

Regional Plan Implementation Summary
Regional Planning Unit (RPU): East Bay
LWDBs within RPU: Contra Costa, Alameda, Richmond, Oakland

Regional Plan Goals

The East Bay Region of California is a sub-region of the nine county San Francisco Bay Area, one of the most productive and prosperous regions on the planet. The sub-region consists of Alameda and Contra Costa Counties, represented at the local level by the Alameda County Workforce Development Board, Oakland Workforce Development Board, the Richmond Workforce Development Board, and the Workforce Development Board of Contra Costa

County. Regional goals are:

- Leverage industry as a means to drive systems alignment in order to serve industry more effectively
- Common operational practices to strengthen, better integrate and sustain regional sector strategies begun or conceived through the SlingShot program (regional industry partnerships: advanced manufacturing, biomedical manufacturing, healthcare, information, communications technology and transportation/logistics)
- Strategic service alignment through shared governance and coordinated regional implementation
- Enhanced regional data tracking
- Develop tools for building staff capacity with the latest intelligence and best possible resources available to connect job seekers to employment and employers
- Scaled career pathways models (Earn and Learn East Bay)
- Advance regional sector strategies through the launch of five regional industry partnerships in the region
- Better coordination of employer services and alignment with SlingShot Compact partners
- Scale Workforce Accelerator Fund-supported best practices, regionally

Regional Plan Implementation Project Focus

RPI 1.0 Project Focus:

- Develop a regional workforce development partnership governance structure
- Develop a regional workforce partnership MOU
- Develop a regional communications strategy
- Develop regional industry advisory councils serving the region’s public workforce development, community college and adult education systems
- Support regional sector leads to direct regional industry partnerships
- Hire shared regional staff to support sector lead capacity to focus on workforce strategies, growth, and sustainability
- Enhance employer engagement
- Explore launching new regional industry partnerships in construction and tourism/hospitality
- Standardize job readiness assessment, regionally.
- Scale Earn and Learn East Bay model
- Regionally collect and aggregate credential attainment and wage gains data regionally, by industry sector and in relation to career pathway programs

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- Develop a data system to track credentials.

RPI 2.0 Project Focus

- Sustain Regional Organizer and Regional Training Coordinator staffing
- Sustain Sector Lead positions for EBRPU's advanced manufacturing and healthcare regional industry partnerships
- Support newly formed organizational structures designed to formalize and sustain regional industry partnerships.
- Increase the number of high-quality work-based learning experiences in manufacturing and healthcare sectors for K12 schools and community college students.
- Scale the *Dream It. Do It.* manufacturing industry ambassador program to engage populations with barriers with an added emphasis on peer mentors/navigators.
- Explore proof of concept pilots to de-risk hiring of priority population clients for manufacturing partnership employers
- Develop regional health career training pathways in regional industry partnership-identified priority occupations, with training and education partners
- Fund an Earn and Learn East Bay Executive Director to increase the number of students transitioning from secondary to post-secondary education and careers, particularly in the region's priority industry sectors.
- Begin feasibility study on the development of a third-party administrative organization to support regional initiatives.

RPI Project Demand and Supply Side Outcomes

Demand Side Outcomes:

RPI 1.0

- Sustained regional sector strategies in advanced manufacturing, healthcare, information/communications/technology and transportation/logistics
- Regional priority industry leaders continued to identify priorities and lead action teams
- Expanded the number of industry champions participating in the region's industry partnerships
- Regional industry partnerships grew their demand-side value propositions through services, events and information
- Biomedical manufacturing partnership transitioned to self-sustaining model
- Regional economic development partners assumed leadership over the region's transportation/logistics and information/communications/technology partnerships.
- The region's advanced manufacturing partnership merged with an industry association to form a new 501c3 organization, Association of Manufacturers, Bay Area (AMBayArea). The new membership-based organization has generated multiple demand-driven revenue streams and program areas, workforce development primary among them. Others include joint purchasing, education and a CEO roundtable.
- Sustained engagement with regional industry partnership action teams tasked with developing strategies to address employer-identified priorities

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- Manufacturing partnership employers increased participation in the region’s early career ambassador program, including multiple events for priority populations
- Scaled industry engagement with Earn and Learn East Bay, the region’s earn and learn career pathway model
- Delivered a regional, certificate-bearing dental assistance cohort training, driven by regional healthcare workforce partnership employers and coordinated with the region’s WDBs.
- Launched three regional certificated Medical Assistant trainings in response to specific industry demand
- Delivered a regional construction project management cohort training informed by a newly created industry advisory body comprised of construction industry, labor and workforce leaders to validate training curriculum and identify workforce/construction industry partnership opportunities. The training was offered in collaboration with regional community college partners.
- Piloted Employer Performance Measures

RPI 2.0

In Progress

Supply Side Outcomes:

RPI 1.0

- Convened *East Bay Regional Advisory Body* to update the regional Slingshot Compact partnership in the form of a new regional governance body
- Developed regional workforce partners MOU
- Sustained industry partnership leadership continuity
- Expanded industry partnership leadership capacity by hiring a regional industry partnerships coordinator to provide administrative support
- Sector Leads increased focus on designing and executing workforce strategies
- Scaled regional Earn & Learn East Bay career pathway model, sustained full-time staff and formalized operational systems and structures
- Sustained Earn & Learn East Bay regional customer relationship management tool (CRM) to aggregate and streamline industry contacts, facilitate referrals, and report on performance
- Formalized Earn and Learn East Bay organizational structure, appointing a steering committee of regional workforce, education and training leaders.
- Increased work-based learning opportunities for K-16 in the region’s priority industry sectors
- Launched several regional industry partnership-driven trainings in coordination with industry, training and workforce partners
- Successful regional human-centered design capacity building training focused on justice involved clients for service providers, board members and employers.
- Administrative efficiencies: Shared regional staffing, Common tools, regional communications, regional funding protocols
- Successful Prison to Employment planning process, funding application and launch.

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- Greater connectivity, coordination and collaboration between workforce development boards and other key partners, supported by regional staff
- The region's advanced manufacturing partnership's Sector Lead collaborated closely with the state community college's Deputy Sector Navigator for advanced manufacturing on alignment and coordination.
- The region's healthcare workforce partnership continued to develop a data-driven rationale for changing current systems, infrastructure development, and sustained health care workforce initiatives to develop a more qualified, culturally responsive regional health workforce talent pool.
- The region's healthcare workforce partnership leads played active roles in the state's future of health workforce taskforce.
- Developed and advocated for policy solutions that eliminate barriers to increasing workforce and education capacity, investment and sustainability.
- Re-launched the West Contra Costa County Health Pathways Partnership, a sub-regional network of education, training and service providers focused on healthcare workforce pipelines, equity and inter-agency systems and infrastructure development.
- EBRPU sponsored two AMBayArea annual regional manufacturing summits targeting employers, supply-side partners, policy makers and others.

RPI 2.0

In Progress