

Contra Costa County Unincorporated Areas Business Survey -Update

Alyson Greenlee

October 6, 2025

How Can the Public Contact Us?

OPENING A BUSINESS

Congratulations on making the decision to open a business in Contra Costa County! We welcome your business and look forward to seeing you open your doors.

Preparing for Success

When starting a new business, there are many important decisions to make along with the requirements that must be addressed. This page is provided to assist you in the local permitting components of starting your business in the unincorporated communities of Contra Costa County.

The County offers business development and tailored referrals through ombuds-services. Contact [George](#) or [Salvador](#) for more information or fill out the [Contact Us form](#).



Contra Costa County

Business Assistance Form

Please provide your contact information and a brief response. Thank you.

1. Contact Info*

Enter short answer

2. How may the Economic Development team assist you, today?*

Enter paragraph

Submit

► NEWS AND EVENTS

► RESOURCES FOR BUSINESS

▼ CONTACT US

For information about the opportunities for businesses to grow in our region, contact us today:

Alyson Greenlee

Economic Development Manager

[Email Alyson](#)

George Carter

Economic Development Project Manager

[Email George](#)

Salvador Morales

Economic Development Planner

[Email Salvador](#)

Business Breakdown



According to County Tax
Collector

4,378 businesses are active in
unincorporated Contra Costa
Approximately employing 23,720
employees



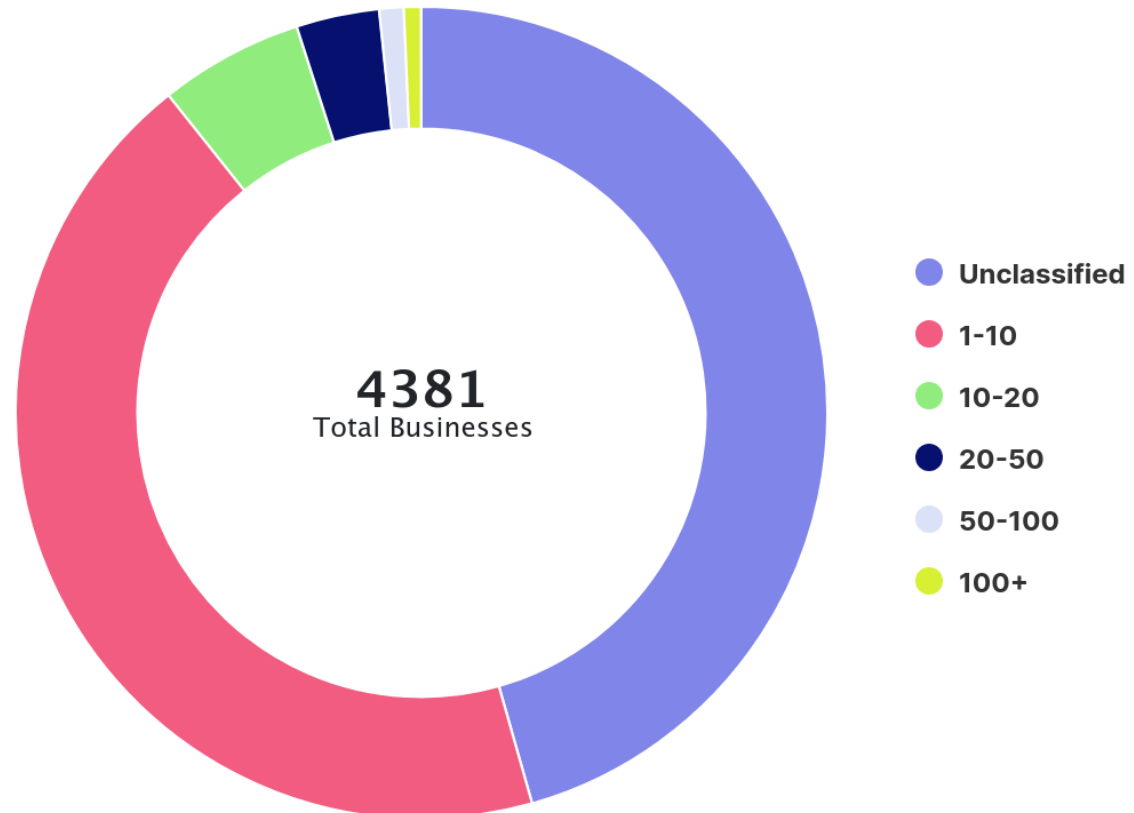
Businesses are employing an average of 10 people



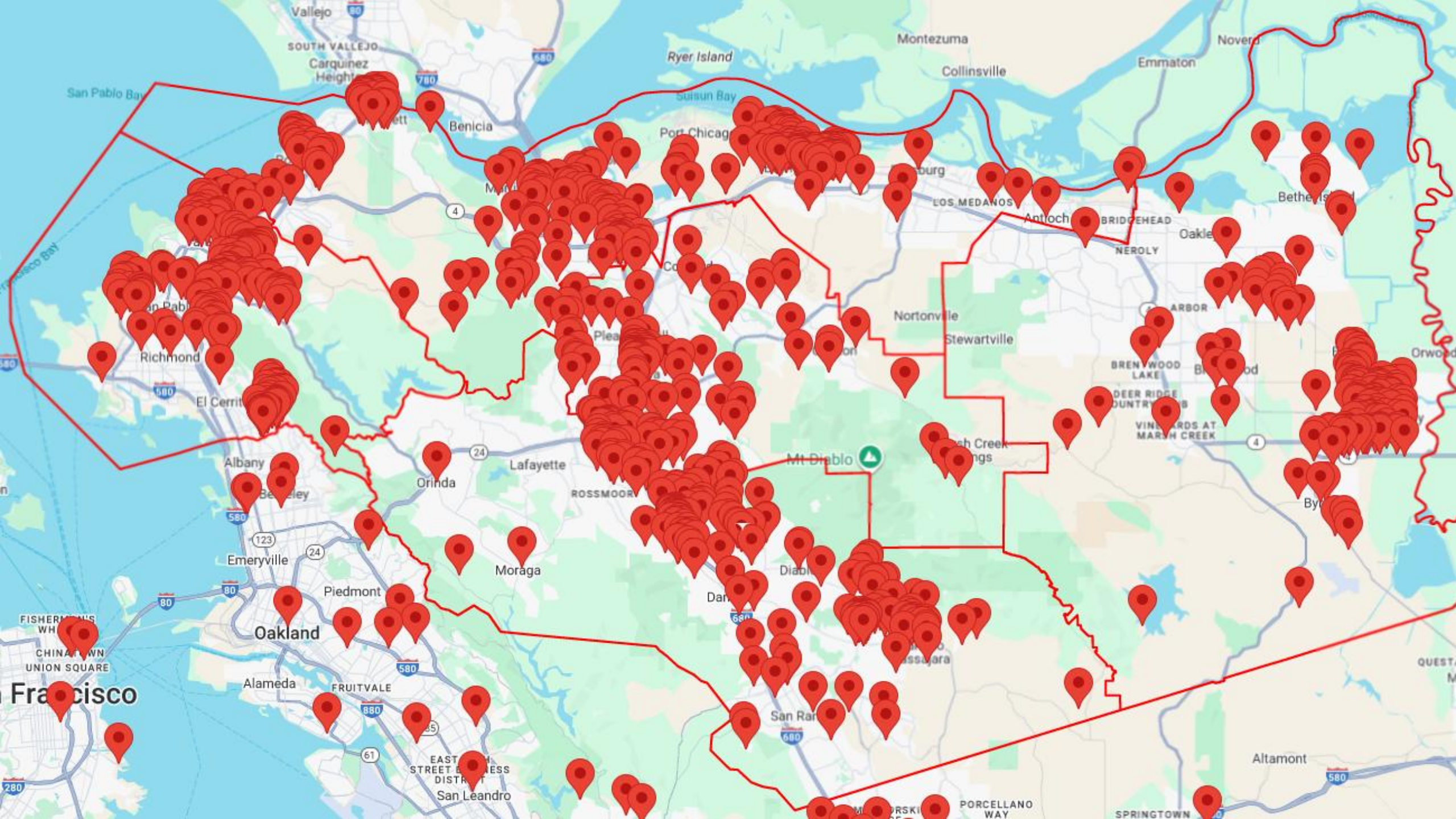
1,801 businesses have emails
attached to their business

Email is not a requirement on the
Business License application which leads
to missing pivotal contact information

Business Size



Supervisory Districts

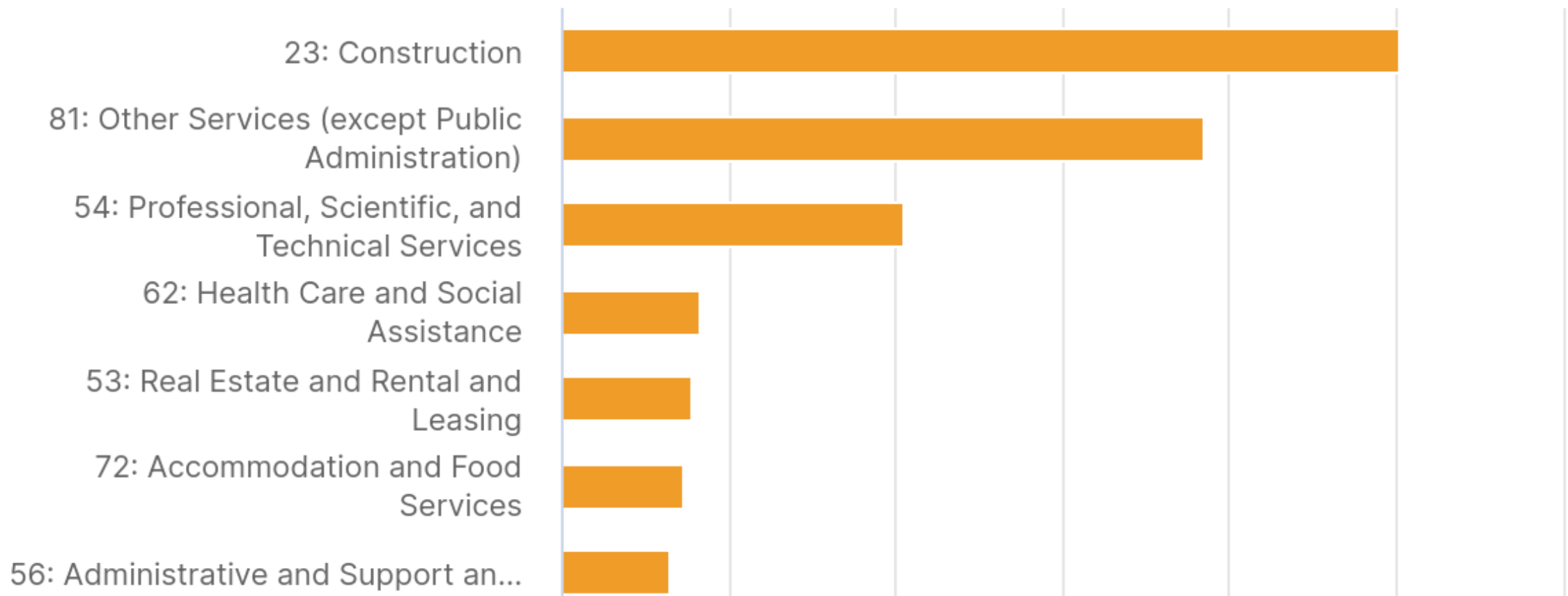


Contra
Costa is
home to a
diverse set
of
businesses

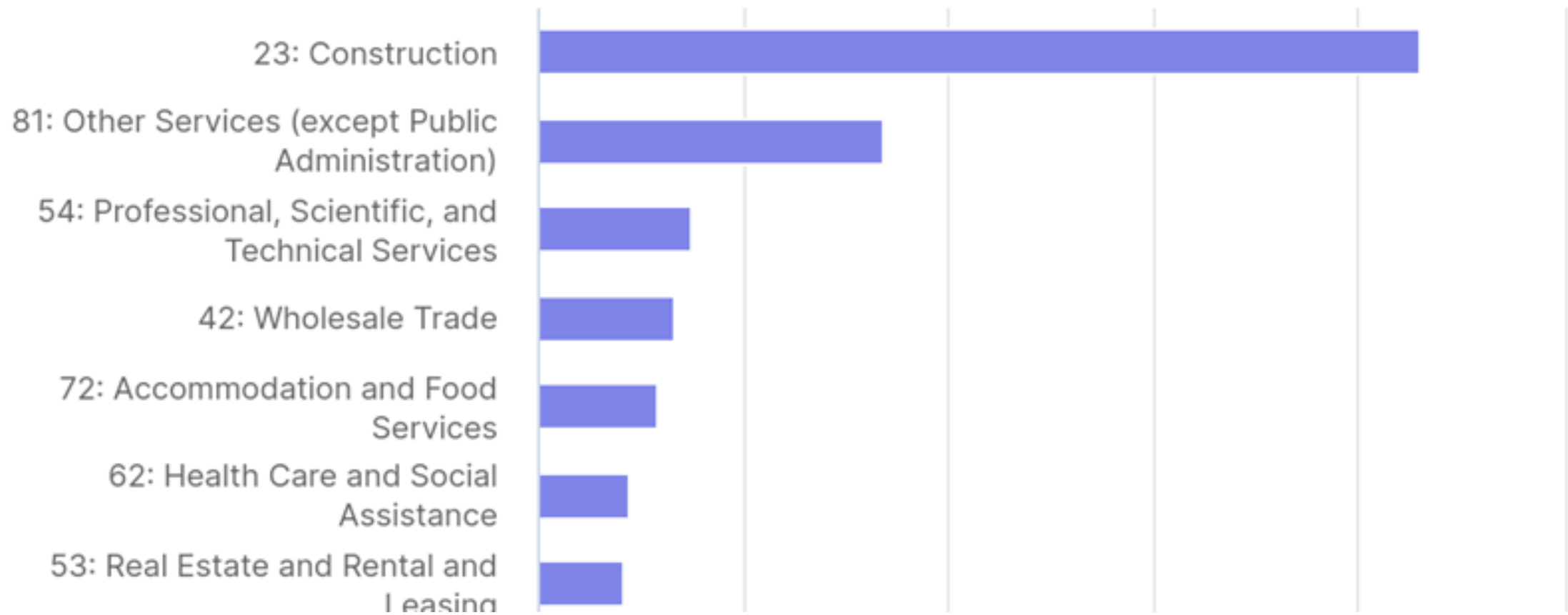
Top 4 Sectors of Employment

- Construction
- Professional, Scientific, and Technical Services
- Other includes services not classified elsewhere (ex. dry cleaning and pet care)
- Healthcare and Social Assistance





Business Distribution by NAICS



Employee Distribution by NAICS

What is BluDot?



BluDot is a Customer Relationship Management (CRM) tool



Designed to manage and analyze business interactions and data throughout the business's lifetime



Primary goals are to improve business relationships, enhance retention efforts, and drive growth



Utilized by over 200 communities across the nation



BluDot is a local company that started in Walnut Creek with the city economic development department as its partner

BluDot
Survey
2025
Update

Distributed
through business
database, partner
organizations,
social media, and
County and DCD
Newsletters

How did We Get Here?



September 2024: County contacted partner cities and organizations to review survey options



December 2024: County Contracted with BluDot for a yearly subscription to the CRM system on 12/3/24



January 2025: Collaborated with partner cities on how to best integrate Business License data into database



March 2025: County Staff integrated data of 4,378 businesses into BluDot

The Process of the County's Economic Development Business Profile Survey and BluDot Integration

How did We Get Here?



May 2025: Staff Began Drafting Profile Survey

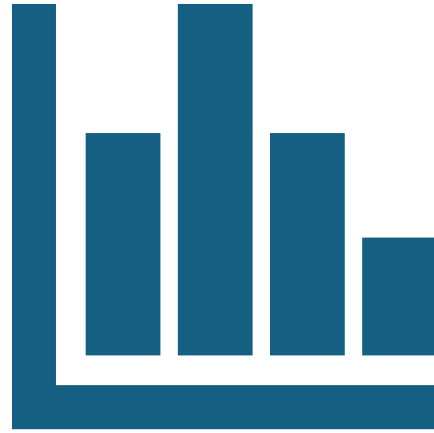


June 2025: County Staff Sent Out Finalized Survey To over 1,800 Businesses With An Active Email



October 2025: Current Email Open Rate Is 67% of Businesses With An Email. The Survey Response Rate Is 7%

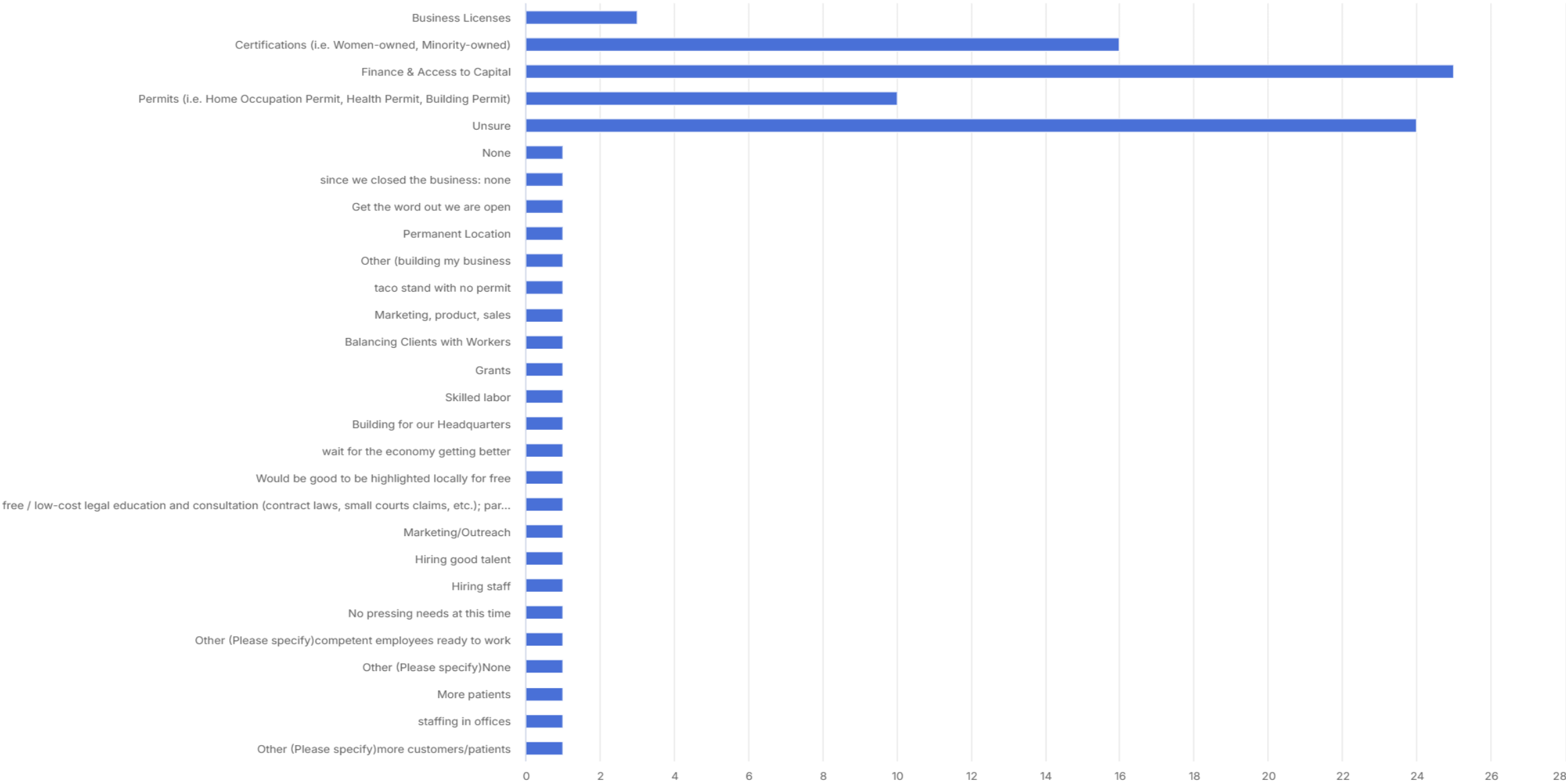
The Process of the County's Economic Development Business Profile Survey and BluDot Integration



2025 BluDot Survey Responses

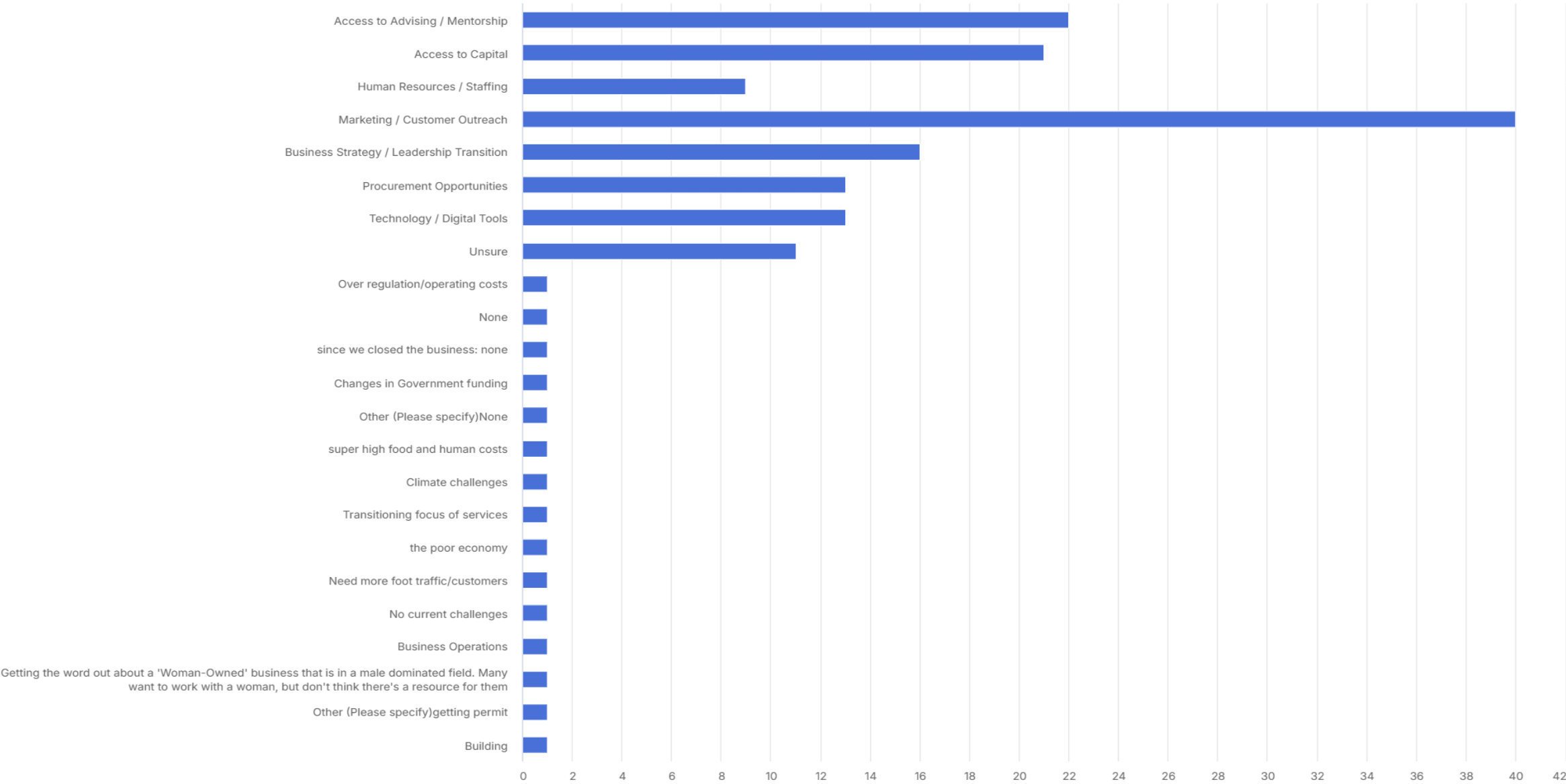
What are your business's most pressing needs currently?

Responses: 82



What are the greatest challenges your business is currently facing?

Responses: 82



Permitting Example

Dental Office

- The practice changed ownership as the original owners were planning a transition out of state. The new owner contacted our team for next steps.
- Assistance was requested to determine what permits are needed to begin the process of becoming in compliance.

Permitting Example

Dental Office

- Staff conducted local permit and zoning research, as well as potentially applicable state licenses needed. Staff utilized CCmap and the zoning ordinance
- Result: Owner gained certainty in the initial county permitting process (ex. business license and fictitious business name process). Staff also recommended contacting the appropriate State agencies to ensure the business is approved for necessary certifications and permits. Staff educated the owner on CalGold to begin the State process.

Access to Advising Example

Medical Office

- Discussed their need to improve marketing and high patient costs. The business has multiple locations but struggles to gain traction without referrals. Staff directed the owner to the East Bay SBDC and local Rotary clubs as a quick effective way to improve awareness. Staff offered to share information with appropriate groups. In addition, the cost of hearing aid equipment was a key point that hinders many county residents. This issue is difficult to address due to limited funding options.

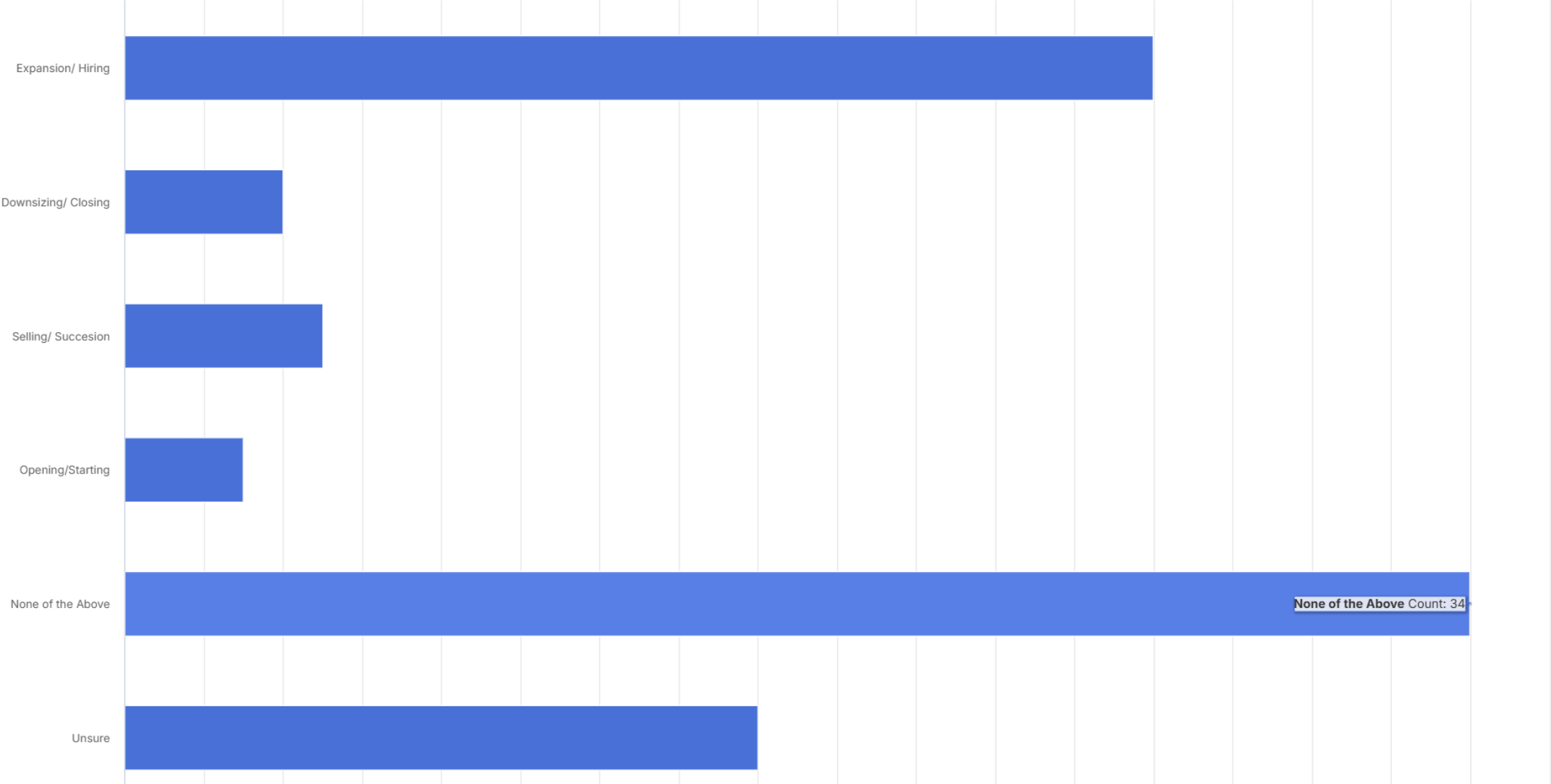
Access to Advising Example

Medical Office

- Staff provided a walkthrough of the opportunities that East Bay SBDC could provide the business
- Staff recommended communicating with the CCC EHSD Volunteer and Emergency Services to address client needs
- A follow up meeting is being scheduled to receive an update

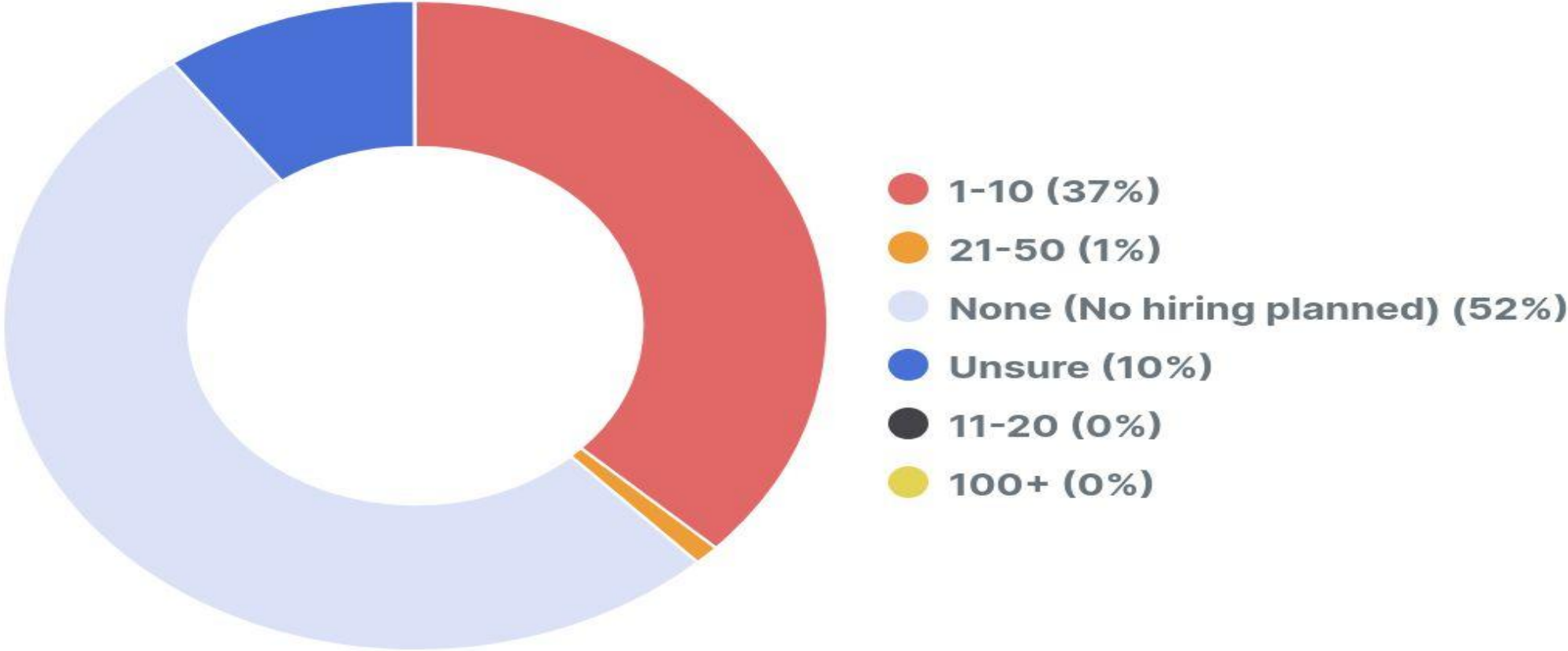
Which of the following actions is your company or organization considering within the next year?

Responses: 82



How many employees does your business plan to hire within the next 12 months?

Responses: 82



Workforce Development Partnership

To best support employers as they plan to expand their staff, we utilize our relationship with the WDB

The WDB offer services such as On Job Training subsidies, Incumbent Work Training, and Customized Hiring Events

By leveraging our relationship with the WDB, we can be a part of the solution for employers in Contra Costa as they reduce recruitment overhead, tap into underutilized talent pools, and build workforce tailored to their specific needs

Recommendations for the Committee's Consideration

Recommend that ED Staff work with the Permitting Center staff to integrate the business survey to become more impactful in outreach to early-stage businesses.

Direct Staff to collaborate with the Current Planning team to investigate how to incorporate BluDot into Accela permitting software. To improve DCD's first contact with businesses, request that an additional business survey be included in the Property Use Verification permit