



# 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

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Friday, September 19, 2025

9:30 AM

1025 Escobar Conference Room A/B/C

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#### ZOOM LINK

<https://cccouny-us.zoom.us/j/88323737930>

**Dial In 888 278 0254 US Toll-free Conference code: 841892**

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

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 the Meeting Record from the July 10, 2025, Meeting. [25-3776](#)  
**Attachments:** [07.10.25 Draft Green Empowerment Zone Meeting Minutes](#)
4. Receive Update on Managing Community Investments from Bay Area Air District [25-3777](#)  
**Attachments:** [09.19.2025 Community Investments Presentation-Governing Board of the Green Empowerment Zone \(GEZ\) 1](#)
5. Receive Update on Technology Research and Stakeholder Engagement (UC Labor Center) [25-3778](#)  
**Attachments:** [GEZ Board Meeting Presentation\\_UCB LC](#)
6. Receive Legislative Update on the Green Empowerment Zone [25-3881](#)  
**Attachments:** [20250SB227\\_95](#)
7. Receive Staff Report on Green Empowerment Zone Website Design [25-3779](#)  
**Attachments:** [Contra Costa County, CA \(GEZ\) Branding • V1](#)  
[GSA\\_25\\_1384.GEZ\\_Sub\\_1](#)  
[GSA\\_25\\_1384.GEZ\\_Website\\_1](#)

8. The next meeting is currently scheduled for November 21, 2025.
9. 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 1025 Escobar Street, Martinez during normal business hours. Staff reports related to items on the agenda are also accessible online at [www.contracosta.ca.gov](http://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](mailto:Alyson.Greenlee@dcd.cccounty.us), 925-655-2783



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

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**File #:** 25-3776

**Agenda Date:** 9/19/2025

**Agenda #:** 3.

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Advisory Board: Governing Board of the Green Empowerment Zone

Subject: Review and Approve the Meeting Record from the July 10, 2025, Meeting

Presenter: County Staff

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

### Information:

The draft July 10, 2025, meeting record is attached.

### Referral History and Update:

This is a standing agenda item.

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

Consider the following actions related to the Green Empowerment Zone:

- Review and Approve the Meeting Record from the July 10, 2025 meeting.

**Meeting Minutes – Draft**  
**Governing Board of the Green Empowerment Zone (GEZ)**

Supervisor John Gioia, Chair  
Assemblymember Lori Wilson, Vice Chair  
Chuck Leonard, Vice Chair

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**Friday, July 10, 2025**

**9:30 AM**

**1025 Escobar  
Room 110A/B/C  
Martinez, CA 94553**

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**ZOOM:**

<https://cccouny-us.zoom.us/j/88323737930>

**(888) 278-0254**

**Conference Code: 841892**

1. The public may attend this meeting in person at the above location. The public may also attend this meeting remotely via Zoom or call-in.
2. Agenda Items: Items may be taken out of order based on the business of the day and preference of the Governing Board.

1. Call to Order and Roll Call.

*Chair John Gioia called the meeting to order.*

2. Public comment on items not on agenda
3. Review and Approve the Meeting Records of the May 16, 2025, Meeting.

*There is a quorum to review and approve the Meeting Record from May 16, 2025.*

*A motion was made to approve May 16, 2025, minutes. All were in favor.*

4. RECEIVE update on the Policy Research for the Green Empowerment Zone and PROVIDE Direction to the UC Berkeley Labor Center

*May of 2026 is when the labor center is predicting their policy recommendations will be presented to the GEZ.*

*The audience for the policy recommendations will be local governments as they have the means to meet goals of the GEZ. The other audience will be regional, state, and federal organizations. The end goal is to not beat other regions by cost cutting but to emphasize the GEZ's access to high quality infrastructure and workforce.*

*The labor center presented a list of barriers and opportunities that were developed based off of industry leaders' opinions. This list is not comprehensive but are a good starting point for us to understand where we are lacking.*

*Barrier: high electricity costs and drawn-out timelines to install transformers, lack of turnkey facilities, complex regulatory environment and development timeline, and high cost of living.*

*Opportunity: Transportation infrastructure, proximity to research hubs, high quality of life for workers.*

*Committee comments:*

- *The committee asked about the messaging. The GEZ land has lower land cost compared to the greater Bay Area, and the COL is lower as well. There needs to be nuance in the conversation when speaking about the cost of doing business in the GEZ. The zone can be price competitive compared to the region, state, and nation if we market it correctly.*
- *Outreach to smaller startups needs to improve in the GEZ. Clusters occur in the East and South Bay due to proximity to established industry. This means that our messaging needs to improve to emphasize the proximity of the GEZ and the benefits of moving away as costs start to come down.*
- *There could be benefits to comparing the GEZ to the South Bay to build the case for the zone.*
- *Incentives would be beneficial to draw in business*

*Overview of relevant policy areas:*

*Employer Attraction*

- *Industrial lands and facilities*
  - o *Barriers: Lack of turnkey facilities*
  - o *Opp.: Industrial waterfront areas*
- *Infrastructure*
  - o *Barriers: Power costs*
  - o *Opp.: Transportation infrastructure including ports*
- *Funding and Capital Access*
  - o *Barriers: Public cuts to clean energy investments and incentives*
  - o *Opp.: Active venture capital network*
- *Workforce and Training Systems*
  - o *Barriers: Lack of quality jobs aligned with training pathways*
  - o *Opp.: Existing training and workforce development infrastructure*

*Governance*

- *Permitting*
  - o *Barriers: Slow development timelines*
  - o *Opp.: Can address local pollution and other community priorities*
- *Coordination/Strategy*
  - o *Barriers: Difficult to strategize across many entities and areas*

- *Opp.: Collaborate and share resources to maximize impact*
- *Zoning*
  - *Barriers: Complex regulatory enviro.*
  - *Opp.: Preserve and expand industrial land; address pollution concerns*

#### *Standards*

- *Job Quality and Access*
  - *Barriers: Lack of quality, blue collar jobs, job/housing mismatch.*
  - *Opp.: Strong workforce/training systems.*
- *Environmental*
  - *Barriers: Legacy of ej/enviro issues, industry near sensitive receptors.*
  - *Opp.: Prop 4 Climate investments.*
- *Community Benefits*
  - *Barriers: Lack of projects, potential lack of consensus on benefits.*
  - *Opp.: Growing interest in this approach in California.*

#### 5. RECEIVE update from County staff regarding Marketing the Green Empowerment Zone

*At the recent GEZ Marketing Working Group meeting, website strategy was discussed. Staff requested that all GEZ partners submit success stories by mid-August as these will be displayed on the GEZ website. The website is set to launch in the fall of 2025. Staff are currently speaking with developers to ensure they can meet the timeline.*

*Team CA Meet the Consultants is scheduled for November 5-7 at the Concord Hilton.*

#### 6. Adjourn.

*The date for the next meeting of the Governing Board of the Green Empowerment Zone will be Friday, September 19, 2025.*

*Chair Gioia adjourned the meeting.*



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

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**File #:** 25-3777

**Agenda Date:** 9/19/2025

**Agenda #:** 4.

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Advisory Board: Governing Board of the Green Empowerment Zone  
Subject: Update on Managing Community Investments from Bay Area Air District  
Presenter: Emi Wang, Officer, Community Investments Office  
Contact: [ewang@baaqmd.gov](mailto:ewang@baaqmd.gov) <<mailto:ewang@baaqmd.gov>>

**Information:**

The slide deck is attached.

**Referral History and Update:**

This is an informational item.

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

Consider the following actions related to the Green Empowerment Zone:

- Receive Update on Managing Community Investments from Bay Area Air District.



# Managing Community Investments

Emi Wang, Officer, Community Investments Office

*September 19, 2025*



# Outline

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- About the Air District & What We Do
- Managing Community Investments Alignment with Strategic Plan
- Community Investments Office Goals
- Background
- Funds Overview
- Definitions & Goals
- Penalty Allocation Breakdown
- Overview of Available Funds
- Local Community Benefits Fund
- Managing Community Investments Action Plan

Governing Board of the  
Green Empowerment  
Zone (GEZ)

# 01

## About the Air District

# Who We Are

- Formed in 1955
- Mission to improve air quality to protect public health, reduce historical and current environmental inequities, and mitigate climate change and its impacts
- Nine-county jurisdiction



# What We Do

- Monitor, analyze and forecast air quality
- Develop air quality plans and regulations
- Issue air quality permits
- Enforce air quality rules
- Offer air quality and climate grants and incentives





# 5-Year Strategic Plan Alignment

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- **Strategy 2.8 Community-Directed Funds:** We will manage funds to benefit communities in partnership with those communities, including the money that the Air District collects in penalties from air pollution violations that affect communities
- **Strategy 4.11 Align Resources:** We will be intentional about ensuring the Air District's resources and annual budgets are well aligned with organization and community priorities, as identified in the 2024-2029 Strategic Plan



# 02

## Community Investments Overview

# Background

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- The Air District collects penalties from entities that violate our regulations
- In May 2024, the Board approved the Community Benefits Penalty Funds Policy to direct resources back to the communities where violations occurred and communities most impacted by air pollution
- In December 2024, the Board approved staff positions for a new Community Investments Office to develop and manage tailored programs for funding streams generated by enforcement actions

# Community Investments Office Goals

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- Direct funding to projects that improve air quality and public health in areas disproportionately impacted by air pollution
- Increase equitable access to resources, projects, and programs
- Collaborate with impacted communities to identify and prioritize air quality related needs and solutions
- Ensure investments are aligned with community needs by engaging local leaders, non-profits, businesses, and community members
- Provide timely, clear, and accessible public information regarding penalty assessments and fund availability



# 03

## Community Benefits Penalty Funds Policy and Other Funds

# Funds Overview

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- The Air District fines entities that violate our regulations and collects penalties
- Most individual penalty packages are between \$10-\$50k (58%)
- Most of the penalty dollars collected are from a few large penalty packages exceeding \$1 million
- Penalties over \$1 million are paid primarily by petroleum refineries and related industry
- Over 90% of the penalties collected in recent years are from this sector
- The Community Benefits Penalty Funds Policy and related settlement funds have generated over \$124 million

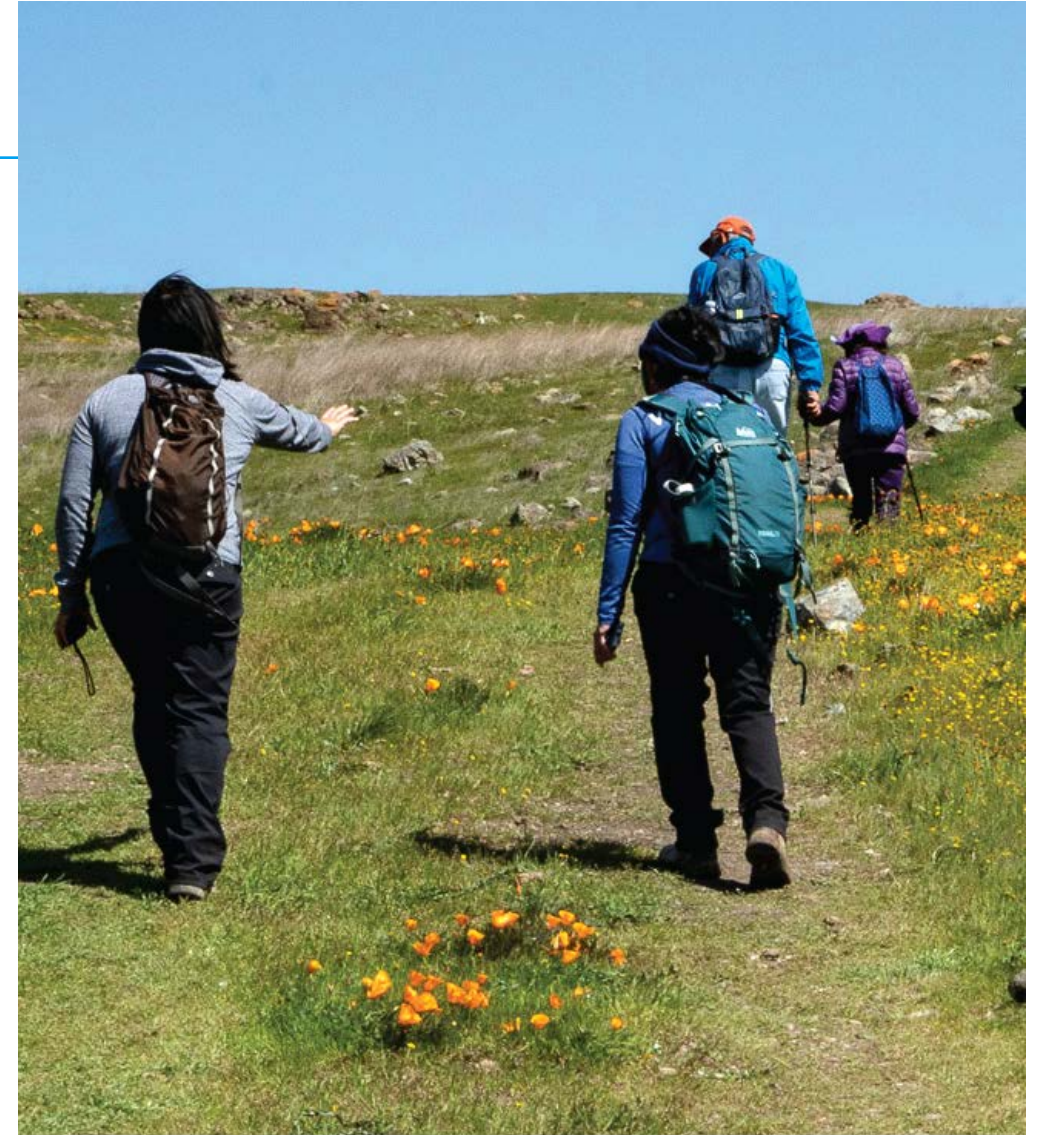
# Fund Goals

**Regional Community Benefits Fund** - This fund is designated to:

- Reduce air pollution or mitigate air pollution impacts in overburdened communities.
- Improve health outcomes in communities impacted by air pollution.

**Local Community Benefits Fund** - This fund is designated to:

- Reduce air pollution or mitigate air pollution impacts in overburdened communities.
- Improve health outcomes in the specific community affected by air pollution from the violating facility.



# Fund Goals (cont'd)

## **Richmond Air Quality Community Fund**

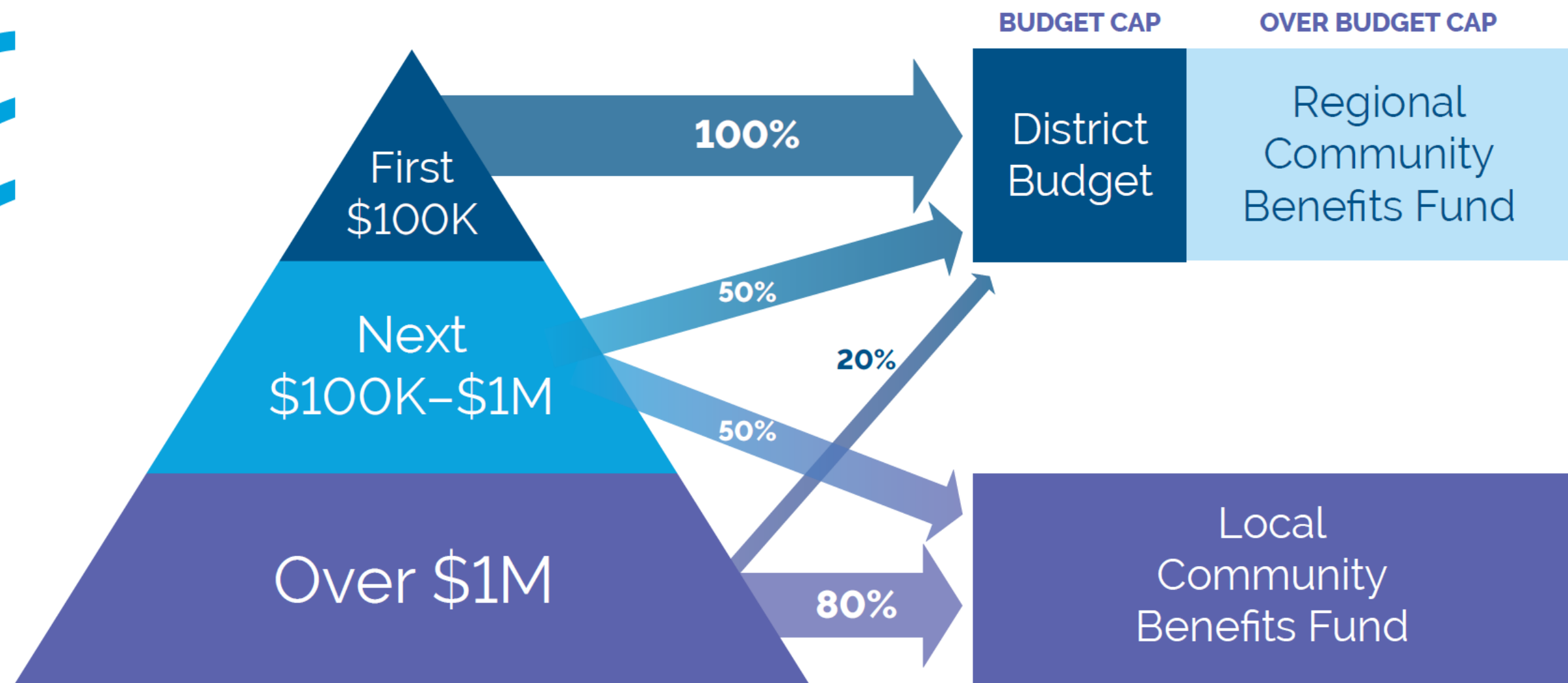
This fund is designated to:

- reduce particulate matter (PM) emissions from other sources in the vicinity of the Richmond Refinery and to reduce PM exposures for members of the community





## PENALTY ALLOCATION BREAKDOWN



## Overview of Available Funds

AVAILABLE FUNDING SOURCE	AS OF DECEMBER 31, 2024	
Regional Community Benefits Fund	\$	20,331,984
Local Community Benefits Fund	\$	75,447,312
Other funds: Richmond Community Air Quality Fund <sup>1</sup>	\$	20,000,000
<b>Total Project Funds</b>	<b>\$</b>	<b>115,779,297</b>
<b>9% Admin Funds</b>	<b>\$</b>	<b>9,472,678</b>
<b>Total Project &amp; Admin Funding</b>	<b>\$</b>	<b>125,251,974</b>

<sup>1</sup>Funding availability is subject to initiation of projects.

# Local Community Benefits Fund

(as of December 31, 2024)

\*An originating community does not indicate that funds will be limited to a jurisdictional boundary. The geographic boundaries for distribution of funds will be determined based on Board approved criteria.

# Managing Community Investments Action Plan





# Next Steps

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- Draft Program Guidelines Released for Public Comment
- 30-day Public Comment Period on Draft Guidelines
- Program Guidelines Released to Apply for Funds

# 04

## Questions & Answers

# 05

Sign-up to receive more information on the:  
Community Investments Office webpage



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

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**File #: 25-3778**

**Agenda Date: 9/19/2025**

**Agenda #: 5.**

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Advisory Board: Governing Board of the Green Empowerment Zone

Subject: Update on Technology Research and Stakeholder Engagement (UC Labor Center)

Presenter: Will Toasperm, Lead Policy Researcher

Contact: (720) 226 6039

### Information:

The PowerPoint presentation is attached.

### Referral History and Update:

On September 12, 2023, the Board of Supervisors of Contra Costa County authorized an agreement with the Governor's Office of Business and Economic Development (GO-Biz) in an amount not to exceed \$5,000,000 to be used to provide administrative and other support services for the Green Empowerment Zone consistent with State legislation AB 179, the Budget Act of 2022. The term of this Agreement is July 1, 2023 - June 30, 2026. The Governing Board of the Green Empowerment Zone had its first meeting on December 7, 2023.

On December 7, 2023, the Green Empowerment Zone Governing Board received an informational presentation from the UC Berkeley Labor Research Center on a proposal of research to inform planning for the Green Empowerment Zone. Pursuant to the Green Empowerment Zone legislation, AB844 (Grayson), the duties of the Green Empowerment Zone include to partner with the University of California, the California State University, community colleges, and the state's other research and educational institutions, as well as private foundations, to provide guidance, advice, and encouragement in support of studies of particular interest and importance to the energy industry in the Northern Waterfront area of the County of Contra Costa. The UC Berkeley Labor Center refined its proposed concept to focus on developing a high road strategy for the clean energy sector. This refined concept represented an example of research to inform planning for the Green Empowerment Zone that the GEZ Board might wish to consider before strategic planning can be completed.

On February 16, 2024, the Board provided direction to staff to provide an invitation to develop a detailed proposal and to bring a full proposal back to the GEZ Board for consideration. Staff has met with the UC Labor Center five times, working in detail to flesh out the scope of work that resulted in a full draft proposal with the following three strategies:

1. Foundational research to shape clean energy manufacturing priorities and high road growth strategies.
2. Stakeholder engagement and technical assistance to identify opportunities to support high road clean energy manufacturing growth and identify barriers to growth.
3. Policy recommendations to support additional high road clean energy manufacturing growth in the GEZ.

At its April 19, 2024, meeting, the Governing Board of the GEZ received a presentation on the full and detailed proposal from the UC Berkeley Labor Center to consider recommending the Board of Supervisors enter a \$2 million, 3-Year contract to retain UC Berkeley Labor Center to conduct foundational research, to support

stakeholder engagement and technical assistance, and to make policy recommendations to support the Green Empowerment Zone. The GEZ Governing Board directed County staff to negotiate a contract with the University for this scope of service and seek approval from the Board of Supervisors to execute the contract.

The implementation of this contract requires the collaboration of various entities to be successful, including an economic development working group. It also requires biannual (or as needed) reporting to the GEZ Governing Board.

At its January 17, 2025, meeting, the Governing Board of the GEZ received an update on the economic development research and stakeholder engagement to support a high-road clean energy manufacturing strategy for the GEZ.

At its March 31, 2025, meeting, the Governing Board of the GEZ received an update on the Just Transition Economic Development Framework and the Green Empowerment Zone Priority Technology Research.

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

Consider the following actions related to the Green Empowerment Zone:

- Receive Update on Technology Research and Stakeholder Engagement (UC Labor Center).



# **GEZ Updates:** Technology Research & Technical Assistance/Stakeholder Engagement

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GEZ Board Meeting - 9/19/25

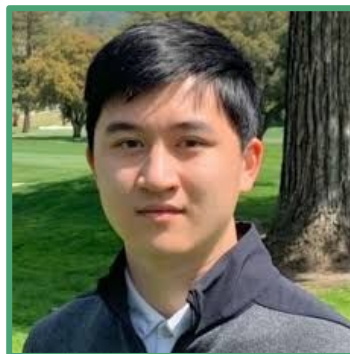
UC Berkeley Labor Center (UCB LC)

## Plan for today

For today's meeting, the UCB Labor Center will provide updates on:

1. Technology Research, *Will Toaspern & Calton Kong*
2. Technical Assistance & Stakeholder Engagement, *Josh Sonnenfeld*

# UCB Labor Center GEZ Team - New Additions!



**Name and Title (*clockwise from top left corner*):**

- **Jessie Hammerling,**  
Co-Director
- **Francisco Arzu,**  
Co-Director
- **Betony Jones,**  
Senior Researcher
- **Calton Kong,**  
Graduate Student  
Researcher
- **Josh Sonnenfeld,**  
Senior Researcher
- **Will Toaspern,**  
Senior Researcher

# **Update: Priority Technology Subcategories**

# Key points to remember for today's discussion

**Focus is manufacturing**

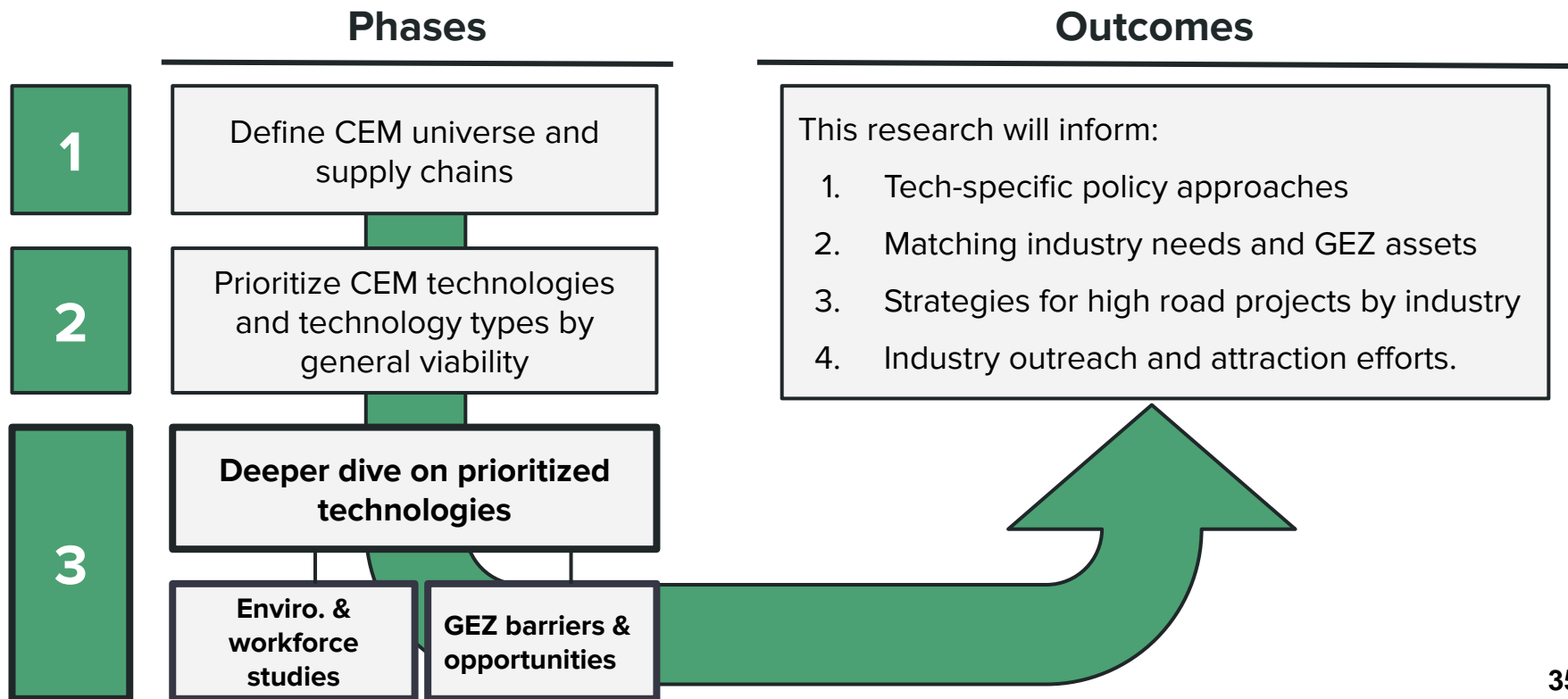


**NOT saying no (or yes)**





# Technology research phases and outcomes



# Phase 3 Technology Research

## *Target Timing*

<b>1</b>	Environmental and workforce researchers	July - May '26
<b>2</b>	Research into facility and infrastructure needs	July - December '25
<b>3</b>	Employer outreach and interviews	Aug. - December '25

**Goal: Interim Report and Recommendations by mid 2026**

# CEM priority tech and subcategories (1/3)

Technology	Justification	Subcategories
<b>Batteries</b>	<ul style="list-style-type: none"><li>• Significant growth in demand.</li><li>• Priority of state and regional policy.</li><li>• Ripe for innovation and new products.</li><li>• Large mfg. presence in Bay Area.</li></ul>	<ol style="list-style-type: none"><li>1. Solid State Batteries</li><li>2. Flow Batteries (Non-Vanadium)</li><li>3. Thermal Batteries</li><li>4. Module Assembly</li><li>5. Cathode Material</li></ol>
<b>Electric Grid Components</b>	<ul style="list-style-type: none"><li>• Critical lack of supply/capacity.</li><li>• Larger voltage grid component mfg. not occurring in the West.</li><li>• Innovation in power electronics.</li><li>• Innovative component mfg. aligned with region's mfg. and R&amp;D expertise.</li></ul>	<ol style="list-style-type: none"><li>1. Electronics Manufacturing Services (EMS)</li><li>2. Power electronic module assembly, low to medium voltage</li><li>3. Switchgears, medium voltage</li><li>4. High voltage distribution grid transformers</li><li>5. Transformers, high voltage</li><li>6. Switchgear, high voltage</li></ol>

# CEM priority tech and subcategories (2/3)

Technology	Justification	Subcategories
<b>Zero Emission Vehicles (ZEVs)</b>	<ul style="list-style-type: none"><li>• Regional clustering of hq and mfg</li><li>• Clustering and innovation in niche ZEV technologies (e.g. - drones)</li><li>• Interest in shipbuilding in the region</li></ul>	<ol style="list-style-type: none"><li>1. Light/medium duty vehicles, &gt;mid scale</li><li>2. Drones</li><li>3. Electric ferries</li><li>4. Electric powertrain, &gt;mid scale</li></ol>
<b>Electric Vehicle Chargers</b>	<ul style="list-style-type: none"><li>• Critical for ZEV transition.</li><li>• Regional clustering/expertise.</li><li>• New mfg. announced in region.</li><li>• Priority of state and regional policy.</li></ul>	<ol style="list-style-type: none"><li>1. DC Fast Charger</li></ol>
<b>Heat Pumps</b>	<ul style="list-style-type: none"><li>• State and regional demand drivers.</li><li>• Some opportunity for innovation.</li></ul>	<ol style="list-style-type: none"><li>1. Heat Pump Water Heaters, commercial</li></ol>

# CEM priority tech and subcategories (3/3)

Technology	Justification	Subcategories
Offshore Wind	<ul style="list-style-type: none"><li>• GEZ locations identified by State as viable for offshore wind supply chain.</li><li>• Significant supply chain segments must be located near deployment</li></ul>	<ol style="list-style-type: none"><li>1. Floating steel and semi-submersible platforms, construction</li><li>2. High Voltage Direct Current subsea cables</li></ol>
Electrolyzers (Green Hydrogen)	<ul style="list-style-type: none"><li>• Green hydrogen is key to decarbonize hard-to-abate industries.</li><li>• Very low current market penetration.</li><li>• Priority of State of CA.</li></ul>	<ol style="list-style-type: none"><li>1. Catalyst, stack and module assembly</li></ol>



# **Update: Technical Assistance & Stakeholder Engagement**

# Technical Assistance

**The Labor Center's no-cost, confidential T.A. program is up and running:**  
<https://laborcenter.berkeley.edu/technical-assistance-for-a-high-road-economy/>

Examples of the type of assistance we offer:

- Identifying labor and community partners for new or ongoing projects.
- Facilitating introductions and relationship-building with potential partners, including economic development officials at GEZ municipalities.
- Identifying public funding opportunities.
- Reviewing workforce and community impact sections of funding applications and recommending ways to strengthen them before submission.
- Providing resources and examples of best practices for high-road partnerships and community benefits plans.

# Technical Assistance

## Who do we serve?

- Businesses, community-based organizations, unions, economic and workforce development professionals, elected officials and other policymakers, or others interested in exploring high-road strategies related to your work.
- Applicants for public funding who are seeking support related to labor and community partnerships.

# Technical Assistance

## How to access TA support:

Visit the UC Berkeley Labor Center's website for a brief intake form:

<https://laborcenter.berkeley.edu/technical-assistance-for-a-high-road-economy/>

Contact Francisco Arzú at [farzu@berkeley.edu](mailto:farzu@berkeley.edu) with any questions.

***Please refer potential clean energy manufacturing projects!***

## Technical Assistance: Example

In Spring 2025, the State of California made available \$120M for its California Jobs First Regional Investment Initiative for projects aligning with the state's CA Jobs First Economic Blueprint.

UCB Labor Center provided TA to New Energy Nexus and the Battery Innovation Center, on a proposal to develop a battery materials processing facility in Contra Costa County, with a connected tech campus and workforce innovation center. While the project was not successful in its initial grant application, the group formed strong labor and community partnerships and is continuing to pursue the project, with an explicit focus on the GEZ.



# Stakeholder Engagement in Phase 3 Research

	Site/Infrastructure	Workforce	Environmental
Scope	Identify facility, site & infrastructure needs for manufacturing projects in priority technology areas	Identify occupations, skills, training needs, and strategies to support job quality and job access	Identify environmental risks and avoidance/mitigation strategies
Stakeholder Engagement	Employer interviews; Real estate industry interviews; utility interviews	Employer Interviews; Labor/Workforce Interviews	Environmental and community stakeholder table



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

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**File #:** 25-3881

**Agenda Date:** 9/19/2025

**Agenda #:** 6.

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Advisory Board: Governing Board of the Green Empowerment Zone

Subject: Legislative Update on the Green Empowerment Zone

Presenter: County Staff

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

Information:

See Attachment.

Referral History and Update:

SB-227 Green Empowerment Zone for the Northern Waterfront area of the County of Contra Costa (2025-2026) was introduced by Senators Grayson and Cabaldon.

Recommendation(s)/Next Step(s):

Consider the following actions related to the Green Empowerment Zone:

- Receive Legislative Update on the Green Empowerment Zone.

AMENDED IN ASSEMBLY JUNE 30, 2025

AMENDED IN SENATE APRIL 30, 2025

AMENDED IN SENATE APRIL 9, 2025

AMENDED IN SENATE MARCH 17, 2025

## SENATE BILL

**No. 227**

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**Introduced by Senators Grayson and Cabaldon**  
**(Principal coauthor: Senator Arreguín)**  
(Principal coauthor: Assembly Member Wilson)  
**(Coauthor: Senator Stern)**

January 28, 2025

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An act to amend Sections 7599.100, 7599.101, and 7599.103 of, and to amend, renumber, and add Section 7599.104 of, the Government Code, relating to local government, and declaring the urgency thereof, to take effect immediately.

### LEGISLATIVE COUNSEL'S DIGEST

SB 227, as amended, Grayson. Green Empowerment Zone for the Northern Waterfront area of the County of Contra Costa.

Existing law, until January 1, 2028, authorizes the establishment of a Green Empowerment Zone for the Northern Waterfront area of the County of Contra Costa for the purpose of building upon the comparative advantage provided by the regional concentration of highly skilled energy industry workers by prioritizing access to tax incentives, grants, and loan programs, among other incentives. Existing law authorizes the Green Empowerment Zone to be composed of 9 specified cities and the County of Contra Costa, upon adoption of a resolution by the city or county, and provides for the Green Empowerment Zone to be governed by a board of directors comprised of representatives

from 7 stakeholder groups, as specified. ~~Existing law requires the board to appoint a steering committee, and required the steering committee, on or before January 1, 2023, to develop metrics to be reported to the Legislature and state departments and agencies to gauge the progress of the Green Empowerment Zone, as specified. Existing law requires the Green Empowerment Zone to annually post information on those metrics on its internet website, as specified.~~

This bill would extend the authorization for the Green Empowerment Zone to January 1, 2040, and would authorize the expansion of the Green Empowerment Zone to include 4 additional cities, including the Cities of El Cerrito, Pinole, Richmond, and San Pablo, upon adoption of a resolution by each city. The bill would make changes to the stakeholder groups who serve on the board of directors, including increasing the number of stakeholder groups to 8 by adding a category for 7 directors who live or work in the Green Empowerment Zone and who represent environmental or environmental justice organizations or interests.

~~This~~ The bill would also provide a process for a legislative body of a city or county included within the Green Empowerment Zone to remove the land within its jurisdiction from the empowerment zone. The

*Existing law requires a board chair and 2 deputy chairs to be selected by majority vote of the board of directors to serve 2-year terms. Existing law authorizes an individual to serve as chair or deputy chair more than once, but prohibits an individual from serving consecutive terms.*

*This bill, instead, would authorize an individual selected to serve a 2-year term to be re-selected by a majority vote of the board of directors for up to three additional terms.*

*Existing law requires the board to appoint a steering committee, and required the steering committee, on or before January 1, 2023, to develop metrics to be reported to the Legislature and state departments and agencies to gauge the progress of the Green Empowerment Zone, as specified. Existing law requires the Green Empowerment Zone to annually post information on those metrics on its internet website, as specified.*

This bill would ~~also~~ change the name of the steering committee to the executive committee and would prescribe the membership of the executive committee. The bill would eliminate the deadline for the executive committee to develop and report the metrics described above, but would require the Green Empowerment Zone, commencing July 1,

2026, and annually thereafter, to post information on those metrics on its internet website, as specified.

This bill would make legislative findings and declarations as to the necessity of a special statute for the County of Contra Costa.

This bill would declare that it is to take effect immediately as an urgency statute.

Vote:  $\frac{2}{3}$ . Appropriation: no. Fiscal committee: no.  
State-mandated local program: no.

*The people of the State of California do enact as follows:*

- 1 SECTION 1. Section 7599.100 of the Government Code is
- 2 amended to read:
- 3 7599.100. (a) A Green Empowerment Zone for the Northern
- 4 Waterfront area of the County of Contra Costa may be established.
- 5 The geography of the zone shall extend to the territories of the
- 6 cities listed in subdivision (c) and the unincorporated areas of the
- 7 County of Contra Costa north of State Highway 4. The board of
- 8 directors may, by majority vote, change the geography of the Green
- 9 Empowerment Zone.
- 10 (b) The purpose of the Green Empowerment Zone is to build
- 11 upon the comparative advantage provided by the regional
- 12 concentration of highly skilled energy industry workers by
- 13 prioritizing access to tax incentives, grants, loan programs,
- 14 workforce training programs, and private sector investment in the
- 15 renewable energy sector.
- 16 (c) The Green Empowerment Zone may include all of the
- 17 following cities and the county upon the adoption of a resolution
- 18 by the legislative body of each city and county that states the intent
- 19 of the city or county to participate in the Green Empowerment
- 20 Zone:
- 21 (1) The City of Antioch.
- 22 (2) The City of Benicia.
- 23 (3) The City of Brentwood.
- 24 (4) The City of Concord.
- 25 (5) The City of El Cerrito.
- 26 (6) The City of Hercules.
- 27 (7) The City of Martinez.
- 28 (8) The City of Oakley.
- 29 (9) The City of Pinole.

1 (10) The City of Pittsburg.

2 (11) The City of Richmond.

3 (12) The City of San Pablo.

4 (13) The City of Vallejo.

5 (14) The County of Contra Costa.

6 (d) The board of directors may vote to include additional  
7 jurisdictions in the membership of the Green Empowerment Zone.

8 (e) (1) The legislative body of a city or county listed in  
9 subdivision (c) may remove the land within its jurisdiction from  
10 the empowerment zone by adopting a resolution stating that it no  
11 longer wishes to participate.

12 (2) The resolution ending participation in the empowerment  
13 zone shall identify a final date for inclusion in the empowerment  
14 zone, which shall be no later than 60 days from the adoption of  
15 the resolution.

16 (3) Any benefits or incentives awarded before the adoption of  
17 a resolution removing the jurisdiction from the empowerment zone  
18 shall continue under the same terms and conditions as would have  
19 been applied if the jurisdiction were still in the empowerment zone  
20 for not fewer than two years.

21 SEC. 2. Section 7599.101 of the Government Code is amended  
22 to read:

23 7599.101. (a) The Green Empowerment Zone shall be  
24 governed by a board of directors composed of representatives from  
25 eight stakeholder groups who shall serve as voting directors and  
26 who shall participate in meetings and serve as liaisons with their  
27 appointing entities and related organizations, as follows:

28 (1) Fourteen local government directors, one from each of the  
29 cities and the county set forth in subdivision (c) of Section  
30 7599.100 that have adopted a resolution expressing its intent to  
31 participate in the Green Empowerment Zone. Each city and county  
32 shall select one representative.

33 (2) (A) Five employer directors that represent large private  
34 employers in the fields of energy or manufacturing within the area  
35 of the Green Empowerment Zone or vested in the success of the  
36 Green Empowerment Zone, who are selected by the board.

37 (B) Employer size shall be based on data from the local  
38 workforce board and the boundaries of the empowerment zone at  
39 the time the director is selected.

1 (3) (A) ~~Four~~ *Three* state and regional directors, one from each  
2 of the following state or regional boards, commissions, or entities:

3 (i) ~~The State Air Resources Board.~~

4 (ii)

5 (i) The California Transportation Commission.

6 (iii)

7 (ii) The California Workforce Development Board or a regional  
8 workforce development entity, as selected by the board of directors  
9 of the Green Empowerment Zone, that serves the Green  
10 Empowerment Zone.

11 (iv)

12 (iii) The California Energy Commission.

13 (B) Each board, commission, or entity shall select a  
14 representative to the Green Empowerment Zone.

15 (4) Five small business and economic development directors  
16 who shall represent existing economic and business development  
17 organizations that serve the cities or the county listed in subdivision  
18 (c) of Section 7599.100. These small business and economic  
19 development representatives shall be nominated by the Association  
20 of Bay Area Governments and confirmed by the board.

21 (5) Three directors from universities, laboratories, foundations,  
22 or nonprofit entities with specialized expertise and knowledge of  
23 green energy. These university, laboratory, foundation, and  
24 nonprofit representatives shall be selected by the board.

25 (6) Five directors representing the largest private sector  
26 organized labor organizations whose membership works in the  
27 cities and the county listed in subdivision (c) of Section 7599.100.  
28 Each union shall select its own representative to the Green  
29 Empowerment Zone board.

30 (7) Five directors representing workforce development and  
31 public and private educational entities that serve cities or the county  
32 listed in subdivision (c) of Section 7599.100, at least one of whom  
33 shall be a representative from the California State University and  
34 at least one of whom shall be a representative from the California  
35 Community Colleges. These workforce development and education  
36 representatives shall be nominated by the Association of Bay Area  
37 Governments and confirmed by the board.

38 (8) Seven directors who live or work in the Green Empowerment  
39 Zone representing environmental or environmental justice  
40 organizations or interests, who shall be selected by the board.



1 (b) Confirmation of a nominee for membership on the board of  
2 directors shall be by majority vote of the sitting members of the  
3 board.

4 (c) Each member of the board shall have an alternate appointed  
5 by their appointing entity.

6 (d) All stakeholder group representatives on the board of  
7 directors shall serve a two-year term and may be reappointed by  
8 their appointing body for up to three additional terms.

9 (e) (1) No representative for a public stakeholder entity shall  
10 retain their seat on the board of directors after ceasing to hold the  
11 position that qualifies them to be an eligible representative for the  
12 board.

13 (2) (A) The board member's eligibility from a private entity  
14 shall be determined by the board in consultation with the appointing  
15 entity if there is one.

16 (B) The board shall have an approved policy for making the  
17 determination before taking any action to determine the eligibility  
18 of a board member pursuant to this subparagraph.

19 (f) A vacancy on the board shall be filled for the unexpired term  
20 by the selection and appointment process used to appoint the  
21 director whose position has become vacant.

22 (g) (1) A director who fails to attend at least 50 percent of the  
23 board meetings in any 12-month period is subject to removal from  
24 the board.

25 (2) The board shall have an approved policy for making the  
26 determination before taking any action to determine the eligibility  
27 of a board member pursuant to this paragraph.

28 (h) Every Member of the Legislature and of the United States  
29 Congress that represents a city listed in subdivision (c) of Section  
30 7599.100, or their appointed representative, shall be an ex officio  
31 voting member of the board of directors.

32 (i) A board chair and two deputy chairs shall be selected by a  
33 majority vote of the board. The chair and deputy chairs shall serve  
34 two-year terms. ~~An individual may serve as chair or deputy chair~~  
35 ~~more than once, however, they shall not serve consecutive terms~~  
36 ~~and may be re-selected by a majority vote of the board for up to~~  
37 ~~three additional terms.~~ The chair and deputy chairs shall be chosen  
38 from among the following:

1 (1) One member shall be a Member of the Legislature who  
2 represents one or more of the cities or the county listed in  
3 subdivision (c) of Section 7599.100.

4 (2) One member shall be a representative from a local agency  
5 in a city or county listed in subdivision (c) of Section 7599.100.

6 (3) One member shall be a representative whose residence and  
7 place of employment is within one or more of the cities or the  
8 county listed in subdivision (c) of Section 7599.100.

9 (j) (1) The board shall meet at least four times per year.

10 (2) Additional meetings may be called at the discretion of the  
11 chair or of a majority of the executive committee.

12 (k) The members of the board of directors shall serve without  
13 compensation.

14 (l) The board shall be subject to the Ralph M. Brown Act  
15 (Chapter 9 (commencing with Section 54950) of Part 1 of Division  
16 2 of Title 5).

17 (m) A member of the board of directors, including the chair,  
18 shall, upon identifying a conflict of interest, or a potential conflict  
19 of interest, regarding a matter before the board of directors of the  
20 Green Empowerment Zone, immediately and before consideration  
21 of the matter, do all of the following:

22 (1) Provide written notice to the chair regarding the interest that  
23 gives rise to the conflict of interest or potential conflict of interest.  
24 In the case of the chair, written notice shall be given to one of the  
25 deputy chairs.

26 (2) Recuse themselves from discussing or voting on the matter.

27 (3) Leave the meeting room until after discussion, vote, and any  
28 other consideration of disposition of the matter is concluded.

29 (n) A member of the board of directors shall not use the name  
30 of the Green Empowerment Zone on any letterhead, business code,  
31 or identification badge unless the person has been authorized to  
32 do so by the board of directors.

33 SEC. 3. Section 7599.103 of the Government Code is amended  
34 to read:

35 7599.103. (a) (1) The board shall appoint an executive  
36 committee, on or before January 1, 2026, that shall be composed  
37 of the chair, deputy chairs, and up to seven members of the board  
38 of directors approved by a majority vote.

39 (2) The committee shall develop metrics that shall be reported  
40 to the Legislature and state departments and agencies gauging the

1 progress of the zone that shall include, but not be limited to, all of  
2 the following:

3 (A) The number of jobs gained and lost in each sector of the  
4 economy.

5 (B) The average wage of the jobs gained in each sector of the  
6 economy.

7 (C) The number and types of grants solicited and received by,  
8 or on behalf of, the zone.

9 (D) The type and amount of workforce training conducted in  
10 the zone, by whom it was provided, and the amount of capital  
11 investment attached to provision of that training.

12 (b) Commencing on July 1, 2026, and on or before January 1  
13 of each year thereafter, the Green Empowerment Zone shall post  
14 the report described in subdivision (a) on its internet website and  
15 submit a letter to the Legislature informing the Legislature that  
16 the report has been posted.

17 SEC. 4. Section 7599.104 of the Government Code is amended  
18 and renumbered to read:

19 7599.105. This chapter shall remain in effect only until January  
20 1, 2040, and as of that date is repealed.

21 SEC. 5. Section 7599.104 is added to the Government Code,  
22 to read:

23 7599.104. For the purposes of this chapter, the following  
24 definitions apply:

25 (a) “Board” means the board of directors as described in Section  
26 7599.101.

27 (b) “Green Empowerment Zone for the Northern Waterfront  
28 area of the County of Contra Costa,” “Green Empowerment Zone,”  
29 “empowerment zone,” or “zone” means a zone authorized and  
30 established pursuant to Section 7599.100.

31 SEC. 6. The Legislature finds and declares that a special statute  
32 is necessary and that a general statute cannot be made applicable  
33 within the meaning of Section 16 of Article IV of the California  
34 Constitution because of the unique circumstances and challenges  
35 relating to economic development in the County of Contra Costa  
36 and neighboring areas.

37 SEC. 7. This act is an urgency statute necessary for the  
38 immediate preservation of the public peace, health, or safety within  
39 the meaning of Article IV of the California Constitution and shall  
40 go into immediate effect. The facts constituting the necessity are:

1     In order to facilitate the proper function of the board of directors  
2     of the Green Empowerment Zone and in the interest of full  
3     participation from the community in decisions relating to the Green  
4     Empowerment Zone, it is necessary for this act to take effect  
5     immediately.

O

## Staff Report

**File #:** 25-3779

**Agenda Date: 9/19/2025**

**Agenda #: 7.**

### Advisory Board: Governing Board of the Green Empowerment Zone

Subject: Staff Report on Green Empowerment Zone Website Design

Presenter: County Staff

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

Information:

See Attachments.

## 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 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. Registration is now open at this link: <https://teamca.org/meet-the-consultants-25/>.

The GEZ Marketing Working Group met on July 2, 2025 and received a presentation from County staff on the GEZ Website Strategy. County staff requested that cities within the GEZ submit relevant success stories based upon UC Labor Center framework, and that they be sent by mid-August. County staff have contracted with Golden Shovel Agency to provide website designs and branding on the Green Empowerment Zone. The goal is to launch the website by Fall 2025. *A working website link is at:*

<https://www2.economicgateway.com/contracostacounty> <[https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.com%2Fv3%2F\\_https%3A%2F%2Fwww2.economicgateway.com%2Fcontracostacounty\\_%3B!!OZEuhTV5Po1-xdhMVz0!Hy6DPx1koLedo0bkCyw\\_RDbMZz43EifzpOJCdsBFJcB4wPPn9vfBpAclpWLpa8KWANJU354QnnRhac-ofLOy4xc9lkDWjAuL4yuSFQ%24&data=05%7C02%7CTrish.Dominguez%40dcd.cccounty.us%7Ca6a5d87a3c014669dfe608ddf21e5c07%7C76c13a07612f4e06a2f4783d69dc4cdb%7C0%7C0%](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.com%2Fv3%2F_https%3A%2F%2Fwww2.economicgateway.com%2Fcontracostacounty_%3B!!OZEuhTV5Po1-xdhMVz0!Hy6DPx1koLedo0bkCyw_RDbMZz43EifzpOJCdsBFJcB4wPPn9vfBpAclpWLpa8KWANJU354QnnRhac-ofLOy4xc9lkDWjAuL4yuSFQ%24&data=05%7C02%7CTrish.Dominguez%40dcd.cccounty.us%7Ca6a5d87a3c014669dfe608ddf21e5c07%7C76c13a07612f4e06a2f4783d69dc4cdb%7C0%7C0%)>

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

Consider the following actions related to the Green Empowerment Zone:

- Receive Staff Report on Green Empowerment Zone Website Design.

# CONTRA COSTA COUNTY, CA (GREEN EMPOWERMENT ZONE)

BRANDING CONCEPTS

AUGUST 2025 • V1





### WHAT IS THE PRIMARY MISSION OF YOUR ECONOMIC DEVELOPMENT ORGANIZATION?

- Economic Development Functions: Attracting and retaining industries and creating good-paying employment for locals.
- Workforce Opportunities: Providing increased market share opportunities in the workforce for members of affiliated unions.

### WHAT IMPACT DO YOU WANT TO HAVE ON THE COMMUNITY OR REGION?

- Economic Growth: The primary impact desired is to enhance the tax base, attract industry and services, strengthen the regional economy, and provide increased revenue and economic growth.
- Employment and Opportunity: Increasing employment opportunities and growing the middle class are also key objectives.
- Community Empowerment: Supporting policies that enable local communities to build strong job centers, educational pathways, and industry clusters is another desired impact.

### HOW DO YOU DEFINE SUCCESS FOR YOUR ORGANIZATION (JOB CREATION, INVESTMENT, TOURISM, ETC.)?

- Economic Growth: Success is defined by strengthening the tax base, attracting industry and investments, and creating good-paying jobs for locals.
- Job Creation: One response specifically highlighted job creation as the definition of success.
- Policy Advancement: Success also includes advancing equitable and green economic development through sound policies.

### WHAT ARE YOUR SHORT-TERM AND LONG-TERM GOALS?

- Attracting technology companies to Brentwood so locals do not have long commutes for work.
- Bringing industry to Contra Costa County and making it a hub for the green economy.

### WHO ARE YOUR KEY STAKEHOLDERS? (LOCAL BUSINESSES, INVESTORS, GOVERNMENT, COMMUNITY MEMBERS, ETC.)

- Various Groups: Key stakeholders include the City Council, property owners, businesses, and the general public.
- Union Members: A significant group of stakeholders are the 35,000 union members of 20 CCBCTC affiliates.
- Local Entities: Constituents, local governments, and local businesses are also identified as key stakeholders.

### WHO ARE YOU TRYING TO ATTRACT (BUSINESSES, TALENT, TOURISTS, DEVELOPERS)?

- Developers and Businesses: The primary targets for attraction are developers and technology companies, along with businesses that will employ local members.
- Comprehensive Attraction: One response indicated a desire to attract all listed categories: businesses, talent, tourists, and developers.

### WHAT INDUSTRIES OR SECTORS ARE MOST IMPORTANT TO YOUR ECONOMIC DEVELOPMENT EFFORTS?

- AI, Advanced Manufacturing, Fusion, Technology, Life Science, and Light Industry in general.
- anything in clean energy, manufacturing, and other industrial uses.

### HOW DO YOU WANT BUSINESSES AND INVESTORS TO PERCEIVE YOUR REGION?

- Talented and Skilled Workforce: The region is desired to be perceived as having a talented, skilled, trained, robust, and ready workforce, positioning it as a desirable employment hub on the West Coast.
- Business-Friendly Environment: The region aims to be seen as business-friendly.
- Nimble and Partnership-Oriented: The desire is for the region to be perceived as nimble and ready to partner in ways that benefit both communities and industry.

### WHAT ARE THE BIGGEST ECONOMIC CHALLENGES IN YOUR COMMUNITY?

- Attracting technology and advanced industry to a suburban market.
- Perception that this is not a great region for economic investment.

### IF YOUR ORGANIZATION WERE A PERSON, HOW WOULD YOU DESCRIBE ITS PERSONALITY? (E.G., INNOVATIVE, SUPPORTIVE, AUTHORITATIVE, WELCOMING)

- Key Traits: The organization's personality is consistently described as innovative and supportive.
- Additional Qualities: It is also seen as welcoming and creative.

### WHAT ARE THE KEY MESSAGES YOU WANT TO COMMUNICATE?

- Open for Business and Growth: A key message is that the county is open for business and seeking to attract growing industries.
- Track Record of Success: The organization wants to communicate its history of success.
- Competitive Advantage and Support: The county has a competitive advantage, a robust workforce, affordable landscape, and proximity to training centers and universities, and will work with businesses to help them get established.

### WHAT EMOTIONS DO YOU WANT TO EVOKE IN POTENTIAL INVESTORS AND COMMUNITY MEMBERS?

- Openness and Support: The desire to convey that Brentwood is open for business, with a supportive economic development team that will assist companies with location, entitlement processes, and growth.
- Proactive and Optimistic: A "can-do" spirit and the abundance of opportunities were also desired emotions.
- Specific Emotions: Excitement and support were explicitly mentioned.

**MEMORABLE SHORT TAGLINES ('SACRED WORDS') ARE KEY ATTRIBUTES OF A SUCCESSFUL BRAND. WHAT ARE THE STAND-OUT WORDS OR SHORT PHRASES THAT YOU BELIEVE WOULD CAPTURE THE ESSENCE OF YOUR ORGANIZATION IN A UNIQUE AND/OR POSITIVE WAY?**

- Business is Better in Brentwood. Expand where there is a talented workforce and safe and pleasant community for families.
- Opportunity, thriving, investment, assets, successful.

**DO YOU HAVE EXISTING BRANDING ELEMENTS (LOGOS, COLORS, TYPOGRAPHY) THAT SHOULD BE UPDATED OR RETAINED?**

- I think using the color green makes sense.

**SYMBOLS AND ICONS ARE RECOGNIZED THROUGHOUT POPULAR CULTURE AND EVOKE THE BRAND, EVEN IN ISOLATION. THINK OF THE ICON FOR EACH OF THE APPS ON YOUR SMARTPHONE. WHAT DO YOU BELIEVE ARE THE QUINTESSENTIAL IMAGES THAT REPRESENT YOUR ORGANIZATION BEST AND SHOULD BE REFLECTED IN THE NEW BRAND?**

- Something with an industrial connotation.

**WHAT COLORS OR STYLES BEST REPRESENT YOUR COMMUNITY AND ITS ECONOMIC VISION?**

- Green; maybe something with a baseline mechanical design?
- Our colors are green and light brown.
- Bold colors, green should be a dominant feature

### **ARE THERE SPECIFIC REGIONAL LANDMARKS, INDUSTRIES, OR CULTURAL ELEMENTS THAT SHOULD BE REFLECTED IN THE BRANDING?**

- The Delta and Mt. Diablo.
- The fact that there are diverse opportunities in Contra Costa County.

### **WHAT BRANDING STYLES DO YOU ADMIRE FROM OTHER ECONOMIC DEVELOPMENT ORGANIZATIONS OR CITIES? PLEASE PROVIDE OR LIST EXAMPLES.**

- Anything that's bold and stands out.

### **WHAT OTHER REGIONS OR ORGANIZATIONS DO YOU COMPETE WITH FOR BUSINESS ATTRACTION AND INVESTMENT?**

- Tri Valley, Diablo Valley 880 Corridor
- Northern California, West Coast

### **WHAT DIFFERENTIATES YOUR REGION FROM COMPETITORS? (COST OF LIVING, WORKFORCE, INCENTIVES, QUALITY OF LIFE, ETC.)**

- Land is less expensive, workforce would have a reverse commute and shorter travel times to work, good school districts and positive quality of life.
- All of the above.

### **ARE THERE BEST PRACTICES FROM OTHER ECONOMIC DEVELOPMENT ORGANIZATIONS THAT YOU WANT TO INCORPORATE?**

- Talent pipeline management (TPM) - figuring out supply chain gaps in local labor pools.
- We need to look at offering incentives that attract investment.

### HOW DO BUSINESSES, INVESTORS, AND THE COMMUNITY CURRENTLY ENGAGE WITH YOUR ORGANIZATION?

- We sometimes connect via social media or via email.
- When they need a skilled and trained workforce.

### ARE THERE SPECIFIC EVENTS OR CAMPAIGNS THAT NEED TO ALIGN WITH YOUR BRANDING?

- BISNOW, SF Business Times events, NAIOP, ULI, and ICSC.
- Not necessarily...Just anything that promotes economic growth and prosperity.
- Practical Considerations

### ARE THERE ANY LEGAL OR GOVERNMENTAL BRANDING RESTRICTIONS TO CONSIDER?

- None that I'm aware of.



# **INITIAL CONCEPTS**









**Green  
Empowerment  
Zone**

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**CONTRA COSTA + SOLANO COUNTIES • CA**



*'G' mark initial creative inspired by*

*<https://www.shutterstock.com/image-vector/grow-logo-design-lettering-vector-template-2369713315>.*



**green  
empowerment  
zone** **CONTRA COSTA  
+ SOLANO  
COUNTIES • CA**



*'G' mark initial creative inspired by*

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**GREEN EMPOWERMENT ZONE**

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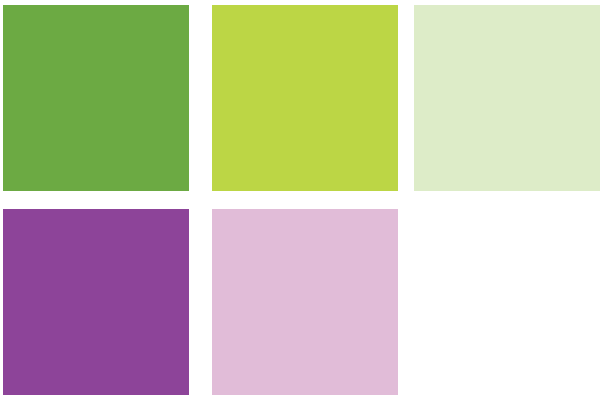
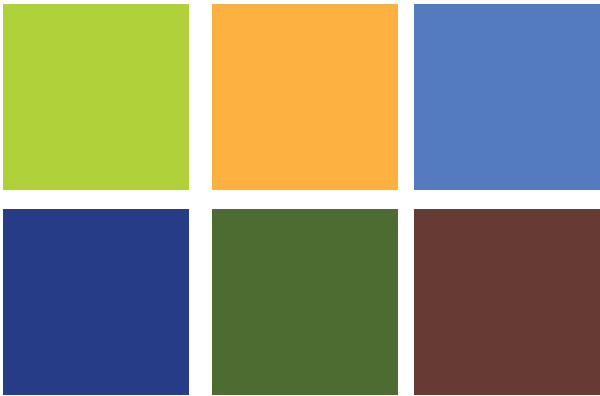
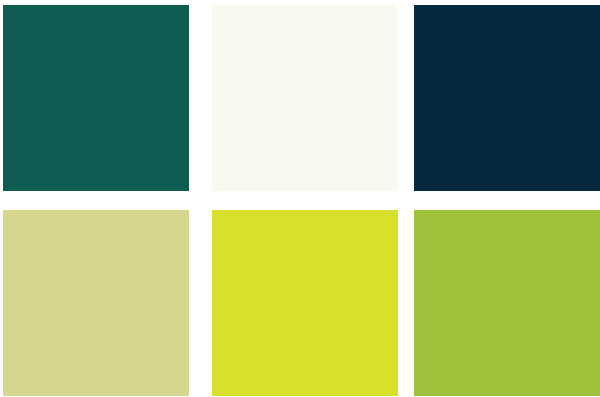




# COLOR PALETTE

COLOR PALETTE

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43 EAST BROADWAY  
LITTLE FALLS, MN 56345  
**GOLDENSHOVELAGENCY.COM**



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