



Workforce
Development Board
Contra Costa County

Presentation to
Family & Human Services Committee
May 24, 2021



□ #BounceBackContraCosta

- Responded to Businesses, individuals, and organizations with resources
- Website, social media, and newsletter
- **Bounce Back Contra Costa Resource Hotline** served:
 - 374 Businesses
 - 640 Individuals
 - 267 Other
 - Calls about Unemployment Insurance, Layoff Aversion Fund, and community resources

□ Additional Services

- Supported EDD unemployment processes (applications, etc.) ²



□ #BounceBackContraCosta

■ Contracted with CEA to provide employer resources:

□ Webinars

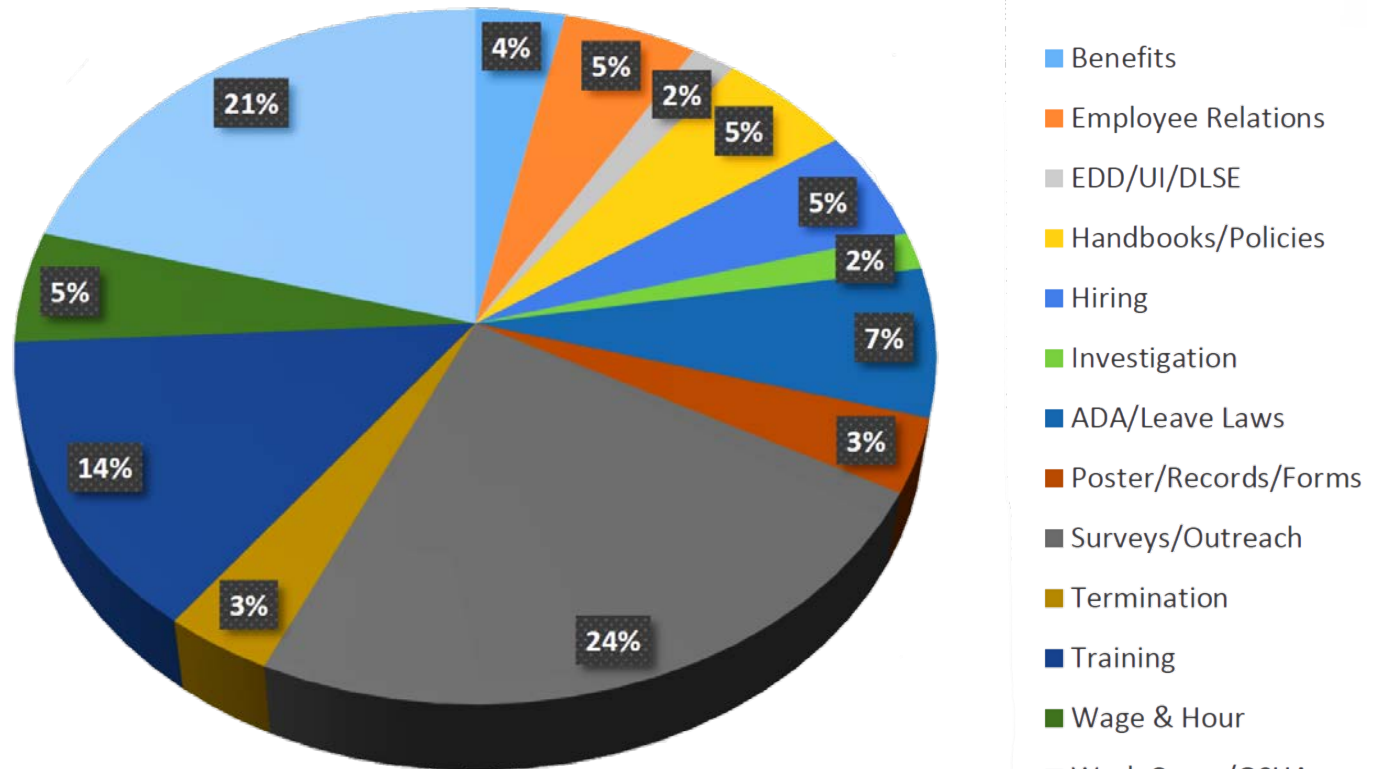
- 2021 Labor Law update
- Employee Handbook for the New Year
- Covid-19 Vaccinations
- Leave Laws
- Mid-Year Labor Law Update

□ HR Hotline



□ #BounceBackContraCosta

■ California Employer Association HR Hotline



Calls by Category of Inquiry



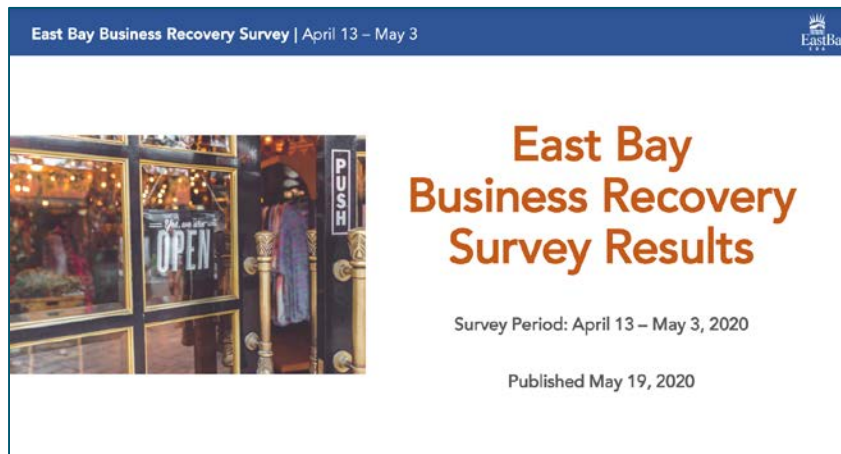
□ Layoff Aversion Fund

- Grants to small businesses impacted by COVID-19
- Help employers avert layoffs and/or closures
- \$100,000 in funding
- Small businesses (10 or fewer employees)
- Up to \$5,000 per business
- 156 applications received
- 26 determined eligible and awarded money



□ East Bay Economic Development Alliance (EBEDA) Survey

- Survey of businesses across the East Bay
- Inform policy and identify needs
- Plan for economic recovery
- Survey Period: April 13 – May 3, 2020



Key Findings:

- Low wage workers hit the hardest
- Most took immediate action to adapt
- Businesses need capital support, help with relief programs & applications, & navigating current and future regulations



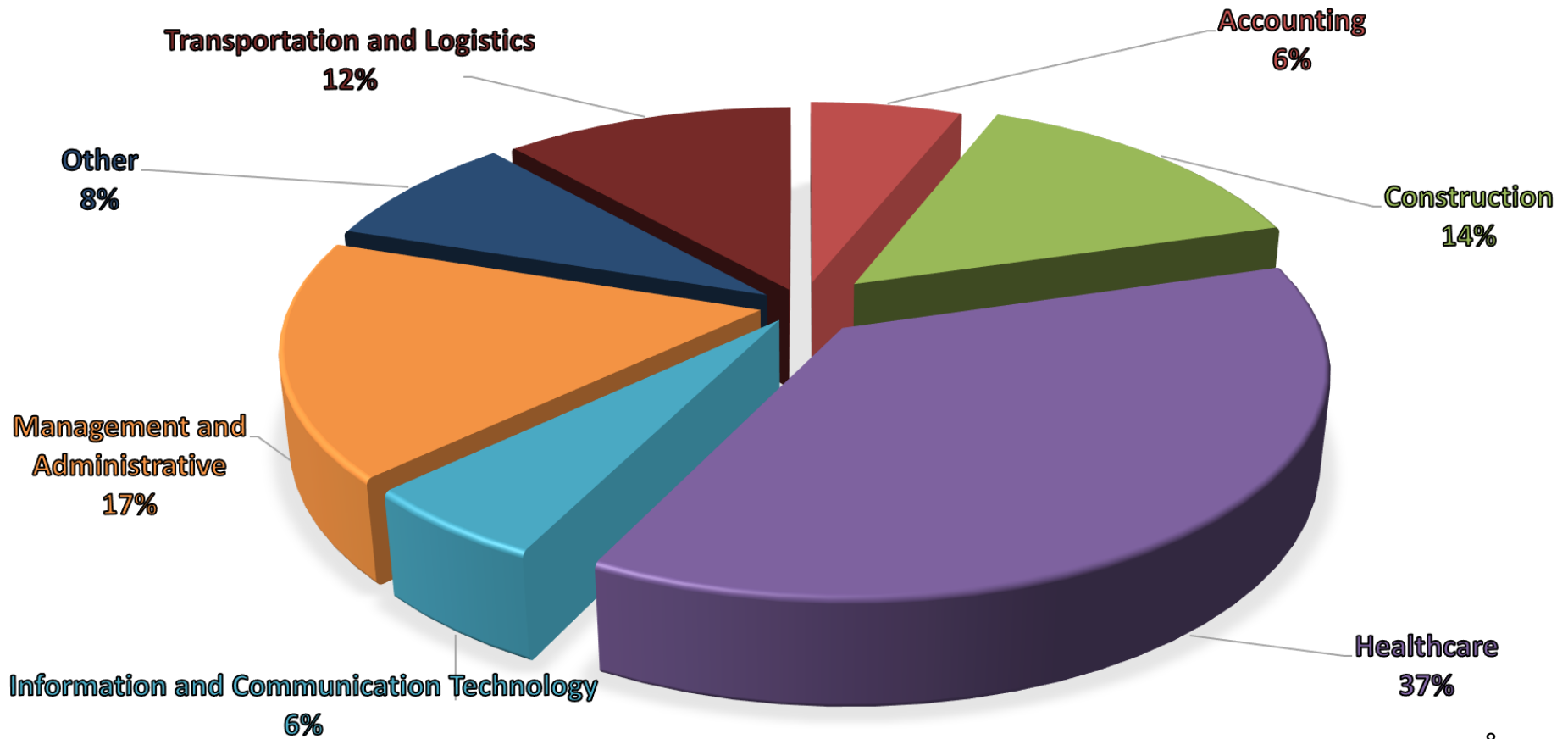
Workforce Development Board of Contra Costa County- April 2020-April 2021

Provider	Program	Description of Program	Participants Served	Placement Rate	Median Earnings
Contra Costa Workforce Collaborati	Adult	Career services for jobseekers with barriers to employment	582	39.70%	\$ 9,360
Contra Costa Workforce Collaborati	Dislocated Worker	Career services for workers displaced by a changing economy	179	45.20%	\$ 10,530
FutureBuild	Adult	Pre-apprenticeship construction training	38	84.60%	\$ 9,360
Contra Costa Office of Education	Youth	Services for younger jobseekers with barriers to employment	49	24.00%	\$ 8,060
Mt. Diablo Unified School District	Youth	Services for younger jobseekers with barriers to employment	9	21.40%	\$ 4,225
Workforce Development Board	All Services	Services provided at any level including self-service	11,728	N/A	N/A



Trainings by Sector

TRAININGS - APRIL 2020 TO APRIL 2021



Map of Contra Costa Workforce Collaborative Sites



1. Rubicon Concord Comprehensive AJCC

4071 Port Chicago Hwy #250 | Concord, CA 94520
(925) 765-7293
M-F, 8:30 am – 5 pm

2. Martinez Adult Center

600 F St. | Martinez, CA 94553
(925) 335-5890
M-TH, 8 am – 4 pm & 5:30pm – 8pm & F, 8am – 1pm

3. Mt. Diablo Adult Center

1266 San Carlos Ave. | Concord, CA 94518
(925) 685-7340 x6730
M-F, 8am – 4:30pm

4. Lao Family Community Development

1865 Rumrill Blvd. Ste. B | San Pablo, CA 94806
(510) 215-1220
M-F, 9:00am – 12pm & 1pm – 5pm

5. San Pablo Economic Development Corp.

13830 San Pablo Avenue, Ste. D | San Pablo, CA 94806
(925) 765-7293
M-F, 8am – 12pm & 1pm – 5pm

6. New Horizons

199 Parker Ave. | Rodeo, CA 94572
(510) 799-2916
M-F, 9am – 12pm & 1pm – 3:45 p.m.

7. Opportunity Junction

3102 Delta Fair Blvd. | Antioch, CA 94509
(925) 776-1133
M-TH, 9am – 9pm & F, 9am – 5pm

8. Rubicon Antioch

418 W. 4th St. | Antioch, CA 94509
(925) 399-8490
M-F, 8:30am – 5pm

9. Liberty Adult Center

929 2nd St. | Brentwood, CA 94513
(925) 634-2565 x1039
M-TH, 8 am – 7pm & F, 8 am – 4:30pm

10. Pittsburg Adult Center

1151 Stoneman Ave. | Pittsburg, CA 94565
(925) 473-4460
M & W & F, 10 am – 2 pm





□ **AJCC and Affiliate Services**

- Mandated restrictions on in-person services
- Transition to virtual services, by phone, and mail

□ **Additional Covid-Relief Funding Received**

- Underserved Covid Impacted Individuals Grant (UCII) (\$400/800)
- Rapid Response Additional Assistance Grant
- National Dislocated Worker Grant



□ Other Funding for Programs

- P2E (Prison to Employment) (\$467k)
- WAF 8.0 (Workforce Accelerator Fund)

□ Innovative Projects

- Health Ambassador (collaboration with Health Services)
- Strategic partnership with CCWORKS
 - 5 participants interdepartmental placements with Health Services



- Aligning homeless and workforce services
 - Workforce seat on the Council on Homelessness
 - Asset Maps
 - Peer Learning Communities
- Only 4 out of 25 homeless service providers include employment and training services
- The project focuses on:
 - System-level changes
 - Human Centered Design (HCD)
 - Project Team that includes lived experience consultants



□ **Equitable Economic Recovery Taskforce**

- Policy makers
- Cross-sector partnerships
- Shared vision
- Higher-quality jobs
- Wealth creation opportunities
- Advance racial inclusion
- 429 attended for an average of 36 per meeting/webinar/convening



□ Rapid Response

- March 17, 2020 to present
- Total WARNs: 261
- Total Layoffs: 17,388

Industry	Affected Workers
Advanced Manufacturing	1433
Construction	540
Education	300
Energy	265
Finance & Insurance	590
Food & Drink	2849
Healthcare	713
Hospitality/Entertainment	1628
ICT	230
Law	10
Nonprofit	299
Personal Services	2738
Real Estate	24
Retail Trade	4860
Staffing Services	309
Transportation/Logistics	600
Total	17,388

ORGANIC* SOCIAL MEDIA PERFORMANCE 2020-2021



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Contra Costa County

April-June 2020 & October-April 2021

Impressions ⓘ

113,846 ↗ 858%

Engagements ⓘ

3,729 ↗ 738%

Post Link Clicks ⓘ

1,027 ↗ 9,236%

Impressions:

The # of times a post was seen on a social media feed.

Engagements:

The # of times a viewer clicked on, commented, shared, retweeted or liked a post

Post Link Clicks:

The # of times a viewer clicked through to the WDBCCC website or external link.

Total Net Audience Growth for WDBCCC was 488%.

* Organic social media is any social media activity without a paid promotion.

It uses free social media tools to build and engage with an online following. Paid social refers to anything on social media that's influenced by advertising dollars.

New Follower Growth Across Platforms

Audience Metrics	Totals	% Change
<u>Total Audience</u> ⓘ	2,159	↗ 730%
<u>Total Net Audience Growth</u> ⓘ	347	↗ 488%
<u>Twitter Followers Gained</u>	147	-
<u>Facebook Page Likes</u>	111	↗ 258%
<u>LinkedIn Followers Gained</u>	176	↗ 259%



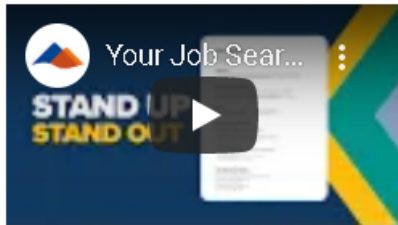
VIDEO VIEWS

April-June 2020

October-April 2021

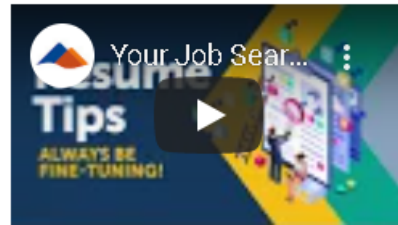


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Your Resume: Stand Up. Stand Out.

Watch this how-to tutorial to make sure your resume has what employers are looking for.



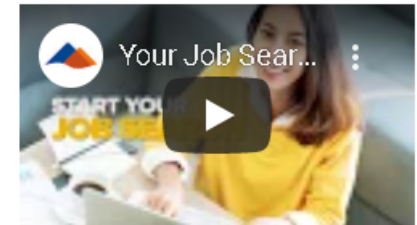
Resume Tips: Always Be Fine-Tuning!

Your resume is always a work in process — watch this video to find out how to keep it fresh.



Your Cover Letter: The Gateway to Your Resume

You've got a great resume — now let's make sure employers actually read it. Watch this step-by-step video to create a compelling cover letter.



CalJOBS: Your Job Search Kickoff

Now that your resume and cover letter are ready, let's move on to your job search. This video shows how CalJOBS can help you jumpstart your efforts.

1,546 Total Video Views across Facebook & YouTube

These videos were part of the #BouncebackContraCosta campaign to help residents understand how to access services during COVID-19.





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Thank You

