

Uplift Central Coast Catalyst Partnership Opportunity

Notice of Funding Opportunity (NOFO)

Por favor, consulte el sitio web de Uplift para obtener una [copia de este Aviso de Oportunidad de Financiamiento en español](#). Uplift está aceptando solicitudes en español.



Table of Contents	2
Introduction	3
Objective	5
Eligibility	6
Project Stages	7
Section 1: Letter of Intent (LOI) Submission	8
1.1 Purpose of the LOI	8
1.2 LOI Content and Submission Requirements	8
1.3 LOI Evaluation and Notification	10
Section 2: Application Submission	10
2.1 Purpose of NOFO	10
2.2 Application Requirements and Submission Instructions	10
2.3 Submission instructions	11
Section 3: Evaluation Criteria, Timeline, and Requirements	11
3.1 Evaluation Criteria	11
3.2 Expected Timeline	14
3.3 Terms and Conditions	14
3.4 Contact Information	15
Section 4: Required Templates and Additional Information	15
4.1 Letter of Intent Template	15
4.2 Application Scoring Rubric	22
4.3 Strategies at a Glance	23
4.4 Budget Summary and Narrative Template	26



Introduction

The Uplift Coalition is moving into a new phase of work. Over the last 1.5 years this coalition has developed a [detailed analysis](#) of the six-county Central Coast region and developed specific [strategies](#) to uplift our region's residents.

Uplift is now embarking on the next phase of work – the Catalyst Phase – to move these strategies into action and impact. We invite you to join this collective movement for economic prosperity and are eager for your collaboration, project ideas, and partnership. Specifically this phase will entail several integrated tracks of work:

- **Regionwide strategy coordination and implementation:** Uplift's regional convenors (REACH, EDC, MBEP) will spearhead regionwide coordination and implementation of the Uplift strategies, with a focus on advancing quality job creation in the Precision Manufacturing and Advanced Business Services sectors.
- **Project partners:** We invite partners to join us in these efforts by proposing projects to advance Uplift's strategies. This document outlines the process to share specific ideas for possible funding. We look forward to working with you to identify a portfolio of projects that will be funded and integrated into the region wide implementation efforts. Uplift is not just looking for independent grantees. Rather, we are looking for partners who share our overarching vision and who are eager to roll up their sleeves and work together to uplift our region's residents. We are eager to support these partnership efforts.
- **Additional partners:** Uplift is excited to continue expanding this movement and coalition as we enter the Catalyst phase. A key component of our work going forward will be to collaborate with additional partners across the Central Coast to seek resourcing – public, private, and philanthropic – to advance the Uplift strategies and grow economic opportunity. Whether or not you share or are selected for project ideas through the Catalyst process, we are keen to collaborate in this next phase of work!

The Catalyst Predevelopment Phase is a part of the **California Jobs First** program with the goal of seeding investment into regional strategies and projects that drive

Uplift seeks solutions at the intersection of Economic Opportunity, Equity, and Sustainability



innovation, growth, and community impact. Uplift was awarded \$9 million for sector-specific predevelopment activities that support strategic community projects and initiatives in the Central Coast region in alignment with strategies set forth in [Regional Plan Part II](#).

This funding opportunity will support critical predevelopment activities, which are essential for laying the groundwork for long-term success. While immediate outcomes may not be evident, these efforts are designed to catalyze future development, ensuring that projects have the necessary planning, research, and early-stage support to achieve equitable, sustainable and impactful results over time.

For more information on Uplift, California Jobs First, and the Catalyst Predevelopment Phase, please see the [Preliminary Catalyst Predevelopment Phase Timeline and Criteria document](#) available on [Uplift's website](#).

Furthermore, this document outlines the Letter of Intent (LOI) and application requirements. **To be considered for a Catalyst Predevelopment Grant, entities must first submit an LOI, as outlined in section 1.1 Purpose of the LOI, by Friday, October 18, at 5:00 PM PDT.** Only organizations with projects closely aligned with Uplift priorities will be invited to submit a full application. Additional details regarding application requirements are outlined in [Section 2: Application Submission](#). Uplift will accept LOIs and applications in English and in Spanish. For a Spanish version of this document, please see Uplift's website. *Para obtener una versión en español de este documento, consulte el sitio web de Uplift.*

After reading this document in its entirety, if you have questions related to this Notice of Funding Opportunity (NOFO) or the Catalyst Predevelopment Phase Grant, please submit questions to Uplift by entering them into the [Uplift Central Coast Catalyst Predevelopment Grant Public Inquiry Form](#). Please clearly state your question and reference any part of this document, as applicable. Initial questions are **due to Uplift by Tuesday, October 8, at 5:00 PM PDT**. Responses to questions will be posted in a publicly available Q&A document.

Objective

The objective of Catalyst Predevelopment Funding is to support sector-specific predevelopment activities that align with regional strategies developed under the California Jobs First initiative. Below, we introduce objectives, not requirements, that the funding aims to achieve by fostering economic resilience, environmental sustainability, and equitable growth by investing in predevelopment activities that:

- Advance priorities and **promote the strategies identified during [Uplift's Regional Plan Part II \(the Regional Plan\)](#)**. Projects that promote the target sector (Precision Manufacturing and Advanced Business Services) strategies will be prioritized for funding.
- Ensure that **workers and disinvested communities¹ are the primary beneficiaries**.
- **Fund predevelopment activities that will support projects that create quality jobs that enhance equity and sustainability** within the Central Coast. Uplift defines a quality job as a job that (1) 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; (2) offers employer-sponsored health insurance (a proxy for other worker benefits); and (3) provides worker stability in terms of retaining or leading to another quality job in the future. Jobs that do not meet this definition are often still highly valued and important roles that meaningfully contribute to the community. From community members, Uplift heard that a quality job is also one that compensates workers enough to pay bills and save/invest some, provides adequate healthcare coverage, offers flexibility to take paid time off (sick leave and vacation), is free from discrimination,

¹ California Jobs First defines 'disinvested communities' as any of the following:

- Census tracts identified as 'disadvantaged' by the California Environmental Protection Agency.
- Census tracts with median household incomes at or below 80 percent of the statewide median income or with the median household incomes at or below the threshold designated as low income by the Department of Housing and Community Development's list of state income limits adopted pursuant to Section 50093 of the California Health and Safety Code.
- 'High poverty area' and 'High unemployment area' as designated by the California Governor's Office of Business and Economic Development California Competes Tax Credit Program.
- California Native American Tribes as defined by the Native American Heritage Commission (NAHC) Tribal Consultation Policy.

Please see the the Climate and Economic Justice Screening Tool for more information here: [Climate & Economic Justice Screening Tool](#)

provides learning and growth opportunities, contributes meaningfully to the community, and/or is physically and psychologically safe.

- Will be able to **leverage federal, state, and private dollars** to maximize impact.

Eligibility

- Applicants can be nonprofits, nongovernmental organizations (NGOs), academic institutions, local governments, community foundations, or labor organizations. While private entities are not eligible to be lead applicants, public-private collaboration is encouraged.
- Entities may submit multiple applications, either within the same funding lane or across different lanes, as long as the scope of each application varies. Please note that if entities decide to submit multiple applications, a unique LOI will be needed for each application. Additionally, entities can act as the fiscal agent for multiple other organizations.
- Predevelopment activities that can be funded include, but are not limited to:
 - Feasibility studies; market analysis; environmental assessments, and surveys; site acquisition; site and development plans; project designs; permitting; establishing a regional tax increment financing district (TIF); drafting and negotiating Community Benefits Agreements and Community Workforce Agreements; establishing public-private partnerships, Community Development Corporations and Community Development Financial Institutions; revolving loan funds; joint powers authorities; financial planning (e.g., preliminary budget and construction financing); with the goal of establishing long-term funding opportunities for implementation of Planning Phase regional strategies.
 - Basic environmental infrastructure predevelopment, construction, and development of long-term operations and maintenance plans for infrastructure such as: clean water supply systems; wastewater systems; waste disposal systems; pollution control services.
 - Support costs for building and sustaining the capacity of project leads and partners, such as: investments in partner and local staff development; funding new and/or critical positions; acquiring or utilizing tools and resources to increase partner capacity for project planning and implementation; organizational capacity activities such as access to financial services or legal review; developing new pilot or demonstration projects and programs; participation and/or partnership with existing



workforce programs; providing or securing technical assistance for partners.

Project Stages

Catalyst Predevelopment Phase Projects will fall into one of three stages: **Concept**, **Accelerator**, or **Launchpad**.² Final budget amounts are subject to change based on negotiations between Uplift and awardees.

1. Concept: Up to \$50,000 Grant

Concept projects are in the early stages of development. They may be an idea or an in-progress plan and may need dedicated funding to explore and refine potential projects or conduct feasibility assessments.

Key Considerations:

- Projects should demonstrate a clear understanding of the problem or opportunity they aim to address.
- Applicants should explain how the grant will be used to gather data, conduct initial research, or test the feasibility of their concept.

2. Accelerator: Up to \$250,000 Grant

Accelerator projects have moved beyond the initial idea phase and are beginning to take shape through early planning and analysis. These projects require more detailed planning and preparatory work to advance toward implementation. Accelerator projects should have a clear outline of the next steps required to move to the implementation stage, including studies, detailed planning, and solutions to potential challenges.

Key Considerations:

- Projects should show a clear trajectory from planning to full implementation, identifying any risks and potential solutions.

² Please note that the State refers to the project stages as "Exploratory" and "Last-Mile".

3. Launchpad: Up to \$1,000,000 Grant

Launchpad projects are considered feasible and viable, having undergone initial steps. They require funding to clear final hurdles such as, but not limited to, research and development, site selection, permitting, or additional studies, before moving to full-scale execution. Launchpad projects should have:

- Completed feasibility study if applicable.
- Necessary plans or studies completed such as, but not limited to: needs assessment, business plan, environmental assessment, site plan, preliminary engineering report, management plan, community outreach and engagement plan, or other plan or study necessary for the success of the project.
- Additional funding sources identified.

Key Considerations:

- Projects should demonstrate that they are ready for execution and have completed or cleared most of the predevelopment hurdles.
- Each project should stand on its own. If there are multiple projects that can be feasibly separated and implemented on their own, these should be submitted as separate applications.
- Applicants should show that they have already identified or secured additional funding sources, such as matching funds, to ensure long-term sustainability.

Section 1: Letter of Intent (LOI) Submission

Due Friday, October 18, 2024, by 5:00 PM PDT

1.1 Purpose of the LOI

The LOI serves as an initial step to identify projects that align with strategies listed in Uplift's Regional Plan Part II, California Jobs First requirements, and Uplift's North Star. Submission of an LOI is a mandatory requirement and **only entities with projects closely aligned with these priorities will be invited to submit a full application.**



1.2 LOI Content and Submission Requirements

LOIs must provide a concise overview of the proposed project, demonstrating its alignment with the criteria outlined in [Section 3: Evaluation Criteria, Timeline, and Requirements](#). LOIs must be submitted through the [Uplift Catalyst Predevelopment Grant Letter of Intent \(LOI\) Form](#) by Friday, October 18, 2024, 5:00 PM PDT. Late submissions will not be considered. LOIs are not binding – we expect that applicants will further refine their concept in their final application with technical assistance such as a bidders forum and a question period.

The LOI form requests the following information:

1. Entity Information:
 - a. Entity Name
 - b. Type of entity
 - c. Contact details
 - d. Brief overview of the entity’s mission and history
2. Project Overview:
 - a. Description of the project, project objectives, expected impact and outcomes, and how the project’s success will be measured
 - b. Stage (Concept, Accelerator, or Launchpad)
 - c. Population of focus (who is the project primarily benefiting)
 - d. Geographic focus (where is the project happening)
3. Alignment with Uplift’s Strategies in the Regional Plan:
 - a. Identify which sector(s) and strategy(ies) the project aligns to
 - b. Provide a brief description of how the project aligns to noted sector(s) and strategy(ies)
4. Alignment with Uplift’s North Star and California Jobs First Requirements (Please see [Section 3: Evaluation Criteria, Timeline, and Requirements](#)). Briefly describe how the project enhances:
 - a. Economic opportunity
 - b. Equity
 - c. Sustainability
5. Partnerships and Community Engagement: List of current or potential partners. Please note that a Memorandum of Understanding (MOU) will be required for the full application but it is not needed for the LOI phase.



6. Administrative Requirements: Confirm that the applicant will be able to provide liability insurance and an audit or financial statement.

1.3 LOI Evaluation and Notification

LOIs will be reviewed based on their alignment with California Jobs First requirements, Uplift's North Star, and the strategies within the Regional Plan. Please see [Section 3: Eligibility, Criteria, and Evaluation](#) for more information on evaluation criteria. By the first week of November, Uplift will inform submitters of LOIs if they are invited to submit a full application.

Section 2: Application Submission

2.1 Purpose of NOFO

Applications submitted in response to this NOFO must promote the strategies presented in the Regional Plan. The strategies outlined in the Regional Plan prioritize the creation of quality jobs, equitable access to quality jobs and resources, and the development of sustainable and resilient economies and industries. Particular emphasis will be placed on projects related to strategies within the Precision Manufacturing and Advanced Business Services Target Sectors.

2.2 Application Requirements and Submission Instructions

Application must include:

1. **Cover Letter:** Note to Uplift and Executive Summary of the application
2. **Detailed Project Description:** Objectives, methods, and expected outcomes. Please note that Catalyst predevelopment funding will support predevelopment activities that lay the groundwork for long-term success, with outcomes unfolding over time rather than immediately.
3. **Financial statement or audit.**
4. **Budget and Financial Projections:** Budget Summary and Budget Narrative including direct expenses, administrative expenses, and other sources of funding (see Section 4.4 Budget Template).
5. **Team Qualifications:** Names and description of the experience of project sponsors, leaders, and a short bio of team members.

6. **Partnerships:** Memorandum of Understanding (MOU) detailing roles and responsibilities of each party, and key team members.
7. **Past Performances:** Examples of similar work your organization has completed that demonstrates your readiness to complete the proposed project.
8. **Letters of Support:** Endorsements from organizations that have worked with, or are currently working with, your organization.
9. **Predevelopment Activities:** Description of the predevelopment activities for the proposed project such as feasibility studies, research and development, workforce development activities such as needs assessment, program design, and curriculum development, market analysis, environmental assessments, project designs, and infrastructure planning (e.g., clean water supply systems, waste disposal systems).
10. **Community Engagement:** Demonstration of how the lead organization has engaged or plans to engage the community, particularly disinvested communities, in the development of the proposed project.
11. **North Star:** Description of how the proposed project advances economic opportunity, equity, and sustainability.
12. **Regional Plan Strategies:** Description of how the proposed project aligns to strategies in the Regional plan.

2.3 Submission instructions

After reviewing the LOIs, Uplift will notify applicants who are selected to proceed with submitting a grant application. Those advancing to the application phase will receive detailed instructions on the submission process, along with templates for both the application and budget overview. Applications are due by Friday, December 13, 2024, by 5:00 PM PST. Uplift will review applications and notify applicants of their award status by mid-January. Upon receiving notification of their awards, recipients will have two weeks to submit all required documentation.

Section 3: Evaluation Criteria, Timeline, and Requirements

3.1 Evaluation Criteria

Uplift will evaluate applications based on the criteria listed below. This criteria is designed to ensure that projects align with strategies in the Regional Plan, California Jobs First requirements, and Uplift's North Star. Applications will be reviewed based on



the overall project's alignment to the below criteria, as well as how the specific predevelopment activities that are requesting funding align to the project's success.

Sector and Strategy Alignment:

1. Falls within a sector identified in the Regional Plan. Projects that align with Uplift's target sectors of Precision Manufacturing and Advanced Business Services will be prioritized for funding.
2. Implements one or more of the strategies in the Regional Plan.

Job Creation and Economic Competitiveness:

1. Promotes the creation of quality jobs³ and ensures equitable access to quality jobs for disinvested communities.
2. Contributes to the Central Coast region's ability to avoid, withstand, and recover from economic shocks. This includes foreseeing, adapting to, and leveraging changing conditions to the Central Coast region's economic advantage.
3. Contributes to the Central Coast's comparative advantage and regional strategy.

Project Feasibility:

1. A reasonable amount of funding is being requested for the size and scope of the project. The budget is clearly outlined in the budget template.
2. The project is reasonably feasible to implement with key personnel and a well-structured work plan aligned for success. It has strong political and public support.

³ Uplift defines a quality jobs as: a job that (1) 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; (2) offers employer-sponsored health insurance (a proxy for other worker benefits); and (3) provides worker stability in terms of retaining or leading to another quality job in the future. Jobs that do not meet this definition are often still highly valued and important roles that meaningfully contribute to the community. From community members, Uplift heard that a quality job is also one that compensates workers enough to pay bills and save/invest some, provides adequate healthcare coverage, offers flexibility to take paid time off (sick leave and vacation), is free from discrimination, provides learning and growth opportunities, contributes meaningfully to the community, and/or is physically and psychologically safe.

3. The predevelopment activities requesting funding are practical to implement and will support the overall project, leading to its success.
4. The entity has the organization capacity to deliver the project, demonstrated by past experience in similar initiatives.

Equity:

1. Intends to advance inclusive access to quality jobs, resources, and services.
2. Meets the applicable Justice40 guidelines⁴, where at least 40% of project benefits are direct, meaningful, and assured benefits to disinvested communities and mitigates displacement impacts.
3. Includes an applicant or co-applicant located in or serving a disinvested community.
4. Aligns with [Executive Order N-16-22](#) (Embedding Racial Equity).
5. Includes an equity impact assessment.
6. Include displacement analysis (and avoidance strategy if necessary).
7. Includes a community engagement strategy with feedback mechanisms.

Environmental Sustainability:

1. Intends to advance sustainability, environment and natural resource protection, and climate resilience, with an emphasis on advancing environmental justice. Projects may not fund new fossil fuel extraction or activities, or expand fossil fuel production.
2. Aligns with State climate goals and policies such as greenhouse gas (GHG) emissions mitigation, climate vulnerability reduction, and climate adaptation or mitigation. Example State strategies include:
 - a. [CARB Scoping Plan](#)
 - b. [EO N-82-20](#) (Land and Water Protection)
 - c. [EO N-19-19](#) (Climate Agenda)
 - d. [Sustainable Groundwater Management Act](#) (SGMA)

⁴ Please see here: <https://www.energy.gov/justice/doe-justice40-covered-programs> for more information on Justice40 guidelines.

Additional Considerations:

While not required, projects that include the below considerations will receive additional consideration for funding.

1. Includes mechanisms to mobilize capital (e.g., revolving loan fund) and/or leverages novel funding mechanisms.
2. Includes Community Workforce Agreement, Community Benefits Agreement, Project Labor Agreement, and/or local hire or targeted hire practices.
3. Includes an outreach strategy that includes collaboration and a plan for continued engagement and capacity-building with disinvested or vulnerable communities, workers, or small businesses and includes methods for soliciting and incorporating community feedback.
4. Has letters of support from a variety of involved entities including political representatives and community members.
5. Creates assets or programs with ownership stake by the community.
6. Leads to alternative models of ownership for land, businesses, or other assets to build wealth or capacity in the Central Coast region (e.g., cooperatives, community investment funds, etc.).
7. Leverages an underutilized community resource or asset.

3.2 Expected Timeline

- NOFO Release Date: Tuesday October 1, 2024
- Question Submission Deadline: Tuesday, October 8, 2024
- Virtual Bidders Forum: Friday, October 11, 2024 from 11:00 - 12:30 PM PST. Please register [here](#).
- LOI Submission Deadline: Friday, October 18, by 5:00 PM PDT
- Uplift to Notify LOI applicants of status: First week of November
- Application Submission Deadline: Friday, December 13, 2024, by 5:00 PM PST
- Award Announcement: Middle of January 2025
- All financial and administrative documentation due to Uplift: Two weeks following award notice



3.3 Terms and Conditions

Applicants must adhere to the terms and conditions outlined by the State, including intellectual property rights, compliance with state laws, and other contractual obligations such as proof of financial solvency.

3.4 Contact Information

For questions or assistance regarding the NOFO, please send an email to info@upliftcentralcoast.org.

Section 4: Required Templates and Additional Information

4.1 Letter of Intent Template

LOIs must be submitted using [this form](#) by Friday, October 18, 2024 by 5:00 PM PDT. Late submissions will not be considered. Please hit "Submit" at the end of the form when your LOI is complete.

Uplift Catalyst Predevelopment Grant Letter of Intent (LOI)

This Letter of Intent (LOI) demonstrates to Uplift that you intend to apply for grant funding. This serves as an initial step to identify projects that align with strategies in Uplift's [Regional Plan Part II](#). **Submission of an LOI by Friday, October 18, 2024, 5:00 PM PDT using this form is a requirement.** Late submissions will not be considered. Please hit "Submit" at the end of this form when your LOI is complete.

All applicants will be notified of the results by the first week of November using the email you have provided in this application. LOIs are not binding – we expect that applicants will further refine their concept in their final application with technical assistance such as a bidders forum and a question period.

Entity Information

Entity Name *

Insert your entity's name.

Your answer

Type of Entity *

Select which of the below describes your entity.

- 501c Nonprofit
- Nongovernmental Organization (NGO)
- Academic Institution
- Government Agency
- Community Foundation
- Labor Organization
- Other: _____

Applicant Name *

Insert your first and last name. *If someone else is the point of contact please enter their name.*

Your answer _____

Email Address *

This email address will be used for all Uplift correspondence. Please ensure that it is correct.

Your answer _____

Phone Number *

Insert your phone number. *If someone else is the point of contact please enter their phone number.*

Your answer _____

Entity Description *

Briefly describe what your entity does, its purpose, and mission. (100 words maximum)

Your answer

Project Overview

Project Stage *

Select which stage your project aligns to. Please reference the Notice of Funding Opportunity (NOFO) for more details.

- **Concept** projects are in the early stages of development.
- **Accelerator** projects have moved beyond the initial idea phase and are beginning to take shape through early planning and analysis.
- **Launchpad** projects are considered feasible and viable, having undergone initial development steps.

Concept

Accelerator

Launchpad

Project Description *

Briefly describe the project, its objectives, expected impact and outcomes, and success metrics. (500 words maximum)

Your answer

Population(s) of Focus *

List the population(s) and/or community(ies) that your project intends to benefit.

Your answer

Geographic Focus *

Select which county(ies) your project focuses on. (Select all that apply)

- San Benito County
- Santa Cruz County
- Monterey County
- San Luis Obispo County
- Santa Barbara County
- Ventura County

Alignment with Strategies in the Regional Plan Part II

Please review [Regional Plan Part II](#) for descriptions of strategies. As noted in the NOFO's criteria evaluation section, projects aligned to the Target Sectors of Precision Manufacturing and Advanced Business will be prioritized for funding.

Strategy Alignment *

List the sector title and the strategy name(s) as noted in the [Regional Plan Part II](#) (also noted in the Strategies at a Glance section of the NOFO) that the project aligns to. *Example format: Precision Manufacturing and Advanced Business Services: Accelerate Sub-Baccalaureate Workforce Pipeline Development*

Strategies can be found on the below pages of the [Regional Plan Part II](#):

- Precision Manufacturing and Advanced Business Services: 55-57
- Healthcare: 62-63
- Agriculture: 65-66
- Hospitality and Tourism: *See note on page 68*
- Main Street and Black, Indigenous, and People of Color (BIPOC) Small Business: 74-77
- Training, Upskilling, and Learning and Development: 78-81
- Child Care: 83-84
- Climate Resilience through Economic and Workforce: 88-90
- Housing: 94-95
- TK-12 & Higher Education: 99-100
- Transportation: 102
- Immigration: 104
- Arts and Culture: 106
- Nonprofit: 108

Your answer

Strategy Alignment *

Describe how the project aligns to the strategy(ies) that you have listed above (200 word maximum)

Your answer

Alignment with Uplift's North Star and California Jobs First Requirements *

Briefly describe how the project aligns to Uplift's North Star and the California Jobs First requirements of economic opportunity, equity, and sustainability. (200 words maximum)

Your answer

Partnerships and Community Engagement *

List current or potential partners for the project. Please note that a Memorandum of Understanding (MOU) will be required for the full application but it is not needed for the LOI phase.

Your answer

My entity has the ability to provide liability insurance and an audit or financial statement. *

If you are asked to submit an application, you will be required to submit liability insurance and an audit or financial statement.

Yes

No

4.2 Application Scoring Rubric

Applications will be scored based on the following scoring rubric.

Application Scoring Rubric	
Section	Points Available
Sector and Strategy Alignment	30
Job Creation and Economic Competitiveness	26
Feasibility	20
Equity	12
Environmental Sustainability	12
Total	100
<i>Additional Considerations</i>	<i>+5</i>

4.3 Strategies at a Glance

Uplift’s Strategies at a Glance

Uplift’s strategies are organized by target sector, economic mobility, climate resilience through economic and workforce, and community development strategies to increase the presence of quality of jobs and enhance the quality of life for current and future residents of California’s Central Coast. Further explanation of each of these strategy categories is as follows:

Target Sector Strategies

Precision Manufacturing and
Advanced Business Services
Healthcare
Agriculture
Hospitality and Tourism

Uplift identified a set of sectors positioned to deliver quality job creation accessible to those with less than a four-year degree, based on analysis weighing regional competitiveness, concentration, innovation assets, talent base, and other factors. Meanwhile, 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. All strategies seek to improve access to quality jobs for individuals from disinvested communities.

Economic Mobility Strategies

Main Street and Black,
Indigenous, and People of Color
(BIPOC) Small Business
Development
Training, Upskilling, and
Learning and Development
Child Care

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 all sectors. Topics within this category include small business development, workforce training, and child care. Uplift’s aim with prioritizing these strategies in addition to the target sector strategies is to advance equity and set up a foundation for more economic mobility across the full region.

Climate Resilience through Economic and Workforce Strategies

Meeting the Moment of
California’s Climate Leadership

These strategies focus on equitable economic development, job creation, and resilience, ensuring communities benefit from these transformations. The Central Coast is navigating the transition from fossil fuels to renewable sources, which may impact the local employment and economic dynamics. As the region prepares for a more sustainable future, including the development of offshore wind and other clean tech initiatives, prioritizing quality jobs that advance climate resilience and nature preservation will be crucial in ensuring long-term environmental and economic stability, thereby enabling the Central Coast to be ready for these shifts.

Community Development Strategies

Housing
TK-12 & Higher Education
Transportation
Immigration
Arts and Culture
Nonprofit

There are several topics beyond the scope of California Jobs First that have profound impacts on a thriving, resilient, equitable, and sustainable economy for the Central Coast residents. Topics within this category include housing, TK-12 & higher education, transportation, immigration, arts & culture, and nonprofits. Paired with actions to increase presence of quality jobs and improve the quality of jobs within prominent industries, Uplift’s research and community engagement clearly highlight the need to improve livability for Central Coast residents and lower barriers that prevent many residents from succeeding.

Uplift seeks solutions at the intersection of Economic Opportunity, Equity, and Sustainability

Uplift’s Strategies at a Glance

The following strategies are explained in more depth in Uplift’s Regional Plan Part II.

Target Sector Strategies

Boosting Quality Jobs Creation

Precision Manufacturing & Advanced Business Services

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

Enhancing Job Quality in Prominent Sectors

Healthcare

1. Expand Pathways Into Quality Jobs For Lower Paid Healthcare Positions
2. Bolster Workforce Pipeline Between Educational Institutions and Healthcare Institutions
3. Expand Training and Awareness on Healthcare Career Paths

Agriculture

1. Create an AgTech and Regenerative Agriculture Ready Workforce
2. Strengthen AgTech Commercialization, Innovation, and Research Initiatives

Hospitality and Tourism (*relevant strategies are integrated in other sections*)

Economic Mobility Strategies

Main Street and Black, Indigenous, and People of Color (BIPOC) Small Business Development

1. Expand Culturally Responsive Community-Focused Small Business Technical Assistance
2. Bolster Small Business Financial Capacity and Access to Capital
3. Promote Collaborative Models of Local, Broad-Based Ownership
4. Support Community Kitchens and Regional Food Hubs

Training, Upskilling, and Learning and Development

1. Expand On the Job Training and Upskilling
2. Enhance Training and Apprenticeship Programs
3. Promote Culturally and Linguistically Inclusive Upskilling Programs
4. Scale Family Self-Sufficiency (FSS) programs

Child Care

1. Expand Child Care Workforce
2. Enhance Child Care Infrastructure
3. Encourage Employer Supported Child Care
4. Improve Usability of Centralized Resources to Navigate the Child Care System

Climate Resilience through Economic and Workforce Strategies

Meeting the Moment of the State’s Climate Leadership

1. Advance the State’s Clean Energy Goals and Promote Job Creation
2. Develop a Clean Energy Workforce
3. Drive Equitable Access to the Clean Economy
4. Protect and Conserve the Natural Environment
5. Adapt to a Changing Climate

Uplift seeks solutions at the intersection of Economic Opportunity, Equity, and Sustainability

Uplift's Strategies at a Glance

The following strategies are explained in more depth in Uplift's Regional Plan Part II.

Community Development Strategies

Housing

1. Expand Employer Sponsored Housing
2. Promote Creative Housing Models

TK-12 & Higher Education

1. Strengthen Curriculum Aligned with the Regional and Future Economy
2. Prepare Disinvested Communities for Higher Education

Transportation

1. Increase Public Transportation Infrastructure
2. Support Equitable Reduced or Free Fares for Public Transit

Immigration

1. Establish Immigrant Welcome Center
2. Expand Financial Support and Education Program for Immigrants
3. Invest in Educational and Mentorship Program for Immigrants

Arts and Culture

1. Support Funding for the Arts
2. Revitalize Art and Culture

Nonprofit

1. Expand Diversity of Nonprofit Leaders and Boards
2. Develop Grants Training
3. Increase Capacity of Nonprofits



4.4 Budget Summary and Narrative Template

YEAR 1 & 2 - BUDGET EXAMPLE FORMAT					
List All Funding Sources					
Catalyst Request		\$			
Other Sources of Funds		\$			
		\$			
Total Funding Request		\$			
Program Expenses	Type of Unit	# of units	Unit cost	Subtotal	Total
A. Personnel	(e.g. hour, month,				
<u>Salary Expense</u>					
Personnel #1 (% of time)				\$	
Personnel #2 (% of time)				\$	
			Subtotal Salary	\$	\$
<u>Fringe Expense</u>					
Total Personnel Fringe Rate %		0.19			\$
				Total Personnel	\$
B. Direct Program Expenses					
Costs of Goods Sold (if applicable)			\$	\$	\$
Purchases			\$	\$	\$
Services			\$	\$	\$
Research			\$	\$	\$
Technology Equipment			\$	\$	\$
IT Subscriptions & Expenses			\$	\$	\$
Communications Tools & Subscriptions			\$	\$	\$
Event Travel			\$	\$	\$
Mileage			\$	\$	\$
Marketing/Advertising/Promotion Costs			\$	\$	\$
Outreach			\$	\$	\$
Supplies			\$	\$	\$
Insurance			\$	\$	\$
Training			\$	\$	\$
Construction Costs			\$	\$	\$
Equipment			\$	\$	\$
Sub-contracts			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
<i>Add rows as needed</i>			Subtotal Direct Program Expenses	\$	\$

Uplift seeks solutions at the intersection of Economic Opportunity, Equity, and Sustainability

