



# 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, May 16, 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**

*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.*

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 Meeting Record from March 21, 2025 [25-1852](#)  
**Attachments:** [03.21.25 Draft Green Empowerment Zone Meeting Minutes](#)
4. RECEIVE updates and/or PROVIDE direction to staff regarding Marketing Working Group [25-1853](#)  
**Attachments:** [GEZ\\_Working\\_Group\\_Summary\\_Presentation.pdf](#)
5. The next meeting is currently scheduled for September 19, 2025 at 9:30AM.
6. 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, 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 925-655-2783 or  
[Alyson.Greenlee@dcd.cccounty.us](mailto:Alyson.Greenlee@dcd.cccounty.us)



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

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**File #:** 25-1852

**Agenda Date:** 5/16/2025

**Agenda #:** 3.

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Advisory Board: Green Empowerment Zone

Subject: Review and Approve Meeting Record from the March 21, 2025, Meeting

Presenter: County Staff

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

### Information:

The Draft March 21, 2025, Meeting Record is attached.

### Referral History and Update:

At its last meeting the Green Empowerment Zone meeting record is attached

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

Consider the following actions related to the Green Empowerment Zone

- Review and Approve the Meeting Record from the March 21, 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, March 21, 2025**

**8:30 AM**

**30 Muir Rd. ZA Conference Room,  
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 from the January 17, 2025, Meeting.

*There is a quorum to review and approve the Meeting Record from January 17, 2025.*

*A motion was made to approve the January 17, 2025, minutes. All were in favor.*

4. Receive update on the release of the final Contra Costa Refinery Transition Partnership Reports (UCB Labor Center)

*The UC Labor Center gave a two-part presentation titled **Just Transition Economic Development Framework & GEZ Priority Technology Research**. The presentation first addressed the findings from Refining Transition: A Just Transition Economic Development Framework for Contra Costa County and then a GEZ CEM prioritization update.*

*The baseline challenges continue to be economic inequality and environmental justice.*

*The report details which jobs and fields are growing and shrinking in Contra Costa. The County continues to suffer from some of the highest rates of pollution in the State and specifically communities that contain low-income people of color. Refinery transition is occurring and is already underway. Additional closures are likely by 2045. This transition will have consequences of loss of quality blue collar jobs, loss of critical local tax revenue, and pollution and cleanup needs. The transition is not the end but can allow efforts to address the underlying challenges of economic inequality and environmental justice.*

*The three priorities for a just transition are good jobs, healthy communities, and economic resilience.*

*1. Good jobs: Goal of increased quality jobs and ensuring accessibility to opportunity for groups most impacted by refinery transition.*

*2. Healthy communities: Goal of reducing pollution in pollution burdened communities in efforts to improve health outcomes.*

*3. Economic resilience: Goal of reducing economic dependency on fossil fuels production by diversifying industries that greatly affect the county tax revenue.*

## **5. Adjourn.**

*The date for the next meeting of the Governing Board of the Green Empowerment Zone will be Friday, May 16, 2025.*

*Vice Chair Leonard adjourned the meeting.*



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

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**File #:** 25-1853

**Agenda Date:** 5/16/2025

**Agenda #:** 4.

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Advisory Board: Green Empowerment Zone

Subject: RECEIVE updates and/or PROVIDE direction to staff regarding Marketing Working Group

Presenter: County Staff

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

### Information:

The presentation is attached.

### Referral History and Update:

At the January 17, 2025, meeting of the Governing Board of the Green Empowerment Zone, it was decided that a deeper dive into Marketing and Publicity for the Green Empowerment Zone would consist of a working group comprised of Governing Board members, City Economic Development staff, County PIO, East Bay EDA, East Bay Leadership Council, UC Labor Center, and County Economic Development staff. The Marketing Working Group met for the first time on April 21, 2025. The presentation deck of that meeting's findings is attached.

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

RECEIVE updates and/or PROVIDE direction to staff regarding Marketing Working Group.

# GEZ Working Group Summary

- ▶ Key Updates and Strategic Directions
- ▶ Presented by: Alyson Greenlee, Economic Development Manager
- ▶ Date: May 16, 2025

# Overview

- ▶ UC Berkeley Labor Center Update
- ▶ Key Regional Strategies
- ▶ Possible Approaches
- ▶ Group Discussion Highlights
- ▶ Final Recommendations



# Labor Center Research Update

- ▶ Review of the GEZ research process
- ▶ Ongoing interviews with new GEZ Governing Board members

# Main Regional Strategies

- ▶ 1. Publicity/Marketing for the GEZ
- ▶ 2. Employer Referral Network
- ▶ 3. Sharing Public Funding Information
- ▶ 4. Inventory of Available Sites

# Possible Approaches

- ▶ Create a dedicated website
- ▶ Develop a GEZ logo
- ▶ Attend and host relevant conferences

# Discussion Highlights

- ▶ Need for a database of local government economic accomplishments
- ▶ Public understanding of GEZ's clean energy goals
- ▶ Clarify the target demographic for marketing

# Final Thoughts

- ▶ Establish a strong logo and utilize a webpage to showcase success stories
- ▶ Communicate the public value of clean energy manufacturing
- ▶ Highlight benefits for companies to join the GEZ