROVIDER EXPERIENCE AND SCOPE OF WORK

Full Capacity Marketing, Inc. has over 24 years of experience supporting workforce development boards nationwide. They have provided strategic communications, brand management, media relations, digital marketing, and campaign execution services for local, state, and regional workforce

agencies, including initiatives launched during the COVID-19 pandemic.

Key elements of the proposed services include:

- Development and execution of a Strategic Communications Plan (SCP).
- Management of public relations efforts, earned media, and proactive media campaigns.
- Creation of digital marketing and outreach strategies, including paid advertising.
- Maintenance and enhancement of WDBCCC's web presence and content.
- Monthly reporting and analytics to inform ongoing strategies and course corrections.
- Strategic support for special initiatives such as Think Contra Costa and EastBay Works promotions.
- Training capacity building opportunities for WDBCCC and partner staff.

The proposed contract includes a budget of \$199,980 for comprehensive services over a two-year period.

D. FISCAL IMPACT

Funding for the contract is included in the proposed Fiscal Year 2025-2026 and 2026-2027 budgets under WDBCCC's communications and outreach allocations. No additional County general funds are required.

For questions, contact Yelena Miakinina at 925-655-3815 or email at ymiakinina@ehsd.cccounty.us

DATE: May 13, 2025
TO: Full Board/Executive Committee
FROM: Serena Moore, Program Manager
RE: **Early Childhood Care and Education Report**

A. BACKGROUND

In 2023, the Measure X Early Childhood Education (MX ECE) initiative was launched to strengthen childcare services across Contra Costa County. Administered by the Workforce Development Board (WDB) of Contra Costa County, this initiative focuses on workforce retention, greater inclusion of children with disabilities, and equitable access to quality childcare.

Three contracts were established under this initiative:

1. **First 5 Contra Costa** – Inclusion in Early Learning Project
2. **CocoKids** – Stipends for Early Educators
3. **CocoKids** – Vouchers for Low-Income Families

This report highlights progress from January through March 2025 (Quarter 3, FY24-25).

B. PROGRAM HIGHLIGHTS

1. First 5 Contra Costa: Inclusion in Early Learning Project

Objective: Strengthen inclusive practices in early learning environments by building provider capacity through targeted training, inclusive materials, and individualized technical assistance to better support children with disabilities and developmental needs.

Context: This project builds on insights gathered from a countywide stakeholder engagement process involving families, providers, and inclusion advocates. The resulting recommendations emphasize the need for accessible inclusion training, culturally responsive outreach, and increased access to developmental tools and services, particularly for providers not previously engaged in formal quality systems.

Accomplishments:

- Delivered four inclusion trainings to 86 ECE providers.
- 34 providers participated in peer-based Inclusion Learning Communities.
- 18 early learning providers not previously participating in the county’s Quality Matters system were onboarded into a new four-part inclusion workshop series — expanding inclusive training access to a broader network of educators.
- Distributed \$600 shopping passes to 53 providers for inclusion-related materials (140 total to date).

- Assembled 200 inclusion toolkits for distribution in Quarter 4.
- Launched a pilot Ages & Stages Questionnaire (ASQ) developmental screening technical assistance program, a nationally recognized tool for identifying early developmental delays in children under age five at seven sites (17 hours delivered).
- Awarded contracts to five community based organizations, reaching 2,058 Spanish- and Mam-speaking parents with developmental milestone outreach.
- Launched a new Early Childhood Mental Health Consultation program to support 15 sites with trauma-informed strategies.

2. CocoKids: Stipend (Boost) Program for Early Educators

Objective: Support early educator retention and workforce stability by providing direct monthly stipends to qualifying educators.

Context: The program prioritizes educators working in underserved zip codes, with an emphasis on infant care and non-traditional hours.

Accomplishments:

- Hosted 2 information sessions in January with 252 attendees.
- Received 381 applications (FCC: 328; CCC: 53), with 280 from priority zip codes.
- Selected 122 providers via lottery (FCC: 38 sites / 58 individuals; CCC: 6 sites / 64 individuals).
- Distributed first round of stipends on March 21 totaling \$132,576.
- Monthly stipends range from \$1,000 to \$1,167 depending on role and hours worked.
- Participants reported using stipends for classroom materials, professional development, and family needs.

3. CocoKids: Vouchers Program for Low-Income Families

Objective: Increase access to affordable, high-quality childcare for low-income families across Contra Costa County.

Context: The program subsidizes childcare costs while connecting families to licensed providers and additional support services.

Accomplishments:

- 147 children enrolled
- Partnered with 101 licensed providers
- Designated Enrollment Specialists in Antioch, Concord, and Richmond provided flexible intake support.
- Families received referrals for housing, health, and other supportive services.
- Providers reimbursed based on verified attendance, with payments processed two to three times monthly.
- Success stories illustrate the program’s impact, including a single mother returning to full-time work after a r partner abandonment, a medical worker accessing care after years on a waitlist, and a family overcoming enrollment barriers with staff support and guidance. Printed success stories are available as an attachment.

Conclusion And Next Steps

These collective efforts reflect a coordinated, community-informed approach to building a more inclusive, stable, and accessible early care and education system across Contra Costa County.

The Measure X ECE initiative is achieving meaningful impact by investing in inclusive classrooms, stabilizing the early educator workforce, and improving access to childcare for families in need.

Quarter 4 activities will focus on:

- First 5 Contra Costa continuing professional development opportunities, including ongoing learning communities and a new in-person convening focused on neurodivergence in early childhood—an umbrella term referring to variations in the developing brain, such as autism, ADHD, and sensory processing differences, which can affect how children learn, communicate, and engage. The agency’s efforts also emphasize the mental and emotional well-being of both providers and children by embedding trauma-informed care and reflective practice into site-level consultations. The agency will also distribute 200 inclusion toolkits and launch a multilingual developmental screening video and resources in partnership with CBOs.
- CocoKids administering monthly stipends through the Stipend Program while also tracking educator retention, use of funds for professional development, and other workforce outcomes to support long-term impact.
- CocoKids will continue to expand family and child enrollment in the Vouchers Program and maintain provider engagement through timely reimbursements and resource referrals.

For further questions, please contact Serena Moore, Program Manager, at (925) 671-4529 or smoore@ehsd.cccounty.us.

DATE: May 13, 2025
TO: Full Board/Executive Committee
FROM: Patricia Conley, Program Manager
RE: **Maritime Trades Skills Training (MTST) Close-out Report**

A. BACKGROUND

Workforce Development Board of Contra Costa County (WDBCCC)'s submission to the Workforce Accelerator Fund (WAF), Round 11, titled Marine Trades Skills Training (MTST), was awarded \$500,000 to assist 30 people to be trained and placed in jobs with employers in ship repair and maintenance. MTST spanned from September 2023 through March 2025 and prioritized the recruitment of women, people of color, justice-involved, and others with barriers. A 10-week curriculum was created to give participants an introductory skills in shipboard welding, machining, electrical, and painting; safety certifications; hands-on experience; and comprehensive support services including stipends. Cohorts continue in Alameda County as the Marine Trades and Waterfront Transportation Careers (MTWTC) program funded by High Roads Training Partnership (H RTP) grant. The closeout was on April 30, 2025.

B. KEY PARTNERS

- Friends of the Port *dba* Working Waterfront Coalition (planning, partnerships, convening)
- Bay Ship & Yacht (curriculum development and industry partnerships)
- Mare Island Dry Dock (curriculum, program design, training facilities)
- American Navigation (financial contribution, coordination: WAF 11 w/Port of Oakland project)
- Water Emergency Transportation Authority (WETA) (program, partnerships, facilities)
- Inland Boatman's Union (partnership and program development)
- Chevron (office and classroom furniture)
- Rubicon (enrollment and case management)

C. PERFORMANCE

- 30 participants served (goal = 30); 83% low income; 77% people of color; 20% female
- 29 completed training and acquired a variety of maritime skills (goal = 30)
- 30 received industry-recognized credentials (goal = 30)
- 5 achieved employment (goal = 23; job search and employment services continue)
- \$54,000 in stipends distributed to participants

D. HIGHLIGHTS

- Industry Advisory Board convened to plan, create curriculum, identify instructors and sites
- All participants earned industry-recognized certifications (OSHA 10 & First Aid/CPR)
- Curriculum, tools, protective gear costs covered; transportation supported with stipends
- Direct Entry MOU with Pile Drivers Union; First Source Hiring Agreement w/Bay Ship & Yacht

- Second cohort received experience working on the historic Red Oak Victory Ship

E. CHALLENGES

- Delays to start of program; grant and contract extensions; training #2 completed after grant
- Some participants declined job offers due to low wage or did not return interview calls
- Participants interested in jobs rather than post-secondary education (one of our measures)
- Some instances of participants not reporting progress post-graduation

F. FUTURE IMPACT

- Cohorts continue in Alameda County with same contractors, different funding sources

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