



ECONOMIC VITALITY COMMITTEE REPORT

November 18, 2021
Economic Development

TITLE: WORKFORCE DEVELOPMENT DISCUSSION

BACKGROUND

In 2013, the City Council adopted the current Economic Development Strategic Plan which the Economic Vitality Committee uses as the foundation for its work. The plan comprises 3 focus areas:

- Priority Area A: Business Development and Communication
- Priority Area B: Built Environment and Workforce
- Priority Area C: Economic Health and Resilience

Priority Area A: Business Development and Communication is intended to conduct business development activities with particular focus on businesses that drive innovation in their sectors, and to expand communications, outreach, and technical assistance program to retain and expand existing firms. There are several action items in this priority area relating to this discussion, including:

A4. Collaborate with regional organizations on economic development initiatives focused on cultivating innovative businesses in high-technology industries and attracting the related workforce.

As part of the growing Tri-Valley region, Pleasanton will continue to collaborate with regional economic development organizations dedicated to attracting and retaining innovative businesses, including Innovation Tri-Valley and i-GATE. As the intermediary between these organizations and local businesses, City staff can ensure that local businesses benefit from the regional initiatives. These organizations – and other regional workforce development organizations – can also assist the City in ensuring Pleasanton is able to attract the workforce required for jobs in such industries.

The City's Economic Assets Report highlights Pleasanton for having access to highly educated and highly skilled workers desired by the innovative industry clusters in the community. Over 96% of Pleasanton residents over age 25 have graduated high school and about 64% have a bachelor's degree or higher. Within this labor force Pleasanton has a concentration of early career workers between 25-34 years old who are important for a company's workforce recruitment and retention strategies.

DISCUSSION

Las Positas College Vice President of Academic Services Dr. Kristina Whalen will provide an overview of programs and activities designed to advance job skills and marketability for today's workforce demand including the Career Education program. Director of Apprenticeship Programs Sarah Holtzclaw will share information on the Tri-Valley Career Center's Employer Services and how it is a key resource for workforce development. Bio-Rad Senior Human Resources Business Partner Emma Cheng will provide a business perspective on how companies are adapting to be competitive in talent recruitment and what employers are looking for in the next generation of employees.

ACTIONS: RECEIVE PRESENTATIONS AND OFFER FEEDBACK