

Full Board/Executive Committee

AGENDA

May 7, 2024

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/86895513681?pwd=iRrSOBqXLDetwiTBYzuAsTO5Cb4ZFH.1>

Meeting ID: 868 9551 3681

Passcode: 142457

- 3:00 PM WELCOME AND CALL TO ORDER**
REMINDER OF POTENTIAL CONFLICT OF INTEREST
PUBLIC COMMENT
- 3:35 PM CHAIRS REPORT**
COMMITTEE CHAIR REPORTS
- 3:40 PM CONSENT AGENDA**
C1 Approve February 6, 2024 Full Board/ Executive Committee Minutes
C2 Approve for Board Resignation
- 3:45 PM PRESENTATION ITEM**
P1 Del Valle Adult Education & Martinez Adult Education
Steve France, Director Acalanes Adult Education
Suzanne Murphy, Director Martinez Adult Education
- 4:15 PM ACTION ITEMS**
A1 Establish an Ad-Hoc Nominating Committee for Board Chair & Vice Chair
A2 Approve Release of Request for Proposal (RFP) for WIOA Youth Services
A3 Approve Release of Request for Proposal (RFP) for Pre-Apprenticeship Training Services
A4 Approve Release of Request for Proposal (RFP) for Marketing Services and Public Relations
A5 Approve PY 2024-2025 Proposed Budget
- 4:50 PM INFORMATIONAL/UPDATE ITEM(S)**
I1 Family Human Services Committee Presentation
I2 WIOA Performance Report
- 5:00 PM ADJOURN**

UPCOMING COMMITTEE MEETINGS:

BED Committee Meeting: Wednesday, June 5, 2024

Full Board: Tuesday, August 6, 2024

Executive Committee Meeting: Wednesday, August 14, 2024

Youth Committee Meeting: Monday, August 26, 2024

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



FULL BOARD/EXECUTIVE COMMITTEE MINUTES

Tuesday, February 6, 2024

The Executive Committee met on Tuesday, February 6, 2024 at 4071 Port Chicago Highway, Conference Room A and via a ZOOM meeting. Chair Yolanda Vega called the meeting to order at 3:09 pm, and reminded everyone of potential conflict of interest.

ATTENDANCE

MEMBERS PRESENT: Nichol Carranza, Leslay Choy, Terry Curley, Steve France, Thomas Hansen, Timothy Jeffries, Richard Johnson, Michael McGill, Robert Muller, Steve Older, Stephanie Rivera, Yolanda Vega

MEMBERS ABSENT: Joshua Anijar, Jerry Aranas, Sarah Chodakewitz (EX), Corry Kennedy (EX), Sean Laurant (EX), Douglas Lezameta (EX), Monica Magee, DeVonn Powers, Kwame Reed (EX), Kelly Schelin (EX), Laura Trevino-Fernandez (EX), Alison McKee (EX), Traci Young

OTHERS PRESENT: Sal Vaca, Bobby Winston, Bianca Ayan, Chuck Carpenter (Waterfront), Loretta Bisio (EDD), Allyson Greenlee (DCD), Jill Perry (WWC) Vi Ngo (Rubicon), Kevin Kenny (Cal State East Bay), Celina Shands (Full Capacity Marketing), Jill Ray (BOS), Christine Markle, Bob Redlo

WDB STAFF PRESENT: Tamia Brown, Maureen Nelson, Noramah Burch, Verneda Clapp, Jed Silver, Rochelle Soriano, Patricia Conley, Serena Moore, Jon Rodriguez, Ken Austin, Yelena Miakinina, Charles Brown, Byron Devera

PUBLIC COMMENT

None

DIRECTOR'S REPORT

EVENTS AND CONFERENCES

- Concord's State of the City February 15th at 11:30 am to 2:00 pm; we have 10 seats available.
- Concord Chamber Crab Feed Dinner – 4 seats available
- East Bay EDA Innovation Awards – 10 seats available
- CAL Maritime is hosting a Collegiate Offshore Wind Conference on February 17th, 2024.

STAFFING

- Welcome New Staff
 - Yelena Miakinina, Program and Projects Coordinator
 - Ken Austin, Administrative Services Analyst III
- Currently recruiting for the following:
 - Business Services Manager
 - AJCC Coordinator
 - Program Projects Coordinator
 - Business Services Representative

FUNDING

- WDBCCC has been awarded \$3.8 million for Displaced Oil and Gas Workers
- Employment and Training Panel Awarded approximately 1.2 million, this initiative will support the health collaboration with health sector employers to support training strategies. This work will serve Alameda and Contra Costa Counties.

CHAIR’S REPORT

WDB Board Composition Report (4 Years Term Each Seat)

26 Board Seats Composition

13 Business Seats

5 Workforce and Labor Seats

2 Education and Training Seats

3 Governmental and Economic and Community Development Seats

3 Flex Seats

Current Situation - WDB has 25 board seats

- 1 Business Seat # 8 Vacancy
- Board Seats will term on June 30, 2024
 - 6 Business Seats
 - 1 Education and Training Seat
 - 3 Governmental and Economic and Community Developmental Seats
 - 2 Flex Seats

COMMITTEE CHAIR REPORTS

- **Business Economic & Development Committee** is set to meet on March 6, 2024.
- **Youth Committee** met on January 22, 2024 and the next meeting on April 22, 2024.
 - Contra Costa Community College District presented Learning Aligned Employment Project by Tara Sanders, Manager Workforce & Economic Development
Drew Douglass, Sr. Dean of Workforce & Economic Development

CONSENT AGENDA

C1 Approve May 2, 2023 and August 1, 2023 Full Board Meeting Minutes

C2 Approve Board Resignations

1. Corry Kennedy, Chevron
Business Seat # 13
2. Robert Muller, Martinez Refining Company, LLC
Business Seat # 9

Motion/Second Michael McGill/Tom Hansen
Motion Approved

AYES: Yolanda Vega, Michael McGill, Terry Curley, Stephanie Rivera, Thomas Hansen

NAYS: None

ABSENT: Joshua Anijar, Kwame Reed

ABSTAIN: None

PRESENTATION ITEM

P1 Friends of the Port/Developing High Roads in the Maritime Industry

Bobby Winston, Vice President/Secretary

Friends of the Port dba Working Waterfront Coalition

He founded and ran the San Francisco Shakespeare Festival before pivoting to help bring about comprehensive regional ferry service as a founder of WETA (known today as San Francisco Bay Ferry). He is active in a variety of waterfront business activities, including the ‘Bay Crossings’ store in the Ferry Building.

Sal Vaca, Program Director

Friends of the Port dba Working Waterfront Coalition

Mr. Vaca has a distinguished 35+ year career in workforce development & public service. He held several senior level positions with the city of Richmond including Community Services Director and Executive Director of the Richmond Workforce Development Board. Mr. Vaca has a track record for developing and implementing innovative and effective private/public partnerships and impactful programs including the award-winning RichmondBUILD program.

He currently serves as the Project Director for the Working Waterfront Coalition (WWC). WWC is a regional partnership comprised of maritime industry employers, ferry operators and funders, unions, community organizations and Workforce Development Boards.

Highlights of the Presentation:

Opportunities and Transitioning Workforce Contra Costa County

- Nearly 2/3rds of Costa County is on the waterfront
- Northern Waterfront Development Initiative-18,000 new jobs by 2035

Focused on five (5) targeted clusters:

1. Advanced Transportation
2. Advanced Manufacturing
3. Biomedical/Biotech
4. Ag Tech & Food Processing
5. Clean Tech

Transitioning Workforce

Petro-Chemical industries Transitioning to sustainable and green tech

Working with Blue Green Alliance on developing a blueprint

USS Posco Industries Transitioning steel/manufacturing workforce

Responding to Opportunities WAF 11 PROJECT

- Develop career pathways in the Maritime Industry to address skills shortages & a transitioning workforce
- Establish a Maritime Careers Industry Board
- Develop short-term customized training in Marine Trades
- Train 30 participants in two cohorts of 15 each

Working Waterfront Jobs

- Industry is experiencing a serious shortage of qualified applicants
- Shipyard & Maritime construction jobs: marine techs, marine welders, marine painters, marine mechanics, shipwrights, marine electricians
- Water Transportation jobs: deckhands, station agents, captain assistants, captains

Opportunity

- Bay Area is home to some of the largest ship repair facilities on the West Coast
- Shortage of trained and qualified applicants for the industry
- Leverage local, state, federal funds for infrastructure projects and reduction of emissions
- Robust & expanding ferry services
- Lack of training partnerships or pathways into the ship maintenance/repair & water transportation industry
- How to position the Bay Area to leverage opportunities in implementing CA long-term goal for offshore wind energy generation

Working Waterfront Coalition

- Marine maintenance & repair industry employers
- Ferry services & operators

- Labor-Machinists Union, Inland Boatmen’s Union (IBU), Masters, Mates & Pilots (MMPs)
- CSU Maritime Academy
- Workforce Development Boards (Contra Costa, Alameda, Solano)
- Community-Based Organizations – WOJRC, Unity Council, Lao Family
- Alameda County Reentry Program

Marine Trades & Water Transportation

- Maritime Industry Board
- Develop short-term (8-12 weeks) customized training in Marine Trades
- Develop & implement First Source Hiring Agreement
- Establish a partnership with the Machinist Institute of Seattle
- Intentional focus on Diversity, Equity & Inclusion

- Linkage with post-secondary education, CSU Maritime
- Partnership with museum ships (Red Oak Victory) for community service projects

Role of Industry Board

- Adopt short-term training curriculum.
- Approve pre-requisite for training participation
- Develop & approve First Source Hiring Agreement
- Commit resources to implement & sustain training programs (training materials, tools, equipment)
- Assist with providing guest speakers and tours for training participants and high school students participating in CTE classes (welding)
- Review performance of training programs & provide recommendations for continuous improvement
- Actively promote training programs to industry partners

Robust & Impactful Partnerships

- Workforce Development Board of Contra Costa County WAF 11 Grant \$500,000
- West Oakland Job Resource Center ESP Grant \$200,000
- Alameda Workforce Development Board High Road Grant \$4 Million

Short List for Marine Trades Training Sites

- West Contra Costa County
- WETA’s Operations & Maintenance Shops (Alameda & Vallejo)
- Bay Ship & Yacht (Alameda)
- Mare Island

ACTION ITEMS

A1 Approve PY 2023-24 Mid-Year Budget

That the Workforce Development Board approve the PY 2023-24 Mid-Year Budget as presented.

Motion /Second Thomas Hansen/Terry Curley

Motion Approved

AYES: Yolanda Vega, Michael McGill, Terry Curley, Stephanie Rivera, Thomas Hansen

NAYS: None

ABSENT: Joshua Anijar, Kwame Reed

ABSTAIN: None

A2 Approve Measure X Early Childcare and Education Project

That the Workforce Development Board approves:

- 1) WDBCCC staff to administer the Early Childcare and Education project funded by Measure X.

- 2) The selection of CocoKids as the successful proposal for Request for Interest (RFI) solicitation.
- 3) WDBCCC staff to execute a contract with Coco Kids for a maximum of \$18,720,000 from 07/01/2024 to 06/30/2027.

Motion /Second Motion **Thomas Hansen/Terry Curley**
Approved

AYES: Yolanda Vega, Michael McGill, Terry Curley, Stephanie Rivera, Thomas Hansen

NAYS: None

ABSENT: Joshua Anijar, Kwame Reed

ABSTAIN: None

DISCUSSION ITEM

D1 WDB 2024 PRIORITIES

With the anticipation of the State issuing directives for the 4-year local plan covering 2025-2029, its time to gather input on setting the priorities for the Board in 2024. The boards insights and perspectives on this matter are invaluable as we embark on this planning process.

List of typical priorities for workforce development initiatives often include:

1. **Labor Market Alignment:** Ensuring that training programs and services align with the current and future needs of employers, thus equipping the workforce with the skills demanded by the job market.
2. **Equity and Inclusion:** Prioritizing efforts to reduce disparities in access to education, training, and employment opportunities among underserved and marginalized communities, thereby promoting inclusivity and diversity in the workforce.
3. **Skills Development and Training:** Providing opportunities for individuals to acquire new skills or upgrade existing ones through training programs, apprenticeships, and vocational education, enabling them to meet the evolving demands of the workforce.
4. **Employer Engagement:** Fostering strong partnerships with local businesses and industries to ensure that workforce development efforts are responsive to employer needs, thus facilitating job placement and economic growth.
5. **Youth Employment:** Creating pathways for young people to gain work experience, internships, and apprenticeships that lead to sustainable careers, thus addressing youth unemployment and fostering workforce readiness.
6. **Sector-Based Strategies:** Implementing targeted workforce development strategies focused on specific industries or sectors with high growth potential, thus maximizing employment opportunities and economic development within those sectors.
7. **Data-Driven Decision Making:** Utilizing labor market data and analysis to inform policy and program development, track outcomes, and measure the effectiveness of workforce development initiatives, thus ensuring accountability and continuous improvement.

Prioritizing these workforce development initiatives based on the specific needs and characteristics of our Local Area, we can ensure that our efforts are targeted, effective, and aligned with the State's directives, ultimately leading to positive outcomes for our community.

INFORMATIONAL/UPDATE

Disseminated information to the board and public.

I1 PROGRAM ACCOMPLISHMENTS

I2 WIOA PERFORMANCE REPORT

- 13 CA VOLUNTEERS**
- 14 HEALTH INITIATIVE**
- 15 WDB OFFICE SUITE**

THE MEETING ADJOURNED AT 4:52PM

Respectfully Submitted,
Rochelle Martin-Soriano, Board Secretary

/rms



Date: May 7, 2024
TO: Full Board/Executive Committee
FROM: 
Rochelle Martin-Soriano
WDB Staff
RE: **BOARD RESIGNATION – BUSINESS SEAT #10**

On February 1, 2024, WDB Board Secretary received an email from our board member Laura Trevino Fernandez, Sr. Recruiter at Hargrove Engineer & Contractors under the Business Seat # 10 notifying her resignation from the board effective immediately.

/rms

DATE: May 7, 2024
TO: Workforce Development Board/Executive Committee
FROM: Tamia Brown, Executive Director
RE: **Del Valle Education Center & Martinez Adult Education Center**



**Steven France, Director
Del Valle Education Center**

Steven France brings 24 years of public school education at the high school and adult education levels. He began his career as a high school English and Leadership teacher in the Mt. Diablo Unified School District prior to his 2005 appointment as Vice Principal within the same district. In 2007, Steven became Associate Principal in the Acalanes Union High School District and in 2012, was promoted to Coordinator of Acalanes Center for Independent Study and Student Services. Since 2015, Steven France has served as Director of the Del Valle Education Center, overseeing adult education, School Attendance Review Board (SARB), Home and Hospital Instruction, and various credit recovery options.

Steven France has served as Director of the Del Valle Education Center, overseeing adult education, School Attendance Review Board (SARB), Home and Hospital Instruction, and various credit recovery options.

Professionally, Steven participated in the 2012 - 2013 ACSA Pupil Services Academy and since 2018, continues as the Director of the Northern California ACSA Pupil Services Academy. Since 2017, Steven France has been a member of Pupil Services Coalition in Sacramento, served as a Board Member of the California School Psychologist Foundation in 2019, and is an active member of the California Association of Pupil Personnel Administrators (CAPPA) serving as Chairperson 2016 - 2018, 2019 - 2020, and is currently Co-Chairperson since 2022.

Steven France earned his Bachelor of Arts degree in English and Master of Science degree in Educational Leadership from California State University, Hayward and also attended Point Loma Nazarene University in 2013 to earn his Child Welfare and Attendance Certificate.



**Suzanne Murphy, Director
Martinez Adult Education**

Suzanne Murphy has been working in education for the last 18 years. She has been working in Adult Education as her primary career and taught part time with Napa Valley College in the Business and Computer Studies Department. Suzanne has served as the Director of Adult Education for Martinez Unified School District for the last seven years and co-chairs the Steering Committee, for the Contra Costa County Adult Education Consortium. Prior to her current role she served as a Career Technical Education teacher for over 10 years with Vallejo City Unified School District and Pittsburg Unified School District. She briefly left teaching for a year and worked as a technical assistance provider for the CTEIG, California Technical Education Incentive Grant with its inception in 2016.

Suzanne’s expertise has always been in supporting students, programs, and state initiatives of getting people into the workforce. Her passion has always been to support those that are underrepresented in the workforce and work with them as either a teacher or director to provide quality career education and training and link those programs and individuals with employers who also value diversity in their workforce.

Suzanne’s expertise also includes supporting apprenticeship programs in the traditional trades and in the new and innovative programs that the state has prioritized. The Optical Assistant Apprenticeship Training Program at Martinez Adult Education is an example of the new and innovative programs that the state has prioritized. Martinez Adult Education received a California Apprenticeship Initiative Grant to support the program with a pre-apprenticeship program, which was approved by the state in 2023 and has been successful with 27 people completing the pre-apprenticeship programs and 90% moving on to the apprenticeship program.

Suzanne earned her Bachelor of Science Degree in Business Administration from Cal Poly San Luis Obispo, and her master’s in educational technology form Touro University. She also holds an Administrative Credential through Cal State East Bay.

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



DATE: May 7, 2024
TO: Full Board / Executive Committee
FROM: Tamia Brown, Executive Director
RE: **Establish an Ad-Hoc Nominating Committee for Board Chair & Vice Chairs**

RECOMMENDATION

To establish a nominating committee to review and suggest candidates for a preliminary Slate of Officers for the 2024-2025 fiscal year.

A. BACKGROUND AND CURRENT SITUATION

An Ad-hoc Nominating Committee to establish the preliminary Slate of Officers for Fiscal Year 2024-2025

The Ad-Hoc Nominating Committee will review eligible candidates from among presently seated business members, contact suggested candidates regarding their willingness to serve, and formalize the slate to be presented.

Officers shall be elected by a majority vote of the members present. Terms of office shall begin at the beginning of each fiscal year and new officers will officially take office at the Board's first meeting during the new fiscal year.

Per the WDB bylaws:

ARTICLE V - OFFICERS AND ELECTIONS

- A. A Nominating Committee shall be convened each fiscal year to designate a new slate of officers for the following fiscal year. The Nominating Committee shall be chaired by the Immediate Past Chairperson who shall appoint at least two (2) other Board members, a majority of whom shall represent the business community. In the event the position of Immediate Past Chairperson is vacant, the Chairperson shall appoint the Chair of the Nominating Committee.
- B. The period for officer nominations shall commence upon the establishment of the Nominating Committee and will close 30 days prior to the final regularly scheduled full board meeting of the fiscal year.
- C. A report from the Nominating Committee on selection of officers shall be provided to the members in advance of officer elections and made available to the public. Additional nominations from the floor will be accepted by the chair or acting chair of the WDBCCC before the vote takes place.

- D. An election of officers shall be held no later than the final regularly scheduled full WDBCCC meeting of the fiscal year, though the election date may be changed in any given year if formally determined necessary by the WDBCCC membership. Officers shall be elected by a majority vote of the members present.
- E. Officers' terms will commence on July 1 and end on June 30 of the following calendar year.

In accordance with the Workforce Innovation and Opportunity Act (WIOA), the Chair of the WDB must represent private business. The WDB bylaws also include other provisions related to the selection and term lengths of officers.

The committee will review eligible candidates from among presently seated business members, contact suggested candidates regarding their willingness to serve, and formalize the slate to be presented to the Full Board for approval.

B. SCHEDULE

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

C. ATTACHMENTS

A1a: [WDB Bylaws](#)

A1b: [WDBCCC Board Members Roster 05.02.2024](#)

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



DATE: May 7, 2024
TO: Full Board / Executive Committee
FROM: Noramah Burch, Youth Program Manager
RE: **Recommendation to Release Request For Proposal (RFP) for Workforce Innovation and Opportunity Act (WIOA) Youth Services**

RECOMMENDATION

That the Full Board/Executive Committee approve the Youth Committee's recommendation to approve the release of an RFP for WIOA Youth Services with a release date in the Fall.

A. BACKGROUND

The Workforce Development Board (WDB), with Board of Supervisors approval, has recently moved to a four-year procurement cycle.

After successfully prevailing in their bids the current youth service providers were awarded contracts in July 2021 in response to RFP #1174. WIOA requirements regarding competitive procurement necessitate the release of a new RFP for WIOA Youth Services on a 4-year procurement term.

B. CURRENT SITUATION

Contracts with the youth service providers, Contra Costa County Office of Education and Mount Diablo Unified School District are in the process of being renewed for the PY 24-25 Program year, the final year of the 4-year procurement cycle.

RFP development may involve:

- 1) Outreach with community stakeholders to identify possible geographic needs and service trends,
- 2) Convening focused conversations with current service providers to discuss current program trends and identify gaps in current program design and
- 3) Identifying WDB and Youth Committee members to work with staff on the program design component of the RFP process.

Youth Committee Members were asked to reach out to WDB Staff directly if they are willing to serve on an RFP Sub-Committee. It is expected that an RFP Sub-Committee would need to meet 2-3 times before the next Youth Committee scheduled for August 26, 2024.

C. FISCAL IMPACT

Exact funds available in this RFP will not be known until the State of California releases program year 2024-2025 allocations. Based on PY 23-24 Youth allocation amounts minus projected WDB staff and

operating costs, an estimated \$1,100,000 - \$1,300,000 may be available for the provision of WIOA Youth Services.

D. SCHEDULE (Proposed)

The estimated time is 9 to 12 months needed to release an RFP, evaluate proposals, select providers, and negotiate and execute contracts and staff have started the planning process and created a draft RFP timeline.

RFP Timeline - Draft	
RFP Published	August/Sept 2024
Optional Bidders Conference &/or Webinars	1st week in Sept 2024
Questions and Answers - posting period	
Deadline for RFP Submission	October 7, 2024
Contract Compliance Review & Fiscal Review	October 7 - 28, 2024
Programmatic Evaluation period	October 28 - November 22
Orientation for Evaluators	
Evaluators Read & Rate	
Reconciliation of Scores/Ranking	
Youth Committee - Recommendation of Awards	Special Meeting?
Exec or WDB Full Board approval of funding recommendations	November 5, 2024
Appeal period (10 business days from letter mailing)	November 6 - 20, 2024
Contract Negotiations/Contract Development	December 1, 2024
Board of Supervisors - Approval of Contract	January/February 2025
Contract Start Date	July 1, 2025

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

DATE: May 7, 2024
TO: Full Board / Executive Committee
FROM: Vee Clapp, WIOA Adult/Dislocated Worker Program Manager
RE: **Recommendation to release Request for Proposal (RFP) for Pre-Apprenticeship Training Services**

RECOMMENDATION

Approve the development and release of an RFP for program year (PY) 2025-2026 of Workforce Innovation Opportunity Act (WIOA) and other discretionary funds for the purpose of providing Pre-Apprenticeship training services in the Workforce Development Board identified sectors.

A. BACKGROUND AND DISCUSSION

The WDB has appropriated funding for pre-apprenticeship construction training for low-income individuals and other special populations in East Contra Costa County, funding was released under Request for Proposal (RFP #1176).

B. CURRENT SITUATION

To adhere to County policy, Workforce Innovation and Opportunity Act (WIOA), and Office of Management and Budget (OMB) requirements regarding the competitive process, a new RFP must be issued on a four-year cycle.

WDB is looking to expand pre-apprenticeship training options in other sectors to align with our WDB identified priority sectors: construction, healthcare, IT, transportation & logistics and advanced manufacturing.

C. FISCAL IMPACT

If approved, the WDB has budgeted these training funds from its WIOA Adult funding stream as well as targeted grant funding. Once awarded, contract expenditures would count towards the WIOA 30% training expenditure requirement as required by Employment Development Department (EDD) Directive WSD18-10.

D. SCHEDULE

The estimated time is 9 to 12 months needed to release an RFP, evaluate proposals, select providers, and negotiate and execute contracts and staff have started the planning process and created a draft RFP timeline.

Proposed timeline:

Release of RFP	August 2024
RFP Responses due	September 2024

Evaluation of Responses	October 2024
Recommendation to Executive Committee	November/December 2024
Contract Negotiations	January/February 2025
Board of Supervisors Authorization	March/April 2025
Contract Start date	July 1, 2025

For any questions, please contact Vee Clapp, WIOA Adult Programs Manager at 925-671-433 or email at vclapp@ehsd.cccounty.us

DATE: May 7, 2024
TO: Full Board / Executive Committee
FROM: Patricia Conley, Program Manager
RE: **Recommendation to Release Request for Proposal (RFP) for Marketing Services and Public Relations**

RECOMMENDATION

That the Full Board/Executive Committee approve the release of two RFP's.

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

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

In January 2024 Full Capacity Marketing was awarded the contract for Marketing and Public Relations services, ending December 31, 2024. WIOA requirements regarding competitive procurement necessitate the release of a new RFP.

C. FISCAL IMPACT

In the proposed budget, WDBCCC allocated funds to provide Marketing and Public Relations services and continue promoting the brand and development of the Think Contra Costa Initiative.

D. SCHEDULE (Proposed)

The estimated time is 9 to 12 months needed to release an RFP, evaluate proposals, select providers, and negotiate and execute contracts and staff have started the planning process and created a draft RFP timeline.

RFP Timeline - Draft	
RFP Published	August/Sept 2024
Optional Bidders Conference &/or Webinars	1st week in Sept 2024
Questions and Answers - posting period	
Deadline for RFP Submission	October 7, 2024
Contract Compliance Review & Fiscal Review	October 7 - 28, 2024
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Reconciliation of Scores/Ranking	
Executive Committee - Recommendation of Awards	Special Meeting?
Exec or WDB Full Board approval of funding recommendations	November 5, 2024
Appeal period (10 business days from letter mailing)	November 6 - 20, 2024
Contract Negotiations/Contract Development	December 1, 2024
Board of Supervisors - Approval of Contract	January/February 2025
Contract Start Date	July 1, 2025

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



DATE: May 7, 2024
TO: Full Board / Executive Committee
FROM: Tamia Brown, Executive Director
RE: **Approve PY 2024-25 Workforce Development Board Proposed Budget**

RECOMMENDATION

That the Full Board/Executive Committee approve the PY 2024-25 Proposed Budget.

A. BACKGROUND

Here are the key highlights of the budget:

- Proposed Level Funding:** The budget includes proposed level funding from various sources such as the Workforce Innovation and Opportunity Act (WIOA) Adult, Dislocated Worker, Rapid Response, and Youth funding allocated to the Local Area. However, the FY 2024-2025 Formula allocations are still pending.
- Discretionary Revenues:** In addition to the formula allocations, the budget comprises discretionary revenues, including grants such as the Dislocated Oil and Gas Workers Fund and Prison to Employment 2.0. These grants total \$3.9 million dollars.
- Mid-Year Budget Adjustment:** Staff will bring back a mid-year budget to balance revenues and expenditures, accounting for changes in funding sources and amounts. This process ensures that the budget remains aligned with the organization's goals and priorities.
- Board Approval and Modifications:** Upon approval, the proposed budget will not require changes to the Countywide Budget. However, significant increases or decreases in State allocations will prompt the final budget to be revisited for appropriate adjustments and modifications by the Board Executive Committee.
- Financial Monitoring:** Staff are actively working with EHSD Fiscal to balance and monitor expenditures, ensuring responsible financial management and compliance with budgetary requirements. Current year monitoring visits:
 - 2022-2023: Section 188 Equal Opportunity Program Monitoring. March 2023. No areas of concern identified. Scope of the monitoring included policies, documents, oversight of program operators/providers.
 - 2022-2023: Youth Program & Fiscal Monitoring. November 2023. No areas of concern identified. Scope of the monitoring included policies, data reporting, expenditures and fiscal reporting, oversight of program operators/providers.
 - 2023-2024: Regional Plan Implementation 5.0. March 2024. No areas of concern identified.

B. FISCAL IMPACT

Upon approval, the proposed budget will not necessitate any alterations to the Countywide Budget previously submitted. However, in the event of significant increases or decreases in the state allocations once they are released, the final budget will be brought back to this board for appropriate adjustments and modifications. Our staff remains actively engaged with EHSD Fiscal to ensure the balance and monitoring of expenditures for the budget.

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