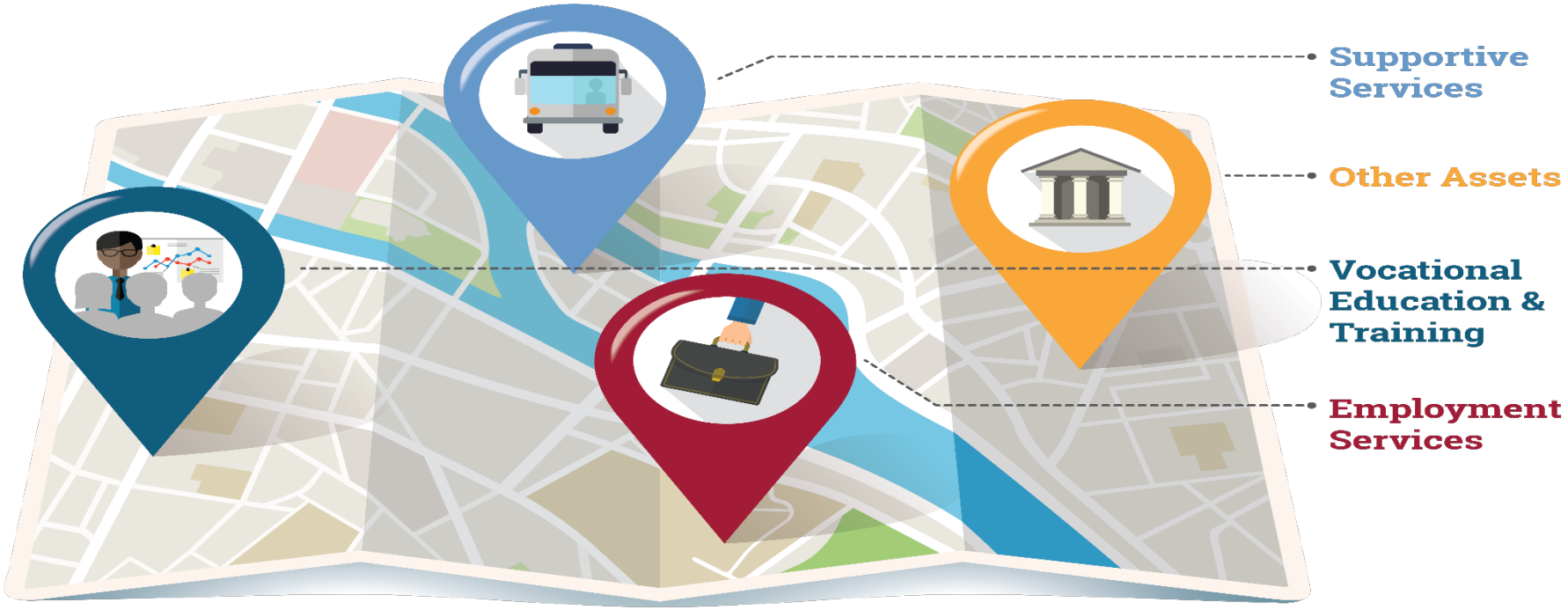


Contra Costa County
Asset Map Findings

500 Ellinwood Way, Pleasant Hill
November 3, 2015
3:00PM-5:00PM

Agenda

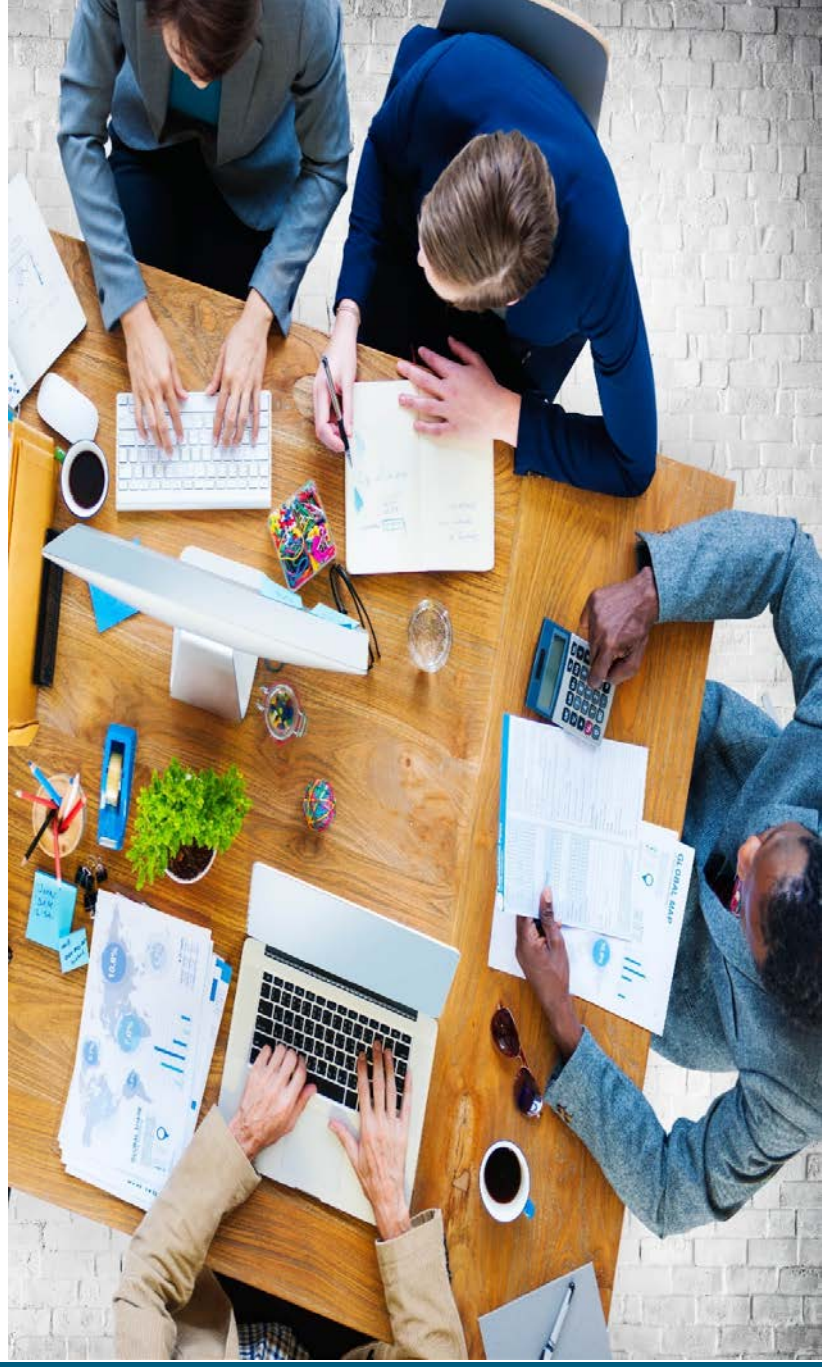
Welcome & Introductions

Asset Map Overview

High Level Findings

Strategic Considerations

Recommendations



Welcome & Introductions

Project Goals and Objectives

Goals: Collect and analyze data on the broader workforce development ecosystem in Contra Costa County to better inform:

- Strategic planning efforts
- Collaboration and convening initiatives
- Overall public workforce system investments

Objectives:

- Inventory total scope of the broader workforce development system
- Geographically map those assets in relation to each other

To improve outcomes for jobseekers and businesses

Asset Map Overview

Contra Costa County by the Numbers

Population: 1,049,025 (292,438 in East subregion)

Median earnings	**$47,678**	Unemployment rate	**4.4%**
High school graduate or higher	**88.8%**	Number of physical establishments	**29,524**
Individuals below poverty level	**10.5%**	Full and part-time jobs	**347,862**

Sources:
2010 U.S. Census
2009-2013 American Community Survey 5-Year Estimates
EMSI Analyst
CA Employment Development Department

Process

Define "Assets"
Identify & Research Assets
Analyze the Collection of Assets
Overlay County Data

Defining "Assets"

Employment Services

Vocational Education and Training

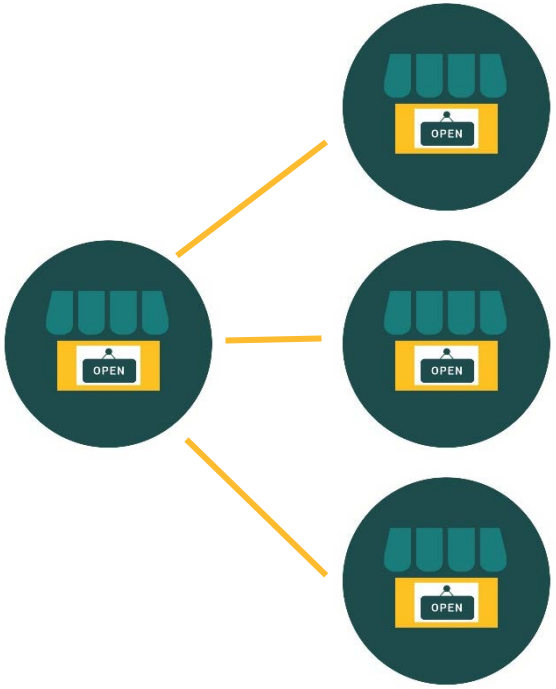
Supportive Services

Other Assets

Identifying & Researching Assets

2-1-1
Get Connected. Get Answers.

CONTRA COSTA CRISIS CENTER

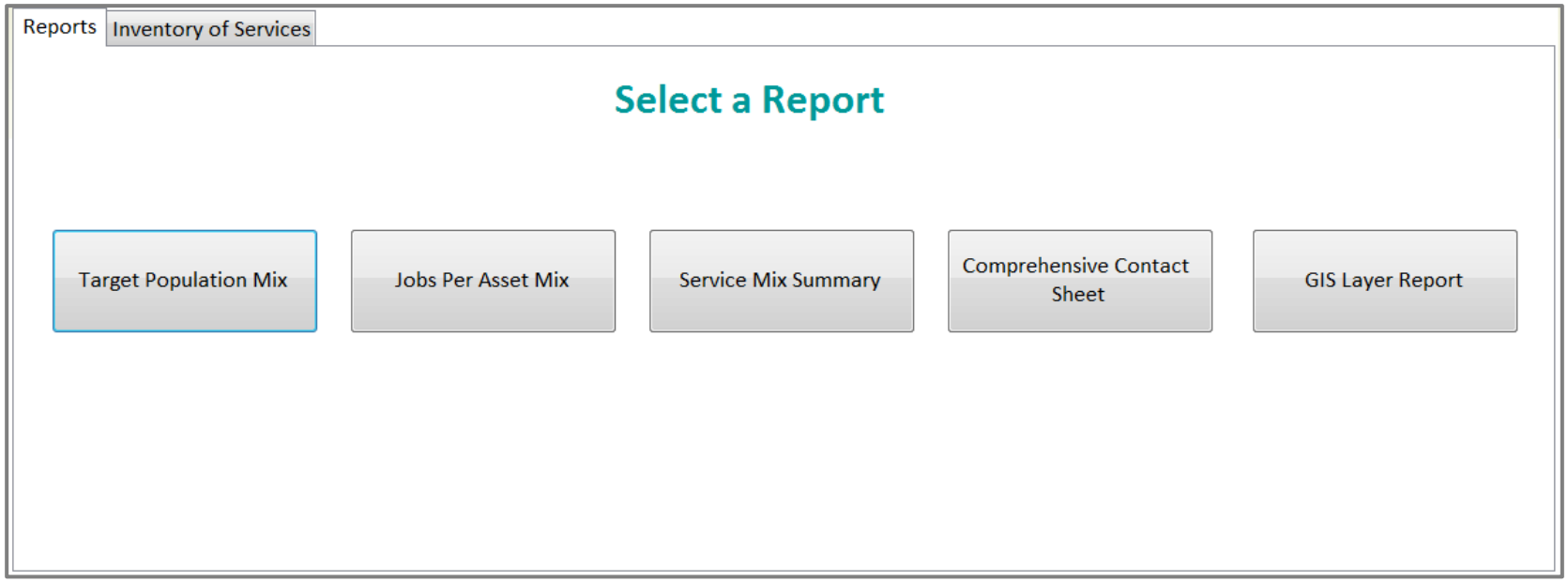


2-1-1 Data Collection

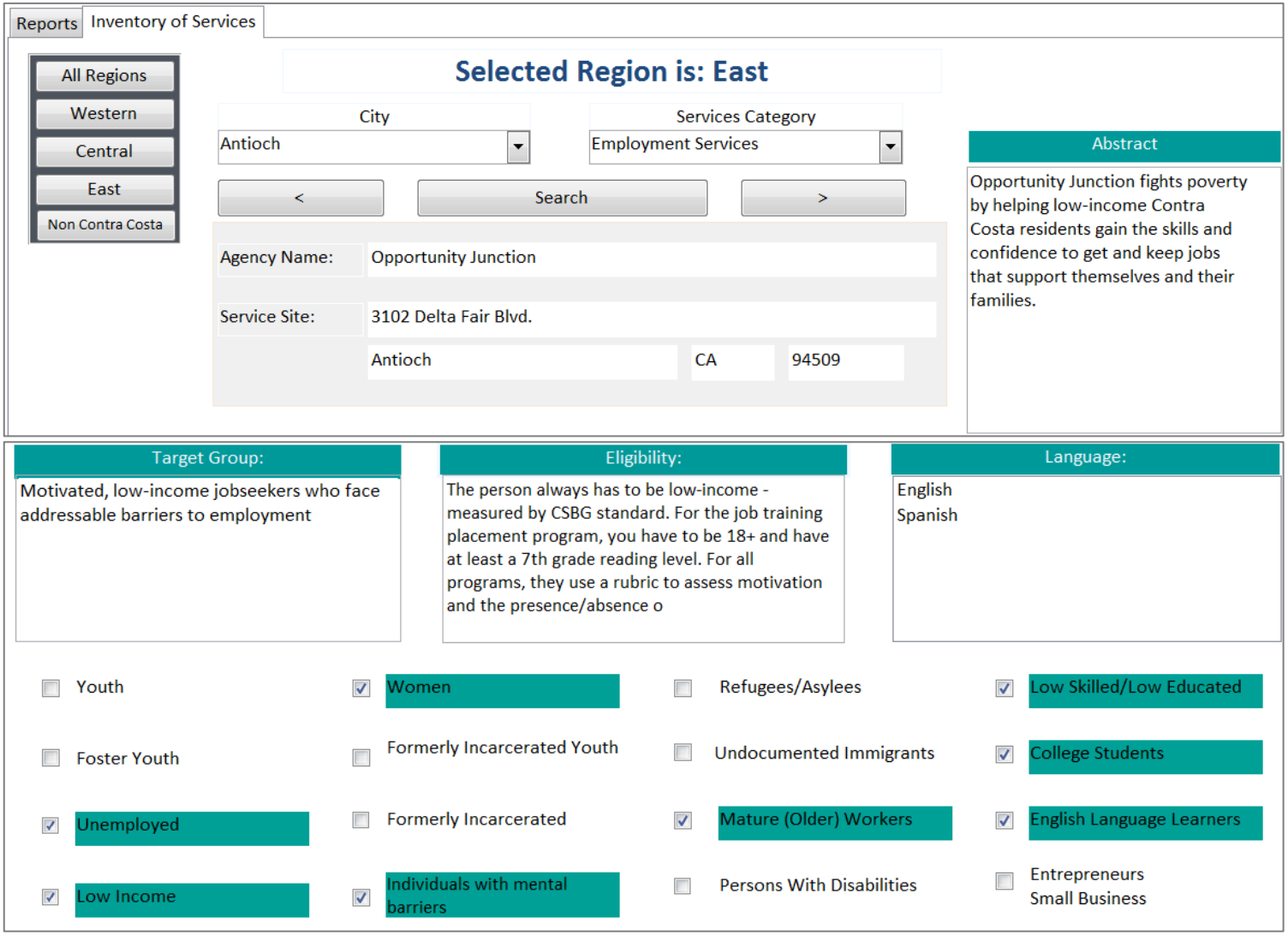
Snowball Sampling

Sources:
2-1-1, http://www.211.org/
Contra Costa Crisis Center, http://www.crisis-center.org/

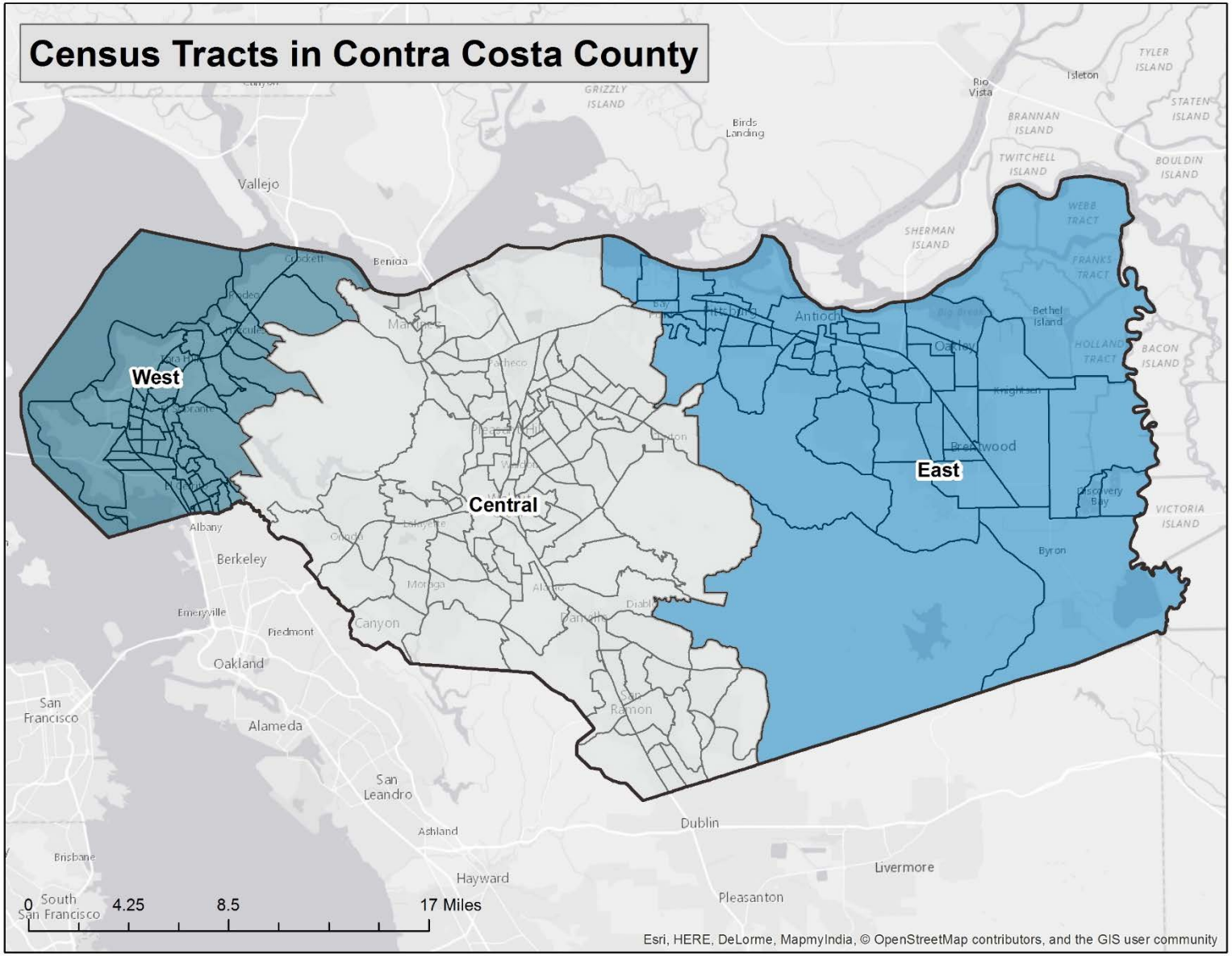
The Inventory



The Inventory

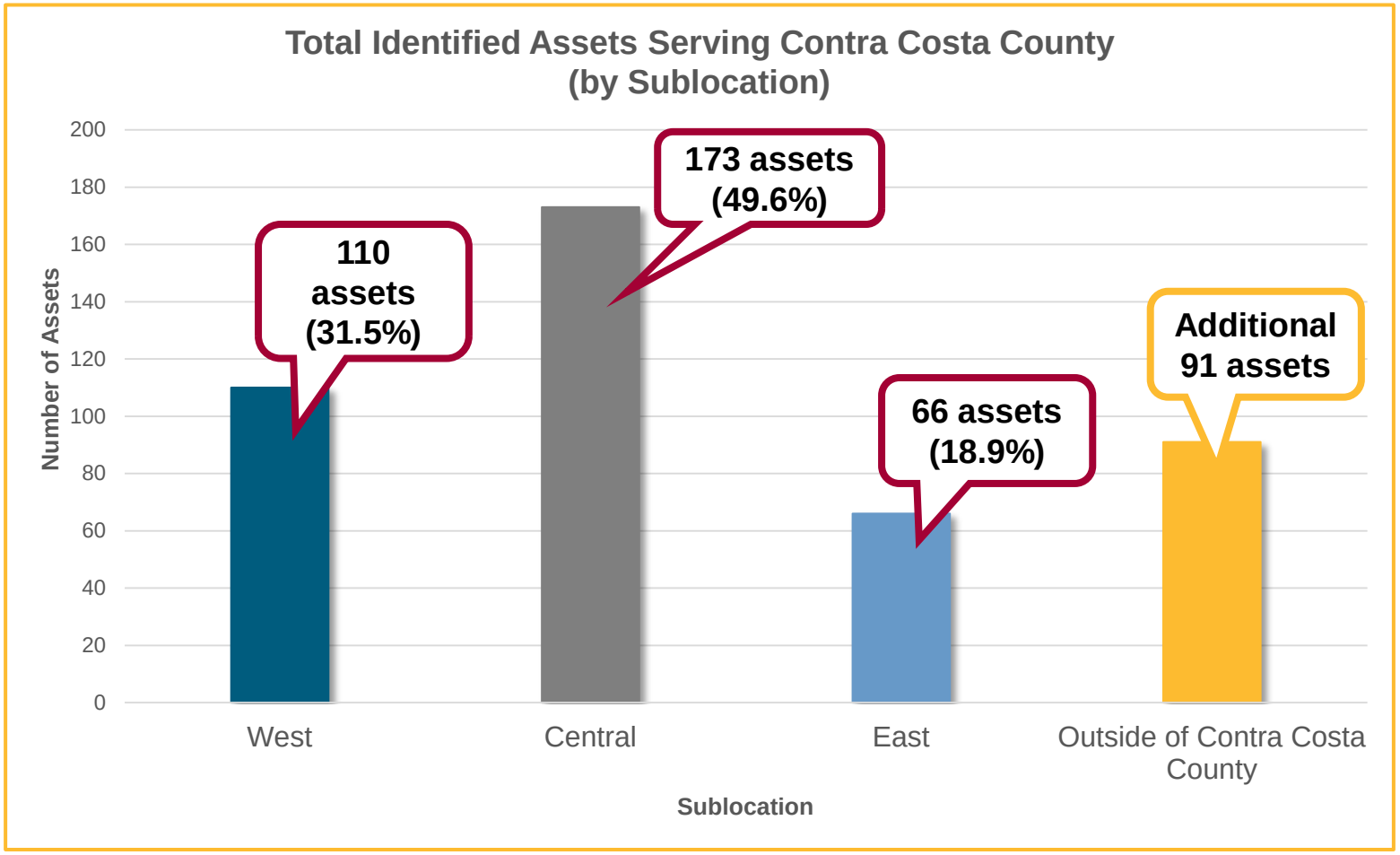


Analyzing the Collection of Assets



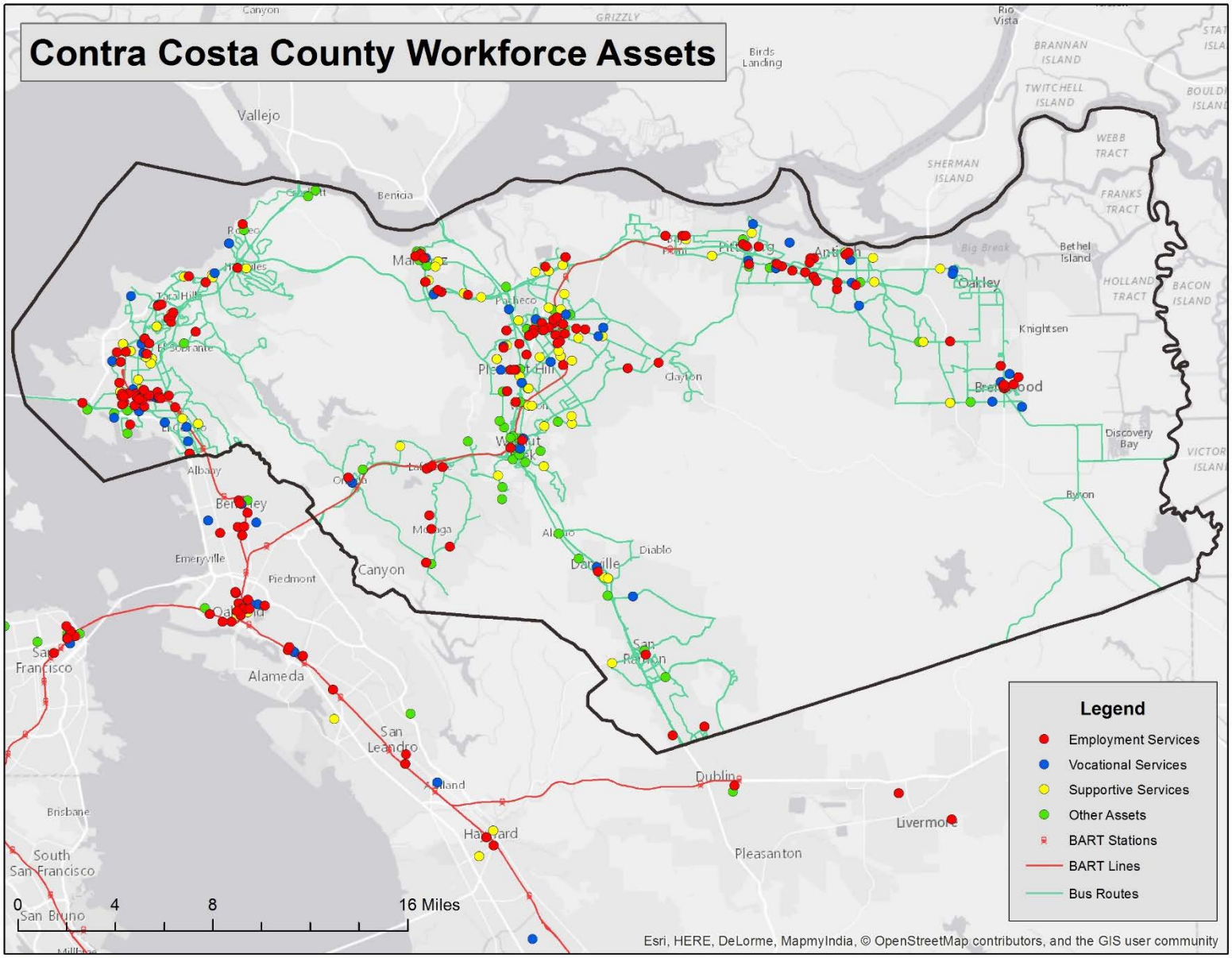
Results

349 assets were defined for the broader workforce development system in Contra Costa County

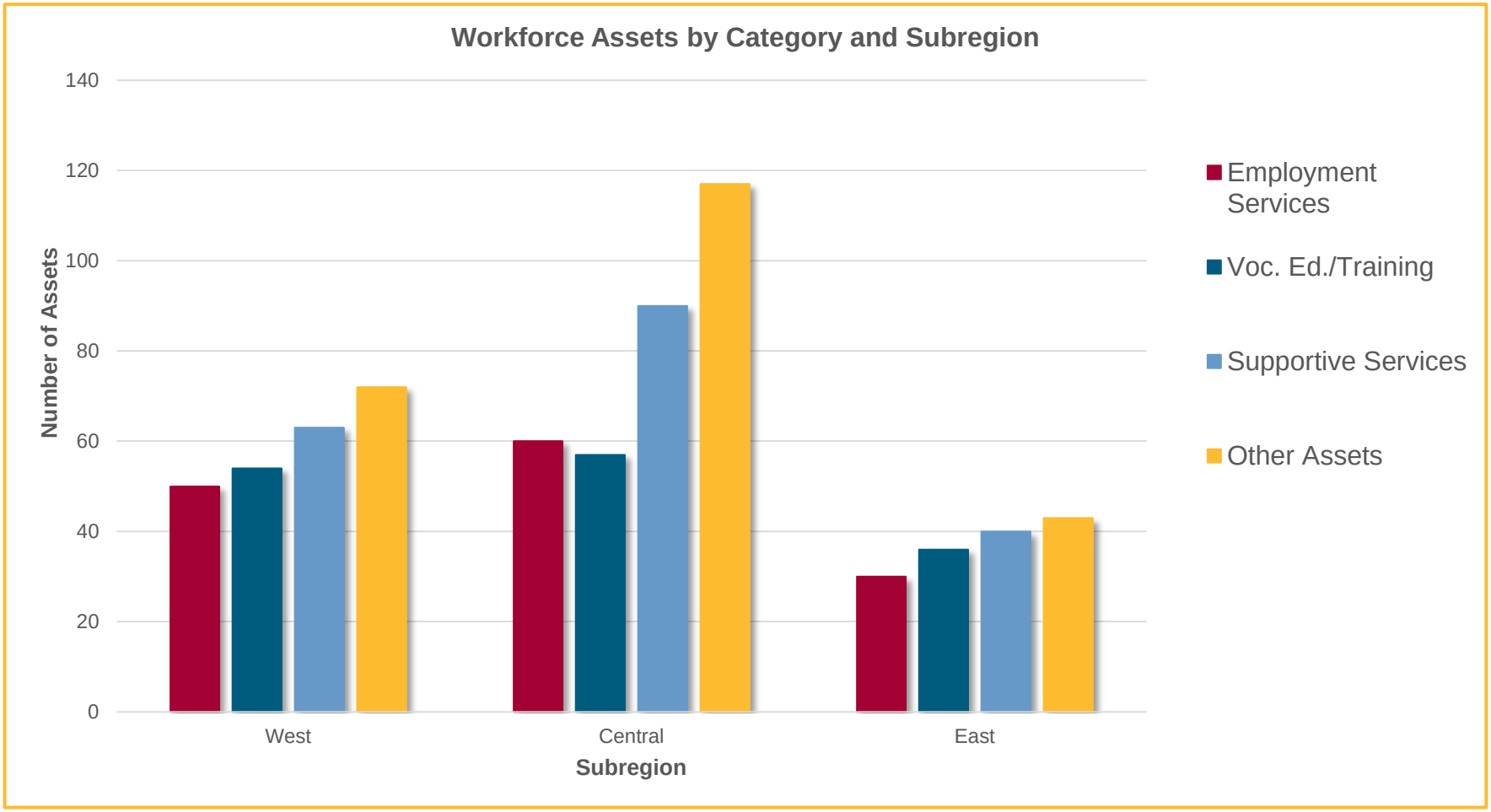


High Level Findings

Countywide Service Mix



Workforce Assets by Category & Subregion



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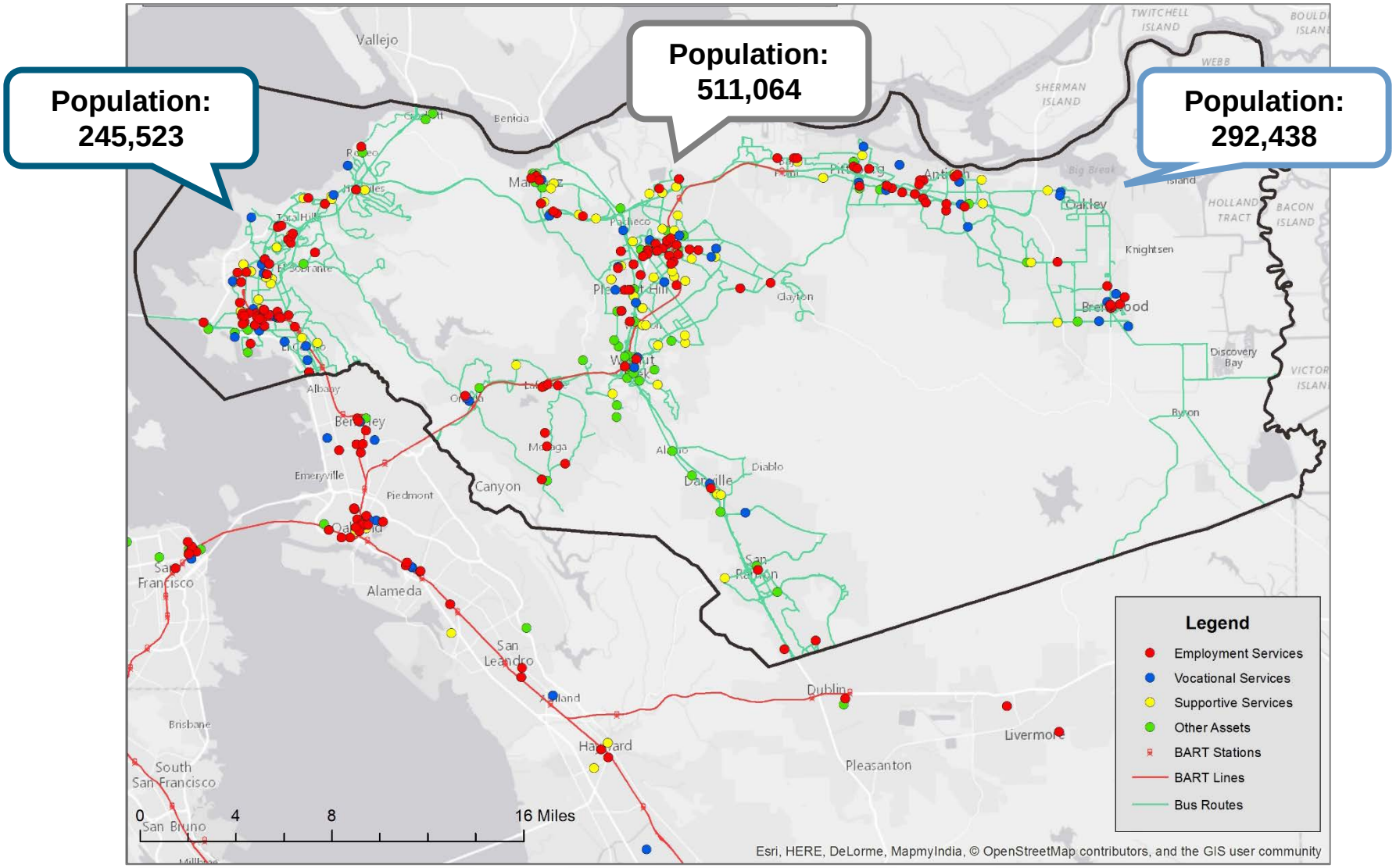
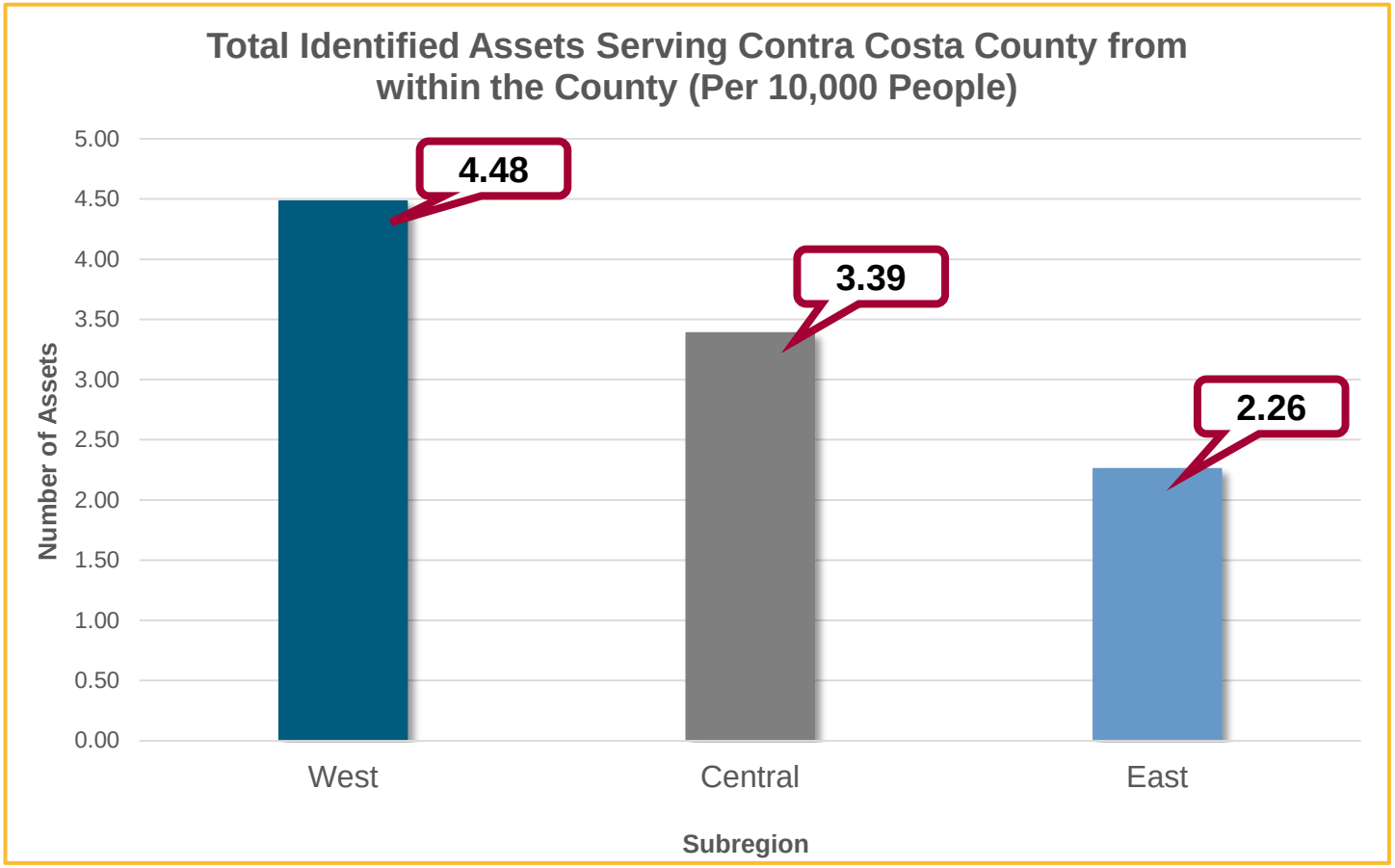


West: 110 assets

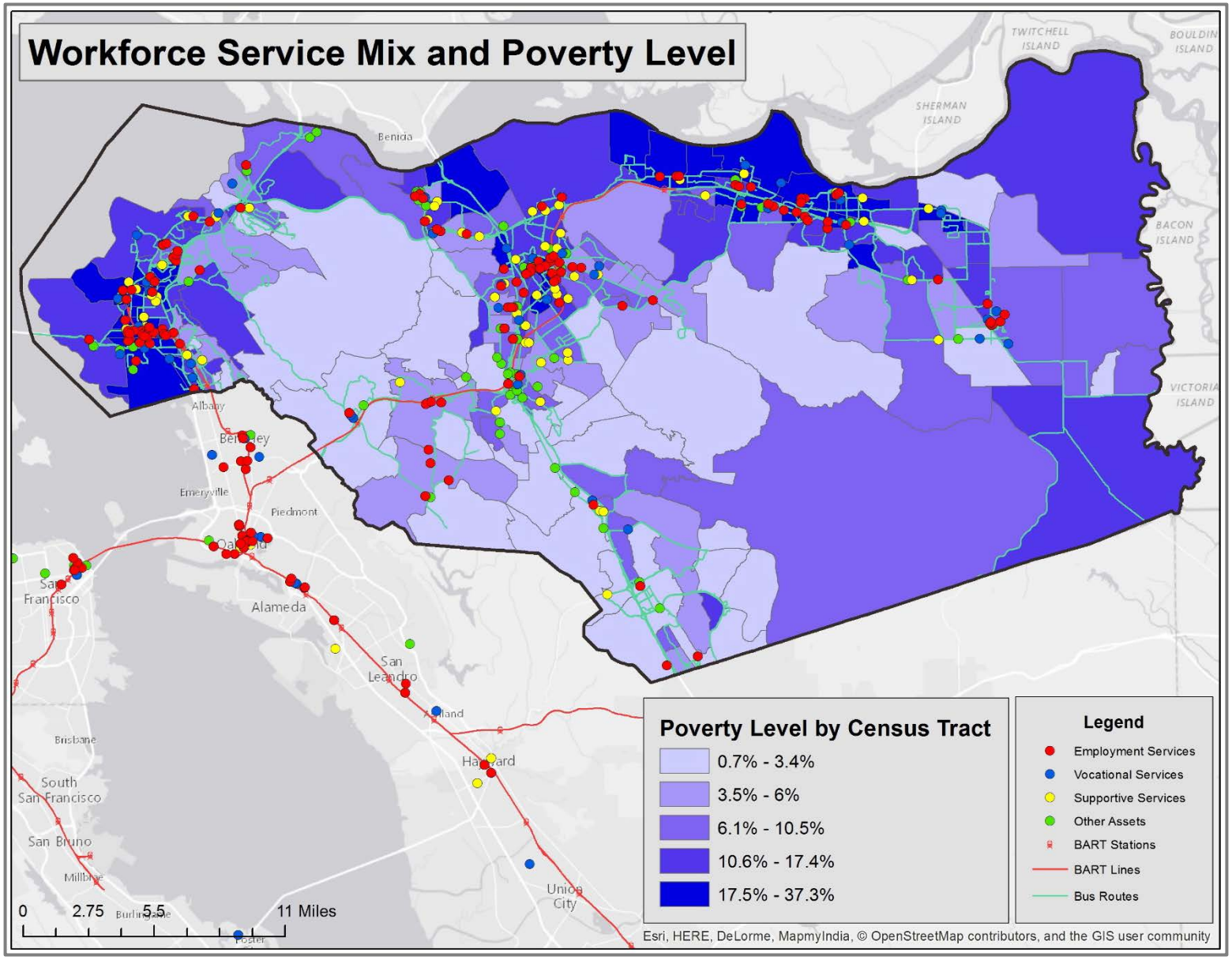
Central: 173 assets

East: 66 assets

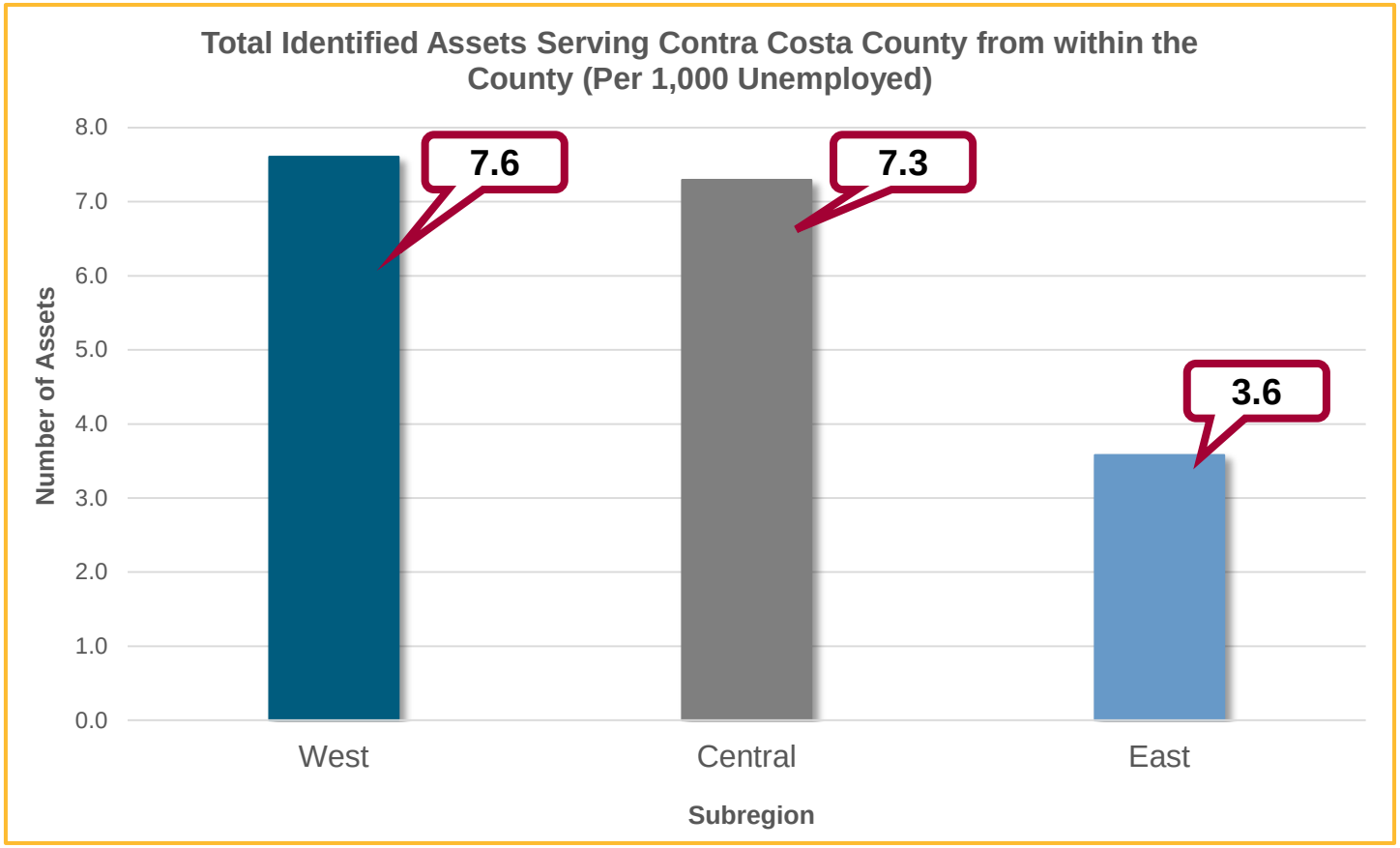
Workforce Assets and Universal Access Customer (Population)



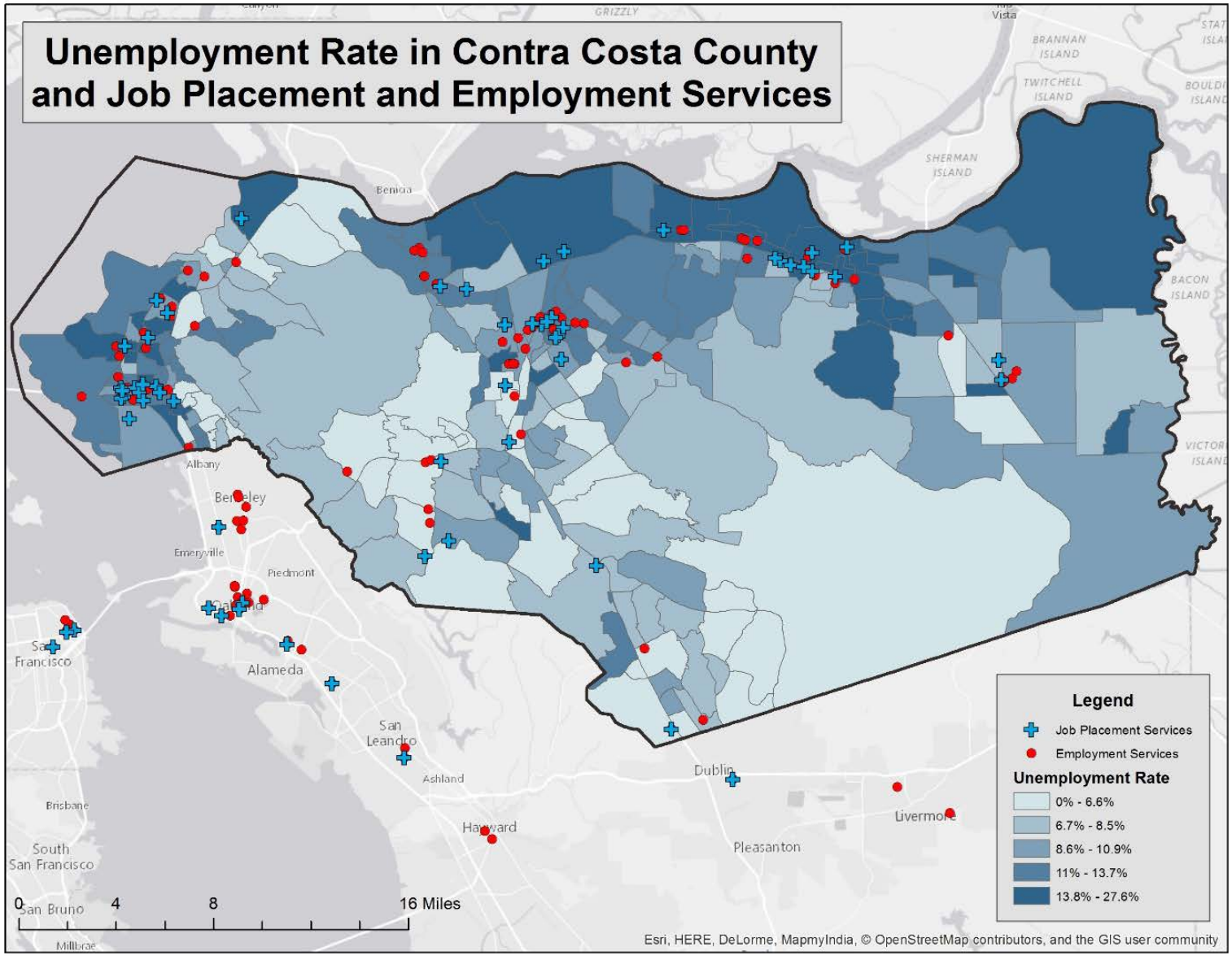
Workforce Assets and Poverty Rates



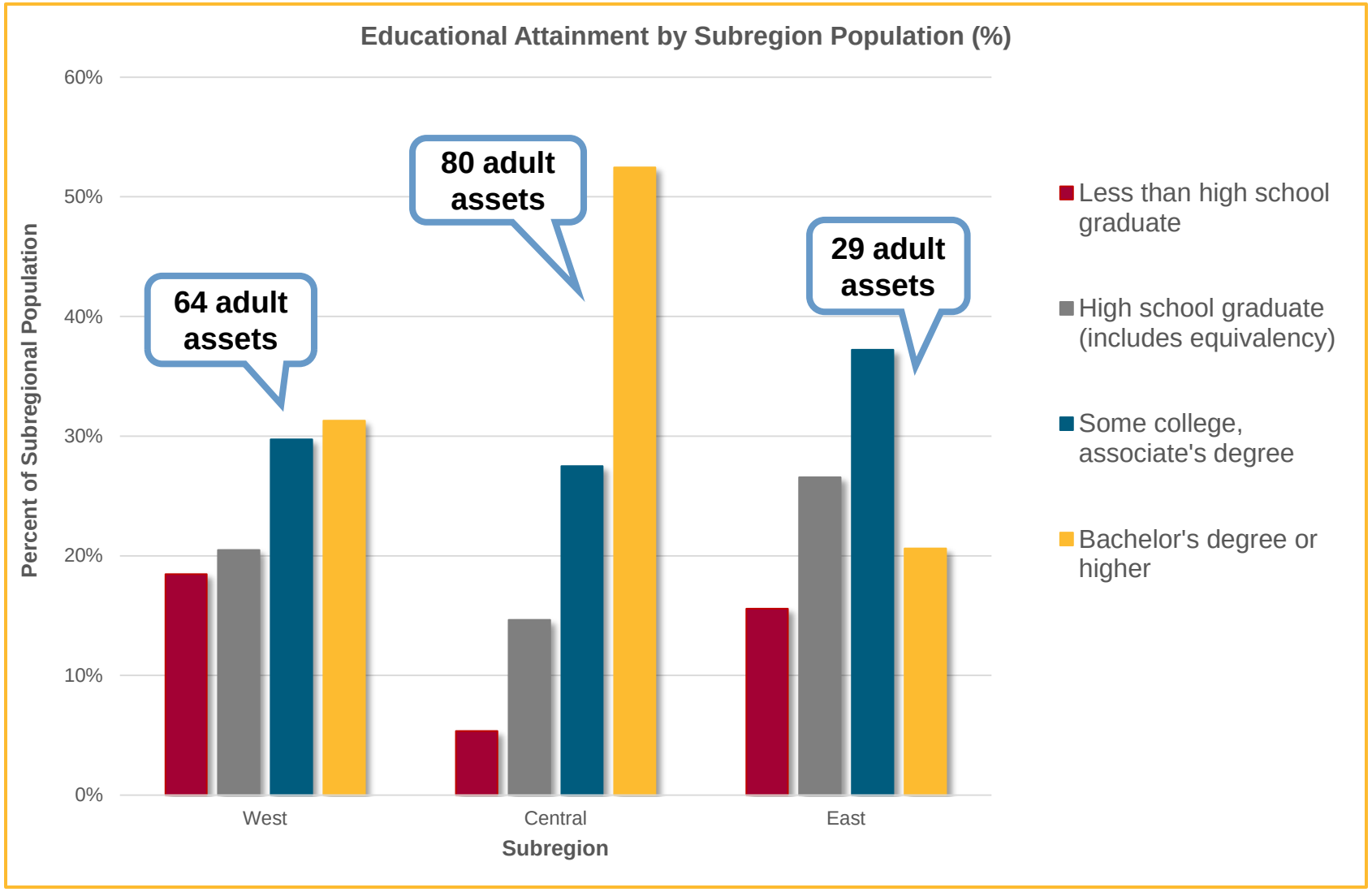
Workforce Assets and Unemployment Figures



Workforce Assets and Unemployment



Workforce Assets and Educational Attainment



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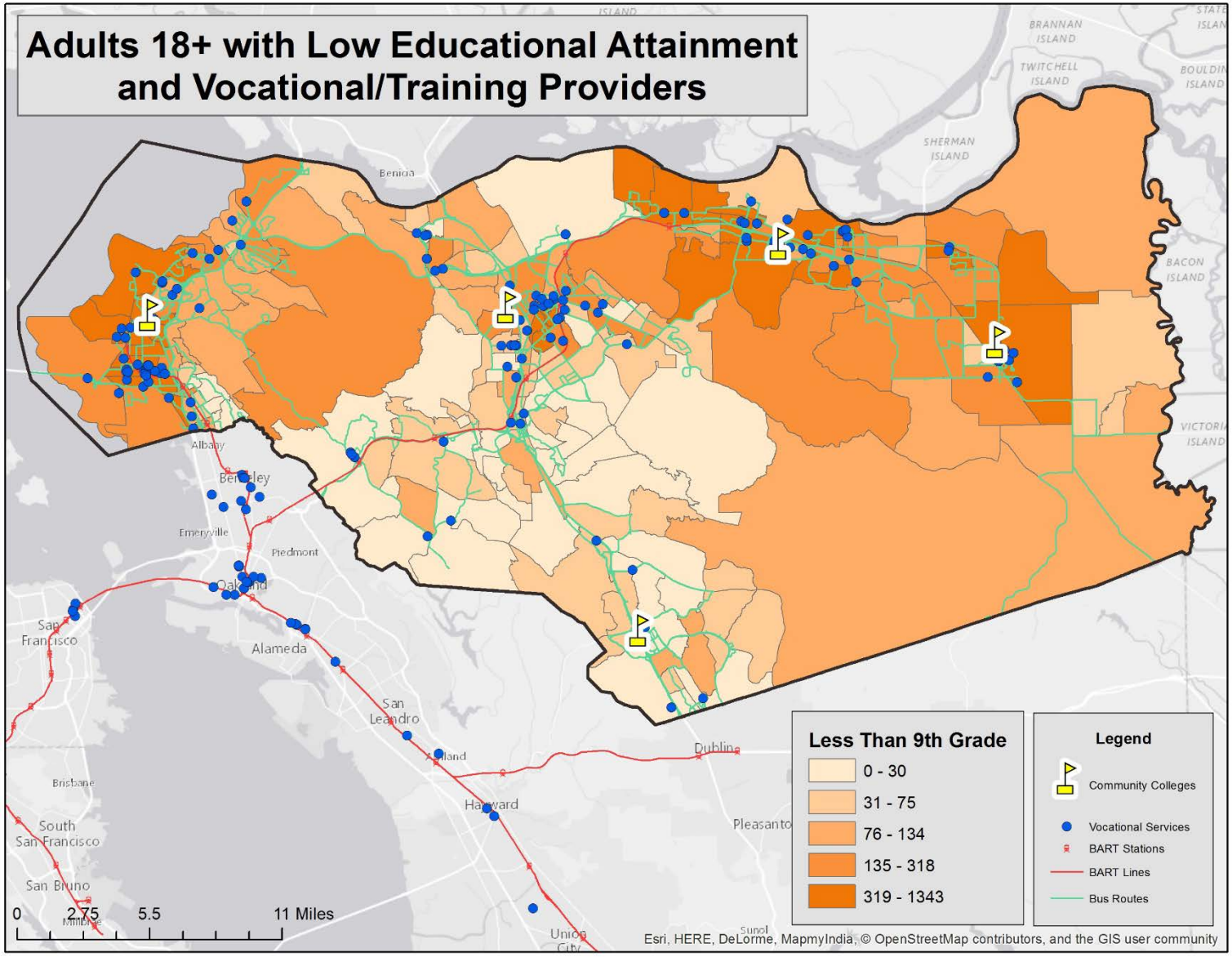
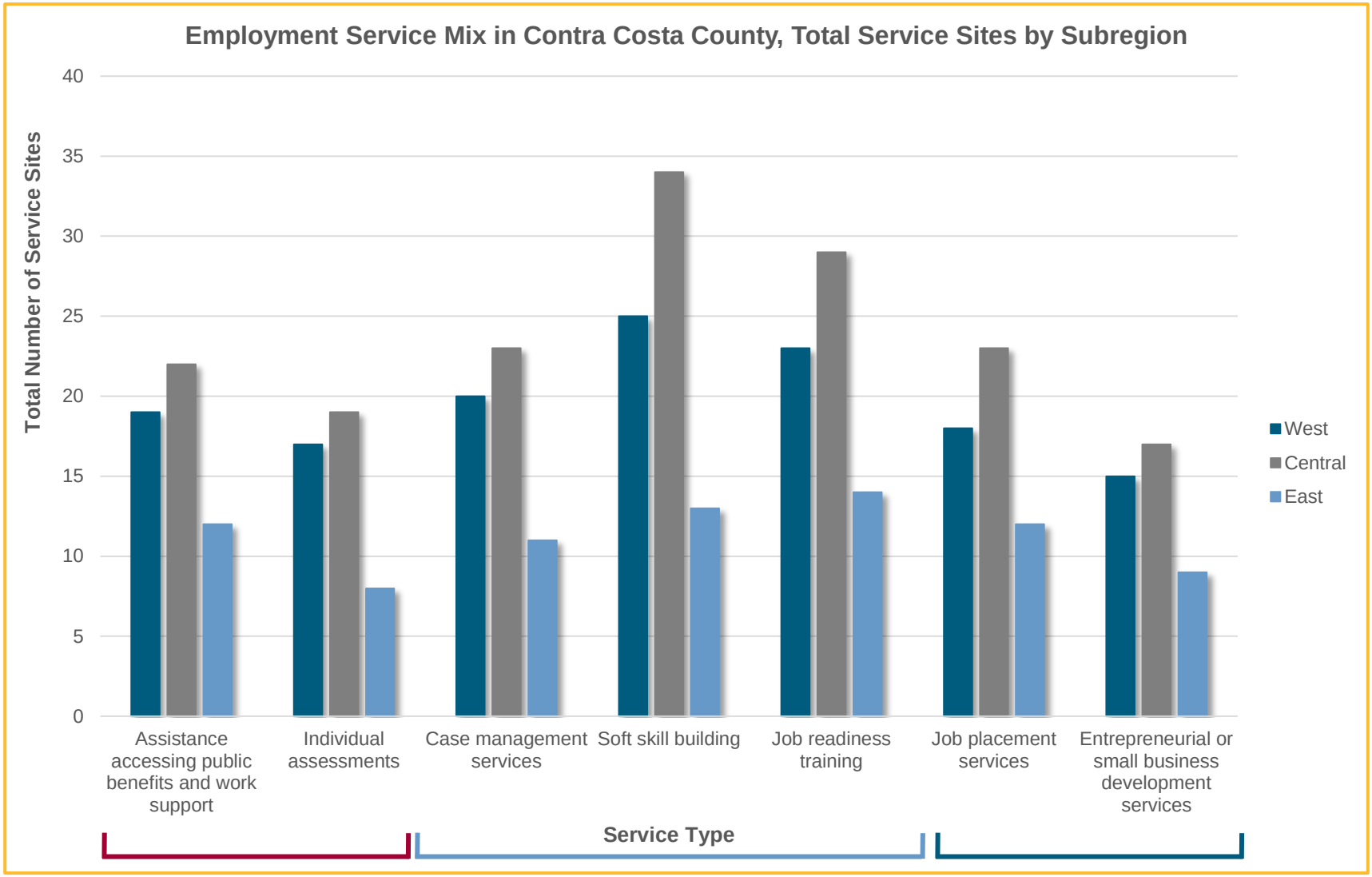
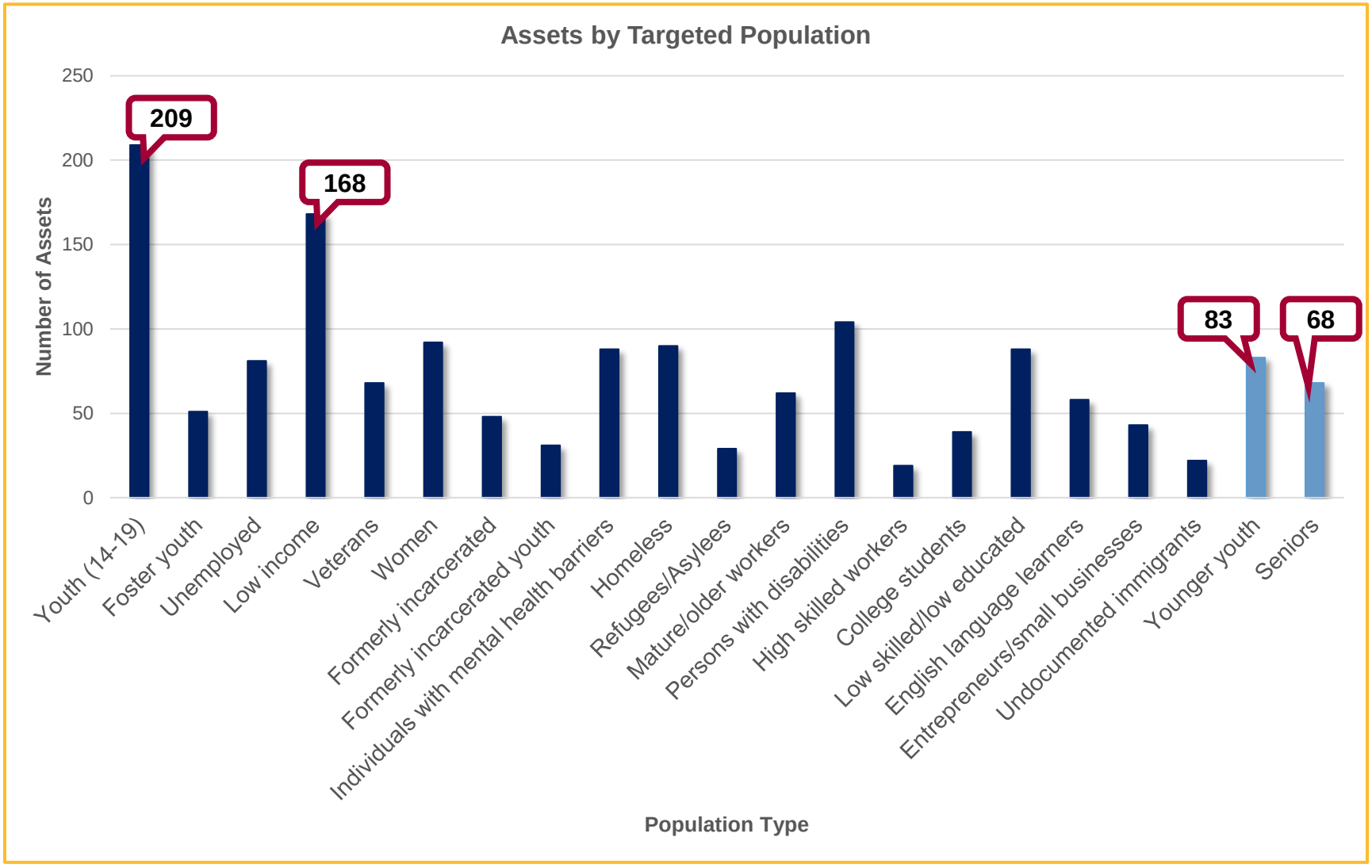


Continuum of Employment Services

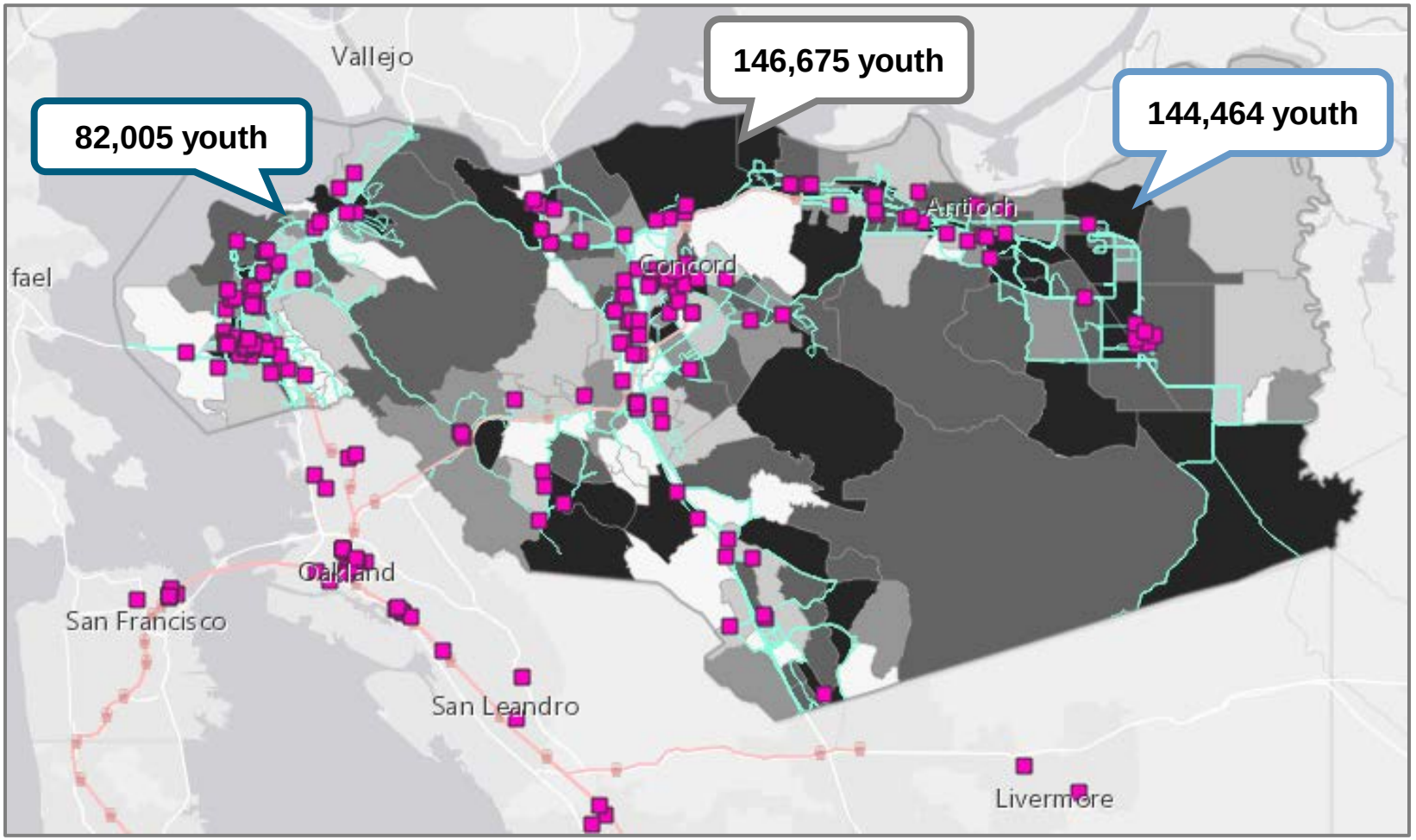
Employment Services Assets



Services by Targeted Populations



Total Number of Youth Providers



West: 64 youth assets

Central: 80 youth assets

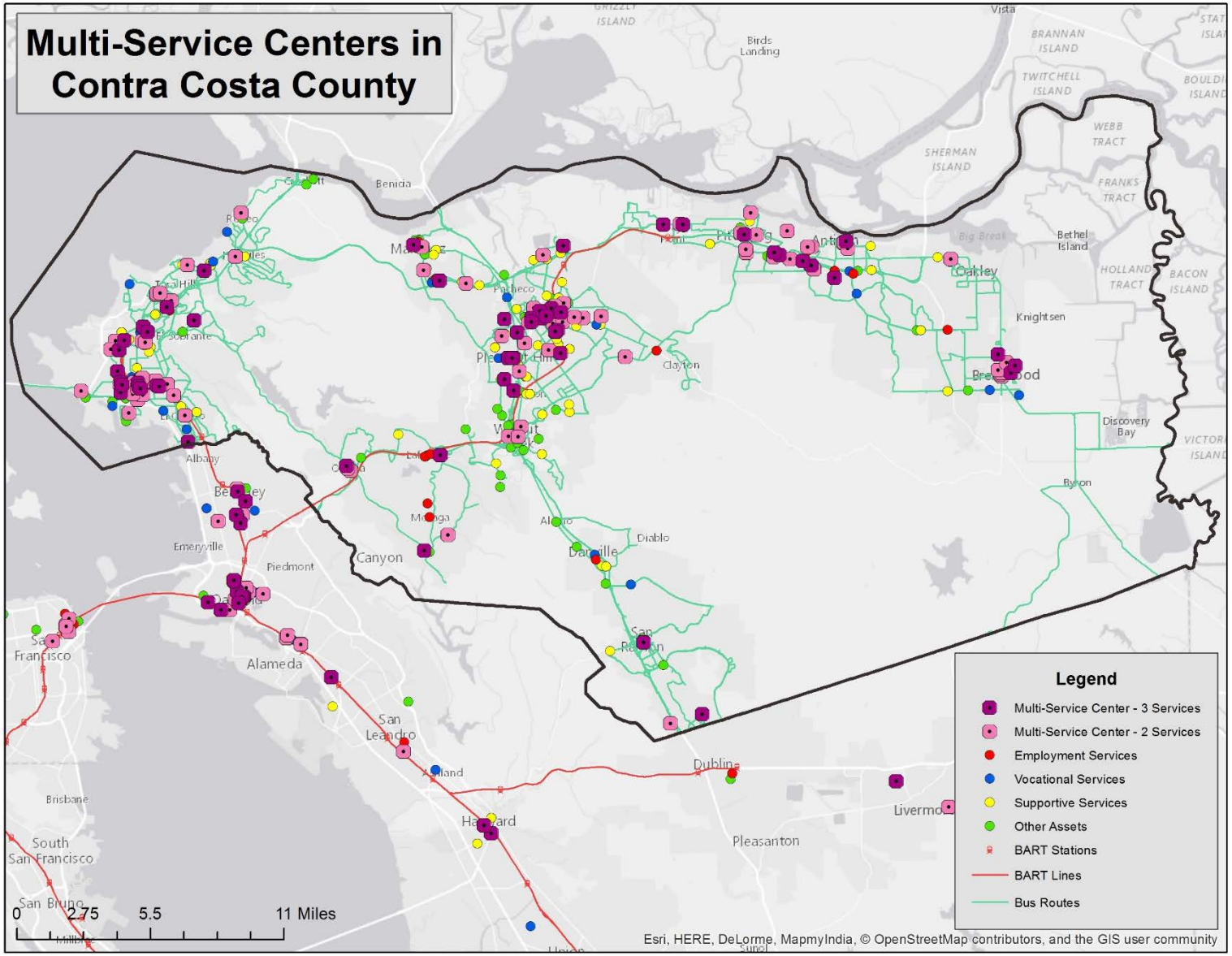
East: 29 youth assets

Strategic Considerations

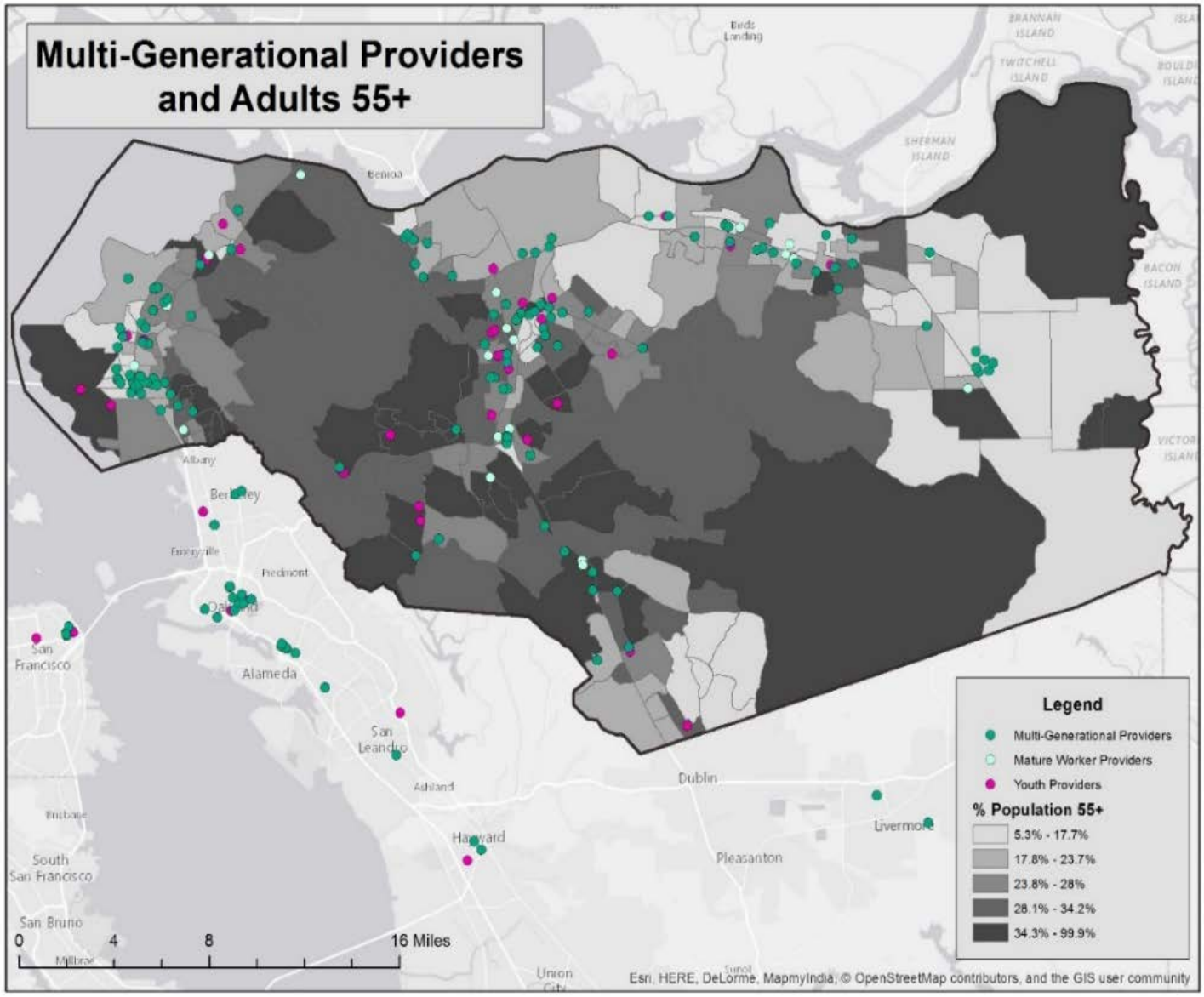
Consideration #1
Multi-Service/Multi-Generational Centers

- How does the County/Contra Costa WDB define “multi-service” and/or “multi-generational” centers?
  - Define the strategies around the optimal utilization of these centers.
- How can we envision a virtual multi-service center system via a network of organizations?
- How can the County use multi-service centers/multi-generational centers for the purposes of breaking cycles and creating long-term self-sufficiency?

"Multi-Service" Centers



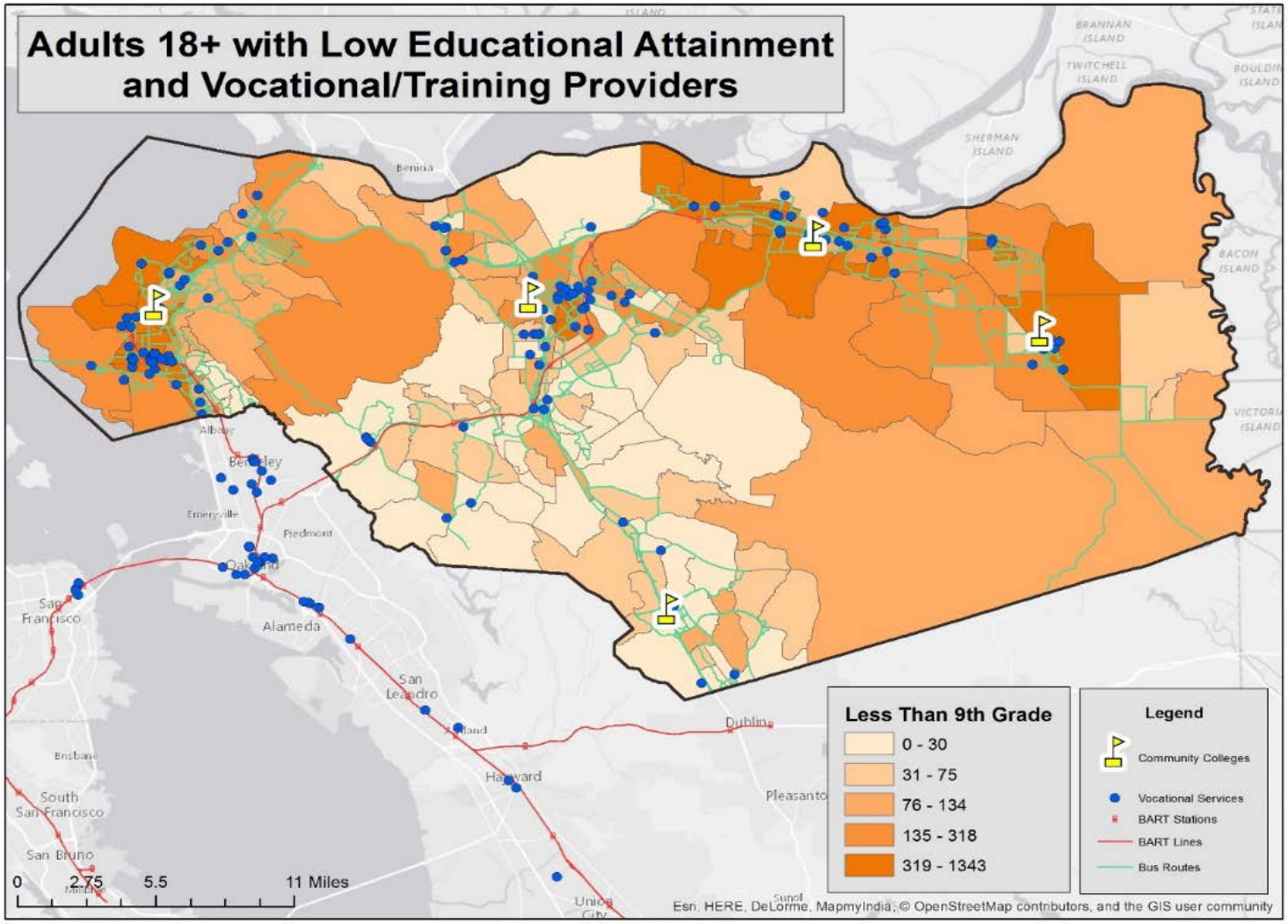
“Multi-Generational” Centers



Consideration #2
Employment & Education

- How can the WDB help build connections between the education system and the workforce development system?
  - Creating greater alignment of education and training to facilitate the development of skills for the jobs that are present within the County and in neighboring areas
  - Attracting alternative funding streams

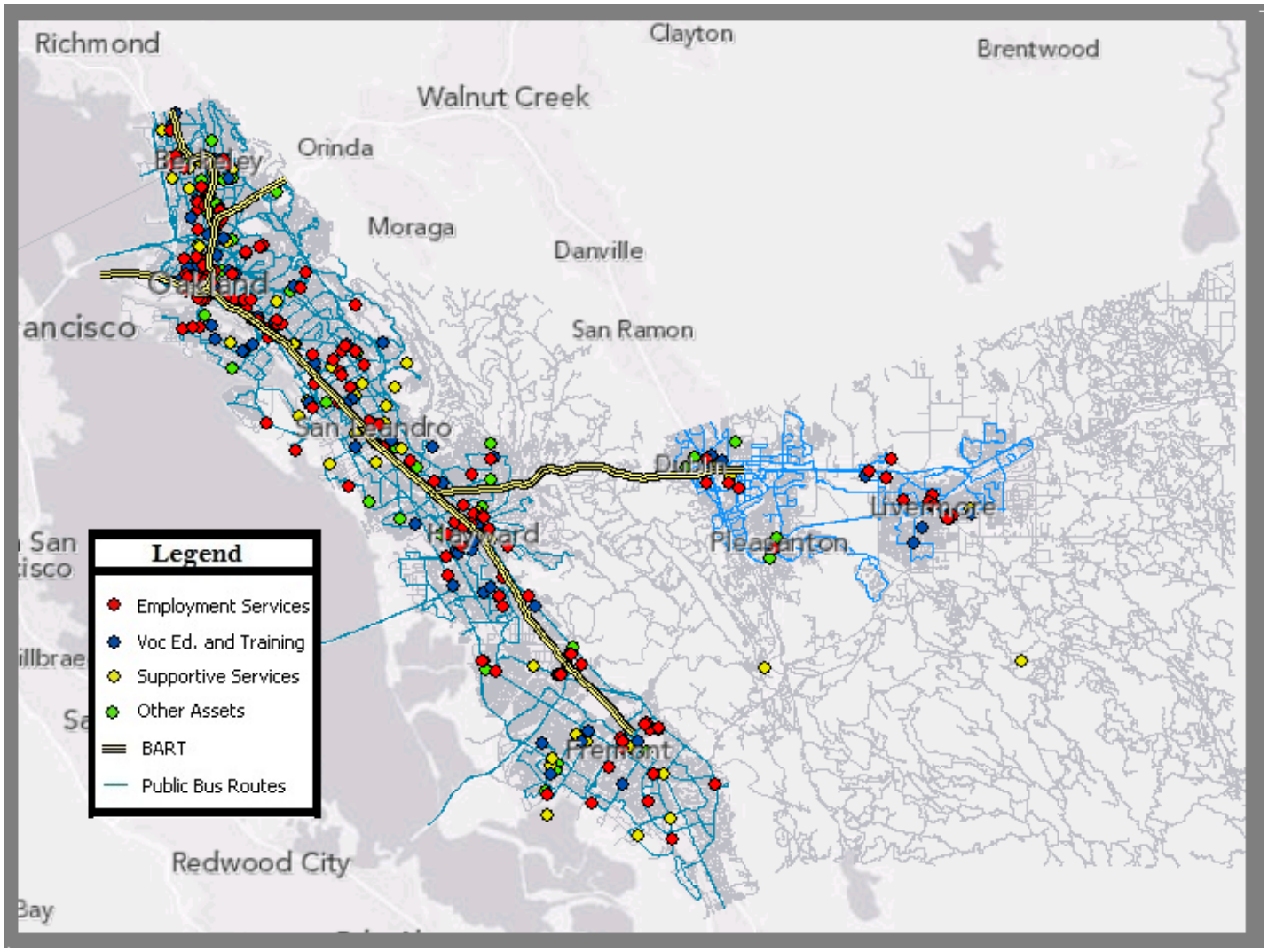
Educational Attainment and Voc. Ed. / Training



Consideration #3
Regional Collaboration

- How can CCCWDB collaborate with neighboring WDBs to provide greater access to jobseekers and engage employers?
  - Using WIOA as a platform for regional strategy development and implementation

Example: Alameda County



Recommendations

Recommendations

1

Build capacity throughout each point of the employment services continuum, especially in intake/assessment and job placement, to develop a comprehensive pipeline that leads to gainful employment

2

Enhance the capacity of assets serving Contra Costa County to be responsive to the trends, needs, and demands of the region

Recommendations

3	Construct pipelines and partnerships to assets outside of Contra Costa County, especially in Alameda County
4	Consider demographics and the aggregate totals of assets that serve each targeted population when funding capacity building for both those organizations and the One-Stop system

Recommendations

5	Enhance the capacity of existing multi-service centers and develop new ones by aligning existing single-service centers
6	Bridge the gap between education and employment, increasing joint efforts between community colleges and workforce development in providing access to student jobseekers and engaging employers

Recommendations

7	Align youth service investments to mirror youth population densities and youth needs, especially in the East subregion
8	Partner in a deeper, more meaningful way with the foundation community and non-traditional and discretionary funding streams

Recommendations

9	Conduct a countywide study of local employers, anchor institutions, commute patterns, and migration patterns to investigate and prepare for local employment needs and trends
10	Employ innovation and technology to increase access and fill gaps in capacity, both inside and outside of the County

What's next?

- Applying this new knowledge and inventory
  - Collaboration
  - Innovation

Contact us

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