

Report on Economic Development Activities in Contra Costa County

Presentation to Board of Supervisors Retreat

Department of Conservation & Development

January 28, 2025

Key Topics to be Covered



Overview of Economic Development (20 minutes)

- Background on the County's Economic Development Role
- Business Retention
- Business Attraction
- High-Profile Initiatives

Panelists' Presentations (10 Minutes)

- Stephen Baiter, Executive Director, East Bay Economic Development Alliance
- Greg Baer, Director of Airports, Contra Costa County Public Works Department
- Tamia Brown, Executive Director, Workforce Development Board of Contra Costa County
- Mike Sponsler, District Director, Office of Senator Timothy Grayson
- Jessie Hammerling, Co-Director of Green Economy Program, UC Berkeley Labor Center
- Mark Orcutt, President & CEO, East Bay Leadership Council

Panel Discussion and Q&A (30 minutes)

Why Do Economic Development?

Contra Costa County and its cities use economic development programs to:



Economic Development Myths & Realities

Myths

- 01 | Only about jobs
- 02 | Focused on attraction
- 03 | Pro-business
- 04 | Not connected to people & place

Realities

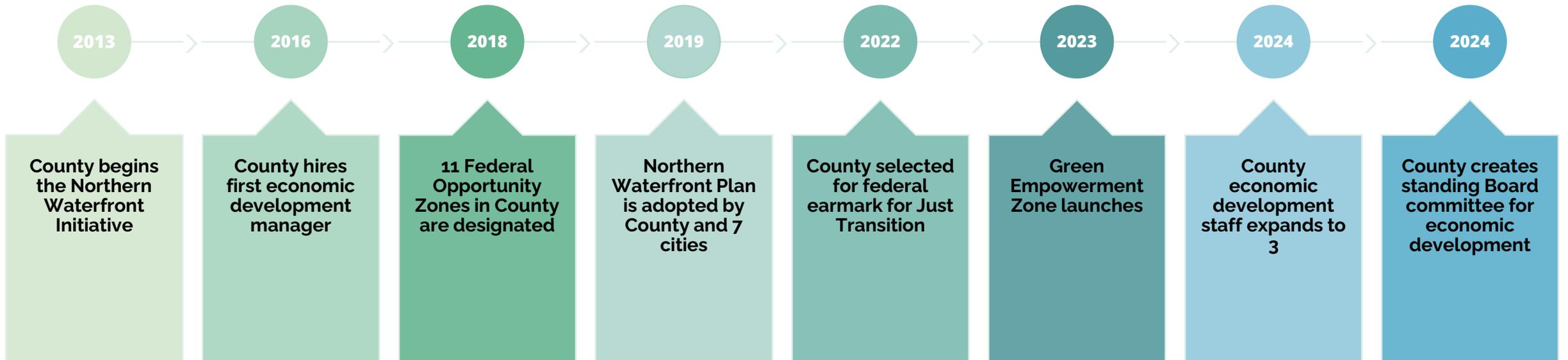
- 01 | Jobs important, but also about quality of life and vibrant communities
- 02 | Retention and growth just as important as attraction
- 03 | Pro-Business and Pro-Worker
- 04 | Connected to workforce, housing, transportation, specific industries, and communities

How Investment in Economic Development Benefits Communities



Fostering a range of business types that diversify the local tax base, keep our local economy strong, and celebrate our unique community fabric.

The Evolution of the County's Economic Development Program



The County's ED Team



Alyson Greenlee
Economic Development Manager



George E. Carter III
Economic Development Project Manager



Salvador Morales
Economic Development Planner

Business Retention Activities



Sigray Being Awarded the East Bay Innovation Award for Engineering & Design by East Bay EDA

Access to Grants and Capital

Connecting to Workforce Development

Purchasing and Contracting Opportunities

Navigating Government Processes

Building Relationships (Bludot, Business Retention & Economic Development System)

Business Expansion Success Story: Headlands Brewing

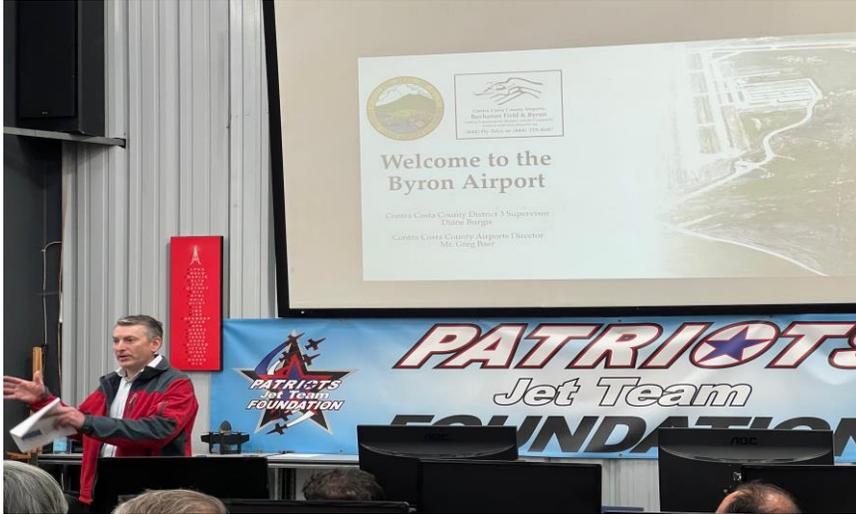


County ED Team with the Headlands Brewing team at "Industry Night" soft opening of the Walnut Creek Beer Garden & Taproom, January 21, 2025



In 2023, Headlands Brewing Company reached out to the economic development team seeking assistance with its expansion. The County identified what permits they needed, set up internal meetings across departments, and offered hiring assistance.

Business Attraction Activities



Director of Airports Greg Baer Welcoming Northern Waterfront Tour to Byron Airport

The Team Engages With:

- Governor's Office of Business and Economic Development (GO-Biz).
- Prospective businesses.
- Commercial realtors.

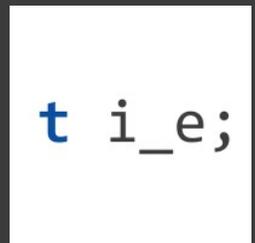
Key Focus Areas:

- Marketing available land and critical infrastructure (info on industrial land, airports/roads/utilities and industry clusters).
- Developing local workforce to meet industry needs (connections to workforce development, labor union apprenticeships, and education sector partners).
- Working with cities and other partners to create a welcoming and collaborative environment (joint city partnerships and marketing efforts).



County Business Attraction Has Global Reach

In 2024, TIE, a Korean Advanced Air Mobility company, selected Byron Airport as its U.S. hub due to its strategic location for housing a team of 10-20 people and eVTOL aircraft to conduct flight testing.



High-Profile Initiatives



Northern Waterfront Initiative



Priority Production Areas
(PPAs)



Green Empowerment Zone



Just Transition

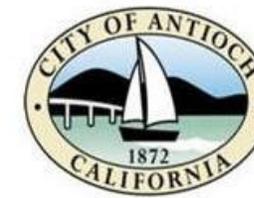
Northern Waterfront Economic Development Initiative™

Goal: The Northern Waterfront Economic Development Initiative endeavors through collective action to improve the economic prosperity and quality of life for residents by building and maintaining an environmentally sustainable regional economy that enhances the health and prosperity of local communities, strengthens local tax bases, and supports the growth of 21st century advanced manufacturing firms.

Who: The Initiative's hallmark collaboration among the County and seven partner cities.

How: Growing the five priority sectors by leveraging existing competitive advantages and assets.

Priority Sectors: Advanced transportation, advanced manufacturing, biomedical/biotech, ag tech & food processing, and clean tech.



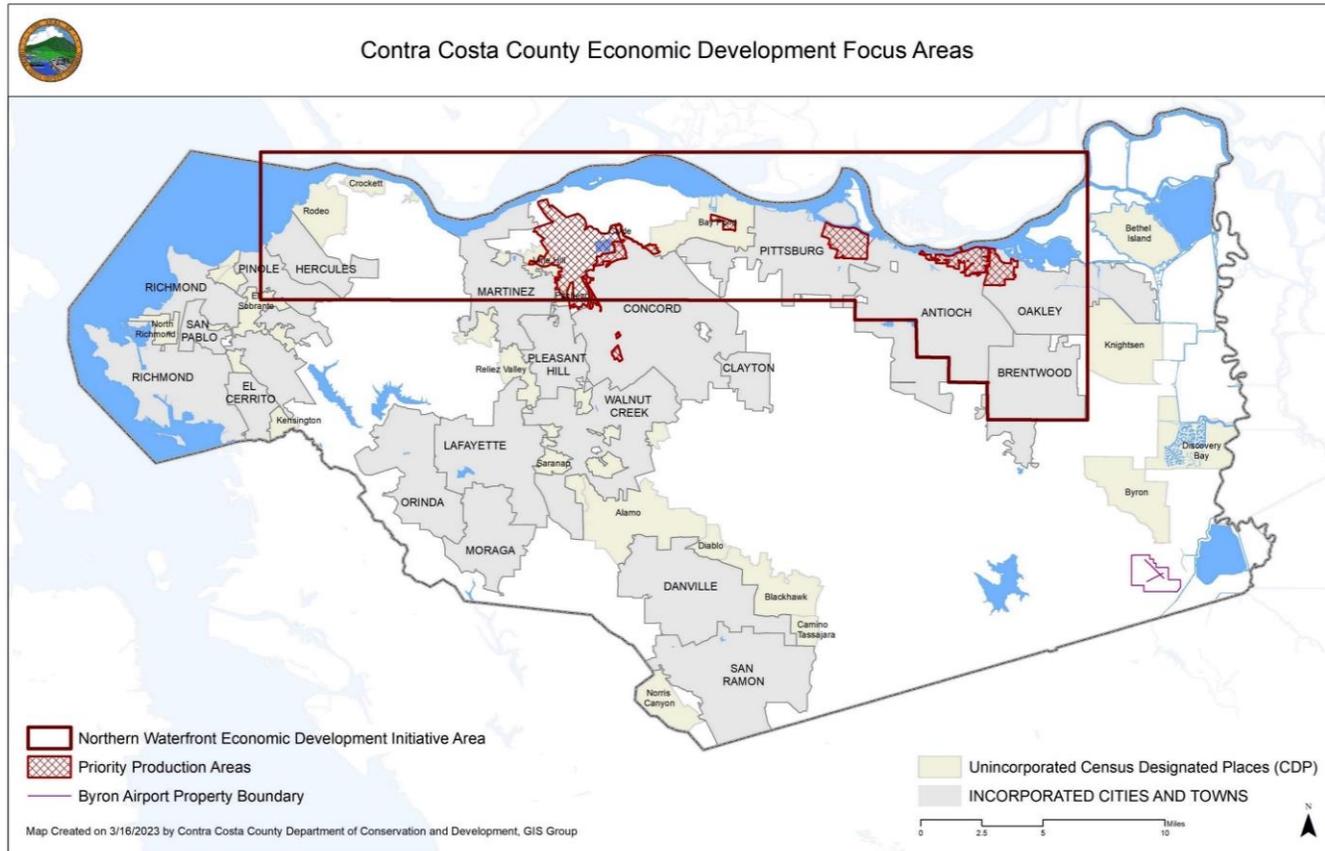
Northern Waterfront Partners

Wins by the Northern Waterfront Initiative Partners



- Short-line rail study - \$75,000 in funding (2019)
- FutureBuild EPA training grant - \$200,000 (2019)
- Conceptual Framework led to increased engagement in East County by nonprofits (2019)
- City of Pittsburg partners with Bombardier to open facility producing BART's rail cars (2019)
- Four PPAs designated by ABAG-MTC in Northern Waterfront - \$500,000 in funding (2023)
- Green Empowerment Zone - \$5,000,000 in funding (2023)
- City of Hercules Multi-Modal Transportation Station - \$850,000 in funding (2024)
- City of Pittsburg's Water Treatment Plant Fuel Cell - \$959,752 in funding (2024)
- Contra Costa County was selected to host the TeamCalifornia Conference (2025)

Advancing Infrastructure Planning for Priority Production Areas (PPAs)



Goal: Advance capacity for industry growth of the Northern Waterfront priority sectors.

Who: Contra Costa County and in the cities of Concord, Pittsburg, Antioch, and Oakley.

How: Agreement with Metropolitan Transportation Commission (MTC) for \$500,000 in technical assistance.

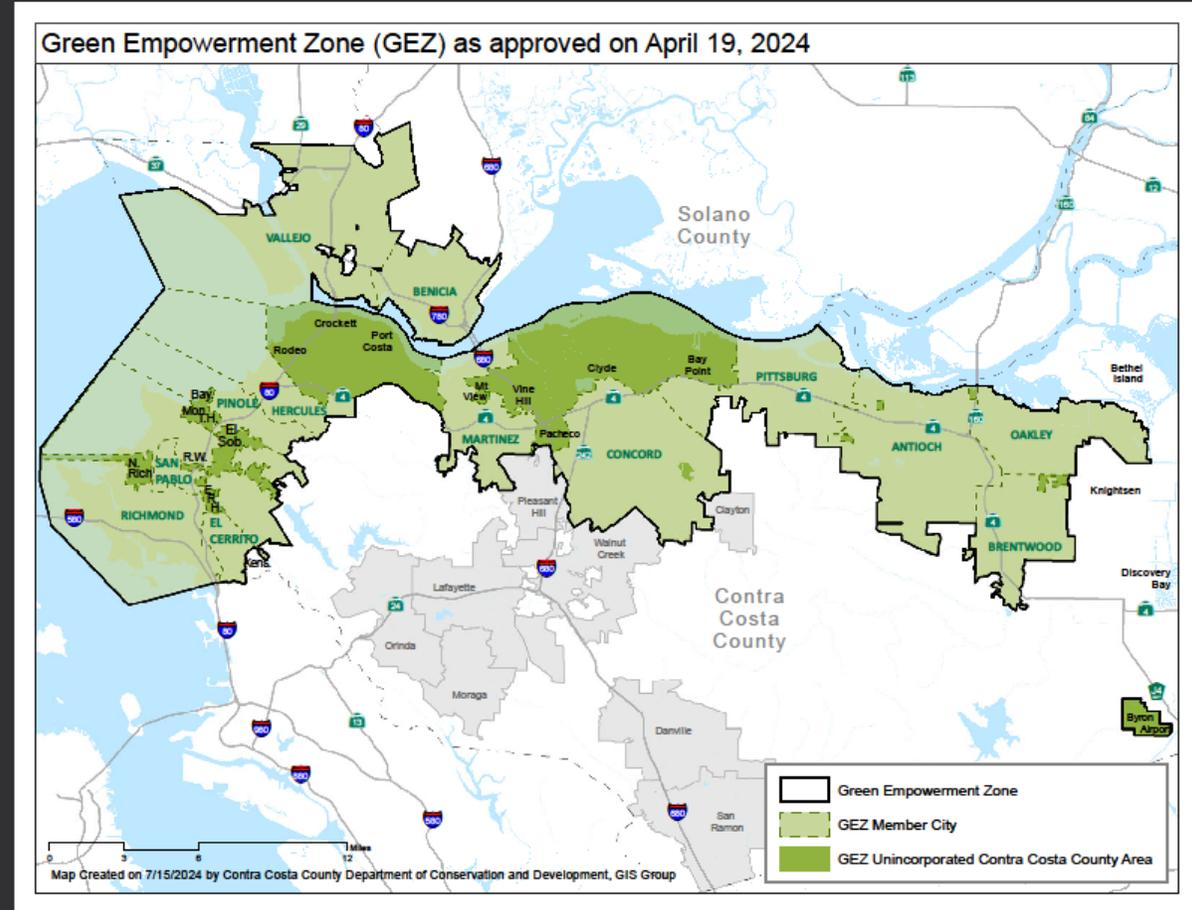
Priority Production Areas

The Green Empowerment Zone (GEZ)

Goal: Build upon the comparative advantage provided by the regional concentration of highly skilled energy industry workers.

Who: Diverse Governing Board includes local, state, and federal government, large employers, small business and economic development, universities, private sector, labor, environment, and workforce development.

How: Agreements with Governor's Office (GO-Biz) for \$5,000,000 (California State Senator District 09 Timothy Grayson) and with UC Labor Center to provide foundational research, technical assistance, and policy recommendations for a high-road clean energy manufacturing strategy.



Just Transition Economic Revitalization Plan



What: A plan for a transition away from an economy that is dependent on fossil fuels to a zero-emission and clean and green economy.

How: A strategic planning process with broad community engagement that assesses opportunities and constraints in the areas of workforce, economy, environment, and land use to develop a roadmap for a vibrant, clean, and green economy.

Funding: Agreement with U.S. Department of Housing and Urban Development (HUD) for \$750,000 (Congressman 10th District Mark DeSaulnier).

Going into 2025



**Establish 2025
Countywide Economic
Committee Goals**



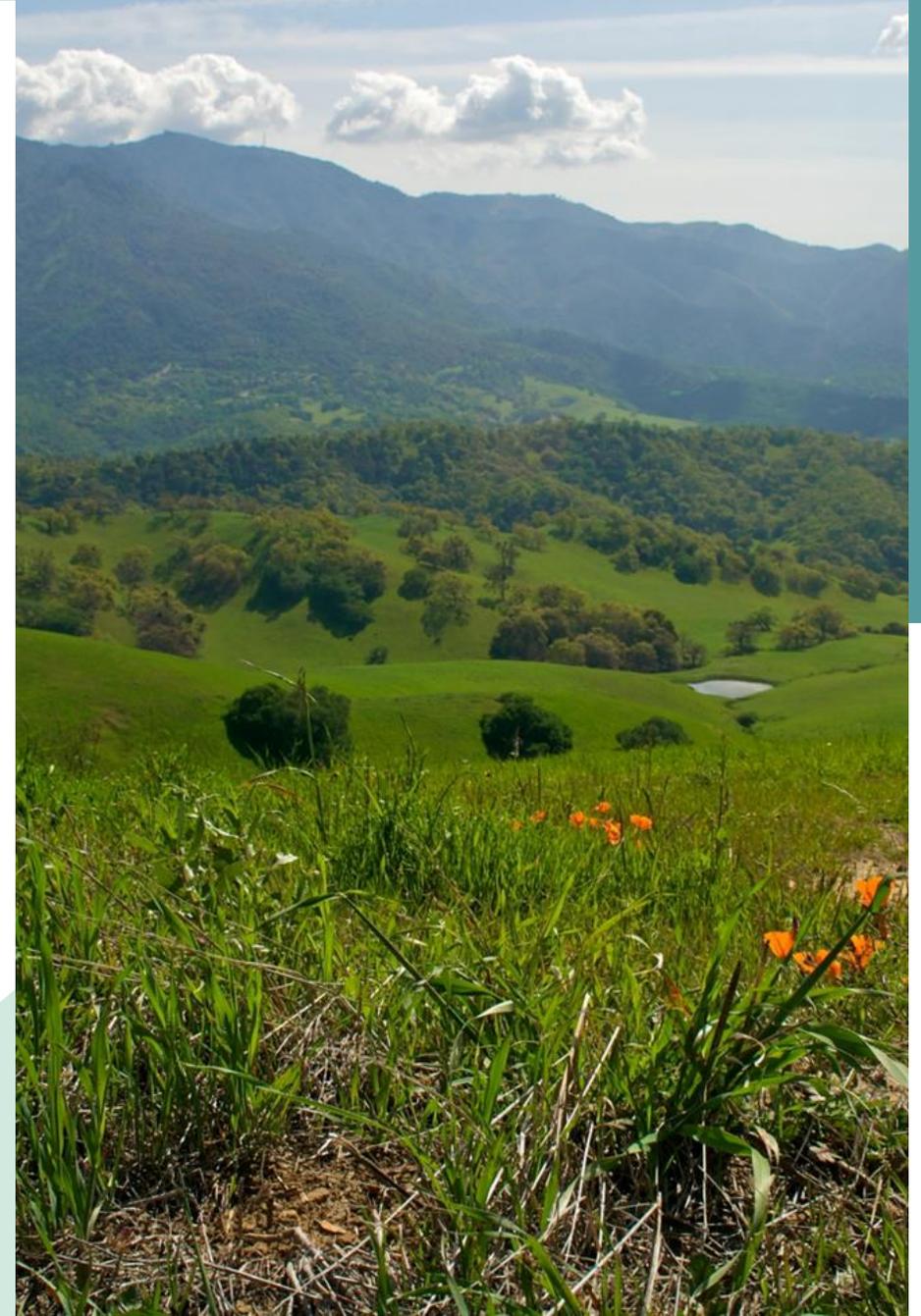
TeamCA Conference



**Discussion and
Guidance**

Thank you

Department of Conservation & Development
January 28, 2025



Panelists

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WHO WE ARE

East Bay EDA is the regional voice and networking resource for strengthening the economy, building the workforce, and enhancing the quality of life in the East Bay.



Oakland, CA - Alameda County



Brentwood, CA - Contra Costa County



REGIONAL MINDED

Supporting East Bay economic development efforts to tackle issues that extend beyond city boundaries.



DEEPLY ROOTED

Independent nonprofit with more than 30 years serving the region.



CROSS SECTOR

Private, public and nonprofit leadership network to strengthen and promote the East Bay



BUSINESS CONNECTOR

Convener of high-quality networking events, educational panels and professional mixers

WHAT WE DO

- Advocate for regional, state, and federal investments and policies that sustain and support economic development activities
- Provide timely information and data, as well as thought leadership around critical topics
- Facilitate high-level networking opportunities between public and private sector leaders

LEADERSHIP COMMITTEES

Executive Committee, Economic Development Directors' Council, Land Use & Infrastructure, Legislative Committee, Resilient East Bay



EXPERIENCES & TOURS



POLICY & ADVOCACY



NETWORKING & EVENTS



REGIONAL RESEARCH

Contra Costa County Airports

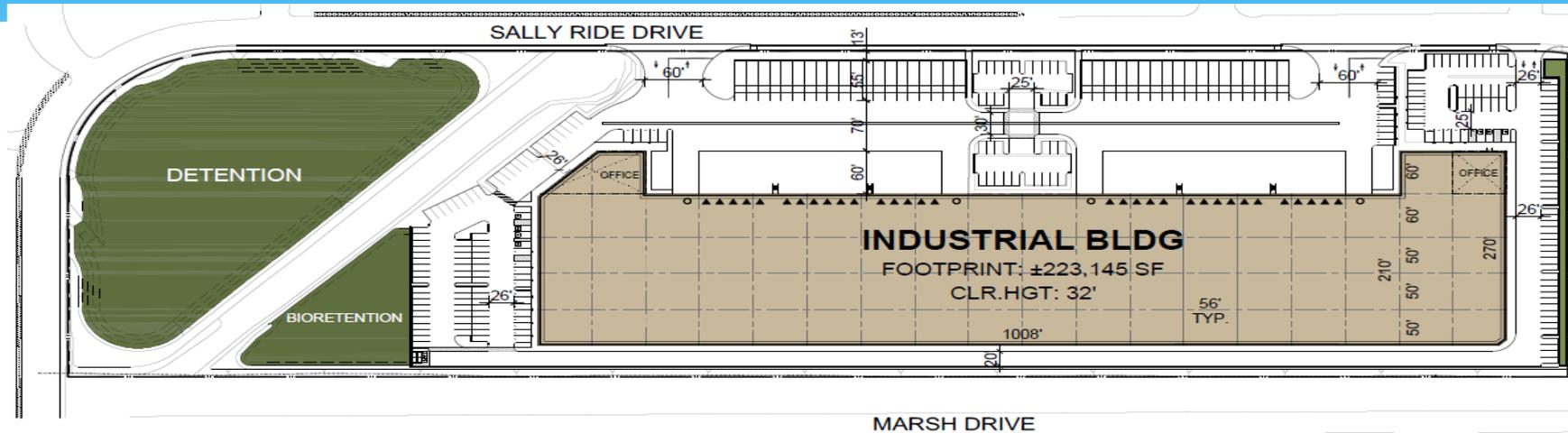
Economic Engine and Jobs Creator

Airport Enterprise Fund:

- Airports operate without being a line item in the County General Fund
- Generate revenues for the County General Fund & Schools (>\$1M annually)
- Revenues derived from diverse mix of aviation and non-aviation (Buchanan) businesses (e.g., golf course, hotel, airport business center)
- Attractive to new developing technologies
 - Byron - Three companies actively testing, one prospective company
 - Daily average of 30 employees on-site
 - Buchanan – Two companies actively testing
 - Daily average of 25 employees on-site



Added Economic Impact from Growth of the Airports to Contra Costa County



- Upcoming Montecito warehouse (non-aeronautical) development valued at \$65 million.
- The annual possessory interest tax to the County General Fund & schools is estimated at \$715,000.
- 400 jobs will be created at start of project
- Up to 200 long term jobs



Employer Partnerships and Just Transition Initiatives

Just Transition Initiatives

- DOGWF (Displaced Oil and Gas Workforce Fund)
 - Supporting workers transitioning from fossil fuel industries to clean energy jobs.
 - Programs focusing on displaced oil and gas workers and green technology and renewable energy careers.
- CEDAP (Civil Engineering Degree Apprenticeship Pathway)
 - Apprenticeship opportunities in clean energy and sustainable industries.
 - Preparing workers for long-term careers in green energy.

Driving Workforce Development

- Collaborating with employers to build talent pipelines in high-demand sectors.
- Creating customized training programs tailored to employer need

Marine Trade – Employer Led

- Industry-led initiatives to train and upskill workers for marine and maritime jobs.
- Partnerships focusing on modernizing workforce skills for evolving industry demands.

Health Care – Board Driven

- Programs designed to meet growing demands in healthcare.
- Addressing staffing shortages through targeted training and upskilling.



Collaborative Solutions for Community Empowerment

COLLABORATIONS WITH THE COMMUNITY

DCD Urban Forest – Climate Action

- Partnerships to advance workforce training in urban forestry and sustainability.
- Equipping workers to contribute to local climate action goals and initiatives.

Expanding Community-Based Support

- Engaging with nonprofits and local organizations to provide wraparound services.
- Ensuring equitable access to job opportunities for underserved populations.

IMPACT AND OUTCOMES

Sector-Specific Training

- Meeting the specific needs of clean energy, healthcare, and marine industries.

Community Engagement

- Collaborative solutions addressing regional workforce challenges.

Equitable Workforce Transition

- Prioritizing support for workers and communities affected by economic shifts.

High Road Strategy for Clean Energy Manufacturing

UC Berkeley Labor Center's project for the Green Empowerment Zone

Project Goal:

Design and implement a strategy to help grow a high-road clean energy manufacturing ecosystem in and around the GEZ and advance a just transition.

Mike Sponsler, District Director
Office of Senator Timothy Grayson

Jessie HF Hammerling, PhD.
jesshf@berkeley.edu

Key questions:

- Why focus on clean energy manufacturing?
- What is “high-road” and why does it matter for achieving a just transition?

Project components:

- Research on priorities and growth strategies
- Technical assistance to facilitate high-road partnerships and inform strategies
- Policy recommendations to accelerate high-road growth

Building a Thriving Regional Economy

Job Creation

Advocate for policies that attract, retain, and grow businesses.

Example: Regulatory reform and business incentives

Infrastructure Investment

Advocate for funding and policies that support transportation, housing, and utility capacity needed to sustain a growing economy.

Example: Targeted revenue measures and streamlined construction

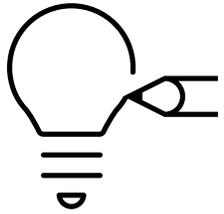
Inclusive Growth

Champion initiatives that ensure economic growth serves all residents.

Example: Training programs for underserved and displaced workers



Core Strategies



Develop employer-centered policy priorities

Policy Proposals / Staff Analysis / Board of Directors / Task Forces / Membership Surveys



Equip leaders with tools to drive economic growth

White Papers / Data Access / Educational Forums / Networking / Build the Bench / Engage East Bay



Lead strategic advocacy

Public Testimony / Direct Discussions / Coalition Building / Communication Campaigns



Panel Discussion and Q&A