



# 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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**Monday, April 21, 2025**                      **2:00 PM**                      **1025 Escobar Conference Room A/B/C ,  
Martinez | 1950 Parkside Drive, Concord**  
| **ZOOM LINK:**  
**<https://cccouny-us.zoom.us/j/84622583116>**

**16**

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**Marketing Working Group**  
**ZOOM LINK: <https://cccouny-us.zoom.us/j/84622583116>**

**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. RECEIVE presentation from UC Berkeley Labor Center and/or PROVIDE [25-1494](#)  
direction to County staff regarding Green Empowerment Zone Marketing  
Working Group

**Attachments:** [ED Slides for Board Meeting\\_vFinalShare.pdf](#)

The next meeting of the Green Empowerment Zone is currently scheduled for Friday, May 16, 2025 at 8:30 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 1025 Escobar St., 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 #:** 25-1494

**Agenda Date:** 4/21/2025

**Agenda #:** 3.

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Advisory Board: Green Empowerment Zone Marketing Working Group

Subject: RECEIVE presentation from UC Berkeley Labor Center and/or PROVIDE direction to County staff regarding Green Empowerment Zone Marketing Working Group

Presenter: Jessie Hammerling Co-Director Green Economy Program, UC Berkeley Labor Center and Will Toaspern, Lead Policy Researcher, UC Berkeley Labor Center

Contact: Jessie Hammerling (612) 743-2530, Will Toaspern (720) 226-6039

### Information:

The presentation deck is attached.

### Referral History and Update:

At the last meeting of the Governing Board of the Green Empowerment Zone on Friday, January 17, 2025, the Governing Board directed County staff to convene a 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 presentation deck from that meeting is attached.

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

RECEIVE presentation from UC Berkeley Labor Center and/or PROVIDE direction to County staff regarding Green Empowerment Zone Marketing Working Group

# Economic Development Research: Updates and Key Regional Strategies

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GEZ Board Meeting - 1/17/25

UC Berkeley Labor Center (UCB LC)

# Goals for Today's Meeting

**1**

**Overview of Economic Development Engagement**

**2**

**Regional Economic Development Strategies**

**3**

**Deep Dive: Marketing and Publicity for GEZ**

# Reminder of Overall GEZ Research Process

## Strategy A: Research

1. Identify priority CEM technologies
2. Examine growth opportunities and barriers to growth
3. Workforce and environmental assessments to inform high-road strategies

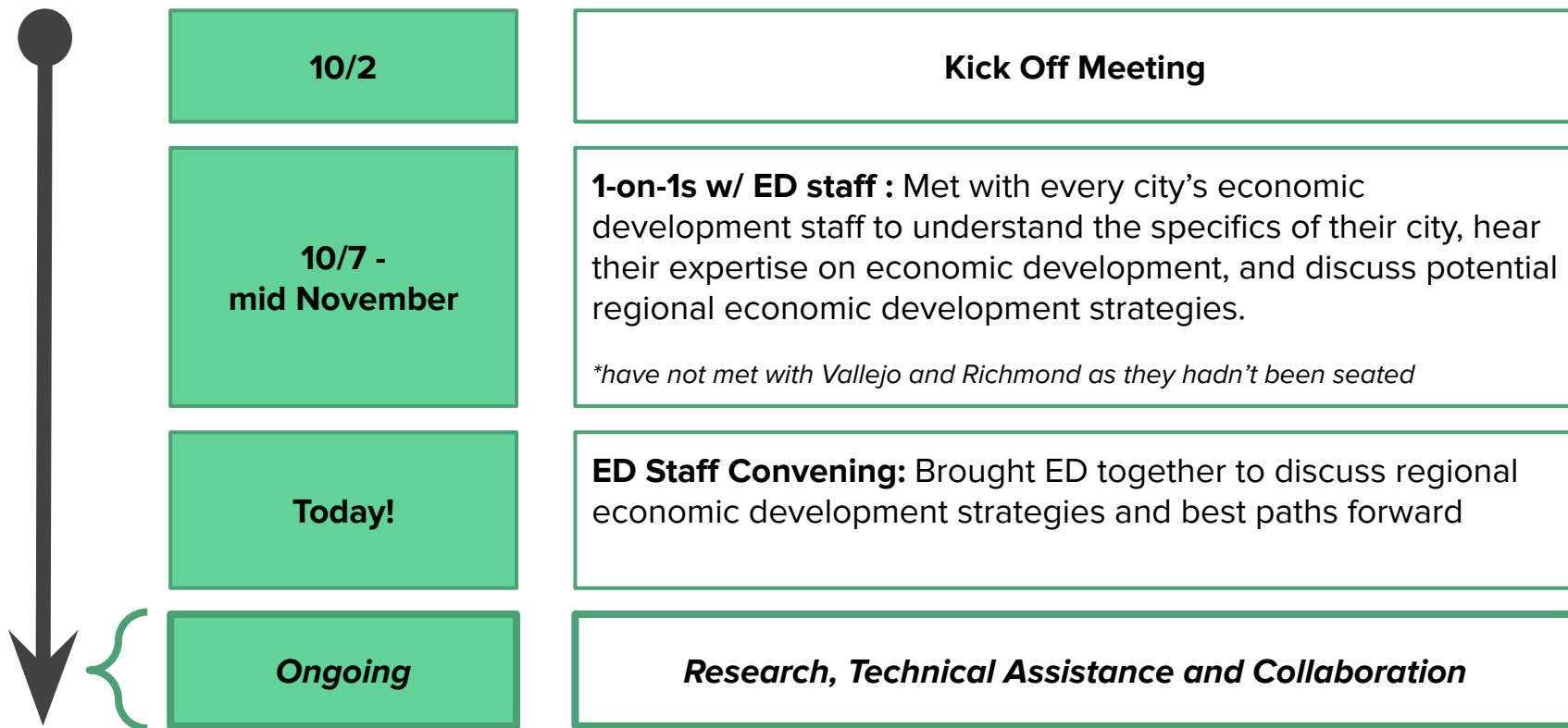
## Strategy B: Technical Assistance

1. Track public funding opportunities relevant for GEZ
2. Assist employers and local government in developing high-road partnerships for CEM funding opportunities

## Strategy C: Policy Recs

Combine research and technical assistance learnings to develop policy recommendations needed for high-road CEM growth.

# Engagement with Economic Development Staff



# Overarching Themes from 1 on 1s w/ ED Staff

**1**

**GEZ is home to a diverse and vibrant set of economies**

**2**

**Potential for thriving ecosystem in clean energy industries**

**3**

**Excitement around regional approaches**



# Regional ED Strategies for the GEZ

1	<b>Publicity/ Marketing for the GEZ</b>	Cohesive set of marketing materials (logo, websites) and approaches that enhances public and employer awareness of GEZ.
2	<b>Referral Network for Employers</b>	Process for referring prospective employers to resources and support to increase chance of landing project in GEZ.
3	<b>Sharing Public Funding Information</b>	Provide updates on public funding opportunities to GEZ cities.
4	<b>Inventory of Available Sites</b>	List of industrial sites to be made available to prospective employers, brokers, etc.
X	<b>Other ideas?</b>	<ul style="list-style-type: none"><li>• Outreach to current landowners</li><li>• Mapping current CEM companies</li><li>• Zoning toolkit</li><li>• Streamlined permitting</li></ul>

# Deep Dive: Marketing and Publicity for GEZ

## Purpose

Put GEZ on the map to attract employers and investors

## Key Points

- *Possible approaches:* Create website/online presence, develop logo, attend and/or host conferences, etc.
- *Story-telling:* Create narrative that GEZ stakeholders can use to pitch to employers and other stakeholders.
- *Info-gathering:* Gather information from key stakeholders about viable industries, site and infrastructure requirements, etc.