

Welcome!

Please introduce yourself in the chat. Feel free to share what you are looking forward to in 2024.



WELCOME

Agenda

- » Welcome
- » About Uplift and California Jobs First
- » Regional Plan Part I
- » Community Engagement
- » Catalyst Fund
- » Wrap Up

About Uplift and California Jobs First

Uplift Central Coast

Who We Are



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Santa Cruz | San Benito | Monterey | San Luis Obispo | Santa Barbara | Ventura

What We Do

- 1** Develop a **broad coalition** that reflects the diversity of the Central Coast. Facilitate deliberately **inclusive process centering lived experiences** of disinvested communities
- 2** Conduct comprehensive **industry and workforce** analysis. Analyze **demographic and socio-economic conditions** of the region
- 3** Develop plan prioritizing **access to high quality jobs, especially for disinvested communities**
- 4** Recommend **series of investments to grow sustainable industries and diversify regional economies**. Apply for implantation funding

What Is California Jobs First?

Planning Phase

Inclusive, diverse, transparent, and accountable regional planning that results in a holistic strategy, and recommend a series of investments to grow sustainable industries, diversify regional economies, and improve access to high quality jobs

Implementation Phase

Projects throughout the region that advance globally competitive, sustainable industries that improve access to high quality jobs with clear employment pathways for underserved and incumbent workers, while bolstering climate and health outcomes, and equity for all Californians

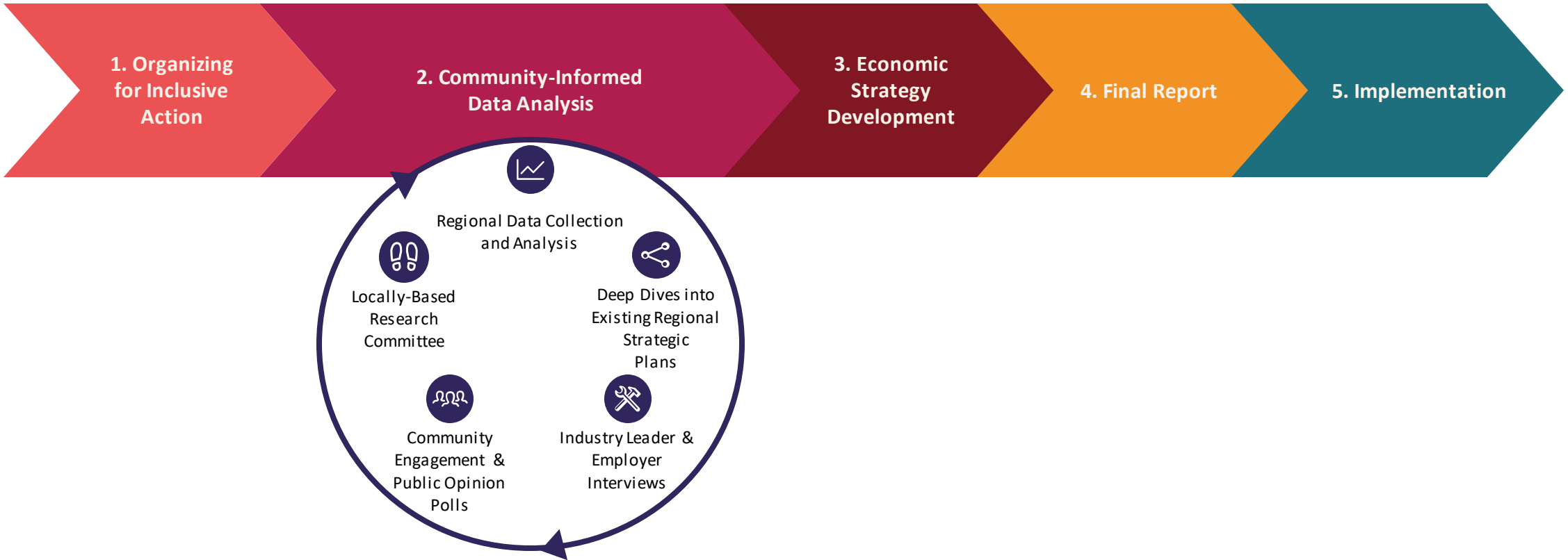
Robust and inclusive stakeholder engagement

Uplift's North Star

Combining Economic Opportunity, Equity, and Sustainability is the North Star that guides governance, stakeholder engagement, project criteria, and program metrics.














Uplift's Approach to California Jobs First



Community-Led Governance: Vision and Steering Committees sourced from key stakeholder groups

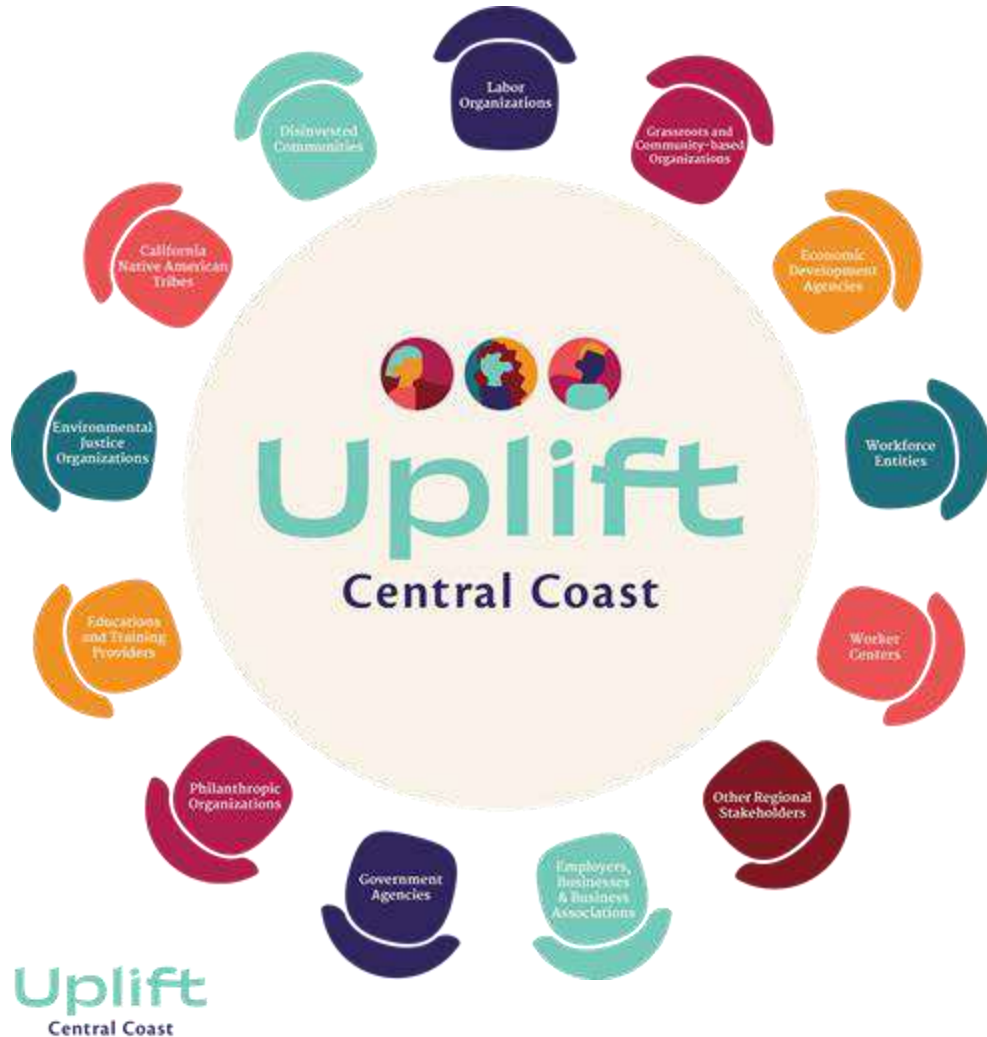
Uplift Stewardship: of North Star vision throughout the California Jobs First effort

Guiding Principles

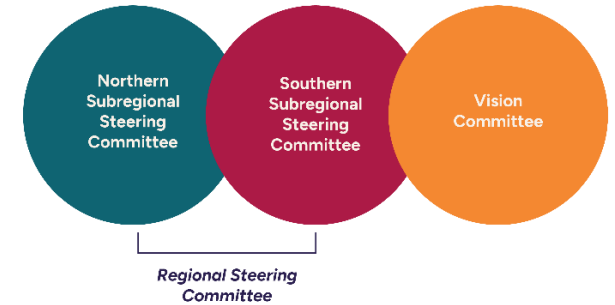
-  Challenge conventional thinking
-  Practice curiosity
-  Share decision making power
-  Seek out different perspectives
-  Pull people in, resource people
-  Be present and communicate differently
-  Look at data differently, fill in the gaps with stories
-  Follow a *We Before Me* approach
-  Always ask: who does this serve, who will benefit and why?
-  Listen to those individuals that feel unseen and unheard
-  Challenge your own biases

Community Governance

Uplift is governed by a collective of constituency groups who all share an equal seat at the table.



Members of each constituency group **serve on our three collaborative committees**, which are supported by Uplift's management team



The Uplift committees and team members **engage regional stakeholders** through...



ABOUT UPLIFT AND CALIFORNIA JOBS FIRST

Committee Member Highlight

Vision and Steering Committee Meeting in the Northern Sub-Region



Vision and Steering Committee Meeting in the Southern Sub-Region



What does **Uplift's vision** mean to you and what motivates you for being involved?

Uplift's Key Activities Completed in 2023

May-July



- ✓ Formed the Vision and Steering Committees
- ✓ Conducted research and analysis for the Draft Regional Plan Part I
- ✓ Began hosting Community Convenings and Listening Sessions

August-October



- ✓ Submitted the Draft Regional Plan Part I to the State
- ✓ Continued hosting Community Convenings and Listening Sessions
- ✓ Awarded 17 Community Based Organizations (CBOs) with Community Engagement Services Grants
- ✓ Conducted a public opinion poll
- ✓ Drafted the Catalyst Program application with input from committee members
- ✓ Continued conducting research and analysis for the Regional Plan Part I

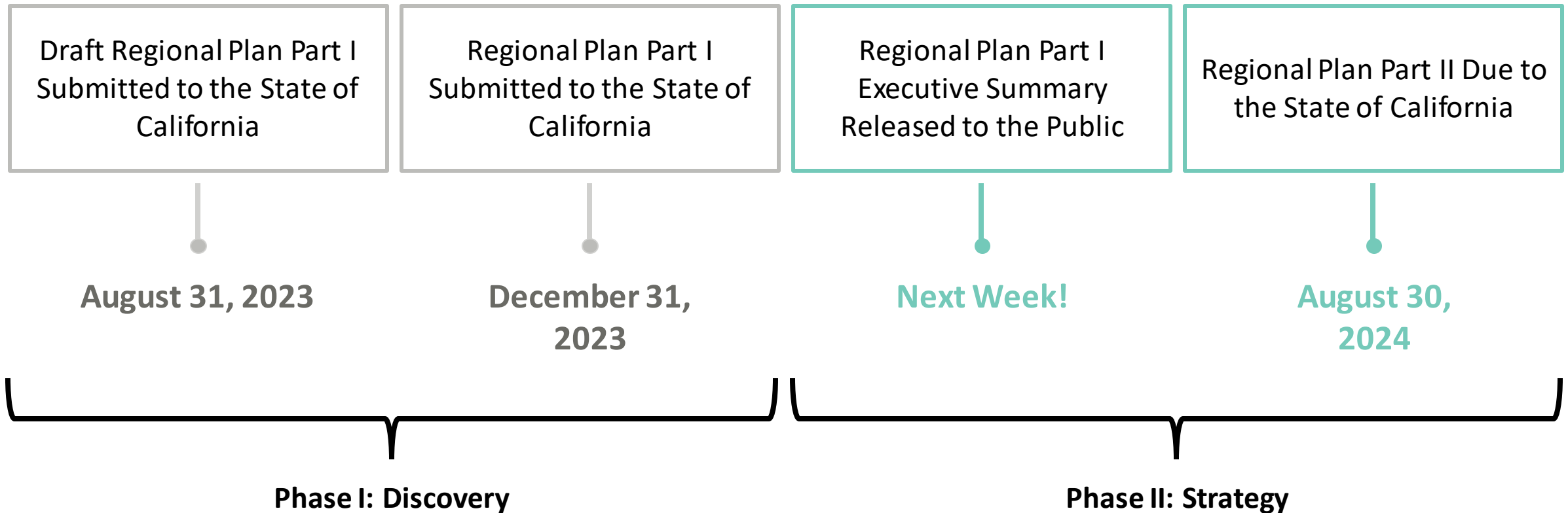
November-December



- ✓ Continued hosting Community Convenings and Listening Sessions
- ✓ Continued conducting research and analysis for the Regional Plan Part I
- ✓ Hosted in-person sub-regional Committee meetings
- ✓ Submitted the Catalyst Program application
- ✓ Submitted the Regional Plan Part I to the State

The Regional Plan Part I and Part II Timeline

Uplift submitted the Regional Plan Part I to the State of California and is now moving into the Strategy phase of the California Jobs First process.



Regional Plan Part I

Research Purpose

Uplift's Regional Plan Part I provides an evidence-based foundation for collaborative decision-making and strategic action while also helping to establish shared language and principles for action.

- 1** Provide a broad community understanding of **core regional economic challenges**, as well as a realistic view of **regional assets and opportunities**.
- 2** Advance a **shared economic development philosophy and framework** for gauging economic success, setting objectives, guiding decisions, and measuring progress.
- 3** Set boundaries and **criteria for the strategic trade-offs** necessary to ensure that priority objectives have the greatest impact, particularly given resource constraints.
- 4** Identify a broad range of **actors across the private, public, philanthropic, nonprofit, and community sectors**—going well beyond traditional economic development entities. Guide individual initiatives toward common goals and foster effective collaboration in the design and delivery of tactics and programs.

State Requirements

The following State-set categories drove Uplift's research approach:



Regional Summary: An exploration of the region's baseline economic trends, plus demographic and socio-economic conditions, produced via analyses spanning the economy, public health, and environment.



Stakeholder Mapping: A snapshot of active Uplift stakeholders to-date that can influence creating a High Road economy in the region and/or benefit from it.



Labor Market Analysis: Detailed examination of regional labor and workforce dynamics, including barriers that limit access to high-quality jobs.

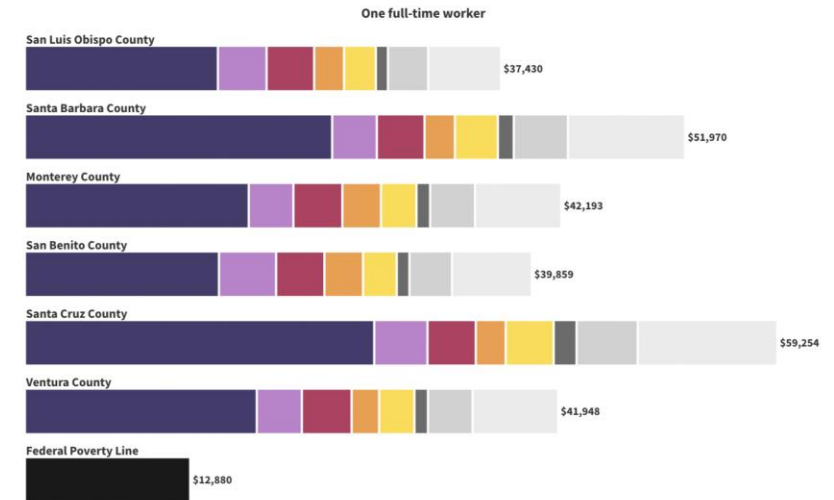
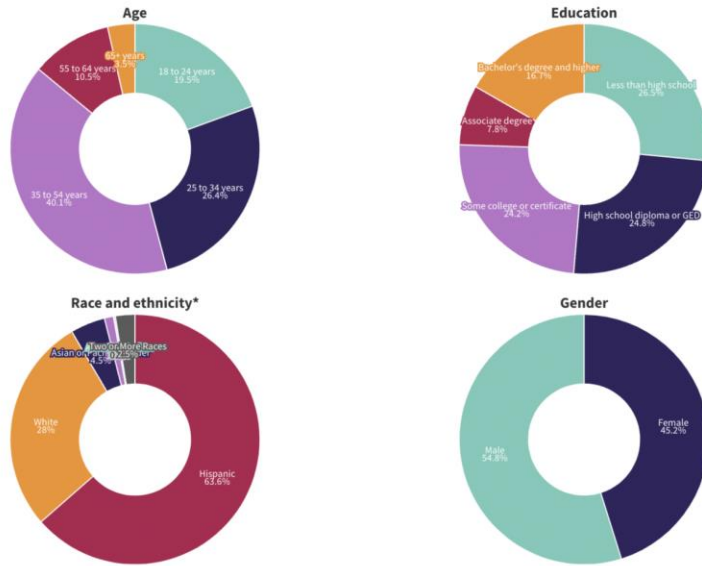


Industry Cluster Analysis: Prioritization of industry clusters for economic development intervention, based on the region's comparative advantages, market trends, workforce, infrastructure assets, policy trends, aligned state/federal investments, supply chain, and innovation ecosystem



SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis: An in-depth analysis of regional Strengths, Weaknesses, Opportunities, and Threats (i.e., SWOT), especially as they relate to equitable economic resilience and growth of sustainable industry clusters.

Research Inputs



Quantitative analysis examined more than 100 indicators of the region’s economic performance and drivers, labor market dynamics, industry clusters, and public health and environmental trends, drawing on data from a wide range of proprietary and public sources.

Qualitative research involved desk research, interviews, and interactions with government entities, community members, businesses, education providers, and other stakeholders to surface market insights, contextualize quantitative findings, and assess governance capacity.

Community engagement extends qualitative insights by providing validation and direction based on the lived experiences of residents, workers, and others who have been historically limited to informing and commenting rather than actively contributing to strategy development.

The Regional Plan Part I and Part II Overview

The Regional Plan Part I:

Audience: The State of California’s Governor’s Office of Planning and Research (OPR), Office of Business and Economic Development (GO-Biz), and Labor and Workforce Development Agency (LWDA)

Purpose: Present a baseline of the region’s stakeholders and factors affecting the region’s economic, environmental, and health conditions; conduct a detailed economic and workforce analysis from both quantitative data and community input; and ensure that the plans take a full account of the factors shaping economic development ahead of strategic development.

The Regional Plan Part I Executive Summary:

Audience: The public

Purpose: Present the information from the Regional Plan Part I to the public in a concise and understandable format.

The Regional Plan Part II:

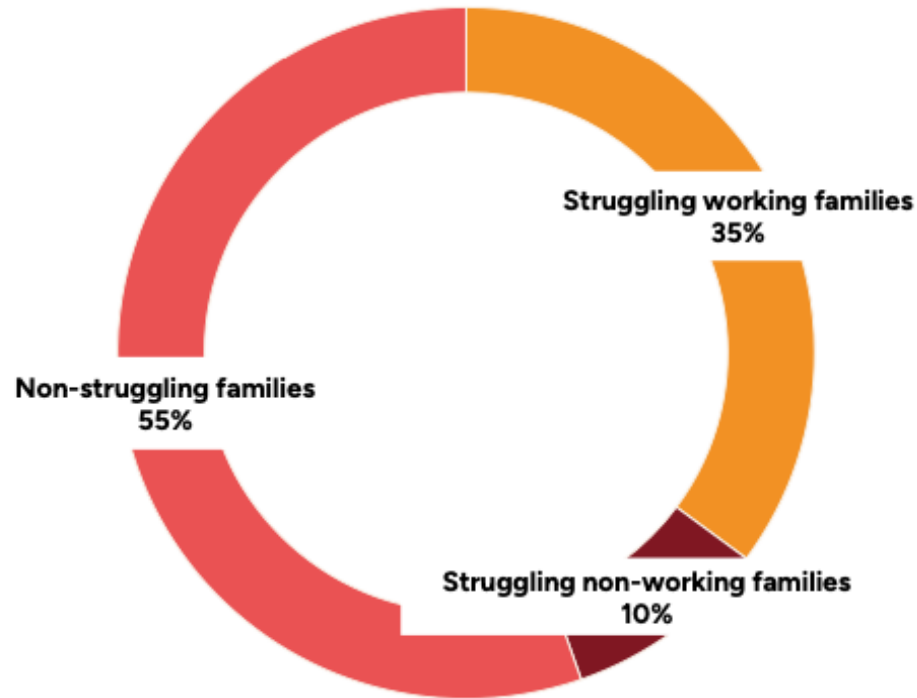
Audience: The State of California’s Governor’s Office of Planning and Research (OPR), Office of Business and Economic Development (GO-Biz), and Labor and Workforce Development Agency (LWDA) and The public

Purpose: Create a strategic plan containing an executive summary with tactics, initial investable projects, and metrics along with a community roadmap*.

Over 1 Million Residents Belong to Struggling Families

About 45% of Central Coast residents belong to families who struggle to make ends meet, meaning their incomes do not cover basic costs of living.

Share of Central Coast Families that Struggle to Make Ends Meet



- Younger and less-educated workers are more likely to struggle, reflecting proxies for skill and experience
- 59.5 percent of workers with less than a high school diploma struggle, compared to 28.6 percent of those with an associate's degree and 15.7 percent with a Bachelor's Degree of higher
- 46.5 percent of Hispanic workers struggle, compared to 27.5 percent of Black workers, 23.5 percent of Asian/Pacific Islander workers, and 21.1 percent of white workers

The Region Does Not Have Enough Quality Jobs

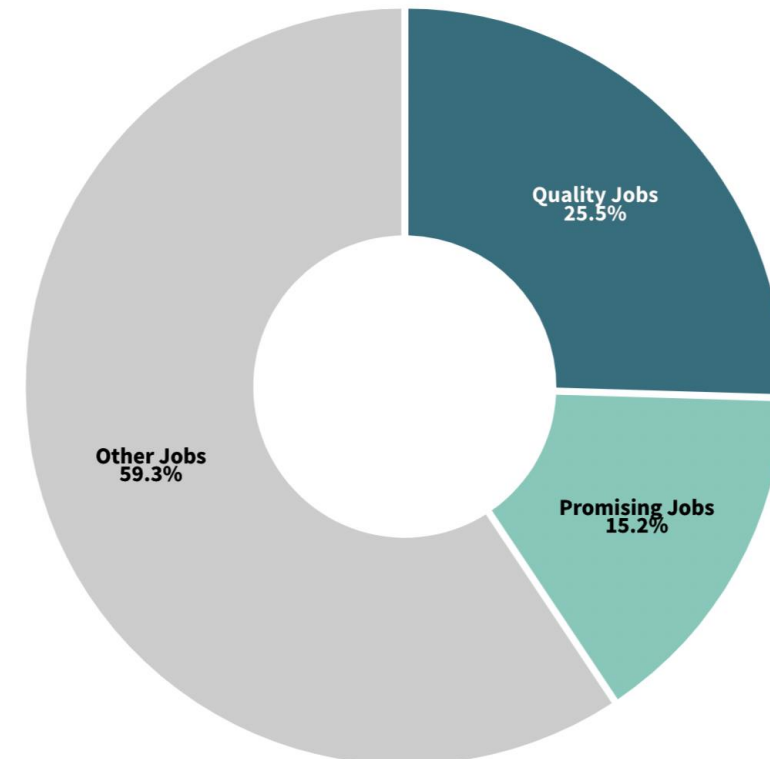
The Central Coast region has a significant gap in providing quality jobs to many residents, particularly those who are younger, less educated, and non-white.

What is a Quality Job?

- Pays an annual living wage that allows families to make ends meet while accumulating long-term and emergency savings
- Offers employer-sponsored health insurance
- Provides worker stability in terms of retaining or leading to another quality job in the future

A Promising Job affords a pathway to a quality job within ten years

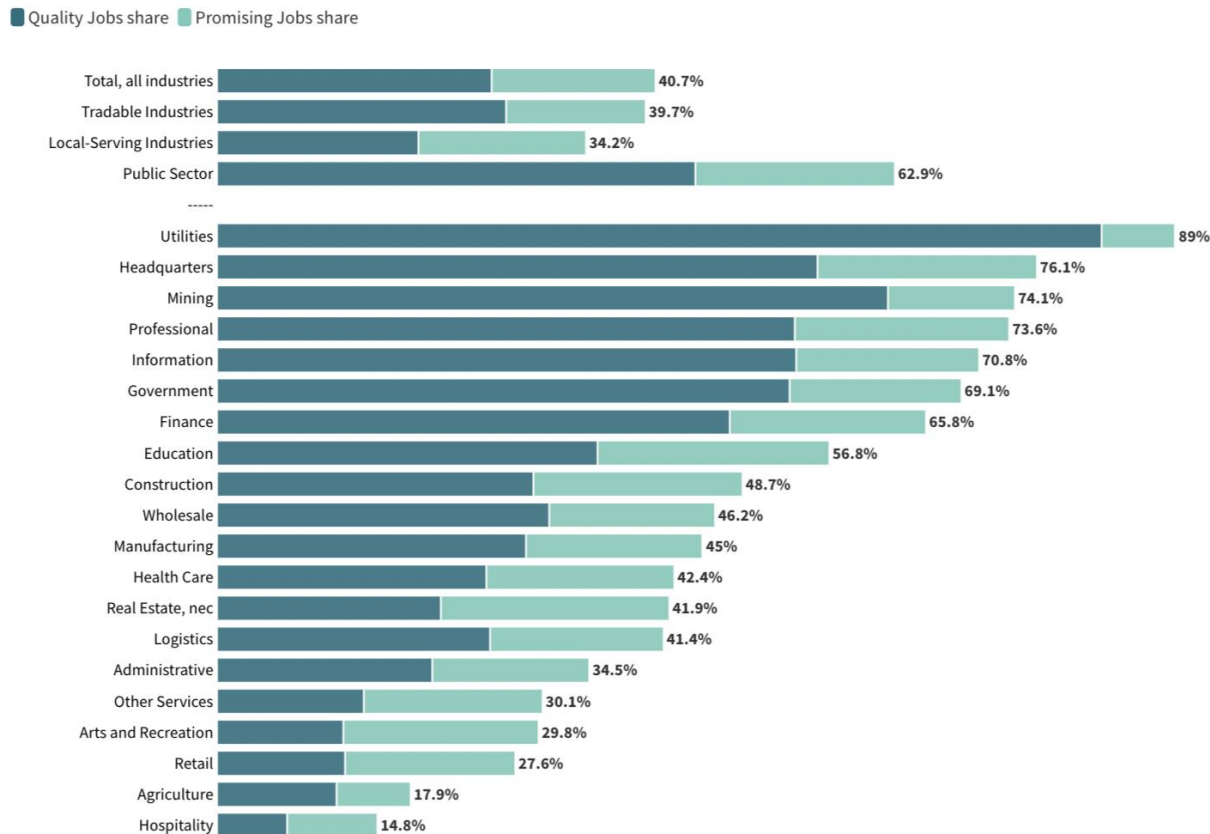
Share of Jobs that are “Opportunity Jobs” on the Central Coast



Industries Vary in Offering Quality Jobs

Rates of job quality should be a key filter for economic development strategy and investment.

Share of Opportunity Jobs Among Regional Industries

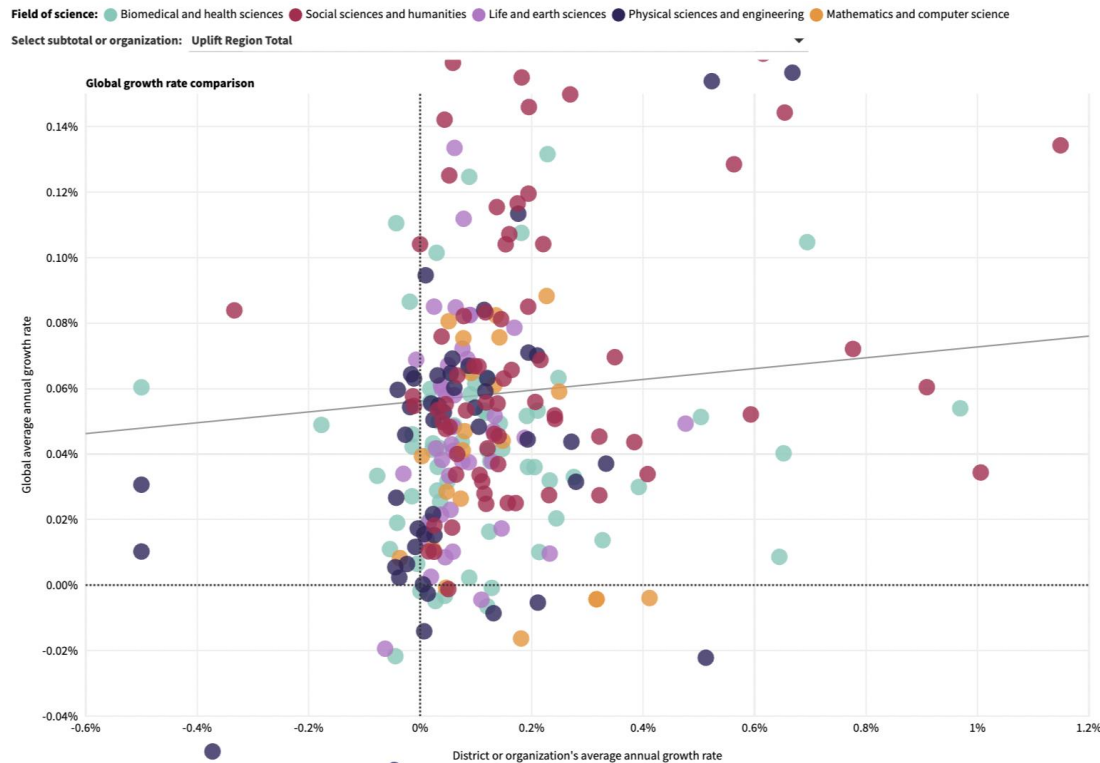


- Some industries with large numbers of jobs (e.g., agriculture, hospitality, etc.) offer relatively few quality jobs
- Some industries with high rates of job quality (e.g., utilities) offer few total jobs
- Residents who are Black, Indigenous, or People of Color (BIPOC) and women are less likely to hold quality jobs, even at higher levels of educational attainment, suggesting the need to address disparities

The Region is an Innovation Powerhouse

Strengths in research and development position the Central Coast for success in the modern economy.

Comparison of Ten-Year Average Growth Rate of Peer-Reviewed Articles to Global Peers

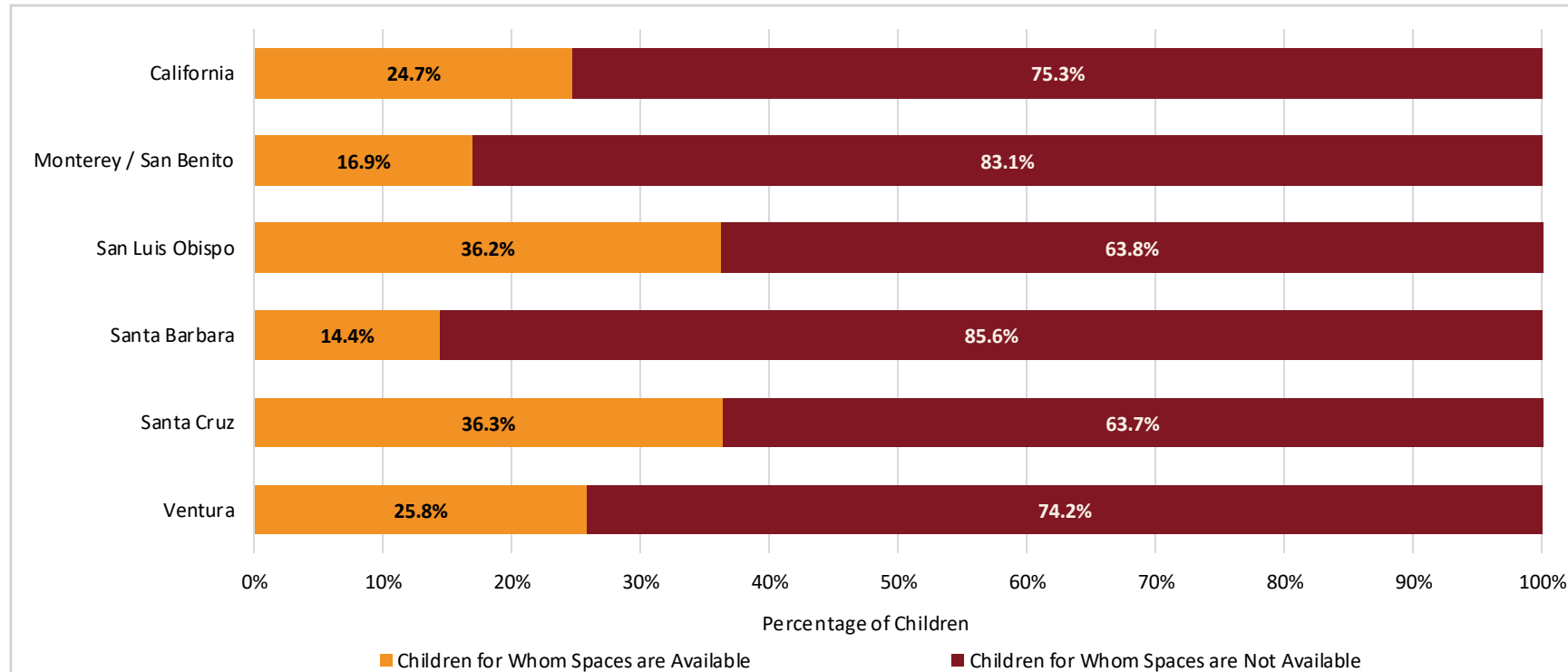


- Specific strengths include autonomous systems, computing, and biotech, with myriad applications through industry
- Underlying disciplines showing strength include engineering, technology, ocean and earth sciences, and physics
- This contrasts with many U.S. regions that typically see research and innovation largely focused on health

The Region Has Real Barriers to Equitable Growth

The Central Coast will need to improve access to ensure all residents can benefit.

Availability of Childcare for Working Families (Licensed Spaces)



Additional barriers include:

- High cost of housing
- Underdeveloped infrastructure (e.g., internet access and transportation)
- Language proficiency

Identified Industry Opportunities Considered Various Factors

The region has options to both optimize growth and improve access to quality jobs.

Criteria for Sector Selection:

- **Feasibility:** the region has a comparative advantage in the industry, relative to other regions, that can be built on
- **Job quality:** the industry concentrates quality jobs for all workers or for workers with some college, a certificate, or associate's degree
- **Sustainability:** the industry can continue to be competitive given environmental standards and advances goals around the transition to a low-carbon economy
- **Impact:** the industry is traded and has a high growth multiplier, meaning each new job will also support additional jobs elsewhere in the economy

High-Level Mapping of Regional Industry Clusters



The Region Has a Two-Part Path to More Quality Jobs

The Central Coast can boost job creation in a set of competitive industries offering quality jobs, while also improving the quality of existing jobs in large industries. Competitive industries include:



Precision Manufacturing:

- Aerospace
- Clean Tech/Blue Tech
- Medical Devices and Pharmaceuticals
- Commercial/Industrial Equipment



Advanced Business Services:

- Software publishing
- Custom computer systems design
- Environmental consulting services
- R&D services

Large Industries



Agriculture



Hospitality / Tourism



Healthcare

Overall Takeaways from Research

This report explores economic, labor market, industry cluster dynamics, public health, and environmental dynamics, along with community priorities. At a high level, implications of this analysis include:



Lowering **costs of living** for working families should be a major priority



The region faces **significant constraints** to growth – ecological, physical, and economic



The region has a **path to sustainable, quality job creation**



Improving **job quality and productivity** in other industries is essential



The region must improve **access to quality job opportunities** in new or existing industries through training and lowering other barriers



Proximity is a **barrier to opportunity** for families and businesses

Questions

Community Engagement

Listening Session and Community Convening Overview

Community Convenings and Listening Sessions gather insights based on participants' lived experiences to inform plans for a more equitable and sustainable regional economy.




Listening Sessions are...




Mid-sized stakeholder-specific sessions tailored to receive feedback from a specific community, with priority for communities that have been historically left out of economic development planning processes

Community Convenings are...

Large, generalized public sessions to provide information, address questions, and solicit suggestions about Uplift and California Jobs First planning and implementation

Listening Session and Community Convening Goals and Intended Outcomes

-  Understand individuals' concerns, hopes, and aspirations
-  Identify barriers and challenges
-  Obtain community members' input on California Jobs First

-  Incorporate community inputs into the Regional Plan
-  Build long term community connection
-  Co-create solutions and strategies

COMMUNITY ENGAGEMENT

Community Engagement To Date



Women, Women Farmworkers, Single Mothers, and Promotoras



The Indigenous Community in Salinas



The Hispanic/Latino/x/e Community, Spanish Speakers, the Mixtecan Community



Small Business Owners



Outdoor Workers, Agricultural Worker, Farmers, and Labor Organizations



Underserved Communities and Environmentally Disadvantaged Communities



The Black or African American Community



Parent Groups, Immigrant Parents, Parents of Children with Disabilities, Caregivers and Youth

107K

Inclusivity Funds distributed, totaling \$107,200 not including taxes

1,684

Community members in attendance across community engagement sessions

34

Community engagement sessions held, including Community Convenings and Listening Sessions

Community Engagement Themes

Across thirty-four community convenings and listening sessions held from June 17 through December 2, participants highlighted the following themes during small-group discussions.



Given the **lack of quality jobs and high cost of living**, especially the high cost of housing, Central Coast **residents often do not see a future** for them and their families in the region



The region's residents are **proud of their communities** and desire more resources and **stronger partnerships** to create economic opportunities

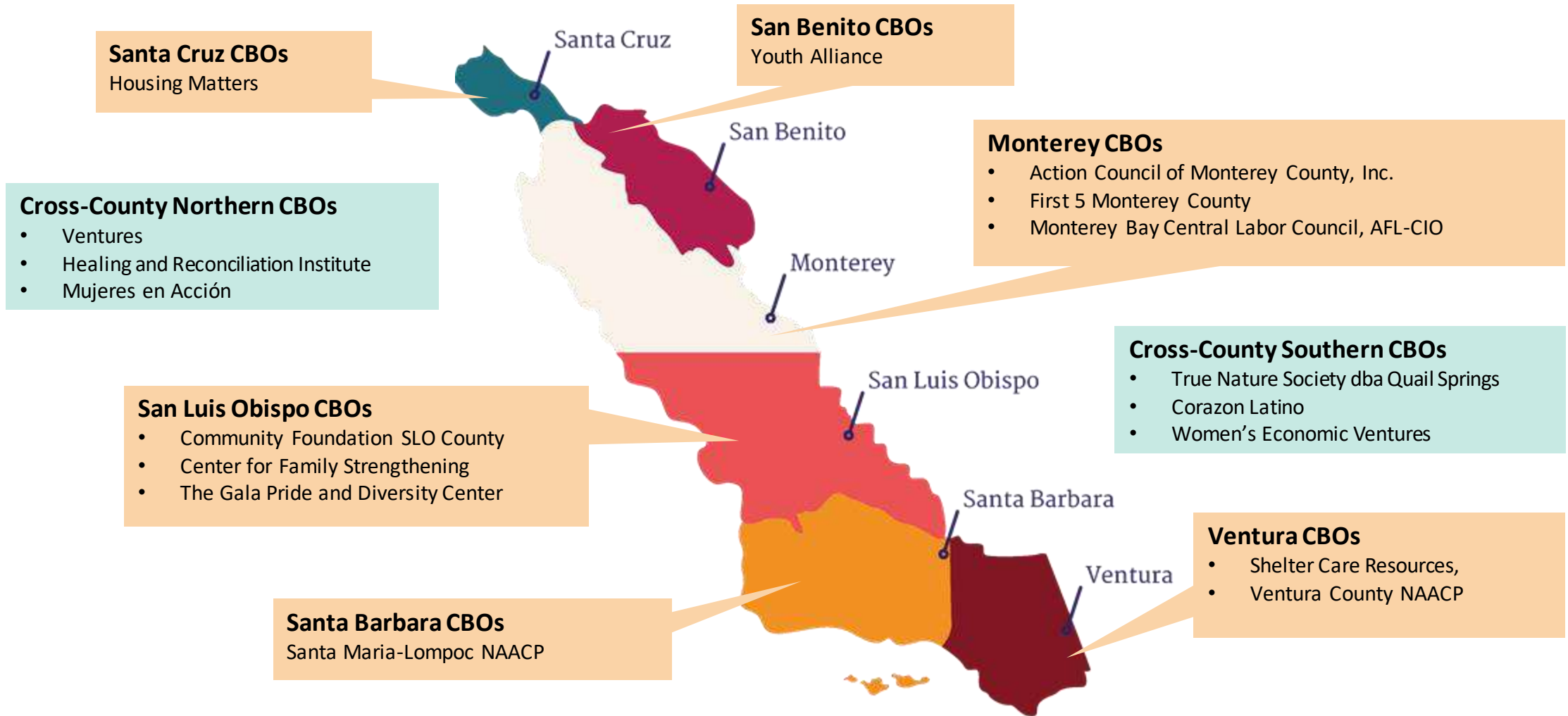


The region's **care economy (childcare, eldercare, and healthcare) is a hindrance** to thriving on the Central Coast, but is also one of the most critical factors to supporting a prosperous community



The region's **underdeveloped infrastructure** poses challenges to Central Coast residents

Community Engagement Services Grant: Selected CBOs*



Center for Family Strengthening



Mission Statement: The Center for Family Strengthening (CFS) ensures strong families are a community priority and works to end child abuse by linking children, youth, and families with primary prevention resources.



Demographics Served: Families with children of all ages, as well as youth in foster care, homeless, and unaccompanied youth, in San Luis Obispo County and local School Districts. Services are provided in multiple languages (English, Spanish, Mixtec) and to families from all financial backgrounds.



County Served: San Luis Obispo

Engagement Plan:



Listening sessions are planned in Cambria, San Miguel, Los Osos/Morro Bay, and Oceana.



Phone interviews are planned with Templeton residents and the Medically Fragile Homeless Population.

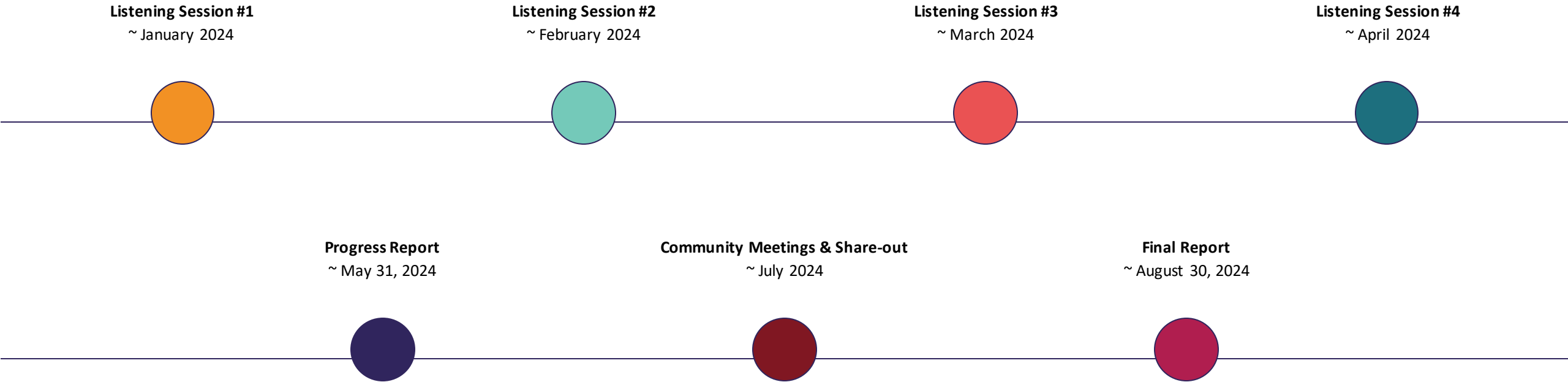


The target audience at all Listening Sessions are low-income families, unemployed or underemployed individuals, agricultural workers, single parents, teen moms, youth and senior citizens, non-English speakers, undocumented individuals, and individuals experiencing homelessness.

COMMUNITY ENGAGEMENT

Community Engagement Services Grant Timeline

Below is an overview of the general timeline* of the Community Engagement Services Grant.



*Please note that the timeline is subject to change and might differ slightly between CBOs. The above represents a general overview. 33

**Who else should be
at the table?**

Catalyst Fund

Program Purpose



Bridge the gap between planning regional economic development strategies and implementing projects designed to achieve outcomes that align with California Jobs First's (formerly CERF) goal.

Strengthen California Jobs First Regional Collaborative (formerly HRTC) social infrastructure **to allow for continued regional inclusive planning.**

Enable regions to **build a pipeline of viable, ready-to-go California Jobs First-aligned projects.**

De-risk bold, transformational projects, by focusing on pre-development projects and maximizing investment opportunities while reserving Implementation Phase funds for ready-to-go projects.

Project Readiness Stages

Project development towards readiness



Exploratory Projects:

- Are at the early stages of development
- Might be just an idea or a “back-of-the-envelope” plan
- Might need dedicated funding to study and develop into a potential project

Last-Mile Projects:

- Have completed feasibility assessments (if applicable)
- Are feasible/viable projects to achieve their stated objectives
- Undergone initial steps towards development, but must clear a few additional hurdles

Ready-to-Go Projects:

- Have completed all necessary and possible steps to be ready for implementation upon receiving funding
- For construction projects these are “shovel ready”

Catalyst Pre-Development Phase Projects

Implementation Phase Projects

Wrap Up

WRAP UP

Ways to Stay Involved – There’s a Seat for You!



- » Please email Lady Freire at lady@upliftcentralcoast.com with additional **entities that should be involved** with Uplift
- » Visit Uplift’s website to read the **Regional Plan Part I Executive Summary** (*coming soon!*)
- » Sign up for the **Uplift Newsletter** and follow us on Facebook, Instagram, and LinkedIn **@upliftcentralcoast**

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