

# Workforce Development Board

# Workforce Innovation and Opportunity Act



**Workforce**  
Development Board  
Contra Costa County



CONTRA COSTA COUNTY EMPLOYMENT & HUMAN SERVICES DEPARTMENT  
UPDATE TO THE FAMILY AND HUMAN SERVICES COMMITTEE | MAY 25, 2022  
PRESENTED BY TAMIA BROWN, BUREAU DIRECTOR, WORKFORCE DEVELOPMENT BOARD



# 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



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# Economic Recovery Investments

## Shared Prosperity Report

On June 2020, the Contra Costa Economic Partnership joined the Contra Costa Workforce Development Board and the Contra Costa Employment and Human Services Department in launching the [Equitable Economic Recovery Task Force](#) with the goal of expanding economic opportunity in Contra Costa County

## Bounce Back Contra Costa

### Resource Hotline

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

### 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
<b>TOTAL</b>		<b>206</b>





# 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:

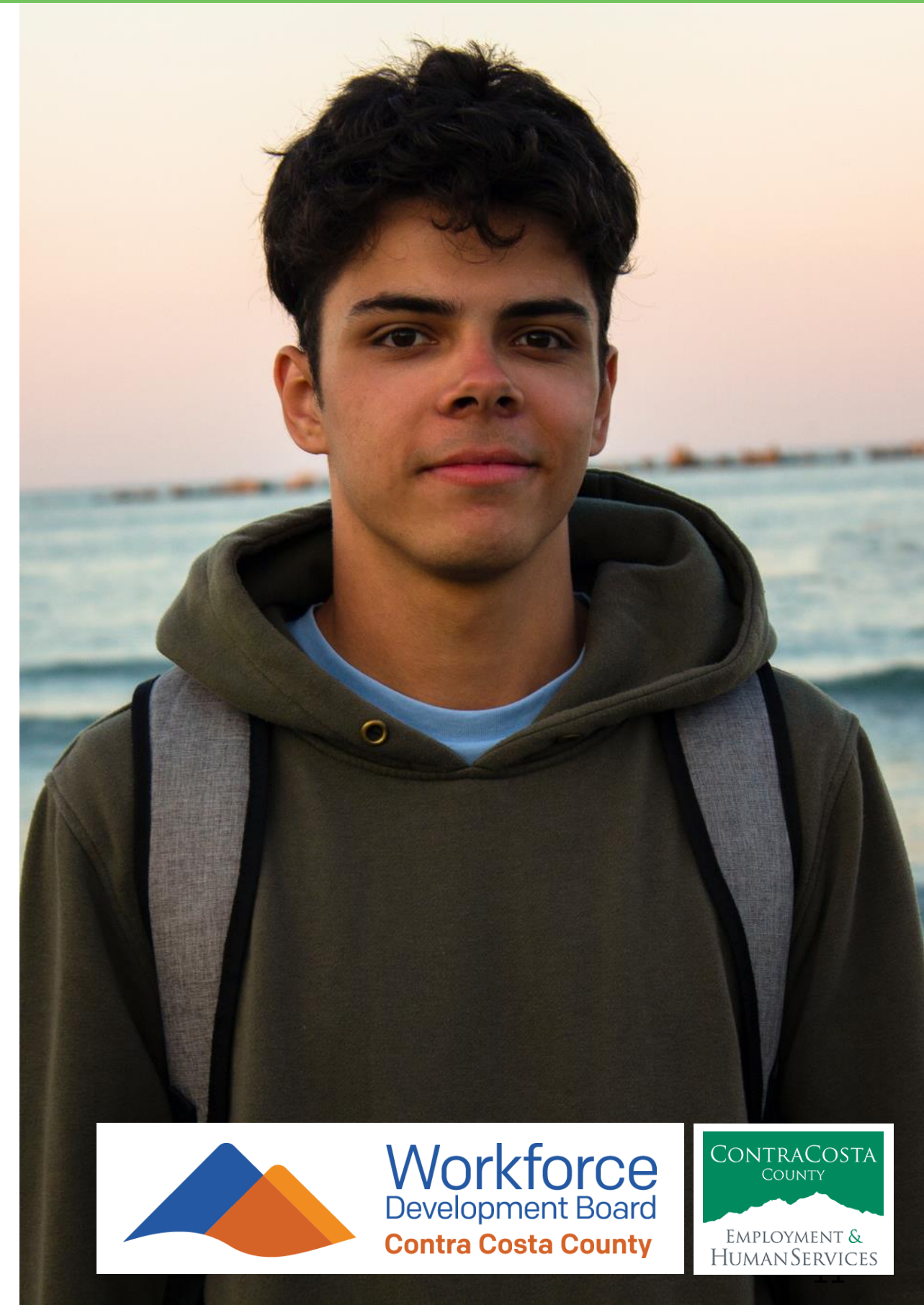
***Businesses need workers:* 59% are currently trying to fill 1-5 positions**

***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

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 117,464 times

*Engagements:* A viewer clicked on, commented, shared, retweeted, or liked a post 3,517 times

*Post Link Clicks:* A viewer clicked through to the WDBCCC website or external link 996 times

*Video Views:* A viewer clicked through to watch campaign videos 333 (organic) and 25,432 (paid) times

*New Follower Growth Across Platforms:* 2,549 total followers, representing 14.2% growth in follower base; total net audience grew by 304 new followers

**Impressions:**

713,333

**Clicks to website:**

3,241

**Engagements:**

3,331

**Achieving Equity**

**video views:**

25,432





# Economic Recovery Investments

## Microbusiness Grants



Partnership with  
Chabot Las Positas  
(Fiscal Agent)



Grants in the  
amount of  
\$2500



Contra Costa County  
\$1,454,492



Approximately  
465 grant  
recipients



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# PY 2022/2023 Funding Initiatives

Discretionary Funding					
Funding Source	<i>National Dislocated Worker Assistance (NDWA) Grant</i>	<i>Workforce Accelerator 10</i>	<i>California 4ALL</i>	<i>STEPS Grant</i>	<i>Department of Industrial Relations – Paramedics for Equity</i>
\$ Amount	\$236,000	\$250,000	\$2.4M	\$250,000	\$240,000
# to Serve	40	45	160	50	50
Services to Provide	Training & Employment	Emergency Medical Technician (EMT) Training	Health Ambassadors/Garden Apprentice	Employment for persons with Disabilities	Paramedics Apprenticeship Training & Employment

***Pending:*** High Road Training Partnerships \$1M

***Pending:*** Good Jobs Challenge \$4M



# PY 2022/2023 Performance Measures

## Workforce Development Board of Contra Costa County Current Program Year as of Mar 31, 2022

Provider	Program	Description of Program	Participants Served	Placement Rate	Median Earnings
Contra Costa Workforce Collaborative	Adult	Career services for jobseekers with barriers to employment	457	39.40%	\$ 10,400
Contra Costa Workforce Collaborative	Dislocated Worker	Career services for workers displaced by a changing economy	131	49.20%	\$ 10,400
FutureBuild	Adult	Pre-apprenticeship construction training	36	76.90%	\$ 9,100
Contra Costa Office of Education	Youth	Services for younger jobseekers with barriers to employment	92	18.90%	\$ 7,683
Mt. Diablo Unified School District	Youth	Services for younger jobseekers with barriers to employment	25	0.00%	N/A
National Dislocated Worker Grant*	NDWG		155	60.50%	\$ 10,540
Prison2Employment*	P2E		50	24.10%	\$ 9,880
Workforce Development Board	All Services	Services provided at any level including self-service	9,886	N/A	N/A

\* Special Grants are for the life of the grant, not just this program year

Sources: Participant Summary and Case Closure Employment





# Board Priorities

- ***Train for the Future*** by blending training, education, and experience
- Focus on ***Communities with Obstacles***
- ***Accelerate access*** to in-demand occupations
- Increase ***Earn and Learn*** activities
- Increasing ***system and policy coordination***



# Disparities Increased During the Pandemic



Black workers filed for unemployment at 1.75x the rate of White workers



Black workers and women suffered more economic and job losses during the pandemic



Minority owned business owners were largely underrepresented in Payroll Protection Program (PPP) loans in the first round



Black and Latinx people are overrepresented among essential workers who are paid less than non-essential workers





# Disparities Increased During the Pandemic

*Before the pandemic, nearly one-half of US workers were falling behind economically.*

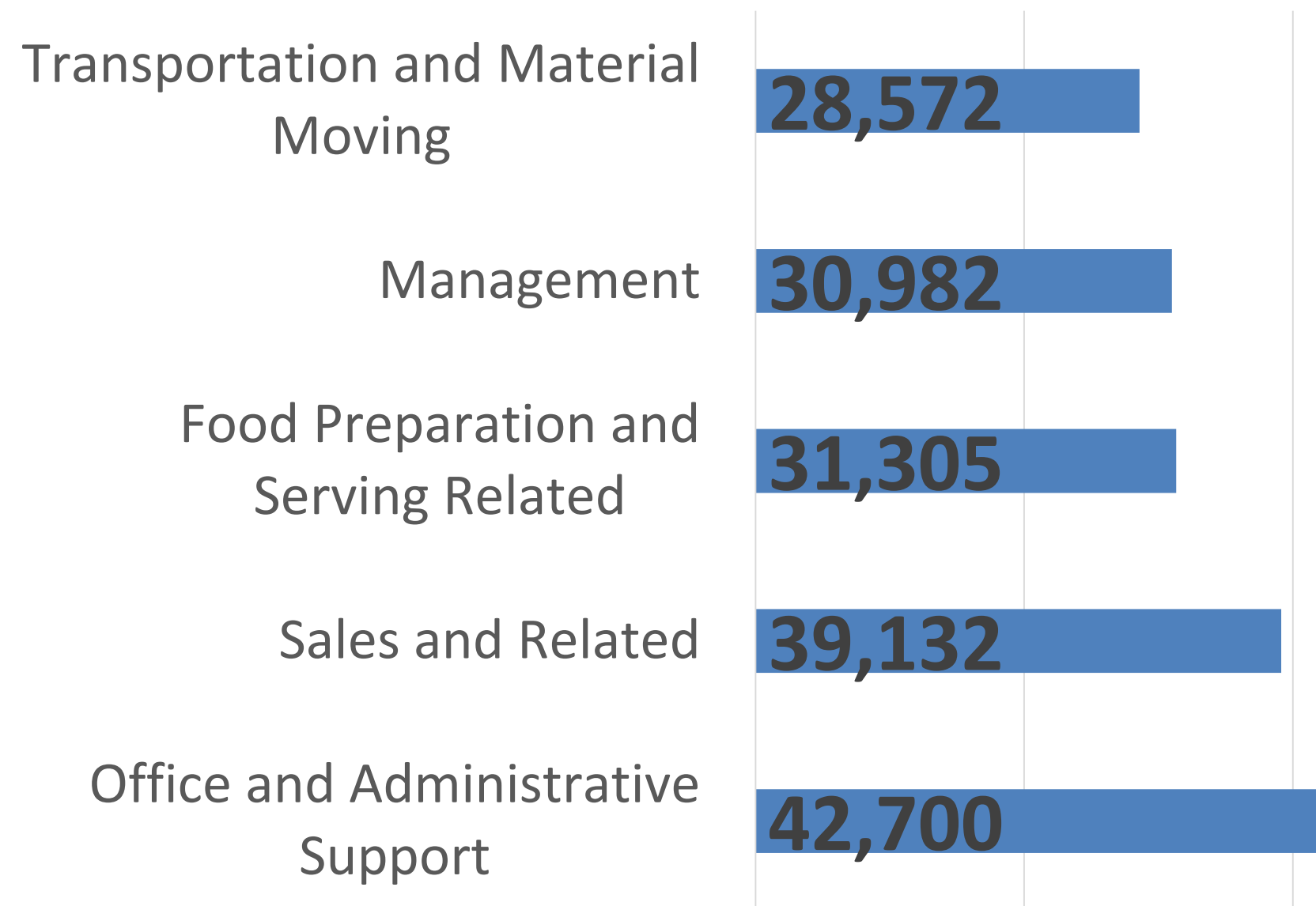
Community-identified barriers to economic security included:

- Difficulty to manage work, household, and education
- Lack of affordable childcare
- Salaries below living wage
- Lack of employment and job training programs

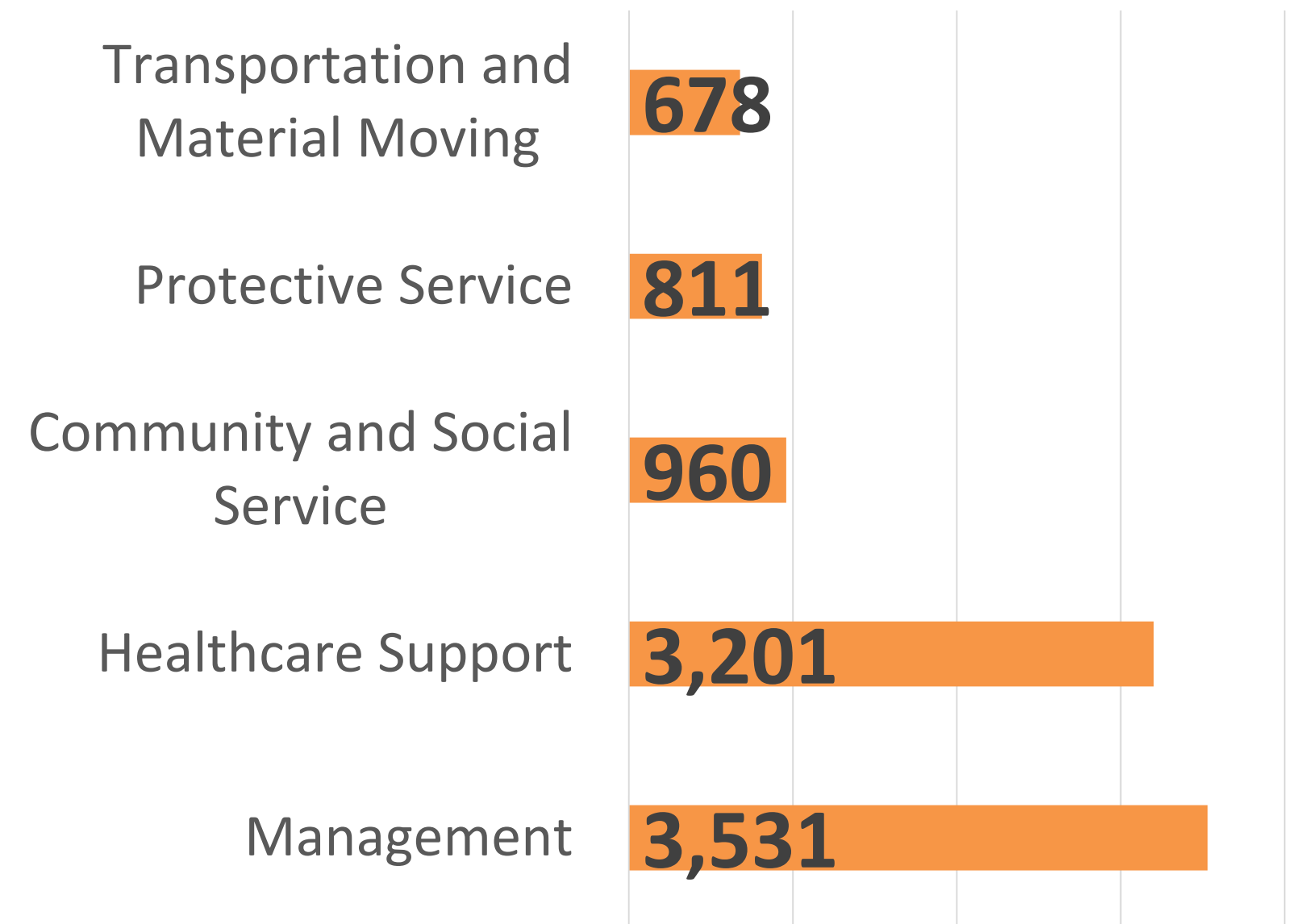


# Labor Market in Contra Costa County

## Occupations by Total Employment



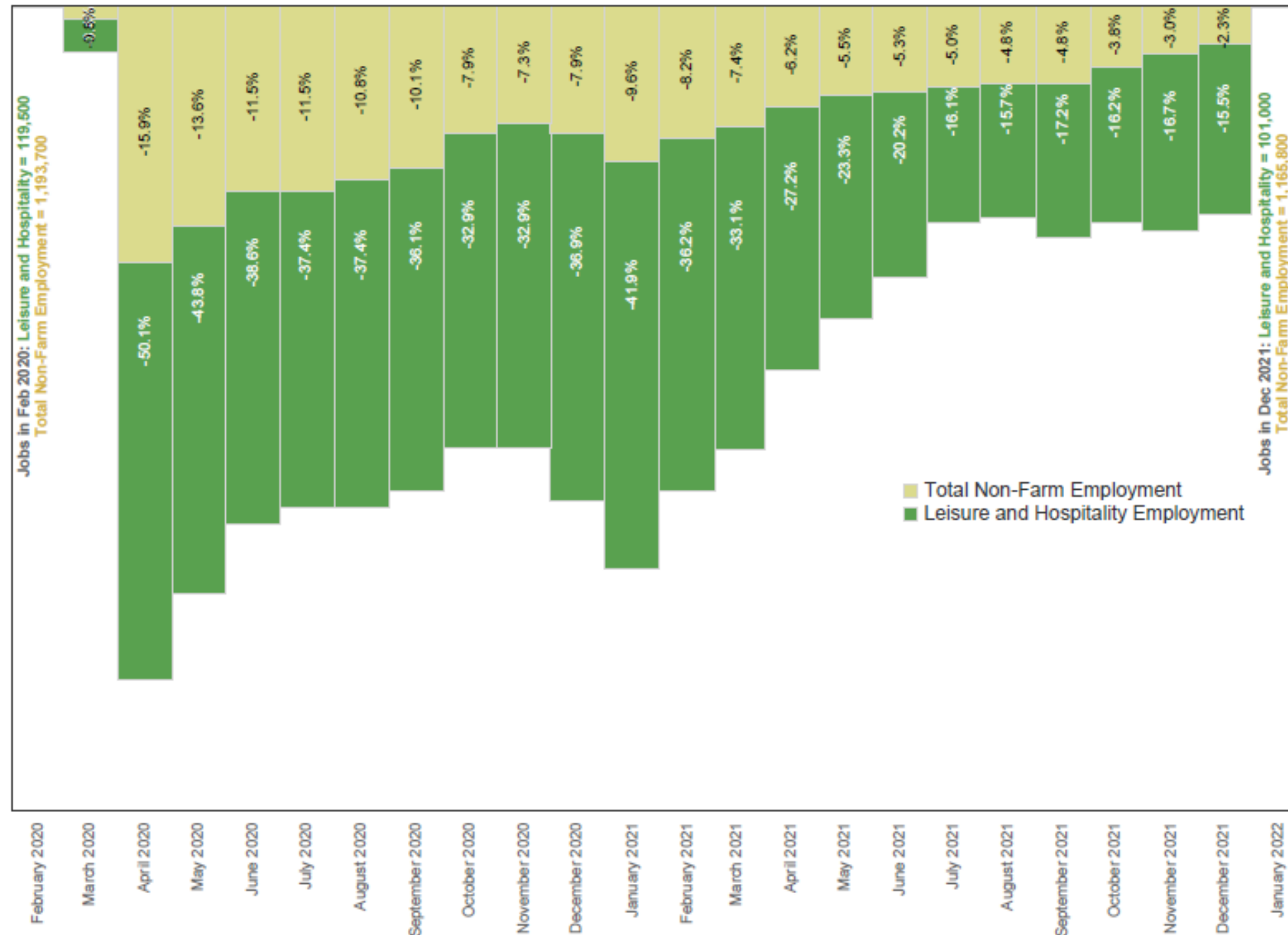
## Occupations by Job Growth





# Employment and Workforce Trends

Leisure & Hospitality and Total Non-Farm Employment:  
Jobs Lost as Percentage of February 2020 Employment Levels, by Month



Total Non-Farm Employment in December 2021 is within **2.3% February 2020 levels**.

Leisure & Hospitality Employment in December 2021 remains **15.5% below February 2020 levels**.

## California Workforce Association Shared Aspirations for 2021

Economic Recovery

Racial & Economic Justice

Digital Literacy & Access

*"We're not going back to the same economy"*  
– Jerome Powell, Federal Reserve Chairman

The WDB rises to a pivotal position post-pandemic



**To support Businesses**

Especially small and minority-owned businesses and under-invested communities



**To support Job Seekers**

Self-sufficient careers and a path to the middle class

Source for Non-Farm and Leisure & Hospitality Employment: EDD Reports for Alameda and Contra Costa Counties.  
Data not seasonally adjusted. Last updated March 23, 2022.



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# Questions?



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