



CONTRA COSTA COUNTY

AGENDA

Workforce Development Board

Wednesday, May 20, 2026

12:00 PM

4071 Port Chicago Hwy., #200
Federal Glover Conference Room,
Concord

Zoom Meeting ID: 831 0968 3534

Passcode: 661832

Zoom:

<https://us06web.zoom.us/j/83109683534>

Business & Economic Development Committee

12:00 WELCOME AND CALL TO ORDER
REMINDER OF POTENTIAL CONFLICT OF INTEREST
PUBLIC COMMENT

12:10 PRESENTATION ITEM

P1 - Brand Intelligence and Market Penetration Playbook [26-2098](#)
Full Capacity Marketing, Inc.
Celina Shands, M.S., CEA/Founder and Emma Kesner, Managing Director

Attachments: [P1 - Presentation FCM Brand IQ & Mkt Penetration Playbook](#)

12:40 CONSENT AGENDA

C1 - Approve February 18, 2026 Business & Economic Development Minutes [26-2099](#)

Attachments: [C1 - Minutes BED Committee Meeting 2-18-26](#)

12:50 INFORMATION ITEMS

I1 - Rapid Response Services Report [26-2100](#)

Attachments: [I1 - Rapid Response WARNS Update and Services 5-6-26](#)

I2 - Business Services 2026 Outreach Events [26-2101](#)

Attachments: [I2 - Biz Services Outreach 2026 - Future Events as of 5-8-26](#)

1:20 ANNOUNCEMENTS AND NEXT AGENDA ITEMS

1:30 ADJOURN

Upcoming Meetings: August 19, 2026, 12:00 pm - 1:30 pm
November 18, 2026, 12:00 pm - 1:30 pm

Any appropriate public records related to an open session item on a regular meeting agenda and distributed by the Workforce Development Board and any of its committees to a majority of members of the Workforce Development and/or its committees, less than 96 hours prior to that meeting are available for public inspection at 4071 Port Chicago Highway, Concord during normal business hours.

America's Job Center of California (AJCC) WIOA Title I financially assisted programs or activities are on equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

The Workforce Development Board will provide reasonable accommodations for individuals with disabilities planning to attend Board meetings. Arrangements can be made by contacting the Board at 925-655-3800.



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 26-2098

Agenda Date: 5/20/2026

Agenda #:

Advisory Board: Business and Economic Development Committee

Subject: Brand Intelligence and Market Penetration Playbook

Presenter: Celina Shands, M.S., CEA/Founder and Emma Kessner, Managing Director
Full Capacity Marketing, Inc.



DATE: May 20, 2026
TO: Business and Economic Development Committee
FROM: Patricia Conley, Workforce Services Specialist
RE: Brand Intelligence and Market Penetration Playbook

Full Capacity Marketing, Inc.

Celina Shands, M.S.
CEO/Founder



Emma Kessner
Managing Director



When local businesses face workforce challenges, is the Workforce Development Board of Contra Costa County the first name that comes to mind? Our recent Brand Sentiment Report shows that while we have made great strides in our core communication touchpoints, we have areas of opportunity in the area of employer engagement.

For any questions, please contact Patricia Conley, Workforce Services Specialist at 925-655-3818 or email at pconley@ehsd.cccounty.us.



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 26-2099

Agenda Date: 5/20/2026

Agenda #:

Advisory Board: Business and Economic Development

Subject: Approve February 18, 2026 Business & Economic Development Minutes



CONTRA COSTA COUNTY

Committee Meeting Minutes

Workforce Development Board

C1

Wednesday, February 18, 2026

12:00 PM

4071 Port Chicago Hwy., #200

Federal Glover Conference Room, Concord

Zoom Meeting ID: 831 0968 3534 Passcode:

713538

Zoom: [https://us06web.zoom.us/j/83109683534?](https://us06web.zoom.us/j/83109683534?pwd=daZ19cgnUr8tinjopVbazc6fujEE4U.1)

[pwd=daZ19cgnUr8tinjopVbazc6fujEE4U.1](https://us06web.zoom.us/j/83109683534?pwd=daZ19cgnUr8tinjopVbazc6fujEE4U.1)

Business & Economic Development Committee

12:00 CALL TO ORDER AND REMINDER OF POTENTIAL CONFLICT OF INTEREST
PUBLIC COMMENT
INTRODUCTIONS

The BED Committee Chair called the meeting to order at 12:06 p.m.

Present: Nichol Carranza, Kelly Schelin, Leslay Choy, Patience Ofodu

Public Comment:

George Carter from the Department of Conservation and Development's Economic Development spoke about the County's goal of hosting host three regional business resource events. The first event will likely take place May 21 in Antioch during Small Business Month, co-sponsored by the Workforce Development Board of Contra Costa County (WDBCCC).

Oronde Gordon from NeferSys, an internet cybersecurity company, asked how to become a certified training provider. A WDBCCC staff member will follow up with him about the application process.

12:10 PRESENTATION ITEM

P1 - Contra Costa 2025 Economic Overview

Junwei Li, San Francisco and East Bay Labor Market Researcher for EDD, reviewed labor market data, industry employment, and online job vacancy statistics for Contra Costa County. His presentation explored AI's impact on the labor market.

12:40 CONSENT AGENDA

C1 - Approve March 12, 2025 Business & Economic Development Minutes

The BED Committee approved the March 12, 2025 Minutes as presented.

Motion/Second: Leslay/Nichol
Aye: Nichol Carranza, Kelly Schelin, Leslay Choy
Abstain: Patience Ofodu
Result: Passed

12:50 ACTION ITEM

A1 - BED Committee Co-Chair Nomination

The BED Committee approved and accepted Douglas Lezameta's nomination to BED Committee Co-Chair.

Motion/Second: Patience/Leslay
Result: Passed

1:00 INFORMATION ITEMS

I1 - Rapid Response Services Report

I2 - Business Services 2026 Outreach Events

1:20 Director's Report and Next Agenda Items

1:30 ADJOURN

The meeting was adjourned at 1:16 p.m.

Upcoming Committee Meetings: May 20, 2026, 12:00 - 1:30 pm
August 19, 2026, 12:00 - 1:30 pm
November 18, 2026, 12:00 - 1:30 pm

Any appropriate public records related to an open session item on a regular meeting agenda and distributed by the Workforce Development Board and any of its committees to a majority of members of the Workforce Development and/or its committees, less than 96 hours prior to that meeting are available for public inspection at 4071 Port Chicago Highway, Concord during normal business hours.

The Workforce Development Board will provide reasonable accommodations for individuals with disabilities planning to attend Board meetings. Arrangements can be made by contacting the Board at 925-655-3800.



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 26-2100

Agenda Date: 5/20/2026

Agenda #:

Advisory Board: Business and Economic Development Committee
Subject: Rapid Response Services Report



DATE: May 20, 2026
TO: Business and Economic Development Committee
FROM: Patricia Conley, Workforce Services Specialist
RE: **Layoff and Worker Adjustment Retraining Notices (WARN)**

RAPID RESPONSE/OUTPLACEMENT SERVICES

Since November 2025, the following businesses submitted WARN notices. The notices may include companies located outside Contra Costa County if a remote worker was affected and resides in the County. The WDBCCC Rapid Response Coordinator provided each employer with information about outplacement services and transition resources, including unemployment insurance information, affordable health care options, employment training opportunities, and other supportive services for impacted workers. Rapid Response orientations, either in-person and/or virtual, were also offered for Employers experiencing significant layoffs.

Career Fairs Coinciding and Scheduled:

- February 18, 2026 - West Contra Costa Career Fair, Hercules
- April 7, 2026 - Contra Costa Career & Internship Fair, San Pablo
- May 27, 2026 - Spring 2026 Far East Contra Costa Career Fair, Brentwood

WARN	Company / City	Laid Off / Month
April 2026	First Transit, Inc. - Antioch	194 workers in June
	Contra Costa County – Martinez (2 Virtual Orientations)	<50 workers in May
	Corteva Agriscience - Pittsburg	2 workers in July
March 2026	Sentinel Transportation, LLC – Antioch	7 workers in May
	Heritage Bank of Commerce - Walnut Creek, Danville	4 workers in April
	Corteva Agriscience - Pittsburg	3 workers in June
February 2026	Raley’s – Antioch (2 Virtual Orientations in April)	43 workers in April
	Corteva Agriscience - Pittsburg	3 workers in April
January 2026	Corteva Agriscience - Pittsburg	1 worker in January

For any questions, please contact Patricia Conley, Workforce Services Specialist, at 925-655-3818 or email at pconley@ehsd.cccounty.us



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 26-2101

Agenda Date: 5/20/2026

Agenda #:

Advisory Board: Business and Economic Development Committee

Subject: Business Services 2026 Outreach Events

Future Business Services Contra Costa Events 2026

Estimated 2026 Date	Day	Future Event Name If event shows hours it is an actual event (no longer estimated)	Event Hours	Estimated Location & City	Name/s Attending
1/15	Thur	Assemblymember Anamarie Avila Farias District 15 Grand Opening & Open House	6pm - 9pm	2151 Salvio St, Ste R, Concord	Unavailable
1/22	Thur	Pittsburg Chamber Mixer	5 pm - 7pm	Mechanics Bank	Unavailable
1/26	Mon	Bay Front Chamber Annual New Year's Mega Mixer	5:30pm - 7:30pm	San Pablo	Charles
1/29	Thur	East Bay Leadership Series - Stacy Abrams	5:30pm - 9pm	Hilton Concord	Douglas, Lesley, Timothy, Tamia, Charles, Patricia
2/5	Thur	JFCSEB Job & Resource Fair	10am - 1pm	Concord	Charles, Henry, Vee, Kasandra
2/18	Wed	2026 West Contra Costa Career Fair	10am - 1pm	Hercules	Charles
2/19	Thur	Annual Pleasant Hill Mayor's State of the City	5:30pm - 7pm	Pleasant Hill	Unavailable
2/19	Thur	Bay Front Chamber Sunrise Networking	8:30am - 10:30am	Hercules Library	Charles
2/25	Wed	Future of Walnut Creek/State of the City Chevron Black Employee Network (BEN) Group's	11:30am - 1:30pm	Walnut Creek	Unavailable
2/25	Wed	2026 Black History Awareness Celebration	11am - 1pm	Richmond	Tamia, Charles, Vee
3/4	Wed	San Ramon State of the City Lunch with Mayor Mark Armstrong	11:30am - 1:30pm	San Ramon	Unavailable
3/5	Thur	Martinez Chamber State of the City Address	8:30am - 10am	Martinez	Nicole, Charles, Patricia
3/12	Thur	Bay Front Chamber: State of the Cities (Hercules, Pinole, Rodeo)	7:30am - 10am	Hercules	Charles, Vincent
3/19	Thur	San Ramon Chamber: Spring Business Expo & Mixer 2026	5pm - 7:30pm	San Ramon	Charles
3/25	Wed	2026 State of the Town Luncheon with Mayor Newell Arnerich	11:30am - 1:30pm	Danville	Unavailable
3/27	Fri	Solano County Office of Education "Steppin Up" College & Career Resource Fair	5pm - 7pm	Suisun City	Charles
4/1	Wed	2026 East Bay Procurement Summit	1pm-4pm	Hayward	Charles, Vincent
4/7	Tue	Contra Costa College Annual Career & Internship Fair	10am - 1pm	San Pablo	Charles, Henry, Anisa, Kasandra, Michelle
4/8	Wed	DVC Career & Transfer Fair 2026	11am - 2pm	Pleasant Hill	Charles, Anisa, Marigem
4/8	Wed	Richmond Youth Works 5th Annual Resource & Career Fair	1pm-4pm	Richmond	Charles
4/15	Wed	Concord Chamber: State of the City	4pm - 6pm	Concord	Nicole, Charles, Patricia

Estimated 2026 Date	Day	Future Event Name If event shows hours it is an actual event (no longer estimated)	Event Hours	Estimated Location & City	Name/s Attending
4/21	Tue	AM Bay Area Summit 2026	1pm-7pm (5:30-7 network)	Oakland	Tamia, Charles, Patricia
4/21	Tue	Bay Front Chamber: Spring Mega Mixer and Business Expo	5:30pm - 7:30pm	El Cerrito	Charles
4/23	Thur	East Bay Job & Resource Fair	10 am - 1pm	Martinez	Charles
4/23	Thur	Contra Costa County Spring Career Fair	11am - 1 pm	Pittsburg	Charles
4/24	Fri	LFCD 46 Anniversary Open House	9:30am - 12pm	San Pablo	Charles
4/24	Fri	EBLC - Policy Leadership in the AI Era, Leadership Series Part 2	1:30pm - 4:30pm	San Ramon	Douglas, Tamia, Charles, Maureen, LaTosha, Patricia
4/28	Tue	7th Annual East Bay Business Expo & Job Fair	5pm - 7:30pm	Brentwood	Douglas, Charles
5/1		(AB 109) Fourth Annual Restoring Hope & Community Resource Fair		Pittsburg	
5/1		Santa Rita Jail Employer Engagement Day		Dublin	
5/7		San Pablo Small Business of the Year	5:30 - 7:30	San Pablo	Tamia, Charles
5/18	Mon	City of Brentwood: 2026 State of the City Address	6pm - 8pm	Brentwood	
5/21	Thur	San Ramon Chamber: Hootenanny & Non-Profit Expo		San Ramon	
5/27	Wed	2026 Far East Contra Costa Career & Resource Fair	10am - 1pm	Brentwood	Charles, Henry, Dumni
6/1		2026 West County Career Fair		San Pablo	
6/1		Concord Chamber: Business Insight Bus Tour 2026		Concord	
6/1		2026 East Contra Costa Career & Resource Fair		Antioch	
7/1		Lafayette Chamber: Mixer And Vendor Fair		Lafayette	
7/1		2026 MEGA MIXER (Invited by Martinez Chamber of Commerce)		Concord	
7/1		EBLC Installation Award 2026		Pleasant Hill	
7/14	Tue	Annual State of the County Address with Candace Andersen	11:30am - 1:30pm	San Ramon	
7/25	Sat	Bay Point Community Resource Fair	10am - 2pm	Bay Point	
7/28	Tue	WORKCON Conference		Irvine	
8/1		2026 Central Contra Costa Career & Resource Fair		Concord	
8/1		2026 Contra Costa County Block Party		TBD	
8/17	Mon	Bay Front Chamber: Summer Mega Mixer & Business Expo		El Cerrito	
9/1		2026 Bay Area Construction Workforce Conference		Oakland	

Estimated 2026 Date	Day	Future Event Name If event shows hours it is an actual event (no longer estimated)	Event Hours	Estimated Location & City	Name/s Attending
9/1		Contra Costa Business Conference 2026		Brentwood	
9/19	Sat	Youth Summit 2026 - CC County District V Office	8am-2pm	Pittsburg	
9/1		Antioch Chamber: 2026 Antioch Business Expo & Job Fair		Antioch	
9/1		2026 Reentry Conference & Expo		San Francisco	
9/17	Thur	San Ramon Chamber: Fall Business Expo & Mixer, Bridges Golf Club	5pm - 7:30pm	San Ramon	Charles
10/1		Monument Impact Career Fair		Concord	
10/1		Walnut Creek Chamber Business Expo & October BASH		Walnut Creek	
10/1		Contra Costa 2nd Annual Fair Chance Career Expo		Concord	
10/1		Antioch Chamber State of Business Luncheon		Antioch	
10/1		Antioch Chamber Lunch & Learn		Antioch	
12/1		HireAble's Job Club WDB & AJCC-WIOA Presentation		Virtual/Zoom	