



Uplift

Central Coast

Fall Community Update

Wednesday, September 25, 2024



WELCOME

Agenda

- » Welcome
- » Overview and Progress Update
- » Regional Plan Part II
- » Catalyst Predevelopment Phase
- » Wrap Up

Uplift Overview and Progress Update

What is California Jobs First?

California Jobs First (formerly known as the Community Economic Resilience Fund or CERF) is a state level program designed to bring funding to each region of the state for **sustainable, equitable economic growth**



California Jobs First funded the development of regional **industrial strategies** that include **identification of priority sectors**, and a **workforce development** strategy focused on **equity and sustainability**.

Uplift Central Coast

Who We Are

EDC, MBEP, and REACH are the three economic development organizations that formed the Uplift Central Coast Coalition (Uplift) to deliver the planning component of **California Jobs First** for the six-county region. **Uplift, in partnership with community, created a forward-thinking economic development plan to help the region thrive.**



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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 implementation funding.

Uplift Vision and Steering Committee Members

Vision Committee

Ana Rosa Rizo-Centino
Andrea Carlos Willy
Cesar Lara
Christine Robertson
Dirrick Williams

Garret Wong
Kathy Odell
Lawrence (Larry) Samuels
Rosa Vivian Fernandez
Sam Cohen

Regional & Sub-Regional Steering Committee Members

Northern

Francisco Rodriguez
Kristina Chavez Wyatt
Gabriela Lopez Chavez
Enrique Arreola
Richard Vaughn
Michael Castro
Jackie Cruz
Alma Cervantes
Eloy Ortiz
Diane Ortiz
María Elena Manzo
Angel Riotutar

Southern

Jeremy Goldberg
Michael Boyer
Cameron Gray
Joyce Howerton
Nicki Parr
Vanessa Bechtel
Wendy Sims-Moten
Corlei Prieto
Rita Casaverde
Rebecca Evans
Denise El Amin
Scott Lathrop

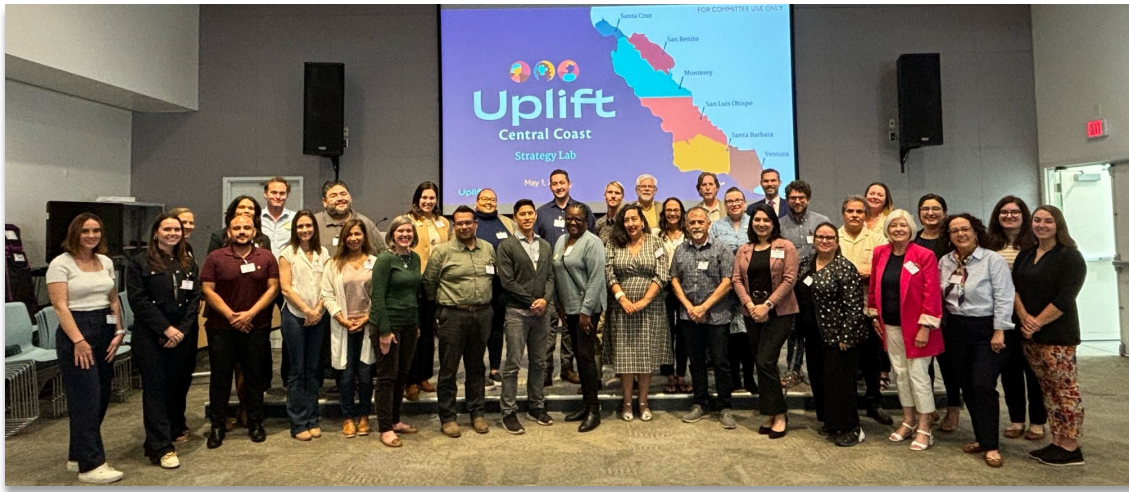


Image of members of the Uplift Team and Vision and Regional Steering Committees during Uplift's Strategy Lab in San Luis Obispo.

Uplift's Approach to California Jobs First



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

Community and Industry Engagement Overview

Community and industry engagement through Listening Sessions, Roundtables, and interviews provided crucial data to inform the strategies that Uplift included in the Regional Plan Part II.



Listening Sessions

Listening Sessions are mid-sized meetings hosted by **Community Based Organizations (CBOs)** and Uplift with **community members** to hear from individuals who are typically left out of economic development planning conversations.



Roundtables

Roundtables are small meetings hosted by Uplift **with industry leaders** across the Central Coast. The goal of Roundtables was to **gain industry perspective** on a variety of topics from hospitality and tourism to manufacturing.



Interviews

Uplift hosted one-on-one interviews **with industry leaders** across the Central Coast. The goal of these interviews was to **gain further industry perspective**.

Since 2023, **over 3,000 community members participated** in Uplift's nearly 100 Listening Sessions, plus 500 participants in Uplift's virtual, public Community Update Meetings.

Strengths, Weaknesses, Opportunities, and Threats

This SWOT analysis reflects the current status of the region and may benefit from revisiting and updating as applicable throughout Uplift's Catalyst Predevelopment and Implementation Phases.

Strengths

- Strong sense of pride in **community**
- Scenic **nature**
- **Innovation Hubs** and Educational Institutions
- Regional **Produce**
- Iconic **Destinations**

Weaknesses

- High cost of **housing**
- High **cost of living**
- Lack of quality **jobs**
- Lack of **child care**
- **Language** barriers
- **Infrastructure** challenges

Opportunity

- Precision manufacturing and advanced business services
- **Job quality** improvements
- **Workforce development**, training, and education
- **State and Federal investment** in climate and infrastructure
- **Immigration reform**

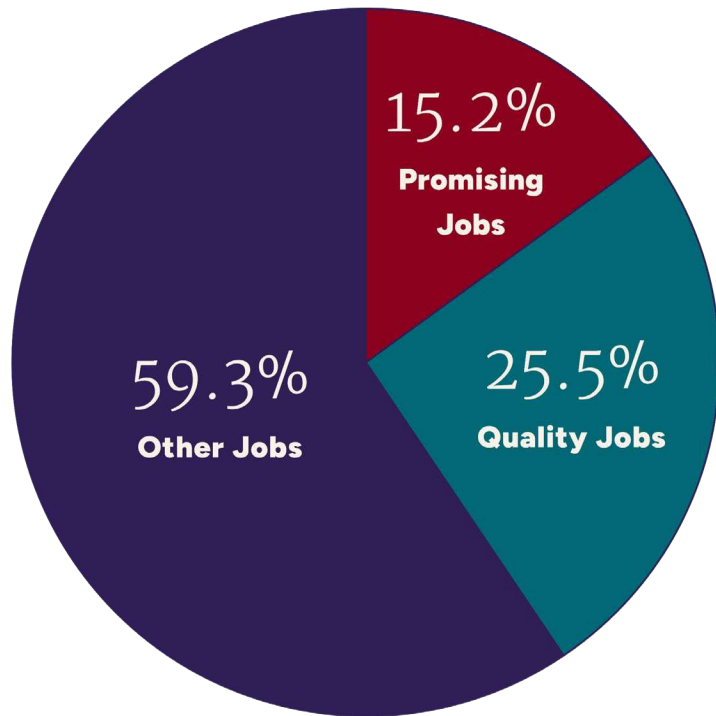
Threats

- Increasing **cost of living**
- **Climate change** impacts
- **Water** resource management
- **Discrimination** and racism

Key Research Findings

The Central Coast is marked by wide socio-economic disparities, with over 1 million residents, or 45 percent, struggling to make ends meet, meaning their incomes do not cover basic costs of living.

Share of Quality and Promising Jobs



How Uplift defines “Quality Job”

- Pays an **annualized living wage** (established by analysis of regional costs and modeling of income required to improve self-sufficiency) that allows families to make ends meet while accumulating long-term and emergency savings.
- Offers **employer-sponsored health insurance** (a proxy for other worker benefits)
- Provides **worker stability** in terms of retaining or leading to another quality job in the future.

Uplift defines a “**Promising Job**” as a job that leads to a quality job within a decade. Jobs that do not meet this definition are often still highly valued and important roles that significantly contribute to the community.

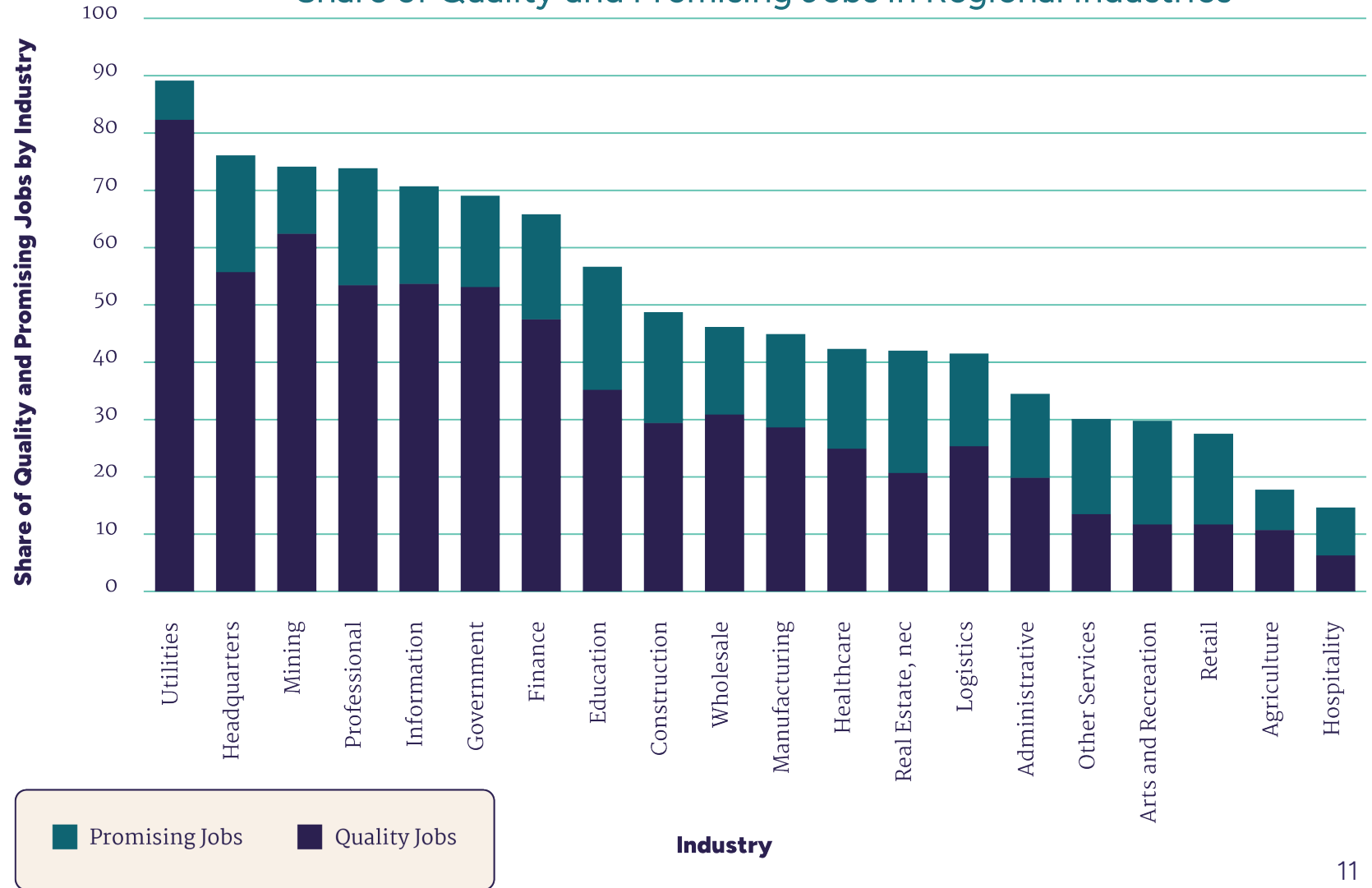
Key Research Findings

The chances of holding a quality or promising job vary significantly by industry.

Job quality also varies significantly within industries.

This means that both job creation and workforce preparedness efforts need to be carefully targeted.

Share of Quality and Promising Jobs in Regional Industries



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.

Industry Targets for Growing Quality Jobs



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

Industry Targets for Improving Job Quality and Access



Agriculture



Hospitality and Tourism



Healthcare

Regional Plan Part II

California Jobs First Strategy Requirements

Uplift's Regional Plan Part II was required by the State to address the following:



Vision and Goals

for creating a High Road economy that is sustainable, inclusive, and equitable.

Describing the region's ongoing and long-term strategy for incorporating community engagement and feedback throughout the strategy development process.



Targeted Sector Regional Strategies

that align with job quality and access, equity, and climate requirements, enhance workforce development, align with State strategies.



Sector-Neutral and Economic Mobility Regional Strategies

such as building more climate-resilient infrastructure and strengthening locally serving sectors, that align with job quality and access, equity, and climate requirements, enhance workforce development, align with State strategies.



Additional Regional and Community Development Strategies

that are critical to building resilient regions and communities but are outside of the scope of California Jobs First, such as, housing, transportation, and mental health services.

Regional Plan Part II Materials

A full report and two versions of Executive Summaries will be available to the public. The full report and Community Executive Summary will be available Spanish and English with audio in Mixteco and Triqui.

Documents to Be Published



Executive Summaries:

- One tailored for the community
- Another targeted at investors and government officials



Full Report

REGIONAL PLAN PART II

Strategy Topics

Based on insights from the data and input from the community, Regional Plan Part II concentrates on strategies at varying priority levels pertaining to the below topics:



Target Sector Strategies: Boosting Quality Job Creation

Uplift identified a set of sectors within Precision Manufacturing & Advanced Business Services positioned to deliver quality job creation accessible to those with less than a four-year degree.

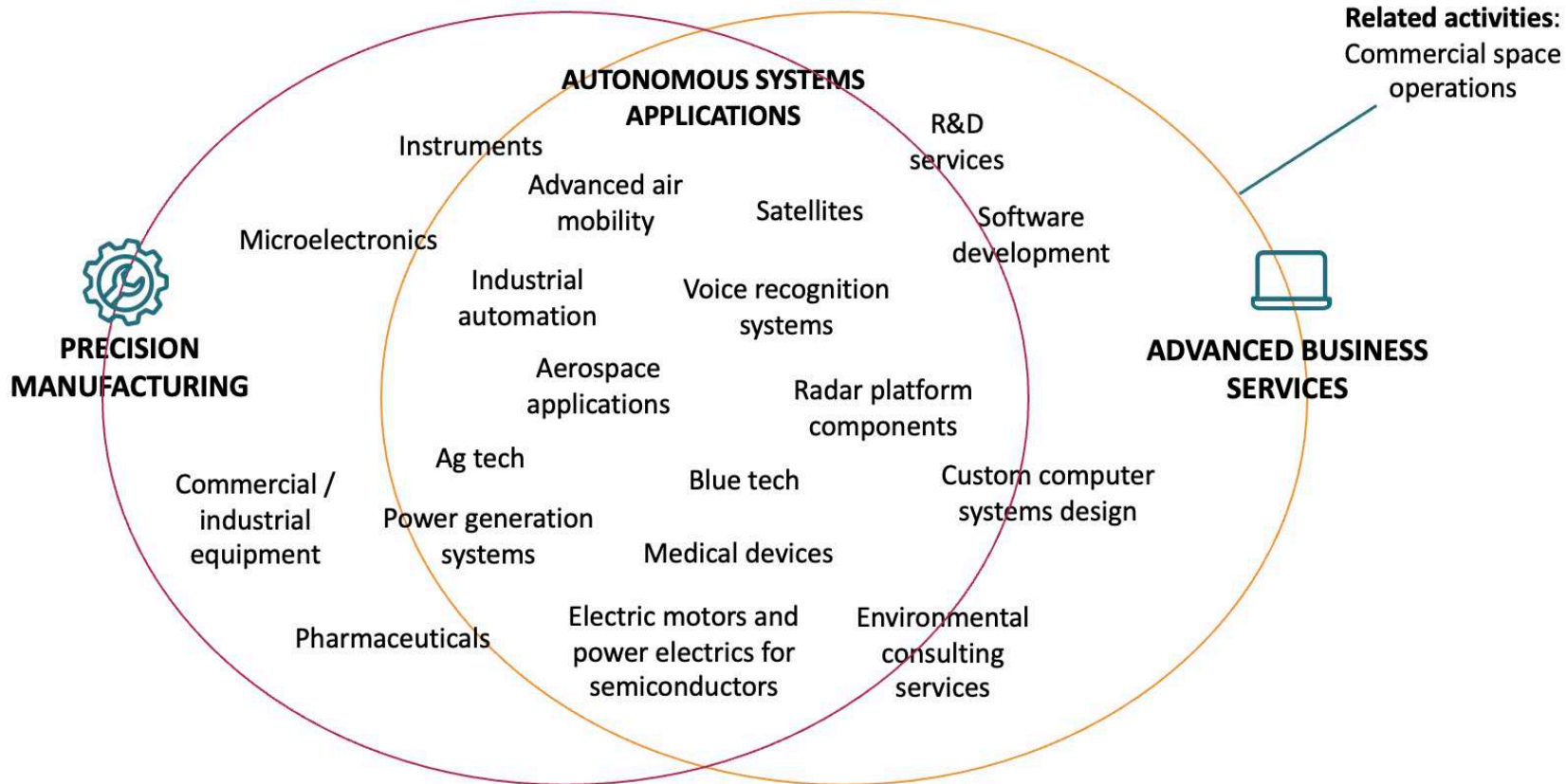
Precision Manufacturing & Advanced Business Services Strategies



- ➔ Accelerate **Sub-Baccalaureate Workforce Pipeline** Development
- ➔ Bolster the Region's Long-Term Science Technology Engineering and Math (**STEM**) Pipeline
- ➔ Enhance the Capacity of the Region's Talent Ecosystem to **Serve Priority Sectors**
- ➔ Unlock the Full Potential of the Region's **Innovation Assets**
- ➔ Increase Supports for **High-Growth Entrepreneurship**
- ➔ Enhance Core and **Sector-Relevant Infrastructure**
- ➔ Ensure the Sustainability of **Small and Middle Market Firms** in Target Sectors

Precision Manufacturing & Advanced Business Services

The presence of Precision Manufacturing and Advanced Business Services can be described as converging to strengths in the “Autonomous Systems” Value-Chain, meaning high-value, technically advanced, and exact products that can function independently in different challenging environments.



Target Sector Strategies: Enhancing Job Quality

Recognizing that multiple major industries on the Central Coast (agriculture, hospitality, and healthcare) contain significant numbers of lower-quality jobs, additional strategies seek to upgrade the quality of jobs in these sectors and improve pathways to better positions.

Healthcare Strategies



Expand **Pathways into Quality Jobs** for Lower Paid Healthcare Positions



Bolster **Workforce Pipeline** Between Educational Institutions and Healthcare Institutions



Expand **Training and Awareness** on Healthcare Career Paths

Agriculture Strategies



Create an **AgTech and Regenerative Agriculture Ready** Workforce



Strengthen AgTech Commercialization, Innovation, and Research Initiatives

Hospitality and Tourism Strategies



Relevant strategies are **integrated** in other sections

All strategies seek to improve access to quality jobs for individuals from disinvested communities.

Economic Mobility Strategies

While some strategies are tailored for specific sectors, the strategies in this section are not specific to any one sector. Instead, they have applications across multiple sectors.

Main Street and BIPOC Small Business Development Strategies



Training, Upskilling, and Learning and Development Strategies



Child Care Strategies



- | | | |
|---|--|---|
| Expand Culturally Responsive Community-Focused Small Business Technical Assistance | Expand On the Job Training and Upskilling | Expand Child Care Workforce |
| Bolster Small Business Financial Capacity and Access to Capital | Enhance Training and Apprenticeship Programs | Enhance Child Care Infrastructure |
| Promote Collaborative Models of Local, Broad-Based Ownership | Promote Culturally and Linguistically Inclusive Upskilling Programs | Encourage Employer Supported Child Care |
| Support Community Kitchens and Regional Food Hubs | Scale Family Self-Sufficiency (FSS) programs | Improve Usability of Centralized Resources to Navigate the Child Care System |

Climate Resilience through Economic and Workforce Strategies

As the Central Coast prepares for a more sustainable future, prioritizing quality jobs that advance climate resilience and nature preservation will be crucial in ensuring long-term economic stability.

Climate Resilience through Economic and Workforce Strategies



➔ Advance the State's Clean Energy Goals and Promote Job Creation

➔ Develop a Clean Energy Workforce

➔ Drive Equitable Access to the Clean Economy

➔ Protect and Conserve the Natural Environment

➔ Adapt to a Changing Climate

Community Development Strategies

There are several topics that are beyond the scope of the California Jobs First focus on creating quality jobs and improving access to them, but are foundational to a thriving, resilient community and quality of life for Central Coast residents.

Housing



- ➔ Expand **Employer Sponsored Housing**
- ➔ Promote **Creative Housing Models**

Arts and Culture



- ➔ Support **Funding** for the Arts
- ➔ **Revitalize** Art and Culture

Education



- ➔ Strengthen **Curriculum Aligned** with the Regional and Future Economy
- ➔ Prepare **Disinvested Communities** for Higher Education

Immigration



- ➔ Establish Immigrant **Welcome Center**
- ➔ Expand **Financial Support and Education** Program for Immigrants
- ➔ Invest in **Educational and Mentorship** Program for Immigrants

Transportation



- ➔ Increase Public Transportation **Infrastructure**
- ➔ Support **Equitable Reduced or Free Fares** for Public Transit

Nonprofit



- ➔ Expand **Diversity** of Nonprofit Leaders and Boards
- ➔ Develop **Grants** Training
- ➔ Increase **Capacity** of Nonprofits

Regional Plan Part II Goes Beyond Strategies

In addition to strategies, the Regional Plan Part II Annex contains key details about Uplift’s research and strategy development process, foundational findings, and community engagement outcomes.



Annex 1: Glossary
Definitions of key terms used throughout the report



Annex 5: Roundtable Summary
Topics covered and entities who participated each Roundtable



Annex 9: Strategy Lab Outputs
Description of the purpose, agenda, and outcomes (+ photos)



Annex 2: Requirements Table
List of pages where State requirements are addressed



Annex 6: Public Opinion Poll Summary
Methods, sample info, and results



Annex 10: Theory of Change
Understanding of how actions will address regional challenges



Annex 3: State Strategies and Initiatives Reviewed
List of Uplift-aligned State efforts



Annex 7: Vision and Steering Committee Members
Names, roles, and photos



Annex 11: Strategy Evaluation Criteria
Framework to select strategies



Annex 4: Community Engagement Summary
Key community stats and themes



Annex 8: Research Committee
Names and affiliations of Research Committee Members



Annex 12: Initiatives, Ideas, and Strategies for Further Exploration
Additional information to consider

Catalyst Predevelopment Phase

The State Awarded Uplift \$9M for Catalyst Funding

Catalyst funding is for sector-specific pre-development activities. This will enable the Central Coast to take projects from exploratory and last-mile to ready-to-go projects that can access local, state, and federal funds, as well as private and philanthropic investments. As stated by the State of California, the goal of funding Catalyst projects is to:



Invest in **industries that will advance priorities** identified during each region's Planning Phase



Fund projects that ensure **workers and disinvested communities** are the primary beneficiaries



Leverage federal, state, and private **dollars**

Catalyst Predevelopment Phase Requirements

As shared by the State of California, the following are baseline requirements that all Catalyst and Implementation projects must meet to be eligible for funding. Projects will also need to align with regional criteria, Regional Plan Part II strategies, and meet criteria for the identified stage of readiness.

Equity

- At least 40% of funds provide direct, meaningful, and **assured benefits to disinvested communities**
- Include an applicant or co-applicant located in or **servicing a disinvested community**
- Align with Executive Order N-16-22 (Embedding **Racial Equity**)
- Include **equity impact** assessment
- Include **displacement analysis** (and avoidance strategy if necessary)
- **Community engagement** strategy with feedback mechanisms

Climate

- **Align with major state climate goals** and policies, such as:
 - CARB Scoping Plan
 - EO N-82-20 (Land and Water Protection)
 - EO N-19-19 (Climate Agenda)
 - Sustainable Groundwater Management Act (SGMA)
- Projects may **not fund new fossil fuel** extraction or activities, or expand fossil fuel production

Job Quality and Access

- Promote the **creation of family-sustaining jobs** with healthcare and retirement benefits, upward mobility, access to training, consistent scheduling, safe working conditions, and opportunities for collective worker input
- Ensure **equitable access to quality jobs** for communities throughout the region

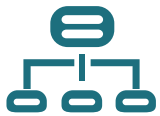
Catalyst Predevelopment Grant Application Expectations

The following information and additional details will be covered in depth in the upcoming release of a Notice of Funding Opportunity (NOFO).



Basic Requirements

- Applicants can be nonprofits, nongovernmental organizations (NGOs), academic institutions, local governments, community foundations, or labor organizations.
- Applicants must **submit a Letter of Intent (LOI)**.
- Based on Uplift's review of the Letters of Intent, **Uplift will invite applicable organizations to apply** for funding.



Preliminary Stages

- Uplift will provide a range of funding allocation awards to successful applicants.
- **Kickstarter projects** are in the early stages of development.
- **Development projects** have moved beyond the initial idea phase and are beginning to take shape.
- **Launchpad projects** are considered feasible and viable, having undergone initial development steps.

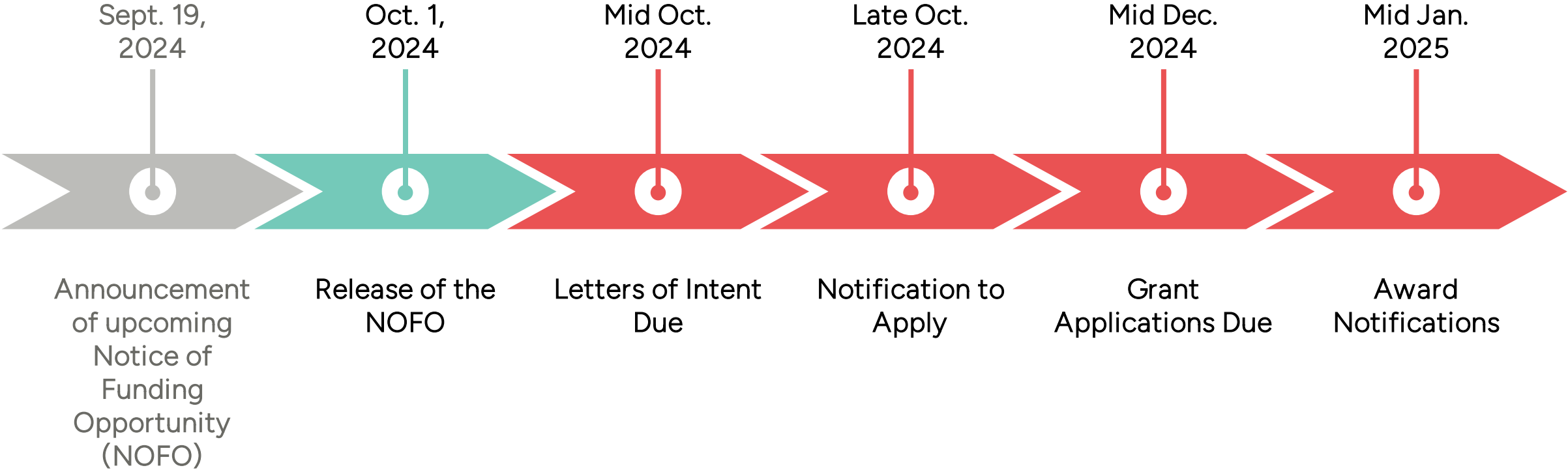


Technical Assistance

- Uplift will **release the NOFO** in early October. A **Bidders Forum** will be held shortly after.
- Uplift will support community applications by providing **feedback after LOI reviews, hosting a Bidders Forum, and answering questions** throughout the application process.

CATALYST PREDEVELOPMENT PHASE

High-Level Catalyst Predevelopment Grant Timeline*



Uplift will share instruction for how to apply for Catalyst Predevelopment Grant Funding soon.

Wrap Up

WRAP UP

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

- » Visit [Uplift's website](#) to read the Regional Plan Part II Executive Summary.
- » Sign up for the **Uplift Newsletter** and follow Uplift on Facebook, Instagram, and LinkedIn **@upliftcentralcoast**.
- » Stay tuned for more information on how to **apply for Catalyst Predevelopment funding!** (*Oct. 1, 2024*)

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