



CONTRA COSTA COUNTY

AGENDA

Governing Board of the Green Empowerment Zone

Supervisor John Gioia, Chair
Chuck Leonard, Vice Chair
Assemblywoman Lori D. Wilson, Vice Chair

Wednesday, July 2, 2025 **3:00 PM** **30 Muir Road, Martinez | ZOOM LINK:**
[https://cccounty-us.zoom.us/j/846225831](https://cccounty-us.zoom.us/j/84622583116)
16 | Dial in 888 278 0254 US Toll-free
Conference code: 841892

Marketing Working Group ZOOM LINK: <https://cccounty-us.zoom.us/j/84622583116> Dial in 888 278 0254 US Toll-free Conference code: 841892

1. Roll Call and Introductions
2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two minutes).
3. REVIEW and APPROVE Meeting Record from April 21, 2025 [25-2621](#)
Attachments: [2025-04-21 Draft Marketing Working Group Meeting Record.pdf](#)
4. RECEIVE update from County staff regarding Marketing the Green Empowerment Zone and/or PROVIDE direction to County staff [25-2612](#)
Attachments: [GEZ Website Strategy Presentation.pdf](#)
[Meet the Consultants 2025 Registration.pdf](#)

The next meeting of the Green Empowerment Zone is currently scheduled for Friday, July 11, 2025 at 9:30 AM.

Adjourn

The Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee 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 30 Muir Rd., during normal business hours. Staff reports related to items on the agenda are also accessible online at www.contracosta.ca.gov. If the Zoom connection malfunctions for any reason, the meeting may be paused while a fix is attempted. If the connection is not reestablished, the committee will continue the meeting in person without remote access. Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact: Alyson Greenlee, Economic Development Manager,
Alyson.Greenlee@dcd.cccounty.us, 925-655-2783



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 25-2621

Agenda Date: 7/2/2025

Agenda #: 3.

Advisory Board: Green Empowerment Zone Marketing Working Group

Subject: REVIEW and APPROVE Meeting Record from April 21, 2025

Presenter: County staff

Contact: Alyson Greenlee, Economic Development Manager, 925-655-2783

Information:

The draft April 21, 2025 Meeting Record is attached.

Referral History and Update:

The record of the Green Empowerment Zone Marketing Working Group's last meeting is attached.

Recommendation(s)/Next Step(s):

REVIEW and APPROVE Meeting Record from April 21, 2025.

Marketing Working Group Meeting Record, April 21, 2025 – Draft

- UC Berkeley Labor Center presented, *Economic Development Research: Updates and Key Regional Strategies*
 - Provided review of the GEZ research process
 - The Labor Center continues to interview new GEZ Governing Board members as needed
 - The main regional strategies for the GEZ
 1. Publicity/Marketing for the GEZ
 2. Referral Network for Employers
 3. Sharing Public Funding Information
 4. Inventory of Available Sites
- Labor Center findings for Possible Approaches
 - Create a website, develop logo, attend/host conferences
- Discussion
 - It would be beneficial to keep a database of local government economic accomplishments and use that as a tool for marketing
 - The public needs to be able to understand the purpose of the GEZ and how it intends to reach the goal of pursuing clean energy manufacturing
 - It is important to figure out the exact demographic we will be primarily marketing to
- Final Thoughts
 - Establish a logo and use a webpage to record local economic victories
 - The GEZ needs a defined reason why the general public should be in support of clean energy manufacturing attraction efforts and Companies need to understand the benefits of establishing themselves in the GEZ



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 25-2612

Agenda Date: 7/2/2025

Agenda #: 4.

Advisory Board: Green Empowerment Zone Marketing Working Group

Subject: RECEIVE update from County staff regarding Marketing the Green Empowerment Zone and/or PROVIDE direction to County staff

Presenter: Alyson Greenlee, Economic Development Manager

Contact: (925) 655-2783

Information:

The presentation update is attached.

Referral History and Update:

At the meeting of the Governing Board of the Green Empowerment Zone on Friday, January 17, 2025, the Governing Board directed County staff to convene a Green Empowerment Zone (GEZ) Marketing Working Group consisting of county and city economic development staff, the County public information officer, East Bay EDA, East Bay Leadership Council, Interested GEZ Board Members, and the UC Berkeley Labor Center.

The GEZ Marketing Working Group met on April 21, 2025 and received a presentation from the UC Berkeley Labor Center on *Economic Development Research: Updates and Key Regional Strategies*. The main regional strategies were presented for the GEZ, and the Working Group provided discussion and direction to County staff regarding the marketing/publicity of the GEZ.

At its most recent meeting on May 16, 2025, the Governing Board of the Green Empowerment Zone directed staff to reconvene the GEZ Marketing Working Group to receive an update from County staff regarding Green Empowerment Zone Marketing and provide direction to County staff (See Presentation Attached).

The Governing Board also directed staff to provide information on Meet the Consultants: Meet the Consultants: TeamCalifornia's Annual Site Selection and Economic Development Forum. The 11th Annual Meet the Consultants 2025, TeamCalifornia's Annual Site Selection & Economic Development Forum, will be hosted by Contra Costa County and held at the Hilton Concord from November 5-7, 2025 (See Attachment).

Registration is now open:

<https://www.eventbrite.com/e/meet-the-consultants-2025-registration-1406339502309>.

Recommendation(s)/Next Step(s):

RECEIVE update from County staff regarding Marketing the Green Empowerment Zone and/or PROVIDE direction to County staff.

Green Empowerment Zone (GEZ) Website Strategy

Supporting Clean Energy
Manufacturing & Economic Growth

Presentation to: Marketing
Working Group

July 2, 2025

Context & Purpose

- ▶ GEZ mission overview
- ▶ Inform public, engage stakeholders, market GEZ success

Governing Board Direction

- ▶ May Board Meeting: Approved website development
- ▶ Led by GEZ Working Group
- ▶ Website to showcase GEZ, clean energy manufacturing, success stories

Request to GEZ Cities

- ▶ Submit relevant success stories
- ▶ Criteria based on UC Labor Center framework
- ▶ Stories help market GEZ to site selectors and public

GEZ Success Story Criteria

- ▶ Within GEZ boundaries
- ▶ Clean energy production or support
- ▶ Benefits: Jobs, revenue, environmental health
- ▶ Examples: Wind farms, battery manufacturing, infrastructure projects

Target Audiences

- ▶ State/Federal agencies
- ▶ Economic developers
- ▶ Site selectors
- ▶ Utilities, colleges, investors, brokers
- ▶ Workforce professionals

Website Strategy

- ▶ GEZ overview & mission
- ▶ Regional assets
- ▶ Success story showcase
- ▶ Tools for site selectors

Regional Strengths - Contra Costa County

- ▶ Number of cities
- ▶ Population & workforce size
- ▶ Tech/manufacturing workforce data
- ▶ Environment / High Quality of life

Infrastructure & Assets

- ▶ Rail (BART & freight), highways, ports
- ▶ Airports: Buchanan & Byron
- ▶ Higher ed: UC Berkeley, CSU East Bay, etc.
- ▶ Research Labs: Lawrence Livermore, Berkeley, & Sandia

Economic Opportunities

- ▶ GEZ sector focus (e.g., biofuels, battery mfg)
- ▶ Incentives: Recycling Market Development Zone and others
- ▶ Highlight Northern Waterfront priority industries

Current Developments

- ▶ Phillips 66 & Marathon biofuels projects
- ▶ Local government accomplishments
- ▶ Example: American Planning Association Award for Energy, the Environment, and Sustainability for Contra Costa

Next Steps

- ▶ Contract web developer
- ▶ Launch website by Fall 2025
- ▶ Leverage TeamCalifornia Site Selectors' Conference (Nov 5-7, 2025)

[Find my tickets](#)[Log In](#)[Sign Up](#)

Wednesday, November 5



Meet the Consultants 2025

SECURE YOUR EARLY BIRD RATES TODAY: 11th Annual Meet the Consultants 2025, A TeamCalifornia Forum | Hosted by: Contra Costa County



By **TeamCalifornia** 26 followers

1k attendees hosted

26 followers

Follow

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Date and time



November 5 · 8am - November 7 · 5pm PST

Location



Hilton Concord

1970 Diamond Boulevard Concord, CA 94520

[Get directions](#)

Refund Policy



Early bird discount

\$595 - \$795

[Reserve a spot](#)

Join us November 5-7, 2025 for an enriching experience at our 11th annual MTC Forum, where we spotlight the diverse and dynamic regions of California, offering invaluable insights to site selectors navigating the landscape of business investments. Attendees will hear the latest trends in the site selection industry and network with decision makers.

This exclusive event offers a unique opportunity to:

- Discover California's strategic advantages for your next venture through interactive panel discussions and consultant presentations.
- Engage in dynamic roundtable discussions tailored to your specific interests
- Network with industry leaders, site selection experts, and fellow investors, forging valuable connections that could shape your future endeavors.

Join us as we illuminate the pathways to success in California's thriving business ecosystem, where innovation meets opportunity.

Who Attends MTC?

- Site Selectors
- Economic Development/City Leaders
- State/Federal Agencies
- Developers
- Utilities
- Investors
- Brokers
- State/Community Colleges
- Workforce Development Professionals
- Others

Agenda(Subject to Change)

Day 1 - November 5, 2025

8:00 am – 10:00 am Registration Open/Badge Pickup

8:30 am – 9:30 am TeamCalifornia Board of Directors Annual Meeting

10:00 am – 2:30 pm Optional Fam Tour

2:30 pm - 5:45 pm Registration Open/Badge Pickup

3:30 pm-4:30 pm TeamCalifornia Membership Meeting (Member Organizations Only)

4:30 pm-4:45 pm Conference Welcome - Meet the Consultants

4:45 pm - 5:45 pm Session One

6:00 pm - 9:00 pm Welcome Reception

Day 2 - November 6, 2025

7:30 am - 10:00 am Registration Open/Badge Pickup

7:30 am - 8:30 am Light Breakfast & Networking

8:30 am - 9:00 am Opening Remarks – TeamCalifornia, Contra Costa County

9:00 am - 10:00 am Session Two

10:00 am – 10:15 am Break

10:15 am – 11:15 am Session Three

 Early bird discount

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2:45 pm - 4:00 pm Meet the Consultant Round Tables
5:00 pm - 8:00 pm Sponsor/Consultant Dinner (Invitation Only)
8:00 pm - 9:30 pm After Hour

Day 3 - November 7, 2025

7:30 am - 11:00 am Registration Open/Badge Pickup
7:30 am - 8:30 am Light Breakfast & Networking
8:30 am - 9:30 am Session Five
9:30 am - 9:45 am Break
9:45 am - 10:45 am Meet the Consultant
Round Tables (Round Two)
10:45 am - 11:00 am Ask Anything
11:00 am - 12:00 pm Closing General Session

Hotel Registration

You will find the information for your online reservation link below. If you have questions or need help with the link, please do not hesitate to ask.

Hotel(s) offering your special group rate:

- **Hilton Concord (TBA will be under \$200)**

Sponsorship Opportunity

Want to be a Sponsor for Meet the Consultants 2025?

[Sponsor Brochure](#)

Tags

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Organized by

TeamCalifornia

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Other events you may like




Festival of Lights - Dussehra Diwali Dhamaka 2025

Sat, Oct 11 • 12:00 PM

Alameda County Fairgrounds

From \$10.38

Association of Indo Americans

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Consultants for Good (C4G) Co-Working Day at Trellis

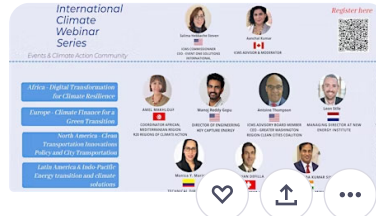
Fri, Sep 5 • 9:00 AM

Trellis Coworking, Events, Cafe & Bar

From \$0.00

[C4G] Consultants 4 Good - San

Francisco Bay Area




Almost full

1st ICWS Annual Meeting - Creating Sustainable...

Thursday • 7:00 AM PDT

From \$0.00

Event One solutions International

Promoted 



Consultants for Good (C4G) Co-Working Day at Trellis

Fri, Aug 1 • 9:00 AM

Trellis Coworking, Events, C

From \$0.00

[C4G] Consultants 4 Good

Francisco Bay Area

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\$595 - \$795