

Workforce Development Board

Workforce Innovation and Opportunity Act



Workforce
Development Board
Contra Costa County



CONTRACOSTA
COUNTY
EMPLOYMENT &
HUMAN SERVICES

CONTRA COSTA COUNTY EMPLOYMENT & HUMAN SERVICES DEPARTMENT

UPDATE TO THE BOARD OF SUPERVISORS | OCTOBER 18, 2022

PRESENTED BY TAMIA BROWN, BUREAU DIRECTOR, WORKFORCE DEVELOPMENT BOARD

PATIENCE OFODU, BUSINESS SERVICES AND ECONOMIC DEVELOPMENT PROGRAM MANAGER

Overview of Workforce Development Board

Achieving Equity

Equitable economic growth for Contra Costa County through innovative, sustainable solutions

BUSINESS/INDUSTRY

JOBSEEKERS

YOUTH & YOUNG ADULTS

PARTNERS

YOUTH CENTERS



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Economic Recovery Investments

Shared Prosperity & Health Care Report

The Shared Prosperity report examines the economic impacts of the COVID-19 pandemic, with the potential to uplift communities and enhance economic opportunity. The Health Care Workforce report identified opportunities to expand access to high demand health care careers, and barriers to training and employment in these fields.

[Shared Prosperity Report](#)
[Healthcare Workforce Report](#)

Bounce Back Contra Costa

Resource Hotline

July 2021 - Apr 2022	
Businesses	38
Individuals / Employees	56
Unspecified	1
TOTAL	95

CEA to provide Employer Resources

9/30/2021	Bringing Employees Back to Work	17
11/11/2021	Top Employer Concerns in a COVID World	10
1/13/2022	2022 Labor Law Update w/Evaluation	33
2/2/2022	BONUS – Contra Costa Coalition LLU	86
2/16/2022	Recruiting in a Pandemic World	45
4/12/2022	Managing Workplace Stress & Burnout - ONSITE	15
	TOTAL	206



Economic Recovery Investments

Employer Surveys

To gain insights, we conducted an employer survey from January 31 through April 15. More than 100 businesses in Contra Costa and surrounding counties responded, revealing to us that:

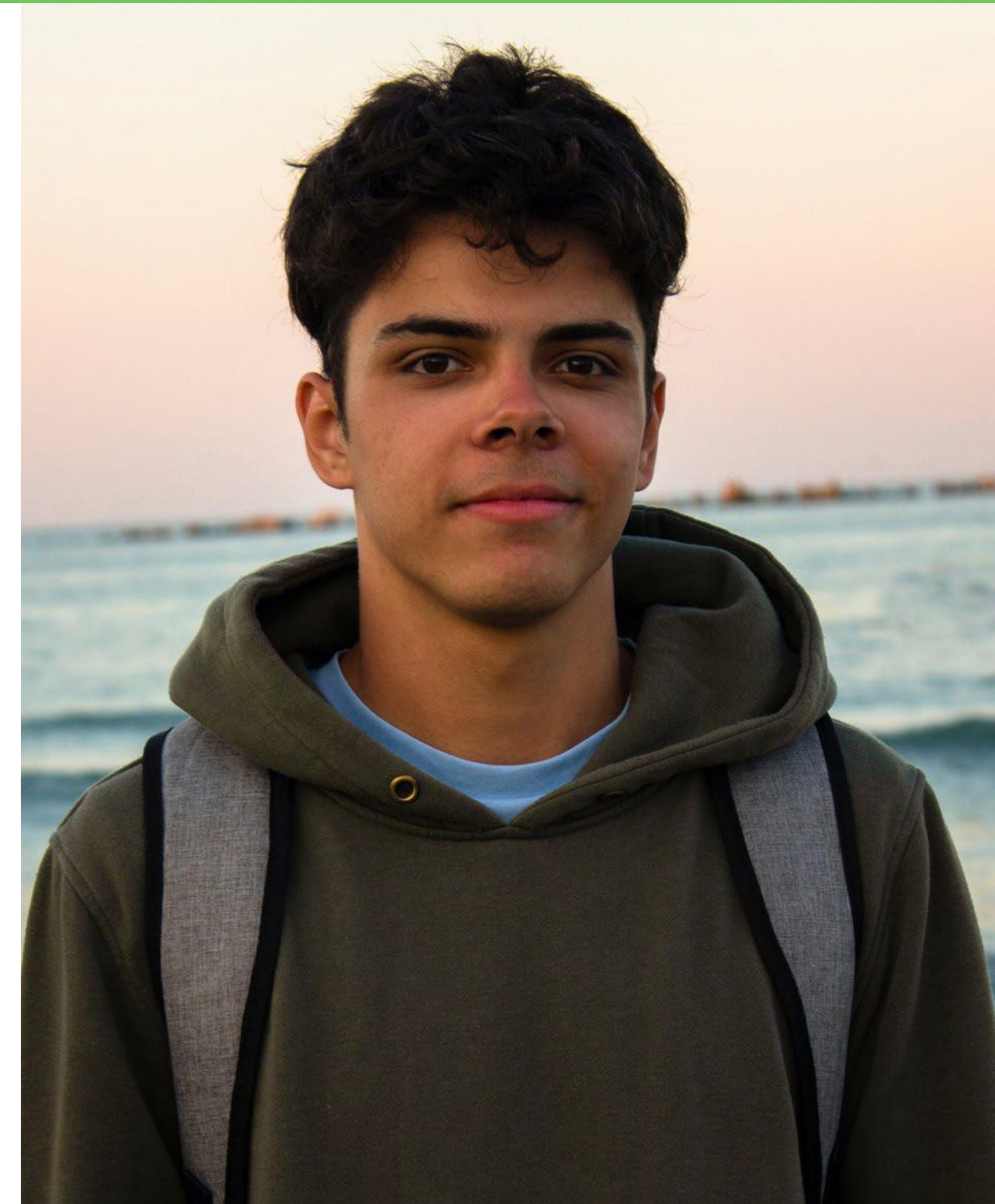
Businesses need workers: 59% are currently trying to fill 1-5 positions

Business are expanding: 56% are planning to create 1-5 new jobs in 2022, and 14% are considering 20+ new jobs

Employers anticipate minimal, if any, layoffs: 90% do not plan any layoffs in 2022, while 7% are unsure

Referrals and employment websites are popular: The top two methods for finding candidates are referrals (64%) and employment websites (61%)

Good skills are hard to come by: Employers have difficulty finding employees with hard skills (27%) and soft skills (28%), with 45% of respondents listing specific skills needed



Economic Recovery Investments

Social Media

ORGANIC SOCIAL MEDIA (Unpaid Promotion)

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.

Impressions: A post was seen on a social media feed 236,383 times

Engagements: A viewer clicked on, commented, shared, retweeted, or liked a post 11,563 times

Post Link Clicks: A viewer clicked through to the WDBCCC website or external link 3,036 times

Video Views: A viewer clicked through to watch campaign videos 1200 (organic) and 25,432 (paid) times

New Follower Growth Across Platforms: 2,645 total followers, representing 18.5% growth in follower base; total net audience grew by 401 new followers

Paid Promotion Impressions:
786,244
Clicks to website:
9,042
Engagements:
5,655
Achieving Equity video views:
25,432



PY 2022/ 2023 Funding Initiatives

Discretionary Funding						
Funding Source	National Dislocated Worker Assistance (NDWA) Grant	Workforce Accelerator 10	California 4ALL	STEPS Grant	Department of Industrial Relations – Paramedics for Equity	Measure X - Youth Centers
\$ Amount	\$316,000	\$250,000	\$2.4M	\$250,000	\$240,000	\$11,750,000
# to Serve	40	45	82	50	50	0
Services to Provide	Training & Employment	Emergency Medical Technician (EMT) Training	Community Health Ambassadors & Foster Youth Garden Apprentices	Paid work-experience for high school students with Disabilities	Paramedics Apprenticeship Training & Employment	Youth Centers in East and Central County

Pending: High Road Training Partnerships \$1M

Pending: Regional Equity and Recovery Partnership \$1.3M



PY 2021/2022 Performance Measures

			Employment Data		Demographic Data				
Program	Description of Program	Participants Served	Employment Rate-2nd Qtr	Median Earnings+	Asian	Black/African American	Hispanic/Latino	White	Other
Adult	Career services for jobseekers with barriers to employment	565	63.28%	\$9,049.46	9.6%	29.92%	31.6%	23.1%	5.8%
Dislocated Worker	Services for workers displaced by a changing economy	202	65.03%	\$9,555.23	12.8%	23.15%	27.6%	28.6%	7.9%
Youth (ages 16-24)	Services for youth with barriers to education and employment - Age 16-24	165	76.92%	\$4,356.00	3.0%	37.58%	41.2%	9.7%	8.5%
National Dislocated Worker Grant*	Dislocated Workers affected by COVID 19	158	58.50%	\$8,884.88	14.0%	26.11%	34.4%	19.1%	6.4%
Prison 2 Employment (P2E)*	Services provided to justice impacted adults	46	24.10%	\$12,155.00	4.1%	38.78%	10.2%	28.6%	18.4%

+Median Earnings – The median earning of program participants who are in unsubsidized employment during the second quarter after exit from the program. The median income is established through direct UI wage records, Federal or military employment records or supplemental wage information.

*Special Grants – Data for special grants are for the life of the grant and it is not limited to the program year.



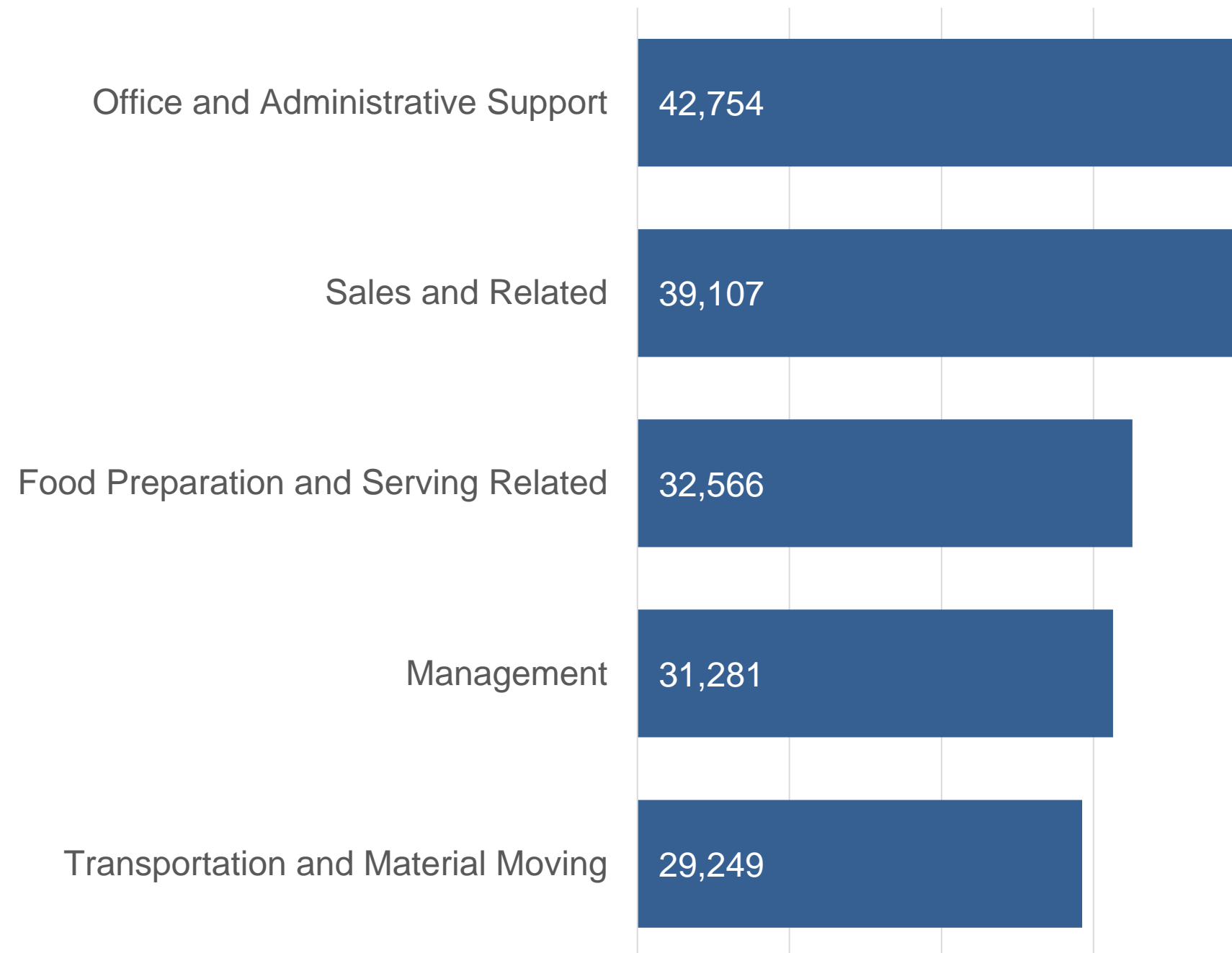
Updated Board Priorities

- Incorporate Race, Equity, Diversity & Inclusion (REDI) Principles in all Business Services
- Development of Community Resources Center Focusing on Small Minority & Micro-Owned Businesses
- Creation and Expansion of Earn & Learn Models
- Serving Vulnerable Populations to Build Transferrable Skills

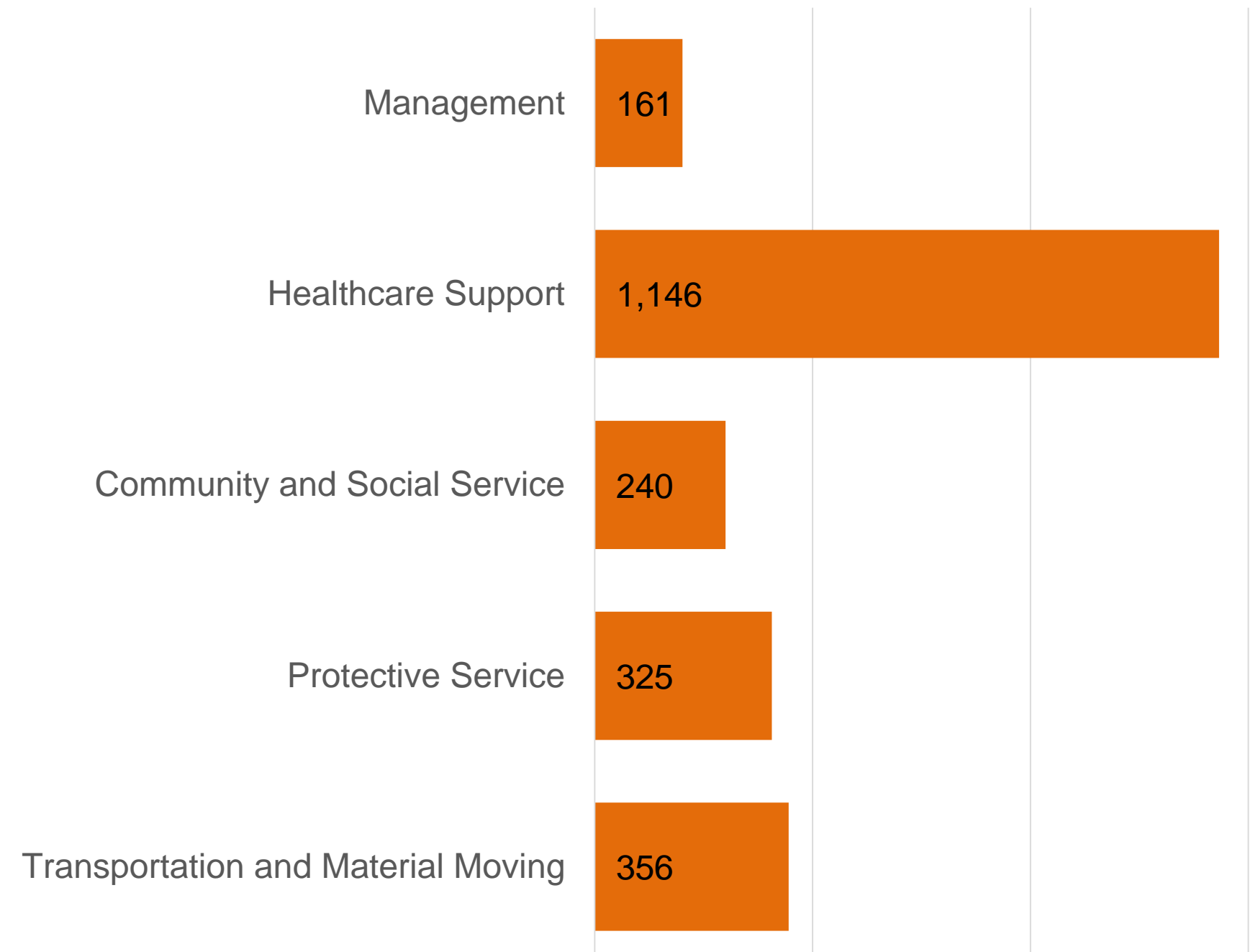


Labor Market in Contra Costa County

Occupations by Total Employment



Occupations by Job Growth



Monthly Labor Force Data for Cities and Census Designated Places (CDP)

July 2022 – Preliminary; Data Not Seasonally Adjusted

Area Name	Labor	Employ-	Unemployment	
	Force	ment	Number	Rate
Contra Costa County	555,600	537,000	18,600	3.3%
Alamo CDP	5,700	5,600	100	1.8%
Antioch city	50,400	48,100	2,300	4.5%
Bay Point CDP	11,900	11,300	600	5.3%
Bethel Island CDP	700	700	0	6.1%
Brentwood city	29,600	28,600	1,000	3.3%
Byron CDP	900	900	100	6.9%
Clayton city	5,200	5,000	200	3.2%
Clyde CDP	400	400	0	0.0%
Concord city	64,500	62,600	1,900	3.0%
Crockett CDP	1,600	1,500	100	4.6%
Danville town	20,600	20,000	600	2.9%
Diablo CDP	200	200	0	0.0%
Discovery Bay CDP	7,600	7,400	200	3.1%
East Richmond Heights CDP	2,000	2,000	0	2.0%
El Cerrito city	13,600	13,200	400	2.6%
El Sobrante CDP	7,800	7,600	200	2.6%
Hercules city	14,100	13,700	500	3.3%
Kensington CDP	2,400	2,400	100	2.1%

Area Name	Labor	Employ-	Unemployment	
	Force	ment	Number	Rate
Contra Costa County	555,600	537,000	18,600	3.3%
Lafayette city	12,200	11,900	300	2.5%
Martinez city	20,100	19,600	600	2.8%
Moraga town	7,100	6,900	200	3.0%
Mountain View CDP	1,100	1,100	100	5.3%
Oakley city	20,000	19,200	800	3.9%
Orinda city	8,800	8,600	200	1.9%
Pacheco CDP	2,800	2,700	100	3.5%
Pinole city	9,900	9,600	300	3.1%
Pittsburg city	34,100	32,700	1,400	4.1%
Pleasant Hill city	17,800	17,300	500	2.9%
Port Costa CDP	100	100	0	0.0%
Richmond city	52,300	50,300	2,000	3.9%
Rodeo CDP	4,800	4,600	200	4.5%
Rollingwood CDP	1,700	1,500	200	9.1%
San Pablo city	13,600	13,100	500	3.8%
San Ramon city	42,700	41,600	1,100	2.5%
Tara Hills CDP	2,700	2,600	0	0.8%
Vine Hill CDP	1,600	1,600	0	2.2%
Walnut Creek city	34,100	33,100	1,000	2.9%



Questions?



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