



# CONTRA COSTA COUNTY

## AGENDA

### Economic Development Committee

---

Wednesday, December 4, 2024

11:30 AM 3361 Walnut Blvd. Suite 140, Brentwood,  
CA 94513|

190 East 4th Street, Pittsburg, CA 94565

---

#### ZOOM Link

[https://cccounty-us.zoom.us/j/82990180949?  
pwd=bdf1WK06Fdn3YWtD5rM\\_vDDxxjV-Iw.BUGjjhOrHJZRiGh\\_](https://cccounty-us.zoom.us/j/82990180949?pwd=bdf1WK06Fdn3YWtD5rM_vDDxxjV-Iw.BUGjjhOrHJZRiGh_)

Dial in 888 278 0254 | Pass code: 198675

**The public may attend this meeting in person at either above location. The public may also attend this meeting remotely via Zoom or call-in.**

Agenda Items: Items may be taken out of order based on the business of the day and preference of the Committee.

- 1 Introductions
- 2 Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two (2) minutes).
- 3 REVIEW and APPROVE meeting record from the August 7, 2024, Northern Waterfront Economic Development Initiative Ad Hoc Committee [24-4169](#)  
**Attachments:** [NORTHERN WATERFRONT Ad Hoc Committee Meeting Minutes Draft 8.7.24.pdf](#)
- 4 DIRECT Staff to Prepare for an Item for the Board of Supervisors to Extend the Northern Waterfront Economic Development Initiative Memorandum of Understanding (MOU) [24-4170](#)
- 5 RECEIVE updates from staff and/or PROVIDE direction to staff regarding Economic Development Work Program [24-4171](#)

6. DIRECT Staff to Update the Board of Supervisors in Early 2025 on Hosting the TeamCalifornia Site Selectors' Conference [24-4172](#)

**Attachments:** [TEAMCA MTC 2025 Teaser.pdf](#)

The next meeting is to be determined for February 2025

Adjourn

General Information

This meeting provides reasonable accommodations for persons with disabilities planning to attend a the meetings. Contact the staff person listed below at least 72 hours before the meeting. Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Committee less than 96 hours prior to that meeting are available for public inspection at 1025 Escobar St., 4th Floor, Martinez, during normal business hours. Staff reports related to items on the agenda are also accessible on line at [www.co.contra-costa.ca.us](http://www.co.contra-costa.ca.us).

**HOW TO PROVIDE PUBLIC COMMENT:**

Persons who wish to address the Committee during public comment on matters within the jurisdiction of the Committee that are not on the agenda, or who wish to comment with respect to an item on the agenda, may comment in person, via Zoom, or via call-in. Those participating in person should offer comments when invited by the Committee Chair. Those participating via Zoom should indicate they wish to speak by using the “raise your hand” feature in the Zoom app. Those calling in should indicate they wish to speak by pushing \*9 on their phones.

Public comments generally will be limited to two (2) minutes per speaker. In the interest of facilitating the business of the Board Committee, the total amount of time that a member of the public may use in addressing the Board Committee on all agenda items is 10 minutes. Your patience is appreciated.

Public comments may also be submitted to Committee staff before the meeting by email or by voicemail. Comments submitted by email or voicemail will be included in the record of the meeting but will not be read or played aloud during the meeting.

For Additional Information Contact:

Alyson Greenlee, Committee Staff via email at [alyson.greenlee@dcd.cccounty.us](mailto:alyson.greenlee@dcd.cccounty.us) or by phone 925-655-2783



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

---

**File #:** 24-4169

**Agenda Date:** 12/4/2024

**Agenda #:** 3.

---

Advisory Board: Economic Development Committee

Subject: REVIEW and APPROVE meeting record from the August 7, 2024, Northern Waterfront Economic Development Initiative Ad Hoc Committee

Presenter: Alyson Greenlee, Economic Development Manager

Contact: 925-655-2783

**Information:**

This is an ongoing item of the Committee.

**Referral History and Update:**

See Attachment.

**Recommendation(s)/Next Step(s):**

APPROVE meeting record from the August 7, 2024, Northern Waterfront Economic Development Initiative Ad Hoc Committee.

**NORTHERN WATERFRONT  
ECONOMIC DEVELOPMENT INITIATIVE  
AD HOC COMMITTEE – Meeting Record  
August 7, 2024    11:30 A.M.    In Person/Via Zoom**

Supervisor Diane Burgis, District III

Supervisor Federal Glover, District V

**1. Welcome and Introductions**

Supervisor Glover called to order at 11:30 AM. Supervisor Glover and Burgis introduced themselves.

**2. Public comment on any item not listed on this agenda.**

Fran Sticha, member of the Contra Costa public forwarded an email from Kathryn Riley of San Francisco Bay Conservation and Development Commission (BCDC). BCDC will hold a public hearing and vote to initiate Bay Plan amendment to update the San Francisco Bay plan to establish guidelines for preparation of sea level rise plans pursuant to Senate Bill 272. The public hearing and vote will take place on August 15, 2024, in a hybrid format at 1 pm. The in-person meeting place will be at 375 Beale Street in San Francisco.

**3. REVIEW and APPROVE meeting record from the June 5, 2024, Northern Waterfront Economic Development Initiative Ad Hoc Committee**

Sup. Glover approved of the meeting minutes, as did Sup. Burgis. Will pass on to the BOS.

**4. RECEIVE presentation from Central Contra Costa Sanitary District (Central San) (Melody LaBella, P.E. Resource Recovery Program Manager).**

Ms. LaBella gave an overview of Central San's coverage area and the work they do each year. For example, the organization produces over 600 million gallons of recycled water annually. Recycled water has specific uses and is treated for that use. Drinking water vs watering agriculture has different treatment levels, with drinking water having much higher standards. Central San and Contra Costa Water District agreed in 1994 on an area within the 680 corridor where recycled water can be utilized. 15 miles of purple pipe have been installed in the area. The recycled water program users were chosen due to proximity to Central San infrastructure which lessens costs. A truck filling program is also in place for commercial uses. In conclusion Central San is a potential partner for the County who is willing and motivated. The organization is interested in augmenting the region's water supply and has a potential supply of recycled water that could support Northern Waterfront redevelopment.

*Supervisor Glover Question:* Has Central San entered conversations with refineries?

*Answer:* Central San has not spoken with refineries out of respect for Contra Costa Water district.

*Supervisor Burgis Question:* What is the cost of recycled water compared to raw water?

*Answer:* Raw water currently comes from aqueducts. These agreements were set in place many years ago. Recycled water is more expensive than raw water. The main cost comes from internalized costs that the raw water agreements did not have to account for.

*Public Comment:* Are there plans to do distillation of sewage water to make it potable?

*Answer:* It is not being pursued in Contra Costa but Central San and EBMUD have begun to investigate the topic. That type of water reuses it currently being done in areas where water is scarcer.

*Public Comment:* What impacts are anticipated on Central San's workforce as the recycled water program expands?

*Answer:* Central San anticipates that the traditional roles will shift to more of a technician role as automation becomes more common in the industry.

**5. RECEIVE updates from staff and/or PROVIDE directions to staff regarding Northern Waterfront Economic Development Initiative Work Program (Alyson Greenlee, Economic Development Manager).**

- Staff will attend the Delta Heritage Forum. Also, the Innovation to manufacturing the California Battery Manufacturing Summit.
- The Battery Summit is being hosted by Lawrence Berkeley Labs and will have members of the Federal and State government in attendance, as well as private industry consultants.

- The County's Economic Development Staff have directly assisted over 25 business that have reached out. Staff continue to work with Public Works, airport divisions, and Supervisor Burgis' staff for business looking to locate near the Byron airport.
- Staff are developing an application for an EDA economic adjustment assistance grant program. An EPA Brownfields grant is also being pursued and working with cities to build a coalition application.
- George Carter will be announcing at the 2024 Team California that Contra Costa will host the 2025 conference.
- A quarterly county meeting with all cities will be held on August 28<sup>th</sup>.

The Supervisors requested that Staff pursue outreach opportunities to attract new business to the area. The Supervisors would like to be involved in the process.

The Supervisors requested that the Northern Waterfront AdHoc Committee turn its focus to a county wide focus.

#### **6. Comments from Representatives of Partner Cities**

Oakley: The Makers Market launched a Sunday market in the city. The Tri Delta Hub proved useful.

#### **7. Committee Member Comments**

Supervisor Burgis emphasized the importance of the Delta Heritage Forum and how the county could utilize the event for pursuing opportunities.

#### **8. Adjourn to the next meeting (Wednesday, December 4, 2024)**

Sup. Glover adjourned the meeting.



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

---

**File #:** 24-4170

**Agenda Date:** 12/4/2024

**Agenda #:** 4

---

Advisory Board: Economic Development Committee

Subject: Extension of the Northern Waterfront Economic Development Initiative Memorandum of Understanding (MOU)

Presenter: Alyson Greenlee, Economic Development Manager

Contact: 925-655-2783

### Information:

Since the last meeting of the Northern Waterfront Ad Hoc Committee on August 7, 2024, the Board of Supervisors established the Economic Development Committee as a standing committee of the Board of Supervisors, to supersede the Board of Supervisors Ad-Hoc Committee on the Northern Waterfront Economic Development Initiative, to continue to lead implementation of the Northern Waterfront Economic Development Initiative and refer detailed oversight of the Initiative, as well as the other economic development activities of the County, to the Economic Development Committee.

### Referral History and Update:

On June 18, 2019, the Board of Supervisors approved a Memorandum of Understanding (MOU) with the seven partner cities of the Northern Waterfront Economic Development Initiative. The Memorandum of Understanding for the Northern Waterfront Economic Development Initiative was in effect until September 30, 2024.

The Memorandum of Understanding (MOU) is a statement that the eight jurisdictions will collaborate on economic development activities in line with the recommendations of the Northern Waterfront Strategic Action Plan and Conceptual Framework for Human Capital, related to supporting and growing jobs in areas that are underserved for employment opportunities in the northern part of our county.

### Highlights of the Northern Waterfront Economic Development Initiative in recent years:

- Adoption of the Strategic Action Plan for the Northern Waterfront Economic Development Initiative on January 22, 2019.
- Eleven (11) Opportunity Zones were designated in Northern Waterfront jurisdictions in 2018.
- Vortex Marine moved to the City of Antioch (2019).
- A matching grant of \$75,000 was secured from U.S. Economic Development Administration for short-line rail feasibility study on the Wilbur Ave. corridor (2019).
- FutureBuild secured a \$200,000 U.S. Environmental Protection Agency training grant in Pittsburg (2019).
- The Northern Waterfront Conceptual Framework for Community and Capital Development led to non-profit job/life skills organizations looking to start operations in East Contra Costa County.

- On June 17, 2019, the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) released an open call for letters of interest for a new pilot program that will introduce Priority Production Areas (PPAs), and on December 17, 2019, the County adopted a resolution nominating two County districts in Bay Point and Pacheco as Association of Bay Area Governments/Metropolitan Transportation Commission's recognized Priority Production Areas, to establish eligibility for grant funding. Those nominations were made official by MTC-ABAG in 2020.
- On June 28, 2023, the County was approved for an award of \$500,000 in grant funding from MTC-ABAG for the Northern Waterfront Priority Production Areas Technical Assistance Project for the feasibility analysis, framework, and template materials necessary for local staff to get PPA-related programs or policies adopted across multiple Priority Production Areas (PPAs) in the Northern Waterfront, namely those in the County and in the Cities of Concord, Pittsburg, Antioch and Oakley.
- In 2024 the City of Hercules secured \$850,000 for the Hercules Hub Multi-Modal Transportation Station.
- Also in 2024, the City of Pittsburg's Water Treatment Plant Fuel Cell Project secured \$959,752.
- On September 12, 2023, the Board of Supervisors adopted a resolution approving the County's participation in the Green Empowerment Zone (GEZ) for the Northern Waterfront of Contra Costa County, which included an agreement with the Governor's Office of Business & Economic Development (GO-Biz) providing the County with \$5,000,000 for the GEZ.
- In 2023, the County joined TeamCalifornia to market and promote the Northern Waterfront of Contra Costa County along with the Cities of Antioch, Brentwood, and Oakley, and in 2024, the Contra Costa County's Northern Waterfront was selected to host the 2025 "Meet the Consultants" Conference.

As a result of these successes and the increased capacity of the County to continue to pursue additional economic development activities countywide, in the meeting of the Northern Waterfront Ad Hoc Committee on August 7, 2024, the Committee provided direction to expand the Committee's purview to be countywide. The Northern Waterfront Economic Development Initiative will continue to be a major focus and detailed oversight of the Initiative would be provided by the Economic Development Committee. The primary work areas and initiatives the Economic Development Committee would help oversee and guide include:

- Implementation of the Northern Waterfront Economic Development Initiative Strategic Action Plan, and related projects, including the Green Empowerment Zone for the Northern Waterfront of Contra Costa County, the Northern Waterfront Priority Production Areas (PPAs) Technical Assistance Project, and the Just Transition Economic Revitalization Plan.
- Consideration of the potential to prepare an Economic Development Plan for the County
- General business retention, attraction, and expansion efforts in the unincorporated areas
- Marketing and promotion of Contra Costa County through TeamCalifornia and other avenues.
- Collaboration and coordination countywide with city economic development efforts.

Since the Memorandum of Understanding with the County and the seven partner cities of the Northern Waterfront Economic Development Initiative expired on September 30, 2024, to continue the collaborative partnerships of the Northern Waterfront Economic Development Initiative, and to continue to lead implementation of the Northern Waterfront Economic Development Initiative, and for the Northern Waterfront Economic Development Initiative to continue to be a major focus of and for detailed oversight to be provided by the Economic Development Committee, it is the recommendation that the Committee direct staff prepare an item for the Board of Supervisors to extend the Northern Waterfront Economic Development Initiative



Memorandum of Understanding (MOU).

Recommendation(s)/Next Step(s):

DIRECT Staff to Prepare for an Item for the Board of Supervisors to Extend the Northern Waterfront Economic Development Initiative Memorandum of Understanding (MOU)



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

---

**File #:** 24-4171

**Agenda Date:** 12/4/2024

**Agenda #:** 5.

---

Advisory Board: Economic Development Committee

Subject: Staff Update on Economic Development

Presenter: Alyson Greenlee, Economic Development Manager

Contact: 925-655-2783

### Information:

Since the last meeting of the Northern Waterfront Ad Hoc Committee on August 7, 2024, the Board of Supervisors established the Economic Development Committee as a standing committee of the Board of Supervisors, to supersede the Board of Supervisors Ad-Hoc Committee on the Northern Waterfront Economic Development Initiative, to continue to lead implementation of the Northern Waterfront Economic Development Initiative and refer detailed oversight of the Initiative, as well as the other economic development activities of the County, to the Economic Development Committee.

### Referral History and Update:

Since the August 7, 2024 meeting of the Northern Waterfront Ad Hoc Committee, various elements of the Initiative had proceeded to help advance projects under the Northern Waterfront umbrella. Recent and proposed economic development activity to implement the Northern Waterfront Strategic Action Plan, as well as other economic development activities of the County, includes:

- Economic development staff from the County participated in the Delta Heritage Forum on November 15, 2024, for the Sacramento-San Joaquin Delta National Heritage Area, along with the staff from the District 3, Contra Costa County office.
- Participated in the Lawrence Berkeley National Laboratory, Lawrence Livermore National Laboratory, and SLAC National Accelerator Laboratory's "From Innovation to Manufacturing: California's Battery Ecosystem," Summit on September 18-19, 2024, where Supervisor Diane Burgis spoke to federal and state representatives on the opportunities for manufacturing along the Northern Waterfront.
- Applied as the lead applicant to the U.S. Economic Development Administration (EDA) FY2023 Public Works and Economic Adjustment Assistance (PWEAA) Funding Opportunity on October 28, 2024 for a \$1.2 million grant for a project called "Just Transition to Battery Manufacturing Along the Northern Waterfront of Contra County," with project co-applicants Lawrence Berkeley National Laboratory and Workforce Development Board of Contra Costa County and many other partners. If funded, the grant would be used to conduct a pre-development strategy for a next-generation battery manufacturing tech innovation hub along the Northern Waterfront. Staff are working with an assigned EDA Project Officer and anticipate the next step will be investment review in January 2025.
- Participated in the California Land Recycling Conference on September 16-19, 2024 to develop partnerships to pursue a U.S. Environmental Protection Agency (US EPA) coalition community-wide assessment grant to inventory and assess brownfield sites.

- Convened the virtual Countywide Economic Development Quarterly Meeting with the economic development staff from the 19 cities on August 28, 2024. It featured presentations from the U.S. Environmental Protection Agency and Center for Creative Land Recycling on resources for revitalizing brownfields, and countywide partners updates.
- Applied as the coalition lead to the U.S. Environmental Protection Agency (US EPA) FY2025 Brownfields Assessments Coalition Grants Funding Opportunity on November 14, 2024 for a \$1.2 million grant for a project called “Contra Costa Brownfields Coalition,” with four non-lead members City of Antioch, City of Martinez, City of Pinole, and Sustainable Contra Costa, and many other partners. If funded, the grant would be used to assess sites throughout Contra Costa County for environmental contamination concerns and potential future cleanup. Staff anticipate the next steps will be in spring 2025.
- Continued to conduct direct assistance to businesses including start-up, expansion, retention, and attraction efforts, and referrals of assistance to businesses and organizations seeking to locate or expand in the unincorporated areas.
- Attended California Forward’s California Economic Summit, in Sacramento, CA from October 8-10, 2024. Participated in tracks focused on a resilient energy transition, the creative economy, and connected with state and regional leaders on the economic agenda.
- Kicked off the Northern Waterfront Priority Production Areas (PPAs) Technical Assistance Project on October 10, 2024 with MTC-ABAG and the Cities of Antioch, Concord, Pittsburg, and Oakley, and Technical Assistance Provider Placeworks. Staff are meeting with Placeworks every other week and anticipate that the next step is the development of an interactive web map that will act as an online resource with various search functions with an inventory of the Priority Production Areas sites that is stored on a web application.
- Convened the in-person Contra Costa County Economic Development Forum on November 20, 2024 from 9am -1pm at the Pleasant Hill Community Center with the economic development staff from the 19 cities, chambers and resource providers, and legislative staff. It featured welcomes from District 4 Supervisor Ken Carlson and the Mayor of Pleasant Hill, and presentations from Contra Costa Transportation Authority, TeamCalifornia, California Association of Local Economic Development, East Bay Economic Development Alliance, California Office of the Small Business Advocate, East Bay Small Business Development Center, Contra Costa Green Business Program, Contra Costa Environmental Health. Also recorded, it is anticipated that the next step will be to have the forum broadcast on CCTV and posted on the Economic development webpage.
- Participated in the Contra Costa County Arts and Culture Landscape Funder Briefing on November 12, 2024 for the importance of integrating arts into economic development planning.
- Participated in California Association for Local Economic Development (CALED)’s Advanced Institute for Local Economic Development on August 8-18, 2024, and Introduction to Economic Development (“Keys”) Course on October 21-24, 2024 at Fresno State to get trained on introductory and advanced methods of economic development.
- Participated in the California Association for Local Economic Development (CALED) Finance and Real Estate Summit from October 30-31 in Inglewood to get training on incremental tax financing including Enhanced Infrastructure Financing Districts (EIFDs).
- Participated in an Economic Development Policy Roundtable focused on navigating Enhanced Infrastructure Financing Districts (EIFDs) and other incremental tax financing with Christopher Cabaldon for California State Senate District 3.

- Staff will continue to navigate the County's experience navigating the Enhanced Infrastructure Financing District (EIFD) policy.

Economic development activities are funded by a General Fund allocation of \$500,000 dating from 2017-2018. As of October 31, 2024, there is a current balance of \$245,673 for Economic Development.

Recommendation(s)/Next Step(s):

RECEIVE updates from staff and/or PROVIDE direction to staff regarding Economic Development work program.



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

---

**File #:** 24-4172

**Agenda Date:** 12/4/2024

**Agenda #:** 6.

---

Advisory Board: Economic Development Committee  
Subject: Update on TeamCalifornia Conference in 2025  
Presenter: Alyson Greenlee, Economic Development Manager  
Contact: 925-655-2783

### Information:

Contra Costa County is hosting the TeamCalifornia Site Selectors' Conference in 2025.

### Referral History and Update:

On June 5, 2024, the Ad-Hoc Committee on the Northern Waterfront Economic Development Initiative recommended that the Board of Supervisors receive an update on Contra Costa County hosting the TeamCalifornia Site Selectors' Conference in 2025.

Since 2023, Contra Costa County, along with the cities of Antioch, Brentwood, Oakley, and other cities around the State, has been a member in TeamCalifornia, a non-profit membership-based organization that markets California communities and site location assistance for businesses seeking to locate facilities in California. TeamCalifornia staff attend selected trade shows and industry sponsored events to identify the best opportunities to promote Contra Costa County and other California communities to site selection specialists.

In 2023, economic development staff from the County submitted an expression of interest in the opportunity to host the annual "Meet the Consultants" Forum event of TeamCalifornia, and staff were informed in December that Contra Costa County will be the site of the 2025 conference. Department of Conservation & Development staff are working with the Northern Waterfront cities, the Public Works Department Division of Airports, and TeamCalifornia.

Economic development staff from the County participated in the 2024 "Meet the Consultants" Forum event of TeamCalifornia, in Visalia on August 6-8, 2024.

At the Contra Costa County Economic Development Forum on November 20, 2024, Robin Reimold, Executive Director of TeamCalifornia, announced that Contra Costa County would be the host site of the Meet the Consultants Conference, on August 5-7, 2025.

As the last update that the Board of Supervisors received was on June 25, 2024, it is the recommendation that the Committee direct staff to bring another update in early 2025 to the Board of Supervisors on Contra Costa County hosting TeamCalifornia Site Selectors' Conference in August 2025.

### Recommendation(s)/Next Step(s):

DIRECT Staff to Update the Board of Supervisors in Early 2025 on Hosting the TeamCalifornia Site Selectors'

Conference



# MEET THE CONSULTANTS



**AUGUST 5-7, 2025  
HILTON CONCORD  
CONTRA COSTA COUNTY**

**LEARN  ENGAGE  DEVELOP**



---

## **TeamCA Meet the Consultants Site Selection & Economic Development Forum**

**Sign Up For In More Information:**

**<https://bit.ly/mtc25info>**

