
DATE: October 8, 2025
TO: Executive Committee
FROM: Tamia Brown, Executive Director
RE: **Accept WDBCCC Annual Report Draft**

RECOMMENDATION

That the Executive Committee accept the WDBCCC Board Annual Report Draft.

BACKGROUND AND CURRENT SITUATION

One of the goals for the work plan is to create and present to the Board of Supervisors an Annual Report. WDB staff, board members, and partners have been working on the development of the report.

The report is designed to give community, business and workforce/economic development leaders an overview of the work completed and underway as well as the results achieved by the WDB. Additionally, we believe that it will deepen the understanding of workforce development. We hope that the report will also allow our own members and staff to feel accomplished and proud of the work we do.

ATTACHMENT

C2a [WDBCCC Annual Report 2024-2025 - DRAFT](#)

For any questions, please contact Tamia Brown, Executive Director at 925-655-3808 or email tbrown1@ehsd.cccounty.us

Workforce Development Board of Contra Costa County

Annual Report 2024–2025

Building Pathways to Opportunity for Contra Costa County Residents and Employers.

Who We Are & What We Do

The Workforce Development Board of Contra Costa County (WDBCCC) serves as the strategic backbone of the county's workforce system. Unlike direct service providers, WDBCCC's role is to convene, coordinate, and align the resources of employers, educational institutions, labor organizations, community-based nonprofits, and government agencies. This collaborative model ensures that services are efficient, accessible, and tailored to the needs of both job seekers and businesses.

Our Board is business-led, with 25 appointed members representing a wide range of industries and community sectors. This leadership structure ensures that the voice of employers is central to every decision, while also balancing the perspectives of education, labor, and community organizations. The result is a workforce system that not only helps residents secure employment but also strengthens the economic competitiveness of Contra Costa County.

Board Composition & Governance

The Workforce Development Board of Contra Costa County (WDBCCC) is a 25-member, business-led board appointed by the Contra Costa County Board of Supervisors. Members represent business, workforce, education, labor, and public agencies. This structure ensures that the Board reflects the county's economic landscape and that workforce strategies are shaped by a diverse range of perspectives.

Board Seats

- Business – 13 seats (3 currently vacant)
- Workforce/Labor – 5 seats (1 vacant)
- Education & Training – 5 seats
- Flex – 2 seats

Industry Representation

Board members bring expertise from across Contra Costa County's priority industries:

- Healthcare – 20%

- Education & Training – 15%
- Manufacturing – 10%
- Construction & Skilled Trades – 12%
- Information Technology – 8%
- Public Sector & Government – 10%
- Business Services – 15%
- Labor & Workforce Development – 10%

Standing Committees

- Executive Committee – Provides oversight, system alignment, and continuous improvement.
- Business & Economic Development (BED) Committee – Focuses on meeting workforce needs of high-demand sectors.
- Youth Committee – Works to increase the number of young adults, especially those from low-income and at-risk backgrounds, who are prepared for post-secondary training, education, and careers.

Governance in Action

Board members serve as ambassadors of workforce innovation, ensuring WDBCCC programs are responsive to industry needs and community priorities. By leveraging their expertise and connections, Board members strengthen the county's workforce system and help create sustainable career pathways for residents.

Client Services

Every year, thousands of residents turn to WDBCCC's network of America's Job Centers of California (AJCCs) for support. These centers serve as one-stop hubs where individuals can access career coaching, job readiness workshops, training opportunities, and wraparound supports that remove barriers to work. For some, the journey begins with a résumé critique or mock interview. For others, it means enrolling in a certified training program, securing supportive services like transportation or childcare, and eventually being placed in a job with a local employer.

What makes Client Services powerful is the continuum of support. Clients move from initial intake and assessment to tailored career planning and hands-on experiences like paid internships or on-the-job training. Even after participants are placed in jobs, WDBCCC and its partners follow up for at least a year, helping ensure that employment is not only gained but retained. By combining access to technology, individualized coaching, and practical work experiences, Client Services empowers people to achieve self-sufficiency and long-term career success.

Client Services – WIOA Core Programs

Adult Program

The WIOA Adult Program serves individuals 18 years and older who need support in preparing for and securing employment. Many participants are low-income, long-term unemployed, or face barriers such as limited English proficiency, homelessness, or lack of formal credentials. Services include career assessments, individualized career plans, job search assistance, and access to training through Individual Training Accounts (ITAs) in priority sectors like healthcare, construction, IT, and logistics.

The Adult Program consistently exceeds performance benchmarks for employment placement and retention. Over the past five program years, participants exiting due to employment not only secured jobs but maintained them for at least one year. This long-term stability demonstrates the program's success in preparing workers for sustainable careers.

Dislocated Worker Program

The Dislocated Worker Program helps residents who lose jobs through no fault of their own — whether due to layoffs, business closures, foreign competition, or industry transitions. The program emphasizes rapid re-employment, retraining in growth sectors, and income replacement to minimize financial hardship. Participants receive career counseling, supportive services (transportation, childcare, tools, certifications), and access to on-the-job training (OJT) opportunities with local employers.

In recent years, the program has consistently outperformed federal expectations. While the pandemic created challenges in Program Year 2021–22, Contra Costa's Dislocated Worker Program rebounded strongly in 2022–23, exceeding placement goals by over 21%. This resilience highlights the Board's ability to adapt services to meet changing economic conditions.

Youth & Young Adult Services

The WIOA Youth Program supports young people ages 16–24, focusing on those with significant barriers to employment — including foster youth, justice-involved youth, those experiencing homelessness, and youth with disabilities. Services are comprehensive: tutoring, mentoring, leadership development, financial literacy, and paid work experience. Youth also gain access to industry-recognized credential programs and postsecondary education pathways.

In PY 2024–25, the Youth Program served 192 participants. Outcomes included:

- 110 paid work experiences completed with local employers.
- 27 industry-recognized credentials earned.
- 63 youth placed in postsecondary education or employment after exit.

By combining academic support with real-world work experience, the Youth Program equips young people not just to find jobs, but to launch long-term career pathways in high-demand industries such as healthcare, IT, and the skilled trades.

Why It Matters

Together, the Adult, Dislocated Worker, and Youth programs are the backbone of Contra Costa County's workforce system. They ensure residents at every stage of life — whether just entering the workforce, transitioning mid-career, or recovering from job loss — have access to the tools and resources they need to succeed. By exceeding performance targets and building pathways into sustainable industries, these programs strengthen families, stabilize communities, and drive long-term economic growth across the county.

Business Services

Employers are a cornerstone of the WDBCCC mission. Through Business Services, WDBCCC supports companies in recruiting talent, customizing training, and planning for long-term workforce needs. Local businesses benefit from access to job postings, recruitment fairs, and on-the-job training incentives that reduce hiring costs. In turn, these employers provide real-world opportunities for Contra Costa residents.

A critical component of Business Services is Rapid Response to WARN notices. When businesses announce layoffs, WDBCCC mobilizes immediately to deliver orientations, connect workers to unemployment benefits, and enroll them in retraining or job search programs. In FY 2024–25 alone, nearly 2,000 workers were supported after WARN notices. These services soften the impact of layoffs for both employers and employees, helping workers transition quickly while stabilizing the local economy.

Collaborative & Regional Partnerships

WDBCCC recognizes that workforce development is not done in isolation. Locally, partnerships with organizations like Rubicon Programs, Contra Costa College, and Pittsburg Power expand the reach of services and ensure that residents have access to a variety of pathways. These partnerships also allow for wraparound supports — linking workforce services with housing, healthcare, and probation departments to address the complex needs of job seekers.

Regionally, WDBCCC plays a leading role in EASTBAY Works, a coalition of workforce boards across Alameda, Oakland, Richmond, and Contra Costa. Through this collaboration, the Board supports shared initiatives in healthcare, advanced manufacturing, and clean energy. Projects like the Civil Engineering Degree Apprenticeship Pathway and the Displaced Oil & Gas Worker Fund would not be possible without regional alignment, which allows Contra Costa residents to access opportunities that span county borders.

Regional & State Alignment

California State Plan Alignment

The Workforce Development Board of Contra Costa County (WDBCCC) aligns its strategies with the California 2024–2027 Unified Strategic Workforce Development Plan, ensuring that local services connect to broader state goals. Key areas of alignment include:

- 50% Training Investment: Preparing for WIOA changes requiring half of Adult & Dislocated Worker funding to go toward training.
- Equitable Access & Job Quality: Supporting underrepresented populations and promoting quality jobs that provide family-sustaining wages.
- Industry Partnerships: Expanding High Road Training Partnerships (HRTPs) in healthcare, clean energy, and infrastructure.
- Green Economy Transition: Supporting Just Transition goals by helping oil & gas workers reskill into sustainable industries.

Regional Partnerships – EASTBAY Works

As part of EASTBAY Works, WDBCCC collaborates with the workforce boards of Alameda County, Oakland, and Richmond. Together, the consortium provides seamless access to training, employment services, and employer engagement across the region. Regional coordination ensures that:

- Employers can access a broad pipeline of skilled talent.
- Job seekers can use any AJCC across the East Bay.
- Industry-driven solutions address labor market demands at scale.

Key regional initiatives include:

- Bay Area Healthcare Workforce Partnership – advancing training pipelines for healthcare professionals.
- AM Bay Area (Association of Manufacturers) – expanding manufacturing pathways and employer engagement.
- Regional Equity & Recovery Partnerships (RERP) – aligning strategies to serve vulnerable populations during economic transitions.
- Workforce Accelerator Fund (WAF 11 – Maritime) – piloting accelerated training in marine trades with Alameda WDB.

State & Federal Grant Integration

WDBCCC has secured competitive grants that align local strategies with state and federal initiatives:

- Civil Engineering Degree Apprenticeship Pathway (CEDAP) – aligned with California's infrastructure and clean energy priorities, serving underrepresented students in engineering.
- Displaced Oil & Gas Worker Fund (DOGWF) – advancing California's Just Transition and energy transition plans.
- DOL Building Pathways to Infrastructure Jobs Grant – supporting workforce pipelines into federally funded infrastructure projects.

Why Regional & State Alignment Matters

By aligning with state priorities and working regionally across the East Bay, WDBCCC ensures that Contra Costa County residents benefit from large-scale investments while employers gain access to well-trained, diverse talent. This alignment strengthens the county's role in the Bay Area economy, ensures compliance with WIOA, and positions Contra Costa to capture future state and federal funding.

Outreach & Marketing Impact

Reaching Contra Costa County's diverse community requires a multi-channel outreach strategy. In PY 2024–25, WDBCCC expanded its presence across digital, print, and community platforms to ensure that residents and businesses alike were aware of available programs, events, and opportunities.

Social Media Engagement

- 48,820 impressions
- 2,868 engagements
- 1,536 link clicks
- 372 post shares
- Audience growth of 180+ new followers across Facebook, LinkedIn, and Instagram

Digital & Traditional Media

- Programmatic digital ads reached more than 210,000 residents beyond social media channels
- Targeted e-blasts delivered to 25,000+ job seekers and community members
- Print ads in major Contra Costa newspapers to reach residents without reliable internet access
- Digital and traditional radio campaigns to engage commuters and working families
- Postcards mailed to over 2,500 job seekers and recent graduates
- Billboard and magazine placements for broad visibility
- Video reels highlighting employer partnerships and job fair success stories

Community Outreach & Events

Beyond media, WDBCCC staff participated in 30+ community and business events, including Chamber of Commerce State of the City addresses, East Bay EDA forums, and AM Bay Area summits. These in-person engagements reinforced WDBCCC's visibility and built direct connections with employers, partners, and job seekers.

Why It Matters

Through a strong media mix and active community engagement, WDBCCC ensured its message reached residents across age groups, languages, and levels of technology access. This integrated outreach approach not only amplified awareness of services, but also

increased participation in job fairs, training programs, and youth initiatives — driving measurable impact in Contra Costa County.

DRAFT

Measure X – Childcare & Youth Services (QUEST)

Measure X represents a transformational investment in Contra Costa's children, families, and future workforce. Through the QUEST initiative, WDBCCC is implementing childcare supports such as vouchers for families, stipends for educators, and training for providers in inclusive practices. In just one year, 147 children were served, 122 educators received stipends, and more than 2,000 parents were reached through milestone outreach campaigns.

Youth services funded by Measure X expand the reach of WIOA programs, creating youth centers and specialized programs across districts. Services range from tutoring and academic support to arts, sports, leadership development, and green career exploration. Together, these investments ensure that families have access to reliable childcare and that youth are engaged in safe, productive, and career-connected activities. By supporting both the early childhood system and the next generation of workers, Measure X strengthens the foundation of Contra Costa's workforce for decades to come.

Measuring the Impact

The true value of workforce development can be measured not only in the number of people served, but also in the long-term outcomes achieved. WDBCCC has adopted a rigorous approach to tracking performance that considers participant success, taxpayer returns, and broader societal benefits.

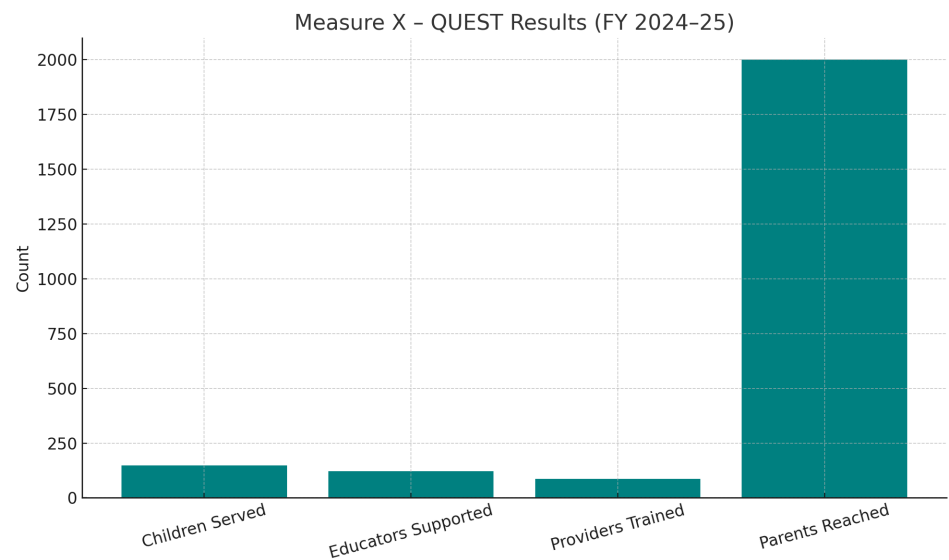
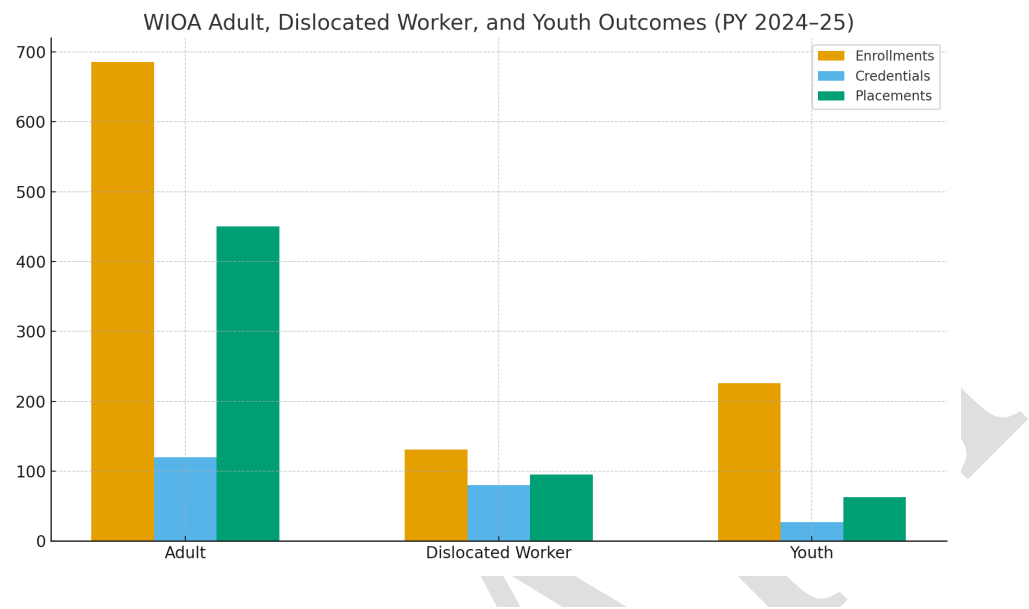
For participants, the return on investment is substantial. Every dollar spent on training and support services generates an average of \$49–\$247 in increased earnings. These gains allow individuals to secure stable housing, provide for their families, and contribute to the local economy. The impact ripples outward, building stronger communities.

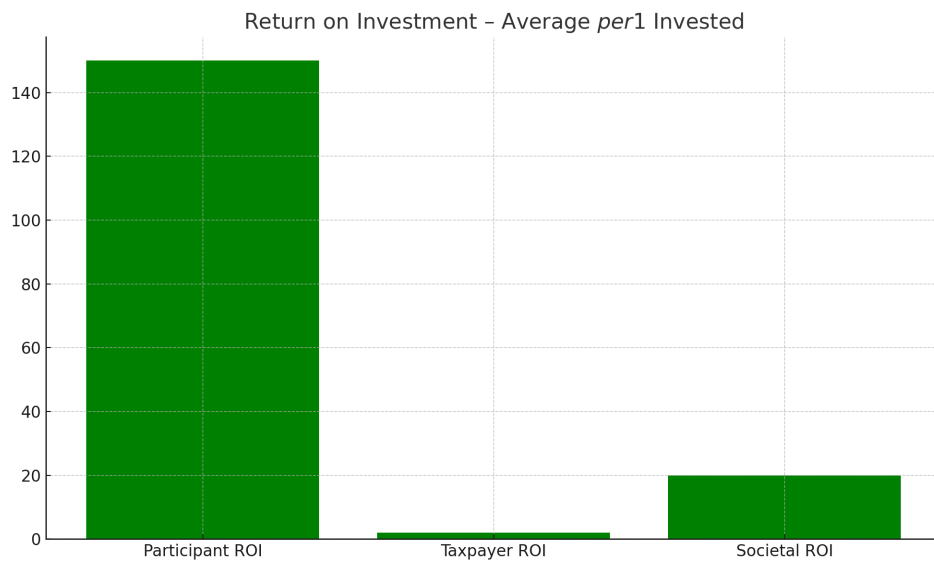
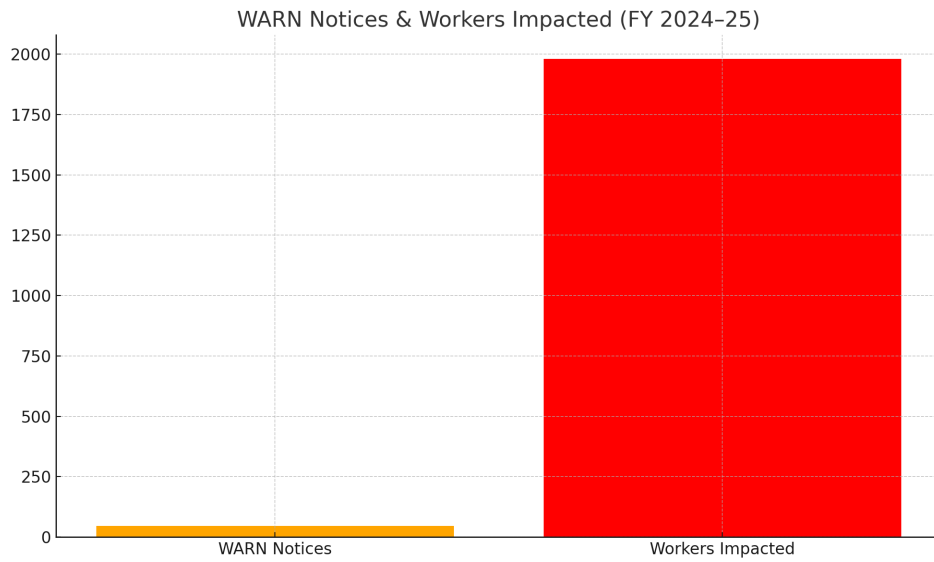
Taxpayers also see significant returns. With fewer residents relying on public assistance and more entering the tax base through sustainable employment, investments in workforce programs yield between \$0.35 and \$3.68 per dollar. In some industries, such as healthcare, the return is even greater — \$7.87 for every \$1 invested over five years. This means workforce funding not only supports individual success, but also reduces long-term public costs and strengthens the financial health of the county.

On a societal level, the returns are transformative. Programs like CCWORKS, AB109 County Pathways, and Tekperfect generate measurable gains in public safety, family stability, and community well-being. For every dollar invested, society benefits by an estimated \$6.32 to \$35.21, reflecting improved quality of life, reduced recidivism, and healthier communities. Together, these measures confirm that workforce development is one of the smartest investments Contra Costa County can make.

Program Dashboards & Infographics

The following dashboards highlight program outcomes for WIOA Adult, Dislocated Worker, Youth, Measure X, WARN Response, and Return on Investment (ROI). These visual summaries make program performance clear and accessible.





Looking Forward

As WDBCCC prepares for Program Year 2025–26, we stand at a pivotal moment. New federal requirements under WIOA will require that 50% of Adult and Dislocated Worker funds be invested in training, creating both challenges and opportunities. This change will push the Board to deepen partnerships with training providers, employers, and community-based organizations to ensure that participants receive high-quality, industry-aligned instruction.

The coming year will also see the expansion of innovative initiatives. The Civil Engineering Degree Apprenticeship Pathway will grow to serve more community college students, particularly women and underrepresented groups in engineering. The Displaced Oil & Gas Worker Fund will continue to retrain workers for green energy, advanced manufacturing, and construction careers, positioning Contra Costa County at the forefront of California's energy transition.

At the same time, WDBCCC will continue to expand Measure X-funded programs, including youth centers, childcare services, and food security initiatives. These investments address critical community needs while supporting workforce stability. Regionally, WDBCCC will play a leadership role in California Jobs First and EASTBAY Works, ensuring that Contra Costa remains aligned with Bay Area and state-level strategies.

The vision ahead is clear: a resilient, inclusive, and future-ready workforce that drives economic growth while ensuring every resident — regardless of background — has access to meaningful career opportunities. With strong partnerships and historic investments, WDBCCC is ready to meet the future head-on.

Meet Our Team

Behind every program, initiative, and partnership is a dedicated team working to strengthen Contra Costa County's workforce. The Workforce Development Board of Contra Costa County (WDBCCC) staff provide leadership, program management, and direct support to ensure that services are effective, accessible, and responsive to community needs.

Executive Leadership

- Tamia Brown – Executive Director
- Maureen Nelson – Administrator

Program Managers

- Verneda Clapp – Adult & Dislocated Worker Program Manager
- Noramah Burch – Youth Program Manager / Grant Manager
- LaTosha Stockholm – CCWORKS Program Manager
- Patricia Conley – Workforce Services Specialist / Grant Manager

- Jed Silver – Workforce Service Specialist / Grant Manager

Business Services

- Anisa Smith – Business Services Representative
- Charles Brown III – Business Services Representative
- Claire Michaels – Regional Manufacturing Careers Specialist

Regional & Strategic Roles

- Michael Katz – Regional Organizer
- Serena Moore – Programs/Projects Coordinator
- Yelena Miakinina – Programs/Projects Coordinator

Administrative & Support Staff

- Rochelle Soriano – Executive Assistant
- Christina Boothman – Administrative Services Analyst III
- Kenneth Austin – Administrative Services Analyst III
- Iyadunni (Dunni) Adeyemi – Senior Level Clerk
- Davon King – Experienced Level Clerk
- Marigem Acma – Experienced Level Clerk
- Lijia Lumsden – Administrative Aide
- Jon Rodriguez – Business Systems Analyst
- Jon Lawrence – Employment Placement Counselor
- Kasandra Knox – Employment Placement Counselor
- Michelle Graham – Employment Placement Counselor
- Rene Tucker – Employment Placement Counselor
- Veronica Ramos – Case Manager

How to Reach Us

WDB Main Line: 925-655-3800

Hotline/Bounce Back: 833-320-1919

Think Contra Costa: 833-453-9555

AJCC Front Desk: 925-671-4500/4502