



# Contra Costa County Asset Map Findings

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

# Agenda

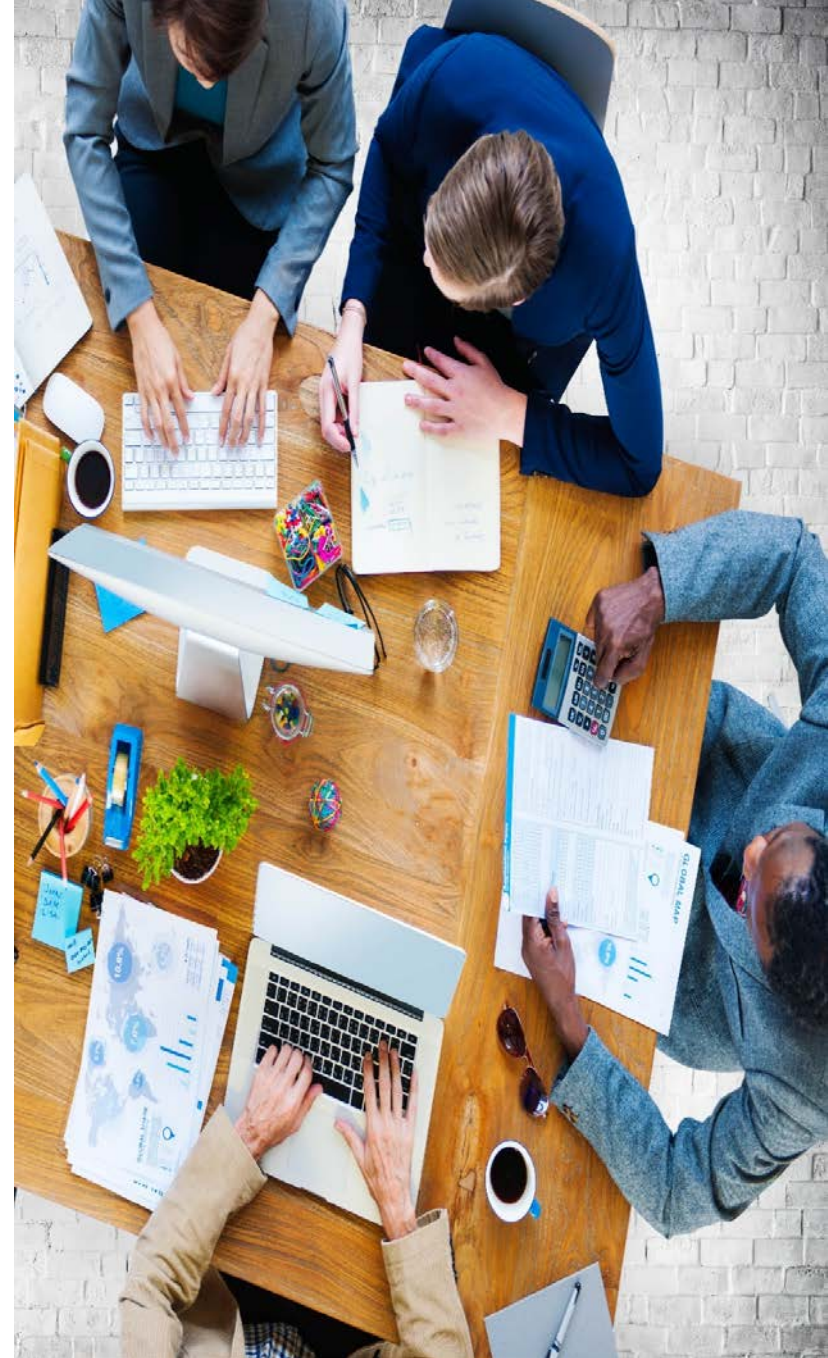
**Welcome & Introductions**

**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



# Defining “Assets”

**Employment  
Services**



**Vocational  
Education and  
Training**



**Supportive  
Services**

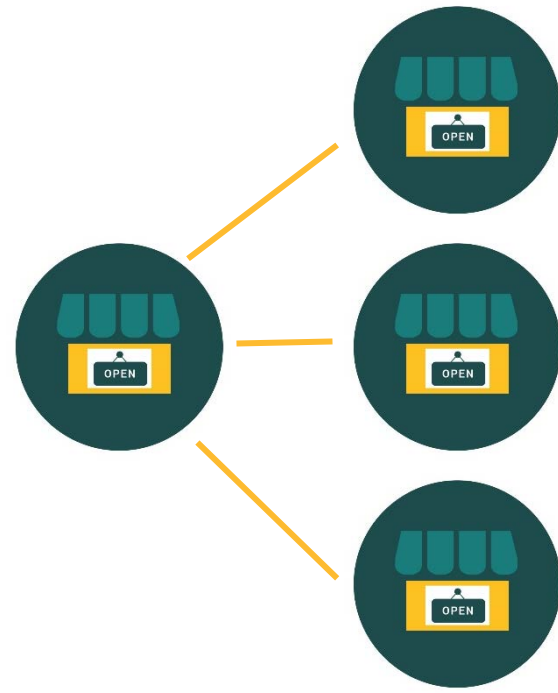


**Other Assets**





# Identifying & Researching Assets



**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 screenshot shows a web application interface. At the top left, there is a navigation menu with 'Reports' and 'Inventory of Services'. The main content area is titled 'Select a Report' and contains five buttons: 'Target Population Mix', 'Jobs Per Asset Mix', 'Service Mix Summary', 'Comprehensive Contact Sheet', and 'GIS Layer Report'. The 'Target Population Mix' button is highlighted with a blue border.

Reports | Inventory of Services

## Select a Report

- Target Population Mix
- Jobs Per Asset Mix
- Service Mix Summary
- Comprehensive Contact Sheet
- GIS Layer Report

# The Inventory

Reports
Inventory of Services

All Regions

Western

Central

East

Non Contra Costa

Selected Region is: East

City

Antioch

Services Category

Employment Services

<
Search
>

Agency Name: Opportunity Junction

Service Site: 3102 Delta Fair Blvd.

Antioch
CA
94509

Abstract

Opportunity Junction fights poverty by helping low-income Contra Costa residents gain the skills and confidence to get and keep jobs that support themselves and their families.

Target Group:

Eligibility:

Language:

Motivated, low-income jobseekers who face addressable barriers to employment

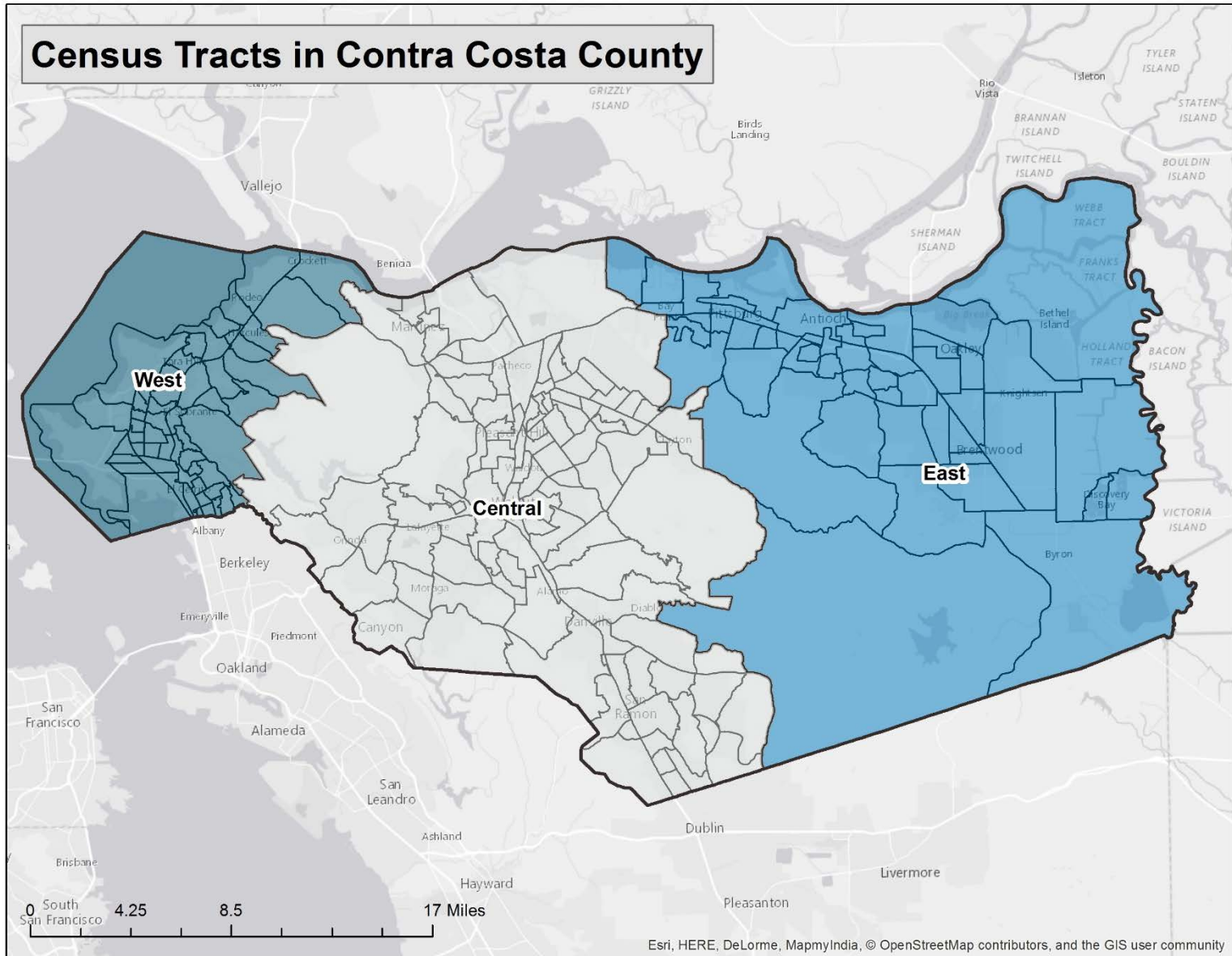
The person always has to be low-income - measured by CSBG standard. For the job training placement program, you have to be 18+ and have at least a 7th grade reading level. For all programs, they use a rubric to assess motivation and the presence/absence o

English

Spanish

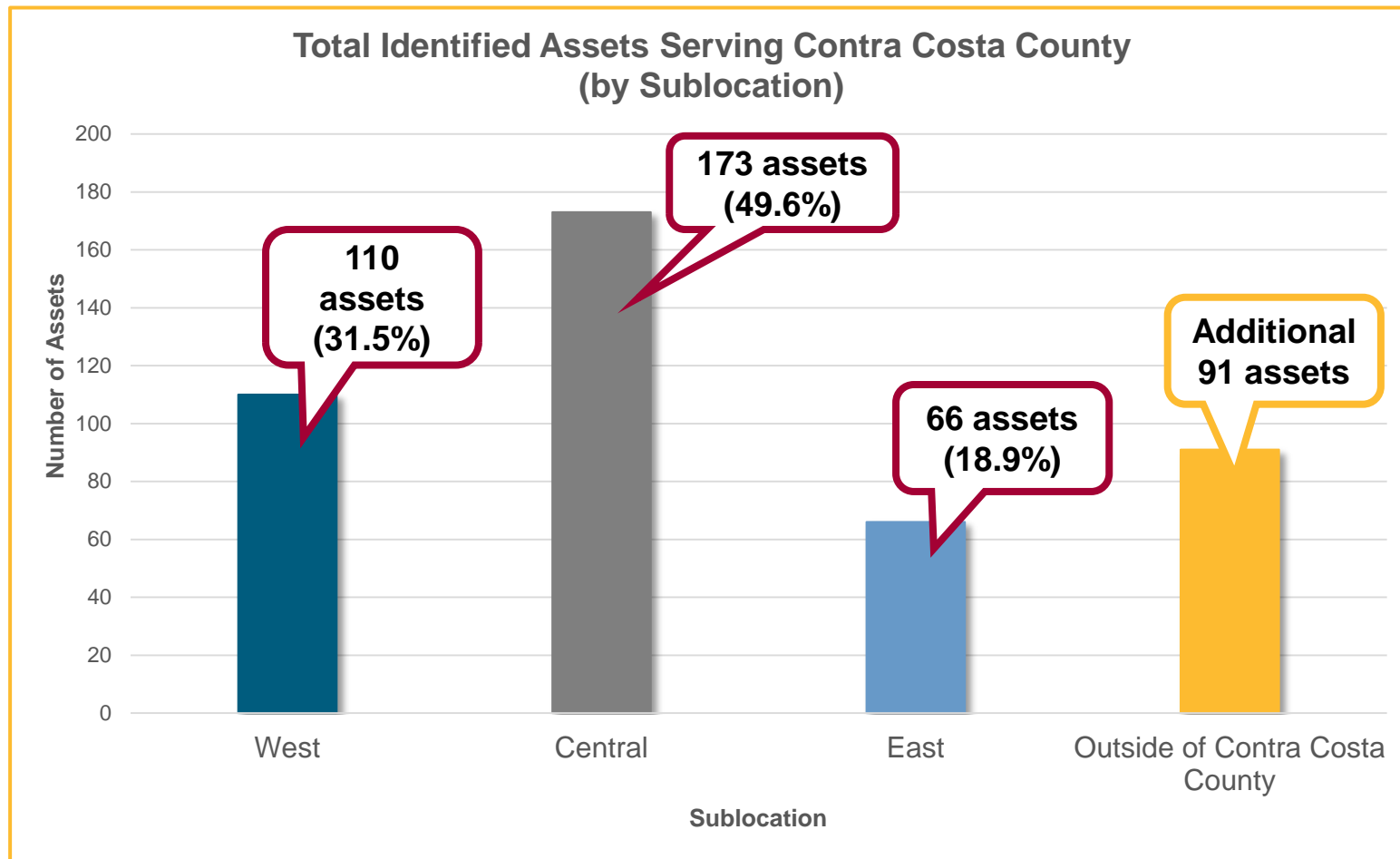
<input type="checkbox"/> Youth	<input checked="" type="checkbox"/> <b>Women</b>	<input type="checkbox"/> Refugees/Asylees	<input checked="" type="checkbox"/> <b>Low Skilled/Low Educated</b>
<input type="checkbox"/> Foster Youth	<input type="checkbox"/> Formerly Incarcerated Youth	<input type="checkbox"/> Undocumented Immigrants	<input checked="" type="checkbox"/> <b>College Students</b>
<input checked="" type="checkbox"/> <b>Unemployed</b>	<input type="checkbox"/> Formerly Incarcerated	<input checked="" type="checkbox"/> <b>Mature (Older) Workers</b>	<input checked="" type="checkbox"/> <b>English Language Learners</b>
<input checked="" type="checkbox"/> <b>Low Income</b>	<input checked="" type="checkbox"/> <b>Individuals with mental barriers</b>	<input type="checkbox"/> Persons With Disabilities	<input type="checkbox"/> Entrepreneurs Small Business

# Analyzing the Collection of Assets



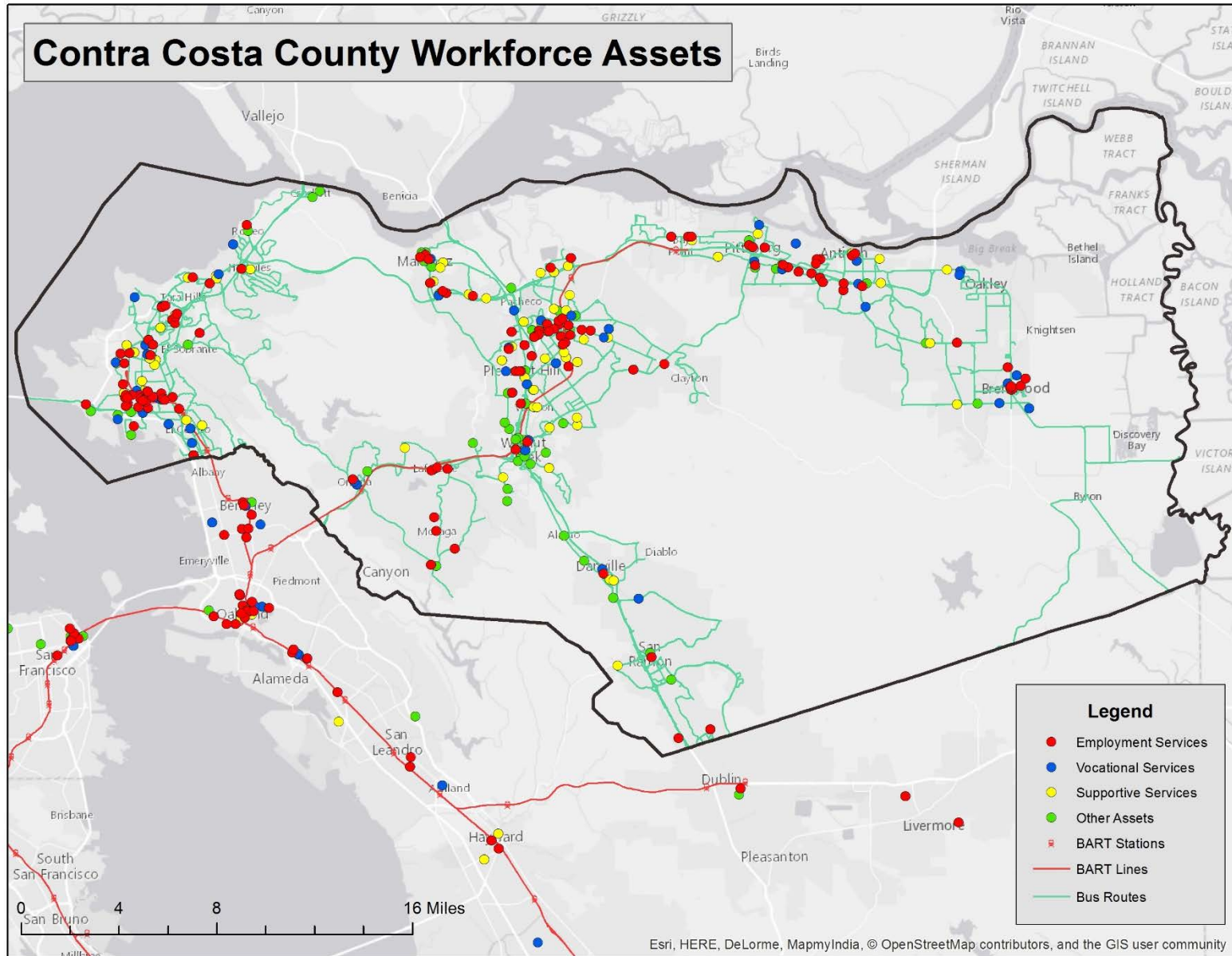
# Results

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

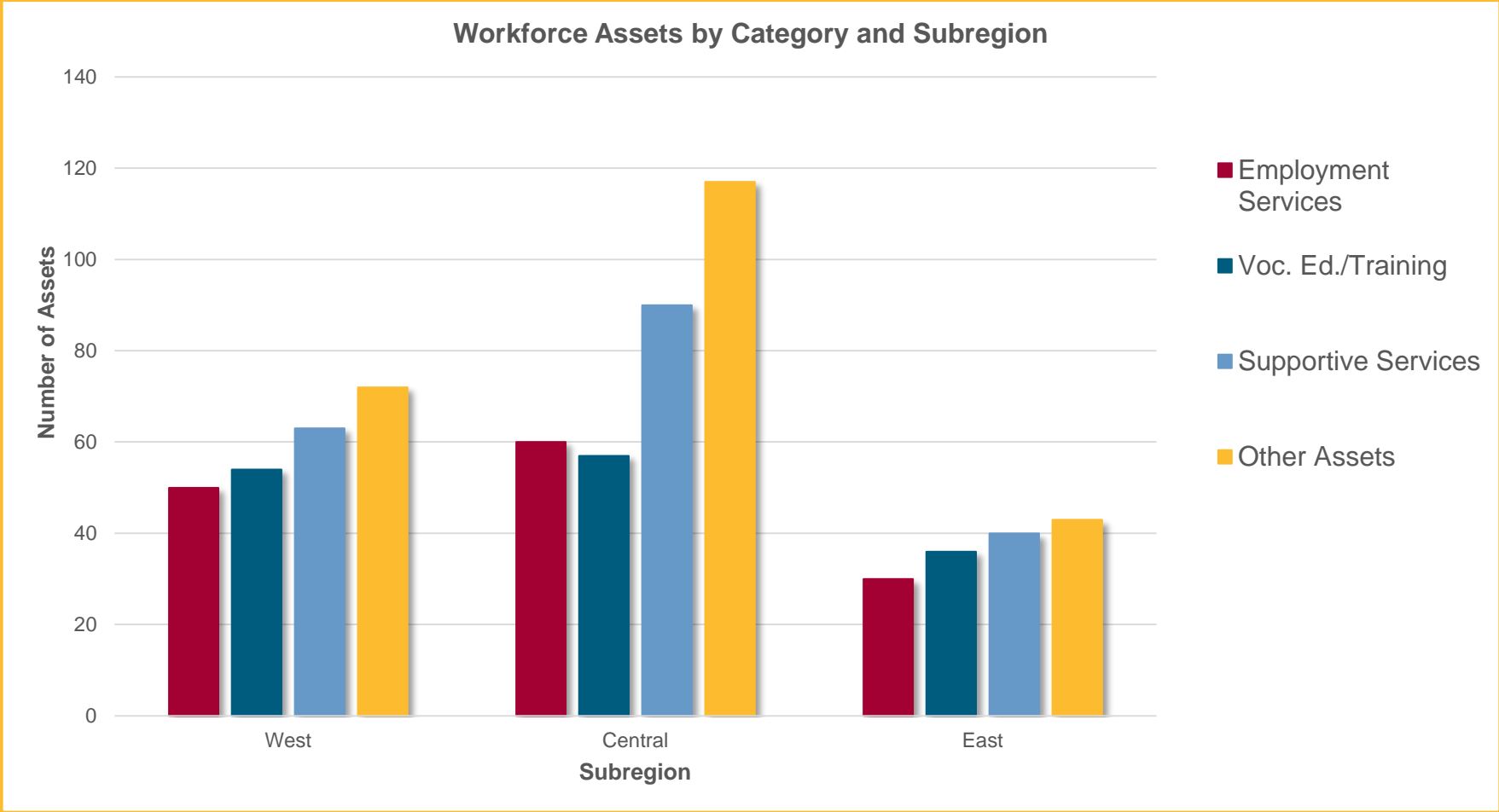


# High Level Findings

# Countywide Service Mix

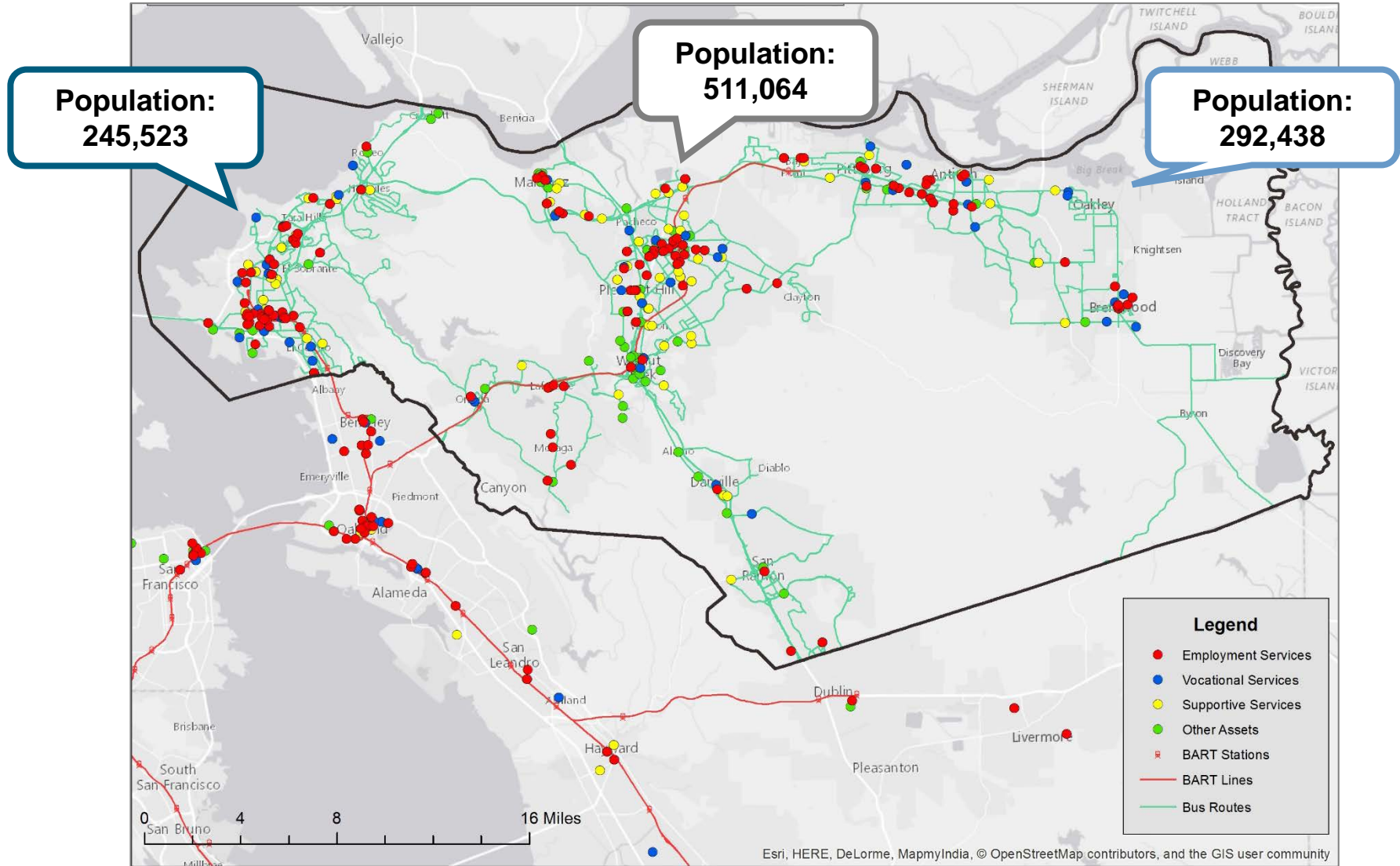


# Workforce Assets by Category & Subregion





# Workforce Assets by Category & Subregion

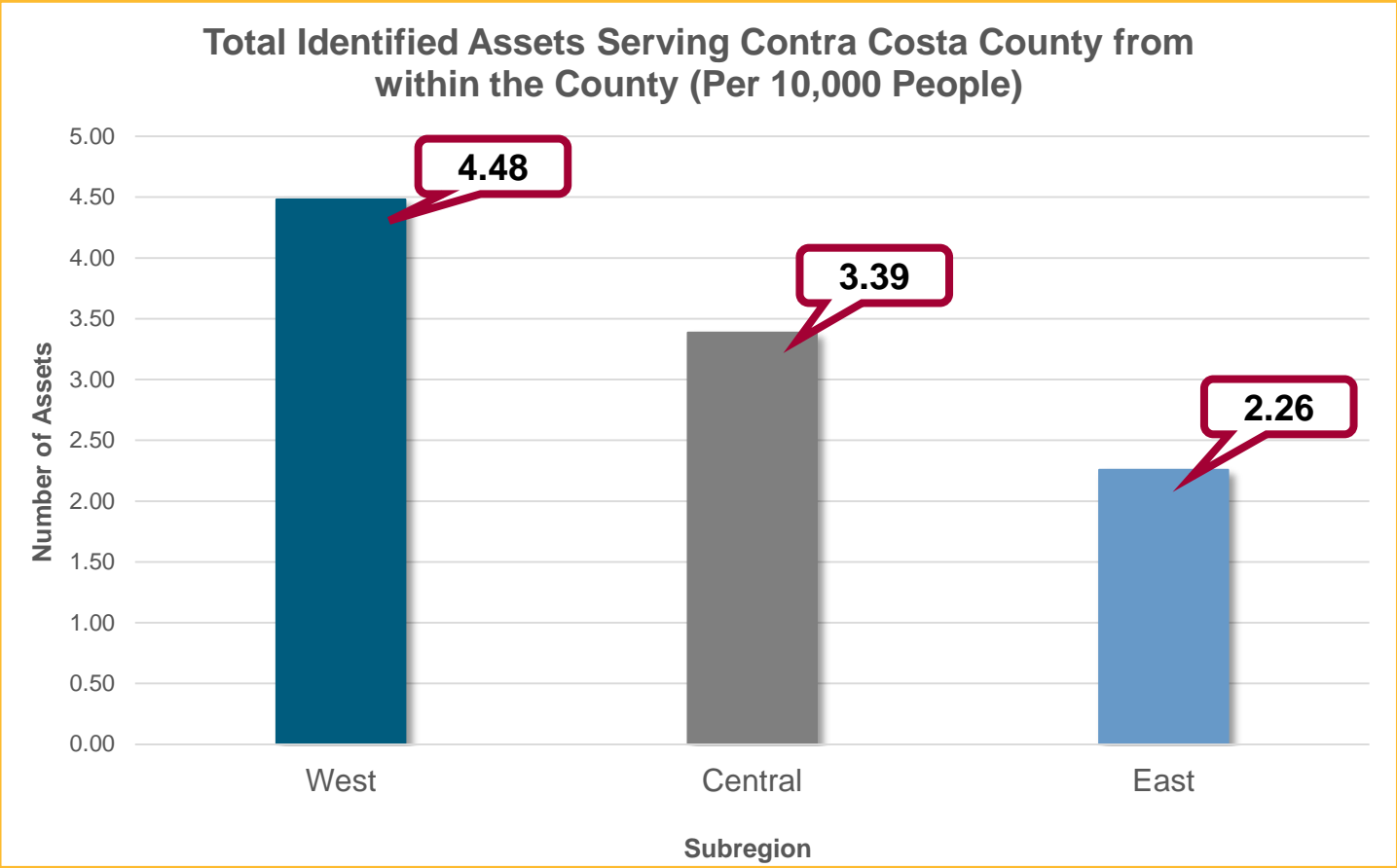


**West: 110 assets**

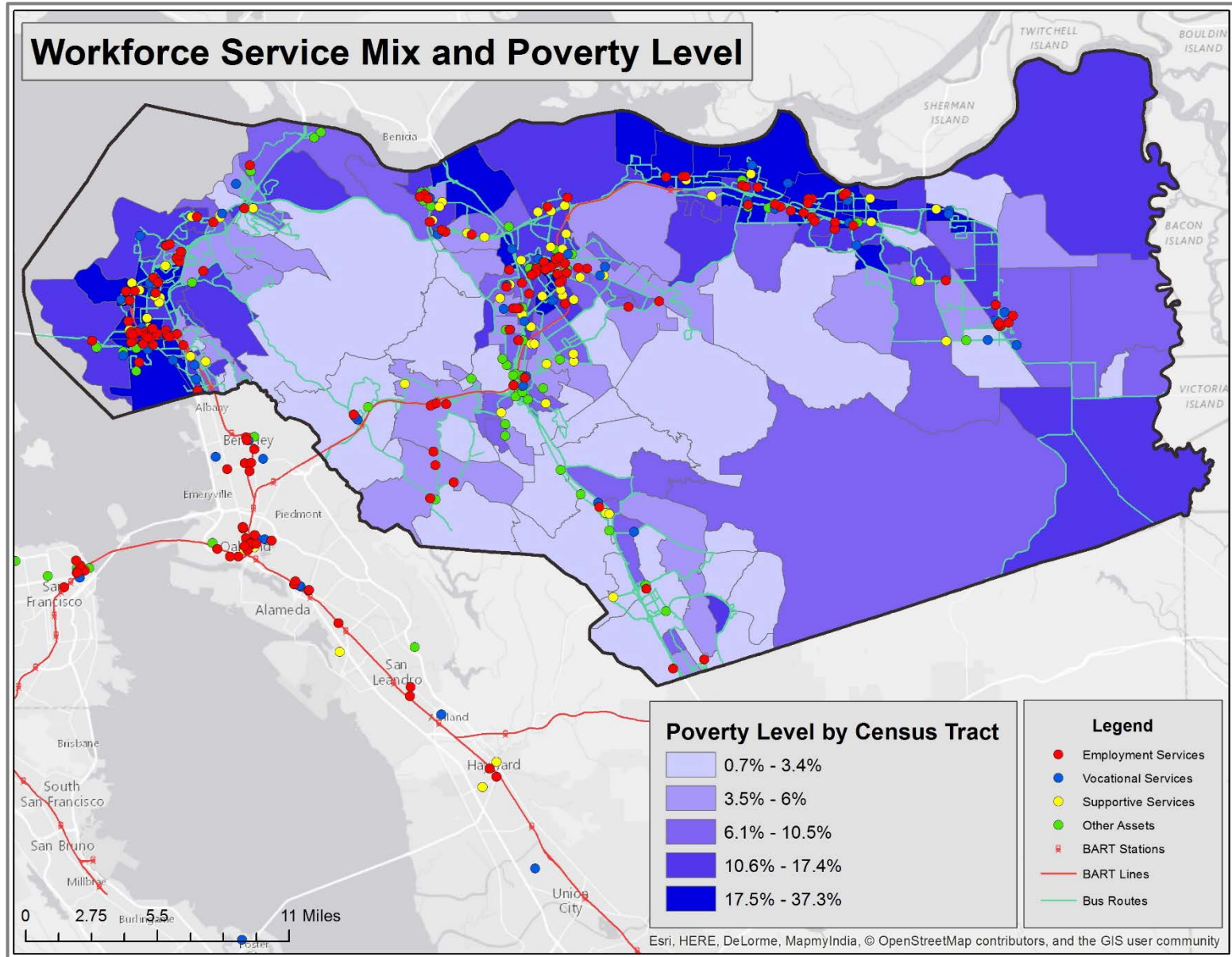
**Central: 173 assets**

**East: 66 assets**

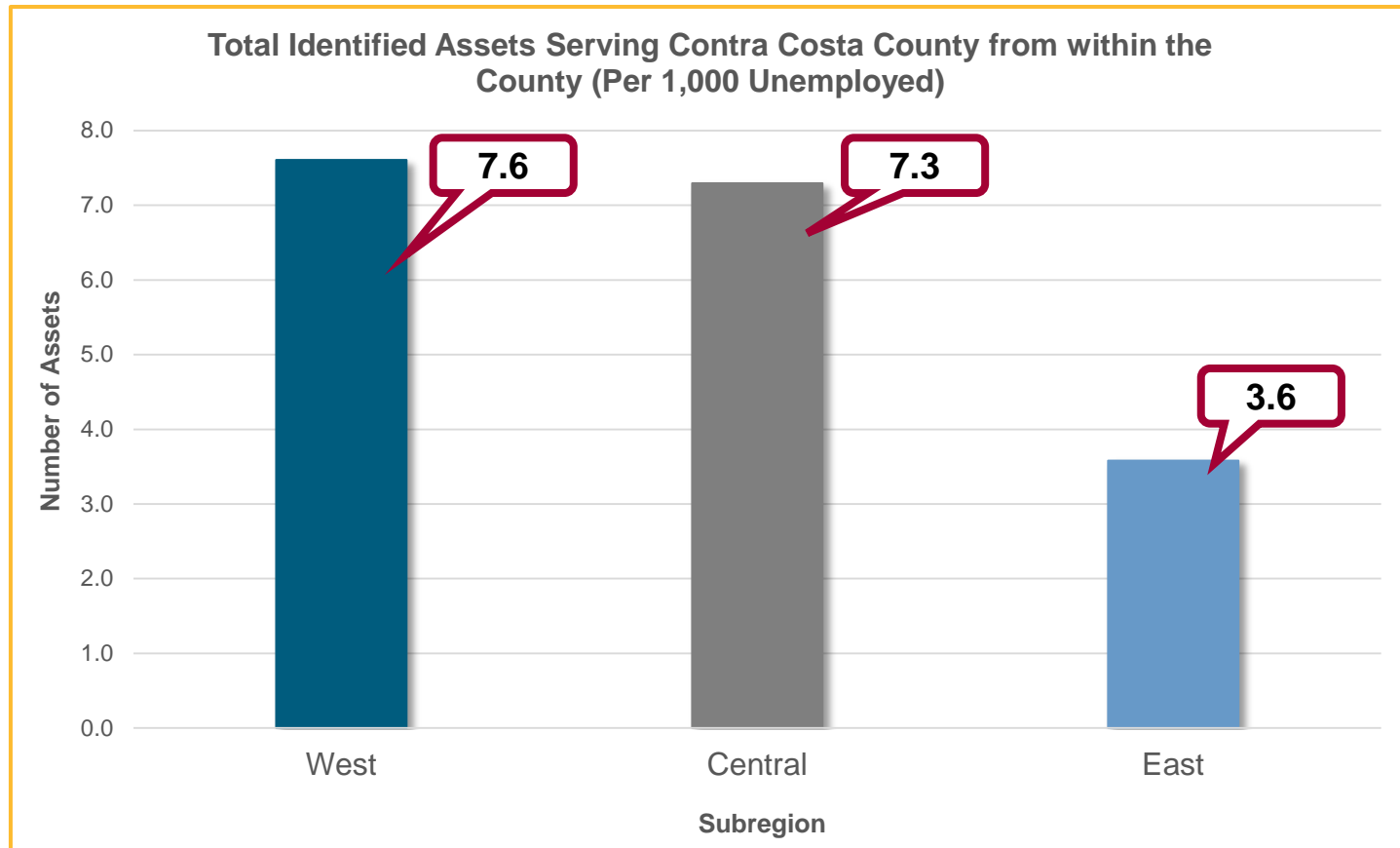
# Workforce Assets and Universal Access Customer (Population)



# Workforce Assets and Poverty Rates

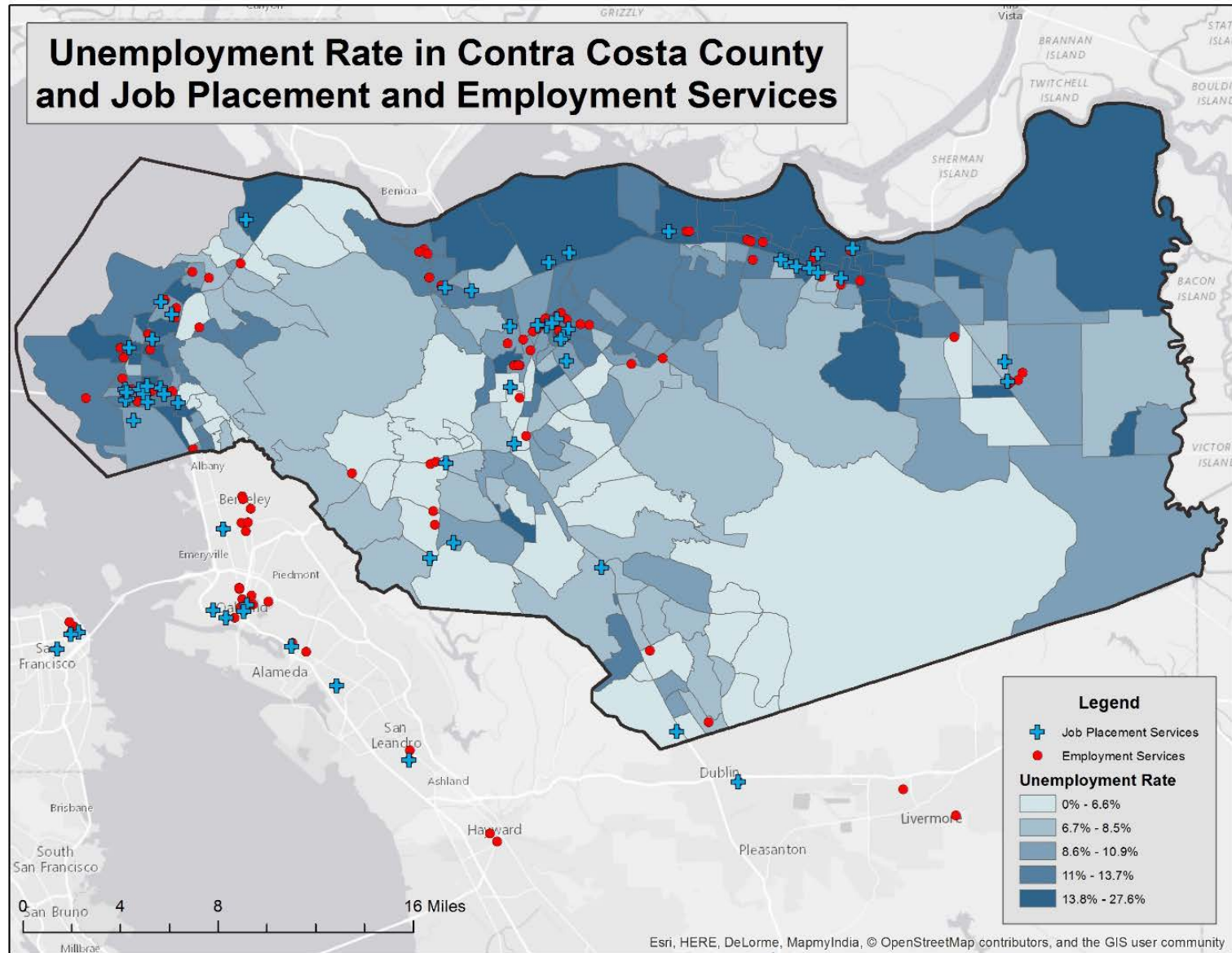


# Workforce Assets and Unemployment Figures

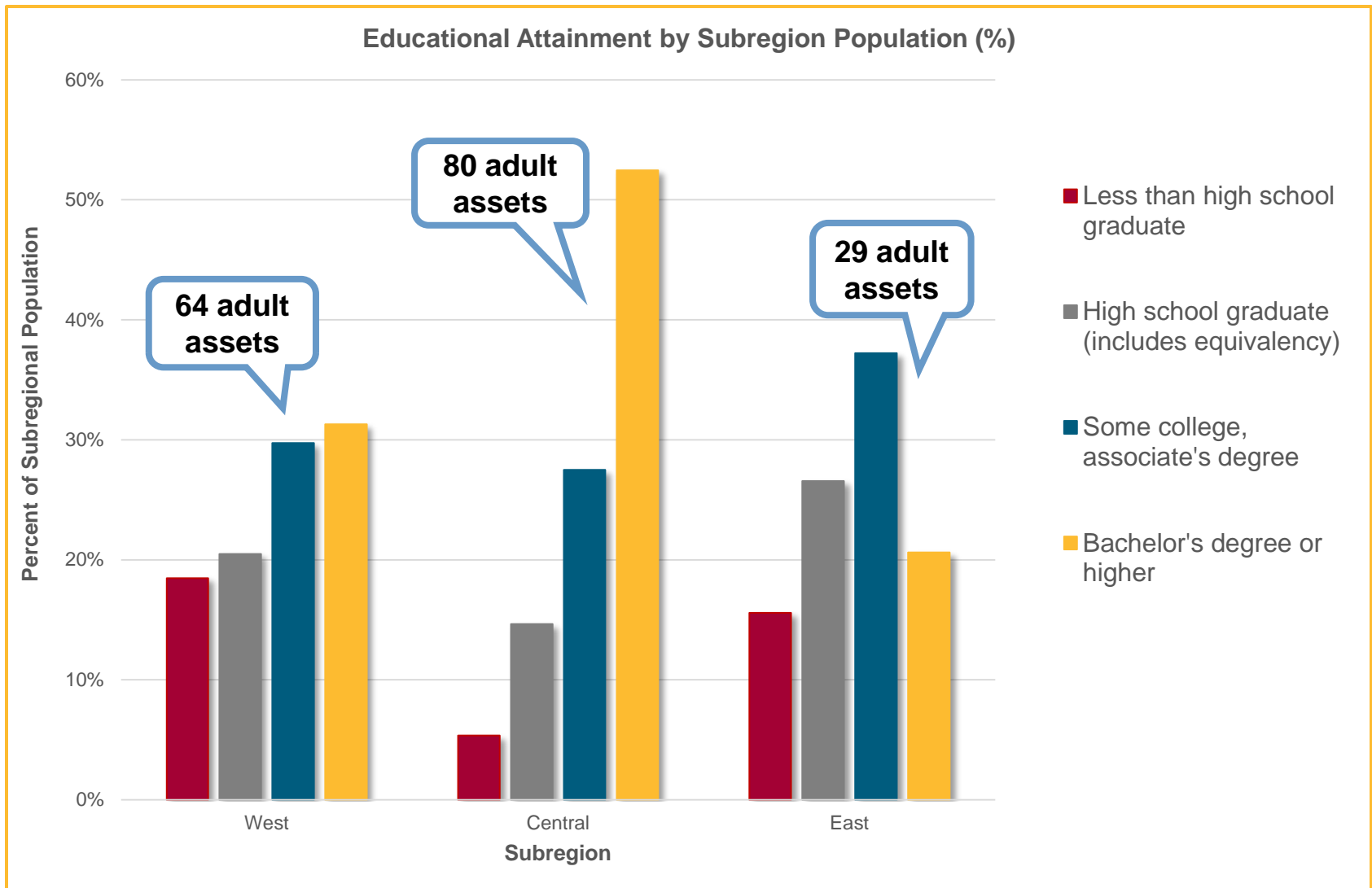




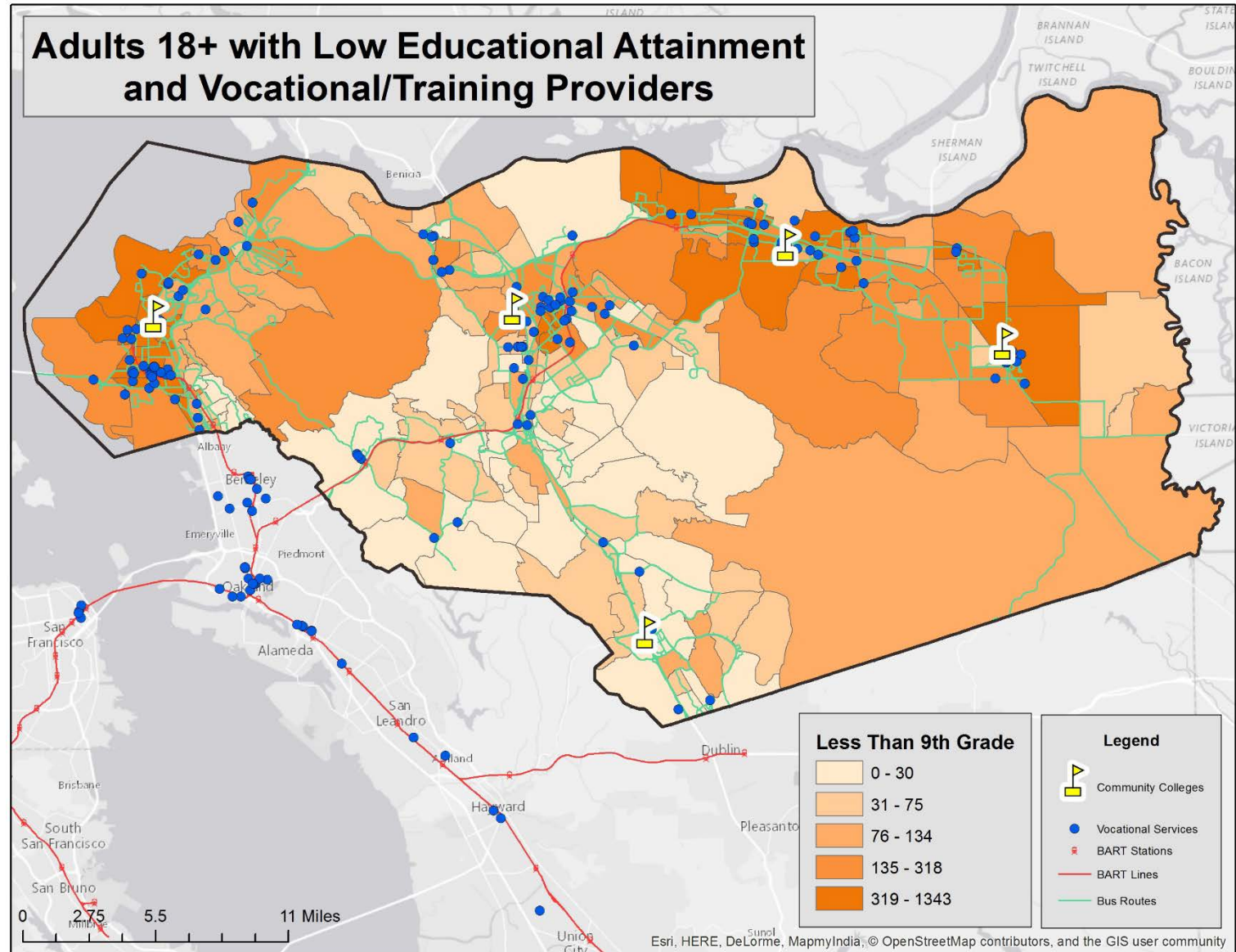
# Workforce Assets and Unemployment



# Workforce Assets and Educational Attainment



# Workforce Assets and Educational Attainment

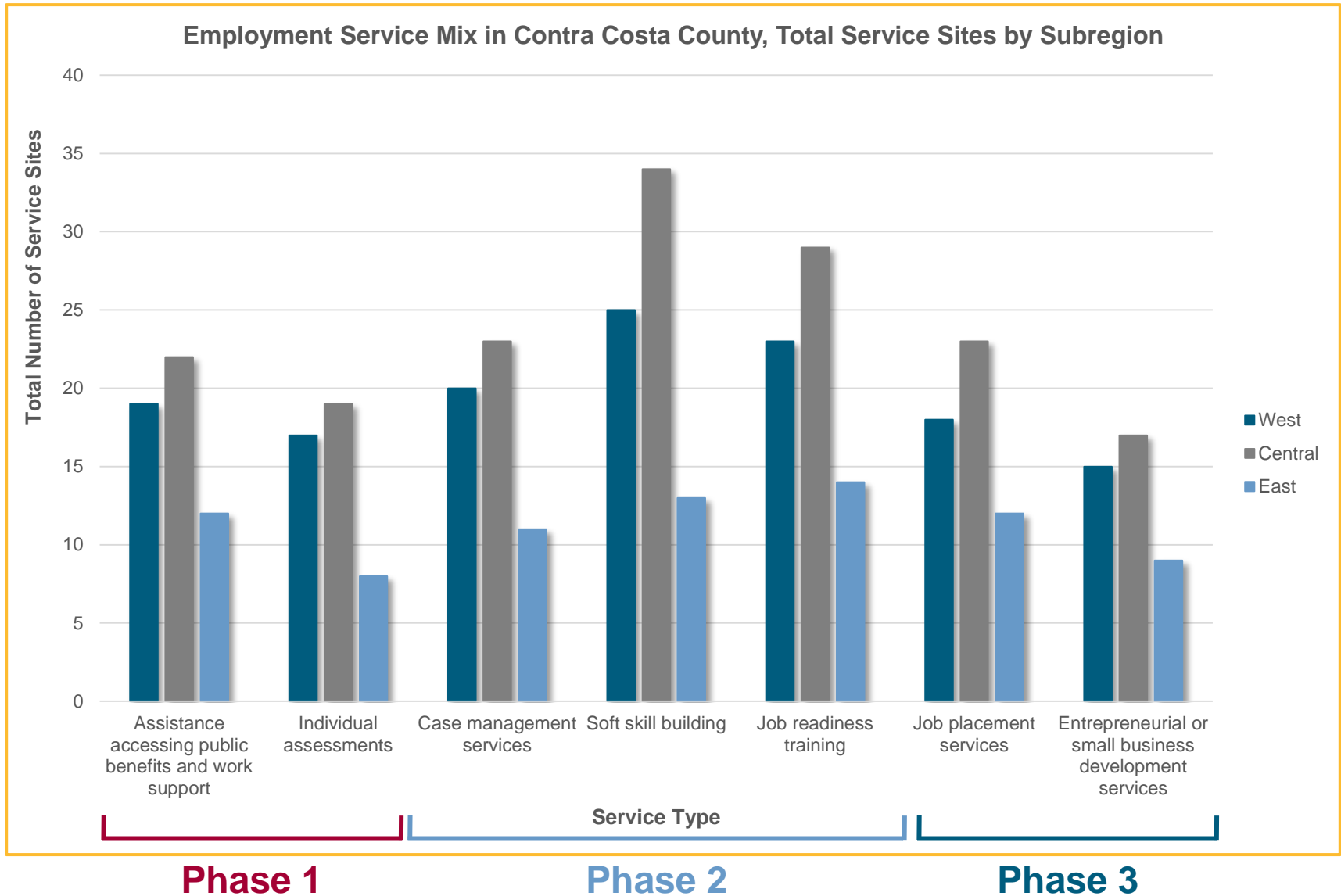


# Continuum of Employment Services

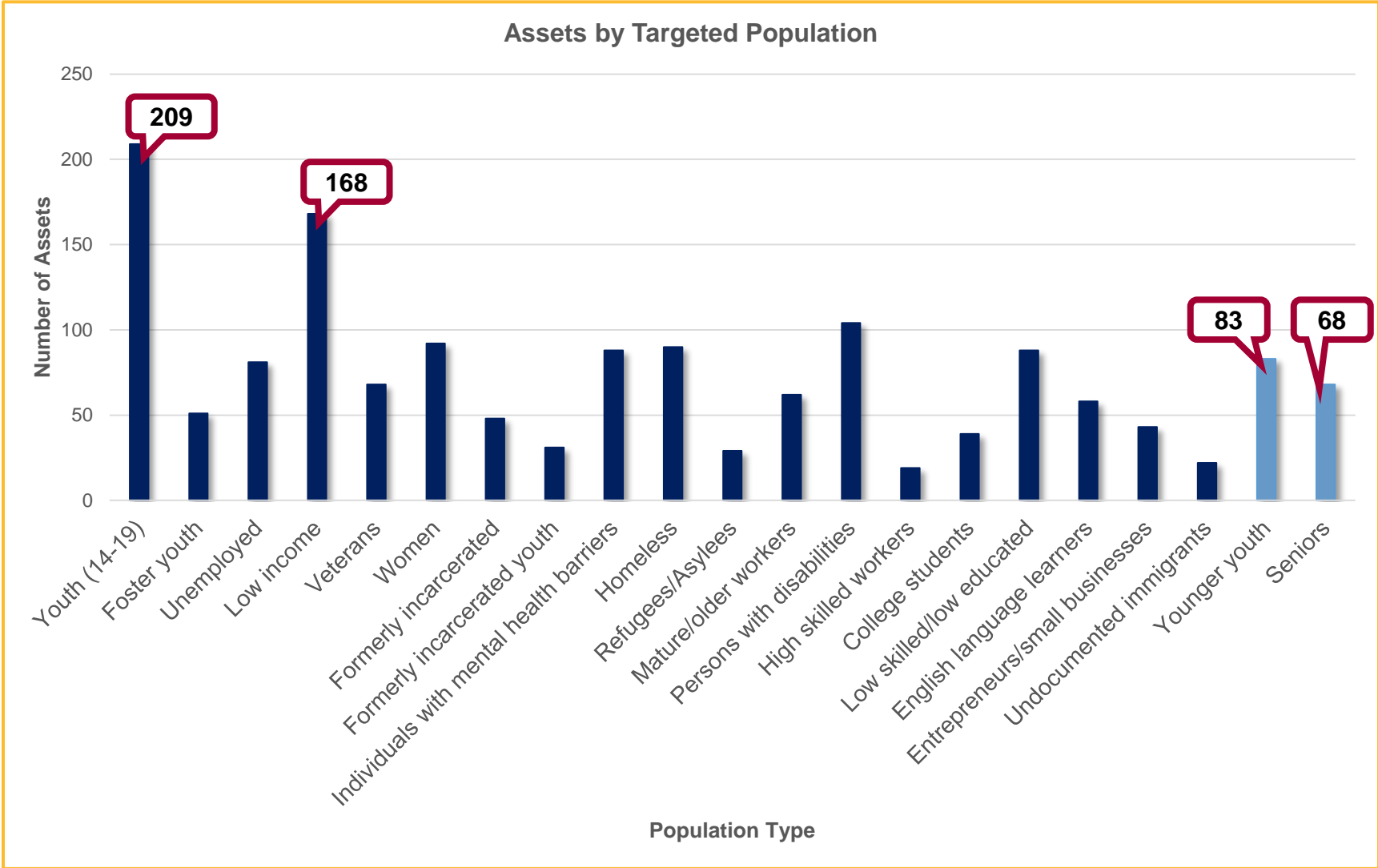




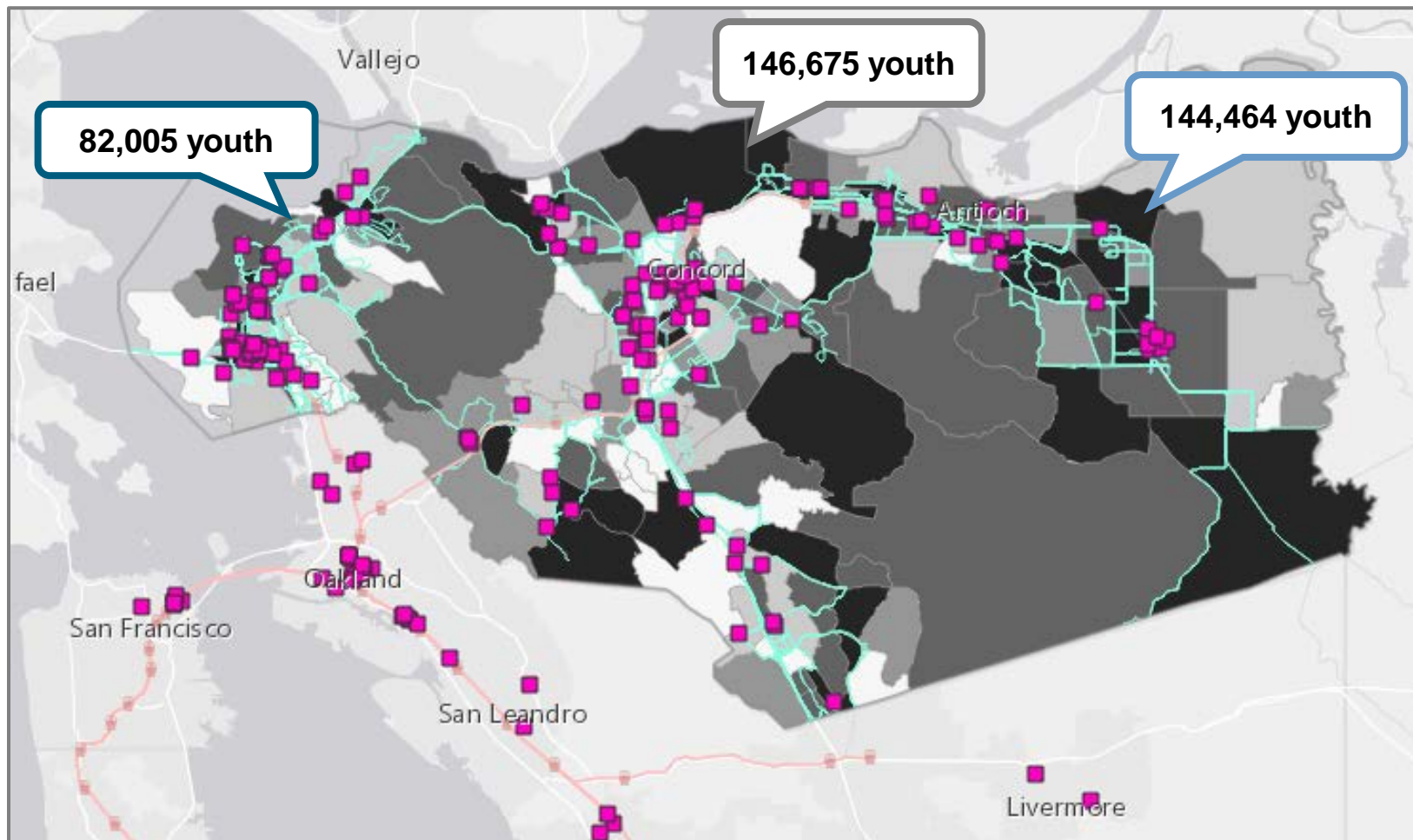
# Employment Services Assets



# Services by Targeted Populations



# Total Number of Youth Providers



**West: 64 youth assets**

**Central: 80 youth assets**

**East: 29 youth assets**

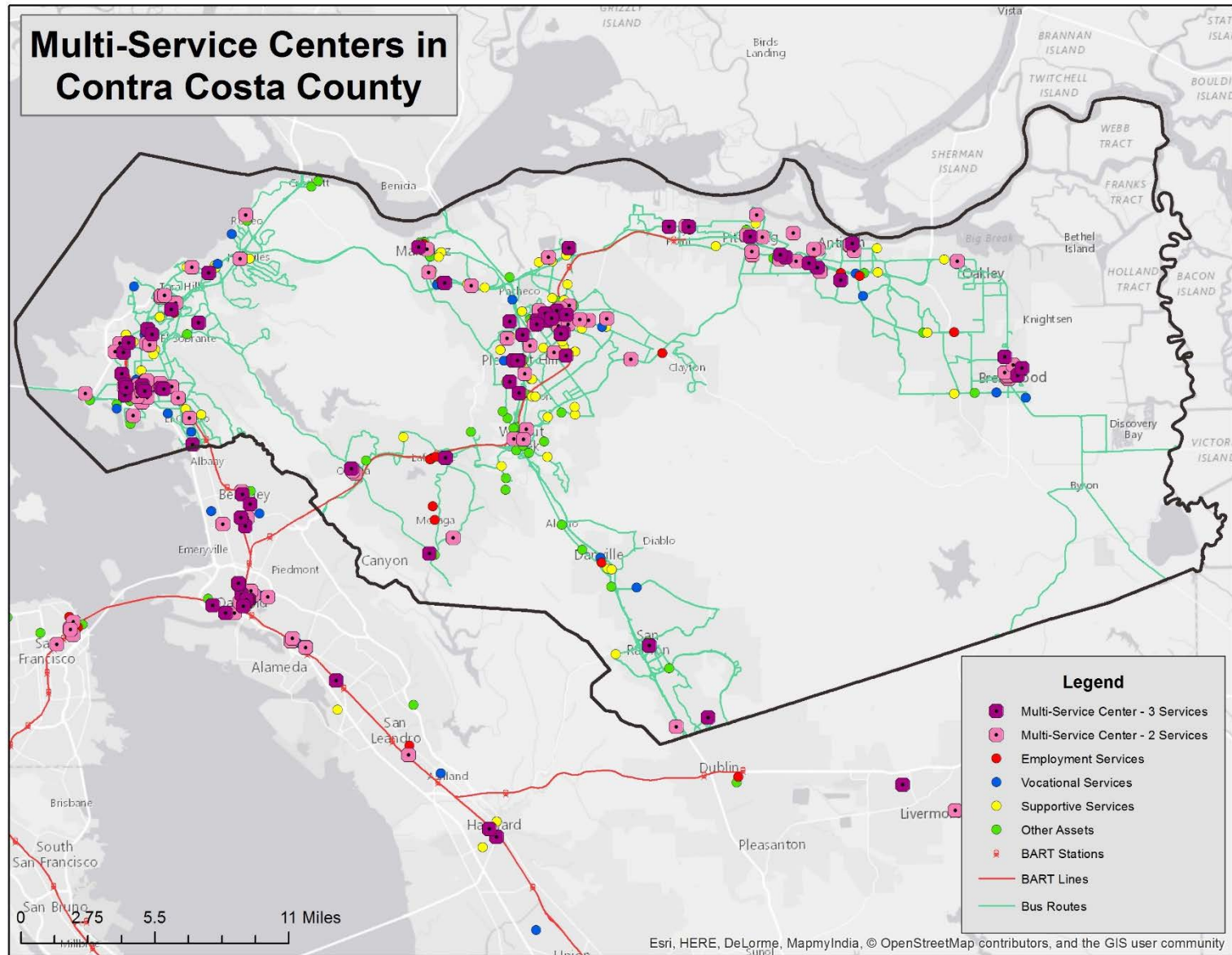
# Strategic Considerations

# Consideration #1

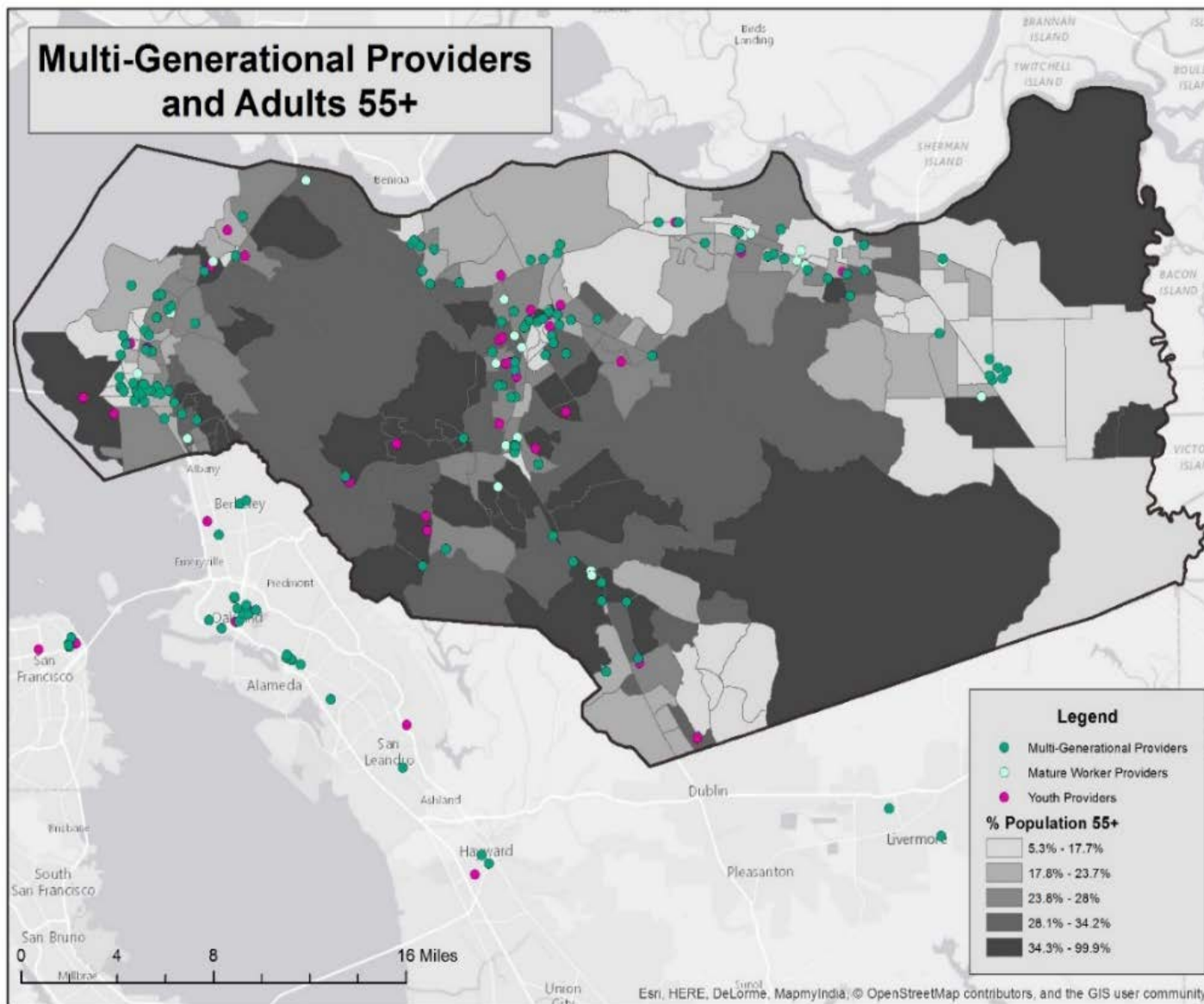
## Multi-Service/Multi-Generational Centers

- 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





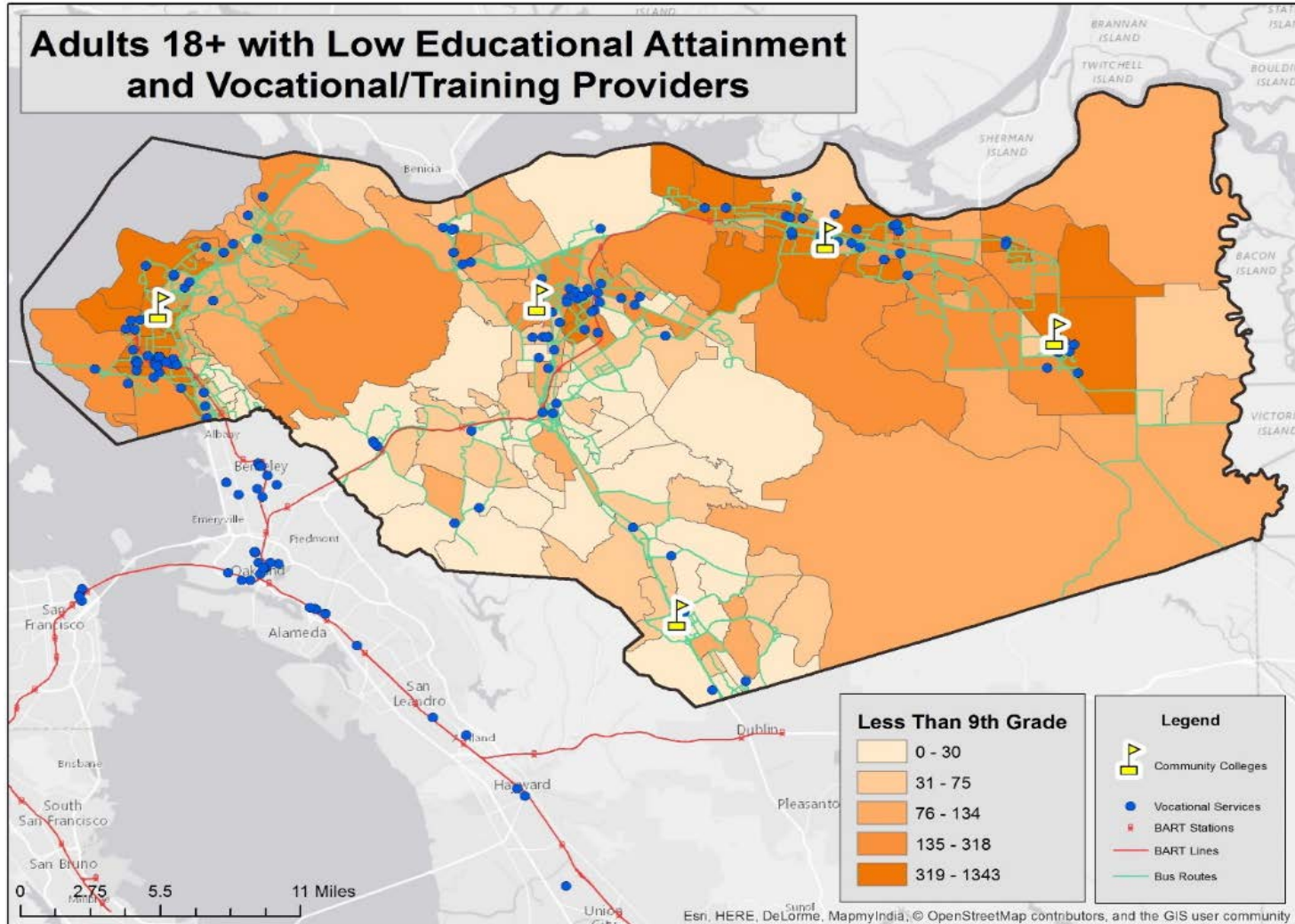
# Consideration #2

## 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

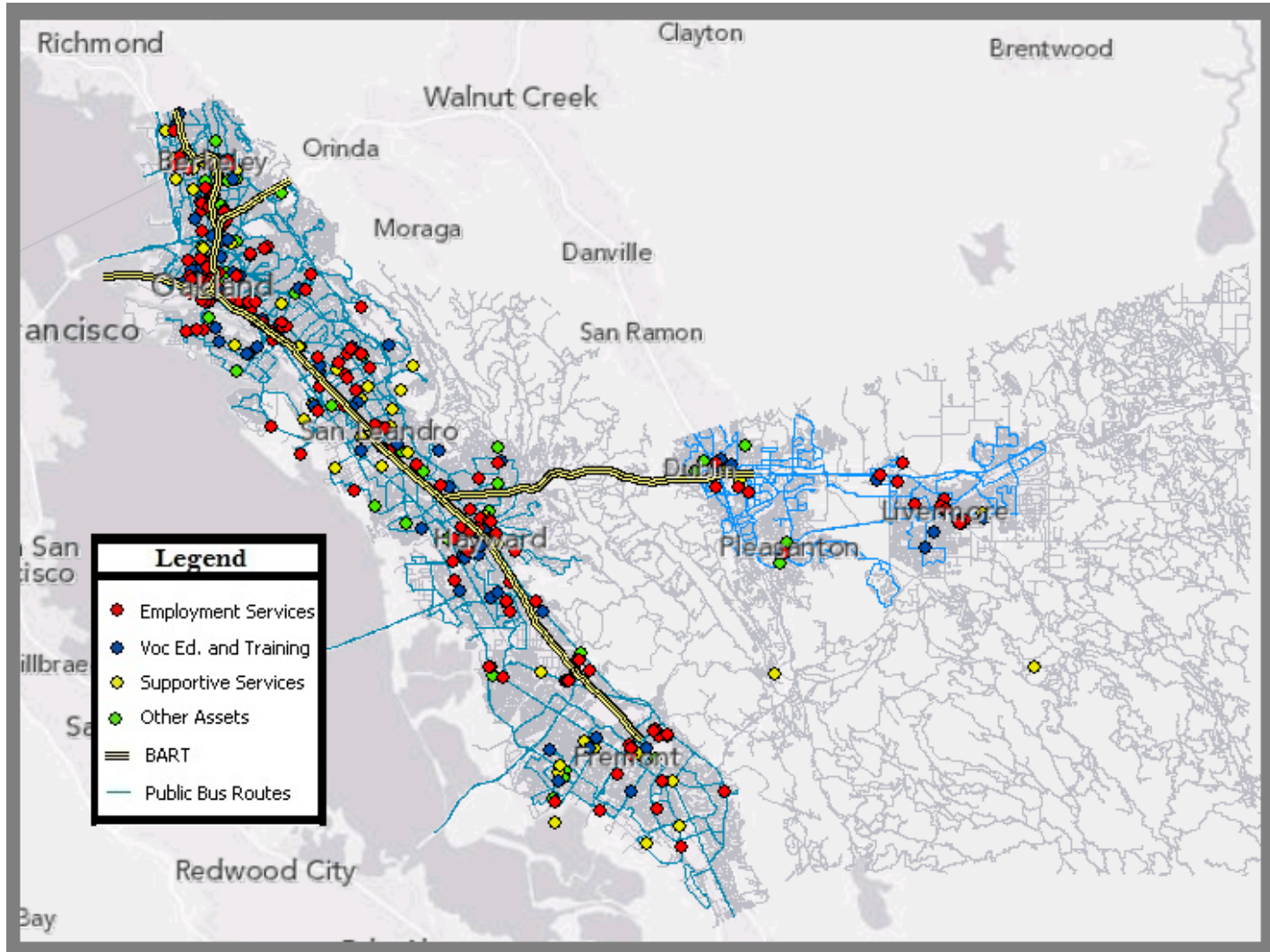


# Consideration #3

## 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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