



**ECONOMIC VITALITY COMMITTEE
MEETING MINUTES**

November 18, 2021

7:30 a.m.

Via Zoom – Recording Link

https://cityofpleasanton.zoom.us/rec/share/6Op_J5VwsOpP9SvAXWONTvH9_Q4_W7JADwu_TC0XXultiHxcyp1z_uUovf1R2hPGGq.qqVg-9JLu2jqtTah

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CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:33 a.m. by EVC Chair Steve Van Dorn followed by the Pledge of Allegiance.

ROLL CALL

Present: Councilmember Jack Balch, Steve Van Dorn, Brian Wilson, Daniel Watson, Ellen Pensky-McGraw, Harsh Gohil, Shareef Mahdavi, Steve Baker, Tracy Farhad, Reena Gupta, Will Doerlich, Steve McCoy-Thompson, Zac Grant, Roderick O’Brien, Tiffany Cadrette, Sylvia Tian, and Amos Nugent (non-voting attendee). PUSD Board Trustee Kelly Mokashi joined after attendance was taken.

Absent: Michael Li and Patsy Sanquist

City staff: Economic Development Manager Lisa Adamos, Deputy City Manager Pamela Ott, and Economic Development Office Assistant Cailin Gavagan

AGENDA AMENDMENTS

No agenda amendments were made.

CONSENT CALENDAR

The October 21, 2021, meeting minutes were approved as presented on motion by Tracy Farhad and second by Steve McCoy-Thompson by a vote of 16-0-0.

PUBLIC COMMENT

There was no public comment.

PUBLIC HEARINGS AND OTHER MATTERS

City Council Liaison Report

Councilmember Jack Balch provided the following updates:

- The Tri-Valley Mayor Summit was held in late October
- At its November 2 meeting, the City Council:

- Proclaimed November 14-20, 2021, as United Against Hate Week
- Approved modification to employment contract of City Attorney Daniel Sodergren
- Approved ordinances in compliance with SB1383 to meet landfill diversion requirements
- Approved extension of ACSME contract with term ending March 31, 2025
- Introduced ordinance requiring the safe storage of firearms in residences; trigger locks are available at the Pleasanton Police Department
- Received overview of 2021 State legislative session and key housing-related bills that were signed into law
- Supported the Committee on Energy & Environment's recommendations for CAP 2.0
- Veterans Day Parade was held on November 7
- At its November 16 meeting, the City Council:
 - Acknowledged Nelson Fialho's final City Council meeting
 - Approved contract for Interim City Manager Brian Dolan
 - Set 2022 City Council meeting schedule
 - Approved professional services agreement with Goodness Village to provide temporary supportive housing for Pleasanton residents experiencing homelessness
 - Adopted a resolution to accept the FY2020/21 year-end financial report for the Capital Improvement Program (CIP) Budget and amend the FY2021/22 CIP Budget to carry over and restore allocations to various funds
 - Approved resolution authorizing the Operations Services Department to apply for State funds for the PFAS Treatment and Wells Rehabilitation Project
 - Approved \$850,000 to go towards the Police Department's Alternative Mental Health Response Pilot Program; City Council will receive a program update in six months
 - Approved Memorandum of Understanding for School Resource Officers between Pleasanton Unified School District and the City of Pleasanton; City Council will receive updates every six months
 - Introduced first reading of an ordinance to implement Senate Bill 9 regarding two-unit housing developments and urban lot splits in single-family residential zones.

Workforce Development Discussion

Las Positas College Vice President of Academic Services, Dr. Kristina Whalen, provided an overview of programs and activities designed to advance job skills and marketability for today's workforce demand including the Career Education program:

- From 2015-2018, LPC has seen a steady enrollment, with a small dip in 2019. Enrollment decline was more than 10 percent at the onset of the pandemic.
- A quarter of Pleasanton Unified School District (PUSD) students attend out-of-state schools.
- LPC serves students through a guided pathways framework which provides industry-aligned certifications and associate degrees, with emerging trends in Artificial Intelligence (AI) and Drone Programs and provides transfer opportunities; currently LPC ranks as the fifth highest transfer college allowing affordable routes to the UC systems with programs such as TAG and UCLA TAP.
- As a transfer institution, scaling career education was a focus when developing LPC's Economic and Workforce Development Plan (2021-2026). The four goals that emerged from that plan are:
 1. Support for Workforce Preparation

- Develop work-based learning opportunities, which are high impact practices that increase student success, but also connect students with employers
 - Ability to connect students with the current technological tools through strong workforce funds as well as the Perkins Grant
 - Design a first-year experience that onboards students toward their career pathway and industry focus
2. Partnership Development
 - Develop high-demand certificates with industry partners that lead directly to employment
 - Develop a more robust collection of short-term skill builder programs, similar to LPC's Veteran-to-Technician program
 3. Institutional Alignment
 4. Community Outreach
 - Collaborate with industries to design messaging that resonates with employers
 - Showcase diversity and community with employers on different levels
 - Develop an active role in workforce board committees.

Program Manager for Tri-Valley Career Center, Alcian Lindo shared information on the Tri-Valley Career Center's Employer Services as a key resource for workforce development:

- The Tri-Valley Career Center is a service of Chabot and Las Positas College Districts, under the Economic Development and Contract Education Department
- The TVCC covers every area of workforce development, including empowering job seekers, connecting regional employers, consulting with small businesses, and working with students and faculty at regional community colleges to provide job training workshops
- The TVCC offers a variety of services for job seekers including tip sheets for job searching during COVID, preparation for job fairs, sample resumes and cover letters, online job board posting, and a calendar of upcoming workshops and hiring events
- The TVCC Employer Services offered are:
 - Recruitment Assistance
 - Labor Market Information
 - Hiring Events
 - Candidate Screening/Referrals
 - Training Assistance
 - Industry Connections
- Some new initiatives offered at TVCC are:
 - Prologis Grant: Transportation, Distribution and Logistics Career Exploration and Placement
 - Bay Area Opportunity OnRamps (BAOO): a focus on job seekers who have a high school diploma and skills through alternate routes (STARs).
- TVCC is open to the public with a new location in the John Muir Health building in Pleasanton at 5860 Owens Drive.
- EVC/employers/business community members can help TVCC by:
 - Mentoring job seekers
 - Resume reviewing
 - Hire job seekers
 - Guest speak

- Informational interviews.

Senior Human Resource Business Partner at Bio-Rad, Emma Cheng, provided 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:

- Bio-Rad develops and manufactures a broad range of innovative products for the life sciences, research, and clinical diagnostic market.
- Bio-Rad was founded in 2011 in Pleasanton, with acquisition of QuantaLife. There are roughly 160 employees, with most of those employees in R&D, which encompasses Bio-Rad's scientists, engineers, chemists, software, and analytic teams.
- Since the pandemic started, Bio-Rad has hired 32 employees and works to maintain and sustain a culture of trust, collaboration, and communication.
- Although based in Hercules, CA, Bio-Rad is continuing to strengthen and highlight its footprint in the Pleasanton and Tri-Valley area.

Ms. Ott noted that this meeting serves as framework for future discussions to understand how we can connect these organizations and businesses to our community.

EVC member questions and comments included:

- What percentage of your workforce do you anticipate coming back into the office physically and when?
 - Ms. Cheng responded that Bio-Rads' research and development organization and manufacturing teams have returned, but on a rotational basis. Bio-Rad has kept the density in the buildings low to ensure safety and remain vigilant in following county and state guidelines as it relates to the COVID protocols.
 - Ms. Cheng further noted that the rest of the company returned to the office on November 8, however, Bio-Rad has allowed a hybrid or remote schedule.
- Are there any apprenticeship programs available at Las Positas College?
 - Ms. Whalen responded that Las Positas College is currently building an advanced manufacturing and technology complex, a public safety complex, and academic support program building, all of which are hands-on and providing more opportunities at Las Positas College.
- Mr. McCoy-Thompson noted PPIE's interest in connecting business volunteers with students to give them a vision for a potential future.
- Former Tri-Valley Career Center Program Manager, Sarah Holtzclaw noted that if a business is looking to diversify, there is an opportunity for the Tri-Valley Career Center to create a program where people are working and being trained with the necessary skills. She can be reached at sholtzclaw@clpccd.org.

Selection of EVC Chair and Vice-Chair for 2022

Mr. Steve Baker motioned to appoint Tracy Farhad as EVC Chair and Tiffany Cadrette as Vice-Chair; Sylvia Tian second the motion. Motion passed by a vote of 17-0-0.

Economic Development Information/Updates

Ms. Adamos acknowledged the information items provided in the packet.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

None were noted.

MEETING ADJOURNED

The meeting was adjourned at 8:45 a.m.